



ITSA2022 CORPORATE ENTREPRENEURSHIP AND GLOBAL TOURISM STRATEGIES AFTER COVID-19

AN INVESTIGATION INTO POST COVID-19 TRAVEL INTENTION

Presenter Information

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Location

Gran Canaria

Participation

Attend the conference at Gran Canaria in person.

Type of Submission

Paper Presentation

Short Abstract

Tourism industry has been impacted severely by the contagious global pandemic Covid-19 (Coronavirus Disease). Travel patterns were heavily influenced by the media engagement and coverage of the pandemic, which resulted in a growing health-protective behaviour. The assessment of safety and risk, largely weighed down on the travel decisions and perceptions related to destination image. The key focus of this research is to understand the role of mediating factors in altering the relationship between destination image perception and, its influence on travel behaviour, post-Covid19 crisis. While the Protection Motivation Theory model forms the basis of the research, this study further proposes an adapted model that provides new insights on the mediating roles of media engagement in influencing tourist health-protective behaviour and travel intentions post Covid-19 pandemic.