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Residents' fresh start mindset and attitudes towards tourism after a natural disaster: The case of the volcano in La Palma

Abstract

Although past research on natural disasters has investigated tourists' perceptions and behaviours, few studies have explored residents' attitudes, motivations and mindsets in rebuilding a destination after a natural calamity. Building on consumer behaviour research, we examine the role of the fresh start mindset as a psychological mechanism for residents that must overcome the consequences of natural disasters in tourist destinations. We conducted a quantitative study using a survey with a sample of 460 residents of La Palma (Canary Islands, Spain) during the volcanic eruption of 2021. The results show that residents' fresh start mindset influences post-disaster tourism activities and shapes their perception of the positive and negative impacts of the tourism industry.

Keywords: fresh start mindset, residents, attitude, natural disaster

Introduction

Tourists, residents and destination managers must accept that the tourism industry may suffer a natural catastrophe caused by climatic events or natural forces, such as volcanoes, earthquakes, wildfires and tsunamis. As extreme events, natural calamities disrupt the movements of tourists and business activities and directly affect the economic sustainability of destinations and hospitality organisations (Adie, 2020; Rosselló et al., 2020).

In the academic tourism literature, research on risk management has focused on reconstruction activities after a natural, social, economic or health disaster (e.g., Bui & Saito, 2022; Faulkner 2001; Fuchs & Reichel, 2011; Kozak et al., 2007; Ritchie 2004; Yang et al., 2021). Scholars have thus aimed to understand how governments, local communities and organizations can construct narratives and actions to reduce tourists' perceived risks (e.g., Fuchs & Reichel, 2011; Kozak et al., 2007; Yang et al., 2021). Although the existing research on natural catastrophes analyses tourists' risk perceptions and behavioural patterns, academics and managers do not yet understand the role residents play in rebuilding a destination (e.g., Hajibaba et al., 2017; Tsai et al., 2016). Residents' attitudes, motivations and mindsets regarding how to deal with a natural calamity can be critical in comprehending whether a destination can effectively adapt its resources to overcome the catastrophic event (Hajibaba et al., 2017; Tsai et al., 2016). In this sense, a research question emerges around determining how residents' mindsets can help managers and policy-makers rebuild tourism activities after a natural disaster.

For tourism managers and policy-makers, examining residents' ability to adapt to extreme disruptions may lead to the development of more concrete actions to restore tourism activities and local lives (Hajibaba et al., 2017). For example, if residents of a tourist destination show a strong commitment to recovering their lives after a natural disaster, politicians should support them and integrate them as major players in the rebuilding of tourism activities. In this context, residents with a strong commitment to reconstruction might perceive tourism as a favourable activity and a source of economic benefits. Conversely, if people express a low level of interest in reconstruction, politicians and tourism managers could focus on promoting a transformative mindset to help them overcome the event as quickly as possible (Tsai et al., 2016).

Rebuilding strategies of destinations and their effects on recovery from a natural/social disaster have traditionally been analysed from an economic point of view and with quantitative secondary data (see Cheng & Zhang, 2020). Recently, Zhu and Dolnicar (2022) asked whether the tourism industry could take advantage of the opportunities provided by natural or social disasters. They thus conducted a content analysis to identify messages about recovery guidelines during the Covid-19 pandemic issued by tourism industry associations. Their results show an almost exclusive focus on restoring the pre-pandemic situation, even at the expense of taking a step back in terms of environmental commitments. Interestingly, this kind of approach to studying the industry does not consider tourists' or residents' perspectives as a force for change.

Missing from prior tourism research is a way to evaluate rebuilding strategies after a natural disaster from a resident's psychological perspective. We suggest that considering the psychology of residents after a natural catastrophe is an important starting point for tourism reconstruction policies. Hence, our goal is to understand the psychological reactions of residents when overcoming natural calamities in destinations that rely heavily on tourism. We base our theoretical discussion on the fresh start mindset (FSM) concept, which is centred on the belief that residents of tourism-dependent destinations can start anew regardless of past or present circumstances after suffering a natural disaster (Campbell et al., 2020; Price et al., 2018). In this sense, this study represents a novel approach to tourism and natural disaster research.

Empirically, our research focuses on residents affected by the Cumbre Vieja volcanic eruption in La Palma (Canary Islands, Spain) from September to December 2021. The eruption led to the evacuation of about 7,000 people and the destruction of roughly 3,000 homes (PEVOLCA, 2022). According to the regional government (Government of the Canary Islands, 2022), the damage caused by the volcano amounted to 982 million euros.

The FSM and natural disasters in tourist destinations

A fresh start refers to the idea that people can change multiple aspects of themselves and their behaviours and build different 'selves'. Recently, consumer behaviour scholars have introduced the FSM concept (e.g., Price et al., 2018; Strizhakova et al., 2021). According to this concept, a person can chart a new course in life, regardless of past or present circumstances (Price et al., 2018). The main theoretical premise behind the FSM is that products, services and brands can have transformative value and drive

behavioural changes, which transform lives and reinforce a new identity. The FSM has its roots in American culture, neoliberalist ideology and liquid modernity and is linked to the belief that people have an inherent ability to change, adapt to their life circumstances and transform themselves, thereby setting their lives on a new course (Price et al., 2018; Strizhakova et al., 2021).

From the American cultural milieu and neoliberalist ideology, the FSM is embedded in the belief that people can develop a self-management ability to produce a change in life at any time (Strizhakova et al., 2021). This ideological perspective reinforces the idea that social and economic development should be based on individuals' capacities, skills and self-motivation rather than only on governmental social and economic programs (Price et al., 2018). The expression of a strong FSM is reinforced during times of high uncertainty at the global scale, with reduced trust in governmental institutions and increased mobility in search of better opportunities. In essence, the FSM is a response that allows individuals to adapt to volatility and disruption and change their lives accordingly (Campbell et al., 2020). In line with the theoretical idea of liquid modernity (i.e., the condition of constant mobility and change in relationships, identities and global economics within contemporary society; Bauman, 2007), the FSM can be considered a fundamental descriptor of individuals' lives that are based on constant change (Price et al. 2018). In the consumption context, it is considered that people with a strong FSM are more open to new brands, have greater environmental awareness, express positive attitudes, and present a greater tolerance to threats or shocks in product and service markets (Strizhakova et al., 2021), such as natural disasters (Campbell et al., 2020).

Previous consumer behaviour research has demonstrated the nomological validity of the FSM among related but different constructs, for example, between the FSM and resilience (Price et al., 2018; Strizhakova et al., 2021). While resilience is linked to a positive attitude to overcoming obstacles (Smith et al., 2008), FSM is associated with transformation and goal setting to overcome obstacles. Conceptually, the FSM is associated with high-risk behaviours, which include trying new things and changing aspects of daily life. From an empirical point of view, Price et al. (2018) demonstrated the discriminant validity of both constructs (resilience and FSM), finding a positive and significant but relatively low correlation between them.

The literature on transformative tourism has focused on various aspects of people's self-transformation as a result of a holiday (e.g., Kirillova et al., 2017a, 2017b;

Reisenger, 2013, 2015). However, academics and managers still do not understand the link between the FSM and tourism. There is no evidence on the influence of the FSM on tourism nor on its role in the renewal capacity of the residents of a destination in crisis.

In this study, we propose that the FSM, which refers to the possibility to start over and begin again, regardless of circumstances, is integrated into tourism's ontology (i.e., what tourism means and represents for all the players involved) (De Souza Bispo, 2016). From a resident's perspective, the FSM and tourism activities are theoretically linked as an adaptive response to a natural threat that has severely impacted a destination (Campbell et al., 2020; Larson & Poudyal, 2012; Tsai et al., 2016; Tsao & Ni, 2015). As part of the adaptive process and recovery from a natural disaster, people are thought to draw on psychological mechanisms to help them cope and to dispense with normal behaviours and activities. In this context, one can expect that an even that produces a rupture between before and after may enhance an FSM (Campbell et al., 2020; Price et al. 2018). Thus, after a natural disaster, residents of a tourist destination may be more open to the idea of supporting and being part of the tourism industry than before the disaster. This means that residents may focus more on positive impacts of tourism (Nunkoo et al., 2013; Sharpley, 2014; Tsai et al., 2016; Xu & Fox, 2014), such as improvement of quality of life and the generation of business opportunities, than on negative tourism-related impacts, such as crowding and environmental problems.

We thus explore how, after a natural disaster, the residents of tourist destinations form their FSM to put their lives back on track and the elements that reinforce or limit this mindset. Based on this approach, we look at whether residents' FSM after a natural catastrophe affects their attitudes towards tourism activities as drivers for new beginnings.

Theoretically, we contend that having an FSM in the wake of a natural calamity is an inherent action linked to survival behaviour, which includes looking for a new job, restoring residential areas and deciding on new options to obtain social and economic resources. This means that tourist activities for residents can translate into opportunities for building a new life. In other words, residents can form part of the tourism industry as workers or entrepreneurs. Tourism activities could thus represent an essential driver for building a strong FSM among residents of a tourist destination following a natural disaster. In our approach, therefore, the FSM does not depend solely on consumer practices (Price et al. 2018). In contrast, we propose that the FSM can also arise in

extreme situations when people must invest resources and effort to carry on with their lives (Campbell et al., 2020).

In places where people mainly depend on tourism for their livelihood (e.g., island destinations), it is crucial to understand the FSM of residents and its influence on attitudes towards tourism activities to develop better recovery strategies after a natural catastrophe. This information can help hospitality managers and policy-makers generate more sensitive tourism activities and comprehend how residents can contribute to and benefit from recovery strategies (Hajibaba et al., 2017; Tsai et al., 2016).

Residents' FSM and their attitudes towards tourism

Residents' support and attitudes towards tourism activities have received ample attention in the literature (e.g., Nunkoo et al., 2013; Sharpley, 2014; Xu & Fox, 2014). Studies of residents' opinions and beliefs about tourism activities have established that individuals' attitudes concerning an object are an indicator of future behaviour towards that object (Nunkoo et al., 2013). In this regard, prior research has used social exchange theory (SET) to examine residents' attitudes regarding tourism activities. SET is considered one of the most significant theoretical contributions to research on residents' opinions concerning tourism development (Fredline & Faulkner, 2000; Gursoy et al., 2009). SET seeks to understand the exchange of resources between individuals and groups in an interactive situation (Ap, 1992). It suggests that individuals base their evaluation of an exchange on the relationship between costs and benefits. When people see that the expected benefits of the exchange outweigh the costs, they will participate in the process (Gursoy et al., 2010). In the context of tourism, SET indicates that if the residents of a tourist destination perceive that the expected benefits will outweigh the potential costs, they will be more likely to support tourism activities (Yolal et al., 2016).

After a natural disaster, such as the eruption of a volcano, the support of residents is key to the development of tourism activity and the restart of economic and social interactions (Tsai et al., 2016). However, determining which psychological factors predict residents' support for tourism activities remains an unsolved task. Drawing on the FSM literature (Price et al., 2018; Strizhakova et al., 2021), we suggest that a strong FSM aimed at achieving rapid reconstruction could be a significant indicator of positive (vs negative) attitudes towards tourism. Therefore, we expect a positive relationship between the FSM and residents' support for developing tourism

activities. This is because these activities can be perceived as opportunities to find a job or set up new businesses.

In line with our arguments, we consider that circumstances where residents are highly motivated towards new beginnings (i.e., expressing a strong FSM) enable managers and policy-makers to focus on implementing policies designed to encourage and accelerate tourism consumption. This effect is produced because residents may support tourism activities as a driving force for change and reconstruction. On the contrary, and in line with SET, a negative perception of tourism activities (e.g., of its environmental or social costs) may represent a minor problem for residents of a destination that has suffered a natural disaster (Yolal et al., 2016). Based on these arguments, we propose the following hypotheses:

H1: FSM is positively related to residents' perceptions of the positive impacts of tourism.

H2: FSM is negatively related to residents' perceptions of the negative impacts of tourism.

H3: FSM is a positive predictor of residents' support for post-disaster tourism activities.

In previous studies, the perceived impacts of tourism have been estimated using a two-dimensional approach that differentiates between benefits and costs (Boley et al., 2014; Gursoy et al., 2002; Gursoy & Kendall, 2006; Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2011; Wang & Chen, 2015). These investigations have shown that benefits and costs are valid indicators of residents' support for tourism development. Based on these arguments, the following hypotheses are proposed:

H4: The perceived positive impacts of tourism are positively related to residents' support for post-disaster tourism activity.

H5: The perceived negative impacts of tourism are negatively related to residents' support for post-disaster tourism activity.

The proposed theoretical model and the hypotheses are presented in Figure 1.

–Insert Figure 1 about here–

Methodology

Research context

La Palma, the most north-westerly of the eight islands of the Canary Archipelago, has an area of 708.32 km^2 and a population of 83,380 (Spanish National Statistics Institute, 2021). Since 2002, it has been recognised by UNESCO as a Biosphere Reserve. Tourism is one of the mainstays of the island's economy. The activity is characterised by multiple small-scale leisure and sports offerings centred on nature and the countryside. La Palma is of volcanic origin and still has several active volcanos. Over the past century, the island has suffered three volcanic eruptions (1949, 1971 and 2021). Between 19 September and 13 December 2021 (85 days), the Cumbre Vieja erupted with catastrophic consequences: 1,219 hectares of land were covered by lava; 2,988 homes were destroyed; 370 hectares of crops were lost; one of the most important tourist centres was cut off, as well as one of the most productive banana-growing areas; 73.8 km of roads were affected; and private and public infrastructures were damaged, affecting the provision of water, energy, data, healthcare and education (PEVOLCA, 2022).

To achieve this study's objectives, a self-administered online survey was carried out that targeted a representative sample of La Palma's population over 18 years of age. The answers were subjected to a screening with three indicators: time taken in answering, attention checks and straight-lining responses. Finally, a valid sample of 460 surveys was obtained. The information was gathered during October 2021, at the height of the eruption. Concerning the profile of those surveyed, 62% are female, 53% are between 18 and 35 years old, and 43% have university degrees. Regarding their occupations, 2% are entrepreneurs, 8% are self-employed, 2% are senior managers, 48% are employees, 30% are students, and 11% are unemployed. Of the total sample, 31% reside in the area affected by the eruption and 69% in the unaffected area.

Measurement variables

The FSM was measured as a reflective first-order construct adapted from Price et al. (2018). The measures of positive/negative impacts and attitudes towards post-catastrophe tourism were based on previous research (e.g., Garau et al., 2016; Garau et al., 2014; Gursoy & Rutherford, 2004, Gursoy et al., 2009; Nunkoo & Ramkissoon, 2010). These measures included four positive and negative impact formative

dimensions (economic, social, cultural and environmental) and an adaptation of the tourism activity support items. All the items were measured on a 7-point scale (1 = strongly disagree, 7 = strongly agree; see Table 1).

–Insert Table 1 about here–

Data analysis

To analyse the proposed theoretical model and test the hypotheses, we employed the Partial Least Squares technique (PLS-SEM), using SmartPLS software v.3.3.6 (Ringle et al., 2015). A first-order model was proposed where reflective (mode A) and formative (mode B) constructs coexist simultaneously, which supports the use of the PLS technique (Chin, 2010; Sarstedt et al., 2016). Furthermore, we verified that the sample size was sufficient for the analyses using the G*Power (Faul et al., 2009). As part of the modelling, we examined the following parameters: the variance inflation factor values (VIFs), to verify multicollinearity between the constructs; a test for common method bias (CMB); the reliability and validity of the constructs; the predictive capacity of the structural model; trajectory coefficients and confidence intervals; and, finally, the values of the standardised root mean square residual (SRMR) as an approximate model fit measure in PLS-SEM (Henseler et al., 2016).

Results

Descriptive analysis

Table 1 shows the descriptive analysis for the proposed model. Participants have a relatively strong FSM (mean values between 5.14 and 5.47). Likewise, support for tourism activities during the volcanic eruption is high, with mean values between 5.39 and 5.78. Regarding the perceived positive impacts of tourism, the values are at the midpoint of the scale, denoting no clear perceptions of the benefits that tourism brings to the island. Furthermore, we observe that the most positive perceived impact is the economic one (5.55), followed by the cultural (5.02), environmental (4.95) and social (4.19) ones.

Interestingly, the descriptive analysis also indicates that residents perceive low negative impacts from tourism activities. Participants rate relatively low perceived negative impacts from the environmental (3.38) and economic (3.66) components.

Negative social (2.60) and cultural (2.75) impacts show the lowest mean values in the descriptive analysis.

Measurement model

The results revealed a fit value of the SRMR model of 0.051, which is considered acceptable for PLS-SEM (Henseler et al., 2016). We found no issues with multicollinearity among the antecedent variables of each of the endogenous constructs, as all the VIF values are below 3. CMB was examined using Harman's single-factor approach (Podsakoff & Organ, 1986). A non-rotating factor analysis using the criterion of the eigenvalue greater than 1 revealed four factors that accounted for 66.2% of the variance. The first factor captured 35.5% of the variance. Since no single factor emerged and the first factor did not account for most of the variance, CMB does not appear to be a problem in our sample. For the reflective constructs, the reliability of the indicators was assessed by examining their loads (λ) with their respective constructs. All the item loads in the measurement model are greater than 0.70 (Carmines & Zeller, 1979). Similarly, all the values of composite reliability (Dijkstra & Henseler, 2015) are above the minimum cut-off point of 0.70 (Fornell & Larcker, 1981), and the latent variables show convergent validity since their average variance extracted (AVE) exceed 0.5 (Fornell & Larcker, 1981).

The discriminant validity criteria are also met according to the heterotrait-monotrait (HTMT) requirement of correlations (value of 0.49, below the limit of 0.85; Kline, 2011). Therefore, the measurement model is considered satisfactory as it provides sufficient evidence of convergent and discriminant validity. Regarding the formative constructs, all the items' VIFs are lower than 3.3 (Diamantopoulos & Siguaw, 2006). Therefore, no multicollinearity is observed among the indicators. The contribution of all the items to their respective constructs is significant. Economic benefits have the greatest influence on positive impacts (0.47), followed by environmental (0.34) and cultural (0.29) benefits. Social benefits contribute the least to construct formation (0.18). Concerning the negative impacts, environmental (0.55), economic (0.43) and cultural (0.33) costs contribute the most, while the contribution of social costs is insignificant.

Structural model

The relationships of the structural model were tested via bootstrapping procedures by analysing the significance of path coefficients using 10,000 subsamples (Hair et al., 2011). The confidence intervals were also analysed to assess the significance of the relationships (Henseler et al., 2009). The proposed model explains 38.9% (R^2) of residents' support for post-disaster tourism (see Table 2). Additionally, the Stone-Geisser test was used to measure the predictive relevance of the constructs (Geisser, 1975; Stone, 1974). The values of Q^2 are greater than zero, which indicates that the model has predictive potential.

As expected, the FSM has a positive and direct influence on residents' support for tourism activities (H3 is supported: β = 0.219, p < 0.001, f^2 = 0.068) and perceptions of the positive impacts of tourism (H1 is supported: β = 0.330, p < 0.001, f^2 = 0.122). Conversely, the FSM has a negative and direct influence on perceptions of the negative impacts of tourism (H2 is supported: β = -0.262, p < 0.001, f^2 = 0.074). Similarly, both the perception of the positive impacts (H4 is supported: β = 0.348, p < 0.001, f^2 = 0.153) and the perception of the negative impacts of tourism (H5 is supported: β = -0.256, p < 0.001, f^2 = 0.086) significantly influence residents' support for post-disaster tourism activity. These results support this study's hypotheses (H1–H5).

In a complementary analysis of the indirect effects produced in our model, the mediation exercised by the perceived impacts of tourism (positive and negative) between the FSM and the support for post-catastrophe tourism activities is significant (indirect effects β = 0.182; 95% CI = 0.137, 0.232). Specifically, the positive impacts' mediation between the FSM and support for tourism activities represents a greater relative weight on the total indirect effects ($\beta_{specific\ indirect\ effects}$ = 0.115; 95% CI = 0.078, 0.157) than the negative impacts of tourism ($\beta_{specific\ indirect\ effects}$ = 0.067; 95% CI = 0.040, 0.097).

Discussion

Focusing on residents' perspectives, our research generates a greater understanding of how people respond to external threats in tourist destinations. Analysing the volcano crisis in La Palma, we outline a psychological mechanism, based on the FSM, that can indicate whether residents of a destination express strong commitment to recovery

actions, using tourism activities as a medium for said goal. Our conceptual framework initiates a theoretical and empirical discussion around the FSM construct and its implications for crisis management in the tourism academic literature. In this regard, we explored the interplay between the FSM and social exchange theory (SET) to predict whether a strong FSM influenced residents' perceptions of positive and negative outcomes of tourism and their post-disaster support for tourism activities at the destination.

Conclusions

Catastrophes are unpredictable and inevitable, and their effects on tourist destinations are terrifying. However, in the face of natural and social threats, people can develop psychological mechanisms to overcome obstacles (Campbell et al., 2020). We observe that the capacity to start anew can be used to rebuild tourist destinations affected by a natural disaster. We link the need for new beginnings in tourist destinations after a natural disaster to residents' FSM. This "new start" for destinations and their residents allows us to re-interpret everyday economic and social dynamics towards a more socially and environmentally sustainable development of tourism activities. In particular, our research analyses the role of residents as motivators of change to help managers and policy-makers identify a better design for the tourism industry in the aftermath of a natural calamity.

Theoretical implications

This study extends prior knowledge on tourism research regarding destinations' rebuilding strategies after a natural disaster (e.g., Adie, 2020; Bui & Saito, 2022; Hajibaba et al., 2017; Rosselló et al., 2020; Tsai et al., 2016; Yang et al., 2021) by proposing a novel psychological approach from the residents' perspective. Specifically, we introduce the fresh start mindset (FSM) construct to understand the psychological reaction of residents when overcoming natural disasters in a destination. Residents' FSM is defined as the belief that inhabitants of tourism-dependent destinations can start anew regardless of past or present circumstances after suffering a natural disaster (Campbell et al., 2020). The results of this study suggest that the residents of La Palma expressed a strong FSM during the eruption of the Cumbre Vieja volcano. They also demonstrate that a strong FSM was linked to greater resident support for tourism

activities after the natural disaster, with better evaluations of the positive impacts of tourism and a diminished perceived concern about tourism's negative consequences.

In line with these findings, we extended the consumer behaviour conceptualization of the FSM (Price et al., 2018) to the tourism context, where extreme disruptions call for a resilient, adaptive and transformative mindset. Moreover, in keeping with prior consumer behaviour research, our work indicates that people who express a strong FSM are more open to making behavioural changes, show positive attitudes, and express a greater tolerance to shocks (Strizhakova et al., 2021), including volcanic eruptions (Campbell et al., 2020). Regarding SET, the results are consistent with the idea that both benefits and costs are valid predictors of residents' support for tourism development (Boley et al., 2014; Gursoy et al., 2002; Gursoy & Kendall, 2006; Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2011; Wang & Chen, 2015).

Managerial implications

For tourism managers and policy-makers, the FSM concept reinforces the idea that when residents show a strong commitment to recovering their lives after a natural disaster, integrating them as major players in rebuilding tourism activities seems the most efficient solution. In this context, residents with a strong commitment to reconstruction perceive tourism as a favourable activity and an opportunity to obtain economic benefits.

Conversely, if residents express low interest in reconstruction actions, our study recommends that tourism managers and policy-makers should focus on promoting a transformative and resilient mindset to help people overcome the event as quickly as possible. In this sense, our work opens future research lines related to understanding tourists' and residents' psychological mechanisms as a driving force in post-crisis reconstruction.

Although in this study we define the FSM as an innate characteristic of residents, it is plausible that this mindset can be stimulated through post-catastrophe tourism policies and marketing strategies. The FSM concept can help develop better crisis communication that focuses on the power of individuals to cope with bad situations and start over, thus avoiding pessimistic messages. In this regard, our findings suggest that tourism managers and policy-makers could help support residents after a natural disaster by helping them to develop a strong FSM via commercial and political actions, reducing barriers and creating new possibilities for residents to be part of the

tourism industry. For example, from the market perspective, tourism and hospitality companies could give preference to residents in recruitment processes. From the governmental perspective, local policy-makers could implement tourism policies that facilitate residents who wish to offer their homes as accommodation for tourists during the recovery period.

Limitations and future research

Research on the FSM concept is still in its infancy, and multiple elements associated with it in the tourism context should be addressed in future studies. First, although we introduced the FSM notion in the tourism literature, we did not evaluate it in a scenario that was not affected by a natural disaster. Future research on what the FSM means for tourists and residents in a non-crisis context could help establish this construct as part of tourism's ontology and delineate its conceptual relationships with transformative tourism research and tourist/resident behaviour.

Second, residents' FSM can be analysed using a longitudinal research design that compares pre- and post-natural disaster phases. This analysis may reveal whether the FSM changes over time. Indeed, the data collection in this study was carried out during the eruptive process. Hence, although we can provide guidelines on how to approach residents' FSM during the catastrophe, future studies should test residents' FSM during and after natural disasters.

Third, our model's predictive capability is acceptable in the social sciences (Chin, 1998; Falk & Miller, 1992; Hair et al., 2017), and it provides a moderate explanation for the variance of the dependent variable (i.e., support for post-disaster tourism). However, future studies on residents' FSMs should examine alternative models based on more theoretical approaches, such as transformative experiences in tourism (e.g., Kirillova et al., 2017a, 2017b; Reisenger, 2013, 2015; Wijesinghe, 2022), which may be related to the FSM.

Finally, the FSM concept can also be analysed from the tourist's perspective. Future studies could explore how the FSM is described by tourists and which marketing strategies enhance the FSM and affect tourists' downstream attitudes and behaviours. Overall, this study opens the door to future research that seeks to understand the inherent mechanisms of the FSM and how to activate it in the tourism consumption context.

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Table 1. Descriptive analysis and measurement model evaluation results

Reflective Mode A constructs		Mean	SD	Coefficients	Reliability	Extracted Variance
FSM	Residents' fresh start mindset				0.91	0.78
FSM1	I have the strength to start anew and overcome difficulties, no matter how great they may be.	5.47	1.30	0.90		
FSM2	I always have hope of a better future when faced with major difficulties and can quickly overcome sadness.	5.25	1.36	0.88		
FSM3	I bounce back quickly from major setbacks and failures.	5.14	1.32	0.88		
APV	Support for post-catastrophe tourism				0.86	0.68
V2_APV1	Related tourism activities should be reinforced following the volcanic eruption.	5.78	1.37	0.85		
V2_APV2	Volcano-related tourism will be very beneficial for the island in the future.	5.70	1.34	0.85		
V2_APV3	Tourism must continue being a priority for the island.	5.39	1.54	0.77		
Formative Mode B constructs		Mean	SD	Weights	Significance	VIF
PI	Positive impacts					
ECON_positives	Tourism contributes significantly to the economic development of La Palma by raising the level of income and generating employment opportunities.	5.55	1.42	0.47	***	1.50
SOC_positives	Thanks to tourism, there are improvements in healthcare, education and in the basic services of daily life on La Palma.	4.19	1.54	0.18	*	1.49
CUL_positives	Tourism favours and helps maintain traditions and leads to an improvement in the knowledge and understanding of different cultures.	5.02	1.45	0.29	**	1.59
ENV_positives	The tourist activity in La Palma is respectful with the environment and thanks to tourism natural spaces have been maintained and protected.	4.95	1.46	0.34	***	1.47
NI	Negative impacts					
ECON_negatives	Tourism in La Palma produces precarious and low-quality jobs and raises the cost of living.	3.66	1.65	0.42	***	1.40
SOC_negatives	Tourism in La Palma brings problems of civil insecurity to the island (more crime, more robberies, vandalism, etc.) and a loss of tranquillity and quality of life.	2.60	1.49	0.00	*ns*	1.49
CUL_negatives	Tourism on La Palma is causing the loss of identity and culture and makes one feel like a stranger on one's own island.	2.75	1.58	0.33	**	1.62
ENV_negatives	Tourism on La Palma causes significant pollution problems, the deterioration of natural spaces and an over-consumption of natural resources such as water.	3.38	1.65	0.55	***	1.50

Notes. * $p < .05$; ** $p < .01$; $p < .001$; *ns* = non-significant; VIF = variance inflation factor

Table 2. Hypotheses, variance decomposition and Q^2 redundancy test results

Hypotheses	Relation	Coefficients	Significance	*t*	Confidence interval	Hypothesis Supported	Correlations	R^2	Q^2	f^2
Post-disaster support for tourism								*0.389*	*0.255*	
H3	FSM → ST	0.219	***	4.756	[0.149; 0.300]	Yes	0.400	0.088		0.068
H5	NI → ST	-0.256	***	5.670	[-0.324; -0.176]	Yes	-0.460	0.118		0.086
H4	PI → ST	0.348	***	7.036	[0.262; 0.425]	Yes	0.528	0.184		0.153
Positive impacts								*0.109*	*0.061*	
H1	FSM → PI	0.330	***	6.942	[0.239; 0.397]	Yes	0.330	0.109		0.122
Negative impacts								*0.069*	*0.028*	
H2	FSM → NI	-0.262	***	5.246	[-0.336; -0.171]	Yes	-0.262	0.069		0.074

Notes. ***$p < .001$

Figure 1. Conceptual model

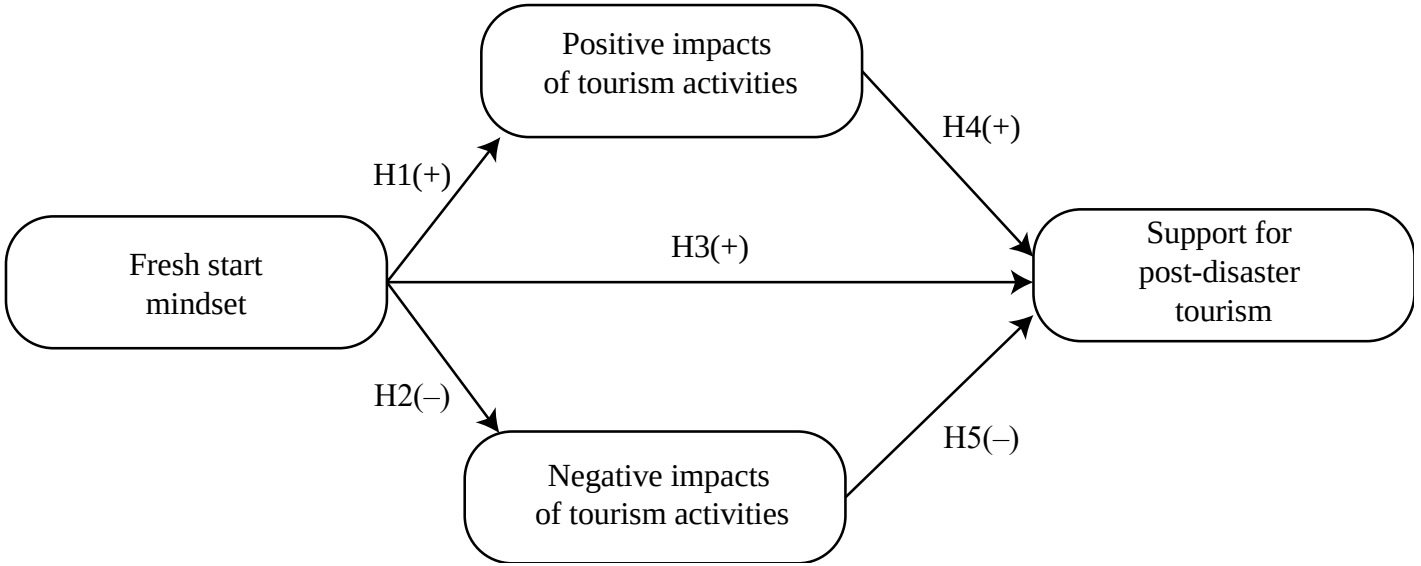
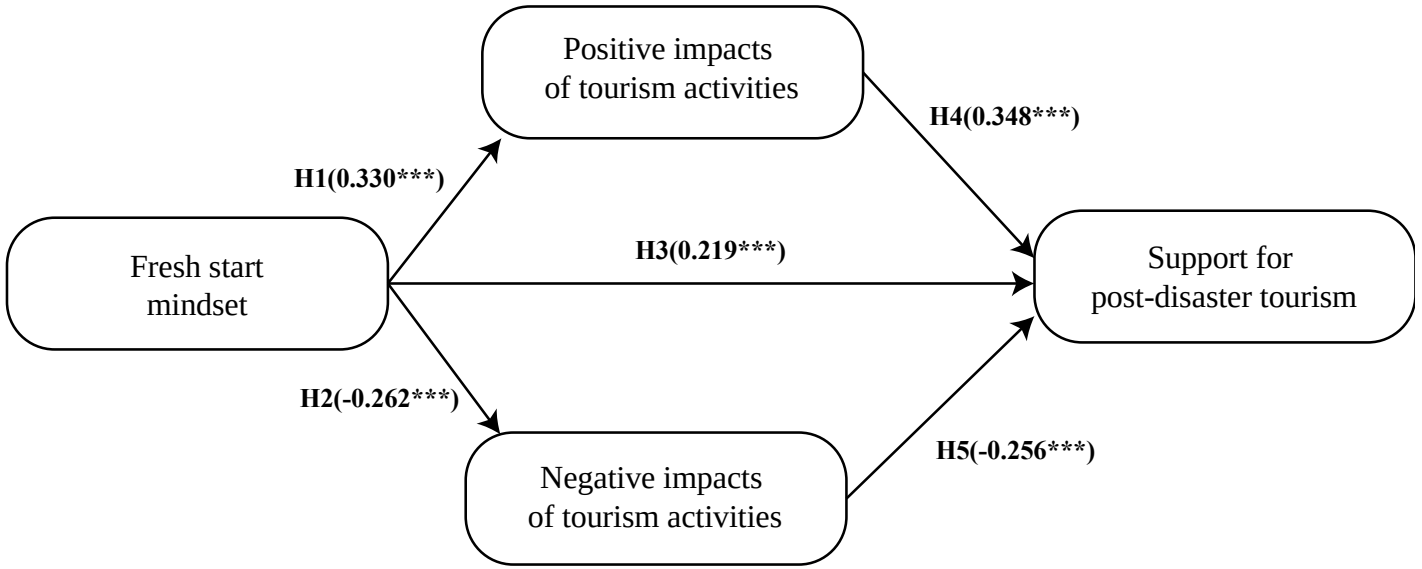


Figure 2. Theoretical model results



Note. *** $p < 0.001$