# Examining the Impact of Tourist Resilience on Destination Brand Love and Destination Brand Equity in Post Pandemic Era: Evidence from Malaysia

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**ABSTRACT**

This study investigates the impact of resilience behaviour on destination brand love and equity in post-pandemic tourism. Drawing from the concept of destination brand love and the psychological resilience of travellers, the study uses a second-order factor analysis and structural equation modelling approach. A total of 357 responses were collected using field survey questionnaires and analysed using Smartpls version 4.0. Results show that destination brand love positively influences destination brand equity, but resilience behaviour moderates these effects. The findings indicate that DMOs need to carefully review their marketing communication and destination brand management strategies from current tourism business perspectives. The concept of brand love that encompasses the multidimensional concept of destination brand love and the theory of resilience behaviour comprehends the theoretical bas is to explain the influence of resilience behaviour on destination brand love and destination brand equity.

**Keywords**
Destination brand love, Destination brand equity, Tourist resilience, Tourism marketing

## Introduction

The pandemic impact has reshaped the consumption behaviour in the tourism sector. According to Goretti & Leigh (2021), consumers in Asia and the Pacific regions are likely to resume their purchases in particular travels; however, they are consuming more consciously and responsibly. For example, Gilchrist (2023) found the majority of Chinese holidaymakers are focusing on the travel opportunities in their own country. Chen et al. (2023) survey shows overall Chinese consumers are becoming savvier, informed, and have higher expectations for products and services.

The anticipated slowdown in global economic growth, driven by tariffs, high inflation, strict monetary policies, and limited credit availability (World Bank Group, 2023; Organisation for Economic Co-operation and Development (OECD), 2023; World Economic Forum, 2023), is expected to negatively impact the tourism industry. The OECD's 2020 Tourism Paper highlights that the tourism sector has been one of the most severely affected by the pandemic and the ongoing economic challenges. As a result, the OECD stresses the importance of not only prioritizing the recovery of the tourism sector but also ensuring that it is more sustainable and resilient moving forward.

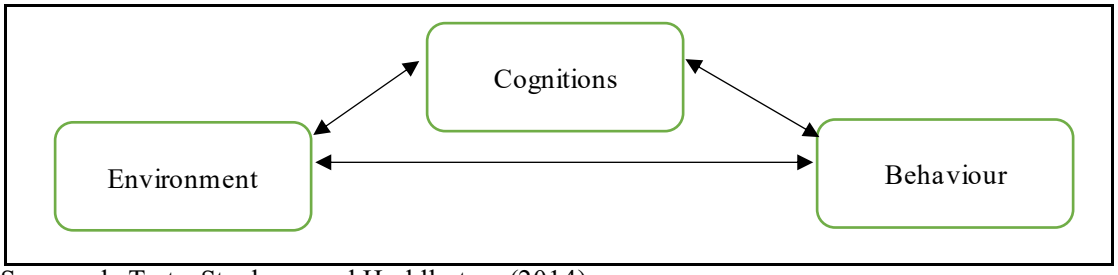
In order to succeed in the current unpredictable and fast-changing business landscape, the tourism industry needs to consistently evaluate the potential effects of future crises and discover new ways to adapt to the changing travel environment. As international tourism begins to stabilize in mid-2023, the OECD (2020) has identified several essential priorities for the sector: rebuilding traveller confidence, fostering collaboration both domestically and internationally, and, crucially, establishing a more resilient and sustainable tourism framework to better handle future unprecedented challenges. In light of significant crises, past research has underscored that resilience is a vital component of sustainability (Calgaro, Lloyd & Howes, 2014). The study of resilience and sustainability has gained traction following major crises such as the SARS outbreak in 2002 and the Indian Ocean tsunami in 2004, which underscored the importance of enhancing the tourism sector's resilience (Calgaro, Howes & Lloyd, 2014)
The recent COVID-19 pandemic has highlighted the vulnerability of the tourism sector. Therefore, it's crucial for current managers to identify the appropriate actions to take both before and during a disruption, as well as the timing

for these measures. If tourism operators do not effectively prepare for and respond to uncertainties, it can impede the industry's recovery (Gottschalk et al. 2022).

To date, the majority of studies in the post-pandemic era have primarily focused on macro perspectives of the tourism sector, such as reviving the tourism industry, recovery and sustainability, and the well-being and resilience of tourism (see Sharma, Thomas, & Paul, 2021; Orindaru et al., 2021; Pocinho, Garces, & Jesus, 2022). However, there remains a significant gap in understanding the psychological vulnerabilities of returning tourists. On a global scale, the COVID-19 pandemic has not only severely impacted the tourism industry but has also profoundly affected the mental well-being of potential visitors.

According to Gottschalk et al. (2022), recent disasters and pandemics have led to a decline in tourism, attributed not only to travel restrictions but also to increased safety concerns and risk perceptions among travellers. Tourists tend to implement risk-reduction strategies that influence their travel decisions, focusing on safety by avoiding high-risk destinations and minimizing exposure to potential dangers. A study on the psychological impacts of travel behaviour in post-COVID-19 indicated that travellers encountered considerable psychological challenges, such as fears of quarantine and infection, discomfort in crowded places, and an overall inclination towards caution, anxiety, and nervousness (Singh et al., 2022). Gottschalk et al. (2022) emphasize the importance of understanding the psychological factors related to tourists' cognitive resilience, as overlooking these aspects could hinder the recovery of travel destinations.

Theoretically, psychological resilience can be explained through the combinations of the components of cognition, behaviours and environmental factors (de Terte, Stephens and Huddleston, 2014). Figure 1 below, illustrate the interactions between environment, cognition and behaviour.




Source: de Terte, Stephens and Huddleston, (2014)

**Figure 1.** The 3-part model of psychological resilience

From a health psychology viewpoint, de Terte, Stephens, and Huddleston (2014) noted that cognitive processes, such as adaptive coping, are crucial for fostering resilience. These processes enable individuals to reframe their ability to manage stress and mental health challenges by utilizing environmental factors like social support and behavioral factors such as adaptive health practices.

Model adoption is a widely used approach in scale development research to assess criterion-related validity across different fields of study. Applying a health psychological model to analyse how tourist resilience impacts destination brand love and destination brand equity can provide insights into the extent of the effects and harm caused by the prolonged pandemic crises, as well as the potential measures to address those impacts. In this context, health psychological model provides an integrated and systematic view to explain the cause, effects and benefits of a tourism environmental changes that will likely to impact the psychological stage of visitors in deciding their travelling behaviour. Based on the tourism destination operators' information needs especially in the crisis period, health psychological conceptualised three parts of psychological resilience to provide contextual insights by defining (a) destination brand love within the environmental context as a positive influence, (b) tourist resilience in the cognitive context as a form of adaptive coping, and (c) destination brand equity in the behavioural context as reactions to elements of brand equity, including brand awareness, brand image, brand quality, and brand loyalty.
By examining the influence of tourist resilience on current destination brand love and brand equity through the lens of tourist psychological resilience, the proposed model aims to, 1) enhance the comprehensive understanding of sustainable destination brand appeal and destination loyalty in the post crisis period, 2) enrich our systematic

understanding of how resilience factor could alter travellers' appeal toward the destinations they loved in the context of environmental changes. Furthermore, the outcomes of analysing resilience behaviours can shed light on the adaptability and relevance of destination brand love. In practical terms, the insights gained from this research should offer destination marketing organizations important information regarding the advantages and changes in tourist behaviour resulting from natural or man-made disasters

## Literature Review

### Destination Brand Love

Batra, Bagozzi and Ahuvia (2012) identified specific factors influencing brand love formation, such as functional quality, craftsmanship, and practicality, suggesting that this love develops over time based on these elements. Aro et al. (2018) highlighted that a brand's significance in consumer feelings is reflected in the time spent engaging with and thinking about it, indicating that positive experiences with a brand are crucial for fostering brand love. Research by Long, Tolbert and Gammoh (2012) found that positive service experiences enhance brand love, while Roy et al. (2013) noted that emotional brand experiences contribute to it, and Albert & Merunka (2013) identified trust and quality as essential factors. Tourism scholars have recently applied the concept of brand love to destinations, though there is no established definition for destination brand love. Most studies adapt the general notion of brand love as the emotional attachment of satisfied consumers to a particular place, such as a tourist destination (Aro et al., 2018), or the emotional connection that inspires affection for a town (Ardyan and Susanti, 2018).

The reviews indicate that destination or city brand love is influenced by specific antecedents, as highlighted in various studies, including those by Ardyan and Susanti (2018), Aro et al. (2018), Amaro et al. (2020), Seyyedamiri et al. (2021), Sadeque et al. (2022), and Ghorbanzadeh et al. (2023). Ardyan and Susanti (2018) emphasized that memorable experiences in city branding lead to increased city brand love. This finding was echoed in Shafiee et al. (2021), where memorable experiences significantly impacted tourists' cognition, emotions, and evaluations, ultimately fostering destination love. Additionally, Amaro et al. (2020) identified that place experiences play a critical role in influencing destination brand love, and Ghorbanzadeh et al. (2023) confirmed that memorable city brand experiences directly contribute to city brand love. Memorable experiences encompass enjoyable tourism moments that evoke feelings of hedonism, novelty, meaning, involvement, refreshment, local culture, and knowledge (Kim et al., 2012; Kim 2014). According to Kim et al. (2012), these experiences are strong predictors of an individual's desire to revisit similar destinations.

Recent research has also established a direct relationship between destination attractiveness and destination brand love (Ghorbanzadeh et al., 2023). Reitsamer et al. (2016) defined destination attractiveness as encompassing elements like accessibility, amenities, scenery, and local community perception, which satisfy tourists' needs. Leading studies on destination attractiveness, such as those by Benckendorff and Pearce (2003), Reitsamer et al. (2016), and Mikulic et al. (2016), have primarily examined its connection to tourist motivation, destination attachment, and competitiveness. Shafiee et al. (2021) found that destination attractiveness significantly affects tourists' cognition, emotions, and evaluations, leading to destination love. Similarly, Ardyan and Susanti (2018) noted that city brand attractiveness has an indirect influence on city brand love, while Aro et al. (2018) highlighted its role as an antecedent to place attachment and destination brand love. Notably, Ghorbanzadeh et al. (2023) reiterated that city brand attractiveness is a direct precursor to city brand love.

Research has shown that destination dependence is a significant factor influencing destination brand love (Aro et al., 2018). This concept refers to the aspects of a city that are beyond the control of marketers, including the facilities and services provided by local administration (Sadeque et al., 2022). Sadeque et al. (2022) identified that place dependence arises when individuals have a favourable evaluation of the functional or physical characteristics of a location. Their findings indicated that city dependence has a notable impact on both city satisfaction and city brand love. While earlier studies rarely connected place dependence to destination love, recent research by Aro et al. (2018) and Sadeque et al. (2022) has empirically established that city dependence is a crucial factor in the development of destination or city brand love.

Recent research by Ghorbanzadeh et al. (2023) has shown that identification with a destination or city significantly influences city brand love. Tourism scholars typically draw on three key theories to explore destination, place, or city identification: self-identity theory, social identity theory, and social exchange theory (see Hultman et al., 2015; Sadeque et al., 2020; Sadeque et al., 2022; Wang and Chen 2015). The study of place identification includes two main dimensions: how residents identify with their city and how tourists identify with a destination. From the perspective of tourism, place identification reflects the degree to which tourists feel a sense of connection and emotional attachment to a destination. Past research has linked destination identification to intentions to revisit, support for tourism initiatives, and tourism policies (Wang & Chen, 2015; Dredge & Jenkins, 2003). However, it is only recently that scholars have explicitly connected city or destination identification to city brand love (Ghorbanzadeh et al., 2023). Shafiee et al. (2021) found that the cognitive, affective, and evaluative components of destination identification positively affect destination love, while Aro et al. (2018) highlighted the relationship between identification and the concept of brand love in destinations.

City social bonding has recently been identified as an important factor influencing city brand love (Sadeque et al., 2022). This concept refers to the connections formed among residents through their interpersonal interactions (Sadeque et al., 2022; Sadeque et al., 2020; Ramkissoon et al., 2013). In the context of tourism, Wen et al. (2021) described social bonding as the experiences of social interaction with the local community. Notably, before the work of Sadeque et al. (2022), no research had directly connected city social bonding to the concept of destination or city brand love. It appears that the idea of place bonding is closely related to place attachment, as demonstrated by Scannell & Gifford (2017), who defined place attachment as a cognitive-emotional connection to a significant location, and Krolikowska et al. (2019), who noted that social bonds involve attachment. Ramkissoon et al. (2013) identified place social bonding as a sub-dimension of place attachment. Historically, place social bonding has been viewed as an independent factor contributing to city brand love (Sadeque et al., 2022). Based on the insights from Ramkissoon et al. (2013), it can be inferred that social interactions between tourists and local communities can foster strong communal bonds, leading to positive social experiences and serving as a significant predictor of destination brand love.

## Destination Brand Equity

Brand equity has become a key indicator of brand performance, recognized over the past thirty years in marketing literature as an intangible asset that enhances company performance (Joen, 2017). Originally defined by Aaker (1991) as "a set of brand assets and liabilities associated with a brand, its name, and symbol that can either increase or decrease the value offered by a producer or a product/service to a business and/or its customers" (Kladou et al., 2015; Kladou & Kehagias, 2014), brand equity includes brand awareness, perceived quality, brand associations, and brand loyalty. Tourism researchers have applied this concept to evaluate destination brand equity, assessing various aspects of destination performance such as travelers' intentions to visit (Ferns and Walls, 2012), loyalty to destinations (Pike and Bianchi, 2013), tourist satisfaction and loyalty (Martin et al., 2018), intentions to travel (Chi et al., 2020), and intentions to revisit (Rahman et al., 2022).

Various frameworks have been employed to assess destination brand equity. Konecnik and Gartner (2007) identified brand quality, brand loyalty, brand awareness, and brand image as their measurement dimensions. Pike (2007) focused on brand awareness, brand image, and brand loyalty. Ferns and Walls (2012) included brand awareness, brand quality, brand image, and brand loyalty in their approach. Jamilena et al. (2016) expanded their framework to include brand awareness, brand quality, brand image, brand loyalty, and brand value. Dedeoglu et al. (2018) further included brand trust and brand satisfaction in their measurements. Chi et al. (2020) noted that measuring brand equity in tourism destinations is complex, as the individual components can vary based on the destination's tangible and intangible characteristics. Despite the variety of dimensions used, assessments by Jamilena et al. (2016) and Dedeoglu et al. (2018) revealed that most frameworks are based on the core four dimensions: brand awareness, brand quality, brand image, and brand loyalty.

## Tourist Resilience and Travel Pattern

Gottschalk et al. (2022) defined a resilient tourist as "an individual outside their usual social and physical environment who is able to demonstrate control and coherence in the face of a disaster event by negotiating and adapting to adverse circumstances and situations".
Gottschalk et al. (2022) highlighted that while some tourists may demonstrate resilience when faced with unforeseen changes or difficulties during their trips, the level of resilience can vary based on the severity of the challenges, the broader tourism context, and the support offered by tourism operators. Gottschalk et al. (2022) further asserted that the concept of destination resilience may depend on individual tourist behaviours during times of adversity. This perspective was evidenced by the recent COVID-19 pandemic, during which tourists quickly adapted their travel patterns, such as shifting from international to domestic travel.

The cognitive response to resilience framework suggests that travellers are likely to continuously process information to evaluate their current tourism situations, which influences their travel decisions regarding whether their actions are suitable or not.

## Proposed Conceptual Model and Hypotheses

Our proposed research model as below. First, we examine the formative construct of destination brand love as the environment context where it exerts positive support to destination appeal and loyalty. Second, we examine the tourist resilience behaviour as the cognitive context where it measures the adaptive coping towards the pandemic travel challenges. Lastly, we examine the moderating effects of tourist resilience behaviour on their behavioural responses towards destination brand equity. Figure 2 below, illustrate our proposed conceptual framework.

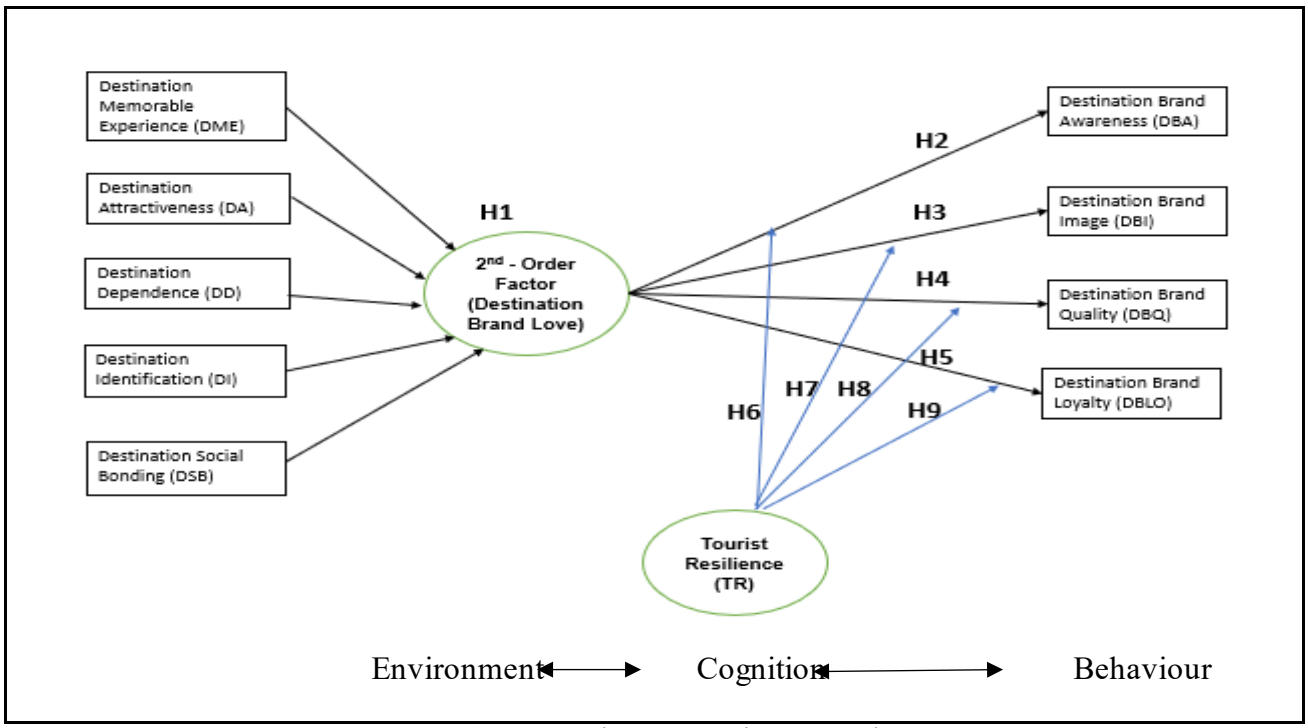



**Figure 2.** Proposed Conceptual Framework

## Destination Brand Love: A Multi-Dimensional Second-Order Formative Construct

Our review suggests that destination brand love is a multidimensional construct consisting of destination memorable experiences, destination attractiveness, destination dependence, destination identification, destination social ties, etc. Each construct inherits different concepts and reflects different underlying determinants of destination brand love. From a research perspective, each construct was adopted as antecedent of destination love, but whether these formative antecedents accurately represent destination brand love remains to be demonstrated. Based on the above, the following hypotheses are proposed:

> **H1**: Destination brand love is a second-order factor, comprised of the sub-dimensions of destination memorable experience, destination attractiveness, destination dependence, destination identification, and destination social bonding.

**Relationship between destination brand love and destination brand awareness**

Brand awareness refers to a consumer's ability to recognize and remember a brand (Chi et al., 2020; Kim and Lee, 2018). As noted by Chi et al. (2020), brand awareness is crucial for influencing tourists' travel intentions. Dedeoglu et al. (2018) further explain that awareness of a destination's brand can positively affect tourists' perceptions of its image and quality. However, during crises, individuals tend to prioritize their own well-being and that of their families and communities, often seeking reliable information from trusted media sources (Balis, 2020). In the aftermath of the pandemic, travellers will be on the lookout for updates from their favourite destinations regarding border policies, vaccination guidelines, daily COVID-19 case numbers, health declarations, social distancing measures, and other immigration requirements. It is anticipated that travellers will be particularly attentive to announcements from their preferred destinations. Consequently, we propose that a strong emotional connection to a destination brand will enhance its awareness. Therefore, we suggest the following hypothesis to explore this relationship.

> **H2**: In the post pandemic period, destination brand love exerts higher destination brand awareness

**Relationship between destination brand love and destination brand image**

Gartner and Ruzzier (2011) defined destination brand image as the qualities that individuals expect a destination to have. They noted that this image serves not only to raise awareness but also to mitigate risks associated with visiting lesser-known destinations, helping to counteract negative portrayals in the media. Research has shown a significant correlation between city brand image and emotional attachment (Manyiwa et al., 2018). Additionally, Hassan and Soliman (2021) identified two perspectives on how a destination's reputation relates to crises: a crisis can damage a destination's reputation, but a strong reputation can help mitigate negative effects. During the pandemic, tourism destinations faced challenges due to negative news about COVID-19 infection rates, mortality, and variants, resulting in a sharp decline in visitor numbers and spending (Rasoolimanesh et al., 2021). As the pandemic subsides, destinations must work to rebuild their brand image to encourage travellers to return. Effective pandemic management and preparedness will enhance travellers' trust and support, thereby improving the destination's image. Furthermore, research on brand love suggests that a brand that is well-loved can more easily recover from failures and withstand negative publicity (Wallance et al., 2014; Bairrada et al., 2018; Bauer et al., 2009). Thus, we propose that destination brand love positively influences destination brand image, leading to the following hypothesis.

> **H3:** In the post pandemic period, destination brand love exerts favourable destination brand image.

**Relationship between destination brand love and destination brand quality**

Kim and Lee (2018) defined perceived quality as consumers' assessment of a product's overall excellence. Konecnik and Gartner (2007) pointed out that incorporating quality into a destination is particularly challenging, as tourists evaluate a destination based on a mix of products, services, and experiences. Moreover, the standards of quality can vary based on travellers' experience levels (Chi et al., 2020). Expanding on Konecnik and Gartner's perspective, Chi et al. (2020) characterized destination brand quality as the environmental factors of a destination that can meet or surpass travellers' expectations.

Research on brand love has consistently shown that factors like service quality, product quality, and positive brand experiences significantly contribute to the affection for a destination brand (Aro et al., 2018; Ardyan and Susanti, 2018; Amaro et al., 2020; Shafiee et al., 2021). However, in the context of post-pandemic tourism, the global lockdowns

during the pandemic may have changed how tourists perceive the quality of a destination. Tourists are now expected to prioritize not just the products, services, and experiences offered, but also the destination's preparedness and safety measures against viral infections. According to Rahman et al. (2022), the COVID-19 pandemic has notably shifted tourists' expectations, leading them to seek professional service delivery that minimizes travel risks and emphasizes higher standards of safety, hygiene, and infrastructure at destinations.
Despite the potential downsides, there is a widespread recognition of the strong connection between brand quality and brand love. Additionally, a brand that is well-loved tends to benefit from brand forgiveness and is less susceptible to negative influences. Therefore, we anticipate that destination brand love will enhance the perceived quality of the destination brand. To evaluate this relationship, we propose the following hypothesis.

**H4:** In the post pandemic period, destination brand love exerts higher perceived destination brand quality

**Relationship between destination brand love and destination brand loyalty**

Brand loyalty serves as the foundation for consumers' intentions to make repeat purchases of a specific brand or service (Kim and Lee, 2018). The literature on brand love consistently supports the positive correlation between brand love and brand loyalty (Carroll and Ahuvia, 2006; Bergkvist and Larsen, 2010; Kang 2015). Additionally, Aro et al. (2018) identified clear evidence of destination brand love influencing both emotional and behavioural aspects of attitudinal loyalty. In the aftermath of the Covid-19 pandemic, there are significant signs that travellers' evaluations of destinations and their loyalty behaviours have shifted (Herrero-Crespo et al., 2022; Cruz-Milan 2023). Nevertheless, we expect that the established connection between brand love and brand loyalty will continue to hold. The bond consumers form with brands is often intense; for instance, Aro et al. (2018) noted that visitors experience distress at the thought of being unable to return to a beloved resort. Therefore, to explore the relationship between destination brand love and destination brand loyalty in the post-pandemic context, we propose the following hypothesis.

**H5:** In the post pandemic period, destination brand love exerts higher destination brand loyalty.

**Tourist resilience as the moderator**

Previous research has shown that destinations that foster emotional connections with tourists can significantly enhance their intention to return, promote positive word-of-mouth, and increase recommendations (Amaro et al., 202). This emotional attachment also leads to greater tolerance for any shortcomings, a willingness to invest time, money, and effort, and a stronger resilience to negative experiences and information (Amaro et al., 2020; Aro et al., 2018; Swanson, 2015).

However, the COVID-19 pandemic has altered traveller behaviour, making them more cautious and focused on health and hygiene due to fears of infection and new variants. These shifts in behaviour may affect how travellers emotionally connect with their favourite destinations. According to Matiza (2022), perceived risks, particularly related to health, can significantly impact tourists' evaluations of a destination and their travel intentions, underscoring the importance of perceived health risk in contemporary travel decision-making.

Firstly, we suggested that travellers will be constantly expecting new information coming from the destinations they love. Relevant information such as border control, vaccination requirements, daily cases resurgence, health declarations, social distancing rules and other specific destination immigration requirements will be sought, hence exerting higher destination brand awareness. In this context, we hypothesize travellers' psychological resilience will influence their awareness behaviour.

**H6:** Tourist resilience moderates the relationship between destination brand love and destination brand awareness

Second, we suggested that a destination's readiness and an efficient pandemic management system can improve its image. Furthermore, a strong affinity for the destination will foster resilience against negative influences. In this

context, we hypothesize travellers' psychological resilience will influence their perception of a favorable destination brand image.

**H7:** Tourist resilience moderates the relationship between destination brand love and destination brand image

Third, we suggested that the link between destination brand love and destination brand quality will remain intact in post post-pandemic period. Travelers are likely to perceive their loved destinations will uphold their brand quality. In this context, we hypothesize travellers' psychological resilience will influence their perceived destination brand quality.

**H8:** Tourist resilience moderates the relationship between destination brand love and destination brand quality

Fourth, we suggested that the positive link between brand love and brand loyalty theory should prevail in the post-pandemic period. However, there were strong indications that the impact of the COVID-19 pandemic has changed travellers' destination evaluation and loyalty behaviours. In this context, we hypothesize travellers' psychological resilience will influence their destination brand loyalty.

**H9:** Tourist resilience moderates the relationship between destination brand love and destination brand loyalty

## Methods

We consider our research to be exploratory in nature, as it involves measuring various concepts through both reflective and formative constructs. To conduct our exploratory factor analysis (EFA), we used structural equation modelling with SmartPLS 4.0, a tool favoured by researchers for its robustness especially engaging in exploratory studies particularly when dealing with reflective and formative measurements and limited support from measurement theory (Hair et al. 2021).

### Instruments Development

We conceptualized destination brand love as a formative construct, following the model of brand love outlined by Barta, Ahuvia, and Bagozzi (2012). This perspective views destination brand love as a multidimensional construct, a notion supported by studies from Ramkissoon et al. (2013) and Wang et al. (2019). We identified five key dimensions or antecedents from existing literature that contribute to destination brand love: memorable experiences, attractiveness, dependence, identification, and social bonding.

The measurement for these dimensions involved various items, specifically: destination memorable experience (3 items from Shafiee et al., 2021), destination attractiveness (3 items from Shafiee et al., 2021, and Yin et al., 2020), destination dependence (3 items from Sadeque et al., 2022), destination identification (4 items from Sadeque et al., 2022, and Shafiee et al., 2021), and destination social bonding (3 items from Sadeque et al., 2022, and Krolikowaska et al., 2019). All items regarding destination brand love were assessed using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

The dimensions of destination brand equity include destination brand awareness, destination brand image, destination brand quality, and destination brand loyalty, with all items sourced from previous research. Destination brand awareness comprises four items based on studies by Kim and Lee (2018) and Chi et al. (2020). Destination brand image includes three items derived from Jamilena et al. (2016), Kim and Lee (2018), and Chi et al. (2020). Destination brand quality contains four items also taken from Kim and Lee (2018) and Chi et al. (2020), while destination brand loyalty is made up of four items sourced from Jamilena et al. (2016) and Chi et al. (2020). All brand equity dimensions were measured using 5-point Likert scales, ranging from strongly disagree (1) to strongly agree (5).

Items related to tourist resilience were adapted from Gottschalk et al. (2022) "TouRes" scale, which consists of nine items measured on a 6-point Likert scale, ranging from strongly disagree (1) to strongly agree (6). Higher scores

indicate greater levels of tourist resilience. Despite the established nature of these items, a pre-test will be conducted before the formal survey to confirm the clarity and overall design of the survey instrument

## Sampling and Data Collection

The research focused on foreign tourists visiting Malaysia, with fieldwork conducted in Kuala Lumpur and Johor Bahru between November 2023 and August 2024. Three key tourist hotspots were selected for data collection: a theme park (Legoland), popular bistros, and notable attractions. Respondents were approached randomly to participate in the survey, but Malaysian nationals were excluded to minimize potential response bias since the study centres on Malaysia as a holiday destination. All foreign tourists were informed about the study's purpose prior to participation. The questionnaires were available in both paper and online formats, with most respondents preferring to complete them via smartphones and tablets, while a few opted to receive them through WhatsApp and WeChat. Out of approximately 400 to 450 tourists contacted, 357 completed the surveys. In the preliminary analysis, a common method bias (CMB) test was performed to identify potential measurement errors, particularly when both independent and dependent variables are collected through a single survey questionnaire (Fuller et al. 2015; Min et al. 2016; Kock et al. 2021; Podsakoff et al. 2024). We employed Harman's one-factor test, which is widely used in hospitality and business research (Min et al. 2016; Fuller et al. 2015). The results indicated that the extracted variance was 18.077%, well below the 50% threshold (Fuller et al. 2015), suggesting that there is no issue with common method bias in our data. SmartPLS 4.0 was used to assess both the overall measurement and the structural model.

# Findings

## Respondents Profile

Table 1 below illustrates the demographic profile of respondents (tourist) participated in this research.

**Table 1** Demographic profile of respondents

| Demographic Profile | Group | *f* | % | Demographic Profile | Group | *f* | % |
|---|---|---|---|---|---|---|---|
| Gender | Male | 244 | 68.3 | Residence | Asia | 117 | 32.8 |
| | Female | 113 | 31.7 | | Europe | 39 | 10.9 |
| | | | | | US & Canada | 28 | 7.8 |
| Age | 20-29 | 53 | 14.8 | | South America | 38 | 10.6 |
| | 30-39 | 68 | 19 | | Africa | 68 | 19 |
| | 40-49 | 104 | 29.1 | | Middle East | 48 | 13.4 |
| | 50-59 | 104 | 29.1 | | Others | 19 | 5.3 |
| | 60 & above | 28 | 7.8 | | | | |
| Source of information | | | | Type of Travel | Individual Alone | 25 | 7 |
| | Travel Agency | 19 | 5.3 | | Individual with Families | 67 | 18.8 |
| | Friends | 81 | 22.7 | | Individual with Friends | 98 | 27.5 |
| | Internet | 85 | 23.8 | | Group Package Alone | 62 | 17.4 |
| | Social Medias | 23 | 6.4 | | Group Package with Families | 80 | 22.4 |
| | Tourism Board | 28 | 7.8 | | Group Package with Friends | 25 | 7 |
| | Airline / Hotel | 121 | 33.9 | | | | |

Our analysis reveals a predominantly male (68.3%) tourist and female (31.7%), with most originating from Asia (32.8%), Africa (19%), the Middle East (13.4%), Europe (10.9%), and South America (10.6%) also contributed significantly, while US & Canada and other regions represented smaller percentages (7.8%). The 40s and 50s age groups were most prevalent (29.1% each), followed by the 30s (19%) and 20s (14.8%). Travel styles varied, with individual travel with friends (27.5%) and group family packages (22.4%) being most common. Individual family travel and solo group tours each accounted for approximately 18% and 17% respectively, while solo travel and friend group package travel were around 7% each. Information sources were primarily hotels/airlines (33.9%), the internet (23.8%), and friends (22.7%).

## Multi-Dimensional Second-Order Formative Construct

To answer our H1, the first analysis was to test the second-order factor model to determine whether the five sub-dimensions (destination memorable experience, destination attractiveness, destination dependence, destination identification and destination social bonding) can be viewed as appropriate indicators of destination brand love. The assessment of formative measurement through 2nd-order factor is a highly reliable statistical measurement that was often adopted in past studies (see Ramkissoon et al. 2013; Wang et al. 2019). To test the 2nd-order model, we referred to SmartPls assessment of formative measurement models (Ramayah, et al. 2017; Hair et al. 2021). The relevant assessment criteria include 1) convergent validity with redundancy test, 2) indicator collinearity assessment with variance inflation factor (VIF) and 3) assessing the significance and relevance of indicator outer weights. Similar assessment procedures also can be found in Taulet et al. (2018) and Schlesinger et al. (2020).

We calculated the latent scores for all sub-dimension constructs and then incorporated a global reflective indicator to evaluate the convergent validity of the formative measured construct (referencing Ramayah et al., 2017; Hair et al., 2021). The latent scores were obtained using the features available in SmartPls 4. Although Hair et al. (2021) and Ramayah et al. (2017) recommended using a single-item measure for the global reflective indicator, our literature review indicated that the concept of brand or object love is metaphorical and can be understood and expressed differently by individuals. Therefore, we adopted a careful approach and included multiple expressions of object love, such as "Overall, this is a wonderful destination," "Overall, I am passionate about this destination," "Overall, this destination makes me happy," and "Overall, I love this destination." These items were adapted from the works of Amaro et al. (2020) and Junaid et al. (2020).

The scales were then combined into a single latent score for redundancy analysis. The results of the convergent validity, including the redundancy test, indicators' collinearity (VIF), and significance of indicator weights, are presented in Table 2 below. Figure 3 illustrates the second-order formative path coefficients. The redundancy test path coefficient ($\beta$=0.711, $p<0.05$) demonstrates a satisfactory level of convergent validity.

The VIF values for all indicators are consistently under 3, suggesting that collinearity among the formative constructs is not a significant issue for estimating the PLS path model (Hair et al. 2021; Ramayah et al. 2017). To evaluate the significance and relevance of the indicators' outer weights, a bootstrapping procedure was conducted. The findings reveal that Destination Memorable Experience ($\beta$=0.366, $p<0.05$), Destination Attractiveness ($\beta$=-0.493, $p<0.05$), Destination Dependence ($\beta$=0.958), Destination Identification ($\beta$=-0.233, $p<0.05$), and Destination Social Bonding ($\beta$=0.202, $p<0.05$) are significant. However, the two sub-dimensions, Destination Attractiveness and Destination Identification, show a negative formative relationship with destination brand love. Consequently, these two constructs will be excluded from further measurements in this study.

To validate the newly derived model "goodness of use", we performed the Bayesian information criterion (BIC) and Akaike information criterion (AIC) model comparison test to determine the most appropriate model among the two candidates (Chakrabarti and Ghosh, 2011). The test results show, for model 1 (complete model) BIC, -240.312; AIC 1.00 and model 2 (dropped constructs) BIC, -167.30, AIC, 0.00). The "best" model rule is the model with the lowest BIC and AIC scores (Ringle et al. 2024; Chakrabarti and Ghosh, 2011). Hence, model 2 demonstrates "correct model" in this analysis.

**Table 2** Measurement Properties of Formative Constructs

| | | Convergent | Outer | | T-Values | T-Values | Sig |
|---|---|---|---|---|---|---|---|

| | Items | Validity (Redundancy Test) | Weights | VIF | Weights | Loading | |
|---|---|---|---|---|---|---|---|
| Destination Brand Love (DBL) (Formative) | | 0.711 | | | | | 0.00** |
| | DME | | 0.366 | 2.047 | 4.18 | 2.299 | 0.00** |
| | DA | | -0.493 | 1.404 | 9.97 | 1.889 | 0.00** |
| | DD | | 0.958 | 1.148 | 22.08 | 30.185 | 0.00** |
| | DI | | -0.233 | 2.248 | 4.158 | 1.697 | 0.00** |
| | DSB | | 0.202 | 1.267 | 4.409 | 4.738 | 0.00** |

***p<0.05*

DME (Destination Memorable Experience); DA (Destination Attractiveness); DD (Destination Dependence); DI (Destination Identification); DSB (Destination Social Bonding)

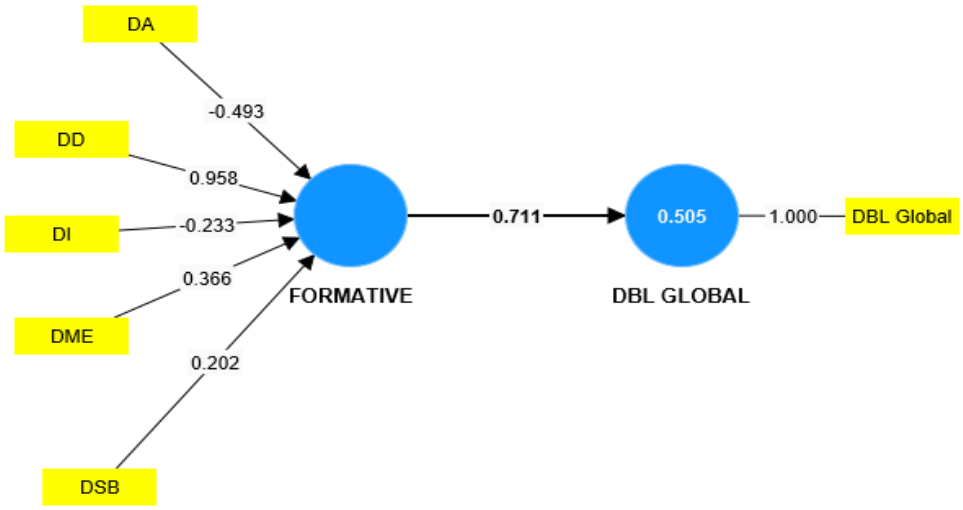



**Figure 3.** Second-order formative standardised path coefficients

## Measurement Model

To obtain a valid model for structural measurement, we assessed the reliability (≥0.7), internal consistency (CR≥0.6 for exploratory research), convergent validity (AVE≥0.5), and discriminant validity (HTMT<0.9) of all indicators, adhering to the minimum threshold values recommended by Hair et al. (2019; 2021) and Roemer et al. (2021). In this exploratory study, we carefully addressed indicators with loadings between 0.4 and 0.708, opting to remove them only to meet the minimum thresholds suggested by Hair et al. (2021). After refinement, all indicators demonstrated internal consistency reliability (CR) values exceeding 0.6, convergent validity (AVE) values above 0.5, and HTMT discriminant validity values below 0.9. Fornell and Larcker's (1981) square root of average variance extracted (AVE) values were greater than the correlations between other constructs. Accordingly, all criteria for our measurement model were satisfied. The final evaluation results of the measurement model are presented in Tables 3, 4, and 5 below.

**Table 3** Measurement Model Evaluation

| Construct | Code | Definition | Mean | SD | Loading | CR | AVE |
|---|---|---|---|---|---|---|---|

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Destination Brand Awareness | DBA1 | I am aware of Malaysia as a travel destination | 3.71 | 1.244 | **0.785**** | 0.814 | 0.524 |
| | DBA2 | I can picture what this destination looks like in my mind | 4.23 | 0.791 | **0.659**** | | |
| | DBA3 | I am well aware of the tourism situation in this destination after the pandemic | 4.15 | 0.859 | **0.775**** | | |
| | DBA4 | I am constantly look out for information about this destination's tourism situation after the pandemic | 4.01 | 1.119 | **0.667**** | | |
| Destination Brand Image | DBI1 | The brand image that I have of this destination is as good as or even better than other similar destinations after the pandemic | 3.89 | 1.050 | **0.893**** | 0.815 | 0.689 |
| | DBI2 | The overall image of this destination is very positive after the pandemic | 3.62 | 0.986 | **0.761**** | | |
| | DBI3 | This destination has a high level of popular reputation after the pandemic | 3.53 | 1.085 | 0.645 | | |
| Destination Brand Quality | DBQ1 | This destination continuously provides a high quality of tourism product and services | 3.93 | 1.025 | **0.878**** | 0.866 | 0.764 |
| | DBQ2 | Tourism products in this destination are reliable and trustworthy after the pandemic | 3.77 | 1.066 | **0.870** | | |
| | DBQ3 | The quality of tourism products (accommodation, transportation, shopping, food & beverages and etc. of this destination is outstanding after the pandemic | 3.36 | 1.430 | 0.249 | | |
| | DBQ4 | This destination provides quality experiences after the pandemic | 3.85 | 1.040 | 0.518 | | |
| Destination Brand Loyalty | DBLO1 | I consider myself a loyal traveller to this destination after the pandemic | 4.04 | 0.935 | **0.717**** | 0.802 | 0.673 |
| | DBLO2 | I will recommend this destination as a travel destination to anyone who asks for my advice | 3.94 | 0.971 | 0.640 | | |
| | DBLO3 | I will visit this destination instead of other travel destinations if they are similar in the future | 4.04 | 0.787 | **0.912**** | | |
| | DBLO4 | This destination would be my preferred choice of travel destination after the pandemic | 3.59 | 1.216 | 0.606 | | |
| Tourist Resilience | TR1 | I make a plan and have a clear, fixed itinerary when I travel | 4.68 | 1.307 | **0.858**** | 0.820 | 0.604 |
| | TR2 | I typically plan my trip well in advance | 4.25 | 1.610 | **0.717**** | | |
| | TR3 | Even if an opportunity comes up to explore a new destination experience, I will stick to my original plan | 4.58 | 1.350 | 0.462 | | |
| | TR4 | I gather information prior to my travel on the risks associated with travelling to a certain place | 5.08 | 1.254 | 0.716 | | |
| | TR5 | On my trips, I always prepare for potential risks and danger in my environment | 4.92 | 1.578 | 0.551 | | |
| | TR6 | When I visit places that have well-known risks associated, I prepare in advance for these risks. | 5.03 | 1.061 | **0.749**** | | |
| | TR7 | I easily recover mentally from experiencing unforeseen changes on my travels | 4.7 | 1.108 | 0.178 | | |
| | TR8 | If things go wrong during my travels, I quickly come up with a solution without getting upset. | 4.83 | 1.016 | 0.046 | | |
| | TR9 | If I am faced with an unexpected problem during my travels, I find it easy to ask strangers for help. | 4.91 | 1.189 | 0.295 | | |

*Note: ** Retained Indicators*
*SD standard deviation; CR composite reliability; AVE average variance extracted*

**Table 4** Discriminant validity (Fornell & Larcker criterion)

| | DBA | DBI | DBLO | DBQ | TR |
|---|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| **DBA** | **0.724** | | | | |
| **DBI** | 0.513 | **0.830** | | | |
| **DBLO** | 0.164 | 0.288 | **0.820** | | |
| **DBQ** | 0.006 | 0.270 | 0.456 | **0.874** | |
| **TR** | 0.362 | 0.551 | 0.336 | 0.347 | **0.777** |

*Square root of AVE values above the correlations of other constructs.*

**Table 5** Convergent Validity (heterotrait-monotrait- HTMT ratio)

| | DBA | DBI | DBLO | DBQ | TR |
|---|---|---|---|---|---|
| **DBA** | | | | | |
| **DBI** | 0.749** | | | | |
| **DBLO** | 0.313** | 0.623** | | | |
| **DBQ** | 0.412** | 0.410** | 0.632** | | |
| **TR** | 0.494** | 0.866** | 0.497** | 0.475** | |
| **TR x FORMATIVE** | 0.329** | 0.644** | 0.609** | 0.085** | 0.701** |

***HTMT ratio threshold < 0.*

## Structural Model Analysis

After obtaining a valid measurement model, we proceed to structural model analysis. PLS-SEM algorithm and bootstrapping procedures were performed. We ran a 2-stage analysis, first, we measured the overall coefficient paths (direct effects) of the model without interaction effects and second, we examined the overall model inclusive of interaction effects. Figures 4 and 5 below illustrate the outcomes of the direct effects and moderation effects structural models.

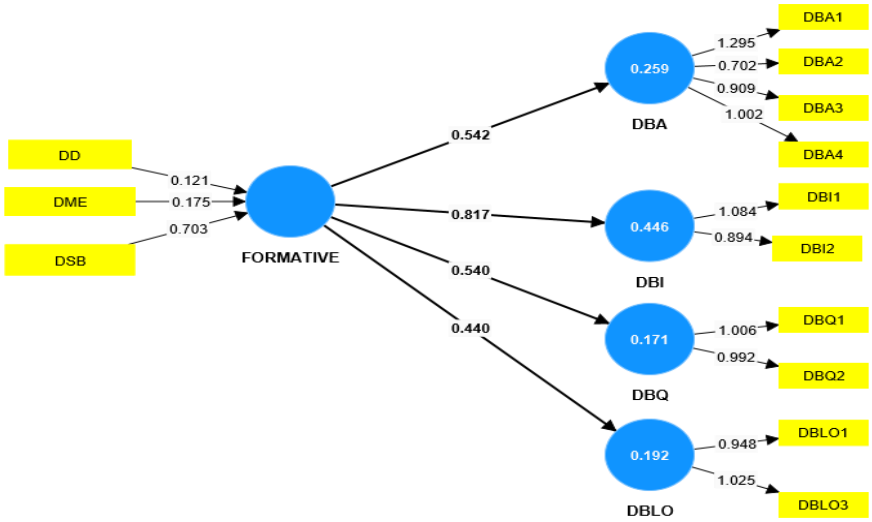



**Figure 4.** Structural model without interaction effects

The analysis outcomes show all the direct effect relationship paths were positive and supported. The results indicate that in the post-pandemic period, H2 (β=0.542 p<0.05) suggests that travellers will likely put on a higher awareness of any relevant information announced by their beloved destinations. H3 (β=0.817, p<0.05) suggests that destination brand love will likely maintain favourable destinations' brand image perception. H4 (β=0.540, p<0.05) suggests that when traveling to their beloved destinations, travellers trust that these destinations will initiate the necessary measures to preserve the overall quality of the destinations and ensure their well-being. H5 (β=0.440, p<0.05) suggests that

destination brand love will strengthen travellers' loyalty towards the destination. In assessing the overall structural model predictive performance, the $Q^2$predict values were obtained. All the constructs' $Q^2$ values show above 0 (positive value), which denotes our structural model offers good predictive performance. Table 6 below illustrates the overall analysis results.

**Table 6** Structural model results without interaction effects

| *Hypothesis* | *Relationship Path* | *Path coefficients (β)* | *p-vales* | *t-values* | *Decision* |
|---|---|---|---|---|---|
| | ***Direct Effects*** | | | | |
| H2 | DBL→DBA | 0.542 | 0.000** | 10.143 | Supported |
| H3 | DBL→DBI | 0.817 | 0.000** | 12.851 | Supported |
| H4 | DBL→DBQ | 0.540 | 0.000** | 6.508 | Supported |
| H5 | DBL→DBLO | 0.440 | 0.000** | 7.663 | Supported |

***p-values <0.05; **$Q^2$predict** = DBA (0.264); DBI (0.524); DBQ (0.225); DBLO (0.241)*
*DBL-Destination Brand Love; DBA-Destination Brand Awareness; DBQ-Destination Brand Quality; DBLO-Destination Brand Loyalty*

## Moderation Effects Analysis

We proposed that the level of resilience may affect the brand equity of destinations in the post-pandemic era. The results are presented in Figure 5 and Table 7 below.

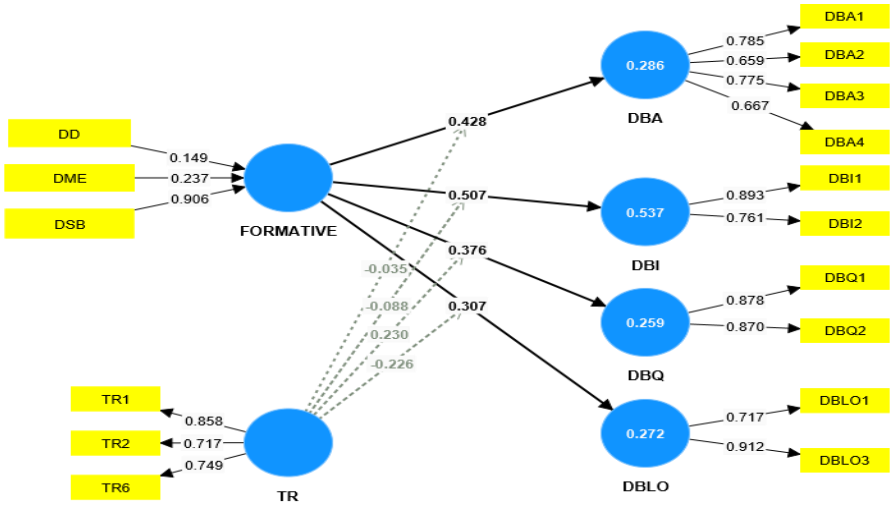



**Figure 5.** Structural model with moderation effects

**Table 7** Structural model results with moderation effects

| H | Relationship Path | Interaction | p-vales | Decision | -1SD | +1SD | f 2 |
|---|---|---|---|---|---|---|---|
| | | ***TR at Mean*** | | | | | |
| | DBL Formative →DBA | 0.428 | 0.000** | Significant | | | |
| | DBL Formative →DBI | 0.507 | 0.000** | Significant | | | |
| | DBL Formative → DBQ | 0.376 | 0.000** | Significant | | | |
| | DBL Formative →DBLO | 0.307 | 0.000** | Significant | | | |
| | | **Moderation Effects** | | | | | |
| H6 | TR x DBL Formative → DBA | -0.035 | 0.526* | Not Supported | 0.428 - (-0.035) **=0.463** | 0.428 + (-0.035) **=0.393** | 0.002 |
| H7 | TR x DBL Formative → DBI | -0.088 | 0.028** | Supported | 0.507 - (-0.088) **=0.595** | 0.507 + (-0.088) **=0.419** | 0.018 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| H8 | TR x DBL Formative → DBQ | 0.230 | 0.001** | Supported | 0.376 - (0.230) **=0.146** | 0.376 + (0.230) **=0.606** | 0.075 |
| H9 | TR x DBL Formative → DBLO | -0.226 | 0.000** | Supported | 0.307 - (-0.226) **=0.533** | 0.307 + (-0.226) **=0.081** | 0.074 |

***p-values <0.05; *p-values >0.05; **f 2** = 0.005 (small), 0.01 (medium), 0.025 (large),* TR- Tourist Resilience

The results of H6 show the interaction term have a negative effect (-0.035, p>0.05), whereas the relationship between DBL and DBA is 0.428 for an average level of tourist resilience (TR). However, this hypothesis was statistically not significant (p-value >0.05). Although the simple slope plot in Figure 5, shows the upper line of moderator construct TR has a flatter slope, while the lower line has a steeper slope, denoting potential moderation effects, the effect size (f2=0.002) was too small for a significant interaction, as suggested in Hair et al. (2021), f2=0.005(small), 0.01(medium) and 0.025(large). Hence, within the context of this study, we can conclude that destination brand awareness remains undeterred in post-pandemic travel. Information dissemination remains an important feed among travellers even to those with higher resiliencies.

The results of H7 indicate negative interaction effects (-0.088, p<0.05) with an average tourist resilience (TR) level of 0.507. When TR is at a higher level (+1SD = 0.419), the interaction term decreases, while at a lower level (-1SD = 0.595), the interaction term increases. These findings imply that greater levels of TR weaken the relationship between destination brand love (DBL) and destination brand image (DBI), whereas lower TR levels strengthen this relationship. This supports the conclusion that increased resilience behaviour lessens the strength of the connection between DBL and a favourable DBI. Thus, the data suggests that as resilience behaviour rises, the favourability of the destination brand image diminishes. The interaction effect size is considered medium (0.018).

The results of H8 indicate a positive interaction effect (0.230, p<0.05) with an average tourist resilience (TR) level of 0.376. When TR is at a higher level (+1SD) of 0.606, the interaction term increases, whereas it decreases at a lower level (-1SD) of 0.146. This suggests that higher levels of TR enhance the relationship between destination brand love (DBL) and destination brand quality (DBQ), while lower TR levels weaken this relationship. This finding supports the conclusion that greater resilience behaviour correlates with an improved perception of destination brand quality. Ultimately, travellers exhibiting higher resilience are likely to trust that their favoured destinations will take necessary actions to maintain their well-being and the quality of the destinations. The effect size of this interaction (f2) is notably strong at 0.075.

The results from H9 indicate a negative interaction effect (-0.226, p<0.05) with the average level of tourist resilience (TR) at 0.307. When TR is at a higher level (+1SD = 0.081), the interaction term diminishes, while at a lower level (-1SD = 0.533), it increases. These findings imply that greater TR levels correspond to a weaker link between destination brand love (DBL) and destination brand loyalty (DBLO), whereas lower TR levels result in a stronger connection between the two. This suggests that increased resilience behaviour weakens the association between DBL and DBLO. Notably, the study reveals that higher resilience behaviour correlates with lower destination brand loyalty. The interaction effect size (f2) is strong, registering at 0.074. The simple slope plot in Figure 6, 7, 8 and 9 below demonstrate the moderation effects of each hypothesis.

H6 - TR x DBL → DBA (β = -0.035, p>0.05)

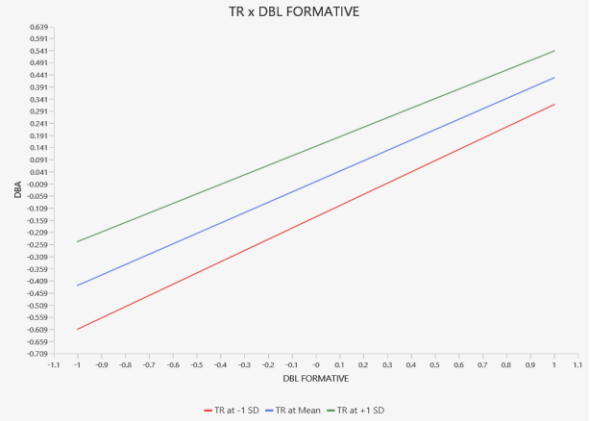



**Figure 6.** Simple slope TR x DBL Formative → DBA

H7 - TR x DBL → DBI (β = -0.088, p<0.05)

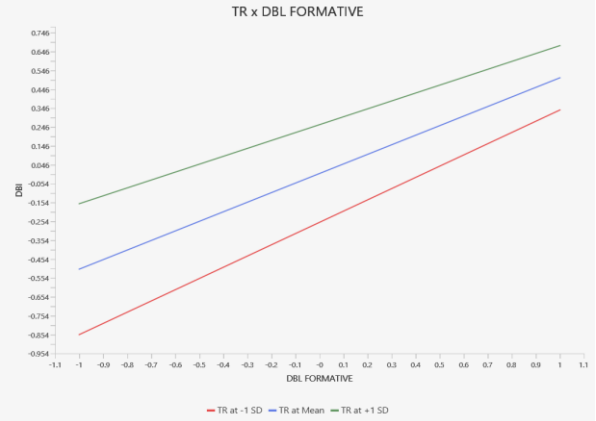



**Figure 7.** Simple slope TR x DBL Formative → DBI

H8 - TR x DBL → DBQ (β = 0.230, p<0.05)

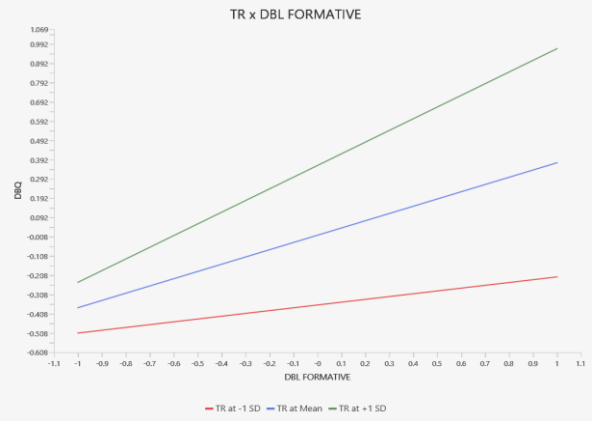



**Figure 8.** Simple slope TR x DBL Formative → DBQ

H9 - TR x DBL → DBLO (β = -0.226, p<0.05)

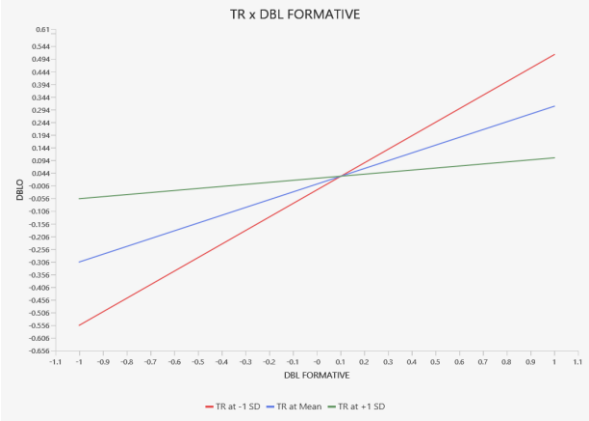



**Figure 9.** Simple slope TR x DBL Formative → DBLO

## Discussions

Our research indicated that there continues to be a positive and statistically significant relationship between destination brand equity and destination brand love in the aftermath of the pandemic. However, this relationship's strength was affected by the presence of the tourist resilience variable. We discovered that tourists with strong resilience 1) actively seek information about their favourite destinations, 2) have a less favourable view of destination brand images, 3) exhibit greater confidence and trust in the ability of their favourite destinations to uphold their brand quality, and 4) the level of loyalty travellers feel towards these destinations has decreased.

The cognitive response to resilience perspectives suggest that tourists are likely to evaluate the state of tourism through information processing, leading to behavioural responses that promote adaptability in making decisions to achieve their desired outcomes. A particular strategy for processing information will foster a selective attention bias towards addressing threats when necessary. This indicates that the circumstances and information related to a destination significantly influence travellers' choices regarding what is deemed appropriate or inappropriate.

## Theoretical Implications

This research makes two main contributions. Firstly, it provides a deeper understanding of how psychological resilience affects tourism recovery, based on the psychological resilience framework (de Terte, Stephens, and Huddleston, 2014). Previous studies have shown that building resilience is essential for addressing challenges in the tourism industry. However, the findings of this study reveal that psychological resilience can alter our perception of the connection between destination brand love and destination equity. While destination brand love has been seen as a consistent factor positively influencing destination brand equity, this research indicates that resilient behavior changes the relationship between destination love and brand equity, particularly affecting aspects like destination brand loyalty and brand image. Additionally, it emphasizes the significant role of brand awareness in travelers' decision-making. As Prayag (2023) noted the tourism industry's shift to a "new normal landscape," this study enhances the understanding of this "new normal" through the perspective of brand equity, offering insights for destinations to develop effective recovery strategies in this evolving business environment. Second, this study reveals that destination brand love is a dynamic yet fragmented concept, with various studies identifying different key factors associated with it across different destinations. The second-order factor analysis highlighted that destination brand love is probably a dynamic formative variable, contrary to our earlier perception of it as a static variable. Theoretically, the applications to measure destination brand love is novel and it is likely to depends on destinations' unique features such as landscapes, history, or specific activities that foster destination brand love.

## Practical Implications

Our research offers valuable insights for destination marketing organizations (DMOs). While it is logical for destinations to promote robust tourist resilience to facilitate rapid recovery in tourism, this approach should be approached carefully. From the standpoint of destination loyalty and brand image, we advise DMOs against assuming that travellers will consistently remain favourable and loyal under the pretext of brand/destination love in post pandemic period. Actively promoting strong resilience behaviours among tourists, as recommended in earlier studies, could potentially backfire, harming destination loyalty and diminishing brand image if DMOs lack a carefully planned strategy. Our study highlights that in the context of post-pandemic travel, the flow of information is crucial. DMOs can leverage this by consistently updating travellers about the current state of destinations and focusing on positive messaging that emphasizes safety and stability, while avoiding reminders of past disruptions. It's essential to foster innovative marketing strategies that promote unexplored adventures, events, or nearby attractions, which can rekindle the excitement for travellers wanting to revisit their favourite places. Given that perceptions of destination brand quality remain favourable, this will strengthen DMOs' ability to persuade travellers to return.

On the long-term destination brand building, the brand love formative model facilitates a more polished concept of destination love measurement. Previously, most managerial recommendations generally suggest destinations should incorporate their uniqueness in terms of their landscape, history or specific activities in constructing destination brand love (Aro et al. 2018), our study advances these suggestions by providing a complete tool to obtain a more precise understanding of destinations' unique identity to form a genuine destination band love.

# Limitations and Directions for Future Research

This study has several limitations worth noting. Firstly, it was conducted in a single location, which means the results may not be applicable to other destinations. However, it offers valuable insights into alternative ways to measure destination brand love and highlights how resilient behavior can influence both destination brand love and brand equity, potentially affecting tourism revenue. Future research could enhance understanding by encouraging ongoing visitor engagement and expanding geographical focus. We also recommend that subsequent studies broaden our theoretical framework to explore additional aspects of tourism marketing, such as the relationship between tourist resilience, intention to revisit, and the performance of tourism businesses. Additionally, constraints related to financial and human resources have limited our data collection and geographical exploration, hindering a more in-depth understanding of the longitudinal dynamics between resilience behaviour, destination love, and brand equity.

## Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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