



**Politécnico
de Viseu**

Escola Superior
de Tecnologia
e Gestão de Viseu

Tourists' Risk Perception Towards Cruising: COVID-19 Impact on Travel Intentions

Inês Esteves Silva

Dissertação

Mestrado em Gestão Turística

Trabalho efetuado sob a orientação de

Professora Doutora Cláudia Seabra
Professora Doutora Cristina Barroco

Setembro de 2022



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The present study is the culmination of the effort, delivery, the constant will to learn that I believe I have always had during my academic journey. That is why this present thesis is a massive source of pride for me.

However, I would not have achieved it without some indispensable people.

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ABSTRACT

This dissertation comes in a period of uncertainty for tourism and consequently for cruises, a period that requires enlightening and quick answers on the way forward, thus based on the theme of Cruise Tourism and the COVID-19 pandemic.

The Cruise Tourism sector is possibly the most well-known sector with the fastest development in the Tourism industry. An example of this is the contribution of this sector to the global economy, and in 2019 it generated US\$154.5 billion. In turn, cruise tourism in Europe generated US\$64.5 billion, or 42% of the total contribution of global production (CLIA, 2020b). This sector produces significant social effects and capital volumes and creates various jobs. Thus, subthemes were studied within the great theme of Cruise Tourism, such as the industry's evolution to this day.

The author intended to make a round-up on the COVID-19 pandemic and its impacts on everyday life, the tourism industry, and the cruise sector to better understand the pandemic's consequences in this market.

A conceptual model was developed to summarize the literature review regarding risk perception and travel intentions (together with other constructs that support them). Based on that model and the extensive literature review, hypotheses were made to guide this thesis' empirical analysis better.

Through questionnaires, this dissertation met the opinion of tourists concerning the practice of post-pandemic cruises to conclude whether these remain an attractive tourist product or are considered a danger. The sample is composed of 536 answers from all over the world. Generation and Cruise Experience were used as independent constructs to analyse whether tourists' responses were different regarding their age or whether they were repeaters or first-timers.

Then, by interconnecting these themes, it was possible to understand how this pandemic has changed (or not) tourists' risk perception and how this affected their future intentions to take a cruise.

It can be concluded that the obtained results go in accordance with the literature, and responses do change with the independent constructs. Tourists do not seem afraid of contracting the disease, but they certainly recognize that there is much buzz around the pandemic. When looking at Cruise Tourism, most tourists do not recognize cruise ships as too crowded but are somewhat reluctant about taking a cruise in the future and how COVID will affect their trips. Plus, tourists recognize the benefits and consequent value of taking a cruise and still trust cruise companies and staff to overcome adversities. Overall, results show that tourists do have intentions of going on a cruise in the future but are not so sure about when that future is going to be.

Keywords: Cruise Tourism; COVID-19; Risk Perception; Travel Intentions

CONTENT INDEX

TABLE INDEX	vi
FIGURE INDEX	vii
CHART INDEX	viii
LIST OF ACRONYMS	ix
1. INTRODUCTION	10
2. CRUISE TOURISM	12
2.1. Definitions	12
2.2. Evolution of Cruising	13
3. COVID-19.....	17
3.1. Crises	17
3.2. COVID-19 Pandemic Around the World	18
4. COVID-19 IN THE TOURISM INDUSTRY	22
4.1. Impact on Tourism Sector	22
4.2. Impact on Cruising	27
4.3. A Turning Point	31
5. CONSTRUCT ANALYSIS	36
5.1. Risk Perception.....	36
5.1.1. Perceived Health Threat	37
5.1.2. Perceived Crowding	39
5.1.3. Perceived Risk in Tourism	42
5.2. Overall Evaluation	45
5.2.1. Perceived Benefit	45
5.2.2. Perceived Value.....	46
5.2.3. Trust	48
5.3. Travel Intentions.....	48
5.4. Generational Analysis.....	49
5.4.1. Baby Boomers	51
5.4.2. Generation X	52
5.4.3. Generation Y	52
5.4.4. Generation Z.....	53
5.5. Cruise Experience.....	55
6. CONCEPTUAL MODEL	57
6.1. Framework.....	57

6.2.	Background of Risk Perception.....	58
6.2.1.	Perceived Health Threat.....	58
6.2.2.	Perceived Crowding.....	60
6.2.3.	Perceived Risk.....	61
6.3.	Overall Evaluation.....	64
6.3.1.	Perceived Benefit.....	64
6.3.2.	Perceived Value.....	65
6.3.3.	Trust.....	67
6.4.	Conceptual Model – Summary.....	69
7.	METHODOLOGY.....	70
7.1.	Survey Design and Administration.....	70
7.2.	Data Collection.....	77
7.3.	Data Analysis.....	78
7.4.	Sample Profile.....	79
8.	RESULTS AND DISCUSSION.....	81
8.1.	Respondents Opinion.....	81
8.2.	Exploratory Factor Analysis.....	87
8.3.	Multiple Linear Regression.....	90
8.4.	Influence of Generations.....	95
8.5.	Influence of Previous Experience.....	99
9.	CONCLUSION.....	103
9.1.	Main Conclusions.....	103
9.2.	Theoretical and Practical Contributes.....	106
9.3.	Limitations and Future Lines of Investigation.....	108
	REFERENCES.....	109
	ATTACHMENTS.....	134
	ATTACHMENT A.....	135
	Questionnaire – Portuguese Version.....	135
	ATTACHMENT B.....	142
	Questionnaire – English Version.....	142
	ATTACHMENT C.....	149
	Questionnaire – Spanish Version.....	149
	ATTACHMENT D.....	156
	Questionnaire – French Version.....	156

TABLE INDEX

<i>Table 1 Cruise Ships and Passengers by Region, 2020</i>	30
<i>Table 2 Generations</i>	54
<i>Table 3 Motivation Construct</i>	71
<i>Table 4 Perceived Crowding Construct - Repeaters</i>	72
<i>Table 5 Perceived Benefit Construct - Repeaters</i>	72
<i>Table 6 Perceived Crowding Construct - First-timers</i>	73
<i>Table 7 Perceived Benefit Construct - First-timers</i>	73
<i>Table 8 Perceived Health Threat Construct</i>	74
<i>Table 9 Perceived Risk Construct</i>	74
<i>Table 10 Perceived Value Construct</i>	75
<i>Table 11 Trust Construct</i>	75
<i>Table 12 Intention Construct</i>	76
<i>Table 13 Descriptive Statistics</i>	79
<i>Table 14 Respondents' Opinion</i>	85
<i>Table 15 Exploratory Factor Analysis</i>	89
<i>Table 16 Linear Regression – Model 1</i>	91
<i>Table 17 Linear Regression – Model 2</i>	92
<i>Table 18 Linear Regression – Model 3</i>	93
<i>Table 19 Pairwise Comparison Test – Perceived Health Threat</i>	95
<i>Table 20 Pairwise Comparison Test – Perceived Crowding</i>	96
<i>Table 21 Pairwise Comparison Test – Perceived Value</i>	98

FIGURE INDEX

Figure 1 Chronology of COVID-19 18

Figure 2 Top 5 markets most likely to resume travel 26

Figure 3 COVID-19 Cruise Hotspots 28

Figure 4 “Is Your Cruise Ship Safe? How To Check Its COVID-19 Status” 31

Figure 5 “The cruise industry says it's safer than other vacations. Here's what COVID-19 experts say.” 32

Figure 6 “Cruising was a Covid disaster. Now it claims to be the "safest vacation available”
 32

Figure 7 Predictions for 2021 Cruise Industry 35

Figure 8 “Are cruises safe right now? Experts say they're a "recipe for Covid transmission”
 35

Figure 9 “Is Cruising the Safest Way to Travel Right Now?” 35

Figure 10 Tourists' Top Travel Concerns 38

Figure 11 ““Worse than an aeroplane”: how being confined to a cruise ship fuelled the coronavirus spread” 40

Figure 12 Cruise Ships Equipped For Health 41

Figure 13 Conceptual Model 69

Figure 14 Pre-test Outcome 70

Figure 15 Multiple Linear Regression – Conceptual Model 94

Figure 16 Pairwise Comparison Test – Perceived Health Threat 96

Figure 17 Pairwise Comparison Test – Perceived Crowding 97

Figure 18 Pairwise Comparison Test – Perceived Value 98

CHART INDEX

Chart 1 Global Ocean Cruise Passengers 15

Chart 2 Short-term risks..... 20

Chart 3 International Tourist Arrivals..... 23

Chart 4 Consumers' Priorities 24

Chart 5 International Arrivals and Receipts..... 24

Chart 6 Intention to re-schedule a precovid-19 trip 26

Chart 7 Cruise Line Operators' Revenue 29

Chart 8 Generations' Desire to Travel..... 50

Chart 9 Mann-Whitney Test – Perceived Health Threat..... 99

Chart 10 Mann-Whitney Test – Perceived Crowding 100

Chart 11 Mann-Whitney Test – Perceived Risk 100

Chart 12 Mann-Whitney Test – Perceived Benefit..... 101

Chart 13 Mann-Whitney Test – Perceived Value..... 101

Chart 14 Mann-Whitney Test – Trust..... 102

LIST OF ACRONYMS

COVID-19 – Coronavirus Disease 2019

WHO – World Health Organization

UNWTO – World Tourism Organization

CLIA – Cruise Lines International Association

CDC – Centres for Disease Control and Prevention

INE – Instituto Nacional de Estadística

GDP – Global Real Domestic Product

WEF – World Economic Forum

WTTC – World Travel & Tourism Council

ETC – European Travel Commission

ECDC – European Centre for Disease Control and Prevention

HBM – Health Belief Model

TIA – Travel Industry Association of America

1. INTRODUCTION

Cruise Tourism is recognized as a rapidly growing and dynamic subsector of the global tourism industry. It is believed to be growing three times faster than the overall tourism industry (Wondirad, 2019), one of the fastest-growing tourism sectors since the 1980s (Yingzhi et al., 2014). Before the pandemic, it was one of the fastest-growing sectors of the global tourism industry (Papathanassis, 2020).

On December 31st, 2019, a highly contagious disease known as COVID-19 was discovered in Wuhan, China, and quickly spread worldwide (Lipsitch et al., 2020). The World Health Organization (WHO) declared a pandemic on March 12th, 2020 (World Tourism Organization, 2020a).

This pandemic unprecedentedly caused a significant, though not total, collapse in all systems. In the space of months, the framework of the global tourism system has moved from over-tourism to non-tourism (Gössling et al., 2020).

It also impacted all spheres of life on individual, social and global levels (Carlsson-Szlezak et al., 2020), with numerous repercussions and ripple effects on many industries and stakeholders. So far, we can conclude that this pandemic has lowered interaction levels and affected tourists' stress levels, boredom, and depression (Gössling et al., 2020). It has affected communities globally (Galvani et al., 2020) and caused substantial impacts on the global economic, political and social-cultural systems, becoming a severe health crisis.

COVID-19 outbreaks began being reported on cruise ships in February 2020, leaving the industry at an impasse. Onboard conditions, including close and frequent contact between passengers and crew members, the confined nature of the vessels, and gatherings, contributed to the fast transmission of the disease (Brewster et al., 2020).

As the world continues to have difficulties concerning COVID-19, there is no doubt that travelers, crews, and destination communities have become the top priority for cruise businesses (Cruise Lines International Association (CLIA), 2020a).

COVID-19 has presented severe challenges to restarting operations, including governments worldwide continuing to ban cruising operations and refusing entry to cruise ships into their ports and territories (Ito et al., 2020). This has raised tourists' fears and anxieties about COVID-19. Given this pandemic's devastating impact on the cruise industry, studying how these impacts can affect tourists' future intention to cruise was mandatory.

Of what is known to the author, no research has explored the potential impacts of the COVID-19 pandemic on tourists' risk perception or future intentions to cruise.

For example, tourists have been traumatized and found themselves in perplexing situations as their trips were canceled suddenly or stuck in a lockdown in a different country or city. Undoubtedly, these incidents have hugely impacted travel-related decision-making (Sigala, 2020).

Risk perceptions about cruise holidays are not well understood, with scholars calling for more research (Le & Arcodia, 2018; Liu-Lastres et al., 2019; Holland, 2020). On the other hand, tourists' risk perceptions have been described as a significant factor incision-making and behavioral intentions (Hasan et al., 2017; Wolff et al., 2019).

Also, cruise holidays are perfect for exploring risk conceptualization, given the associated complex decision-making (Petrick et al., 2007). Because of the nature of the consumption experience, the cruise ship offers all facets of a holiday (Gibson, 2006).

As the industry is preparing for recovery, there is an urgent need to research cruise consumers' psychology, particularly the factors influencing their intention to use cruise services after the pandemic.

Travel Intention is one of the least studied tourism areas (Makhdoomi & Majid Baba, 2019), although we can find factors that drive and limit it. For example, it is known that risk perception plays a crucial role in tourists' intention to travel. Nevertheless, limited research has studied these two factors simultaneously (Promsivapallop & Kannaovakun, 2017).

Also, determining how consumers ascribe trust to relevant public and private agencies, which shapes their perception of handled risk in a crisis, is crucial to predicting their travel behavior after a crisis (Bierman, 2003).

Overall, cruises have become increasingly popular. There has been little empirical research exploring tourists' risk perception on cruise holidays, representing a significant research gap, particularly concerning how perceived health or safety risks can influence tourists' decision-making, perception, and future intentions.

This research intends to bridge the gap and connect the COVID-19 pandemic and how it affected risk perception and future travel intention. It is also relevant to present results based on generation and cruise experience. It will be noticeable to see differences according to age and those who are first-timers and repeated cruisers.

This study is divided into nine main chapters. After this introductory chapter, the cruising industry will be described from its evolution to the present day in the second chapter. In the third chapter, the framework of the COVID-19 pandemic and its development in time will be presented. The fourth chapter will comprise the impact of the pandemic on the tourism industry and cruise tourism sector. In the fifth chapter, there will be a literature review on the studied constructs, specifically on risk perception, perceived value, trust, and travel intentions. The sixth chapter will present the hypothesis supporting this thesis' conceptual model and the model itself based on the previous literature review. In the seventh chapter, the methodology will be outlined: the survey design (how the constructs were implemented) and its administration, followed by data collection (how and where the questionnaire was released, and its analysis (how the results were treated), and respondent characteristics. The findings and discussion regarding the identified research gap will be explained in the eighth chapter. In the ninth chapter, the thesis will end with some comments on the implications, limitations, and directions for future research.

2. CRUISE TOURISM

This chapter will comprise all the information regarding the cruise industry that was considered relevant to this thesis. Therefore, it will be divided into subchapters, such as the definitions of a cruise and the industry's evolution.

2.1. Definitions

Cruise Tourism is possibly the most worthwhile, well-known, and quickest developing sector of the tourism industry (Chua et al., 2015; CLIA, 2018). It produces impressive social and monetary effects on destinations and creates jobs in those equivalent destinations (Sun et al., 2014).

Starting with Cunha (1982), a cruise is "*a navigation made in various routes, within a limited area, for policing purposes and also a touristic travel to several points,*" but Ward (1998) has a more psychological approach since for him "*A cruise is a vacation. It is an antidote to (and escape from) the stress and strain of life ashore. It offers you a chance to relax and unwind in comfortable surroundings, with attentive service, good food, and a ship that changes the scenery for you*" (p.28).

Later, Gibson (2006) sees a cruise with a complete view. He states that it becomes part of a package that includes a trip, an itinerary, the ambiance, services provided (meals and entertainment), accommodation, and every other available service.

On the other hand, Papathanassis and Beckmann (2011) believe that "*Cruise tourism is a socio-economic system generated by the interaction between human, organizational and geographical entities, aimed at producing maritime-transportation enabled leisure experiences*" (p.166).

It can also be described as a vacation trip undertaken on cruise ships or "*a luxurious form of traveling, involving an all-inclusive holiday on a cruise ship for at least 48 hours, according to a specific itinerary, and in which the cruise ship calls at several ports or cities*" (Research Centre for Coastal Tourism, 2012, p.7).

More recently, Hung et al. (2019) say, "*Cruise, which bears the characteristics of 'tourism' and 'hospitality,' is a leisure experience wherein cruisers travel on a cruise ship to different destinations*" (p.207).

According to Wondirad (2019), a cruise voyage must include at least two visiting ports apart from ports of embarkation and disembarkation. Cruises can typically occur for a minimum of two days and last several months.

2.2. Evolution of Cruising

Cruise Tourism is recognized as a rapidly growing and dynamic subsector of the global tourism industry. It is believed to be rising three times faster than the overall tourism industry (Wondirad, 2019), one of the fastest-growing tourism sectors since the 1980s (Yingzhi et al., 2014).

However, cruising has not always been exactly like it is today. The sole purpose of cruising has evolved from transporting passengers from one place to another to being an all-inclusive, multi-billion sector of the tourism industry, attracting tourists looking for luxury and leisure (Micallef, 2020). Therefore, what used to be solely a means of transport is now thriving and becoming a regular part of many tourists' vacations (Chen et al., 2016).

With that in mind, and according to Medeiros et al. (2006), individuals would not cruise for pleasure yet a superior life; instead, journeys were tedious with no recreation options onboard. Cruises later became more comfortable; class segregation was still a thing; therefore, first-class passengers had all the extravagances.

Per Dickinson and Vladimir (1996), placing the first cruise and even its destination is difficult. However, one might state that the first cruise could be put around the 19th century, in 1867. The author says that it was the first organized, mainly American, passenger cruise board Quaker City, a steamboat with 150 fortunate passengers that traveled for six months.

Ships at this time would compete for the Blue Ribband, a prize given to the fastest ships, demonstrating that accommodations were not the main focus. Subsequently, Medeiros et al. (2006) specify that, after the Second World War, with the appearance of commercial airlines and transatlantic flights, ships began losing their standing as means of transportation since planes could make the same journey in a far lesser time. This opened the eyes of cruise lines which started to invest in onboard entertainment and shorter itineraries to draw in more people.

This brought cruises back in as a touristic option in the '70s. They were no longer considered only means of transportation but also vacation spots. That fact was consolidated when Carnival Cruises presented the "fun ship" concept in 1972 (Elliot & Choi, 2011).

Since then, cruises have evolved and are now referred to as a maritime resort that combines accommodation and transportation. They are famous for providing entertainment and leisure-centric services onboard for all ages. Most activities occur within the vessel's floors as it travels for weeks between different ports of call (Lau & Yip, 2020), such as beauty centers, discos, libraries, shops, golf courses, art galleries, business centers, cinemas, casinos, spas, etc. Some extend their outreach onshore by providing optional landside excursions for passengers to explore local sites as their vessel calls along their journey (Lopes & Dredge, 2017).

Han and Hyun (2018) state that "This industry today seems to be gradually reaching the *maturity stage of the life cycle*" (p.2). To hold progressively demanding travelers and make do in a competitive market, cruise lines have recently endeavored to bring better plans of itineraries and durations while keeping a superior degree of accommodations, qualities, and services that rival other organizations (Chua et al., 2015).

Many authors have tried to explain this industry's gradual and rapid growth. Based on Dowling and Weeden (2006), the explanations behind the sector's growth and the consequent increment of passengers are due to:

- × the facilitation of visiting different places in a brief timeframe without changing the transportation;
- × the fact that ships are self-sustainable;
- × the fact that there is a captain and staff whose main job is to ensure passenger's well-being;
- × accessibility to excellent food;
- × the peculiarity that all passengers start and end their vacations simultaneously.

Brida and Zapata (2010) believe that the growth of the cruise tourism sector is related to the fact that the ship itself is the main tourist attraction. It boasts incredible onboard attractions such as extreme water sports, ziplines, rock climbing, golf simulators, ice-skating rinks, planetariums, and boxing rings, among others.

Also, according to Lusby et al. (2012), the number of passengers has been expanding because of improved yacht design and comfort, affordability, telecommunication technologies, and an adjustment in insight about work and leisure.

Later, Peručić (2020) explains this massive growth:

- × there is an increase in the emergence of new cruise destinations and new itineraries;
- × cruise lines are introducing even more modern ships;
- × cruise travel agents are rising;
- × consumers' disposable income and leisure time are increasing;
- × cruise lines are taking into consideration more technological advances and overall marketing.

Overall, to Papathanassis (2017) is clear that the current demographics of cruising conflict with the stereotype of silver-agers, repeating the same cruise, seeking routine, and valuing a formalized experience. Indeed, past research has assumed that cruises were generally for seniors (Hur & Adler, 2013, cited in Le & Arcodia, 2018). However, it is known that cruisers have become younger than ever before (CLIA, 2018a). CLIA (2018) found that younger generations, especially Millennials, have embraced cruise travel. Also, the most loyal groups are the younger generations, with two-thirds of Millennials saying that cruising is their favourite vacation type.

When it comes to regional distribution, the global cruise market is mainly located in the Caribbean (which represents 38,9% of all itineraries), Asia and Pacific (with 15,7%), the Mediterranean (with 13,6%), North and West Europe (with 9%) and Australia (with 4,3%) (CLIA, 2020b). Nevertheless, the cruise industry is expected to cover every place with an inviting climate (Peručić, 2020).

The cruise industry comprises more than 50 cruise lines and 250 ships. Solely, three large companies with 15 different brands were responsible for 75% of the market share in 2018 (Crockett, 2020). First, Carnival Corporation is responsible for 41% of this market and has nine different brands. Next is Royal Caribbean Cruises, with 21% of the market share and three other brands. Following, the Norwegian Cruise Line represents 13% of the market share, with three different brands. These three cruise lines were responsible for 34.2 billion dollars in revenue in 2018 (Crockett, 2020).

Until 2020, cruise tourism was the fastest-growing sector within the tourism industry (Radic et al., 2020). The 2021 Cruise Industry Outlook report from CLIA states that in 2019, the industry saw 29,7 million passengers boarding cruise ships (CLIA, 2021), as seen in chart 1.

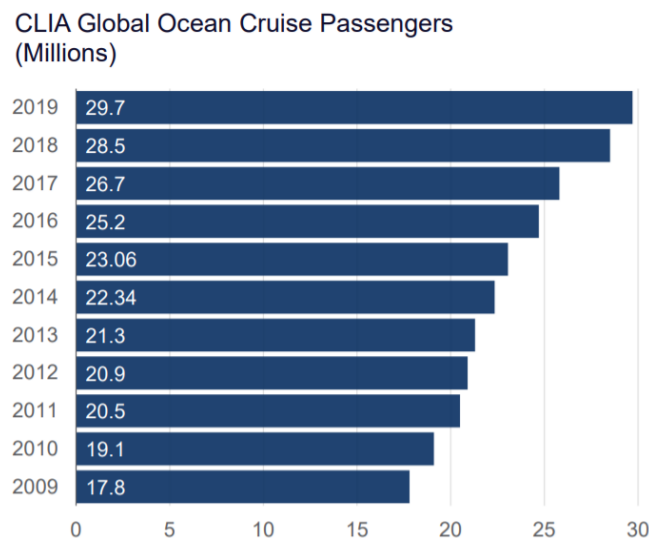


Chart 1 Global Ocean Cruise Passengers
Source: CLIA (2021)

The sector is responsible for generating over a million jobs and contributing 154,5 billion dollars, in revenue, to the global economy CLIA (2021).

On another note, the COVID-19 pandemic and subsequent stop in operations are estimated to result in a loss of 77 billion dollars in global economic activity and 518 thousand jobs.

Anyhow, the success of this industry is shown in its average annual growth rate of 5.4% between 2009 and 2019 (CLIA, 2020b), which is higher than regular land-based tourism (4.9%) over the period 1980–2017 (Peručić, 2020). Because of its popularity and success, the number of new ships launched every year and the size of these ships is increasing (CLIA, 2020b).

Cruise lines produce new and bigger ships to improve profits, allowing more passengers on board, reducing fares, and providing greater itineraries. This increase benefits cruise lines, ports of call, and the supply chain as a whole (Silva, 2021). For example, in 2017, the biggest ship, using passenger capacity metrics, was Harmony of the Seas, with 5496 passengers (Peručić, 2020).

With so many options in terms of prices, ship sizes, and levels of luxury, passengers can easily fit these options within their dream vacations, making cruising more popular year by year (Silva, 2021).

According to Peručić (2020), cruise lines have been celebrating innovations such as:

- × Connectivity on board (which is a plus for those who still want to be connected during the cruise);
- × Wellness aspects (by creating experiences onboard and on ports);
- × Overall experiences (high-gastronomy, visiting exotic destinations, special lectures, and classes onboard, etc.);
- × High technology on board, such as racing simulators, robotic bars, planetariums, etc.;
- × Tourists combining leisure and work onboard (some people have decided to live on a cruise or spend time being on a cruise and working there at the same time, which allows them to be on board with more frequency and longer);
- × Female or sole-centered cruising (since these customers are increasing today, the cruise lines offer them special deals).

3. COVID-19

This chapter will focus on the COVID-19 pandemic. It will be divided into the following subchapters: Crises, where the definitions of a crisis will be comprised, and the COVID-19 pandemic around the world, where the evolution of the disease will be explained.

3.1. Crises

Tourism literature widely discusses crises (Liu et al., 2016). The term "crisis" has been defined from various points of view, such as the following:

Pearson and Clair (1998) argued that *"an organizational crisis is a low-probability, high-impact event that threatens the viability of the organization and is characterized by ambiguity of cause, effect, and means of resolution, as well as by a belief that decisions must be made swiftly."* (p. 9)

According to Harvard Business School Press (2004), a crisis is a change that creates an issue that must be addressed immediately.

Laws and Prideaux (2008) described a crisis as an unfavorable situation induced by a sudden adverse event with huge, evolving potential.

Moreover, Fearn-Banks (2017) defined a crisis as a crucial situation that can interrupt regular business transactions and sometimes even risk the company's survival.

Later Coombs (2018) argued that a crisis is *"the perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization's performance and generate negative outcomes."* (p. 2)

Ryschka et al. (2016) describe crises as critical events that violate stakeholders' expectations and damage an organization's reputation.

Consequently, critical events are dramatic situations that attract public attention. These are commonly named crises, disasters, and shock events (Penco et al., 2019).

The crises that can hit the tourism industry are the economy, politics, energy issues, terrorism, natural disasters, and even health (Hall, 2010). Ulmer et al. (2017) separated crises into two categories: intentionally caused crises (e.g., terrorism) and naturally caused crises (e.g., natural disasters).

3.2. COVID-19 Pandemic Around the World

On December 31st, 2019, a highly contagious disease known as COVID-19 was discovered in Wuhan, China, and quickly spread worldwide (Lipsitch et al., 2020). By March 3rd, COVID-19 had affected more than 70 destinations, including China, South Korea, the U.S., Iran, Italy, Germany, Austria, and Switzerland. This virus infected more than 750,000 people in 172 countries in the first three months and caused more than 36,000 deaths.

The World Health Organization declared a pandemic on March 12th, 2020 (UNWTO, 2020a). By March 18th, the UNWTO (2020a) reported 191,127 cases worldwide, with 74,760 cases in Europe alone. The health risk from COVID-19 has been considered mild to severe (Centre for Disease Control and Prevention (CDC), 2021b).

An overall timeline can be seen in figure 1:

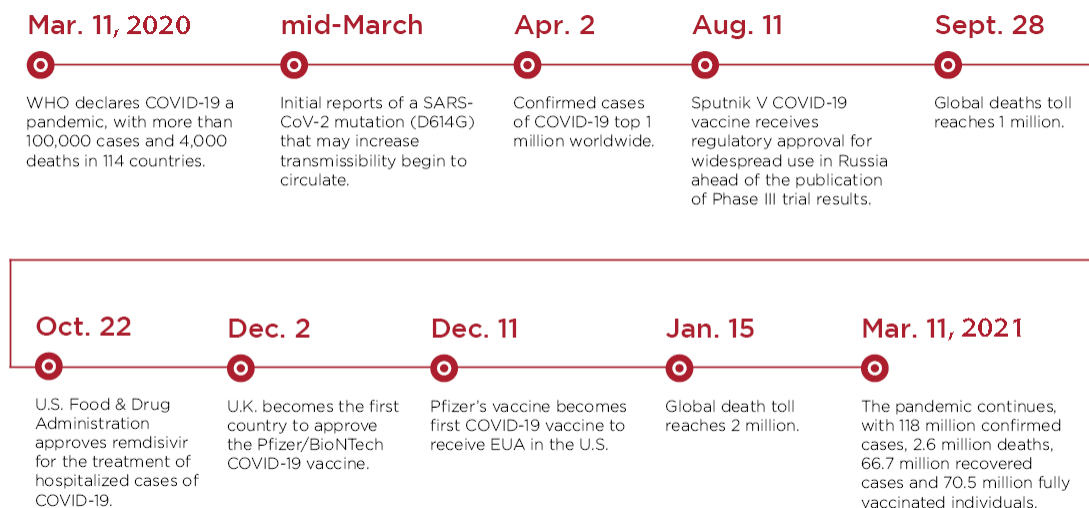


Figure 1 Chronology of COVID-19

Source: American Society for Microbiology (2021)

Since the World Health Organization declared the COVID-19 outbreak a global emergency, more than 271 million COVID-19 cases have been reported until December 16th, 2021, along with more than 5 million deaths worldwide (WHO, 2021).

Traditionally, prevention and treatment of situations like this was a medical issue. However, this pandemic and other public health emergencies also relate to legal governance. Therefore, emergency response mechanisms concentrating on international and domestic laws were developed (Liu & Chang, 2020).

In Portugal, on March 16th, the first death caused by the virus occurred, and the President declared the State of Emergency on March 18th, 2020. This meant several restrictions, such as no circulation and shutting down all commerce (except those essential to survival, such as supermarkets, pharmacies, gas stations, etc.). Most firms urged their employees to work from home. This meant the country was not fully functioning, and many people saw their jobs taken.

The State of National Emergency was extended on April 2nd and then on April 18th. On May 2nd, the President declared the end of the third State of Emergency and claimed the State of Calamity. This previewed the alleviation of some restrictions. Since then, businesses have been opening gradually with sanitary measures to prevent the spread of the virus.

This affected tourism because of the abrupt drop in tourist demand, and several European countries decided to include Portugal on their "blacklist" of high-risk destinations (Seabra et al., 2021). Up until May 15th, 2020, 86,3% of accommodation and food services faced a drastic drop in revenue, compared to 69,1% in other sectors (Instituto Nacional de Estatística (INE, 2020).

According to June 2020 Global Economic Prospects, global real domestic product (GDP) was expected to shrink by 5.2% in 2020 (World Bank, 2020). It was later known that 90% of cities saw a decline in their GDP (Yasmeen, 2020).

The pandemic introduced travel restrictions to all countries worldwide. Of those countries, 45% decided to partially or entirely close their borders to tourists, 30% chose to suspend international flights, and 18% closed their borders to passengers from specific countries of origin (UNWTO, 2020b).

This rapid spread of the virus and the lack of a vaccine to stop it resulted in non-pharmaceutical measures never seen before (Jiang et al., 2020). Initially, it was believed that the virus could be transmitted from person to person via respiratory droplets and secretions and through contact with contaminated surfaces (Abebe et al., 2020). Later on, it is suggested that air transmission may also play a role in the spread (WHO, 2020b).

Studies have shown that COVID-19's mortality rate until now (i.e., ~0.5% –1.0 %) has surpassed the mortality rates caused by the common flu (i.e., ~0.1 %) (Jordan et al., 2020). Some of those who have contracted the COVID-19 virus were unaware of their condition. This means they were asymptomatic carriers and did not show signs of the syndrome (Bai et al., 2020). This feature of the pandemic heightens the susceptibility to the virus since it can be transmitted unknowingly to others (Yu & Yang, 2020). Furthermore, older individuals and those with previous medical conditions are susceptible to COVID-19 infection. However, the virus also affects healthy younger individuals (Godri Pollitt et al., 2020).

Therefore, the pandemic impacts all spheres of an individual's life (Carlsson-Szlezak et al., 2020). It has also affected communities globally, causing substantial impacts on the economy and political and social systems (Galvani et al., 2020).

Consequently, according to a study done by the World Economic Forum (2021), the majority of respondents recognize infectious diseases as the most critical threat, short-term, as follows, in chart 2:



Chart 2 Short-term risks

Source: WEF (2021)

Therefore, in an attempt to contain the quick spread of the COVID-19 outbreak, governments adopted restrictions at all levels (Gössling et al., 2020):

- × Social distancing (reducing interactions between individuals to avoid spreading the disease);
- × Closing schools, shops, restaurants, and bars;
- × Banning public events;
- × Quarantine (home isolation, encouraging work from home).

Nonetheless, since people often plan and perform out-of-home activities to maintain or enhance well-being, reduced participation in social distancing can negatively affect subjective well-being (de Vos, 2020). Therefore, isolation is reflected in lower levels of social interaction and self-development and higher levels of stress, boredom, and depression (Brooks et al., 2020).

Sigala (2020) claims that *"the nature, the unprecedented circumstances and the impacts of the COVID-19 demonstrate signs that this crisis is not only different, but it can have profound and long-term structural and transformational changes to tourism as a socio-economic activity and industry"* (p. 2).

According to Labonte et al. (2011), the main reasons for the rapid evolution of the pandemic threat in the 21st century are:

- × A rapidly growing and constantly moving world population;
- × Trends in urbanization and concentration of people;
- × Production of industrialized foods;
- × Increase in food consumption in large quantities, including meat;
- × Development of global transport networks that act as vectors in spreading pathogens.

We are now facing a reorganization phase regarding innovation and creativity, which are necessary for the human system to transform and adapt to the new situation (Lew et al., 2020). As we move toward a phased unlocking and restart of tourism and hospitality, academics, governments, and tourism firms should adopt a retrospective approach to reflect and learn how to build back better. At the same time, it strengthens their resilient capabilities to survive in this highly turbulent world (Gretzel et al., 2020).

According to Lew et al. (2020), the world will change, as it always does. Some of the critical values that can drive innovative alternative social systems in an emerging post-COVID-19 world include:

- × Peace (within and between countries and people);
- × Love, Health, and Happiness (as fundamental human rights);
- × Equity, Equality, and Cooperation (in government and business policies and relations, and in ensuring the protection of populations and the most vulnerable places);
- × E-Savings (such as full-cost lifecycle prices and local sourcing) and perhaps a Gift Economy (where people pay what they can afford).

4. COVID-19 IN THE TOURISM INDUSTRY

This chapter comprehensively explains the consequences of the COVID-19 pandemic in the tourism industry. It will be divided into three subchapters: Impact on Tourism Sector, where data will be present regarding the actual consequences; Global Framework, where an evolution of the pandemic in the industry will be analysed and Turning Point, where some measures put in place by different entities will be present.

4.1. Impact on Tourism Sector

Tourism has been one of the most important global industries since 1950 (UNWTO, 1980). It has been increasing in importance, representing one of the economic sectors contributing to countries' GDP (Seabra et al., 2021) and creating 330 million jobs (World Travel & Tourism Council, 2019).

This pandemic caused a significant, though not total, collapse in all systems. This situation is unprecedented. In the space of months, the framework of the global tourism system has moved from over-tourism to non-tourism (Gössling et al., 2020). Therefore, the tourism industry, especially international demand, is considered vulnerable to crises (Ritchie & Jiang, 2019).

The travel industry was most affected by the pandemic since many countries have restricted or suspended tourism operations and international travel to prevent the spread of the virus. Most airlines reduced or canceled flights due to lower demand and global border closures. The dropping occupancy rates and government restrictions forced hotels and tourist accommodations to temporarily or permanently close (Baum & Hai, 2020).

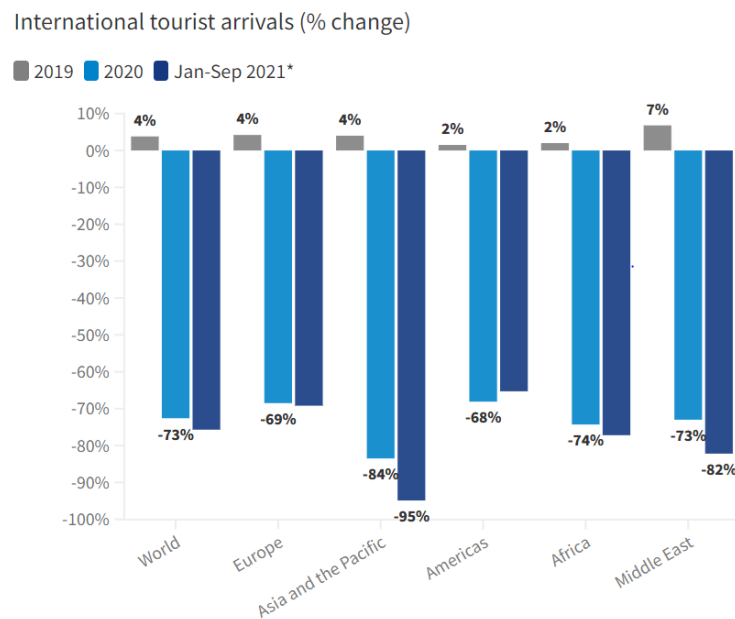
Furthermore, the pandemic banned mass events and forced people to quarantine. Countries were in lockdown, and people were socially distanced. A significant impact on the tourism industry was the cancellation of events, festivals, and conferences that negatively affected the economy of the host destination (Galvani et al., 2020).

In 2020, the UNWTO reported a 22% decline in international tourism from January through March, representing approximately US\$ 80 billion in revenues. Also, in the first half of 2020, international tourist arrivals dropped by 65% compared to the same period in 2019 (UNWTO, 2020).

In 2021, international tourist arrivals increased by 58% in July-September compared to 2020; however, it is still below the 64% of 2019. On the other hand, international tourist arrivals are expected to remain 70%-75% below 2019 in 2021, representing a similar decline as in 2020 (UNWTO, 2021a).

Overall, revenues from international tourism can reach US\$ 700-800 billion in 2021, which is an improvement from 2020 but still less than in 2019 (UNWTO, 2021a).

Chart 3 precisely represents how the numbers from 2020 and 2021 have changed compared to 2019 (see chart 3).



Source: World Tourism Organization (UNWTO) ©. * Change over 2019 (provisional data)
Data as collected by UNWTO, November 2021. Published: 29/11/2021

Chart 3 International Tourist Arrivals

Source: UNWTO (2021c)

Thus, it is stated that the return to 2019 levels would take 2 to 4 years, causing a loss of US\$ 1.2 trillion in exports and cuts on 120 million tourism jobs. These impacts are seven times the impact of September 11th, the most significant decline in tourism jobs history (UNWTO, 2020).

Therefore, policymakers and tourism professionals do not fully understand the scenarios and effects of the crisis, which will undoubtedly have unprecedented impacts on the tourism industry (Škare et al., 2021). Because the virus is new and unpredictable, it has shown gaps in infection control preparedness from governments and industries worldwide. This goes per what was stated by Papatheodorou et al. (2010) when they said that hospitality and tourism managers are "*in crying need of information and knowledge for decision making and for strategies to effectively respond to and manage a crisis.*" (p. 2).

Also, Romagosa (2020) states that the COVID-19 outbreak significantly impacted tourism, triggering essential changes in mobility, social behavior, consumption patterns, and leisure. For example, according to Accenture (2020), "*consumers are more fearful of the economic impact of COVID-19 than their health*" (p.4).

They also state that “consumers are very focused on their most basic needs at the present” (Accenture, 2020, p.12), as shown in chart 4.

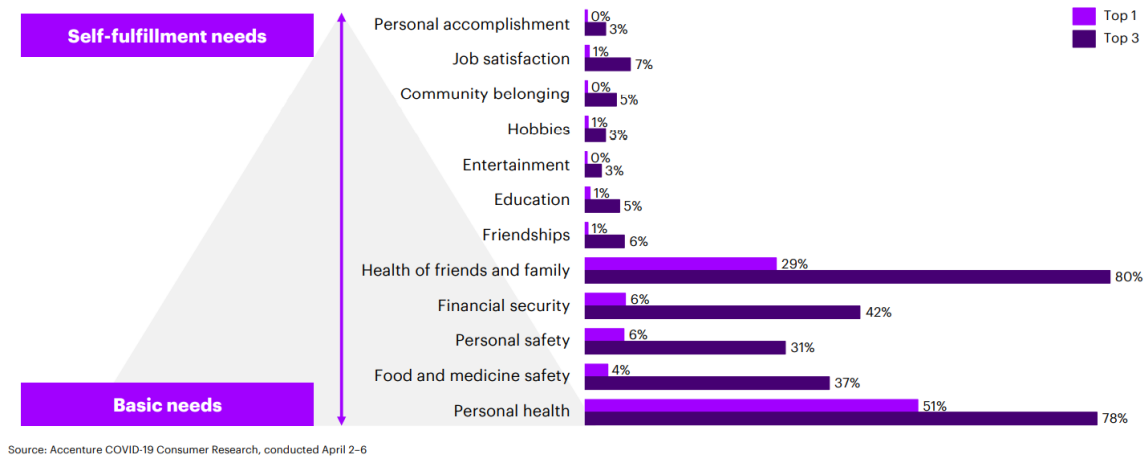


Chart 4 Consumers' Priorities

Source: Accenture (2020)

Nonetheless, tourism crises are not new or unknown. Between 2000 and 2015, the main disruptive events that impacted the tourism industry included the attacks of September 11th, 2001, the outbreak of severe acute respiratory syndrome in 2003, the global economic crisis in 2008/2009, and the 2015 Middle East Respiratory Syndrome outbreak (Gössling et al., 2020).

None of those crises has led to a long-term decline in the development of tourism, as observed in chart 5:

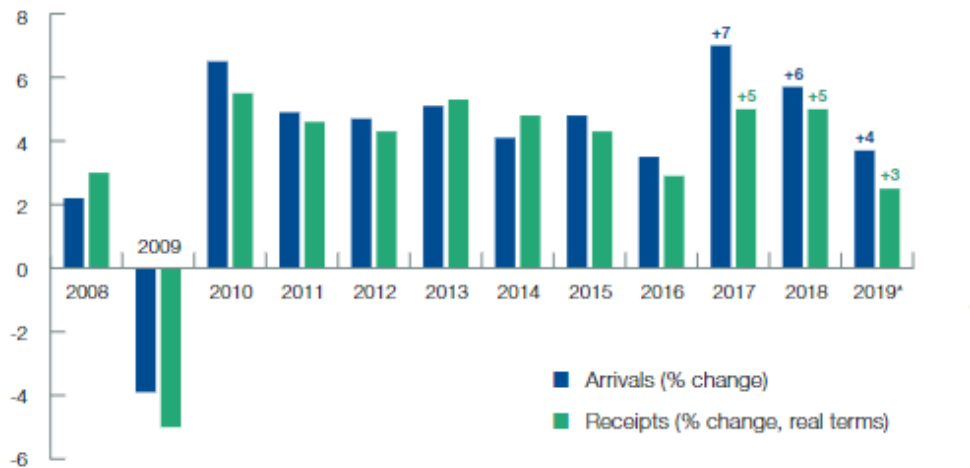


Chart 5 International Arrivals and Receipts

Source: UNWTO (2021b)

This suggests that tourism has been resilient to external shocks. However, there is evidence that the impact and recovery of COVID-19 will be unprecedented (Gössling et al., 2020).

One might estimate that more than 90% of the world's population has been in countries with some degree of international travel. Many countries have restrictions regarding domestic movement (Gössling et al., 2020). Closing borders was unheard of, especially in Europe, with the Schengen Area.

These restrictions have affected national economies and all parts of the hospitality value chain. This included international travel, domestic tourism, and segments such as air transport, cruises, public transport, accommodation, catering (which had to rely on takeaway), and events (Gössling et al., 2020). Also, travel demand has fallen due to increased work from home, e-learning, and a reduced number of public activities and events (Vos, 2020).

Some authors defend that people may, in the future, be more inclined to perform activities at home with family or close friends (Ivanova et al., 2020). This can also result in more "non-targeted" trips, i.e., travels without a destination (Vos, 2020). According to Romagosa (2020), one of the consequences of the Covid19 crisis has been the promotion of proximity tourism between one's home country and neighboring states. The trip duration may also have been affected, with vacations restricted to a day, a few days, or a week.

As a result, recreational travel can play an essential role in maintaining a certain level of subjective well-being of the population. This crisis can be seen as an opportunity to reshape this sector to be more sustainable (Joannides & Gyimóthy, 2020) and more dependent on the use of technology (e.g., robotic applications, virtual reality applications, virtual tours, airport digital identity controls, and standalone check-in kiosks) as a safe alternative to target human interactions, and develop innovative and digitized experiences (Sigala, 2020).

It is known that the perception of health and safety as essential in any consumer decision-making process has been increasingly considered in the area of tourism and travel in general (Boumphrey, 2020). Given our situation, public and private organizations need to guarantee these requirements in their facilities to increase supply and demand in the sector (Sigala, 2020).

This situation has affected the travel and tourism industry, which falls into the category of "non-necessity" (Sharma & Nicolau, 2020). However, despite being a "non-necessity" for tourists and travelers, the industry is an economic necessity for the well-being of many destinations and communities (Joannides & Gyimóthy, 2020).

Tourism organizations have historically defined the "success of tourism" as tourist growth. Therefore, we must reconsider the growth trajectory of tourism and question the logic of more arrivals implying more significant benefits (Gössling et al., 2020). We need to start looking at the positive results of the pandemic, such as eliminating old and inefficient aircraft by airlines (Bailey, 2020) or videoconferences as an opportunity to reduce demand for transport (Gössling et al., 2020), avoiding non-essential travel. Overall, travel and tourism contribute to the spread of the disease and its economic consequences and be drastically affected (Nicolaidis et al., 2019).

As previously described, tourism is about movement. Transportation is a vector for distributing pathogens on regional and global scales (Gössling et al., 2020). While, on the one hand, people ask, "What will travel look like after coronavirus?" the general belief is that tourism will recover as it has done with previous crises (Hunter, 2020).

Looking into the future and travel intentions, according to a study done by the European Travel Commission (2020), the top 5 markets most likely to resume travel when a COVID-19 treatment is found are seen in figure 2:



Figure 2 Top 5 markets most likely to resume travel
Source: ETC (2020)

The same study shows that the majority of respondents are very likely to re-schedule a pre-COVID-19 trip, as shown in chart 6:

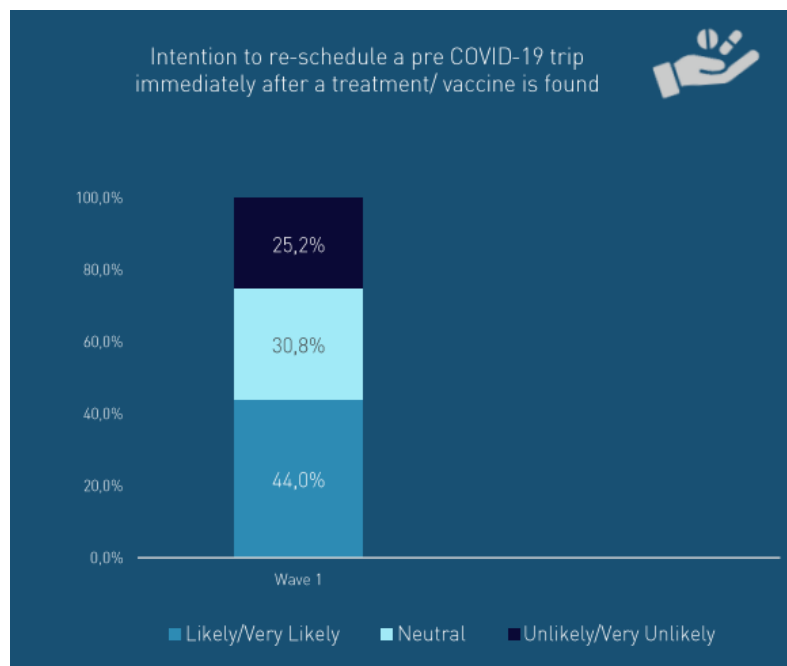


Chart 6 Intention to re-schedule a precovid-19 trip
Source: ETC (2020)

However, the pause in economic activity has been eye-opening, as it has provided a glimpse of what the world could be if the excesses of tourist activities were controlled (Gössling et al., 2020). Simultaneously, the crisis creates new, positive opportunities for the tourism industry. Researchers believe that the ongoing standstill of the tourism sector gives a chance to reflect on the sector's environmental and socio-economic issues and become more environmentally, economically, and socially responsible (Niewiadomski, 2020).

After all the shocks, it is imperative to transform tourism into an activity that provides even more positive outcomes. Ritchie and Jiang (2019) propose an approach that deals with the crisis, recovering from it, and preparing for future situations. Overall, organizational objectives and strategies must incorporate these different phases and be handled with cooperation among industries and the government (Jones & Comfort, 2020).

Therefore, this crisis is expected to be an opportunity to reshape this sector to be more sustainable and more dependent on the use of technology (e.g., robotic applications, virtual reality applications, virtual tours, airport digital identity controls, and standalone check-in kiosks) (Joannides & Gyimóthy, 2020).

Crises often tend to unite people and communities. Over time and how the desire for connectivity and sociability is "re-manifested," it is believed that the hope of a possible recovery will return (Lew et al., 2020). Even though we cannot fully understand the impacts of this pandemic, it is believed that the mindset of tourists will change forever. This makes the concern for health and safety present in purchasing processes and enjoyment of possible future trips (Boumphrey, 2020). So, organizations must reconquer and guarantee tourists' trust. This is under the assumption that people would still be hesitant to use cruise services post-COVID-19 (Yuen et al., 2021a).

Thus, innovation and entrepreneurship will reveal what is indeed possible and aspirational. Social innovation needs to happen creatively at a community level to find the best balance between the benefits and excesses of tourism development (Lew et al., 2020).

4.2. Impact on Cruising

Globalization and international travel habits are identified as significant causes of the quick spread of COVID-19 (Silva, 2021). In this scenario, the cruise industry was significantly affected but played a dangerous role due to the number of ships in activity, the growing number of passengers, and the world's journeys. Nonetheless, global cruise operations were halted for months, and this sector's future remains uncertain (Holland et al., 2021).

The cruise industry is a strong example of a well-planned and booming industry. Before this worldwide pandemic, all ship information was available three years in advance: the location, itineraries, rates, onboard menus, etc. (Silva, 2021). Although, the cruise sector was particularly affected due to high infection rates among the crew and passengers, which illustrates the vulnerability and weakness of confined cruise travel (Mizumoto & Chowell, 2020).

This outbreak, and the fact that cruise ships had to be put on hold with the sudden cancellations of trips and the beginning of quarantine, affected tourists' perception of cruising and consequently impacted this industry (Lim, 2011). The travel restrictions implemented by nearly two-thirds of countries worldwide have caused a significant decline in international cruise travelers (UNWTO, 2021).

Also, the information in the media harms potential future cruise intentions (Laufer & Coombs, 2006). This industry is the perfect example of running an international business with international stakeholders. Therefore, shutting down cruise lines impacts the numerous countries where they play a critical role (Silva, 2021).

Evidence that cruise ships are a source of infection emerged in early February 2020 (Ito et al., 2020). On February 1st, 2020, the first case was detected on the Diamond Princess off the coast of Japan (Mallapaty, 2020). On February 20th, 2020, the WHO announced that the Diamond Princess cruise had more than half of the 1000 cases of coronavirus outside the Chinese mainland (Belam et al., 2020). Other cases of the Grand Princess followed on March 6th (Moriarty et al., 2020). By mid-March, at least 25 more cruise ships reported confirmed COVID-19 cases (Moriarty et al., 2020). Between February and April 2020, 54 ships in different parts of the world were infected with COVID-19, representing one-fifth of the global ocean cruise fleet (Kaiser, 2020).

Figure 3 shows some of the hotspots:

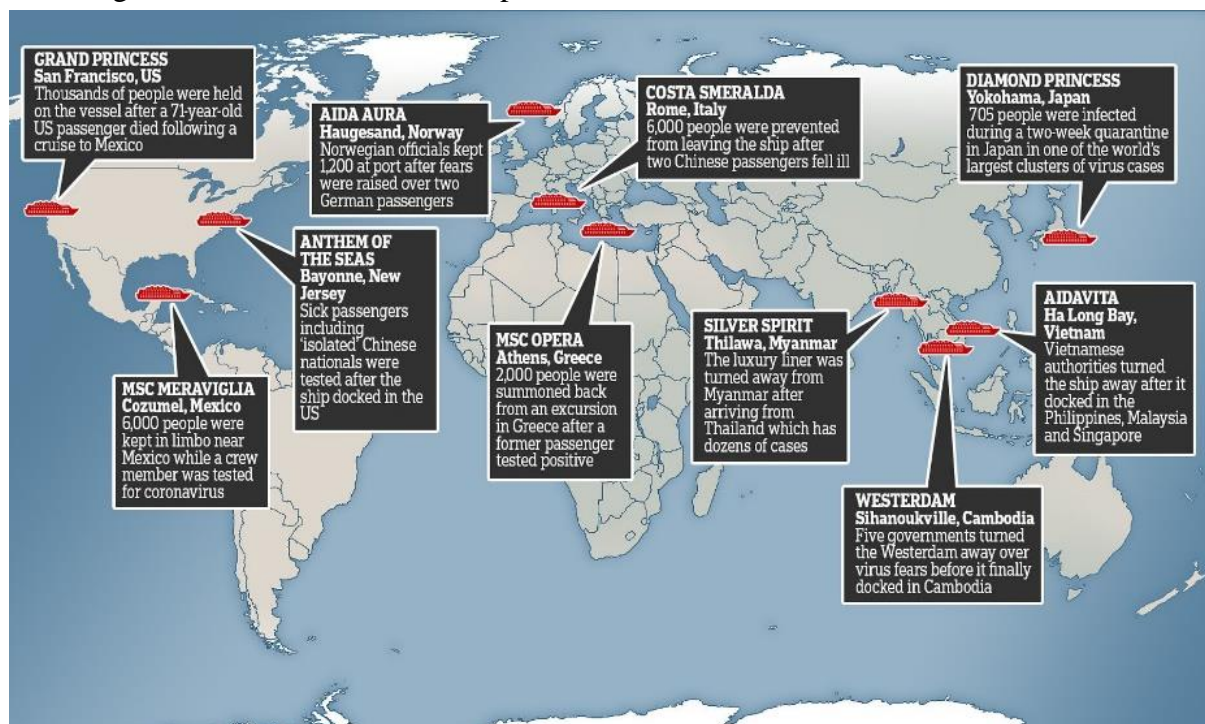


Figure 3 COVID-19 Cruise Hotspots

Source: Stickings (2020)

It was downhill due to constantly shut down operations and closed ports worldwide from that point on. The COVID-19 pandemic has caused unprecedented health risks. As a result, the CDC released the No Sail Order in March 2020 and advised U.S. travelers to defer all cruise travel (CDC, 2020b). This order was because of crowded cruise ships, the large concentration of people in closed or semi-closed settings, and because cruise ships might easily transport infected people between different geographic points (Castaldo et al., 2021).

In addition, CLIA members have paused cruise sailings since mid-March 2020 to stop the virus's spread. Consequently, according to (Norwegian Cruise Line, 2020) – the world's third-largest cruise company – the revenue in the second quarter of 2020 has slumped by 99% compared to 2019 (see chart 7). Consequently, cruise companies, such as Carnival Cruise Line, sell ships to compensate for the financial loss.

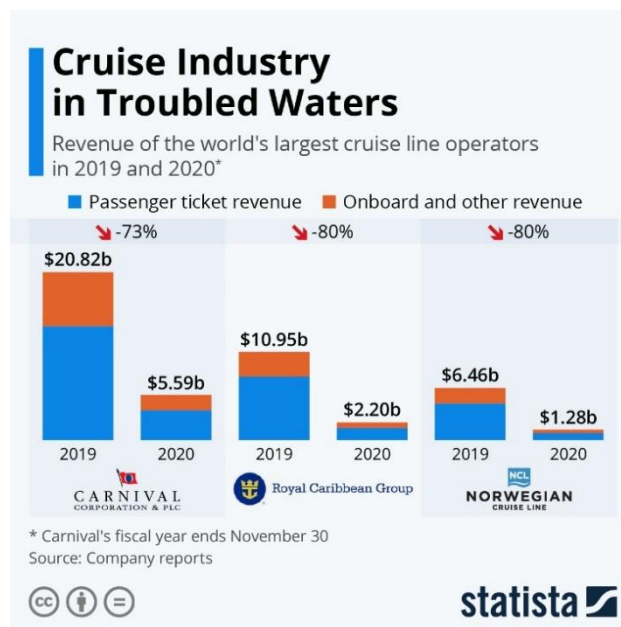


Chart 7 Cruise Line Operators' Revenue
Source: Richter (2021)

In Portugal, in 2020, 145 cruise ships entered the main national ports, representing a decrease of 83.2% compared to the previous year. This reduction was motivated by the prohibition of disembarkation of passengers and crews in national ports, justified as a measure to restrain the pandemic (INE, 2021).

Also, total passenger movements significantly decreased compared to the previous year (-84.0%), reaching 224,1 thousand. The number of passengers on board and disembarked decreased by 87.7% and 85.7%, respectively, corresponding to 11,2 thousand passengers (INE, 2021).

All of these data can be seen in table 1:

Unidade: nº

NUTS	Navios de cruzeiro entrados		Passageiros							
			Total		Embarcados		Desembarcados		Em trânsito (com/sem saída para terra)	
	2020	Tx Var (%)	2020	Tx Var (%)	2020	Tx Var (%)	2020	Tx Var (%)	2020	Tx Var (%)
Total	145	-83,2%	224 089	-84,0%	5 205	-87,7%	5 978	-85,7%	212 906	-83,9%
Continente	56	-88,1%	58 250	-91,5%	38 258	-99,6%	1 641	-95,7%	56 457	-90,8%
Leixões	7	-93,0%	5 956	-93,2%	603	-99,5%	1	-99,8%	5 952	-93,2%
Lisboa	49	-84,3%	52 294	-90,9%	36 584	-99,6%	1 640	-95,5%	50 505	-90,0%
Portimão	0	-100,0%	0	-100,0%	1 071	-100,0%	0	-100,0%	0	-100,0%
Viana do Castelo	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
RA Açores	19	-79,8%	13 391	-89,1%	988	-95,3%	55	-94,8%	13 290	-89,0%
da qual: Ponta Delgada	14	-80,6%	13 369	-87,5%	661	-94,3%	48	-93,1%	13 283	-87,4%
RA Madeira	70	-76,5%	152 448	-74,4%	3 060	63,6%	4 282	43,3%	143 159	-75,7%
da qual: Funchal	70	-75,9%	152 448	-74,2%	3 057	63,8%	4 282	43,3%	143 159	-75,6%

Fonte: Administração Portuária

Table 1 Cruise Ships and Passengers by Region, 2020

Source: INE (2020)

The pandemic continues to negatively impact the cruise tourism industry, leading to drops in cruise companies' share prices and layoffs of several cruise companies (Liu & Chang, 2020).

There is a lack of transparency and communication from the cruise industry regarding infectious outbreaks and their contingency plans for these events, and COVID-19 has exposed these weaknesses in the cruise line's management (Liu et al., 2016).

Accordingly, attention to critical events on behalf of the cruise industry is mandatory because of the severity of cruise disasters. The number of critical events at sea is increasing, and the level of vulnerability of passengers is high (Penco et al., 2019).

On the other hand, some studies state that the impact of a critical event, such as the pandemic, is related to prior corporate reputation. This means that it varies according to "*how well or poorly an organization has been or is perceived to have treated stakeholders in other contexts*" (Coombs & Holladay, 2007, p. 302).

Therefore, organizations need to solve these problems to facilitate a quick recovery. Moreover, a former good reputation of a cruise line may influence future cruising decisions by potential customers after a critical event. In particular, the cruise company's previous good reputation reduces the likelihood of the critical event impacting the intention to take future cruises with the same company. A prior lousy reputation is harmful and makes these consequences more severe; a good brand image and high levels of loyalty positively impact tourists' future intentions after a critical event (Penco et al., 2019).

4.3. A Turning Point

It can be said that cruise lines are failing three out of four factors found by Mitroff et al. (1989) to predict an organization's crisis vulnerability. The three factors are:

- × Organizational strategies (contingency plans, process, and mechanism of crisis management);
- × Organizational structures (logistics);
- × Corporate culture (organizational beliefs and values).

Taking into consideration these findings, the following suggestions are offered by Radic et al. (2020) to cruise lines to assist them in preventing similar crises:

- × Use quantum computers to detect signals of an early crisis;
- × Use distributed ledger technology to improve the operational efficiency of reconciliation;
- × Create digital video marketing content that considers the target's personality traits;
- × Consider avoiding berth rate discounts as a crisis-coping strategy.

The CDC created a system to provide tourists with information regarding the COVID-19 status of cruise ships operating in U.S. waters. The data collected over seven days consists of a constantly updated table that assigns a color to a ship (green, orange, yellow, red, or grey). That way, tourists know how safe that ship is (CDC, 2020a).

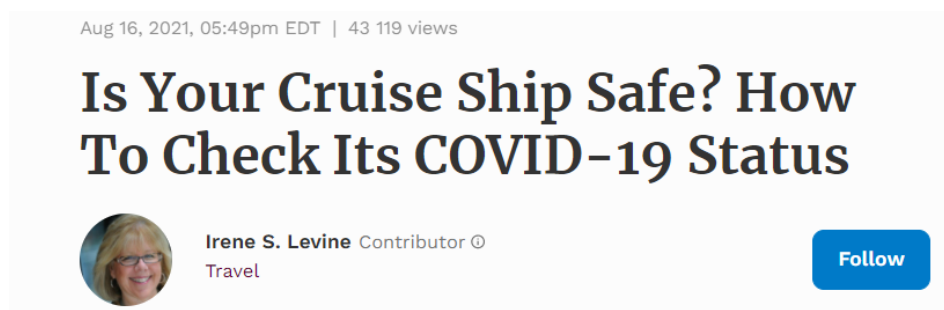


Figure 4 "Is Your Cruise Ship Safe? How To Check Its COVID-19 Status"

Source: Levine (2021)

The definitions for each color are the following:

- × **Green:** There were no reported cases of COVID-19 onboard;
- × **Orange:** The reported cases are below the CDC threshold;
- × **Yellow:** The reported cases meet the threshold;
- × **Red:** The reported cases are at or above the threshold, therefore have to return to port or delay the next voyage immediately;
- × **Grey:** The ship's protocol has not been reviewed or confirmed by the CDC.

At this time, cruise lines and local governments must work together. Cruise lines must consider the fragile ecosystem of some of the small islands they visit and, therefore, respect local governments and their decisions and make the best interest of their people (Radic et al., 2020). On the other hand, any need to cancel a visit may affect the cruise line's perceived quality and overall satisfaction (Brownell, 2014).

According to Weissmann (2020), *"in terms of economic and reputational damage, cruise travel was the first industrial sector to fall victim to the coronavirus and is expected to be the last to recover."* The cruise industry is being imputed as being a *"breeding ground for infection and failing to put in place health and safety measures to protect its crew and passengers"* (Berti, 2020).

On the other hand, news like these gives hope to cruisers:

The cruise industry says it's safer than other vacations. Here's what COVID-19 experts say.

By Anna Jean Kaiser, Miami Herald
Updated: October 17, 2021
Published: October 17, 2021

Figure 5 *"The cruise industry says it's safer than other vacations. Here's what COVID-19 experts say."*

Source: Kaiser (2021)

UNLOCKING THE WORLD

Cruising was a Covid disaster. Now it claims to be the 'safest vacation available'

Francesca Street, CNN • Published 27th June 2021

Figure 6 *"Cruising was a Covid disaster. Now it claims to be the 'safest vacation available'"*

Source: Street (2021)

Cruise ships have been called infectious "Petri-dishes" (Awoniyi, 2020). The novelty and infectiousness of COVID-19 have made it challenging to maintain health and safety onboard (Brewster et al., 2020).

Therefore, the cruise line should understand its passengers' behaviors and future intentions to prepare for post-crisis operations. On that note, Brewster et al. (2020) presented some recommendations for cruise lines to be more prepared and take on control of the outbreaks:

× **Prevention Through Design**

As stated before, the cruise ship layout helps create an environment that allows infectious diseases to spread among passengers and crew. Since cruise lines will continue to develop larger ships, the risk of transmission will continue to increase. Therefore, "designing out" hazards or implementing engineering controls could be the solution to mitigate or reduce this. This is known as Prevention Through Design (PtD), which means anticipating risks and configuring the environment – this can be applied during vessel design and construction. That way, architects and engineers create fewer and larger cabins and more dining areas with fewer seats, which will control the cruise ship capacity and make social distancing easier by discouraging large gatherings onboard.

In addition, installing ventilation throughout vessels can help reduce the transmission risk and respond to the earlier problem regarding air-conditioning.

× **Disease Monitoring and Surveillance**

This recommendation implies increasing disease monitoring and surveillance programs. Wastewater-based epidemiology (WBE) may serve as a future surveillance tool for cruise ships. A WBE program that can indicate a COVID-19 outbreak is a safety measure. This means that cruise ships will be required to report symptoms, monitor, and trigger an investigation, which will help crewmembers quickly implement infection control measures and limit transmission.

× **Multilayered Risk Management**

This recommendation stands by a framework that can address COVID-19 and other illnesses. An example is training crewmembers on handling illness outbreaks and later equipping them with the tools needed to mitigate these cases onboard. Subsequently, infection control experts and the government could establish a more extensive emergency plan combining effective outbreak response onboard and onshore assistance at ports.

The World Travel & Tourism Council (WTTC) has also produced global safe protocols to help restart the travel and tourism sector. There are already nine protocols available for the following sectors: hospitality, outdoor retail, aviation, airports, tour operations, short-term rental industry, attractions, car rental, and convention centers, meetings, and events (the cruise protocol is still under development). A Safe Travels Stamp was created to recognize health and hygiene protocols within these sectors (WTTC, 2020).

In September 2020, the Healthy Sail Panel was launched. This panel is sponsored by Royal Caribbean Group and Norwegian Cruise Line Holding Ltd and comprises nine expert members and two public health advisors; and is observed by CDC, CLIA, Carnival Cruise Line & plc, and MSC Cruises. It tries to make the cruising experience healthier and safer. It provides 74 recommendations in 25 different areas such as testing, policy on guests at increased risk of severe illness, guest information and education, onboard symptom tracking and monitoring, protective equipment usage, capacity restrictions, general distancing guidelines, hand hygiene; ventilation, medical personnel, onboard clinic design, and operations, etc. (Safe 4 Sea, 2020).

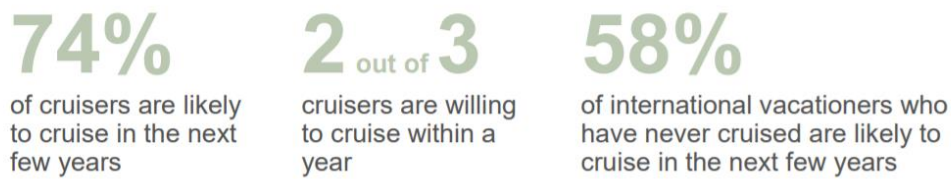
The WHO also published a guide for managing COVID-19 cases on ship outbreaks. It recommends that cruise lines develop a written plan covering all activities before, during, and after the trip, from managing a suspected case onboard, contacting tracing, building knowledge, and preventing new cases. Before boarding and disembarking, the cruise lines collect passengers' information. These documents should be kept on board to help with contact tracing. The cruise line must activate an outbreak plan if a suspicious illness is on board. The outbreak plan includes several new routines: isolation with closed doors, disembarkation and transfer of infected people to health care onshore, and laboratory testing. After the suspicious case has been identified, it is also necessary to start contact tracing to segregate other suspicious people to avoid new cases on board and to begin an epidemiological investigation (WHO, 2020a).

Also, the CDC presents all requirements to attain a COVID-19 Conditional Sailing Certificate. These include a simulated voyage with volunteer guests (intended to replicate real-world onboard cruising conditions) and testing the required measures. They have all the new procedures, onboard activities, private island shore excursions, etc. (CDC, 2021a).

The European Centre for Disease Control guidance applies to cruise ships in the European Union for a gradual and safe resumption of operations. In their guidelines, there is a review of shipboard operations, including recommendations about information and communication from pre-boarding to disembarkation; good practices evolving physical distancing, hand-washing hygiene; complete plans for cleaning and disinfection; detailed emergency procedures; procedures to handle visitors, pilot, and other people onboard (ECDC, 2020).

Following these protocols, there is MSC Grandiosa, which sailed in August 2020, followed by Costa Deliziosa and Costa Diadema in September 2020, and Costa Smeralda in October 2020. They have had successful experiences thus far, inspiring other cruise lines to resume in different parts of the world. Since December 2020, some ships have sailed for a short time with local customers in some specific regions of the world (Silva, 2021). Their successful operations have brought hope to clients, crew members, and other stakeholders in the cruise industry.

According to CLIA (2021), predictions for 2021 are the following in figure 7:



Source: CLIA-Qualtrics Survey December 2020- 4,000 International vacationers each, eight countries, U.S, Canada, Australia, UK, Germany, France, Italy and Spain

Figure 7 Predictions for 2021 Cruise Industry
Source: CLIA (2021)

Therefore, the question remains:

HEALTH AND WELLNESS

Are cruises safe right now? Experts say they're 'a recipe for Covid transmission'

Published Sat, Aug 28 2021-9:30 AM EDT

 Cory Stieg
@CORYSTIEG

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Figure 8 "Are cruises safe right now? Experts say they're a "recipe for Covid transmission""

Source: Stieg (2021)

THERESA NORTON | SEPTEMBER 30, 2021 8:00 PM ET

Is Cruising the Safest Way to Travel Right Now?

Figure 9 "Is Cruising the Safest Way to Travel Right Now?"

Source: Norton (2021)

5. CONSTRUCT ANALYSIS

This chapter is the outcome of an extensive literature review on several significant constructs. These constructs are the base of this thesis and will guide the investigation; therefore, this chapter will comprise all of its analysis. Each construct used throughout this thesis will be a subchapter.

5.1. Risk Perception

Risk is a part of our lives. It tends to be avoided and hidden because it can be seen as a potential threat. But, understanding risk is complex yet essential since perceptions of risk can influence the travel decision-making process (Floyd et al., 2004; Bowen et al., 2014)

It is a concept with little consensus over its definition, regardless of the many attempts to define and conceptualize it. Examples of that are presented:

- × Tsuar et al. (1997) described the risk as *"the possibility of various misfortunes which might befall a group package tourist in the process of traveling or at its destination."* (p. 2);

- × Mowen and Minor (1998) described it as the *"consumer's perception of the overall negativity of a course of action based upon an assessment of the possible negative outcomes and the likelihood that those outcomes will occur."* (p. 6);

- × Later, Reisinger and Mavondo (2008) described the risk as *"a possibility of danger, harm or loss; and a chance or hazard."* (p. 2);

- × Furthermore, Le and Arcodia (2018) define risk as the sum of adverse outcomes and the probability of their occurrence.

Risk perception discusses the way people judge and evaluate uncertainty. Many definitions of perceived risk have also been presented, such as:

- × Tourist's perception that harmful exposure to threats and dangers will result in a loss (Reisinger & Mavondo, 2005);

- × Fuchs and Reichel (2008) define the perception of risk as the potential danger associated with the trip that changes the intention to travel if the risk is likely to exceed an acceptable level for that individual;

- × Later on, Moutinho et al. (2011) defined it as the outcome of uncertainty associated with purchasing methods and locations, uncertainties related to risk, and tourists' previous experiences;

- × People's subjective judgments about risk characteristics and severity (Cui et al., 2016);

- × Chien et al. (2017) believe it is tourists' subjective feelings towards potentially negative consequences and impacts during travel;

× Lastly, Zhu and Deng (2020a) describe it as *"the subjective judgment made by consumers that lead to negative results for tourism, which resulted from the objective asymmetry existent in tourism safety information and of the subjective perception that tourists have"* (p.3).

5.1.1. Perceived Health Threat

From a health risk point of view, authors have proposed considering perceived severity. Perceived severity concerns the impacts of the disease (Brewer et al., 2007) and is an indicator of the health belief model (HBM) (Jones et al., 2015).

This model states that people want to avoid illness and adopt behaviors that they believe will protect them from it. According to it, four types of risk affect behavior: perceived susceptibility, perceived severity, perceived benefits, and perceived barriers. Perceived susceptibility refers to one's beliefs about how vulnerable they are to the disease. Perceived severity refers to how serious one believes the risk could be. Perceived benefits refer to one's thoughts about whether a health behavior will enable one to manage health risks. Perceived barriers refer to one's beliefs about the adverse outcomes of adopting health behavior that will prevent them from doing so.

Health threats can come in two forms: the possibility of harm if no action is taken and the severity of harm if no action is taken. The possibility is associated with probability and vulnerability. It is one's probability of being harmed by a hazard, for example, "What is the likelihood that you will get the flu this year if you do not get a flu shot?"; but this question emphasizes individual resistance and vulnerability. They need to consider how easily they get the flu, for example. On the other hand, severity is an extension of the harm that a hazard could cause; in this case, the question could be "How serious a disease is flu?" and in this case, both personal beliefs and the likelihood of risk come into place (Brewer et al., 2007).

In a world of growing insecurity and uncertainty, many potential tourists may consider nearby destinations less risky, particularly as their purchasing power may also have been affected by the economic crisis resulting from the pandemic (Lew et al., 2020).

In this context, perceived safety threat is defined as one's perception of adverse outcomes when using cruise services, which can then be divided into perceived susceptibility and severity (Yuen et al., 2021a). Perceived susceptibility reflects one's evaluation of the potential risk of cruise traveling. Perceived severity refers to the degree of seriousness a person thinks the consequences of that risk could be.

A study by the ETC (2020) shows that quarantine measures are at the top of tourists' concerns and other health concerns are prominent (see figure 10).



Figure 10 Tourists' Top Travel Concerns

Source: ETC (2020)

Moreover, a study by Zou and Petrick (2017) concludes that perceived health risk was one of the constraints against taking a cruise. Diseases with long incubation periods can create severe illness among passengers, leading to possible sea deaths (Le & Arcodia, 2018). When looking at young people and their risk perception towards taking a cruise, it was concluded that cruise lines must understand their market segment's risk perceptions and develop specific and clear risk management plans (Zou & Petrick, 2017).

Nevertheless, cruise tourism has constantly been exposed to various health risks, such as seasickness, nausea, foodborne diseases, and respiratory outbreaks such as hepatitis E, influenza A and B, Salmonella, Shigella, Legionella, etc. (Bert et al., 2014). Until this point, the current cruise rules were designed to handle simple situations such as gastroenteritis outbreaks or evacuations of sick/injured passengers, which do not meet the needs for managing infectious disease outbreaks, let alone a global health risk (Radic et al., 2020).

Cruise lines must be proactive in dealing with health-related perceived risks. Although the COVID-19 pandemic significantly changed this industry, passengers' behavior after reopening will depend on their perceptions of safety and risks associated with this activity (Wen et al., 2021). Also, when organizations take responsibility for customer safety, it positively impacts tourists' future intentions to book cruise services (Penco et al., 2019).

It is crucial to focus on reducing tourists' travel risk perception to allow the industry to bounce back quickly once the threat of COVID-19 decreases. Therefore, travel media should not solely provide information that can cause an increase in perceived travel risk (such as the number of cases and deaths). They must also ease tourists, inform them about cancellations or refund policies, and cover all health and safety measures. In addition, it is essential to invest efforts into establishing long-lasting relationships rather than just short-haul sales (Neuburger & Egger, 2021).

5.1.2. Perceived Crowding

The term "onboard cruise environment" refers to elements that comprise a ship's overall atmosphere, such as ambiance, aesthetics, design-related elements, and social atmosphere (Calza et al., 2020).

As stated before, the growth of this industry led cruise lines to increase ship size to maximize profits. As ships continue to grow, the passenger volume has also stressed safety and security issues, making the impact of critical events more severe. The larger the ship, the greater the consequences and potential damage of these events to passengers. In a disaster, cruise ships become traps (Penco et al., 2019).

Cruise lines need to learn how to effectively stop the spread of an outbreak once it is onboard. Social distancing and isolation are essential for preventing the spread of the virus. Still, cruisers must spend time close together on the ship, and since both passengers and crew members are from many different countries, it becomes more challenging to manage this crisis (Ilhan, 2020).

A cruise ship is a contained environment exposed to situations where health epidemics are quickly established (Moriarty et al., 2020). This pandemic is just the latest infectious outbreak that recently struck cruise ships. This has always resulted in canceled sailing, limited passenger service, and widespread illness (Holland et al., 2021).

Overall, the passenger capacity of a large luxury cruise is significantly higher than that of the largest passenger-carrying aircraft. The duration of sea journeys is also longer (Liu & Chang, 2020). Cruise ships have become notorious for being infection hotspots due to their large passenger capacity, high personnel density, being in a constrained environment, and visiting several ports (Liu & Chang, 2020).

This is part of an effect called crowding. It is considered a multivariate phenomenon resulting from spatial, sociological, and individual factors (Stokols, 1972). It can be conceptualized as having two dimensions: perceived social and perceived spatial crowding (Machleit et al., 1994).

Perceived social crowding refers to one's evaluation of social density (when a tourist notices that there are too many people around them) within an environment. Perceived spatial crowding is evaluating spatial density (the amount of space available) within an environment. Also, according to Jin et al. (2016), crowding can be described as "visitors' crowded feeling in a particular place" (p. 1).

Also, some passengers do not disembark the vessel because there are sufficient entertainment facilities onboard (Peručić, 2020). This is supported by Wetsman (2020) when he states that cruise ships are associated with communal dining and group activities, which are "*notorious for being an incubator of infectious disease*" and have "*self-contained environments where this disease can proliferate quickly.*"

Robles (2020) states that *"as the coronavirus pandemic raged around the world, cruise ship companies continued to allow their crews to attend social gatherings, work out at gyms and share buffet-style meals, violating basic protocols designed to stop the spread of the highly transmissible virus."* William Schaffner, an infectious disease specialist at Vanderbilt University, pointed out that *"A cruise ship is an almost ideal environment to enhance the transmission of a virus, whether norovirus, coronavirus or flu, from person to person."* The crew sleeps in dormitories, shares toilets and dining rooms, and works with face-to-face contact.

Additionally, passengers are confined to poor air ventilation within their cabins (Rocklöv et al., 2021). Jean-Paul Rodrigue, a professor at Hofstra University in New York, said, *"Air circulation there is worse than on an airplane."* Because air circulation in cruise ships is not from outdoor and clean air, corridors are not open, and some cabins are without windows. As a result, these ships have an ideal environment for spreading viruses.

This news supports this:

'Worse than an aeroplane': how being confined to a cruise ship fuelled the coronavirus spread

- With thousands of people confined to a space with limited airflow, cruise ships are an 'enabling environment' for the spread of infectious diseases
- The air circulation on a cruise ship is worse than on a plane, where the risk of transmission falls the farther you sit from an infected person



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Figure 11 "'Worse than an aeroplane': how being confined to a cruise ship fuelled the coronavirus spread"

Source: Tobin (2020)

Cruise cabins' air-conditioning regulates ventilation. Air-conditioning circulation is divided into an external and internal system. The external system uses fresh and clean air circulation; the internal system adjusts the temperature, and this air circulates throughout the accommodations. Therefore, despite air-conditioning having a filter, it is ineffective in removing COVID-19 and cannot guarantee freshness or cleanliness or support quarantine requirements (Liu & Chang, 2020).

That being said, according to the new situation, Silva (2021) proposed the following:

- × passengers should be wearing masks at all times;
- × constant hand-washing should be required;
- × buffet restaurants should reduce the number of tables and have crewmembers serving meals;
- × more availability in shows to help divide passengers into sessions;
- × passengers should only go onshore if they book an excursion and should be offered wristbands that automatically open doors and allow contactless payment.

Adding to these measures, Liu and Chang (2020) stated:

- × increasing the frequency of disinfection in public places is a must;
- × staff testing and site disinfection should take place with the cooperation of the ports to prevent internal cross-contamination
- × implementing temporary cabin hospitals could be a short-term response. The concept of a "temporary cabin hospital" concerns certain zones on the cruise ship that can accommodate a group of people in the situation of confirmed cases.

Other safety measures are listed in image 12:

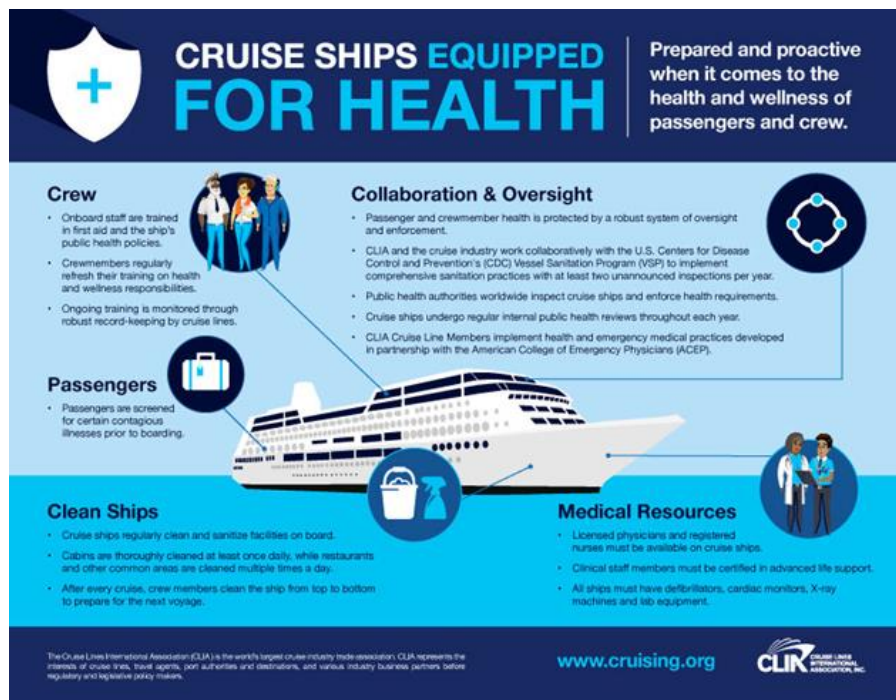


Figure 12 Cruise Ships Equipped For Health

Source: (CLIA, n.d.)

As previously stated, the manifestation of COVID-19 makes it more challenging to control the spread of the virus. Infected people may remain asymptomatic but contagious, causing additional difficulty (CDC, 2021b). The average cruise lasts between 6-8 days, which is well within the period for incubation and transmission of many infectious diseases (Dowling & Vasudavan, 2014).

In that sense, Mitruka and Wheeler (2008) claim that "*an infectious disease acquired during the voyage may incubate in people disembarking from cruise ships and result in outbreaks in the travelers' home communities, especially in closed settings.*" (p. 1). Additionally, the cruise tourism market comprises many passengers over 65, which have an increased risk for complications, and are more vulnerable to infections. These factors can result in a higher manifestation of cases and the possibility of the international spread of COVID-19 (Mallapaty, 2020; Moriarty et al., 2020).

Overall, cruisers might modify their travel behaviors at this particular time. They can cancel their cruise or shorten their vacations. Then again, they might confirm their intention to cruise in the future. Whichever the case is, it is essential to understand that COVID-19 is a unique crisis, therefore, has unprecedented effects (Jiang & Wen, 2020; Lai & Wong, 2020; Niewiadomski, 2020).

Considering that, tourists may feel reluctant to use cruise services as soon as the pandemic ends, partially because they feel that the industry would not return to its original state. This is related to the fact that their needs for enjoyment, social gathering, and leisure cannot fully be met due to the restrictions of the onboard health safety measures post-COVID-19 (Yuen et al., 2021a).

According to Ito et al. (2020), the risk of COVID-19 infection onboard a ship increases proportionately to the number of passengers. Moreover, cruise ships that replace passengers within a week may have a higher infection rate than ships that do not replace passengers over a number of weeks. Ito et al. (2020) study state that larger ships tend to be more infected than small ones, and the itineraries with the highest possibility for infection were those with 7 or 8 days of sailing. Therefore, welcoming new passengers is more dangerous than having the same ones for extended periods.

Yet, there is no connection between the number of passengers received in ports of call in a country and the number of infected people in the same country. This is proven by Ito et al. (2020), that stated that the three countries with the most significant number of passengers in their ports from January till March 2020 were the U.S., Mexico, and Bahamas – meanwhile, the Bahamas only had 49 COVID-19 cases.

5.1.3. Perceived Risk in Tourism

Risk perception is a highly discussed topic when it comes to tourism literature. Tourism is a kind of consumer activity. Its risks are associated with undesirable incidents, threats, shocks, and disasters that could harm the service (Reisinger & Mavondo, 2008), making it unsuitable to meet tourists' expectations (Cui et al., 2016).

The perceived risk theory has been used to explain consumer behavior regarding decision-making. Perceived travel risks have become the central part of tourists' decision-making process, given the awareness of worldwide tragic events (Schroeder et al., 2013). Therefore, consumers want to avoid risk rather than maximize utility when purchasing (Park & Tussyadiah, 2017). So, from the tourist perspective, perceived risk can affect tourists' destination choice, image (Crompton, 1979; Isaac, 2020), travel behavior, and purchase intentions (Reichel et al., 2007).

Floyd et al. (2004) developed a four-dimension scale describing risk perceptions:

- × **Perceived Travel Risk:** it is super important to take into account since tourism is one of the most vulnerable activities when it comes to risk (Ritchie, 2004);
- × **Perceived Safety Risk:** concerns safety issues influencing tourists' future intentions (Seabra et al., 2013);
- × **Perceived Distance Risk:** the geographic impact may affect tourists to choose closer destinations post-pandemic (Lew et al., 2020);
- × **Perceived Destination Risk:** tourists tend to choose destinations that offer fewer risks; consequently, destinations perceived safer may be preferred (Seabra et al., 2013; Morakabati & Kapuściński, 2016).

Also, UNWTO (2003) defined four primary sources of risk that can affect tourism destinations. They are:

- × the human and institutional environment outside the tourism industry;
- × the tourism sector itself and the related commercial sectors;
- × the individual traveler (personal risks);
- × natural environment.

These sources can create a risk that will negatively impact tourists, the tourism industry, and the local communities. Tourists are most likely to pay attention to risks that affect their feelings of safety and security (Lehto et al., 2007). So, perceived tourism risk can decrease (re)visit intention in case of natural disasters (Lehto et al., 2007; Yin et al., 2014), terrorism (Floyd et al., 2004), and other disasters (Neuburger & Egger, 2021).

Cunningham (1967) divided perceived risk into two significant categories: psychological risk and performance risk. Later on, Roselius (1971) divided it into six dimensions: financial risk, performance risk, opportunity/time risk, physical safety risk, social risk, and psychological risk.

Scholars tend to focus on just one risk or a limited amount. For instance, financial, time, physical, health, and social risks are usually associated with international travel perceptions (Qi et al., 2009). Physical, health, and psychological risks prompt adventure tourism factors, such as hiking and cycling (She et al., 2019).

Risk perception is a two-dimensional structure that bases itself on uncertainty. When the outcome is unknown, and there is a higher perceived risk, tourists ponder their gains and losses (Kahneman & Tversky, 1979). That process can affect purchase intention (Liu et al., 2013), (re)visit intention (Yin et al., 2014; Zhu & Deng, 2020), overall satisfaction (Xie et al., 2020), and loyalty (Casidy & Wymer, 2016).

Generally, consumers handle travel risks by consulting friends, family, and experts in the field (Quintal et al., 2010). Other risk-reducing behaviors include shortening the trip, buying travel insurance, getting vaccinated, and ingesting medication (Reisinger & Mavondo, 2008).

Thus, travel-related decision-making is complicated (Quintal et al., 2010), motivating travelers to get more information. Risk information-seeking behavior enhances traveler risk knowledge about the travel destination and influences future traveling intentions (Griffin et al., 1999).

In addition, the media plays a significant role in influencing public opinions and individuals' risk perception. Mass media often exaggerates the risk of a situation by emphasizing certain aspects while ignoring others (Beirman, 2003). The "negative" media coverage during a pandemic (i.e., number of cases, deaths at places) may enhance risk and impact tourists' future intention to travel (Neuburger & Egger, 2021).

According to McCarthy et al. (2008), six media factors affect one's risk perceptions:

1. **Amount of media coverage:** the more scope there is of the situation, the more critical and riskier tourists perceive it to be;
2. **Frames used for presenting risks:** when the media cover issues related to risk, they tend to use frames that emphasize the issue's dramatic characteristics;
3. **Valence and tone of media coverage:** journalists tend to focus more on human interest topics, highlight worst-case scenarios, and describe risks with shocking and emotionally charged language;
4. **Types and trustworthiness of risk information sources:** if people distrust any of these sources, they will doubt the information they provide, affecting their risk perceptions. The more people trust the institutions that deal with risk issues, the more likely they will accept certain risks;
5. **Media message formats:** The two basic formats for presenting risk information are verbal and numerical estimates. Different message formats may convey uncertainty differently;
6. **Types of media:** hypothesis predicts that entertainment media are more likely to influence people's personal-level risk perceptions. In contrast, news media are more likely to influence societal-level risk perceptions. Entertainment media tend to present risks in dramatic and emotional ways.

That being said, potential future cruisers will probably never get past the images of passengers quarantined in a ship without the possibility to disembark (Castaldo et al., 2021).

5.2. Overall Evaluation

Constructs regarding the overall evaluation of tourism experiences will be analyzed in the following pages, specifically perceived benefit, perceived value, and trust.

5.2.1. Perceived Benefit

Previous tourism literature defined perceived benefits as:

- × “a combination of different attributes of products (tangible and intangible; intrinsic and extrinsic etc.), available in relation to a particular buy and use situation.” (Snoj et al., 2004);
- × “a consumer’s belief about the extent to which he or she will become better off from the online transaction with a certain website.” (Kim et al., 2008);
- × the sum of advantages that meets a consumer’s needs or wants (Liu et al., 2018);
- × customers’ confidence in how much they can gain from using a service (i.e., cruise service) (Gong et al., 2019).

Outcome expectation is defined as one’s perceived benefits minus the barriers to using such a service. That outcome is only positive if the benefits exceed the barriers (Yuen et al., 2021). The benefits refer to one’s beliefs about managing a specific risk. The barriers are the beliefs about the negative aspects that can prevent them from doing so.

So, when consumers’ perceived benefits exceed perceived barriers, they form a positive outcome expectation from using cruise services. Assuming that risk remains constant, positive outcomes can increase consumers' trust in cruise operators.

Wang and Fesenmaier (2004) identified four categories of benefits, including:

- × functional benefit (acquired knowledge);
- × psychological benefit (sense of belonging, satisfaction);
- × social benefit (better communication and interaction with others)
- × hedonistic benefits (more leisure time, relaxation, and enjoyment).

When translated to cruising, functional benefits can be realized by using cruise services such as travelling, dining, and shopping (Han & Hyun, 2019). Social benefits can be obtained from travelling with family/friends, and hedonic benefits can be defined as passengers' positive emotions from a cruise (Yuen et al., 2021).

Since consumers mainly perceive hedonic benefits during the experience process (Voss et al., 2003), some authors have also used the attributes of products and services as perceived benefits (e.g., Kim et al., 2008; Aldebei et al., 2015, cited in Liu et al., 2018).

Lin et al. (2009) describe that the desire to buy tourism services includes functional and non-functional needs. Functional needs state emotional and psychological features such as enjoyment. A positive emotional state during and after the trip may affect tourists’ perceived benefits.

Moreover, Yen et al. (2011), cited in Luvsandavaajav and Narantuya (2021), propose four benefits that influence revisit intention:

- × Learning benefits: personal growth as in skill increasement and knowledge acquirement through travelling;
- × Social benefits: enhancement of social relationships through interaction with the community, providing a sense of belonging;
- × Self-esteem benefit: better individual status and reputation;
- × Hedonic benefits: pleasure obtained through travel experience is associated with personal feelings.

5.2.2. Perceived Value

Perceived value is most commonly analyzed with a self-reported, unidimensional measure (Gale, 1987). According to Zeithaml (1988, p. 19), "*quality and value are not well differentiated from each other and from similar constructs such as perceived worth and utility*". Therefore, it has been argued that single-item measures of perceived value lack validity (Petrick, 2004).

In this sense, Zeithaml (1988) identified four potential definitions of value:

- × Value is low price;
- × Value is whatever one wants in a product;
- × Value is the quality that the consumer receives for the price paid;
- × Value is what consumers get for what they give.

Following, Bojanic (1996, p.10) states that the notion of perceived value results in three possible positions:

- × Offering comparable quality at a similar price;
- × Offering superior quality at a premium price;
- × Offering inferior quality at a discounted price;

This means that a cruise line's perceived value can be altered if management changes its actions, competitors change their actions, or consumers' desires or needs change.

Later, Sweeney and Soutar (2001) developed the PERVAL scale, identifying functional value (quality and value for money), emotional value, and social value.

Petrick (2002) later developed the SERV-PERVAL scale, in which he identified five dimensions:

- × behavioral price
- × monetary price
- × emotional response
- × quality
- × reputation

Behavioral price is the nonmonetary price of a service, including the time and effort to search for the service (Zeithaml, 1988). Monetary price is the price of service (Petrick, 2004). The emotional response is one's judgment of a product or service's pleasure (Sweeney & Soutar, 2001). Quality is associated with judging a product or service's overall excellence or superiority (Zeithaml, 1988). Finally, reputation is the prestige or status of a product or service (Petrick, 2004).

Subsequently, Sánchez et al. (2006) developed another scale called GLOVAL, in which they identified six dimensions:

- × the functional importance of installations
- × practical value referring to the professionalism of the contact personnel
- × available value of the product or service
- × functional significance of the price
- × emotional value
- × social value

When translated to cruising, functional value can be seen from entertainment and leisure options onboard; emotional value connects with having fun and enjoying the overall experience, and social value regards the ability to interact with family and friends (Sánchez et al., 2006).

However, so far, no studies have investigated how tourists perceive the value of a cruise during COVID-19 or post-pandemic (Yuen et al., 2021b).

One of the most common definitions of perceived value is given by Zeithaml (1988, p. 14), which states that it is "*the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.*" Zeithaml stated that perceived quality leads to perceived value during her study, leading to purchase intentions.

In conclusion, understanding tourists' perception of the benefits of cruising is imperative, considering the uncertainty created by this pandemic. As stated before, perceived benefits and cues to action can influence tourists' assessment of the advantages of cruise services post-COVID-19, and cruise lines should use that to their advantage (Yuen et al., 2021a).

5.2.3. Trust

Several authors have defined trust, such as:

- × "An attitude that allows for a risk-taking decision." (Luhmann, 1979, p.22);
- × Coleman (1990) defines it as incorporating risk into a decision whether or not to engage in action;
- × "One party's confidence in an exchange partner's reliability and integrity" (Morgan & Hunt, 2018, p. 23).

Therefore, trust plays a crucial role in risky situations because it reduces uncertainty (Han & Hyun, 2015). Tourists' trust is formed when their perceived value is higher than their perceived risk (Yuen et al., 2020). Trust is fundamental for customers in an exchange situation, especially regarding services (Sharma et al., 2021).

Researchers have found that trust's role is significant in the service sectors, like tourism and cruises (Forgas-Coll et al., 2014; Wu et al., 2018). Trust positively impacts these sectors because it diminishes perceived risk and enhances future intentions (Castaldo et al., 2021). Consequently, trust is also essential to relationship quality, which must maintain stable relationships between companies and their customers.

5.3. Travel Intentions

The term "behavioral intention" represents the intention to perform or not future behaviors (Calza et al., 2020). Consequently, travel intention is "*the subjective probability of whether a customer will or will not take certain actions that are related to a tourist service*" (Moutinho, 1987, p.11).

According to Jang et al. (2009), it is also one's intent to travel or commitment to travel. Later, Makhdoomi and Majid Baba (2019, p.38) state that it is "*an outcome of a mental process that leads to action and transforms motivation into behavior*" and can be seen as behavioral intentions.

Zeithaml et al. (1996) identified the following attributes of behavioral intention:

- × Word-of-mouth;
- × Customer loyalty;
- × Price sensitivity;
- × Revisit intentions.

Tourists' revisit intention is widely researched in tourism literature (Luvsandavaajav & Narantuya, 2021). It is known to be tourists' evaluation of their experience at the destination, the likelihood of revisiting the same destination, and their willingness to recommend it to potential tourists (Chen & Tsai, 2008).

Overall, travel intention is a mental process that leads to action and transforms motivation into action. It is an essential mediator that connects motivation to future travel behavior (Jang et al., 2009). Different factors also affect it, driving or limiting future intentions.

Repeat visitors tend to stay longer at their destination, participate more in leisure activities, be more satisfied, and spread positive word-of-mouth. At the same time, they require lower marketing costs than first-time visitors (Lehto et al., 2004). Therefore, a favorable travel intention presents more money at the destination, paying a superior price for tourism service and destination loyalty (Khasawneh & Alfandi, 2019). That being said, a positive tourist experience brings more likelihood of repeating a visit to the destination (Khasawneh & Alfandi, 2019).

On the other hand, crises can impact future travel intentions. Health crises, for example, can increase the demand for certain types of tourism (Makhdoomi & Majid Baba, 2019). They can also limit travel intention (Senbeto & Hon, 2018), which can happen with the COVID-19 pandemic.

5.4. Generational Analysis

The segmentation of target audiences based on their generation has been seen as a standard practice in the literature. It becomes crucial to analyze these generations' demands and needs to understand how they affect travel decision-making (Seabra et al., 2020).

Literature reviews in tourism use this method to understand the differences between each generation regarding various subjects, including tourists' behavior (Gardiner et al., 2014).

As the Travel Industry Association of America (TIA) (2006, p. 8) points out, *“One of the most common and useful ways to classify any population is by the ages of the individuals who comprise it or, more broadly, by generational groups that are distinct not only in terms of their ages but by the common events that helped shape their lives.”*

Strauss and Howe (1997, p.61) state that a generation consists of an *“aggregate of all people born over roughly the span of a phase of life who share a common location in history and, hence, a common collective persona.”* Therefore, one's cohort is involuntary and permanent.

Pennington-Gray et al. (2002) categorize individuals into age cohorts based on generation, assuming that epochal events would have influenced their behavior during specific periods in their lives.

A generation is usually 20 to 25 years long (Schewe & Meredith, 2004). It is said that the time in which a person is born, their experiences, and the environment in which they grew up significantly shape their perceptions of the world, behavior, attitudes, and values. Due to the same life span, social events, and external influences in their formative years, it is easier to separate different generations. Their differences will remain relatively constant over the life span of that particular generation (Pendergast, 2009).

Furthermore, generational boundaries are determined by two central historical moments: the events at birth and those during a cohort’s coming of age (Li et al., 2013).

According to Beresford Research (2022), generational labeling promotes the following generations:

- × Baby Boomers, from 1946 till 1964;
- × Generation X, from 1965 till 1980;
- × Generation Y, from 1981 till 1996;
- × Generation Z, from 1997 till 2012.

It also should be recognized that generational theory is a dynamic, socio-cultural theoretical framework that pinpoints patterns across generational groups (Pendergast, 2009). Generations, in this sense, can be compared with the concept of culture, which also emphasizes the shared values, beliefs, and attitudes shared among a group of people (Glover, 2009).

In the tourism literature, generation has played an essential role in determining an individual’s preferences, behavior (Pennington-Gray et al., 2002), travel behavior, and intention (Gardiner et al., 2014).

Some significant findings suggest that generational cohort analysis of preferences is helpful in the tourism industry because different generations will be attracted to various activities at different times (Pennington-Gray et al., 2002).

An example of that is the study done by the ETC (2020) that found out that Gen Z seems the least likely to travel in the next six months, as seen in chart 8:

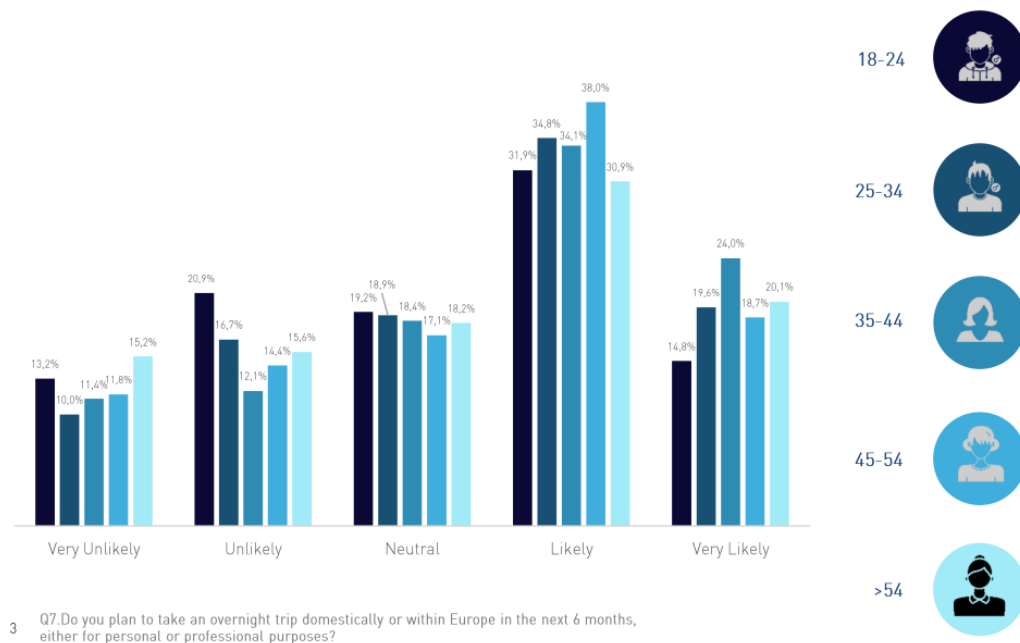


Chart 8 Generations' Desire to Travel
Source: ETC (2020)

Also, Bremner (2020) found differences in the different generations of tourists regarding their values. Younger generations are found to be more involved in social and environmental causes, and millennials and baby boomers exhibit the strongest interest, while higher prices are likely to decrease interest for Generation Z, as seen in chart 9:

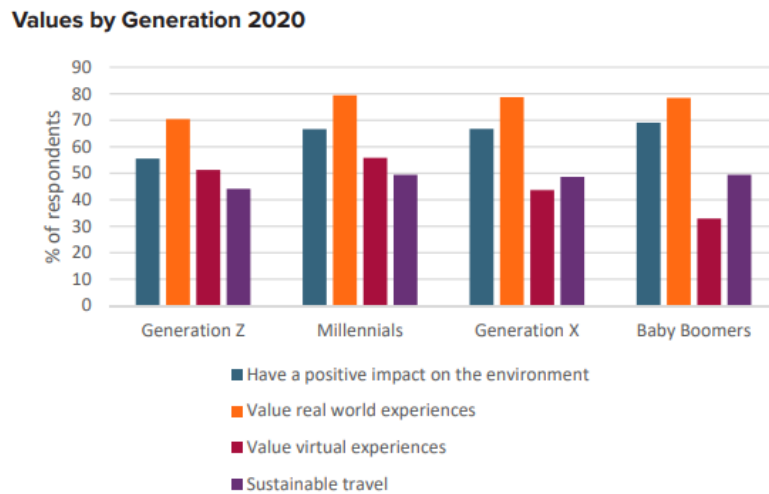


Chart 9 Values by Generation 2020
Source: Bremner (2020)

5.4.1. Baby Boomers

Baby Boomers were born after World War II. They were significantly influenced by Western industry, new consumer trends, and abrupt social changes (Patterson et al., 2017).

This generation is competitive, devoted, trustworthy, materialistic, and strives to achieve self-fulfillment (Devaney, 2015). Also, they do not feel “old”, which plays a part in their perception of the world and habits since they are not what we would expect from this generation (Perfect Labor Storm, 2016, cited in Seabra, Pereira, et al., 2020). Therefore, they try to take advantage of all the pleasures in life and are curious about trying new things and living memorable experiences (Barnhart, 2017).

They also tend to travel alone or with their cohort and usually have higher financial power, good health, fewer domestic responsibilities, and more free time (Seabra, Pereira, et al., 2020). Since some baby boomers are free from mortgage debt, they have high spending power, and therefore the price will be less important than the whole travel experience (Cleaver et al., 2000).

When on vacation, they are more likely to take the longest trips and even travel out of their region than the other generations (TIA, 2006). This generation wishes to relax and spend time with their family. Still, their main concerns rely on the price of the trip and health and safety issues. Therefore, tend to choose familiar places – the image and comfort/safety attached to a destination will be attractive to this group (Patterson et al., 2017).

These tourists are usually loyal customers. Generally, they visit the same goal and travel with the same airline companies.

Along with understanding the consumer behavior of baby boomer tourists (Cleaver et al., 2000), the travel industry has realized the importance of the senior market. This notable phenomenon can be attributed to two primary reasons: growing market size and strong market potential (Jang et al., 2009).

The senior market segment's size and increasing purchasing power translate into great market promise and significance to the travel industry. Hence, understanding seniors' travel intentions is essential to marketers attempting to target this lucrative market (Jang et al., 2009).

5.4.2. Generation X

Generation X is flexible, creative, technologically advanced, and entrepreneurial (Devaney, 2015). They value their power of choice and freedom above anything else and are very aware of the problems surrounding them (Peratinskaya, 2004). This makes them an efficient generation that actively looks for information, is ambitious and determined to succeed, and is particularly cautious and savvy consumers (Shevchenko, 2013).

They spend more money on others than themselves, for example, their parents and children. They usually travel with their families, which attracts them to destinations with a family and a safe image. They always book trips in accordance with their children's school holidays (Groups Today, 2018, cited in Seabra et al., 2020).

This generation also demands authentic travel experiences, like the Baby Boomers, and wants to be prepared before buying products or services (Shevchenko, 2013). Their income is also higher than ever, making them the prime example of business travelers. Regarding leisure trips, they tend to seek active recreation, where they can experience adventure (Peratinskaya, 2004).

5.4.3. Generation Y

Generation Y, or "Millennials," are individuals who are especially conscious of obtaining their peer's approval (Bauman et al., 2020).

Their optimism characterizes this age group's ability to balance a personal and professional life, being technologically innovative, globally conscious, and open to the idea of trying new products. They were raised in a protected environment, so they have developed a sense of safety (Gong et al., 2018).

As consumers, Millennials want to make the best out of life and explore the world, searching and trying new things that they might find fascinating and getting as much information as possible (Horwath, 2015, cited in Seabra et al., 2020). They are more optimistic than the previous generations and are also very nostalgic, spending more on experiences than material goods (Bloomberg News, 2016).

They constantly live by paradoxes such as living by traditional family values and being open and tolerant, having strong work ethics, and wanting a balanced life and lots of leisure time (Van den Bergh & Behrer, 2016, cited in Seabra et al., 2020).

This generation is one of the fastest-growing segments in the tourism sector and is expected to represent 50% of all travelers by 2025 (Seabra et al., 2020). Younger Millennials are less wealthy, so one may speculate that luxury destinations will not be their first travel choice since they have no financial independence and cannot afford long journeys (Barton et al., 2013).

They are also the first generation that has lived in continuous interface with technology; therefore, they are digital natives in constant contact with this highly globalized world, where information is always available. This means they use social networks and websites to get information about tourist destinations; therefore, their destination image will be influenced by what they see online (Kim et al., 2017).

5.4.4. Generation Z

Generation Z is the most ethnically diverse and technologically sophisticated generation. They are very concerned with the environment and are highly responsible for natural resources (Dangmei et al., 2016). In 2019, this generation became the largest, comprising 32% of the world's population, surpassing the number of both Millennials and Baby Boomers (Spitznagel, 2020).

They can be individualistic, demanding, materialistic, highly dependent on technology, and have low attention spans. It is easy for them to collect and cross-reference many sources of information and integrate virtual and offline experiences (Băltescu, 2019). Băltescu (2019) characterizes them as consumers on four pillars: an interest in new technologies, an insistence on ease of use, a desire to feel safe, and a desire to escape the realities they face temporarily.

Although the need for instant gratification is common among this generation, it does not seem to apply to shopping. Like Gen Y, Gen Z is conscious about their choices; they read reviews and scour the internet for the best deals (Sarah & Grabinger, 2015)

They share similar characteristics with the Millennials: they are innovative and eager to try new products, want to make the best out of life, and always search for unique, authentic, and fascinating experiences (Haddouche & Salomone, 2018).

In conclusion, table 2 resumes the most important facts about each generation:

	Baby Boomers	Gen X	Gen Y	Gen Z
Born	1946-1964	1965-1980	1981-1996	1997-2012
Personality	competitive, devoted, trustworthy, materialistic, and strive to achieve self-fulfillment curious about trying new things and living memorable experiences	flexible, creative, technologically advanced, and entrepreneurial value power of choice and freedom	optimism, technologically innovative, globally conscious, and open to the idea of trying new products	technologically sophisticated concerned with the environment individualistic, demanding, materialistic, and have a low attention span
Consumers	high spending power loyal customers	spend more money on others rather than on themselves want to be prepared before buying products or services	get as much information as possible spend more on experiences than material goods	collect and cross-reference many sources of information interest in new technologies, an insistence on ease of use, a desire to feel safe, and a desire to escape the realities they face temporarily
Tourists	travel alone or with their cohort less domestic responsibilities, and more free time longer trips and out of their region wish to relax and spend time with family	booking trips according to their children's school holidays demand authentic travel experiences	less wealthy – luxury destinations will not be their first travel choice make the best out of life and explore the world	conscious about their choices read reviews and scour the internet for the best deals, eager always searching for new, authentic, and fascinating experiences

Table 2 Generations

Source: Personal Elaboration

5.5. Cruise Experience

Becker et al. (2017) identified four types of experiences:

- × direct personal experience, such as physically feeling the event or being directly affected by a disaster, even suffering injury or damage;
- × indirect experience, such as being exposed to the potential impacts of a disaster, for example, not being able to commute to their jobs;
- × vicarious experience, such as through media and the previous experience of relatives;
- × challenging life event experiences, such as accidents, impact how people respond to disasters.

There is a theoretical reason to believe that first-time and repeat customers differ in various aspects.

The first topic is product-related knowledge, leading to varying planning behavior levels (Gitelson & Crompton, 1984). Consumer knowledge can be divided into familiarity and expertise (Alba & Hutchinson, 1987).

Familiarity is when the consumer has accumulated experiences through information search and product usage. Expertise refers to one's ability to perform tasks successfully. These components have a direct relationship, and increased product familiarity would increase consumer expertise (Alba & Hutchinson, 1987).

When adapted to the tourism industry, this knowledge influences perceptions of destinations. Therefore, repeaters have accumulated firsthand experiences, and first-timers have limited ability to rely on (e.g., family, friends, media, etc.) (Chua et al., 2017).

In accordance, past travel experience has influenced tourists' travel intentions. Personal travel experiences can affect risk safety perceptions, which directly impact the decision-making process and the intention to travel in the future (Henthorne et al., 2013)

Given that leisure vacations involve substantial expenses and higher levels of uncertainty, repeaters' previous experiences help them heighten their confidence level, resulting in positive behavioral intentions (Chi, 2010).

Accordingly, Petrick et al. (2001) found that past visits to a destination significantly predicted intentions to revisit that destination. Similarly, Chi (2010) reported that repeat tourists were likelier to review and recommend the destination than first-time tourists.

Repeaters have more knowledge and fewer objections based on prior experience, but first-timers face higher uncertainty. They will require to obtain relevant information before making a reservation. Likewise, experience can offset risk, so there is so much emphasis on the degree of information research (Lehto et al., 2004). However, it is also known that cruises are intangible experiences, and their overall quality is not foreseeable at the time of purchase.

Furthermore, cruising with the right cruise line that fits one's needs is particularly important. This process may indicate cruisers' perceived importance of the cruise line, influencing repurchase intentions. Research states that cruisers tend to rely heavily on their experience with a particular cruise line when deciding to (or not to) choose it and recommend it to others (Chua et al., 2017).

Tourism researchers argued that repeaters are an important segment of destination management (Chen & Chen, 2010). However, as Petrick (2004) found out that first-timers spend more on their trips.

First-timers are expected to pay less for their trips and will book lower-priced cabin categories than repeaters, who have more wisdom in the matter, as stated earlier (Shani et al., 2011).

Regarding the length of stay, Li et al. (2008) reported that new visitors were more likely to stay longer than repeaters. Also, CLIA (2011), cited in Sun et al. (2018), said that novice cruisers generally allocate less time for their first cruise than for subsequent cruises to "test" the cruise vacation experience.

Regarding geography, travelling further to reach departure ports increases overall costs, directly impacting purchase risk. Li et al. (2008) noted that repeaters were likelier to drive to their destinations, whereas first-timers traveled further distances by flying.

One thing is sure, first-timers and repeaters can participate in different activities within their cruises. According to Lehto et al. (2004), their overall experience will never be duplicated since repeaters can use the same cruise line but different facilities and activities.

In conclusion, previous studies have demonstrated that perceived price, quality, affective satisfaction, value, and loyalty as constructs were affected by previous experience. Previous experience is likely to influence the levels of involvement of first-timers and repeaters, subsequently affecting their future intentions (Shanka & Taylor, 2010).

6. CONCEPTUAL MODEL

This chapter will include information regarding the conceptual model used for this thesis. It will start by explaining the relationships between the chosen constructs and consequent hypotheses. At the end of the chapter, a conceptual model representation will be presented to compile all the information.

6.1. Framework

As seen before, the tourism industry is exposed and is sensitive to crises caused by external events. Globalization has led to the expansion of tourism businesses on an international scale.

This meant that the industry had to face "global risks". Consequently, small-scale crises can affect multiple parts of the world.

Overall, tourists create perceptions of destinations' attributes in their decision-making process. These are divided into two groups (Um & Crompton, 1990):

- × Facilitators: characteristics of the destination that will help tourists meet their motivations;
- × Inhibitors: attributes that are not congruent with tourists' motivations and, therefore, may negatively influence their decision.

Tourists assess destinations by pondering the impacts of these factors. Facilitators influence the early stages of the decision-making process, while inhibitors impact the later stages when the process becomes more serious (Um & Crompton, 1990).

This chapter presents the conceptual model proposed for the effects of risk perception on the intention to use cruise services.

The conceptual path model of research is driven by interpreting the theories that illustrate how constructs relate. Therefore, there are two main groups of constructs associated with each other to explain intentions to use cruise services in a COVID-19 and post-pandemic scenario:

- × Background of Risk Perception: Perceived Health Threat, Perceived Crowding, and Risk Perception;
- × Overall Evaluation: Perceived Benefit, Perceived Value, and Trust.

Overall, the *Background of Risk Perception* group is constituted by inhibiting factors, and the *Overall Evaluation* group consists of facilitating factors.

6.2. Background of Risk Perception

6.2.1. Perceived Health Threat

Among several types of perceived risk, health risk indicates tourists' perceived risk towards their health due to uncontrolled events such as terrorism, natural disasters, and pandemics (Shin & Kang, 2020). It has been acknowledged as one of the significant concerns in international travel as it could threaten the safety of tourists and host communities (Chua et al., 2021)

Of all the perceived tourism-related risks, health-related ones, compared to the financial crisis, impact tourists' behavior and cause more anxiety (Chien et al., 2017). Tourists are often thought to be more susceptible during crises due to uncertainties and limited information processing capacities (Chua et al., 2021).

Also, these risks are differently perceived based on an individual's knowledge and understanding of the disease, personal experience, and demographic and cultural characteristics (Zambrano-Cruz et al., 2018).

Destination unfamiliarity and lack of preventive measures can increase the risk of illness during a trip (Page, 2009). In turn, this lack of preventive measures can derive from low perceived risk (Jonas et al., 2010).

The perfect example of this is the COVID-19 pandemic. It is unprecedented, and the risk perception and uncertainty around it are increased due to the lack of previous experience. Therefore tourists perceive a high degree of health risk when they visit destinations or hospitality facilities during this period (Shin & Kang, 2020). International travel can be a stressful experience, especially in the event of a global pandemic. It would not be surprising that the pandemic may shape tourists' perceived health risks (Chua et al., 2021).

Even after the pandemic, most tourists will be reluctant to travel due to health concerns, which makes it critical for hospitality and tourism to implement risk-reduction strategies (Shin & Kang, 2020).

Accordingly, the uncontrollable nature of the virus itself and the high tension of the reliability of cruise services in the future can cause tourists to remain inflexible about using cruise services, thus restraining them from doing so (Yuen et al., 2021a).

As mentioned, uncertainty is the cause of perceived risk. Thus, successfully reducing uncertainty is a crucial point for health risk management. Therefore, those who perceive a disease to be highly severe and to have potential complications will take measures to avoid getting sick (Meng et al., 2021). In the tourism context, the more perceived severity, the fewer travel intentions (Brewer et al., 2007; Huang et al., 2020).

Overall, tourists with a lower health threat perception of the virus see cruise services as less risky (Yuen et al., 2020). Therefore, this thesis proposes the following hypothesis:

H1: Perceived Health Threat has a positive relation with Risk Perception.

Consumers evaluate the susceptibility and severity of an outbreak onboard based on health (e.g., susceptible population and long-term effects of disease) and economic concerns (e.g., medical expenses and loss of income). For example, individuals above 70 years are more susceptible to symptoms than those under 20 years (Davies et al., 2020). Therefore, Zhang et al. (2008) indicate that a disease's impact on older people is more severe than on younger ones.

More specifically, Lebrun et al. (2021) found that Baby Boomers have the highest awareness of Covid-related risks. Also, Wise et al. (2020) state that these risks revert to certain behaviors: the more concerned people are, the greater their protective behaviors will be. This means that older people tend to worry more about health; in this case, COVID risks will affect their travel intentions. Therefore, the following hypothesis is proposed:

H1.1: Perceived Health Threat varies according to the Generational Gap.

There is also a higher risk associated with travel products due to their intangibility, high cost, and complex decision-making (Lin et al., 2009). Cruises fit into these categories, making tourists skeptical about booking cruise services since they have to consider several aspects. A tourist, when taking a cruise, must think about the type of cabin and where it is located, which cruise line to book and its reputation, transportation to and from the cruise, itinerary, the size of the ship, mixing with other fellow cruisers and prevailing norms (Holland, 2020).

Adding to that, COVID-19 did not make this process any easier. Now, besides all the above concerns, cruisers will need to consider health protocols, outbreak prevention plans, onboard sanitation procedures, social distancing measures, and the availability of temperature checks. Additionally, they need to consider the possibility of being quarantined in a cabin for the duration of the trip if they or others become ill or the cruise being terminated should there be an outbreak on that ship or region the cruise ship may be visiting (Holland et al., 2021).

Studies have narrowed their scope by studying specific risks associated with cruises, implying that past travel experiences are likely to significantly impact cruise passengers' health perceptions (Baker & Stockton, 2013).

Before going on a cruise, first-timers perceive more risk and are likely to take personal precautions to prevent illness. In contrast, repeaters tend to consult healthcare providers, but both groups acknowledge that risk is inherent in travel (Holland, 2020). Holidays on a cruise ship were considered "safe" and relaxing but now can be a source of stress with consequences for those on board, with COVID-19 being one more item on the list of concerns (Baker & Stockton, 2013).

Overall, the association between health risk perception and travel behaviour will likely differ according to past experiences, meaning that some tourists travel despite the health risks. This relation is moderated by individual and situational factors (Chua et al., 2021). Therefore, the following hypothesis:

H1.2: Perceived Health Threat changes with tourists' Cruising Experience.

6.2.2. Perceived Crowding

As stated before, the proximity in semi-closed environments affects risk perceptions towards cruising as a "safe" holiday (Hill, 2019) since passengers and crew members share numerous activities and resources. The high population density in those facilities increases the transmission of the disease (Jones et al., 2016; Mallapaty, 2020). Also, stranded passengers may feel trapped, and their feelings of possible fear and anxiety can increase, impacting their mental health (Nakazawa et al., 2020). Without mental health recovery, they would be less likely to take cruises in the future (Yuen et al., 2021b).

Some studies show that tourists' response toward perceived spatial crowding is mainly negative. For example, when perceived spatial crowding is high, consumers will likely feel less freedom of movement, be unable to own their personal space, and experience reduced privacy (Kim & Runyan, 2011).

More generally, it has been reported that crowds may trigger anxiety, a diminished sense of personal control, and reduced pleasure (Jacobsen et al., 2019).

Later, this concept was studied within the tourism and hospitality context. In terms of tourist destinations, over-tourism and its adverse effects on the environment and the local communities are associated with perceived crowding (Jacobsen et al., 2019). Studies have underlined crowding's impact on consumers' attitudes, especially satisfaction and behavioral intention (Song & Noone, 2017).

This suggests that consumers' response to perceived crowding is mainly negative. Since cruise ships are spaces where consumers want to relax and be comfortable, these amplify crowding's harmful effects (Calza et al., 2020). For example, tourists may find it risky to travel on a cruise, for an event, or to other "overcrowded" places/destinations (Utkarsh & Sigala, 2021). Therefore, this thesis proposes the following hypothesis:

H2: Perceived Crowding contributes to enhancing Risk Perception.

Also, cultures can differ "in their engagements with their surroundings and with people" (Wall, 2019, p. 40). Jin et al. (2016) agree, referring that nationality is a factor that influences how visitors perceive crowding. Alongside nationality, tourists' cultural background and motivation are the main influential factors in perceiving crowding (Jin et al., 2016).

Hadad et al. (2010) reported that the effect of spatial proximity, especially among younger generations, is characterized by a slow evolution of significant effects and "*functional immaturity of the long-range orientation-specific spatial interactions, which may develop slowly, and which may be tuned by exposure to the statistics of natural scenes.*" (p.777). This means that younger generations' perceived crowding and risk perception may be related to the need for integration, not inattentiveness.

Accordingly, young people are more sensitive to crowding (Zehrer & Raich, 2016) and are more aware of the risks of COVID-19 since they have been exposed to other disasters and have overcome them. Older generations are more optimistic about the outcome of COVID-19 (Kim & Kang, 2021).

Therefore, measures must be taken to raise awareness among people in their 50s, encourage them to avoid crowded spaces, and focus on spatial proximity to protect their health (Kim & Kang, 2021). Therefore, the following hypothesis is proposed:

H2.1: Perceived Crowding varies according to the Generational Gap.

Popp (2012) found that perceived crowding positively influenced tourists' experience: high satisfaction was associated with high perceived crowding.

In the cruising context, Henthorne et al. (2013) pointed out that first-timers express higher levels of discomfort with their surroundings than repeaters, who experience less fear and anxiety towards cruising.

Consequently, some studies found that crowding can reduce experience levels of quality (Cheng et al., 2021). One can assume that perceived crowding can affect how passengers perceive their overall value of cruising and later influence their future travel intentions.

Since crowding can happen when too many people visit a destination simultaneously, tourists feel crowded. Their adverse reactions produce worry and feelings of unsafety (Jacobsen et al., 2019). Consequently, they will lose enjoyment in leisure activities (Kim & Kang, 2021).

This is also confirmed in the context of the Covid-19 pandemic. Kim and Kang (2021) state that even though participation in leisure activities does not directly decrease with crowding perception, the interest in those activities diminishes.

Overall, crowding is not always a negative contributor to experience. For example, Sanz-Blas et al. (2019) found that “good crowding” exists. It can even be “a positive part of the experience,” particularly in urban settings (Wall, 2019, p. 33). Social density can sometimes be crucial in creating “a desired atmosphere for collectively oriented vacationers wanting to have fun” (Jacobsen et al., 2019, p.64).

Accordingly, cruises are still seen as experiential services (Han & Hyun, 2019), making perceived crowding's role less damaging. For example, some passengers enjoy being pampered; therefore, congestion may be less likely to annoy them (Mahadevan & Chang, 2017). Thus, the following hypothesis:

H2.2: Perceived Crowding changes with tourists' Cruising Experience.

6.2.3. Perceived Risk

In tourism risk research, perceived risk is a situation-specific construct (Le & Arcodia, 2018) that creates negative emotions related to feelings of anxiety, fear, nervousness, and worry (Reichel et al., 2007; Fuchs & Reichel, 2008; Reisinger & Mavondo, 2008) or probability (Chien et al., 2017). This is related to the fact that tourism products are expensive and risky, and tourists generally lack the knowledge to make sound decisions. Therefore, tourists associate travel with various risk types and search for information to reduce risk and improve decision-making (Lehto et al., 2007).

Similarly, scholars from various fields have widely analyzed tourist risk perception, including psychology, management, tourism, and public health, as critical factor affecting travel decision-making (Paek & Hove, 2017). For example, performance risk is associated with the uncertainty that a product will not function to the expected level. This risk is much higher when customers purchase products online and cannot touch or interact with the product and, therefore, cannot judge it correctly (Sharma et al., 2021).

The main predictors of tourists' risk perceptions include cognitive, affective, contextual, and individual factors (Godovykh et al., 2020). Cognitive factors are associated with health risks and access to information, such as media coverage. Affective factors include positive and negative affective states that influence how people react to specific details (Godovykh et al., 2020).

These factors can be complemented by contextual factors related to individual factors such as cultural characteristics, gender, age (Reisinger & Crofts, 2009; Cui et al., 2016; Tandi et al., 2018), personality traits, and previous experience (Morakabati & Kapuściński, 2016; Le & Arcodia, 2018) – these will impact the perception of risk in different tourism scenarios.

Overall, risk perception significantly affects travel intention, particularly after incidents perceived as dangerous (Floyd et al., 2004; Isaac, 2020). Future intentions to cruise in risky situations are influenced by one's perception of threats and ability to cope with them. That is the case of diseases strongly related to changes in travel plans (Floyd et al., 2004; Reichel et al., 2007). With the COVID-19 pandemic, tourists are more likely to engage in protective behavior; therefore, their intention to cruise will diminish (Castaldo et al., 2021). Therefore, this thesis proposes the following hypothesis:

H3: Perceived Risk has a negative impact on future Intentions to cruise.

Previous studies indicate that individual personality affects risk appetite. This means that individuals with a stronger desire for novelty are more willing to take risks. Indeed, a product-related risk is perceived as unimportant because of the predominant effects of boredom, curiosity, or sensation-seeking; that risk may be ignored or rejected (Dowling, 1986). Therefore, risk-averse individuals may always attempt to reduce the perceived risk, whereas risk-taking individuals overlook the risk consequences and increase risk.

According to Carr (2001), younger generations have different personality traits regarding sensation-seeking and inclinations to engage in physical risks. Also, the WTTC (2020) states that younger generations (since they are more likely to be single) have greater “*flexibility to travel without the risk and fear of exposing a loved one at home to the virus*” (p. 7).

Later, Reisinger and Mavondo (2005) support that age controls a few variables in risk, safety perception, and intention to travel. Also, Schroeder et al. (2013) found that tourists from different generations perceive destination risks differently.

Compared to adults, adolescents tended to minimize the perceived risk of health-threatening activities (Kim et al., 2018). High risk-taking in adolescence has been explained by the notion that adolescents are more likely than adults to perceive situations as controllable or less harmful (Lapsley et al., 1986, cited in Knoll et al., 2015). However, other authors state that compared with adults, adolescents overestimate rather than underestimate risk and perceive certain situations as riskier and armful than adults (Millstein & Halpern-Felsher, 2002). Therefore, the following hypothesis is proposed:

H3.1: Perceived Risk varies according to the Generational Gap.

Previous research on the relationship between experience and risk perception concentrates on disasters/hazards (Mishra & Suar, 2016), travel and tourism (Floyd et al., 2004), leisure activities (Creyer et al., 2010), and economic investment (Parhankangas & Hellström, 2007, cited in Ohman, 2017).

Experience as an explanation for risk perception usually is related to affecting judgment and gut feelings towards situations based on previous experiences (Slovic, 2000). These previous experiences also impact risk/benefit judgments, meaning that positive or liked experiences are seen as more beneficial than hazards or disliked experiences – those with few benefits and high risks (Alhakami & Slovic, 1994).

Later, these experiences are determinants of individual risk perception. Supporting this, Terpstra (2011) states that a disaster makes people aware of their vulnerabilities, increasing their perception of risk.

As stated earlier, there are different types of experience, and researchers concluded that direct experience is the one that influences risk perception the most. Direct experience is the most powerful and vivid experience, allowing tourists to estimate better the impacts of a future hazard and better prepare and gain response skills.

However, some researchers suggest that the characteristics of the event can be significant or not, depending on how often or rare these are (Bronfman et al., 2020).

In addition, cruises are products that come with perceived objections to their experience, such as their high cost, worries about seasickness, the ship's safety, terrorism, piracy, and other threats (Bowen et al., 2014). Such objections aggravate uncertainty. Travel risk has been identified as a significant concern for tourists when planning a vacation, mainly when knowledge about the product is low (Reisinger & Mavondo, 2005).

Tourists' perception of a cruise company during a crisis may negatively influence their post-crisis travel intention (Laufer & Coombs, 2006). Being vulnerable reduces tourists' intention to cruise for fear of contracting the virus (Holland et al., 2021). In accordance, Hung and Petrick (2010) exposed the difference between cruisers and non-cruisers, indicating that past travel experiences could influence risk perception.

Overall, it is visible that risk perception can be dynamic and change with life experience and motivations (Karl, 2018). However, since tourism consumption is emotional, tourists will be cautious when making decisions if fear becomes the prevailing emotion (Seabra et al., 2013). Therefore, the following hypothesis:

H3.2: Perceived Risk changes with tourists' Cruising Experience.

6.3. Overall Evaluation

6.3.1. Perceived Benefit

A benefit-based scale effectively evaluates the overall visitor experience at an attraction (Liu et al., 2018). Prentice et al. (1998) confirmed that benefits determine the formation of the tourist experience.

Perceived benefit is essential in future behavior and intentions (Kim et al., 2008; Liu et al., 2013). Tourists purchase tourism goods and services for the perceived benefit they gain from it. As seen before, perceived value is a *“consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”* (Zeithaml, 1988, p.14).

These perceived benefits with additional opinions about goods and services create tourists' perceived value of the overall destination. For example, perceived quality, or benefits, have been studied as an essential antecedent of perceived value, especially in online shopping contexts, revealing its positive relationship (Fang et al., 2016).

Tourists are more likely to stay in a relationship when the gets (benefits) exceed the gives (monetary and non-monetary costs).

Beyond the inherent service value benefits, tourists also benefit from long-term associations with firms. For example, Lovelock (2001), cited in Chen and Hu (2010), suggested that perceived value could be enhanced by adding benefits to the service. Also, Liljander (2000), cited in Chen and Hu (2010), stated that perceived benefits add to a product's perceived value, meaning the more benefits tourists receive, the greater the value tourists perceive. Therefore, this thesis proposes the following hypothesis:

H4: Perceived Benefit has a positive impact on overall perceived value.

The balance between the perceived benefit and perceived barrier of future cruise operators during the post-COVID-19 period would form the passengers' first impression and perception of the cruise operators' value and worth.

Judgments of risk and judgments of benefit are inversely related: activities judged high in risk tend to be considered low in benefit, and vice versa (Alhakami & Slovic, 1994). However, given their unfamiliarity with the destination, first-timers are more likely to be hesitant when faced with uncertainty (Henthorne et al., 2013).

The positivity or negativity of the customers' perceived value will depend on which construct outweighs the other. For example, consumers must undergo swab tests before boarding and wear masks during the voyage. Once an outbreak occurs onboard, consumers must pay the additional price for quarantine or medical treatment (Yuen et al., 2021).

On the other hand, tourists may see the demise of the COVID-19 pandemic as an opportunity to get back on board their trusted cruise operators and satisfy their long-overdue travel and social needs after being deprived of cruising since the pre-pandemic period (Han & Hyun, 2019).

Furthermore, due to prior positive experiences, some customers would have a better value perception of the services and measures undertaken by the cruise operators. They would take the necessary procedures to minimise their probability of getting sick onboard (Holland, 2020). This would minimise their barriers in doing a cruise as their experience gave them a better perception of the benefits, impacting their overall perceived value.

However, a passenger's negative perceived value entails a higher perceived barrier than the perceived benefit of using cruise services. Since many tourists might still not know the cruise environment, they will retrieve their experience's value from external sources (Chua et al., 2015). This can influence and increase their danger perception since it is all based on interpreted knowledge, which leads to a higher perceived barrier and thus negatively affects tourists' perceived value of using cruise services post-COVID-19 (Holland, 2020). Therefore, the following hypothesis is proposed:

H4.1: Perceived Benefit changes with tourists' Cruising Experience.

6.3.2. Perceived Value

Perceived value is derived from the notion of one's perceived benefits and what one has to pay for the service (Luvsandavaajav & Narantuya, 2021). It is also related to one's judgment of the utility of a product or service when considering its benefits and the sacrifices made to obtain it (Heinonen, 2004). This definition adopts a value-for-money orientation, i.e., benefits vs. costs, give-up vs. get-back (Forgas-Coll et al., 2014). Chen and Petrick (2014) state that perceived value combines tourists' feelings and attitudes towards a purchased service.

Overall, one's perception of the benefits received versus the sacrifices made to obtain them (price, time, effort, risk, etc.) (Sánchez et al., 2006). A positive perceived value can be achieved when the advantages outweigh the disadvantages (Yuen et al., 2021b).

Tourism literature suggests that the perceived value regards tourists' overall evaluation of the services based on their perception. Therefore, it is crucial to determine tourists' perceived value because it affects their revisit intention (Chen & Petrick, 2014).

Accordingly, studies show that high levels of perceived value result in future purchase intentions (Baker & Stockton, 2013). Petrick (2004) argues that perceived value influences tourists' behavior. Chen and Petrick (2014) also state that perceived value may be a better predictor of repurchase intentions than satisfaction or quality. Therefore, this thesis proposes the following hypothesis:

H5: Perceived Value has a positive impact on future Intentions to cruise.

Since tourists' perceived value is a core construct when purchasing services, it is crucial to identify harmful factors to their perception of value. As seen before, perceived benefits support perceived value, but that might depend upon tourists' characteristics, such as gender and age – they may react to the same benefits differently, resulting in differences in their perceived value (Fang et al., 2016).

These differences result from physical and cognitive aging processes and consequent life experiences (Fang et al., 2016).

Overall, perceived value varies according to personality, culture, and time (throughout the purchase process) (Sánchez et al., 2006). Therefore, the following hypothesis is proposed:

H5.1: Perceived Value varies according to the Generational Gap.

Regarding what a consumer "receives," emotional responses such as the joy from purchase and overall quality can be seen as dimensions of a product/service (Petrick, 2002). Perceived value can also variate according to the product/service's structure, functional value, economic value, social value, and emotional value (Sweeney & Soutar, 2001).

Brown (2008) notes that positive perceived value from travel experience is directly related to the interaction with the local community, travel memories, and enhancement of family relationships.

On the other hand, a "satisfied" passenger does not necessarily mean they perceive the purchase as having good value. A cruiser satisfied with their experience may consider it poor value if the cost to obtain it was perceived as too high. On the contrary, a moderately satisfied cruiser might find its experience to have good value if it received good utility for the paid price (Dowling & Weeden, 2017).

Also, the difference in satisfaction between first-timers and repeaters is somewhat inconclusive. In tourism literature, while some studies showed that first-timers indicated greater satisfaction with a destination than repeaters (Chi, 2010), other studies showed that repeaters were more easily satisfied than first-timers (Li et al., 2008). Past experience can be a crucial factor in differentiating customer perception of value.

That being said, data shows that the perception of value might differ between first-timers and repeaters. It was found that both these passengers consider reputation as a predictor of quality but not of importance. However, repeaters do not consider behavioral price a good predictor of perceived quality; they are more likely to base their perceptions on how cruises make them feel. First-timers often base their perceptions on price since they cannot know much more.

Cronin et al. (2000) discovered that perceived value and quality were directly related to first-timers' and repeaters' repurchase intentions. Also, Petrick (2004) found that reputation, emotional response, and monetary price were all related to first-timers' and repeaters' perceptions of quality.

Overall, both repeaters and first-timers consider the perceived value directly affecting repurchase intentions (Dowling & Weeden, 2017).

In leisure services like cruises, past experience is essential in a customer's post-consumption evaluations (Li et al., 2008). First-timers' perceptions of quality may differ from those of repeaters, assuming their past experience could affect their quality evaluation. A repeater of a particular cruise line will judge performance quality due to their previous experience (or experiences) with that cruise line. So, first-timers lack cues to evaluate such quality, forming an image perception based on other sources such as word-of-mouth and advertisements (Anwar & Sohail, 2004). Therefore, the following hypothesis:

H5.2: Perceived Value changes with tourists' Cruising Experience.

6.3.3. Trust

Previous studies recognize the correlation between trust and travel intentions. For example, Han and Hyun (2015) argue that travelers are more likely to visit destinations they feel are trustworthy and reliable. Also, Abubakar and Ilkan (2016) came to similar conclusions, and their findings highlighted the critical effect of destination confidence on the intention to revisit. In the COVID-19 outbreak, public trust in government pandemic management measures has been crucial to their acceptance and implementation (Fancourt et al., 2020).

This correlation can be explained using the two dimensions of trust: performance and benevolence (Denton et al., 2020). Performance Trust evaluates cruise operators' reliability and capability to manage these outbreaks. Therefore, if cruise operators show trustworthiness, tourists will be inclined to use their services, which leads to greater future purchase intentions (Yuen et al., 2020). Benevolence trust is formed when cruise operators express concern for tourists' interests and overall well-being (Denton et al., 2020).

Therefore, this thesis proposes the following hypothesis:

H6: Trust has a positive impact on future intentions to cruise.

Mollering (2006, p.110) states that a "leap of faith," which is "*the process that enables actors to deal with irreducible uncertainty and vulnerability*," is an essential component of trust. Risk and vulnerability are so crucial when it comes to trust that some authors describe trust as being "risk acceptance and incorporation" or "to be in a situation of vulnerability" (Castaldo et al., 2021). Consequently, when consumers perceive a positive outcome than risk, they are likely to establish trust in cruise services (Castaldo et al., 2021).

According to Johnson and Grayson (2005), trust implies a state of incomplete knowledge between two parties who intend to carry out a commercial transaction. Regarding the cruise industry, trust is defined as tourists' confidence in cruise operators' ability to manage an outbreak onboard since tourists can only experience cruise services at usage. Therefore, trust in cruise operators is greatly needed to encourage them to use these services (Wu et al., 2018).

So, when it comes to cruising, trust is defined as tourists' confidence in cruise operators' ability to manage an outbreak onboard.

The transaction between tourists and cruise lines offers the trip and all the ship's amenities. These include transportation, accommodation, dining, shipboard entertainment, recreational activities, domestic and foreign ports of call, and shore excursions, which are considered essential to the experience (Forgas-Coll et al., 2014).

This diversity of services means that if they do not have information and previous experience, the passenger faces the uncertainty of the experience outcome (Sardana & Laeequddin, 2010).

With trust, tourists lower their perception of the service's disadvantages and have more confidence in booking the service (Forgas-Coll et al., 2014). Trusting in the integrity and reliability of the health measure imposed by cruise lines post-COVID-19 makes them more confident to take the necessary steps to use cruise services. It thus would encourage their future intention to use cruise services post-COVID-19 (Yuen et al., 2021b).

Those expecting many benefits from cruising tend to trust cruise operators more (Yuen et al., 2020). Therefore, repeaters tend to portray greater confidence in cruise lines than first-timers (Bowen et al., 2014). Therefore, the following hypothesis is proposed:

H6.1: Trust changes with tourists' Cruising Experience.

6.4. Conceptual Model – Summary

Now that all the information regarding the constructs was transformed into hypotheses is time to present the conceptual model that summarizes it all in a very graphic and simple way.

Figure 13 presents the constructs and the proposed relationships between them in the form of hypotheses.

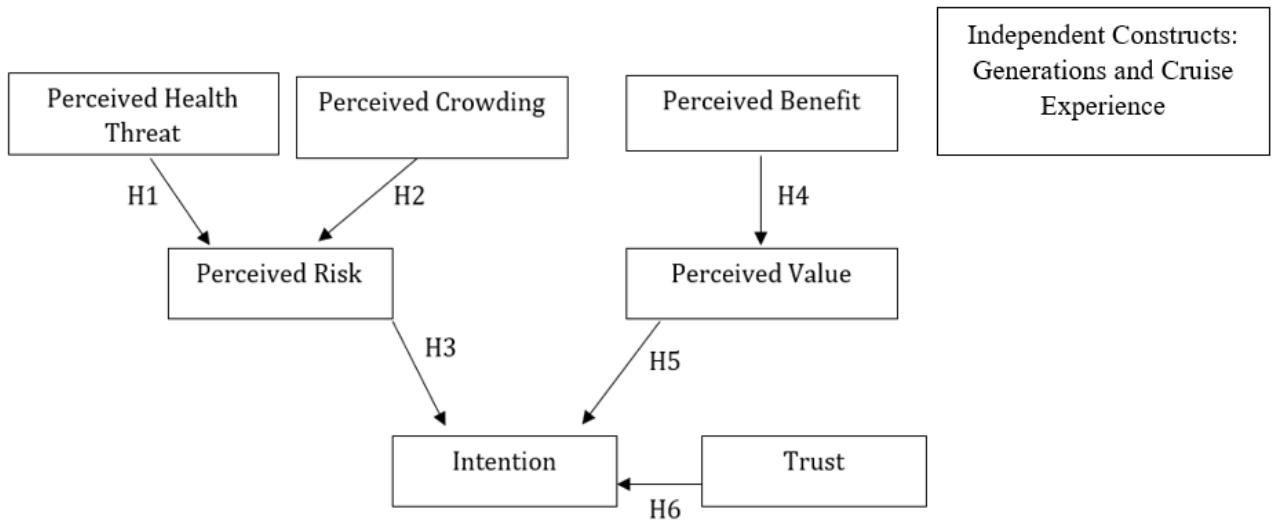


Figure 13 Conceptual Model
Source: Personal Elaboration

In this research, Generations and Cruise Experience play the role of independent constructs. They influence the mediators such as Perceived Risk, Perceived Value, and Trust to dictate the overall output, Intentions.

7. METHODOLOGY

This chapter regards the methodology used during this dissertation.

According to the studied subject, a literature review on Cruise Tourism and COVID-19 was carried out for this thesis. Regarding the literature review, several scientific articles were consulted, including publications, newspapers, magazines, books, websites, and other documents, as seen in the bibliographic references of this dissertation. This allowed framing of the variables used – perceived health threat, perceived crowding, perceived risk, perceived benefit, perceived value, trust, and intentions.

Also, this dissertation applies a quantitative method using a questionnaire to collect data. This method was developed via the internet.

That being said, this chapter will be divided into subchapters to explain the questionnaire process better. First, it will talk about the survey design (how the constructs were implemented) and its administration. Secondly, the collection of data (how and where the questionnaire was released, and its analysis (how the results were treated) will be explained. Finally, some results will be presented regarding respondents' sociodemographic characteristics.

7.1. Survey Design and Administration

Firstly, a survey was constructed using all the variables listed before. It was then subjected to a pre-test (to a universe of 30 Portuguese respondents) to ensure its comprehensibility, acceptability, and accuracy.

In this pre-test, some repeated questions and misleading terms were found. The recommendations derived from that pre-test were the following in figure 14:

- Extensive
- Add "I have no income" or "Other" option for those who do not work
- In question 1.3., add the following: "Because they are expensive trips", "Because I have not had the opportunity to cruise", "Because of the lack of time"
- There are 2 very similar points: "There were many people on the cruise" and "The cruise, for me, was very full"; stay with only one of them
- Replace "Data is for scientific use only" with "Data is for academic use only"

Figure 14 Pre-test Outcome

Source: Personal Elaboration

Overall, the questionnaire was lengthy, missing items in questions and changes regarding the meaning of specific points or grammar issues were necessary. Therefore, it was necessary to try and comprise it by deleting some repeated items, changing their phrasing, and making some arrangements into previously used scales. Some elements were added, particularly in the motivations scale, because it would fit the audience better.

It was also noted that it would be beneficial to add a Spanish and French version to the pre-existing Portuguese and English ones to fit the context of the dissertation. Therefore, contact was established with natives to elaborate the perfect translation into those languages – see ATTACHMENT A through D.

Then, the questionnaire was rearranged to meet the previously stated comments, meaning several questions were eliminated to avoid becoming repetitive or too time-consuming. This later became the final version.

The questionnaire was designed to fit both repeaters and first-timers, as seen in the following six chapters. In chapter I, those who responded that they were not interested in doing a cruise in the future did not advance in the questionnaire. Their answers were excluded from the analysis.

The chapters were the following:

I. Cruise Experience: These questions are intended to assess if the respondents have ever done a cruise or if they would be interested in doing one.

Within this group, a question about motivations was implemented. Therefore, the studies from Elliot and Choi (2011), Hung and Petrick (2011), and Yingzhi et al. (2014) were used to create this question.

The items used, their references, and scales used in those studies can be found in table 3.

Construct	Dimensions	Variables	Scale	Adapted from:
Motivation	Motivation	I cruise for it suits family travel very much	7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree)	Yingzhi et al. (2014)
		I cruise to enjoy various parties on cruise		
		I cruise for there are passengers from various nations		
		I shall encourage my family and friends to cruise		
		I cruise for the ashore tour is wonderful too		
		I shall take itinerary into more account if cruising		
	I cruise to relax myself	The 'importance' category has three levels: Of no importance, Somewhat important, and Highly important	Elliot & Choi (2011)	
	To stimulate your mind/be intellectually challenged			
	To see or do something new and different			
	It is luxurious			
I want to be pampered	5-point Likert-type scale (1 = "Strongly Disagree," 5 = "Strongly Agree")	Hung & Petrick (2011)		
It is a convenient traveling style				

Table 3 Motivation Construct

Source: Personal Elaboration

The responses to this question regarding motivations were not analysed in this particular thesis since it was not its focal point. This choice by the author goes in hand with the lack of information about this group of tourists (see chapter 9.3. Limitations and Future Lines of Investigation).

II. Past Experiences: This group was dedicated to those who have done a cruise, determining how repeaters perceived their overall experience.

The following three items (see table 4), adapted from Hyun and Kim (2014), were used to measure the Perceived Crowding construct in this group. The scale used in that particular study is also present in table 4.

This construct was used to measure how cruisers perceived their experience. It was put into a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Perceived Crowding	Perceived Crowding	There are too many people on the cruise ship	7-point Likert scale: 1 (strongly disagree) to 7 (strongly agree)	Hyun & Kim (2014)
		Overall, the waiting time for using facilities on the cruise ship was too long		
		The cruise ship is too crowded for me		

Table 4 Perceived Crowding Construct - Repeater

Source: Personal Elaboration

Perceived Benefit was also used during this group, with the following four items (see table 5) based on Han and Hyun (2019). The scale used in that particular study is also present in table 5.

This construct was used to measure how cruisers perceived their experience. It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Perceived Benefit	Perceived Benefit	I will be able to interact with my family and friends	Rate measurement items on a 9-point Likert scale based on their agreeableness	Han & Hyun (2019)
		Travelling with cruise line is truly a joy.		
		Compared to the price I pay for a cruise; I think I will receive good value while using cruise services.		
		Using cruise services post COVID-19 will compensate for what I miss in my daily life during the COVID-19 pandemic period		

Table 5 Perceived Benefit Construct - Repeater

Source: Personal Elaboration

III. Risk Perception – Cruise Tourism: This group was dedicated to those who have not done a cruise to find out how first-timers perceived cruises.

The following three items adapted from Hyun and Kim (2014) were used to measure the Perceived Crowding construct in this group. The scale used in that particular study is also present in table 6.

This construct was used to measure tourists' image of cruises. It was put into a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Perceived Crowding	Perceived Crowding	There are too many people on the cruise ship	7-point Likert scale: 1 (strongly disagree) to 7 (strongly agree)	Hyun & Kim (2014)
		Overall, the waiting time for using facilities on the cruise ship was too long		
		The cruise ship is too crowded for me		

Table 6 Perceived Crowding Construct - First-timers

Source: Personal Elaboration

Perceived Benefit was also used during this group, with the following four items based on Han and Hyun (2019). The scale used in that particular study is also present in table 7.

This construct was used to measure tourists' image of cruises. It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Perceived Benefit	Perceived Benefit	I will be able to interact with my family and friends	Rate measurement items on a 9-point Likert scale based on their agreeableness	Han & Hyun (2019)
		Travelling with cruise line is truly a joy.		
		Compared to the price I pay for a cruise; I think I will receive good value while using cruise services.		
		Using cruise services post COVID-19 will compensate for what I miss in my daily life during the COVID-19 pandemic period		

Table 7 Perceived Benefit Construct - First-timers

Source: Personal Elaboration

IV. Risk Perception – COVID-19: This group intended to assess how tourists perceived COVID-19. The questions were divided into the relationship between Tourism and COVID-19, the pandemic itself, and the relationship between Cruises and COVID-19.

Perceived Health Threat was measured within this group, by the following eleven items, from Neuburger and Egger (2021) – see table 8. The scales used in that particular study are also present in table 8.

This construct was used to measure how tourists feel about the pandemic: whether they consider it a risk or not, and how tourists relate cruising with COVID-19: whether they feel safe by doing it or not.

It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Perceived Health Threat	Perceived Health Threat	The chances of me getting infected by a new unknown infectious disease is higher if I use cruise services post COVID-19	7-point Likert scale: 1 (strongly disagree) to 7 (strongly agree)	Neuburger and Egger (2021)
		The thought of having an infectious disease like COVID-19 is terrifying		
		I fear any long-term economic losses/effects due to being contracted by an unknown infectious disease		
		It is dangerous to take a cruise right now because of COVID-19		
		Because of COVID-19, cruises should be avoided right now		
		People around me seem to refrain from going on a cruise right now because of COVID-19		
		COVID-19 is more dangerous than other pandemics (i.e. N1-H1, SARS)		
	I am afraid because COVID-19 is a very frightening disease			
	Perception of Covid-19	The current situation about the coronavirus worries me	Using a five-point Likert scale, all items were ranked from 1 (strongly disagree) to 5 (strongly agree)	
		Coronavirus is just a new form of the flu		
I think there is a lot of fearmongering around the coronavirus				

Table 8 Perceived Health Threat Construct

Source: Personal Elaboration

Perceived Risk was also used with 14 items adopted from Lee et al. (2012), Huang et al. (2016), and Neuburger and Egger (2021) – see table 9. The scales used in those particular studies are also present in table 9.

This construct measured how tourists relate to Tourism and COVID-19, how they feel about the pandemic: whether they consider it a risk or not, and how they relate to cruising with COVID-19: whether they feel safe by doing it or not.

It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:		
Perceived Risk	Perceived Safety Threat	My chance of getting contracted by COVID-19 is low if I use cruise services.	Rate measurement items on a 9-point Likert scale based on their agreeableness	Huang et al. (2016)		
		Because of my physical health, I am more likely to be infected by COVID-19 if I use cruise services.				
		The thought of suffering COVID-19 scares me.				
		My financial security would be endangered if I had COVID-19.				
	Travel Risk Perception	Tourism is mainly responsible for the spread of coronavirus	Using a five-point Likert scale, all items were ranked from 1 (strongly disagree) to 5 (strongly agree)	Lee et al. (2012)		
		Tourism will be massively affected by coronavirus				
		I fear that the virus will be carried by tourists to my near surroundings				
		Travelling should be prohibited to avoid a wider spread of the virus				
		Currently, it is irresponsible to travel to destinations with cases of coronavirus				
		I feel nervous about traveling right now				
		Traveling is risky now				
		I would feel very comfort able traveling right now				
		Given the current situation, I prefer to shorten the duration of my potential trips			7-point Likert scale: 1 (strongly disagree) to 7 (strongly agree)	Neuburger and Egger (2021)
		I feel more averse to traveling because of the risk from the Covid-19 pandemic				

Table 9 Perceived Risk Construct

Source: Personal Elaboration

V. Cruise Experiences After COVID-19: This group intended to assess how tourists feel about cruise experiences in a post-pandemic scenario. The questions were related to perceived value, trust, and future travel intentions.

Perceived Value was used within this group, with three items suggested by Yuen et al. (2020) – see table 10. The scale used in that particular study is also present in table 10.

This construct was used to measure tourists' value of cruises, influencing their future travel intentions.

It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Perceived Value	Perceived Value	I think that cruise services will still be reasonably priced as before COVID-19 pandemic	Rate measurement items on a 9-point Likert scale based on their agreeableness	Yuen et al. (2020)
		As a whole, cruise services will still be pleasant post COVID-19, just like before		
		After weighing in the benefits and barriers, I feel that using cruise services post COVID-19 would still have positive effects on the tourism industry and society		

Table 10 Perceived Value Construct

Source: Personal Elaboration

Trust was also used with 12 items based on Kantsperger and Kunz (2010), Yuen et al. (2018), and Pan et al. (2021) – see table 11. The scales used in those particular studies are also present in table 11.

This construct was used to assess if tourists trust cruising and cruise lines to travel with them in the future.

It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:		
Trust	Trust	I believe that the health management of cruise operators is effective and sustainable	Rate measurement items on a 9-point Likert scale based on their agreeableness	Yuen et al. (2018)		
		I believe that cruise operators are knowledgeable with respect to implementing effective health management.				
		My trust in cruise services will be based on the reliability of the safety measures of cruise operators.				
		I believe that cruise operators will conduct effective health protection measures to ensure good hygiene on board				
		I trust that I will genuinely be well taken care of by the cruise operator if an outbreak were to occur				
		I believe that the cruise operator will be able to handle any health emergencies ethically	7-point Likert scale: 1 (strongly disagree) to 7 (strongly agree)	Pan et al. (2021)		
		For me, cruise travel is safe.				
		I have no doubt cruise travel can be trusted.				
		I trust that cruise companies can overcome COVID-19.				
		I trust that cruise companies will keep tourists safe in cruise traveling				
		This cruise line is very thoughtful about my on board well-being			Using a five-point Likert scale, all items were ranked from 1 (strongly	Kansperger & Kunz (2010)
		This cruise line was able to satisfy my on board needs				

Table 11 Trust Construct

Source: Personal Elaboration

Later, Intentions used seven items adapted from Hung and Petrick (2011), Pan et al. (2021), Rastegar et al. (2021), and Yuen et al. (2021) – see table 12. The scales used in those particular studies are also present in table 12.

This construct was used to assess the future tourists’ intentions towards cruising in a post-pandemic scenario.

It was used on a five-point Likert scale where all items were ranked 1 (strongly disagree) to 5 (strongly agree).

Construct	Dimensions	Variables	Scale	Adapted from:
Intention	Intention	I intend to use cruise services post COVID-19.	Rate measurement items on a 9-point Likert scale based on their agreeableness	Yuen et al. (2021)
		I consider using cruise services to be my first choice for my travel needs post COVID-19.		
		My intention to use cruise services for the next holiday trip post COVID-19 is likely.		
		I would recommend cruise trips to my friends post COVID-19.	7-point Likert scale: 1 (strongly disagree) to 7 (strongly agree)	Rastegar et al. (2021)
		The likelihood of my travel to destination A is high		Pan et al. (2021)
		I will save time and money within 12 months for participating in cruise travel after COVID-19.		Castaldo et al. (2021)
		I intend to go on a cruise as soon as possible		

Table 12 Intention Construct

Source: Personal Elaboration

VI. Sociodemographic Characterization: This group was made to retrieve some characteristics of the respondents, such as age, country of residence, profession, income, etc.

7.2. Data Collection

The questionnaire was designed in January and February 2022. Its administration took place on the 1st of March and the 1st of May via the Internet, using Lime Survey software.

The questionnaires were shared between family members, friends and Facebook groups.

Facebook groups were the solution for an uncertain period, such as during the administration. The questionnaire was posted in groups regarding cruises and traveling for everyone to be safe.

Several contacts were established with administrators from those groups for permission to post the questionnaire. In total, 15 groups agreed, including Portugal's most influential travel group.

The groups were the following:

- × Associação de Técnicos Superiores de Lazer (with 224 members)
- × Viseu TM (with 3 600 members)
- × Viseu (with 2 800 members)
- × Viseu (with 83 900 members)
- × Universidades Sêniores de Portugal (with 1 000 members)
- × Amantes de Viagens (with 518 100 members)
- × Viagens Sem Limites (with 5 000 members)
- × Celebrity Cruise Line All Aboard (with 41 200 members)
- × Cruise Lovers (with 10 700 members)
- × Symphony of the Seas (with 29 300 members)
- × Harmony of the Seas (with 36 800 members)
- × Wonder of the Seas – Oasis Class (with 7 200 members)
- × Soy Cruceirista (with 5 000 members)
- × Cruceros por el Caribe (with 22 200 members)
- × Croisieres MSC (with 12 000 members)

Despite being a convenience sample, it comprised many different countries that only this method could assure. This method also allows for many answers in such a short period as two months.

7.3. Data Analysis

After the administration, 570 surveys were collected, and 536 were validated. The unvalidated answers refer to people who said they did not want to do a cruise in the future, as stated earlier.

Then, the data was placed in a Microsoft Excel file and imported into IBM SPSS Statistics 26, where it was processed, and variables were crossed.

Various statistical techniques were applied to gather and synthesize all the information capable of supporting the analysis and discussion of results. This meant that data processing and results were performed in accordance with the objectives.

Therefore, the results would be presented according to tourists' experience with cruises (first-timers and repeaters) and their generation.

The examined generations are the following: Baby Boomers (1928-64), Generation X (1965-80), Generation Y (1981-96), and Generation Z (1997-2004 –for all the respondents to be at least 18 years old).

Within SPSS 26.0, the Multiple Linear Regression Model was computed, which adds control variables, independent variables, and the interaction terms of independent variables step by step.

Multiple Linear Regression is a statistical technique widely used to analyse multivariate variables, meaning that it uses multiple variables to predict the outcome of a variable.

The model's assumptions were analysed: the normality of errors and homogeneity. These assumptions have been graphically validated. The VIF was used to diagnose multilinearity.

7.4. Sample Profile

The following table shows how the sample is comprised.

The presented data reports the 536 responses that were validated.

	Number	Percentage
Previous Experience		
First-Timers	236	44.0%
Repeaters	300	56.0%
Gender		
Male	166	29.1%
Female	361	63.3%
Other	43	7.5%
Generation		
Baby Boomers	163	30.4%
Generation X	144	25.3%
Generation Y	112	19.6%
Generation Z	117	20.5%
Nationality		
Portugal	243	45.3%
United States of America	153	28.5%
United Kingdom	57	10.6%
France	25	4.7%
Other	58	10.8%
Academic Level		
Elementary School	-	-
Middle School	3	0.5%
High School	127	22.3%
Bachelor's Degree	258	45.3%
Master's Degree	125	21.9%
Doctoral Degree	23	4.0%
Occupation		
Entrepreneurs	44	7.7%
Self-employed individuals	19	3.3%
Permanent Employee	102	17.9%
Commercial or Administrative Employee	44	7.7%
Public Servant	63	11.1%
Pensioners/Retired	111	19.5%
Domestic/Unemployed	14	2.5%
Student	104	18.2%
Other	35	6.1%
Income		
Up to 1000€	91	16.0%
Between 1001 and 2000€	132	23.2%
Between 2001 and 3000€	67	11.8%
More than 3001€	91	16.0%
NS/NR	155	27.2%

Table 13 Descriptive Statistics
Source: Personal Elaboration

According to the table, most respondents are repeaters (56%), meaning they have done at least a cruise before; 44% of respondents have never done a cruise.

Regarding gender, 361 respondents are female (63.3%), followed by 166 males.

The generations were very even; the majority were Baby Boomers (30.4%), followed by Generation X with 25.3%, Generation Z with 20.5%, and Generation Y with 19.6%.

Talking about nationalities, the majority of respondents are Portuguese (45.3%), followed by the United States (28.5%), the United Kingdom (10.6%), and France (4.7%). Other nationalities include Canada, Brazil, Belgium, Spain, Australia, New Zealand, Germany, Vietnam, etc.

Regarding the academic level, most respondents have a bachelor's degree (45.3%), followed by high school and master's degrees with 22.3% and 21.9%, respectively. Only 4% of respondents have a doctoral degree and 0.5% have a middle school level, and there are no respondents with an elementary school level.

Regarding occupation, the majority of respondents are pensioners/retired (19.5%), followed by students (18.2%) and permanent employees (17.9%); public servants represent 11.1% of respondents, commercial employees and entrepreneurs are tied with 7.7%, others with 6.1%, self-employed individuals represent 3.3% and lastly, domestic/unemployed represent 2.5% of respondents.

Lastly, about income, most respondents were not interested in responding to such a personal question (27.2%). Still, from those who did, 23.2% make between 1001 and 2000€ a month, followed by those who make up to 1000€/month and more than 3001€/month (both with 16%); lastly, the respondents who make between 2001 and 3000€ a month represent 11.8%.

8. RESULTS AND DISCUSSION

The present chapter intends to present all the collected data throughout the investigation.

That being said, in the first stage, there will be an explanation of the methods used in this investigation.

Secondly, the results will be presented and adapted to the conceptual model.

Still, in this chapter, the results of two other methods used to evaluate the impact of both generations and previous experience on all the previously stated concepts will be included.

8.1. Respondents Opinion

Descriptive statistics techniques were used to understand better respondents' points of view on the referred topics in the conceptual model.

Along the questionnaire, respondents were asked to give their statements regarding 32 measurement items, provided on a Likert scale from 1 to 5.

The following table presents the results from those techniques. The answers with more weight are highlighted in bold.

Theoretical Constructs	Measurement Items	Strongly Disagree (1) + Disagree (2)	Neutral (3)	Agree (4) + Strongly Agree (5)
Perceived Health Threat <i>Neuburger & Egger (2021)</i>	The chances of me getting infected by a new unknown infectious disease are higher if I use cruise services post COVID-19	66.2% (355)	20.3% (109)	13.4% (72)
	It is dangerous to take a cruise right now because of COVID-19	66.6% (357)	20% (107)	13.4% (72)
	Because of COVID-19, cruises should be avoided right now	72.2% (387)	17.7% (95)	10.1% (54)
	People around me seem to refrain from going on a cruise right now because of COVID-19	46.8% (251)	32.1% (172)	21.1% (113)
	The thought of having an infectious disease like COVID-19 is terrifying	55.4% (297)	22.6% (121)	22% (118)
	I fear any long-term economic losses/effects due to being contracted by an unknown infectious disease	54.9% (294)	21.3% (114)	23.9% (128)
	COVID-19 is more dangerous than other pandemics (i.e., N1-H1, SARS)	43.8% (235)	28.7% (154)	27.4% (147)
	I am afraid because COVID-19 is a very frightening disease	55.2% (296)	25.4% (136)	19.4% (104)
	The current situation about the coronavirus worries me	49.6% (266)	27.4% (147)	23% (123)
	Coronavirus is just a new form of the flu	46.1% (247)	20.5% (110)	31.2% (167)
I think there is a lot of fearmongering around the coronavirus	21% (112)	26.7% (143)	52.4% (281)	
Perceived Crowding <i>Hyun & Kim (2014)</i>	The waiting time for using facilities on the cruise ship was too long	82% (246)	20% (60)	7.3% (22)
	The Waiting time for using facilities on cruise ships is too long	48.3% (114)	44.9% (106)	6.8% (16)
	The cruise ship was too crowded for me	75% (225)	12% (36)	13% (39)
	Cruise ships are too crowded for me	37.3% (88)	29.2% (69)	33.5% (79)

Theoretical Constructs	Measurement Items	Strongly Disagree (1) + Disagree (2)	Neutral (3)	Agree (4) + Strongly Agree (5)
<i>Lee et al. (2012)</i>	Tourism is mainly responsible for the spread of coronavirus	67.4% (361)	22.8% (122)	9.9% (53)
	I fear that the virus will be carried by tourists to my near surroundings	49.8% (267)	31.2% (167)	19% (102)
	Travelling should be prohibited to avoid a wider spread of the virus	73.7% (395)	18.3% (98)	8% (43)
	Currently, it is irresponsible to travel to destinations with cases of coronavirus	36% (193)	24.3% (130)	39.8% (213)
	Tourism will be massively affected by the coronavirus	8.6% (46)	18.8% (101)	72.6% (389)
	I feel nervous about travelling right now	59.3% (318)	24.6% (132)	16% (86)
	Travelling is risky now	56.3% (302)	26.3% (141)	17.4% (93)
	The thought of suffering COVID-19 scares me	48% (257)	25.8% (138)	26.3% (141)
	My financial security would be endangered if I had COVID-19	72% (386)	17.2% (92)	10.8% (58)
	My chance of getting contracted by COVID-19 is low if I use cruise services	32.3% (173)	34.9% (187)	32.8% (176)
	Because of my physical health, I am more likely to be infected by COVID-19 if I use cruise services	72.8% (390)	(19.2 (103)	8% (43)
	I would feel very comfortable about travelling right now	13.3% (71)	21.1% (113)	65.7% (352)
	Given the current situation, I prefer to shorten the duration of my potential trips	61.9% (332)	18.7% (100)	19.4% (104)
	I feel more hesitant to travelling because of the risk from the COVID-19 pandemic	59.7% (320)	20.5% (110)	19.8% (106)
<i>Han & Hyun (2019)</i>	A cruise will give me the opportunity to be able to interact with my family and friends	14.8% (35)	27.1% (64)	58.1% (137)
	I was able to interact with my family and friends	9.3% (28)	7% (21)	83.7% (251)
	Travelling with cruise lines will bring me joy	13.6% (32)	34.8% (82)	55.9% (132)
	Travelling with cruise lines was truly a joy	8.3% (25)	3.3% (10)	88.3% (265)
	The level of service I will receive justifies the price I pay for the cruise	14% (33)	42.8% (101)	43.2% (102)
	The level of service I received justified the price I pay for the cruise	9.3% (28)	6.7% (20)	84% (252)

Theoretical Constructs	Measurement Items	Strongly Disagree (1) + Disagree (2)	Neutral (3)	Agree (4) + Strongly Agree (5)
Perceived Value <i>Yuen et al. (2020)</i>	As a whole, cruise services will still be attractive post COVID-19, just like before	10.8% (58)	19.8% (106)	69.4% (372)
	After weighing in the benefits and barriers, I feel that using cruise services post COVID-19 would still have positive effects on the tourism industry and society	7.1% (38)	16.6% (89)	76.3% (409)
	I think that cruise services will still be reasonably priced as before the COVID-19 pandemic	38.8% (208)	34.9% (187)	26.3% (141)
Trust <i>Yuen et al. (2018), Pan et al. (2021)</i>	I believe that the health management of cruise operators is effective and sustainable	6.2% (33)	20% (107)	73.9% (396)
	I believe that cruise operators are knowledgeable with respect to implementing effective health management	6.5% (35)	16.4% (88)	77.1% (413)
	My trust in cruise services will be based on the reliability of the safety measures of cruise operators	6.9% (37)	18.1% (97)	75% (402)
	I believe that cruise operators will conduct effective health protection measures to ensure good hygiene on board	4.9% (26)	13.8% (74)	81.3% (436)
	I trust that I will genuinely be well taken care of by the cruise operator if an outbreak were to occur	6.1% (33)	16.6% (89)	77.2% (414)
	I believe that the cruise operator will be able to handle any health emergencies ethically	8% (43)	19.6% (105)	72.4% (388)
	For me, cruise travel is safe	6% (32)	20.3% (109)	73.7% (395)
	I have no doubt cruise travel can be trusted	7.9% (42)	18.7% (100)	73.5% (394)
	I trust that cruise companies can overcome COVID-19	5.4% (29)	13.4% (72)	81.2% (435)
	I trust that cruise companies will keep tourists safe in cruise traveling	6% (32)	15.5% (83)	78.5% (421)
	The cruise line will be able to satisfy my onboard needs	5.1% (12)	27.1% (64)	67.8% (160)
	The cruise line was able to satisfy my onboard needs	7.7% (23)	2.7% (8)	89.7% (269)
	The cruise line will be very thoughtful about my onboard well-being	3.8% (9)	17% (40)	79.2% (187)
The cruise line was very thoughtful about my onboard well-being	9% (27)	7.3% (22)	83.7% (251)	

Theoretical Constructs	Measurement Items	Strongly Disagree (1) + Disagree (2)	Neutral (3)	Agree (4) + Strongly Agree (5)
Intentions <i>Yuen et al. (2021), Rastegar et al. (2021), Pan et al. (2021), Castaldo et al. (2021)</i>	I intend to use cruise services post COVID-19	18.8% (101)	14.7% (79)	66.4% (356)
	I consider using cruise services to be my first choice for my travel needs post COVID-19	39.7% (213)	15.7% (84)	44.6% (239)
	My intention to use cruise services for the next holiday trip post COVID-19 is likely	35.1% (188)	12.9% (69)	52.1% (279)
	I would recommend cruise trips to my friends post COVID-19	17.7% (95)	20.1% (111)	61.2% (330)
	The likelihood of taking a cruise is high	21.6% (116)	11.9% (64)	60.8% (326)
	I will save time and money within 12 months for participating in cruise travel after COVID-19	39.7% (213)	23.1% (124)	37.1% (199)
	I intend to go on a cruise as soon as possible	37.7% (202)	11.2% (60)	40.5% (217)

Table 14 Respondents' Opinion

Source: Personal Elaboration

Of the different responses, the total response values for each item were obtained with their respective percentage concerning the total.

Regarding Perceived Health Threat, the most chosen answers were the negative ones, “strongly disagree” and “disagree” except for “I think there is a lot of fearmongering around the coronavirus”, where respondents strongly agreed (52.4%). This means that, overall, respondents do not fear the pandemic as much or do not seem to be afraid of contracting the disease; they certainly recognize that there is much buzz around it.

The answers concerning Perceived Crowding were also negative, showing that most respondents do not recognize cruise ships as too crowded.

When looking at Risk Perception, the majority of answers were negative, excluding: “Currently, it is irresponsible to travel to destinations with cases of coronavirus” (39.8%), “Tourism will be massively affected by the coronavirus” (72.6%), “I would feel very comfortable about travelling right now” (65.7%) where respondents agreed with the statements and also “My chance of getting contracted by COVID-19 is low if I use cruise services” in which respondents’ answers were mainly neutral (34.9%). Therefore, respondents are somewhat reluctant about traveling in the future and about how COVID will affect their trips and tourism as a whole.

Perceived Benefit is a construct where respondents’ answers were mainly positive. More than half of the respondents recognize the benefits of taking a cruise.

About Perceived Value, there are some mixed answers: two of the items were agreeable, and one was not. 38.8% of respondents did not agree with “I think that cruise services will still be reasonably priced as before the COVID-19 pandemic”, but there is no information on their thoughts on how the price itself will change. Besides that, most respondents recognize the value of taking a cruise.

The answers regarding Trust were unanimous. All the items reported positive results, above 70% of the answers. Despite the pandemic, respondents still trust cruise companies and staff to overcome adversities, manage their affairs, and ensure tourists are being taken care of.

Finally, when it comes to Intentions, most items were agreeable, except one. “I will save time and money within 12 months for participating in cruise travel after COVID-19” got 39.7% of “strongly disagree” and “disagree” answers, meaning that respondents do have intentions of going on a cruise in the future but are not so sure about when that future is going to be.

8.2. Exploratory Factor Analysis

During this thesis, exploratory factor analysis was computed to analyse any existing patterns of correlations between the variables. This allowed to group them for further treatment on SPSS 26.0.

This analysis was performed on all the variables of the seven main concepts of the study: Perceived Health Threat, Perceived Crowding, Perceived Risk, Perceived Benefit, Perceived Value, Trust, and Intentions.

That being said, some measurement items were removed from the theoretical constructs since they were correlated with more than one factor. The remaining measurement items are presented in the following table.

The Cronbach test was also used to evaluate the consistency of the factors.

Theoretical Constructs	Measurement Items	Communalities	Loading factor	% Of Variance	Cronbach's Alpha (KMO)
Perceived Health Threat <i>Neuburger & Egger (2021)</i>	The chances of me getting infected by a new unknown infectious disease are higher if I use cruise services post COVID-19	0.635	0.797	66.299%	0.820 (0.740)
	It is dangerous to take a cruise right now because of COVID-19	0.837	0.915		
	Because of COVID-19, cruises should be avoided right now	0.824	0.908		
	People around me seem to refrain from going on a cruise right now because of COVID-19	0.357	0.597		
Perceived Crowding <i>Hyun & Kim (2014)</i>	Overall, the waiting time for using facilities on the cruise ship was too long	0.744	0.863	74.427%	0.732 (0.500)
	The cruise ship is too crowded for me	0.744	0.863		
Perceived Risk <i>Lee et al. (2012)</i>	Tourism is mainly responsible for the spread of coronavirus	0.423	0.650	54.957%	0.720 (0.710)
	I fear that the virus will be carried by tourists to my near surroundings	0.675	0.822		
	Travelling should be prohibited to avoid a wider spread of the virus	0.562	0.749		
	Currently, it is irresponsible to travel to destinations with cases of coronavirus	0.539	0.734		
Perceived Benefit <i>Han & Hyun (2019)</i>	I will be able to interact with my family and friends	0.727	0.853	77.208%	0.850 (0.707)
	Travelling with a cruise line is truly a joy	0.833	0.913		
	The level of service I receive justifies the price I pay for the cruise	0.756	0.870		
Perceived Value <i>Yuen et al. (2020)</i>	As a whole, cruise services will still be pleasant post COVID-19, just like before	0.755	0.869	75.503%	0.674 (0.500)
	After weighing in the benefits and barriers, I feel that using cruise services post COVID-19 would still have positive effects on the tourism industry and society	0.755	0.869		

Theoretical Constructs	Measurement Items	Communalities	Loading factor	% Of Variance	Cronbach's Alpha (KMO)
Trust <i>Yuen et al. (2018), Pan et al. (2021)</i>	I believe that the health management of cruise operators is effective and sustainable	0.761	0.872	70.332%	0.952 (0.938)
	I believe that cruise operators are knowledgeable with respect to implementing effective health management.	0.776	0.881		
	My trust in cruise services will be based on the reliability of the safety measures of cruise operators	0.555	0.745		
	I believe that cruise operators will conduct effective health protection measures to ensure good hygiene on board	0.772	0.878		
	I trust that I will genuinely be well taken care of by the cruise operator if an outbreak were to occur	0.671	0.819		
	I believe that the cruise operator will be able to handle any health emergencies ethically	0.719	0.848		
	For me, cruise travel is safe	0.635	0.797		
	I have no doubt cruise travel can be trusted	0.764	0.874		
	I trust that cruise companies can overcome COVID-19	0.579	0.761		
	I trust that cruise companies will keep tourists safe in cruise traveling	0.802	0.895		
Intentions <i>Yuen et al. (2021), Rastegar et al. (2021), Pan et al. (2021), Castaldo et al. (2021)</i>	I intend to use cruise services post COVID-19	0.779	0.882	79.277%	0.956 (0.920)
	I consider using cruise services to be my first choice for my travel needs post COVID-19	0.811	0.901		
	My intention to use cruise services for the next holiday trip post COVID-19 is likely	0.837	0.915		
	I would recommend cruise trips to my friends post COVID-19	0.739	0.859		
	The likelihood of taking a cruise is high	0.865	0.930		
	I will save time and money within 12 months for participating in cruise travel after COVID-19	0.648	0.805		
	I intend to go on a cruise as soon as possible	0.870	0.933		

Table 15 Exploratory Factor Analysis

Source: Personal Elaboration

8.3. Multiple Linear Regression

Multiple linear regressions were used to analyse the collected data. Three models were established according to the conceptual model.

Model 1 is the regression model that analyses how Perceived Health Threat and Perceived Crowding affect Risk Perception. Model 2 is the model that analyses how Perceived Benefit affects Perceived Value. Model 3 is the model that examines the effect of Risk Perception, Perceived Value, and Trust on Intentions.

As previously stated, normality, homogeneity, and multilinearity were analysed. To help the research, generations, gender, income, and experience were used as control variables.

These control variables enhance the validity of this thesis by limiting the effect of confusing and inessential variables and excluding them from the analysis. Therefore, they establish a correlational relationship between the interest variables and better estimate the hypothesis (Klarmann & Feurer, 2018).

Overall, it can be concluded that all three models are valid. A summarized version of the results will be presented at the end.

In Model 1:

As stated before, this model analyses the influence of Perceived Health Threat (PHT) and Perceived Crowding (PC) on Perceived Risk (PR).

The equation used is the following:

$$PR = \beta_0 + \beta_1 PHT + \beta_2 PC + \beta_3 CV1 + \beta_4 CV2 + \beta_5 CV3 + \beta_6 CV4 + \epsilon \text{ (MODEL 1)}$$

In which PHT means Perceived Health Threat, PC represents Perceived Crowding, CV1 corresponds to Gender, CV2 is Generations, CV3 is Income, CV4 corresponds to Experience, and ϵ means error.

		Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Statistics
		b	Std. Error	Beta			VIF
Constant		1,537	0,201		7,665	0,000	
Independent Variables	PHT	0,463	0,038	0,509	12,338	0,000	1,135
	PC	0,090	0,036	0,110	2,464	0,014	1,320
Control Variables	Gender (Female)	-0,055	0,072	-0,030	-0,758	0,449	1,047
	Generation X ⁽¹⁾	-0,205	0,099	-0,103	-2,058	0,040	1,660
	Generations Y ⁽¹⁾	-0,419	0,114	-0,208	-3,668	0,000	2,154
	Generations Z ⁽¹⁾	-0,404	0,136	-0,202	-2,974	0,003	3,083
	Income up to 1000 ⁽²⁾	0,083	0,120	0,038	0,690	0,491	2,061
	Income 1001-2000 ⁽²⁾	-0,063	0,129	-0,033	-0,491	0,624	3,085
	Income 2001-3000 ⁽²⁾	-0,090	0,150	-0,037	-0,601	0,548	2,562
	Income superior 3000 ⁽²⁾	-0,312	0,154	-0,145	-2,021	0,044	3,435
Experience (Repeaters)	-0,009	0,097	-0,005	-0,090	0,928	2,099	

Note: the dependent variable in this model is Perceived Risk (PR)

- (1) The reference is Baby Boomers
- (2) The reference is “without income”

Table 16 Linear Regression – Model 1
Source: Personal Elaboration based on SPSS

The assumptions of the application of the model were evaluated, and the model was considered valid. It also does not suffer from multi-linearity problems since the VIFs are all under 5.

The determination coefficient (R^2), which measures the adjustment quality, is 0,503, meaning that around 50% of variations in RP can be linearly explained by this model and, therefore, by the variations of PHT and PC.

The regression model is statistically significant (ANOVA; $F=20,944$; $p=0,000$), meaning that at least one explanatory variable is relevant to explaining RP.

From this multiple linear regression model, there is statistical evidence showing that both PHT ($p=0,000$) and PC ($p=0,014$) have a significant influence on PR. The values show that these constructs have positive impacts on PR ($b_1= 0,463$; $b_2= 0,090$).

It can also be concluded that PHT has a more significant relative impact on the explanation of RP than PC since the Beta coefficient for PHT (0,509) is superior to the Beta coefficient for PC (0,110).

Therefore, we can summarise that there is a significant, positive relationship between Perceived Health Threat and Risk Perception ($b_1 = 0,463$, $p < 0,05$), indicating that a higher perceived health threat contributes to higher risk perception. Consequently, hypothesis H1 is supported.

There is also a significant, positive relationship between Perceived Crowding and Risk Perception ($b_2 = 0,090$, $p < 0,05$), indicating that a higher perceived crowding contributes to higher risk perception. Consequently, hypothesis H2 is supported.

In Model 2:

This model analyses the influence of Perceived Benefit (PB) on Perceived Value (PV).

The equation used is the following:

$$PV = \beta_0 + \beta_1 PB + \beta_2 CV1 + \beta_3 CV2 + \beta_4 CV3 + \beta_5 CV4 + \epsilon \text{ (MODEL 1)}$$

In which PB means Perceived Benefit, PC means Perceived Crowding; the control variables are per Model 1, and ϵ means error.

		Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Statistics
		b	Std. Error	Beta			VIF
Constant		3,060	0,253		12,102	0,000	
Independent Variable	PB	0,275	0,044	0,308	6,255	0,000	1,242
Control Variables	Gender (Female)	-0,108	0,115	-0,061	-0,937	0,349	2,137
	Generation X ⁽¹⁾	-0,088	0,085	-0,047	-1,047	0,296	1,037
	Generations Y ⁽¹⁾	0,227	0,117	0,111	1,944	0,053	1,657
	Generations Z ⁽¹⁾	0,011	0,134	0,005	0,081	0,935	2,133
	Income up to 1000 ⁽²⁾	-0,077	0,158	-0,037	-0,484	0,629	3,032
	Income 1001-2000 ⁽²⁾	-0,230	0,141	-0,104	-1,627	0,105	2,081
	Income 2001-3000 ⁽²⁾	-0,303	0,152	-0,155	-1,993	0,047	3,096
	Income superior 3000 ⁽²⁾	-0,077	0,176	-0,031	-0,437	0,662	2,554
Experience (Repeaters)	0,067	0,180	0,030	0,371	0,711	3,378	

Note: the dependent variable in this model is Perceived Value (PV)

- ⁽¹⁾ The reference is Baby Boomers
- ⁽²⁾ The reference is “without income”

Table 17 Linear Regression – Model 2
Source: Personal Elaboration based on SPSS

The assumptions of the application of the model were evaluated, and the model was considered valid. It also does not suffer from multi-linearity problems since the VIFs are all under 5.

The determination coefficient (R^2), which measures the adjustment's quality, is 0,695, meaning that around 70% of variations in PV can be linearly explained by this model and, therefore, by the variations of PB.

The regression model is statistically significant (ANOVA; $F=7,464$; $p=0,000$), meaning that at least one explanatory variable is relevant to explaining PV.

From this multiple linear regression model, there is statistical evidence showing that PB ($p=0,000$) significantly influences PR. The values indicate that this construct positively impacts PV ($b_1= 0,275$).

Therefore, a significant, positive relationship exists between Perceived Benefit and Perceived value ($b_1 = 0,275$, $p < 0,05$), indicating that a higher perceived benefit increases perceived value. Consequently, hypothesis H4 is supported.

In Model 3:

This model analyses the influence of Perceived Risk (PR), Perceived Value (PV), and Trust (T) on Intentions (I).

The equation used is the following:

$$I = \beta_0 + \beta_1PV + \beta_2PR + \beta_3T + \beta_4CV1 + \beta_5CV2 + \beta_6CV3 + \beta_7CV4 + \varepsilon \text{ (MODEL 1)}$$

In which PR means Perceived Risk, PV means Perceived Value, T means Trust, the control variables are per Model 1, and ε means error.

		Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Statistics
		b	Std. Error	Beta			VIF
Constant		0,667	0,413		1,614	0,107	
Independent Variables	PV	0,111	0,063	0,073	1,757	0,080	1,573
	PR	-0,108	0,056	-0,069	-1,922	0,055	1,165
	T	0,436	0,072	0,256	6,021	0,000	1,650
Control Variables	Gender (Female)	1,100	0,128	0,405	8,599	0,000	2,019
	Generation X ⁽¹⁾	0,022	0,097	0,008	0,227	0,821	1,038
	Generations Y ⁽¹⁾	-0,142	0,135	-0,045	-1,053	0,293	1,684
	Generations Z ⁽¹⁾	-0,330	0,156	-0,105	-2,123	0,034	2,210
	Income up to 1000 ⁽²⁾	-0,180	0,185	-0,057	-0,972	0,332	3,160
	Income 1001-2000 ⁽²⁾	0,202	0,162	0,060	1,250	0,212	2,092
	Income 2001-3000 ⁽²⁾	0,163	0,175	0,055	0,935	0,350	3,126
	Income superior 3000 ⁽²⁾	0,536	0,202	0,141	2,649	0,008	2,567
	Experience (Repeaters)	0,624	0,208	0,185	3,003	0,003	3,446

Note: the dependent variable in this model is Intentions (I)

- (1) The reference is Baby Boomers
- (2) The reference is “without income”

Table 18 Linear Regression – Model 3
Source: Personal Elaboration based on SPSS

The assumptions of the application of the model were evaluated, and the model was considered valid. It also does not suffer from multi-linearity problems since the VIFs are all under 5.

The determination coefficient (R^2), which measures the adjustment quality, is 0,522, meaning that around 52% of variations in I can be linearly explained by this model and, therefore, by the variations of PV, PR, and T.

The regression model is statistically significant (ANOVA; $F=39,704$; $p=0,000$), meaning that at least one of the explanatory variables is relevant to explain I.

From this multiple linear regression model, there is statistical evidence showing that PV ($p=0,080$), PR ($p=0,055$), and T ($p=0,000$) have a significant influence on I. The values show that both PV and T have positive impacts on I ($b_1= 0,111$; $b_3= 0,436$). On the other hand, PR has a negative impact on I ($b_2= -0,108$).

It can also be concluded that T has a more significant relative impact on the explanation of I than PV since the Beta coefficient for T (0,436) is superior to the Beta coefficient for PV (0,111).

Therefore, there isn't a significant relationship between Risk Perception and Future Intentions ($b_2 = 0,111$ $p > 0,05$), indicating that risk perception doesn't significantly impact future intentions. Consequently, hypothesis H3 is not supported.

Also, there isn't a significant relationship between Perceived Value and Future Intentions ($b_1 = -0,108$, $p > 0,05$), indicating that perceived value doesn't significantly impact future intentions. Consequently, hypothesis H5 is not supported.

Finally, a significant, positive relationship exists between Trust and Future Intentions ($b_3 = 0,436$, $p < 0,05$), indicating that a higher trust increases future intentions. Consequently, hypothesis H6 is supported.

In conclusion, the respective relationships are presented in the following figure:

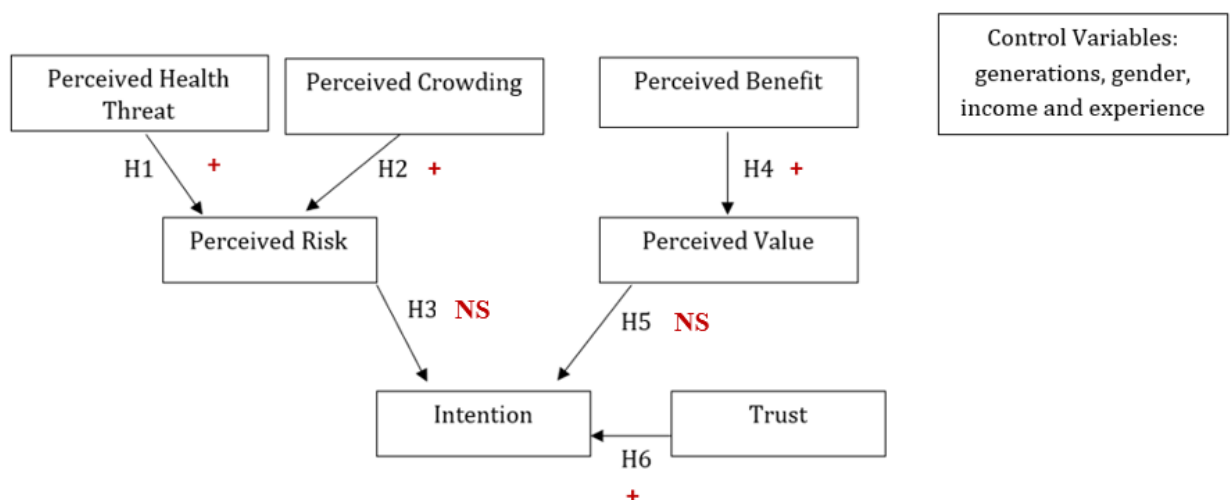


Figure 15 Multiple Linear Regression – Conceptual Model
Source: Personal Elaboration

8.4. Influence of Generations

As previously stated, this part of the results will regard the impact of generations on the studied concepts: perceived health threat, perceived crowding, perceived risk, perceived benefit, perceived value, trust, and intentions.

For that, the Kruskal-Wallis test was computed. The results will be presented in the following tables, and an explanation will be provided to evaluate if the previous hypothesis was confirmed.

It can be concluded that tourists' generation impact significantly their perception of health threats (Kruskal-Wallis test, value = 11.374, $p = 0.010$). A pairwise comparison test was computed to evaluate which generations differ significantly, providing the following results (see table 17 and figure 16).

Pairwise Comparisons of Generation

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Baby Boomers-Generation Z	-35,633	18,678	-1,908	,056	,339
Baby Boomers-Generation X	-40,218	17,629	-2,281	,023	,135
Baby Boomers-Generation Y	-60,716	18,919	-3,209	,001	,008
Generation Z-Generation X	4,585	19,186	,239	,811	1,000
Generation Z-Generation Y	25,083	20,377	1,231	,218	1,000
Generation X-Generation Y	-20,499	19,421	-1,055	,291	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

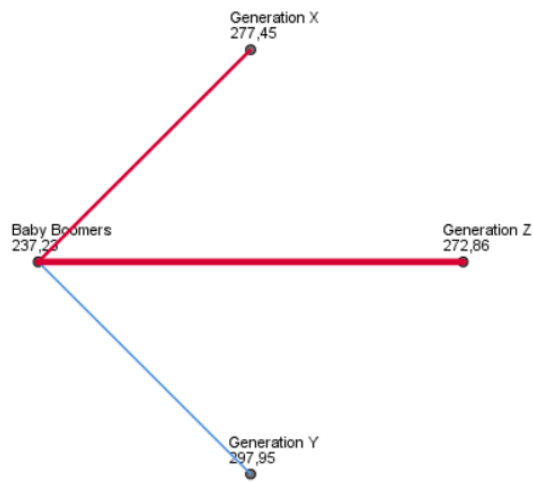
a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Table 19 Pairwise Comparison Test – Perceived Health Threat

Source: SPSS 26.0

There are significant differences between Baby Boomers and Generation Y. Between the other pairs of generations, no significant differences were found ($p > 0.05$).

Pairwise Comparisons of Generation



Each node shows the sample average rank of Generation.

Figure 16 Pairwise Comparison Test – Perceived Health Threat

Source: SPSS 26.0

It is visible that Baby Boomers perceive less health threat towards cruises than Generation Y. Therefore, hypothesis 1.1 is partially supported.

Also, it can be concluded that tourists’ generation impact significantly their perception of crowding (Kruskal-Wallis test, value = 74.740, $p = 0.000$). A pairwise comparison test was computed to evaluate which generations differ significantly, providing the following results (see table 18 and figure 17).

Pairwise Comparisons of Generation

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Baby Boomers-Generation X	-54,860	17,262	-3,178	,001	,009
Baby Boomers-Generation Y	-120,494	18,525	-6,504	,000	,000
Baby Boomers-Generation Z	-140,756	18,289	-7,696	,000	,000
Generation X-Generation Y	-65,634	19,017	-3,451	,001	,003
Generation X-Generation Z	-85,897	18,787	-4,572	,000	,000
Generation Y-Generation Z	-20,263	19,954	-1,015	,310	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Table 20 Pairwise Comparison Test – Perceived Crowding

Source: SPSS 26.0

There are significant differences between the relationships with all generations, excluding the relationship between Generation Y and Z.

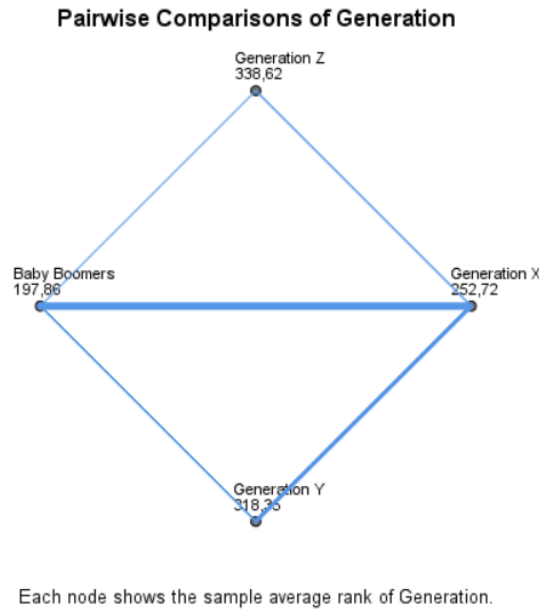


Figure 17 Pairwise Comparison Test – Perceived Crowding
Source: SPSS 26.0

It is visible that Baby Boomers perceive less crowding on the cruise ship than any other generation. Also, Generation X perceived less crowding compared to Generation Y and Generation Z. Therefore, hypothesis 2.1 is partially supported.

Next, the test did not show significant differences between generations. Therefore, tourists' generation does not significantly impact their risk perception (Kruskal-Wallis test, value = 0.653, $p = 0.884$).

Hypothesis 3.1 is not supported.

Lastly, it can be concluded that tourists' generation impact significantly their perception of value (Kruskal-Wallis test, value = 18.004, $p = 0.000$). A pairwise comparison test was computed to evaluate which generations differ significantly, providing the following results (see table 19 and figure 18).

Pairwise Comparisons of Generation

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. ^a
Generation Z-Generation Y	17,487	20,040	,873	,383	1,000
Generation Z-Generation X	60,661	18,868	3,215	,001	,008
Generation Z-Baby Boomers	65,886	18,369	3,587	,000	,002
Generation Y-Generation X	43,174	19,099	2,261	,024	,143
Generation Y-Baby Boomers	48,399	18,606	2,601	,009	,056
Generation X-Baby Boomers	5,225	17,337	,301	,763	1,000

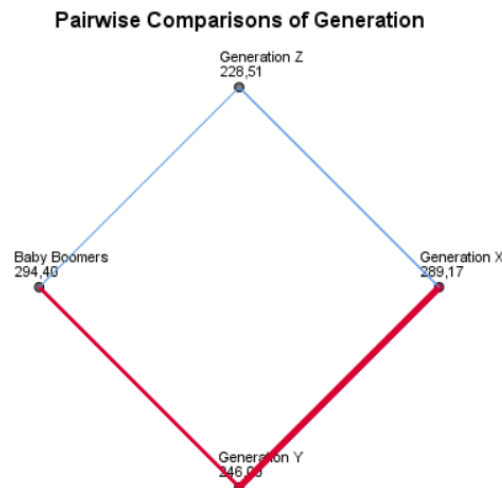
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Table 21 Pairwise Comparison Test – Perceived Value

Source: SPSS 26.0

There are significant differences between Generation Z and X and between Generation Z and Baby Boomers. No significant differences were found between the other pairs of generations ($p > 0.05$).



Each node shows the sample average rank of Generation.

Figure 18 Pairwise Comparison Test – Perceived Value

Source: SPSS 26.0

It is visible that Generation Z perceives less value towards cruises than Generation X and Baby Boomers. Therefore, hypothesis 5.1 is partially supported.

8.5. Influence of Previous Experience

This part of the results will regard the impact of previous experience on the studied concepts: perceived health threat, perceived crowding, perceived risk, perceived benefit, perceived value, trust, and intentions.

For that, the Mann-Whitney test was computed. The following graphics will present the results, and an explanation will be provided to evaluate if the previous hypothesis was confirmed.

As seen, hypothesis 1.2 is supported because, according to the Mann-Whitney test, repeaters have a lower health threat perception than first-timers (test value = 24902 $p = 0.000$).

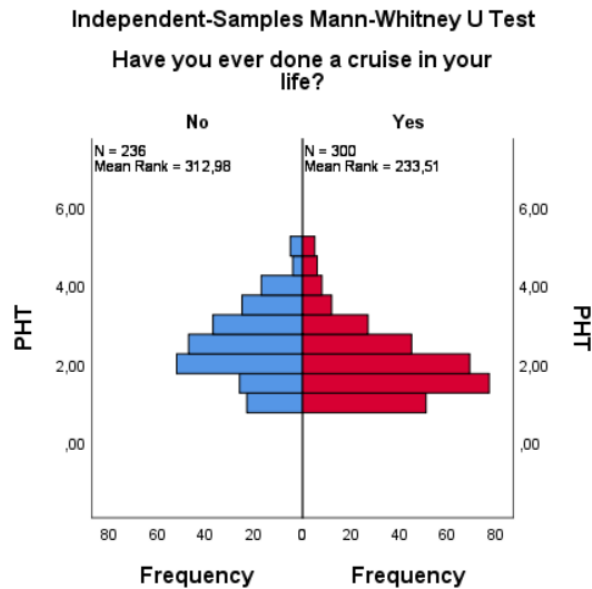


Chart 9 Mann-Whitney Test – Perceived Health Threat
Source: SPSS 26.0

Hypothesis 2.2 is also supported because, according to the Mann-Whitney test, repeaters have a lower crowding perception than first-timers (test value = 17701, $p = 0.000$).

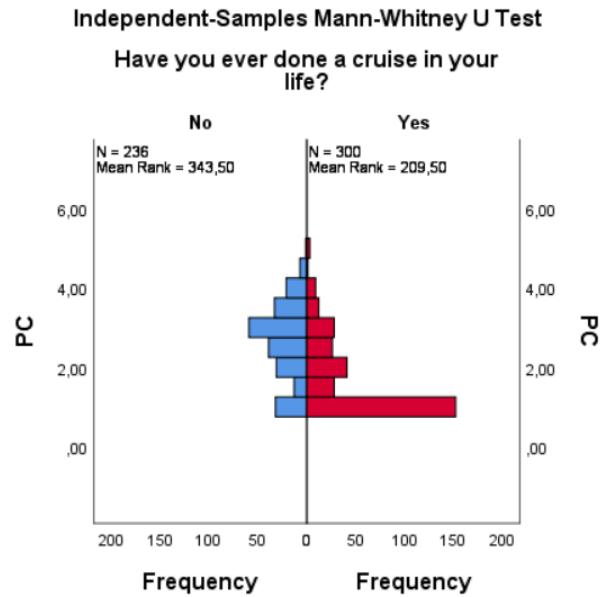


Chart 10 Mann-Whitney Test – Perceived Crowding
 Source: SPSS 26.0

Hypothesis 3.2 is supported because, according to the Mann-Whitney test, repeaters have a lower risk perception than first-timers (test value = 28847, $p = 0.00$).

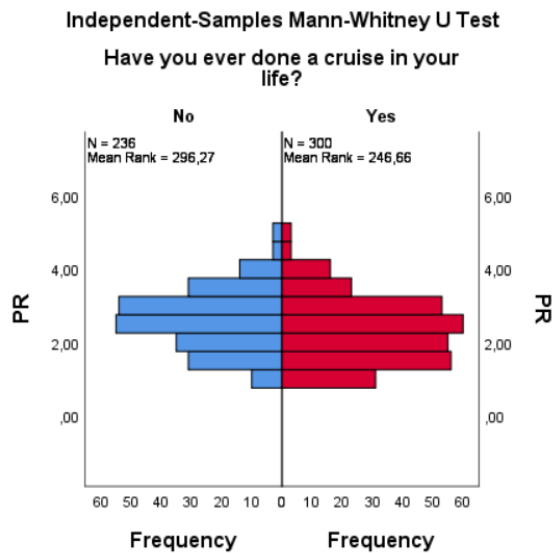


Chart 11 Mann-Whitney Test – Perceived Risk
 Source: SPSS 26.0

Hypothesis 4.1 is supported because, according to the Mann-Whitney test, repeaters perceive more benefits from doing a cruise than first-timers (test value = 55774, $p = 0.00$).

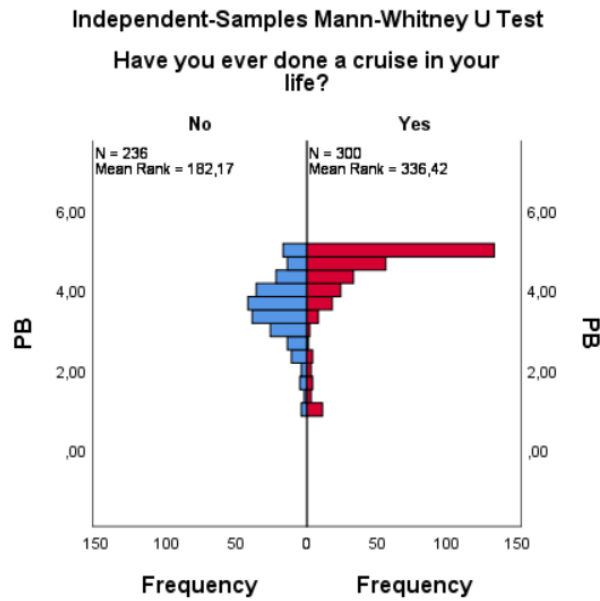


Chart 12 Mann-Whitney Test – Perceived Benefit
 Source: SPSS 26.0

Hypothesis 5.2 is supported because, according to the Mann-Whitney test, repeaters perceive more value towards cruises than first-timers (test value = 43617.5, $p = 0.00$).

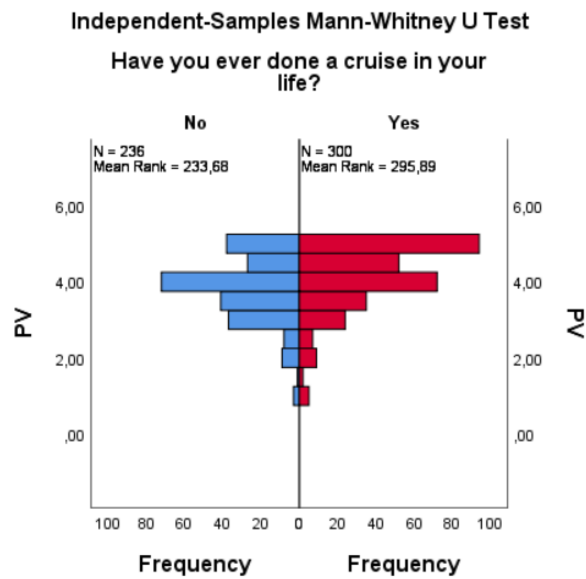


Chart 13 Mann-Whitney Test – Perceived Value
 Source: SPSS 26.0

Hypothesis 6.1 is supported because, according to the Mann-Whitney test, repeaters have more trust in cruises than first-timers (test value = 46006, $p = 0.00$).

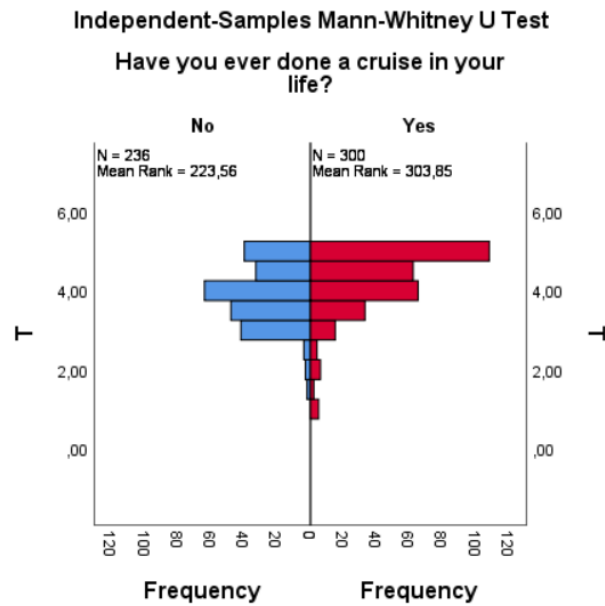


Chart 14 Mann-Whitney Test – Trust

Source: SPSS 26.0

Overall, it can be concluded that all hypotheses go in accordance with the literature review done earlier. They were all supported by these tests.

9. CONCLUSION

This chapter will comprise the conclusion of this thesis.

A brief summary of all the work done will be presented, as well as the main conclusions drawn from the research. The main theoretical and practical contributes will be explained, and the study's limitations will be pointed out, followed by the correspondent future lines of investigation.

9.1. Main Conclusions

This thesis intends to analyse the impacts of the COVID-19 pandemic on tourists' risk perception and consequent future intentions to do a cruise.

It was essential to do a study like this because of the particular period in history that people lived in. As seen before, the cruise industry has a significant role in the world and knowing how this catastrophe affected it is essential. This is a topic that is very recent and is in constant transformation; there are very few studies that regard it, especially when it comes to Cruise Tourism.

Therefore, through the extensive literature review and methodology used, this thesis intends to contribute to developing new strategies and the literature on this subject.

As stated before, this was a never seen period with drastic consequences. According to June 2020 Global Economic Prospects, global real domestic product (GDP) was expected to shrink by 5.2% in 2020 (World Bank, 2020). It was later known that 90% of cities saw a decline in their GDP (Yasmeen, 2020).

Also, the pandemic introduced travel restrictions to all countries worldwide. Of those countries, 45% decided to partially or entirely close their borders to tourists, 30% chose to suspend international flights, and 18% closed their borders to passengers from specific countries of origin (UNWTO, 2020b).

Overall, revenues from international tourism can reach US\$ 700-800 billion in 2021, which is an improvement from 2020 but still less than in 2019 (UNWTO, 2021a).

Regarding the cruise industry, CLIA members have paused cruise sailings since mid-March 2020 to stop the virus's spread. In Portugal, in 2020, 145 cruise ships entered the main national ports, representing a decrease of 83.2% compared to the previous year. This reduction was motivated by the prohibition of disembarkation of passengers and crews in national ports, justified as a measure to restrain the pandemic (INE, 2021).

Organizations need to solve these problems to facilitate a quick recovery. A good brand image and high levels of loyalty positively impact tourists' future intentions after a critical event (Penco et al., 2019).

Therefore, at this time, cruise lines and local governments must work together. The novelty and infectiousness of COVID-19 have made it challenging to maintain health and safety onboard (Brewster et al., 2020).

This justifies the creation of measures that support the industry. Some of those already implemented measures were explained before, and it is believed they are working. However, this thesis intends to contribute to the implementation of more measures.

For that to be possible, a conceptual model was used to guide this thesis and consequently create hypotheses that could later be supported or not by the methodology. It can be said that of the six main hypotheses, only two were not supported, meaning that the results go in accordance with the previous literature.

The results from this thesis prove that tourists do not fear the pandemic as much or do not seem to be afraid of contracting the disease, but they certainly recognize that there is much buzz around it. This might be given to the fact that this questionnaire was applied in 2021 and not in 2020; therefore, tourists would have had the time to figure out what was happening worldwide, but also because most restrictions were withdrawn. Also, as proven before, media can strongly impact tourists' perceptions and consequently mold and scar them (Laufer & Coombs, 2006). As a proper step, travel media should also ease tourists and cover all health and safety measures (Neuburger & Egger, 2021).

It can also be concluded that tourists' generation significantly impacts their perception of health threats. The results show that Baby Boomers perceive fewer health threats towards cruises than Generation Y. It is known that older generations are more susceptible to symptoms (Davies et al., 2020), and the disease's impact on them is more severe (Zhang et al., 2008); therefore, they are the ones who adopt more preventive behaviours (Wise et al., 2020). This result could be a consequence of those exact behaviours; that particular generation could feel more prepared and not see as much of a risk for their health in taking a cruise as other generations, in this case, Generation Y.

Still within perceived health threat, results show that repeaters have a lower health threat perception than first-timers. This was expected since literature states that cruises are experiences, intangible, and entail more risk. Those who have not done a cruise before have to consider several aspects of that journey, and past travel experiences are likely to significantly impact cruise passengers' health perceptions (Baker & Stockton, 2013). This means repeaters already perceive what it is like and tend to perceive less risk for their health.

Other results show that most tourists do not recognize cruise ships as too crowded. Through the analysis of responses, it can be seen that as generations go by, their perception of crowding tends to be less and less, meaning that older generations perceive less crowding than younger generations. This was an expected result since (Zehrer & Raich, 2016) stated that young people are more sensitive to crowding because they have been exposed to other disasters and must feel integrated.

Differences can also be seen in cruise experience regarding perceived crowding: repeaters have a lower crowding perception than first-timers, which is easily explained by the fact that first-timers express higher levels of discomfort with their surroundings than repeaters (Henthorne et al., 2013), diminishing their interest in doing a cruise, meaning that perceived crowding can affect how passengers perceive their overall value of cruising and influence their future travel intentions.

When looking at risk perception, tourists are somewhat reluctant about traveling in the future and how COVID will affect their trips and tourism as a whole. This opinion is transverse to generations. Results show that tourists' generation does not significantly impact their risk perception. This can maybe be explained by the fact that many components related to risk and individual personality affect risk appetite, meaning that individuals with a stronger desire for novelty are more willing to take risks, which easily changes from person to person, no matter their age.

However, results show that repeaters have a lower risk perception than first-timers. This is supported by literature on the matter that previous experiences impact risk/benefit judgments, meaning that positive or liked experiences are seen as more beneficial than hazards or disliked experiences (Alhakami & Slovic, 1994). Also, as stated before, cruises are products that come with perceived objections to their experience (Bowen et al., 2014), which aggravate uncertainty, meaning that first-timers feel more risk in the unknown as opposed to repeaters since they already experienced a cruise and can be more at ease.

Perceived benefit is a construct where respondents' answers were mainly positive. The results show that more than half of the respondents recognize the benefits of taking a cruise; however, repeaters perceive more benefits from doing a cruise than first-timers. This is an expected result since activities judged high in risk tend to be considered low in benefit, and vice versa (Alhakami & Slovic, 1994). It was just seen that repeaters tend to perceive less risk in taking a cruise compared to first-timers because they have already experienced it. That case translates into here, first-timers perceive cruises as riskier, therefore, having fewer benefits.

Consequently, most respondents recognize the value of taking a cruise when looking at perceived value. This is transverse to generations and cruise experience. Results show that generations significantly impact tourists' perception of value: Generation Z perceives less value towards cruises than Generation X and Baby Boomers. These differences result from physical and cognitive aging processes and consequent life experiences (Fang et al., 2016). So this can be explained possibly by the fact that older generations, in this case, Generation X and Baby Boomers, value cruises more because they have worked more to pay for it; they recognize it as worthy of a holiday experience.

Sill within the perceived value, results show that repeaters perceive more value towards cruises than first-timers. Literature regarding this subject is inconclusive, and different factors can be presented as measurement items for repeaters and first-timers. In this particular case, the fact that repeaters see more value in a cruise could be derived from the fact that since they have taken a cruise, they already know how cruises make them feel, the reputation associated with that type of vacation, and the quality of service that they got.

Following, answers regarding Trust were unanimous. Despite the pandemic, respondents still trust cruise companies and staff to overcome adversities, manage their affairs, and ensure tourists are being taken care of. Nevertheless, results show that repeaters have more trust in cruises than first-timers. This is expected since, as seen before, repeaters have knowledge that first-timers simply do not. Repeaters trust cruise lines more because cruises offer several aspects to an experience, and this diversity of services means that first-timers face uncertainty before this experience (Sardana & Laeequddin, 2010). With trust, tourists lower their perception of the service's disadvantages and have more confidence in booking the service (Forgas-Coll et al., 2014). Therefore, trust in cruise operators is greatly needed to encourage them to use these services (Wu et al., 2018).

Finally, when it comes to Intentions, results show tourists do have intentions of going on a cruise in the future but are not so sure about when that future is going to be.

As it is not known the direction that the pandemic will take in the future, and despite the high vaccination rate against Covid-19 in the Portuguese population, the variants may continue to emerge. It is good to be attentive and aware that these answers may change in the future, so longitudinal studies should be done over time to evaluate possible changes in tourists' responses.

Overall, it is concluded that all the objectives proposed for this research were achieved, the main impacts of Covid-19 on Cruise Tourism were identified, and answers to questions of great significance for the sector were given.

9.2. Theoretical and Practical Contributives

The main goals established for this thesis were the following:

- × Analyse the impacts of the COVID-19 pandemic on Cruise Tourism;
- × Understand how these impacts affect the decision-making process of tourists;
- × Offer a comprehensive literature review on the subject in question that will help other studies;
- × Apply acquired knowledge.

As stated before, it is believed that they all have been accomplished.

It was previously seen that the literature that brings together COVID-19 and Cruising is very scarce. Therefore, one of this thesis's main goals was to contribute to the evolution and growth of theoretical knowledge. The extensive literature review that was presented comprises various constructs, making up a complete work standing out from the remain. Therefore, this research can be an excellent tool for future investigations in the area of Cruise Tourism, namely the focus given to generations and the cruise experience of tourists.

Parallel to the previously presented objectives, this thesis aims to highlight the true potential of Cruise Tourism in the world and Portugal, through the analysis of tourists' perceptions about this sector, even in a post-pandemic context.

With regard to the practical contribution, this thesis essentially contributes to a more profound knowledge of cruise tourism, as well as becoming a type of tourism equally attractive in a post-pandemic era. The fact that it is one of the first studies that relate several constructs in the field of risk perception and future intentions makes it a prominent instrument.

Thus, the author hopes to make an essential contribution to science in the study of risk perception in the context of COVID-19 through the development of an empirical methodology that allows the analysis of risk perception, perception of benefits and value, trust, and subsequent travel intentions, both of repeaters and first-timers.

Consequently, the results of this thesis can help public-private entities, particularly cruise lines, in their decision-making process. For example, develop and plan activities in which they value the opinion of tourists, the modification and management of specific common spaces on ships, the implementation of better rules against the spread of the virus – all this will help tourists to have a better perception of this sector and consequent confidence in it. This will cause certain cruise lines to stand out from their competition.

From the point of view of the implications for management, it can also be said that these perceptions of tourists must always be taken into account. In addition to being prepared for different audiences, a destination must work together with cruise lines to sustain this sector's sustained growth. The well-being of tourists passes not only through cruise lines but also by destination managers. If all parties can understand what affects tourists' perception, they can work accordingly to create better experiences.

Although this thesis focused on the development of the pandemic and the perception of tourists worldwide, it is in the author's interest that this study also positively impacts Portugal. Cruise Tourism is part of one of the strategic assets of the Tourism Strategy 2027. This study can help meet the objectives outlined to strengthen Portugal's competitiveness as a destination for this type of tourism.

In conclusion, the work presented can thus contribute to the development of tourism literature in the field of Cruise Tourism through implications such as assistance in understanding the perception of tourists about cruise tourism, better ability to measure future travel intentions in a post-pandemic context, and decision-making and management processes at the level of cruise lines and destinations.

9.3. Limitations and Future Lines of Investigation

The present thesis, like any study, reveals some limitations, a consequence of different factors, which should be taken into account. Throughout the investigation, some difficulties conditioned a more in-depth analysis on the subject, namely the scarcity of literature and research material, especially in Portugal.

Another limitation is the lack of literature that could support specific hypotheses that were not included in this thesis. They could have enhanced the study and made significant contributions. That being said, including nationalities, in future research, an independent construct, try to connect between generations and perceived benefits and trust, for example, and seeing if the responses differ according to it, would make a pioneer study.

The third limitation is a consequence of the COVID-19 pandemic, which diffculted the investigation, especially when it came to applying the questionnaires, which is why they were spread online. This means that the sample that was achieved was a convenient one. In future research, aiming for a more randomly selected sample would be the goal – this could be achieved by partnering with cruise lines, for example, to get their passengers' list and randomly pick from there.

The last encountered limitation relates to that part of the sample could be better analysed if only the author had that information. As stated earlier, the respondents who did not want to do a cruise were excluded from the main sample; their responses regarding motivations were not analysed, nor was their personal data collected. In future research would be interesting to analyse these people better and get a better understanding of why they do not want to do a cruise and relate that to their income, age, sex, etc., to see if the answers diverge.

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ATTACHMENTS

ATTACHMENT A

Questionnaire – Portuguese Version

Este questionário visa analisar os impactos da pandemia COVID-19 no Turismo de Cruzeiros e compreender como estes impactos afetam o processo de tomada de decisão dos turistas.

Foi desenvolvido no âmbito do Mestrado em Gestão Turística do Instituto Politécnico de Viseu.

A sua colaboração é solicitada para 10 minutos para preenchê-lo. Os dados são apenas para uso científico e são estritamente confidenciais.

1. Já alguma vez fez um cruzeiro?

Sim

Não

1.3. Porque nunca fez um cruzeiro antes? Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
Porque não combina muito com viagens em família	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque há muitas festas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque estarei em contacto com pessoas de outros países	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque ninguém me encoraja	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque será uma nova experiência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não gosto das tours nos destinos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não gosto dos itinerários	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não é uma experiência relaxante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não me vai enriquecer ou estimular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não gosto de luxo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque eu não pertença àquele ambiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não é uma maneira conveniente de viajar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque são viagens caras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não tenho tempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.4. Estaria interessado em fazer um cruzeiro no futuro?

Escolha uma das seguintes respostas

Sim

Não

Talvez

1. Já alguma vez fez um cruzeiro?

Sim

Não

1.1. Em que ano, aproximadamente, fez o seu último cruzeiro?

Neste campo só é possível introduzir números.

1.2. Quantos cruzeiros fez nos últimos 5 anos?

Escolha uma das seguintes respostas

- 1
- Entre 2 a 5
- Mais de 5
- Outra

Anterior

Seguinte

Experiências Passadas

As perguntas desta secção destinam-se a avaliar a percepção que teve das suas experiências com cruzeiros.

1. Por favor, considere o último cruzeiro que fez, quando responder à seguinte pergunta. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
O tempo de espera para usar as instalações do cruzeiro foi muito longo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O cruzeiro, para mim, estava muito cheio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proporcionou-me interações com a minha família e amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar com companhias de cruzeiro foi verdadeiramente uma alegria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O nível de serviço que recebi justificou o preço que paguei pelo cruzeiro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A companhia de cruzeiro foi capaz de satisfazer as minhas necessidades a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A companhia de cruzeiro teve em consideração o meu bem-estar a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Percepção de Risco - Turismo de Cruzeiros

As questões desta secção destinam-se a avaliar a percepção que tem dos cruzeiros.
A percepção de risco pode ser descrita como a percepção do consumidor sobre a negatividade geral de um curso de ação baseado numa avaliação dos possíveis resultados negativos e na probabilidade desses resultados ocorrerem.

* 1. As seguintes declarações dizem respeito a um possível cruzeiro que você poderá fazer no futuro. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
O tempo de espera para usar as instalações do cruzeiro é muito longo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os cruzeiros, para mim, estão cheios de pessoas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Um cruzeiro vai dar-me a oportunidade de poder interagir com a minha família e amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar com companhias de cruzeiro vai trazer-me alegria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O nível de serviço que vou receber justifica o preço que pago pelo cruzeiro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A companhia de cruzeiro será capaz de satisfazer as minhas necessidades a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A companhia de cruzeiro terá em consideração o meu bem-estar a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Percepção de Risco - COVID-19

As perguntas desta secção destinam-se a avaliar a sua percepção do COVID-19.
A percepção de risco pode ser descrita como a percepção do consumidor da negatividade geral de um curso de ação baseado numa avaliação dos possíveis resultados negativos e na probabilidade de esses resultados ocorrerem.

* 1. As seguintes afirmações dizem respeito à correlação entre o Turismo e a COVID-19. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
O turismo é o principal responsável pela disseminação do coronavírus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O turismo será massivamente afetado pelo coronavírus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temo que os turistas levem o vírus para o meu ambiente próximo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar deve ser proibido para evitar uma propagação mais ampla do vírus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atualmente, é irresponsável viajar para destinos que tenham muitos casos de coronavírus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto-me nervoso sobre viajar agora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar agora é arriscado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

✳ 2. As seguintes afirmações dizem respeito à percepção de risco associada à COVID-19. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
Dado o meu estado de saúde, sou mais suscetível a contrair novas doenças infecciosas desconhecidas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A ideia de ter uma doença infecciosa como a COVID-19 é aterradora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temo quaisquer perdas/efeitos económicos a longo prazo devido a ter contraído uma doença infecciosa desconhecida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 é mais perigoso do que outras pandemias (ex: N1-H1, SARS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho medo porque a COVID-19 é uma doença muito assustadora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A situação atual sobre o coronavírus preocupa-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coronavírus é apenas uma nova forma de gripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acho que há muito medo em torno do coronavírus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A ideia de sofrer pela COVID-19 assusta-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha segurança financeira estaria em perigo se eu tivesse COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

✳ 3. As seguintes afirmações dizem respeito à correlação entre Cruzeiros e a COVID-19. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
A hipótese de eu ser infetado(a) por uma nova doença infecciosa desconhecida é maior se eu fizer um cruzeiro pós-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É perigoso fazer um cruzeiro agora por causa da COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por causa da COVID-19, os cruzeiros devem ser evitados agora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As pessoas à minha volta parecem abster-se de fazer um cruzeiro agora por causa da COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A hipótese de ser infetado pela COVID-19 é baixa se eu fizer um cruzeiro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Devido à minha saúde física, sou mais provável de ser infetado pela COVID-19 se fizer um cruzeiro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Experiências de Cruzeiro Após COVID-19

As perguntas desta secção destinam-se a avaliar o que sente sobre os cruzeiros numa situação de pós-pandemia.

✳ 1. As seguintes afirmações dizem respeito ao valor que atribui aos cruzeiros. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
Acho que os cruzeiros continuarão a ter preços razoáveis, tais como antes da pandemia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os cruzeiros continuarão a ser atraentes pós-COVID-19, tal como antes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A utilização de serviços de cruzeiro pós-COVID-19 compensará o que senti falta no meu dia-a-dia durante a pandemia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Penso que a utilização de serviços de cruzeiro pós-COVID-19 continuaria a ter efeitos positivos no turismo e na sociedade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. As seguintes afirmações dizem respeito ao nível de confiança que coloca no turismo de cruzeiros. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
Eu confio que as companhias de cruzeiros possam superar a COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acredito que a gestão da saúde por parte dos operadores de cruzeiros é eficaz e sustentável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu confio que as companhias de cruzeiros mantenham os turistas seguros durante as viagens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acredito que os operadores de cruzeiros são conhecedores da implementação de uma gestão de saúde eficaz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha confiança nos serviços de cruzeiros basear-se-á na fiabilidade das medidas de segurança dos operadores de cruzeiros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mim, os cruzeiros são seguros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acredito que os operadores de cruzeiros irão implementar medidas eficazes de proteção da saúde para garantir uma boa higiene a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu confio que serei bem tratado pelo staff do cruzeiro se um surto ocorrer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acredito que o operador de cruzeiros será capaz de lidar com qualquer emergência de saúde, eticamente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não tenho dúvidas de que se pode confiar em viagens de cruzeiro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. As seguintes afirmações dizem respeito às suas futuras intenções de fazer um cruzeiro. Classifique as seguintes afirmações de acordo com o nível de concordância. (1= discordo totalmente de 5= concordo totalmente)

	1	2	3	4	5
Pretendo fazer um cruzeiro pós-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vou poupar tempo e dinheiro dentro de 12 meses para fazer um cruzeiro pós-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A probabilidade de fazer um cruzeiro é alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha intenção de usar serviços de cruzeiros para a próxima viagem de férias pós-COVID-19 é provável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretendo fazer um cruzeiro o mais rápido possível	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu recomendaria viagens de cruzeiro para os meus amigos pós-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pondero usar os serviços de cruzeiros como primeira escolha para as minhas necessidades de viagem pós-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sentir-me-ia muito confortável em viajar agora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dada a situação atual, prefiro encurtar a duração das minhas futuras viagens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto-me mais hesitante a viajar por causa do risco da pandemia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Caracterização Sociodemográfica

Responda às seguintes questões de acordo com as suas características sociodemográficas.

✳ 1. Em que grupo se encontra o seu ano de nascimento?

👉 Escolha uma das seguintes respostas

- 1928 - 1945
- 1946 - 1954
- 1955 - 1964
- 1965 - 1980
- 1981 - 1996
- 1997 - 2004

✳ 2. Indique o seu concelho de residência.

✳ 3. Quantas viagens internacionais fez nos últimos 5 anos?

👉 Escolha uma das seguintes respostas

- 1
- Entre 2 a 5
- Mais de 5
- Outra

✳ 4. Qual é o seu nível de habilitações?

👉 Escolha uma das seguintes respostas

- Primeiro Ciclo
- Terceiro Ciclo
- Ensino Secundário
- Licenciatura
- Mestrado
- Doutoramento

5. Indique a sua situação profissional

Escolha uma das seguintes respostas

- Empresário em nome Individual
- Profissional Liberal
- Quadro médio/Superior
- Funcionário Comercial ou Administrativo
- Funcionário Público
- Pensionista/Reformado
- Doméstica/Desempregado
- Estudante
- Outra

6. Em média, qual é o seu rendimento mensal líquido?

Escolha uma das seguintes respostas

- Até 1000€
- De 1001 a 2000€
- De 2001 a 3000€
- Mais do que 3001€
- Não tenho rendimentos
- Outra

7. Indique o seu género.

Escolha uma das seguintes respostas

- Masculino
- Feminino
- Prefiro Não Dizer
- Outro

ATTACHMENT B

Questionnaire – English Version

This questionnaire aims to analyse the impacts of the COVID-19 pandemic on Cruise Tourism and understand how these impacts affect the decision-making process of tourists.

It was developed under the Master's degree in Tourism Management of the Institute Polytechnic of Viseu.

Your collaboration is requested for 10 minutes to fill it out. The data is for scientific use only and is strictly confidential.

1. Have you ever done a cruise in your life?

Yes

No

1.3. Why haven't you done a cruise before? Rate the following statements according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
Because it doesn't suit family travel very much	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because there are too many parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because there are people from other countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because nobody encourages me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it will be a new experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I don't like the ashore tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I don't like the itineraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it isn't a relaxing experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it won't enrich or stimulate me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I don't like luxury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I don't belong there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it isn't a convenient travelling style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because they are expensive trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I don't have time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.4. Would you be interested in doing a cruise in the future?

Choose one of the following answers

- Yes
- No
- Maybe

* 1. Have you ever done a cruise in your life?

Yes

No

* 1.1. In what year, approximately, was your last cruise?

📌 Only numbers may be entered in this field.

* 1.2. How many cruises did you do in the last 5 years?

📌 Choose one of the following answers

- 1
- Between 2-5
- More than 5
- Other

Past Experiences

The questions in this section are intended to assess how you perceived your past cruise experience.

* 1. Please consider your last cruise as your answering the following question. Rate the following statements according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
The waiting time for using facilities on the cruise ship was too long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cruise ship was too crowded for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was able to interact with my family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelling with cruise lines was truly a joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The level of service I received justified the price I paid for the cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cruise line was able to satisfy my onboard needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cruise line was very thoughtful about my onboard well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Risk Perception - Cruise Tourism

The questions in this section are intended to assess your perception of cruises. Risk Perception can be described as consumer's perception of the overall negativity of a course of action based upon an assessment of the possible negative outcomes and the likelihood that those outcomes will occur.

* 1. The following statements relate to a possible cruise that you might do in the future. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
The waiting time for using facilities on cruise ships is too long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cruise ships are too crowded for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A cruise will give me the opportunity to be able to interact with my family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelling with cruise lines will bring me joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The level of service I will receive justifies the price I pay for the cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cruise line will be able to satisfy my onboard needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cruise line will be very thoughtful about my onboard well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Risk Perception - COVID-19

The questions in this section are intended to assess your perception of COVID-19. Risk Perception can be described as consumer's perception of the overall negativity of a course of action based upon an assessment of the possible negative outcomes and the likelihood that those outcomes will occur.

* 1. The following statements concern the correlation between Tourism and COVID-19. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
Tourism is mainly responsible for the spread of coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism will be massively affected by the coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fear that tourists will carry the virus to my nearby surroundings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelling should be prohibited to avoid a wider spread of the virus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Currently, it is irresponsible to travel to destinations that have many cases of coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel nervous about traveling right now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traveling is risky now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 2. The following statements concern the risk perception associated with COVID-19. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
Given my health status, I am more susceptible to contracting new unknown infectious diseases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The thought of having an infectious disease like COVID-19 is terrifying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fear any long-term economic losses/effects due to being contracted by an unknown infectious disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 is more dangerous than other pandemics (i.e., N1-H1, SARS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid because COVID-19 is a very frightening disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The current situation about the coronavirus worries me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coronavirus is just a new form of the flu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think there is a lot of fearmongering around the coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The thought of suffering COVID-19 scares me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My financial security would be endangered if I had COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 3. The following statements concern the correlation between Cruises and COVID-19. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
The chances of me getting infected by a new unknown infectious disease are higher if I use cruise services post COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is dangerous to take a cruise right now because of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of COVID-19, cruises should be avoided right now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People around me seem to refrain from going on a cruise right now because of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My chance of getting contracted by COVID-19 is low if I use cruise services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of my physical health, I am more likely to be infected by COVID-19 if I use cruise services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cruise Experiences After COVID-19

The questions in this section are intended to assess how you feel about cruising in a post-pandemic situation.

* 1. The following statements concern the value you attribute to cruises. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
I think that cruise services will still be reasonably priced as before the COVID-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a whole, cruise services will still be attractive post-COVID-19, just like before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using cruise services post-COVID-19 will compensate for what I miss in my daily life during the COVID-19 pandemic period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that using cruise services post-COVID-19 would still have positive effects on the tourism industry and society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. The following statements concern the level of trust you place in cruise tourism. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
I trust that cruise companies can overcome COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the health management of cruise operators is effective and sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that cruise companies will keep tourists safe in cruise traveling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that cruise operators are knowledgeable about implementing effective health management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My trust in cruise services will be based on the reliability of the safety measures of cruise operators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, cruise travel is safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that cruise operators will conduct effective health protection measures to ensure good hygiene onboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that I will genuinely be well taken care of by the cruise operator if an outbreak were to occur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the cruise operator will be able to handle any health emergency ethically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no doubt cruise travel can be trusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. The following statements concern your future intentions to take a cruise. Rate them according to the level of agreement. (1= strongly disagree to 5= strongly agree)

	1	2	3	4	5
I intend to use cruise services post COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will save time and money within 12 months for participating in cruise travel after COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The likelihood of taking a cruise is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My intention to use cruise services for the next holiday trip post-COVID-19 is likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to go on a cruise as soon as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend cruise trips to my friends post-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider using cruise services as my first choice for my travel needs post-COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel very comfortable about traveling right now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Given the current situation, I prefer to shorten the duration of my potential trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more hesitant to traveling because of the risk from the Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sociodemographic Characterization

Answer the following questions regarding your socio-demographic characteristics.

1. In which group is your year of birth?

Choose one of the following answers

- 1928 - 1945
- 1946 - 1954
- 1955 - 1964
- 1965 - 1980
- 1981 - 1996
- 1997 - 2004

2. What country are you from?

3. How many international trips did you do in the last 5 years?

Choose one of the following answers

- 1
- Between 2-5
- More than 5
- Other

4. Which one is your academic level?

Choose one of the following answers

- Elementary School
- Middle School
- High School
- Bachelor's Degree
- Master's Degree
- Doctoral Degree

5. Indicate your professional situation.

Choose one of the following answers

- Entrepreneurs
- Self-employed individuals
- Permanent Employee
- Commercial or Administrative Employee
- Public Servant
- Pensioners/Retired
- Domestic/Unemployed
- Student
- Other

6. On average, what is your net monthly income?

Choose one of the following answers

- Up to 1000€
- Between 1001 and 2000€
- Between 2001 and 3000€
- More than 3001€
- I don't have any income
- Other

7. Indicate your gender.

Choose one of the following answers

- Male
- Female
- Prefer not to say
- Other

ATTACHMENT C

Questionnaire – Spanish Version

Este cuestionario tiene como objetivo analizar los impactos de la pandemia de COVID-19 en el turismo de cruceros y comprender cómo estos impactos afectan el proceso de toma de decisiones de los turistas.

Se desarrolló bajo el Máster en Gestión Turística del Instituto Politécnico de Viseu.

Su colaboración se solicita durante 10 minutos para completarla. Los datos son solo para uso académico y son estrictamente confidenciales.

1. ¿Alguna vez has hecho un crucero en tu vida?

Sí

No

1.3. ¿Por qué no has hecho un crucero antes? Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
Porque no se adapta mucho a los viajes familiares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque hay demasiadas fiestas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque hay gente de otros países	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque nadie me anima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque será una nueva experiencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no me gustan los tours en tierra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no me gustan los itinerarios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no es una experiencia relajante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no me enriquecerá ni me estimulará	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no me gusta el lujo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no pertenezco allí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no es un estilo de viaje conveniente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque son viajes caros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque no tengo tiempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.4. ¿Te interesaría hacer un crucero en el futuro?

● Seleccione una de las siguientes opciones

Sí

No

Quizás

* 1. ¿Alguna vez has hecho un crucero en tu vida?

Sí

No

* 1.1. ¿En qué año, aproximadamente, fue tu último crucero?

ⓘ Sólo se pueden introducir números en este campo.

* 1.2. ¿Cuántos cruceros hiciste en los últimos 5 años?

ⓘ Seleccione una de las siguientes opciones

- 1
- Entre 2 a 5
- Más de 5
- Otro

Experiencias Pasadas

Las preguntas de esta sección están destinadas a evaluar cómo percibió su experiencia pasada en un crucero.

* 1. Por favor, considere el último crucero que realizó al responder a la siguiente pregunta. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
El tiempo de espera para usar las instalaciones en el crucero fue demasiado largo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El crucero estaba demasiado lleno para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pude interactuar con mi familia y amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar con líneas de cruceros fue realmente una alegría	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El nivel de servicio que recibí justificó el precio que pagué por el crucero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La línea de cruceros pudo satisfacer mis necesidades a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La línea de cruceros fue muy atenta con mi bienestar a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Percepción de Riesgo - Turismo de Cruceros

Las preguntas de esta sección están destinadas a evaluar su percepción de los cruceros.
La percepción del riesgo puede describirse como la percepción del consumidor de la negatividad general de un curso de acción basado en una evaluación de los posibles resultados negativos y la probabilidad de que ocurran esos resultados.

✳ 1. Las siguientes declaraciones se relacionan con un posible crucero que podría hacer en el futuro. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
El tiempo de espera para usar las instalaciones en los cruceros es demasiado largo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los cruceros están demasiado llenos para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un crucero me dará la oportunidad de poder interactuar con mi familia y amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar con líneas de cruceros me traerá alegría	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El nivel de servicio que recibiré justifica el precio que pago por el crucero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La línea de cruceros podrá satisfacer mis necesidades a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La línea de cruceros será muy atenta a mi bienestar a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Percepción de Riesgo - COVID-19

Las preguntas de esta sección están destinadas a evaluar su percepción de COVID-19.
La percepción del riesgo puede describirse como la percepción del consumidor de la negatividad general de un curso de acción basado en una evaluación de los posibles resultados negativos y la probabilidad de que esos resultados ocurran.

✳ 1. Las siguientes declaraciones se refieren a la correlación entre turismo y COVID-19. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
El turismo es el principal responsable de la propagación del coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El turismo se verá enormemente afectado por el coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me temo que los turistas llevarán el virus a mi vecindario	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se debe prohibir viajar para evitar una propagación más amplia del virus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actualmente, es irresponsable viajar a destinos con muchos casos de coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me siento nervioso por viajar en este momento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viajar es arriesgado ahora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 2. Las siguientes declaraciones se refieren a la percepción de riesgo asociada con COVID-19. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
Dado mi estado de salud, soy más susceptible a contraer nuevas enfermedades infecciosas desconocidas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La idea de tener una enfermedad infecciosa como COVID-19 es aterradora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temo cualquier pérdida / efecto económico a largo plazo debido a ser contraído por una enfermedad infecciosa desconocida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 es más peligroso que otras pandemias (N1-H1, SARS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me temo porque el COVID-19 es una enfermedad muy aterradora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La situación actual sobre el coronavirus me preocupa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El coronavirus es solo una nueva forma de gripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que hay mucho alarmismo en torno al coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La idea de sufrir COVID-19 me asusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi seguridad financiera estaría en peligro si tuviera COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 3. Las siguientes declaraciones se refieren a la correlación entre Cruceros y COVID-19. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
Las posibilidades de que me infecte por una nueva enfermedad infecciosa desconocida son mayores si uso los servicios de crucero después de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es peligroso tomar un crucero en este momento debido a COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debido a COVID-19, los cruceros deben evitarse en este momento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las personas a mi alrededor parecen abstenerse de ir en un crucero en este momento debido a COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi probabilidad de contraerme por COVID-19 es baja si uso los servicios de crucero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debido a mi salud física, tengo más probabilidades de infectarme con COVID-19 si uso los servicios de crucero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Experiencias de Crucero Después de COVID-19

Las preguntas de esta sección están destinadas a evaluar cómo se siente acerca de los cruceros en una situación posterior a la pandemia.

* 1. Las siguientes declaraciones se refieren al valor que atribuye a los cruceros. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
Creo que los servicios de cruceros seguirán teniendo un precio razonable como antes de la pandemia de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En general, los servicios de cruceros seguirán siendo atractivos después de COVID-19, al igual que antes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El uso de servicios de cruceros después de COVID-19 compensará lo que extraño en mi vida diaria durante el período de pandemia de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que el uso de servicios de cruceros después de COVID-19 todavía tendría efectos positivos en la industria del turismo y la sociedad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

❖ 2. Las siguientes declaraciones se refieren al nivel de confianza que deposita en el turismo de cruceros. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
Confío en que las compañías de cruceros puedan superar el COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que la gestión sanitaria de los operadores de cruceros es eficaz y sostenible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confío en que las compañías de cruceros mantendrán a los turistas seguros en los viajes en crucero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que los operadores de cruceros están bien informados sobre la implementación de una gestión eficaz de la salud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi confianza en los servicios de cruceros se basará en la fiabilidad de las medidas de seguridad de los operadores de cruceros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mí, viajar en crucero es seguro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que los operadores de cruceros llevarán a cabo medidas efectivas de protección de la salud para garantizar una buena higiene a bordo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confío en que el operador de cruceros me cuidará realmente bien si se produjera un brote	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creo que el operador de cruceros podrá manejar cualquier emergencia de salud de manera ética	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No tengo ninguna duda de que se puede confiar en los viajes en crucero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

❖ 3. Las siguientes declaraciones se refieren a sus intenciones futuras de tomar un crucero. Califique las siguientes declaraciones de acuerdo con el nivel de acuerdo. (1= muy en desacuerdo con 5= muy de acuerdo)

	1	2	3	4	5
Tengo la intención de utilizar los servicios de cruceros después de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ahorraré tiempo y dinero dentro de los 12 meses por participar en viajes en crucero después de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La probabilidad de tomar un crucero es alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi intención de utilizar los servicios de cruceros para el próximo viaje de vacaciones después de COVID-19 es probable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tengo la intención de ir en un crucero lo antes posible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recomendaría viajes en crucero a mis amigos después de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considero el uso de servicios de crucero como mi primera opción para mis necesidades de viaje después de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me sentiría muy cómodo viajando en este momento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dada la situación actual, prefiero acortar la duración de mis posibles viajes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me siento más vacilante a viajar debido al riesgo de la pandemia de Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Caracterización Sociodemográfica

Responda las siguientes preguntas sobre sus características sociodemográficas.

1. ¿En qué grupo está tu año de nacimiento?

● Seleccione una de las siguientes opciones

- 1928 - 1945
- 1946 - 1954
- 1955 - 1964
- 1965 - 1980
- 1981 - 1996
- 1997 - 2004

2. ¿De qué país eres?

3. ¿Cuántos viajes internacionales hiciste en los últimos 5 años?

● Seleccione una de las siguientes opciones

- 1
- Entre 2 a 5
- Más de 5
- Otro

4. ¿Cuál es tu nivel académico?

● Seleccione una de las siguientes opciones

- Escuela Primaria
- Escuela Secundaria
- Bachillerato
- Postgrado
- Máster
- Doctorado

✳ 5. Indica tu situación profesional.

👉 Seleccione una de las siguientes opciones

- Empresarios con Asalariados
- Empresarios sin Asalariados
- Asalariado Fijo
- Funcionario Comercial o Administrativo
- Funcionario Público
- Pensionista/Jubilado
- Doméstico/Desempleado
- Estudiante
- Otro

✳ 6. En promedio, ¿cuál es su ingreso mensual neto?

👉 Seleccione una de las siguientes opciones

- Hasta 1000€
- Entre 1001 y 2000€
- Entre 2001 y 3000€
- Más de 3001€
- No tengo ingresos
- Otro

✳ 7. Indica tu género.

👉 Seleccione una de las siguientes opciones

- Masculino
- Hembra
- Prefiero no decir
- Otro

ATTACHMENT D

Questionnaire – French Version

Ce questionnaire vise à analyser les impacts de la pandémie de COVID-19 sur le tourisme de croisière et à comprendre comment ces impacts affectent le processus de prise de décision des touristes.

Il a été développé dans le cadre de la maîtrise en gestion du tourisme de l'Institut polytechnique de Viséu.

Votre collaboration est demandée pendant 10 minutes pour la remplir. Les données sont destinées à un usage académique uniquement et sont strictement confidentielles.

1. Avez-vous déjà fait une croisière dans votre vie?

Oui Non

1.3. Pourquoi n'avez-vous pas fait de croisière auparavant? Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Parce que cela ne convient pas beaucoup aux voyages en famille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce qu'il y a trop de fêtes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce qu'il y a des gens d'autres pays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que personne ne m'encourage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que ce sera une nouvelle expérience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que je n'aime pas les excursions à terre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que je n'aime pas les itinéraires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que ce n'est pas une expérience relaxante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que cela ne m'enrichira pas ou ne me stimulera pas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que je n'aime pas le luxe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que je n'ai pas ma place là-bas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que ce n'est pas un style de voyage pratique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que ce sont des voyages coûteux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce que je n'ai pas le temps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.4. Seriez-vous intéressé à faire une croisière à l'avenir?

ⓘ Veuillez sélectionner une réponse ci-dessous

Oui
 Non
 Peut-être

* 1. Avez-vous déjà fait une croisière dans votre vie?

Oui

Non

* 1.1. En quelle année, environ, a eu lieu votre dernière croisière?

ⓘ Seuls des nombres peuvent être entrés dans ce champ.

* 1.2. Combien de croisières avez-vous effectuées au cours des 5 dernières années?

ⓘ Veuillez sélectionner une réponse ci-dessous

- 1
- Entre 2 a 5
- Plus de 5
- Autre

Expériences Passées

Les questions de cette section visent à évaluer comment vous avez perçu votre expérience de croisière passée.

* 1. Veuillez tenir compte de la dernière croisière que vous avez effectuée lorsque vous répondez à la question suivante. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Le temps d'attente pour utiliser les installations sur le navire de croisière était trop long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le bateau de croisière était trop bondé pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai pu interagir avec ma famille et mes amis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voyager avec des compagnies de croisière était vraiment une joie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le niveau de service que j'ai reçu justifiait le prix que j'ai payé pour la croisière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La compagnie de croisière a été en mesure de satisfaire mes besoins à bord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La compagnie de croisière était très attentionnée sur mon bien-être à bord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perception des Risques - Tourisme de Croisière

Les questions de cette section visent à évaluer votre perception des croisières.

La perception du risque peut être décrite comme la perception du consommateur de la négativité globale d'un plan d'action basée sur une évaluation des résultats négatifs possibles et de la probabilité que ces résultats se produisent.

* 1. Les déclarations suivantes se rapportent à une éventuelle croisière que vous pourriez faire à l'avenir. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Le temps d'attente pour utiliser les installations sur les navires de croisière est trop long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les bateaux de croisière sont trop bondés pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Une croisière me donnera l'occasion de pouvoir interagir avec ma famille et mes amis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voyager avec des compagnies de croisière m'apportera de la joie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le niveau de service que je recevrai justifie le prix que je paie pour la croisière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La compagnie de croisière sera en mesure de satisfaire mes besoins à bord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La compagnie de croisière sera très attentive à mon bien-être à bord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perception des Risques - COVID-19

Les questions de cette section visent à évaluer votre perception de la COVID-19.

La perception du risque peut être décrite comme la perception du consommateur de la négativité globale d'un plan d'action basée sur une évaluation des résultats négatifs possibles et de la probabilité que ces résultats se produisent.

* 1. Les énoncés suivants concernent la corrélation entre le tourisme et la COVID-19. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Le tourisme est principalement responsable de la propagation du coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le tourisme sera massivement touché par le coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crains que les touristes ne transportent le virus dans mes environs proches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les voyages devraient être interdits afin d'éviter une propagation plus large du virus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actuellement, il est irresponsable de voyager vers des destinations avec des cas de coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me sens nerveux à l'idée de voyager en ce moment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voyager est risqué maintenant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 2. Les énoncés suivants concernent la perception du risque associé à la COVID-19. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Compte tenu de mon état de santé, je suis plus susceptible de contracter de nouvelles maladies infectieuses inconnues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'idée d'avoir une maladie infectieuse comme la COVID-19 est terrifiante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crains des pertes/effets économiques à long terme dus au fait d'être contracté par une maladie infectieuse inconnue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La COVID-19 est plus dangereuse que d'autres pandémies (N1-H1, SRAS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai peur parce que la COVID-19 est une maladie très effrayante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La situation actuelle concernant le coronavirus m'inquiète	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le coronavirus n'est qu'une nouvelle forme de grippe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je pense qu'il y a beaucoup d'alarmisme autour du coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'idée de souffrir de la COVID-19 me fait peur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ma sécurité financière serait menacée si j'avais la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 3. Les déclarations suivantes concernent la corrélation entre les Croisières et la COVID-19. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Les chances que je sois infecté par une nouvelle maladie infectieuse inconnue sont plus élevées si j'utilise des services de croisière après la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il est dangereux de faire une croisière en ce moment à cause de la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En raison de la COVID-19, les croisières devraient être évitées dès maintenant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les gens autour de moi semblent s'abstenir de faire une croisière en ce moment à cause de la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mes chances d'être contracté par la COVID-19 sont faibles si j'utilise les services de croisière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En raison de ma santé physique, je suis plus susceptible d'être infecté par la COVID-19 si j'utilise les services de croisière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Expériences de Croisière Après la COVID-19

Les questions de cette section visent à évaluer ce que vous pensez de la croisière dans une situation post-pandémique.

* 1. Les déclarations suivantes concernent la valeur que vous attribuez aux croisières. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
Je pense que les services de croisière seront toujours à un prix raisonnable comme avant la pandémie de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dans l'ensemble, les services de croisière resteront attrayants après la COVID-19, tout comme avant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'utilisation de services de croisière après la COVID-19 compensera ce qui me manque dans ma vie quotidienne pendant la période de pandémie de COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je pense que l'utilisation des services de croisière après la COVID-19 aurait encore des effets positifs sur l'industrie du tourisme et la société	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Les déclarations suivantes concernent la valeur que vous attribuez aux croisières. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
J'espère que les compagnies de croisière peuvent surmonter la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crois que la gestion de la santé des opérateurs de croisières est efficace et durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'espère que les compagnies de croisière assureront la sécurité des touristes lors de leurs voyages en croisière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crois que les croisiéristes connaissent bien la mise en œuvre d'une gestion efficace de la santé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ma confiance dans les services de croisière sera basée sur la fiabilité des mesures de sécurité des opérateurs de croisières	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pour moi, les croisières sont sûres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crois que les opérateurs de croisières prendront des mesures efficaces de protection de la santé pour assurer une bonne hygiène à bord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'espère que je serai vraiment bien pris en charge par l'opérateur de croisière si une épidémie devait se produire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je crois que l'opérateur de croisière sera en mesure de gérer toute urgence sanitaire de manière éthique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je n'ai aucun doute que l'on peut faire confiance aux voyages de croisière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Les déclarations suivantes concernent vos intentions futures de faire une croisière. Évaluez les énoncés suivants en fonction du niveau d'accord. (1= fortement en désaccord avec 5= tout à fait d'accord)

	1	2	3	4	5
J'ai l'intention d'utiliser les services de croisière après covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'économiserai du temps et de l'argent dans les 12 mois pour participer à des croisières après la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La probabilité de faire une croisière est élevée	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mon intention d'utiliser les services de croisière pour le prochain voyage de vacances après la COVID-19 est probable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai l'intention de partir en croisière dès que possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je recommanderais des croisières à mes amis après la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je considère l'utilisation des services de croisière comme mon premier choix pour mes besoins de voyage après la COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me sentirais très à l'aise de voyager en ce moment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compte tenu de la situation actuelle, je préfère raccourcir la durée de mes voyages potentiels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me sens plus hésitant à voyager en raison du risque de la pandémie de Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Caractérisation Sociodémographique

Répondez aux questions suivantes concernant vos caractéristiques sociodémographiques.

✳ 1. Dans quel groupe se trouve votre année de naissance?

📌 Veuillez sélectionner une réponse ci-dessous

- 1928 - 1945
- 1946 - 1954
- 1955 - 1964
- 1965 - 1980
- 1981 - 1996
- 1997 - 2004

✳ 2. De quel pays venez-vous?

✳ 3. Combien de voyages internationaux avez-vous effectués au cours des 5 dernières années?

📌 Veuillez sélectionner une réponse ci-dessous

- 1
- Entre 2 à 5
- Plus de 5
- Autre

✳ 4. Quel est votre niveau académique?

📌 Veuillez sélectionner une réponse ci-dessous

- École Primaire
- Collège
- Lycée
- Licence
- Maîtrise
- Doctorat

✳ 5. Indiquez votre situation professionnelle.

📌 Veuillez sélectionner une réponse ci-dessous

- Entrepreneurs
- Travailleurs Autonomes
- Employé Permanent
- Employé Commercial ou Administratif
- Fonctionnaire Public
- Retraités
- Domestiques/Chômeurs
- Étudiant
- Autre

✳ 6. En moyenne, quel est votre revenu mensuel?

📌 Veuillez sélectionner une réponse ci-dessous

- Jusqu'à 1000€
- Entre 1001 et 2000€
- Entre 2001 et 3000€
- Plus de 3001€
- Je n'ai pas de revenu
- Autre

✳ 7. Indiquez votre sexe.

📌 Veuillez sélectionner une réponse ci-dessous

- Homme
- Femme
- Je préfère ne pas dire
- Autre