Analysis of the measures of COVID-19 (SARSCoV-2) in the image, satisfaction and loyalty of visitors to a world heritage city

Nuria Huete-Alcocer, Virginia Navajas-Romero & Ricardo David Hernández Rojas

[a]Econometrics at the Faculty of Economics and Business, Albacete, Spain; [b]Department of Spanish and International Economy, Econometrics and History and Economic Institutions of the University of Castilla-La Mancha, Albacece, Spain; [c]Department of Statistics and Operations Research, Business Organization and Applied Economics, Universidad de Córdoba, Cordoba, Spain; [d]Department Agricultural Economics, Sociology, and Policy, Faculty of Economics and Business Sciences, Universidad de Córdoba, Cordoba, Spain

ABSTRACT

This study examines the effects of the prevention measures taken against Coronavirus on the image, satisfaction and loyalty of tourists in world heritage cities. Data was obtained from tourists who visited Córdoba (España). Structural equation modeling (SEM) was used to verify the proposed hypothetical relationships. The results show that implementing Coronavirus prevention measures improves the visitors' cognitive and emotional global image of the destination and influences visitor satisfaction with the visit and subsequent loyalty to the city. This work can be useful in the decision-making processes of city managers in their attempts to improve the satisfaction and loyalty of people who visit a city. The study analyzed the answers to questionnaires given to visitors at traditional restaurants in the city (hand disinfection systems, respecting the minimum distance between diners, …). This factor has not previously been studied in the scientific literature, making it an innovative line of research.

Introduction

Coronavirus (SARS-CoV-2) is the cause of the COVID-19 pandemic and the subsequent health crisis (Mattioli et al., 2020) that led to an unprecedented economic crisis (Kartseva & Kuznetsova, 2020). The pandemic paralyzed tourism causing a global economic crisis. The impact that the pandemic has had can be seen in many industries, but tourism is probably the economic activity that has had the greatest economic losses (Menchero-Sanchez, 2020). At the beginning of 2021, the number of tourists worldwide was 20% lower than in the first three quarters of the previous year and 76% lower compared to the previous year (UNWTO, 2021). Local gastronomy and catering services have become one of the main ways of provid- ing an authentic and distinctive visitor experience that is strongly linked to heritage (Hernández-Rojas & Huete Alcocer, 2021). Factors such as traditional cuisine give des- tinations inherent and exclusive identities which are

associated with other cultural factors that create a touristic image and brand (Hernández-Rojas et al., 2021) to generate tourist loyalty to a city and make it valuable and attractive for cultural tourism (Berbel-Pineda et al., 2019; Nair & Mohanty, 2021). Along with the heritage of a region, tourists can experience other intangible characteristics like customs and gastronomy in traditional Restaurants (Meneguel et al., 2022).

The coronavirus prevention measures implemented by traditional restaurants have their own intrinsic, ethical and symbolic value that conveys a feeling of safety to the users (Shokhsanam & Ahn, 2021). Tourists perceive the catering subsector as an important attribute of the destination (Chau & Yan, 2021). Therefore, the quality of the safety measures incorporated into the gastronomic offer, the services available and the heritage at the site can produce a huge impression on the cultural and sensory experience of tourists. For these reasons, there has been an increase in scientific research on gastronomic services after the onset of the pandemic (Byrd et al., 2021).

In recent years, there has been fierce competition between tourist destinations (UNWTO, 2019) who want to attract travelers, especially international tourists. The increase in the number of tourist destinations together with the removal of travel restrictions increased the number of holiday destinations, which can be visited and implies tourism management should create permanent relationships with visitors in order to achieve visitor loyalty to the destination. Due to the current economic situation caused by the COVID-19 pandemic, the success of tourist destinations is determined by the loyalty of tourists (Loncaric et al., 2019). To obtain tourist loyalty, the behavior of tourists at the destination must be taken into account (Butnaru et al., 2018). Any negative experience during a holiday or visit can affect the image the tourist has of the destination (Szubert et al., 2021). Therefore, creating a positive image of a destination after a visit is difficult for marketing specialists in heritage areas since the image of the destination must be favorable during the visit with protection and proper exploitation of heritage, which is also the core of heritage tourism (Koutsi & Stratigea, 2021). Consequently, it is important to consider the image tourists have of the destination prior to the trip and try to improve this image during the trip (Raimkulov et al., 2021).

The aim of this study is to analyze how anti-COVID measures affect the image of the destination in order to improve the knowledge about cultural tourists' loyalty to the destinations they visit. To achieve the proposed objective, a structural equations model was proposed for the anti-COVID measures at a destination, the global, cognitive and affective images produced and tourist satisfaction and loyalty to the heritage city. This study used an experience-image-satisfaction-loyalty framework that included not only an image construct but also a construct for the tourists' emotions at the heritage sites which is related to the tourist loyalty to the site.

Theoretical framework

COVID prevention and the tourist image of a heritage destination

There is very little literature on the subject of Covid prevention measures and their effect on the image tourists have of a world heritage city and their satisfaction and loyalty to it

as the Covid pandemic began only recently in 2020. Consequently, this study starts a new line of research, which investigates a wider range of effects than previously for the impact of the virus on the sector.

According to the literature, there were two phases of Covid-19 at most destinations; confinement and recovery (Chebli et al., 2020). Consumer preferences and tourist behavior changed as the crisis advanced (Hall et al., 2020). Ketter and Avraham (2021) state that destinations modified their strategies due to the COVID pandemic in order to improve their image.

The tourism image destinations have been widely studied with research investigating how the tourism image prior to the trip influences the visit (Gómez-Díaz, 2021). However, much less has been studied about the image of the destination after the trip and how tourist experiences in the destination influence the tourist image of a destination (Borlido & Kastenholz, 2021) for heritage cities. This study complements the existing literature on the importance of the image of the destination and fills the gap in the literature on the effect of tourist experiences at heritage sites.

Tourist experience

The tourist experience incorporates all the behavioral, perceptual and cognitive emotions a visitor feels at a destination (Kim et al., 2021). The services offered by the destination and the tourist experience at the destination (Massin & Raspeño, 2021) reflect the visitors own desires and expectations (Mitchell, 2021). There are four fundamental modalities of tourism experiences, entertainment, educational, escapist and aesthetic. These aspects have been investigated in many studies on tourism (Strijbosch et al., 2021).

In order to build a sustainable competitive advantage in the current tourism market, it is essential to understand and strengthen the positive memories of tourists (Zhang et al., 2018). Interest has been shown in understanding the tourist experience with heritage tourism. Crespi-Vallbona (2021) found that the visitor experience at heritage tourism is composed of hedonic, interactive, emotional, knowledge, local culture and nostalgia factors. Some of the hedonic aspects are similar to those identified by Hosany and Gilbert (2010). The interactive aspects are similar to those found by Herbert (2001), and the emotional ones are similar to those given by Goossens (2000), those of local culture are also seen in the work of Crespi-Vallbona and Richards (2007) while the ones about knowledge are similar to those of Lee (2016) and nostalgia to Kim (2005). In conclusion, all the literature emphasizes the importance of studying the tourist experience as a way to influence the tourist image of the destination and their satisfaction with it.

Target image

Tourists have a dynamic image of a destination that is modified by the experiences that they have there (Qian et al., 2022). Therefore, the image of a destination is multifactorial and has multiple attributes (Pérez-Tapia et al., 2021). Previous studies establish relationships between motivation, satisfaction, the quality of the tourist experience, the image of the tourist destination, and the intention to visit it again (Albayrak et al., 2018). The artistic, historical and lifestyle characteristics in any region remain a central element of the travel package because they create feelings about heritage due to the tourist previous perceptions of the heritage (Gómez-Díaz, 2021). Therefore, in addition to the heritage that each destination offers as a key factor and incentive for tourism at the heritage site the visitor already has an image of the general idea that other people think, feel and/or says

about the heritage (Gumede & Ezeuduji, 2021).

Consequently, it is generally accepted that the opinions of previous tourists at a destination create the tourist image of the destination, which can lead to feelings of satisfaction and loyalty to the heritage (Gursoy et al., 2014; Sun et al., 2013). Therefore, the likelihood of visiting or revisiting places also seems to improve if the destination has a positive image (González-Rodríguez et al., 2020; Stylos et al., 2017). Haarhoff and De Klerk (2019) consider the brand as a key factor in motivation and precedes the tourist's interest in the heritage destination.

The literature shows how the image that tourists have of the destination influences their behavior before and during the visit because tourist image is important for tourist loyalty (Agapito et al., 2013). Echtner (2003), Prayag (2009) and, more recently, Zhang et al. (2018) state that tourists are more likely to choose and visit a tourist destination if the places have a positive image, which can be suitably manipulated with market ing strategies.

The global, affective and cognitive image and satisfaction with the destination

The image of a destination as a whole is influenced by cognitive and affective perceptions. This has been previously investigated in research on tourism (Hosany & Gilbert, 2010) and the relationship between cognitive and affective factors of the tourist image of a destination (Fu et al., 2016).

Baloglu and McCleary (1999) explained how the image of a destination is formed from different cognitive, affective and global components. The research by Marine-Roig and Clavé (2016), showed that cognitive factors represent around 58% of the global image and that the remaining 42% is due to affective elements. The affective component has an important influence on tourists both for satisfaction and for loyalty to the destination (Akgün et al., 2020). Finally, in the relationship of image with satisfaction, satisfaction is often considered the primarily cognitive evaluative opinion because of comparing expectations and experience or perceived performance. Woodruff et al. (1983) suggested that satisfaction has a set of cognitive and emotional aspects (Del Bosque & San Martín, 2008) which are shown in the relationships between the factors in the research model of this study.

The relationship between loyalty and satisfaction

As loyalty to a destination is a key element of the appeal of the destination, the reasons for visitor loyalty have been widely analyzed in the literature (Gursoy et al., 2014). The most determinant factor was seen to be the tourist satisfaction with a destination (Lee et al., 2014). Tourist image also influences aspects such as the attitude of the consumer (Yu et al., 2018) and subsequently influences loyalty to a product or brand (Liu et al., 2012). It is commonly accepted that tourist experiences (Ali et al., 2016; Loureiro, 2014) and the image of a destination (Prayag & Ryan, 2012) affect loyalty to the tourist destination both directly and indirectly.

However, improving loyalty to a destination is difficult (Oppermann, 2000), and the impact of loyalty has previously been questioned (Rivera et al., 2016). Tourists decide to travel to escape daily life and search for new experiences as part of the process (Iso Ahola, 2022). Even if tourists are very satisfied with the destination, they usually only visit a destination once (Dolnicar et al., 2015). Therefore, an additional loyalty construct (loyalty to world heritage sites) was also examined here, which is defined as the intention of tourists to visit other destinations with an important heritage component (Li et al., 2021).

Visitors who have favorable tourist experiences are likely to have a positive image of the destination and/or feel considerable satisfaction after visiting a destination with a heritage component and therefore decide to explore other similar destinations and become loyal to this type of tourism.

Hypothesis development

Taking into account all the above information, this study proposes to investigate the influence of the tourist experience when using the coronavirus prevention measures in traditional restaurants and how this influences the global image that tourists have of a World Heritage City and whether this affects more the cognitive or affective component of the image. The influence of these factors on tourist satisfaction with a city and the subsequently loyalty is also shown. Ten hypotheses were established to investigate the above.

Hypothesis 1 (H1): Covid-19 prevention measures positively and significantly influence the affective image of a world heritage city.
Hypothesis 2 (H2): Covid-19 prevention measures positively and significantly influence the cognitive image of a world heritage city.
Hypothesis 3 (H3): Covid-19 prevention measures positively and significantly influence the overall image of a world heritage city.
Hypothesis 4 (H4): The affective image of a world heritage city positively and significantly influences the overall image.
Hypothesis 5 (H5): The affective image of a world heritage city positively and significantly influences visitor satisfaction with the destination.
Hypothesis 6 (H6): The cognitive image of a world heritage city positively and significantly influences the overall image.
Hypothesis 7 (H7): The cognitive image of a world heritage city positively and significantly influences visitor satisfaction with the destination.
Hypothesis 8 (H8): The overall image of a world heritage city positively and significantly influences visitor satisfaction with the destination.
Hypothesis 9 (H9): The overall image positively of a world heritage city and significantly influences tourist loyalty to it.
Hypothesis 10 (H10): Satisfaction with the world heritage city positively and significantly influences tourist loyalty to it.

Methodology

This first stage of this study was a literature review to find the information needed to prepare an adequate theoretical model, which could then be tested using a quantitative analysis. The main objective was to explain whether the coronavirus prevention measures taken by restaurants in the city of Córdoba, especially the traditional ones located in the old town in the World Heritage City, influence the image of that city as a tourist destination and the subsequent visitor loyalty when deciding to return or recommend it to family or friends. The prevention measures against Covid-19 that were carried out in these restaurants were: hygiene measures at the restaurant; cleanliness of the restaurant; the distance between diners; the confidence and safety that the restaurant transmits with respect to Covid-19 and; how would you assess the Covid-19 passport request.

The city of Córdoba (Spain), an Andalusian city that has the largest number of World Heritage Sites in Spain, was chosen as the city for this study. Córdoba is not only known for these places of interest, but also for the gastronomy it offers, especially at the traditional restaurants located in its historic center (Hernández-Rojas et al., 2021). All the necessary information for the study was collected with a survey given to visitors at the restaurants in the city. The study consisted of the following stages (1) a literature review

that gave a theoretical base so that (2) the scales for the variables could be adapted, resulting in (3) a pilot survey which was given to 15 sample interviewees. (4) The final questionnaire was validated. A 5-point Likert scale was used to collect information from the interviewees. The collected sample consisted of 154 valid responses from the visitors to traditional restaurants in the historic city center where they had enjoyed traditional food and had access to the coronavirus prevention measures pro- vided. Therefore, the survey was carried out specifically in eight restaurants located in the historic area of the city, aimed at tourists (non-residents) whose reason for visiting the city was to enjoy a traditional gastronomic experience. The data collected was obtained by asking diners to answer a questionnaire electronically with a QR code at the end of their lunch, while the interviewers were present. These surveys were collected during the month of November 2021, where there was a large number of viruses.

This research used a multivariate technique with a Structural Equation Model (SEM) using a PLS estimation procedure with the information collected. Table 1 summarizes the items grouped by construct, which were used to construct the theoretical model.

A reflective model, shown in Figure 1, was proposed based on the work by Jarvis et al. (2003) for both the measurement of the constructs (detailed in Table 1), and the final testing of the proposed hypotheses.

Analysis, results and discussion

An exploratory analysis was made and then the reliability, convergent and discriminant validities of the constructs in the measurement model were tested. In the next stage the structural model was analyzed and the proposed hypotheses to be tested. The recommendations of Hair et al. (2017) were used for the analytical tests.

Measurement model: reliability and validity of the measurement model

The construct loads were checked to see if they exceeded the threshold of 0.707 (Carmines & Zeller, 1979). As they all did, the individual reliability of the items used for the measurement of each of the constructs was confirmed.

Then the values of Cronbach's alpha, compound reliability, and average variance extracted (AVE) were all calculated. This allowed the composite reliability of the constructs to be found which should have values greater than 0.7 for the internal consistency to be considered acceptable (Ringle et al., 2020).

Table 1. Measurement of the variables in the questionnaire.

Factor	Items	Acronym
COVID-19 prevention measures (Muñoz et al., 2020)	Covid-19 hygiene measures at the restaurant	PM1COV-19
	Cleanliness of the restaurant	PM2COV-19
	The distance between diners	PM3COV-19
	The confidence and safety that the restaurant transmits with respect to Covid-19	PM4COV-19
	How you would assess the COVID passport request	PM5COV-19
Affective Image (Afshardoost & Eshaghi, 2020; Stylidis et al., 2020)	The city is beautiful	AI1
	The city is entertaining	AI2
	The city is relaxing	AI3
	The city is exciting	AI4
Cognitive Image (Beerli Palacio & De Leòn Ledesma, 2012; Chi & Qu, 2008)	Easy access from other regions and there is a good transport infrastructure between them	GI1
	The accommodation is good value for money	GI2
	The restaurants are good value for money	GI3
	The inhabitants are friendly and hospitable	GI4
	It is a great place to visit with the family	GI5
	There are tourist information offices that are informative and useful	GI6

Overall Image (Chew & Jahari, 2014; Zhou et al., 2013)	The weather is pleasant	GI7
	I feel safe at this destination	GI8
	The overall image of the city is positive	OI1
	It has been worth coming to this city	OI2
	It's a good place to visit	OI3
	The city has a good reputation	OI4
	It's a good place to rest	OI5
Satisfaction (Esparza-Huamanchumo et al., 2022; Haghighi et al., 2012; Lee et al., 2012)	It's well known in other countries	STN1
	Roots and tradition of the local population	STN2
	Location	STN3
	Organization of services	STN4
	Power of attraction	STN5
	Involvement with tourists and/or visitors	STN6
	The food tasted good	STN7
	The services at the restaurant	STN8
	The atmosphere at the restaurant	STN9
Loyalty (Chen & Tsai, 2007; Prayag & Ryan, 2012)	I will repeat my visit to the restaurants of the old town	L1
	I recommend family and friends to come to the 2 restaurants in the old town	L
	I will visit the city again	L3
	I recommend family and friends to get to know the city	L4

The discriminant validity of the model was then checked using the Fornell and Larcker criterion (1981) which states that the cross correlation of the square root of the AVE located on the diagonal of a matrix must be above 0.7. Discriminant validity is also evaluated using the heterotrait-monotrait ratio of the data for the relationships between con- structs (HTMT). According to Henseler et al. (2015) all HTMT values must be significantly lower than 0.85 (Franke & Sarstedt, 2019). All the data in this research was at an acceptable level.

Finally, in order to complete the analysis of the discriminant validity of the model, cross-loads were checked using the criteria proposed by Barclay et al. (1995). These authors state that the factorial load between an item and the variable to which it is assigned must be higher than with the other variables in the model. This condition for discriminant validity was fulfilled.
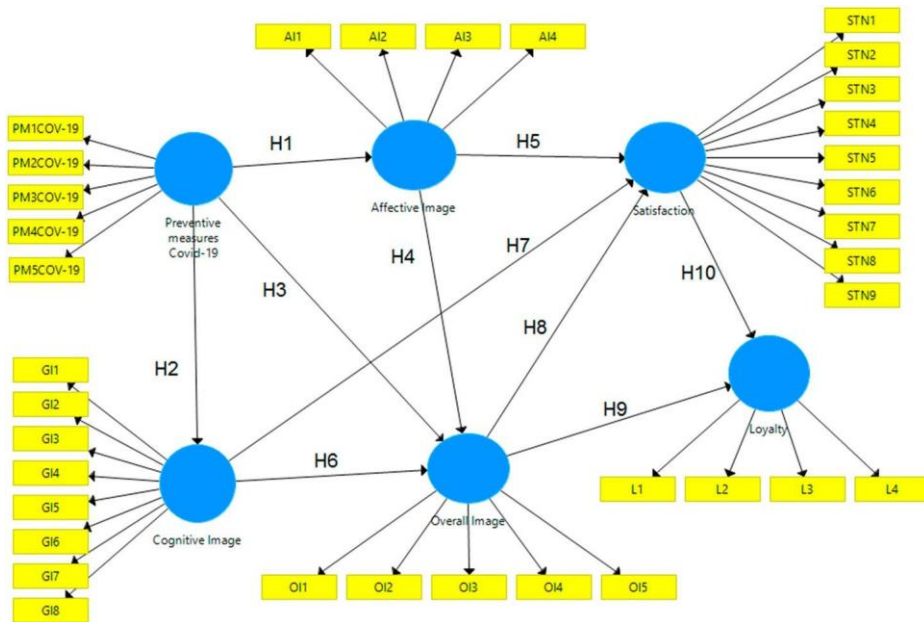
Figure 1. Conceptual framework.

Structural model for hypothesis testing

After the measurement model had been studied, the structural model (Table 2) was analyzed in order to check the hypotheses proposed in this research. To do this, the values of the *path* coefficients (β) were calculated. The *bootstrapping* technique was used to find the t-values of the hypotheses. The data revealed that eight of the ten proposed hypotheses in the structural model are significant to 99%. From the remaining two, H3 was accepted with a lower level of significance.

Finally, the predictive power of variables in the model were verified with the value of R^2. Falk and Miller (1992) pointed out that the explained variance of endogenous variables (R^2) should be greater than or equal to 0.1. Likewise, the predictive relevance measurement Q^2 of Stone (1974) was calculated and the results were found to have

Table 2. Structural model results.

	Paths	STDEV	t-value	BRIGHT	Remarks
H1: Preventive measures Covid-19 -> Affective Image	.534	.078	6.862	1.000	Supported
H2: Preventive measures Covid-19 -> Cognitive Image	.485	.079	6.172	1.000	Supported
H3: Preventive measures Covid-19 -> Overall Image	.144	.083	1.738	1.448	Supported
H4: Affective Image -> Overall Image	.332	.085	3.889	2.175	Supported
H5: Affective Image -> Satisfaction	−.054	.085	.636	2.359	Not Supported
H6: Cognitive Image -> Overall Image	.436	.098	4.426	2.031	Supported
H7: Cognitive Image -> Satisfaction	.219	.093	2.357	2.537	Supported
H8: Overall Image -> Satisfaction	.651	.127	2.631	2.638	Supported
H9: Overall Image -> Loyalty	.335	.101	6.428	2.500	Supported
H10: Satisfaction -> Loyalty	.465	.113	4.116	2.500	Supported

*$p < .05$; **$p < .01$; $p < .001$ (based on a Student's t(4999) distribution with a single tail) t(0.05; 4999) = 1.645; t(0.01; 4999) = 2.327; t(0.001; 4999) = 3.092.

positive values which are much higher than 0. The conclusion is that the predictive power of this model is high.

Discussion

After analyzing the structural model, it was found that the coronavirus prevention measures at traditional restaurants have a positive and significant effect (H1: $\beta = 0.534$, $p = 0.000$) on the affective image that tourists have of a world heritage city. The Covid-19 prevention measures mostly affect the affective component of the image that tourists have. This same effect, but to a lesser extent (H2: $\beta = 0.485$, $p = 0.000$) is found for other components of the total tourist image, such as the cognitive image. This means that prevention measures affect both the total image and the cognitive and affective components of it. Pre-emption strategies have been commonly used to reduce uncertainty in leisure travel and tourism (Lo et al., 2011; Mitchell & Greatorex, 1993; Mitchell & McGoldrick, 1996). Ultimately, they may decide to travel to a destination when they perceive it as acceptable (Decrop, 2010). Prevention-related strategies appear to minimize the gap between travel uncertainty and destination knowledge. The idea of reinforcing gastronomic experiences in a coronavirus environment coincides with Dedeoğlu et al. (2022). In addition to imply future lines of academic research according to Huete-Alcocer and Hernandez-Rojas (2022a). Some specific travel measures to reduce uncertainty in leisure travel include buying travel insurance, getting vaccinated and traveling with a travel group combined (Lo et al., 2011). In terms of specific measures against Coronavirus-19 that should be implemented to enhance and safeguard the dining experience we can cite: specific cleaning measures against the virus in restaurants after finishing a service (Bove & Benoit, 2020), implementation of a cleaning protocol at the entrance of customers to the restaurant, in this sense, suggest cleaning hands with hydro-alcoholic gel (Jeong et al., 2021) and increase the distance between tables coinciding with studies by Wang et al. (2021) and Bonfanti et al. (2021) so that the image of the restaurant and gastronomy is not altered (Huete-Alcocer & Hernández-Rojas, 2022b). Another important prevention measure was requesting a health passport and it was also used in other investigations such as the Huete-Alcocer and Hernández-Rojas (2022b).

It can also be seen, as in other scientific research in the literature, that the affective component of the image positively and significantly influences the overall image (H4: $\beta = 0.332$, $p = 0.000$). However, this component of the image does not influence the satisfaction of the tourist with the services provided by the city (H5: $\beta = -0.054$, $p = 0.525$). This means that regardless of the emotions that the tourist has about the image of the city, their satisfaction with the visit to the city will not be affected.

The influence of the cognitive component of the image on the general perception of the tourist (H6: $\beta = 0.436$, $p = 0.000$) was verified. The affective component has more influence on the general image than the cognitive component in this study. This is a novelty in the scientific literature as most research shows that the cognitive component of the image has more influence on the general perception that tourists have about a destination (Huete-Alcocer, 2018). The supported hypotheses also show the positive and significant influence of the cognitive component of the image on the satisfaction of the tourist with the city of Córdoba (H7: $\beta = 0.219$, $p = 0.018$). The cognitive component of the image also has a positive and significant influence on the satisfaction of the tourist with the services provided at the destination and the general image the tourist has of the destination (H8: $\beta = 0.651$, $p = 0.000$), which agrees with the results of most of the academic literature (Assaker & Hallak, 2013; Chen & Phou, 2013; Chen & Tsai, 2007; Chi & Qu, 2008; Leal Londoño et al., 2022).

The tourist image of a destination also influences the loyalty of the tourist to the destination, both in their intention to return to the city and recommend it to family and friends (H9: β = 0.335, *p* = 0.000). This is also seen in the literature, along with the effect that tourist satisfaction directly exerts on loyalty to the destination (H10: β = 0.465, *p* = 0.000) (Bae et al., 2020; Carvache-Franco et al., 2021; Chen & Tsai, 2007; Chi & Qu, 2008; Henderson, 2009). However, there are only a few studies that confirm this relationship for heritage sites (Cai et al., 2021) as it is an innovative topic, although there are some studies that corroborate how the image of the heritage destination positively affects satisfaction (Folgado-Fernández et al., 2017).

In short, therefore, a bad experience with the coronavirus prevention measures can affect the entire image that a tourist has of a destination.

Conclusion

The image of world heritage city tourist destinations has been modified due to the coronavirus. This study identified and confirmed how the prevention measures adopted at restaurants at the destination affect the cognitive, affective and general image that a tourist has of a city. Likewise, the positive influence of this image on tourist satisfaction with the destination and subsequent loyalty was confirmed. However, the affective image does not affect the satisfaction of the tourist, which indicates that emotions do not prevent tourists from appreciating and feeling satisfaction with the city. This means that tourists can show their feelings and emotions about a world heritage city and these do not influence their final satisfaction with the visit.

Understanding the key prevention measures that affect tourists' loyalty to a destination is crucial, because the outcome of the factors can reinforce their decision to revisit the destination (George & George, 2004). Therefore, it is critical to analyze how prevention measures influence tourists' decision to return to destinations severely affected by COVID-19. For practical purposes, this means that city managers (public administrations) and restaurant managers should ensure a minimum of safeguards against coronavirus. Therefore, restaurant managers have a responsibility to ensure customer loyalty and poor management of measures against Covid-19 or similar viruses can have a negative impact, not only on the restaurant but also on the city's gastronomy. A high level of satisfaction with the dining experience is the starting point on the road to recovery, as it boosts competitiveness against any competing destination.

The experience of the visit to the heritage of a destination contributes positively to the loyalty of the tourist to that destination whenever there are coronavirus prevention measures. From the data it can be affirmed that the correct use and promotion of coronavirus virus prevention measures at restaurants positively influences the global image of the territory visited, promoting a destination which is safe from the virus which creates satisfaction and loyalty with that destination.

Therefore, the loyalty of the tourist and visitor can be achieved with the satisfaction that the visitor feels at a place with the correct prevention measures for the virus. In

addition, this not only influences the possible recommendations for the destination, but also the overall image of a world heritage city and cognitive and affective aspects associated with it. For all these reasons, improvement of the coronavirus prevention measures at tourist destinations should be made. These improvements can easily be listed and should include monitoring that all visitors see and use the hand disinfection system prior to entering and exiting the restaurant, respecting the minimum distance established between diners, cleaning the restaurant, ensuring the staff use facemasks. In addition, these measures can improve the general image of the city, especially the cognitive image that tourists have and maybe also the affective image.

As the results of the study have shown, there are unique values that are perceived by the visitor in a post-covid environment. This includes how the visitors are greeted, if the staff wear facemasks, sufficient information about the location and use of the facilities for disinfecting hands when entering a restaurant or monument. An atmosphere and decoration reflecting the style of the dishes served at a restaurant also influenced the visitor's satisfaction with the restaurant. Cities with outstanding heritage where the coronavirus prevention measures are excellent can unite and link the tourist with the destination and therefore positively influence the tourist loyalty to the city.

Restaurant managers and the managers of destinations and territories with rich heritage share the objective of achieving visitor satisfaction. They must therefore take joint action to that end. The main benefit of these actions is the loyalty of the visitor and the improvement of the overall image of the city. Thus, the loyalty of the visitor can be clearly influenced if they enjoy the gastronomy at the restaurants at the destination and if the restaurants use a range of high-quality local products cooked in a traditional way or are incorporated into different types of innovative cuisine. For this reason, this study shows how the satisfaction of visitors to world heritage cities has become an important factor when attracting and retaining the loyalty of visitors. In practice, this means that city managers (public administration) must ensure that the prevention measures for coronavirus (SARSCoV-2) must be at a high enough level for visitors to feel satisfied with them and entrepreneurs and managers are directly responsible for the loyalty of visitors to the world heritage cities.

The limitations of this study include that other variables which explain the tourist satisfaction with the coronavirus prevention measures could have been included in the study, such as the type of sanitizing gel and the disinfection of outdoor cultural visits. These are variables that can be investigated in future research. The proposed model can also be applied to other cities with rich heritage and this would allow useful comparisons to

be made and critical areas to be identified that promote the improvement of the overall tourist image, satisfaction and loyalty.

Disclosure statement

References

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, *81*, 104154. https://doi.org/10.1016/j.tourman.2020.104154

Agapito, D., Valle, P., & Mendes, J. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, *30*(5), 471–481. https://doi.org/10.1080/10548408.2013.803393

Akgün, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2020). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of Destination Marketing & Management*, *16*, 100355. https://doi.org/10.1016/j.jdmm.2019.03.009

Albayrak, T., Caber, M., González-Rodríguez, M. R., & Aksu, A. (2018). Analysis of destination competitiveness by IPA and IPCA methods: The case of costa brava, Spain against antalya, Turkey. *Tourism Management Perspectives*, *28*, 53–61. https://doi.org/10.1016/j.tmp.2018.07.005

Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, *33*(1), 85–100. https://doi.org/10.1080/10548408.2015.1038418

Assaker, G., & Hallak, R. (2013). Moderating effects of tourists' novelty-seeking tendencies on des- tination image, visitor satisfaction, and short- and long-term revisit intentions. *Journal of Travel Research*, *52*(5), 600–613. https://doi.org/10.1177/0047287513478497

Bae, S., Jung, T. H., Moorhouse, N., Suh, M., & Kwon, O. (2020). The influence of mixed reality on satisfaction and brand loyalty in cultural heritage attractions: A brand equity perspective. *Sustainability*, *12*(7), 2956. https://doi.org/10.3390/su12072956

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, *26*(4), 868–897. https://doi.org/10.1016/S0160-7383(99)00030-4

Barclay, M. J., Smith, C. W., & Watts, R. L. (1995). The determinants of corporate leverage and dividend policies. *Journal of Applied Corporate Finance*, *7*(4), 4–19. https://doi.org/10.1111/j.1745-6622.1995.tb00259.x

Beerli Palacio, A., & De Leòn Ledesma, J. (2012). Understand the image of a tourist destination: Factors that integrate it and the influence of motivations. *Free Criterion*, *10*(16), 115–142.

Berbel-Pineda, J. M., Palacios-Florencio, B., Ramírez-Hurtado, J. M., & Santos-Roldán, L. (2019). Gastronomic experience as a factor of motivation in the tourist movements. *International Journal of Gastronomy and Food Science*, *18*, 100171. https://doi.org/10.1016/j.ijgfs.2019.100171

Bonfanti, A., Vigolo, V., & Yfantidou, G. (2021). The impact of the COVID-19 pandemic on customer experience design: The hotel managers' perspective. *International Journal of Hospitality Management*, *94*, 102871. https://doi.org/10.1016/j.ijhm.2021.102871

Borlido, T., & Kastenholz, E. (2021). Destination image and on-site tourist behaviour: A systematic literature review. *Revista Turismo and Desenvolvimento*, *36*, 63–80.

Bove, L. L., & Benoit, S. (2020). Restrict, clean and protect: Signaling consumer safety during the pandemic and beyond. *Journal of Service Management*, *31*(6), 1185-1202. https://doi.org/10.1108/JOSM-05-2020-0157

Butnaru, G. I., Miller, A., Nita, V., & Stefanica, M. (2018). A new approach on the quality evaluation of tourist services. *Economic Research-Ekonomska Istraživanja*, *31*(1), 1418–1436. https:// doi.org/10.1080/1331677X.2018.1477611

Byrd, K., Her, E., Fan, A., Almanza, B., Liu, Y., & Leitch, S. (2021). Restaurants and COVID-19: What are consumers' risk perceptions about restaurant food and its packaging during the pandemic? *International Journal of Hospitality Management*, *94*, 102821. https://doi.org/10.1016/j.ijhm.2020.102821

Cai, G., Hong, Y., Xu, L., Gao, W., Wang, K., & Chi, X. (2021). An evaluation of green ryokans through a tourism accommodation survey and customer-satisfaction-related CASBEE–IPA after COVID-19 pandemic. *Sustainability*, *13*(1), 145. https://doi.org/10.3390/su13010145

Carmines, E. G., & Zeller, R. A. (1979). *Reliability and validity assessment*. Sage publications.

Carvache-Franco, M., Alvarez-Risco, A., Carvache-Franco, O., Carvache-Franco, W., Estrada-Merino, A., & Villalobos-Alvarez, D. (2021). Perceived value and its influence on satisfaction

and loyalty in a coastal city: A study from Lima, Peru. *Journal of Policy Research in Tourism, Leisure and Events*, https://doi.org/10.1080/19407963.2021.1883634

Chau, S., & Yan, L. (2021). Destination hospitality indicators. *Journal of Destination Marketing & Management*, *19*, 100537. https://doi.org/10.1016/j.jdmm.2020.100537

Chebli, A., Chabou Othmani, M., & Ben Said, F. (2020). Market segmentation in urban tourism: Exploring the influence of personal factors on tourists' perception. *Journal of Tourism and Services*, *11*(20), 74–108. https://doi.org/10.29036/jots.v11i20.144

Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, *36*, 269–278. https://doi.org/10.1016/j.tourman.2012.11.015

Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, *28*(4), 1115–1122. https://doi.org/10.1016/j.tourman.2006.07.007

Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, *40*, 382–393. https://doi. org/10.1016/j.tourman.2013.07.008

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624–636. https://doi.org/10.1016/j.tourman.2007.06.007

Crespi-Vallbona, M. (2021). Satisfying experiences: Guided tours at cultural heritage sites. *Journal of Heritage Tourism*, *16*(2), 201–217. https://doi.org/10.1080/1743873X.2020.1771345

Crespi-Vallbona, M., & Richards, G. (2007). The meaning of cultural festivals: Stakeholder perspectives in catalunya. *International Journal of Cultural Policy*, *13*(1), 103–122. https://doi.org/10.1080/10286630701201830

Decrop, A. (2010). Destination choice sets: An inductive longitudinal approach. *Annals of Tourism Research*, *37*(1), 93–115. https://doi.org/10.1016/j.annals.2009.08.002

Dedeoğlu, B. B., Mariani, M., Shi, F., & Okumus, B. (2022). The impact of COVID-19 on destination visit intention and local food consumption. *British Food Journal*, *124*(2), 634–653. https://doi.org/10.1108/BFJ-04-2021-0421

Del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, *35*(2), 551–573. https://doi.org/10.1016/j.annals.2008.02.006

Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do satisfied tourists really intend to come back? Three concerns with empirical studies of the link between satisfaction and behavioral intention. *Journal of Travel Research*, *54*(2), 152–178. https://doi.org/10.1177/0047287513513167

Echtner, C. M. (2003). The meaning and measurement of destination image: [Reprint of original article published in v. 2, no. 2, 1991: 2-12]. *Journal of Tourism Studies*, *14*(2), 37–48. https://search.informit.org/doi/abs/10.3316/ielapa.200305723

Esparza-Huamanchumo, R. M., Hernández-Rojas, R. D., Longa-López, R. A., & Cárdenas-Jarama, M. (2022). Gastronomy as an effect of visitor loyalty: The Peruvian (Lima) case. *International Journal of Tourism Cities*, 1–15. https://doi.org/10.1108/IJTC-03-2022-0071

Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. University of Akron Press.

Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2017). Destination image and loyalty development: The impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, *17*(1), 92–110. https://doi.org/10.1080/15022250.2016.1221181

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.

Franke, G., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: A comparison of four procedures. *Internet Research*, *29*(3), 430–447. https://doi.org/10.1108/IntR-12-2017-0515

Fu, H., Ye, B. H., & Xiang, J. (2016). Reality TV, audience travel intentions, and destination image. *Tourism Management*, *55*, 37–48. https://doi.org/10.1016/j.tourman.2016.01.009

George, B. P., & George, B. P. (2004). Past visits and the intention to revisit a destination: Place attachment as the mediator and novelty seeking as the moderator. *Journal of Tourism Studies*, *15*(2), 51–66. https://search.informit.org/doi/abs/10.3316/ielapa.200501358

Gómez-Díaz, L. (2021). Destination image in the COVID-19 crisis: How to mitigate the effect of negative emotions, developing tourism strategies for ethnocentric and cosmopolitan consu- mers. *Multidisciplinary Business Review*, *14*(1), 1−10. https://doi.org/10.35692/07183992.14.1.2

González-Rodríguez, M. R., Domínguez-Quintero, A. M., & Paddison, B. (2020). The direct and indirect influence of experience quality on satisfaction: The importance of emotions. *Current Issues in Tourism*, *23*(22), 2779−2797. https://doi.org/10.1080/13683500.2019.1668917

Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of Tourism Research*, *27*(2), 301−321. https://doi.org/10.1016/S0160-7383(99)00067-5

Gumede, T. K., & Ezeuduji, I. O. (2021). Managing Heritage Tourism Brand in South Africa: A Synthesis of Literature.

Gursoy, D., Chen, J. S., & Chi, C. G. (2014). Theoretical examination of destination loyalty for- mation. *International Journal of Contemporary Hospitality Management*, *26*(5), 809−827. https://doi.org/10.1108/IJCHM-12-2013-0539

Haarhoff, R., & De Klerk, B. (2019). Destination South Africa: Analysis of destination awareness and image by international visitors. *GeoJournal of Tourism and Geosites*, *24*(1), 201−211. https:// doi.org/10.30892/gtg.24116-353

Haghighi, M., Dorosti, A., Rahnama, A., & Hoseinpour, A. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management*, *6*(14), 5039−5046. https://doi.org/10.5897/AJBM11.2765

Hair, J. F. Jr, Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced issues in partial least squares structural equation modeling*. Sage Publications.

Hall, C. M., Scott, D., & Gössling, S. (2020). Pandemics, transformations and tourism: Be careful what you wish for. *Tourism Geographies*, *22*(3), 577−598. https://doi.org/10.1080/14616688. 2020.1759131

Henderson, J. C. (2009). Food tourism reviewed. *British Food Journal*, *111*(4), 317−326. https://doi. org/10.1108/00070700910951470

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant val- idity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115−135. https://doi.org/10.1007/s11747-014-0403-8

Herbert, D. (2001). Literary places, tourism and the heritage experience. *Annals of Tourism Research*, *28*(2), 312−333. https://doi.org/10.1016/S0160-7383(00)00048-7

Hernández-Rojas, R. D., Folgado-Fernandez, J. A., & Palos-Sanchez, P. R. (2021). Influence of the restaurant brand and gastronomy on tourist loyalty. A study in Córdoba (Spain). *International Journal of Gastronomy and Food Science*, *23*, 100305. https://doi.org/10.1016/j.ijgfs.2021.100305

Hernández-Rojas, R. D., & Huete Alcocer, N. (2021). The role of traditional restaurants in tourist destination loyalty. *PLoS One*, *16*(6), e0253088. https://doi.org/10.1371/journal.pone.0253088

Hosany, S., & Gilbert, D. (2010). Measuring tourists' emotional experiences toward hedonic holiday destinations. *Journal of Travel Research*, *49*(4), 513−526. https://doi.org/10.1177/0047287509349267

Huete-Alcocer, N. (2018). *Assessing the path from information sources to loyalty (attitudinal and behavioral): evidences obtained in an archeological site in Spain* [Doctoral dissertation]. Universidad Castilla-La Mancha. http://hdl.handle.net/10578/16597

Huete-Alcocer, N., & Hernandez-Rojas, R. D. (2022a). Does local cuisine influence the image of a world heritage destination and subsequent loyalty to that destination? *International Journal of Gastronomy and Food Science*, *27*, 100470. https://doi.org/10.1016/j.ijgfs.2022.100470

Huete-Alcocer, N., & Hernández-Rojas, R. D. (2022b). Do SARS-CoV-2 safety measures affect visitors' experience of traditional gastronomy, destination image and loyalty to a World Heritage City? *Journal of Retailing and Consumer Services*, 103095. https://doi.org/10.1016/j. jretconser.2022.103095

Iso-Ahola, S. E. (2022). Toward a theory of conscious−nonconscious processing and getting hard (and easy) things done in everyday life. *Psychology of Consciousness: Theory, Research, and Practice*, *9*(1), 40−63. https://doi.org/10.1037/cns0000291

Jarvis, C. B., MacKenzie, S. B., & Podsakoff, P. M. (2003). A critical review of construct indicators and measurement model misspecification in marketing and consumer research. *Journal of Consumer Research*, *30*(2), 199–218. https://doi.org/10.1086/376806

Jeong, M., Kim, K., Ma, F., & DiPietro, R. (2021). Key factors driving customers' restaurant dining behavior during the COVID-19 pandemic. *International Journal of Contemporary Hospitality Management*, 836–858. https://doi.org/10.1108/IJCHM-07-2021-0831

Kartseva, M. A., & Kuznetsova, P. O. (2020). The economic consequences of the coronavirus pandemic: Which groups will suffer more in terms of loss of employment and income? *Population and Economics*, *4*(2), 26–33. https://doi.org/10.3897/popecon.4.e53194

Ketter, E., & Avraham, E. (2021). *#Stayhome today so we can #TravelTomorrow*: Tourism destinations' digital marketing strategies during the COVID-19 pandemic. *Journal of Travel & Tourism Marketing*, *38*(8), 819–832. https://doi.org/10.1080/10548408.2021.1921670

Kim, H. (2005). Research note: Nostalgia and tourism. *Tourism Analysis*, *10*(1), 85–88. https://doi.org/10.3727/1083542054547912

Kim, J. H., Guo, J., & Wang, Y. (2021). Tourists' negative emotions: Antecedents and consequences. *Current Issues in Tourism*, 1–19. https://doi.org/10.1080/13683500.2021.1935793

Koutsi, D., & Stratigea, A. (2021). Releasing cultural tourism potential of less-privileged island communities in the Mediterranean: An ICT-enabled, strategic, and integrated participatory planning approach. In *The impact of tourist activities on low-density territories* (pp. 63–93). Springer.

Leal Londoño, D. P. M., Georgescu-Paquin, A., & Arcos-Pumarola, J. (2022). Food festivals as builders of the image of a tourist destination. *Journal of Policy Research in Tourism, Leisure and Events*, 1–17. https://doi.org/10.1080/19407963.2022.2076690

Lee, B., Lee, C. K., & Lee, J. (2014). Dynamic nature of destination image and influence of tourist overall satisfaction on image modification. *Journal of Travel Research*, *53*(2), 239–251. https://doi.org/10.1177/0047287513496466

Lee, T. J., Cho, H., & Ahn, T. H. (2012). Senior citizen satisfaction with restaurant service quality. *Journal of Hospitality Marketing & Management*, *21*(2), 215–226. https://doi.org/10.1080/19368623.2010.520822

Lee, Y. J. (2016). The relationships amongst emotional experience, cognition, and behavioural intention in battlefield tourism. *Asia Pacific Journal of Tourism Research*, *21*(6), 697–715. https://doi.org/10.1080/10941665.2015.1068195

Li, B., Zhong, Y., Zhang, T., & Hua, N. (2021). Transcending the COVID-19 crisis: Business resilience and innovation of the restaurant industry in China. *Journal of Hospitality and Tourism Management*, *49*, 44–53. https://doi.org/10.1016/j.jhtm.2021.08.024

Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: A study on luxury brands. *European Journal of Marketing*, *46*(7/8), 922–937. https://doi.org/10.1108/03090561211230098

Lo, A. S., Law, R., & Cheung, C. (2011). Segmenting leisure travelers by risk reduction strategies. *Journal of Travel & Tourism Marketing*, *28*(8), 828–839. https://doi.org/10.1080/10548408.2011. 623044

Loncaric, D., Perisic-Prodan, M., & Dlacic, J. (2019). The role of market mavens in co-creating tourist experiences and increasing loyalty to service providers. *Economic Research-Ekonomska Istraživanja*, *32*(1), 2252–2268. https://doi.org/10.1080/1331677X.2019.1645713

Loureiro, S. M. C. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, *40*, 1–9. https://doi.org/10.1016/j.ijhm.2014.02.010

Marine-Roig, E., & Clavé, S. A. (2016). Perceived image specialisation in multiscalar tourism destinations. *Journal of Destination Marketing & Management*, *5*(3), 202–213. https://doi.org/10.1016/j.jdmm.2015.12.007

Massin, T., & Raspeño, H. (2021). The offer of tourist experiences in Buenos Aires by Airbn6. Analysis of its territorial distribution. *Journal of Tourism Analysis: Revista de Análisis Turístico (JTA)*, *28*(1), 1.9. https://doi.org/10.53596/jta.v28i1.375

Mattioli, A., Puviani, M. B., Nasi, M., & Farinetti, A. (2020). COVID-19 pandemic: The effects of quarantine on cardiovascular risk. *European Journal of Clinical Nutrition*, *74*(6), 852–855. https://doi.org/10.1038/s41430-020-0646-z

Menchero-Sanchez, M. (2020). Tourism flows, geopolitics and COVID-19: When international tourists are vectors of transmission. *Geopolitics(s)*, *11*, 105–114. https://doi.org/10.5209/geop.69249

Meneguel, C. R. D. A., Hernández-Rojas, R. D., & Mateos, M. R. (2022). Dynamics of indigenous community's food and culture in the time of climate change in the Himalayan region. *Journal of Ethnic Foods*, *9*(1), 1–13. https://doi.org/10.1186/s42779-022-00118-7

Mitchell, J. (2021). *Emotion as feeling towards value: A theory of emotional experience*. Oxford University Press.

Mitchell, V. W., & Greatorex, M. (1993). Risk perception and reduction in the purchase of consumer services. *The Service Industries Journal*, *13*(4), 179–200. https://doi.org/10.1080/02642069300000068

Mitchell, V.-W., & McGoldrick, P. J. (1996). Consumer's risk-reduction strategies: A review and synthesis. *International Review of Retail, Distribution and Consumer Research*, *6*(1), 1–33. https://doi.org/10.1080/09593969600000001

Muñoz, I. S., Bouza, J. M. E., Gómez, S. T., Rello, S. R., Espinilla, V. F., Sanz, J. J. C., … de Lejarazu Leonardo, R. O. (2020). *50 questions and answers about the coronavirus (COVID-19)*. Amazing Books.

Nair, B. B., & Mohanty, P. P. (2021). Valorization of pikliz: A spicy meal garnishment in Haitian cuisine. *Journal of Ethnic Foods*, *8*(1), 1–8. https://doi.org/10.1186/s42779-021-00077-5

Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, *39*(1), 78–84. https://doi.org/10.1177/004728750003900110

Pérez-Tapia, G., Almeida-García, F., & Mercadé-Melé, P. (2021). The "four core elements" as a measuring instrument: From simplicity to complexity in tourist destination. *Economies*, *9*(2), 53. https://doi.org/10.3390/economies9020053

Prayag, G. (2009). Tourists' evaluations of destination image, satisfaction, and future behavioral intentions – the case of Mauritius. *Journal of Travel & Tourism Marketing*, *26*(8), 836–853. https://doi.org/10.1080/10548400903358729

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, *51*(3), 342–356. https://doi.org/10.1177/0047287511410321

Qian, L., Zheng, C., Wang, J., Sánchez, MDLÁP, López, E. P., & Li, H. (2022). Dark tourism destinations: The relationships between tourists' on-site experience, destination image and behavioural intention. *Tourism Review*, *77*(2), 607–621. https://doi.org/10.1108/TR-08-2020-0360

Raimkulov, M., Juraturgunov, H., & Ahn, Y. J. (2021). Destination attractiveness and memorable travel experiences in silk road tourism in Uzbekistan. *Sustainability*, *13*(4), 2252. https://doi.org/10.3390/su13042252

Ringle, C. M., Sarstedt, M., Mitchell, R., & Gudergan, S. P. (2020). Partial least squares structural equation modeling in HRM research. *The International Journal of Human Resource Management*, *31*(12), 1617–1643. https://doi.org/10.1080/09585192.2017.1416655

Rivera, M., Croes, R., & Lee, S. H. (2016). Tourism development and happiness: A residents' perspective. *Journal of Destination Marketing & Management*, *5*(1), 5–15. https://doi.org/10.1016/j.jdmm.2015.04.002

Shokhsanam, Z., & Ahn, Y. J. (2021). Employee service quality at Uzbekistani halal restaurants amid the COVID-19 pandemic. *Sustainability*, *13*(10), 5712. https://doi.org/10.3390/su13105712

Stone, M. (1974). Cross-Validatory choice and assessment of statistical predictions. *Journal of the Royal Statistical Society: Series B (Methodological)*, *36*(2), 111–133. https://doi.org/10.1111/j.2517-6161.1974.tb00994.x

Strijbosch, W., Mitas, O., van Blaricum, T., Vugts, O., Govers, C., Hover, M., Gelissen, J., & Bastiaansen, M. (2021). When the parts of the sum are greater than the whole: Assessing the

peak-and-end-theory for a heterogeneous, multi-episodic tourism experience. *Journal of Destination Marketing & Management*, *20*, 100607. https://doi.org/10.1016/j.jdmm.2021.100607

Stylidis, D., Woosnam, K. M., & Ivkov, M. (2020). Tourists' emotional solidarity with residents: A segmentation analysis and its links to destination image and loyalty. *Journal of Destination Marketing & Management*, *17*, 100458. https://doi.org/10.1016/j.jdmm.2020.100458

Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, *60*, 15–29. https://doi.org/10.1016/j.tourman.2016.11.006

Sun, X., Chi, C. G. Q., & Xu, H. (2013). Developing destination loyalty: The case of hainan island. *Annals of Tourism Research*, *43*, 547–577. https://doi.org/10.1016/j.annals.2013.04.006

Szubert, M., Warcholik, W., & Żemła, M. (2021). The influence of elements of cultural heritage on the image of destinations, using four Polish cities as an example. *Land*, *10*(7), 671. https://doi.org/10.3390/land10070671

Wang, D., Yao, J., & Martin, B. A. (2021). The effects of crowdedness and safety measures on restaurant patronage choices and perceptions in the COVID-19 pandemic. *International Journal of Hospitality Management*, *95*, 102910. https://doi.org/10.1016/j.ijhm.2021.102910

Woodruff, R. B., Cadotte, E. R., & Jenkins, R. L. (1983). Modeling consumer satisfaction processes using experience-based norms. *Journal of Marketing Research*, *20*(3), 296–304. https://doi.org/10.1177/002224378302000308

World Tourism Barometer and Statistical Annex. (2021). (UNWTO), January 2021. UNWTO, Madrid. Retrieved February 24, 2022. https://www.e-unwto.org/doi/abs/10.18111wtobarometereng.2021.19.1.1

World Tourism Organization. (2019). UNWTO. Guidelines for institutional strengthening of destination management organizations (DMOs) – preparing DMOs for new challenges, UNWTO, Madrid. Retrieved February 24, 2022. https://www.e-unwto.org/doi/abs/10.18111wtobarometereng.2021.19.1.1

Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: Attribution, image, attitude and purchase intention. *Journal of Product & Brand Management*, *27*(4), 440–451. https://doi.org/10.1108/JPBM-01-2017-1396

Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, *8*, 326–336. https://doi.org/10.1016/j.jdmm.2017.06.004

Zhou, Q. B., Zhang, J., & Edelheim, J. R. (2013). Rethinking traditional Chinese culture: A consumer-based model regarding the authenticity of Chinese calligraphic landscape. *Tourism Management*, *36*, 99–112. https://doi.org/10.1016/j.tourman.2012.11.008