

Managing Image in the Midst of Uncertainty: A Systematic Analysis of Destination Communication Strategies Post-Security Crisis

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ABSTRACT

Post-security crises, particularly those arising from political instability or natural disasters, tourism destinations in Indonesia face challenges in managing their image and sustaining tourist visits. Effective crisis communication strategies, including transparent actions and engagement with tourists, play a crucial role in rebuilding trust and loyalty, essential for long-term tourism sustainability. These strategies, along with smart tourism technologies and community involvement, are vital for managing destination image during and after a crisis, ensuring recovery and maintaining tourist interest. This study explores key strategies destinations use to manage their image post-crisis, focusing on the role of smart tourism technologies (STT) and content marketing in fostering tourist loyalty, and investigates community involvement in building resilience. A systematic literature review using the PRISMA framework was conducted, supplemented by bibliometric analysis with VOSviewer, covering 18 articles published between 2020 and 2025. Adaptive crisis communication, STT (AI, VR), content marketing, and community engagement are essential in restoring destination image and sustaining tourist loyalty. Digital platforms and UGC play significant roles in shaping visitor perceptions and decisions. The integration of digital strategies, transparent communication, and community involvement are crucial for post-crisis recovery and long-term resilience. Emotional engagement and perceived safety significantly influence the effectiveness of these strategies. This study provides unique insights into strategies for managing tourism destinations' post-crisis recovery. It offers practical guidance for managers on how to integrate crisis communication strategies, community involvement, and digital innovations to enhance both tourist loyalty and destination resilience, ensuring long-term sustainability.

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1. INTRODUCTION

In an era marked by global uncertainties such as political instability, economic downturns, natural disasters, and health crises, destination marketers face increasing challenges in managing the image of tourism destinations. A significant challenge emerges in the aftermath of a security crisis, where the reputation of a destination can be severely affected, requiring swift and strategic responses to restore public trust. Tourism is inherently image-driven, and the management of destination image post-crisis plays a pivotal role in determining whether a destination can recover and maintain long-term tourist interest (Latif et al., 2024). Post-crisis periods require destinations to strike a delicate balance between mitigating immediate damage and cultivating a resilient image that can endure future uncertainties.

Managing the image of a destination after a security crisis requires a comprehensive strategy due to uncertainty and challenges in tourist trust. Security crises can disrupt tourism and damage a destination's reputation, making strategic actions essential to restore confidence. Crisis communication strategies ensure transparency and keep tourists informed about recovery efforts, which helps rebuild trust (Baalbaki & Zizka, 2024; Musa et al., 2025). Smart tourism technologies (STT), such as mobile applications and real-time data systems, provide timely and relevant information that enhances the visitor experience and supports informed decision-making during recovery (Suli et al., 2024).

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Community engagement fosters authenticity and emotional connection with the destination, contributing to long-term resilience and sustainability (Carvache et al. 2024). While the roles of crisis communication, STT, and community engagement have been studied individually, their integration as a combined strategy for post-crisis destination management remains underexplored. Moreover, digital platforms and user-generated content (UGC) interact with STT to shape tourists' perceptions, highlighting the importance of strategically managing online content to restore trust and maintain destination appeal.

A growing body of research emphasizes the strategic use of digital platforms in destination image management. User-generated content (UGC), in particular, has gained increasing importance in the context of crisis management. Indonesia, which has faced a variety of crises, including security crises, political instability, and natural disasters, presents a unique context for examining how UGC can either reinforce or damage a destination's reputation depending on how it is managed. Baalbaki & Zizka (2024) argue that UGC plays a dual role in not only promoting destinations but also in managing reputations through big data analytics, emotional engagement, and real-time feedback from tourists. In crisis scenarios, both positive and negative information spreads rapidly across digital platforms, making it essential for destination managers to adopt a strategic approach to handle UGC effectively in order to restore trust and confidence among potential visitors.

Furthermore, content marketing strategies, particularly those that are narrative-driven and resonate emotionally with tourists, have been shown to be effective tools in rebuilding trust post-crisis. By focusing on stories that highlight the resilience of a destination, these strategies can foster long-term loyalty among tourists (Dilys et al., 2022). Moreover, smart tourism technologies enable destinations to engage tourists in meaningful ways, providing them with interactive, personalized experiences that enhance their sense of safety and emotional connection with the destination (Clemens, 2021). This integration of technology and content marketing helps destinations not only recover from the crisis but also enhance their attractiveness in the long term.

Despite the growing emphasis on digital communication strategies and technology-driven engagement, there is a lack of research on how these elements are applied specifically in post-crisis scenarios. Existing studies often treat crisis communication, digital tools, and community engagement as separate components, without addressing how they interact to form a cohesive strategy (Chen, 2023). This gap is especially critical for destinations that have faced security crises, as they require an integrated approach that simultaneously addresses immediate recovery needs while building a sustainable, long-term image.

This study seeks to address this gap by conducting a systematic analysis of destination communication strategies employed after a security crisis, focusing on how these strategies contribute to the management and restoration of destination image. By synthesizing findings from existing literature (Lopes & Porto, 2022) and analyzing contemporary approaches to destination communication, this research aims to provide a comprehensive understanding of the factors that contribute to successful image management during uncertain times.

This study is guided by the following research questions:

- RQ1:** How do crisis communication strategies, smart tourism technologies, and community involvement interact to mediate the recovery of a destination's image post-security crisis?
- RQ2:** How do smart tourism technologies and content marketing strategies mediate the relationship between crisis recovery efforts and tourist loyalty, and which factors (e.g., perceived safety, emotional engagement) play a role in this mediation?
- RQ3:** What specific role does community involvement play in shaping post-crisis destination image and fostering long-term resilience, and how does it contribute to building trust among tourists?

By analyzing the existing literature and contemporary communication strategies, the study aims to provide actionable insights for destination managers and policymakers, helping them navigate the complexities of crisis communication and rebuild the trust and loyalty of tourists in a highly competitive and rapidly evolving digital landscape. Ultimately, this research will contribute to advancing our understanding of how destinations can effectively manage their image in the face of a crisis and ensure long-term resilience in the tourism sector.

Literature Review

Destination Image Management Post-Crisis

Destination image management is critical after a security crisis, as crises can damage a destination's reputation and influence both short-term tourist arrivals and long-term sustainability (Ding et al., 2024). Crisis events often trigger negative perceptions, requiring destination managers to implement strategic communication to restore trust and confidence (Jara, 2023). Digital communication tools, including social media and user-generated content (UGC), allow destinations to disseminate authentic local narratives and strengthen connections with communities, enhancing credibility and visitor perception (Mac et al., 2023; Harrill et al., 2023).

Focusing on transparency, authenticity, and consistent messaging helps destinations balance immediate post-crisis concerns with long-term image integrity (Liu et al. 2023). Integrating these strategies enables destinations to recover tourist confidence and establish a foundation for sustained attractiveness and resilience.

Smart Tourism Technologies and Content Marketing

Smart tourism technologies (STT), such as mobile apps, augmented reality (AR), and big data analytics, provide personalized, real-time information that improves tourists' experiences and perceptions of safety (Sekhniashvili, 2023). Content marketing, through storytelling and emotionally engaging digital narratives, reinforces these positive experiences and supports the rebuilding of destination image and loyalty (Martins et al., 2025; Nguyen & Nguyen, 2023).

The combination of STT and content marketing allows destinations to deliver timely, interactive, and meaningful information, enhancing the effectiveness of recovery strategies. Coordinated use of technology and content ensures that visitor engagement is both informative and emotionally resonant, facilitating stronger connections with the destination.

Community Involvement

Active participation of local communities provides authenticity, credibility, and cultural depth to post-crisis recovery initiatives (Musa et al., 2025; Carvache et al. 2024). Community-driven storytelling, cultural promotion, and collaborative tourism projects strengthen social sustainability while enhancing the overall visitor experience.

Community engagement also transforms recovery from a top-down mandate into a collaborative process, fostering meaningful interactions between tourists and locals. Through these efforts, destinations can reinforce their cultural identity, build trust, and enhance resilience against future disruptions.

Tourist Loyalty and Perceived Value

Tourist loyalty post-crisis depends on the perceived value of the destination, encompassing functional, emotional, and social benefits (Harrill et al., 2023; Nguyen & Nguyen, 2023). Providing authentic, high-quality, and sustainable experiences increases tourists' attachment and the likelihood of repeat visits.

Perceived value mediates the success of recovery efforts, as visitors respond positively when their expectations are met or exceeded (Sekhniashvili, 2023; Suli et al., 2024). Strategically designed experiences that integrate technology, content, and community elements foster long-term loyalty and commitment.

Sustainability and Resilience

Sustainability, including eco-friendly infrastructure, responsible tourism, and inclusive practices, enhances destination credibility and attractiveness, contributing to effective post-crisis recovery (Liu et al. 2023). Resilient destinations are better equipped to withstand future disruptions while maintaining competitiveness and appeal (Musa et al., 2025).

By embedding sustainability and resilience into recovery strategies, destinations ensure that post-crisis measures are not only immediate but also long-term. Collaboration with communities and emphasis on ethical tourism practices create a stable, trusted, and enduring tourism environment.

2. METHOD

Data Source

In this study, the primary data source is the academic database Scopus, chosen for its credibility as one of the largest and most reputable global scientific repositories. Scopus is highly relevant due to its extensive multidisciplinary coverage, especially in fields like tourism, consumer behavior, digital marketing, and sustainability, which are key to exploring revisit intention, eWOM, perceived destination value, and destination management strategies in post-security crisis contexts. By using Scopus for this Systematic Literature Review (SLR), the collected data will be both academically reliable and relevant to sustainable tourism management in destinations recovering from security crises, supporting the development of a comprehensive, evidence-based conceptual framework (Singh et al., 2021). This ensures that the selected literature is scientifically rigorous and up-to-date, contributing to a cohesive theoretical framework that integrates crisis communication strategies, technological innovation, and community engagement, ultimately aiding in the long-term recovery and sustainability of tourism destinations affected by security crises.

Inclusion and Exclusion Criteria

The selection of articles for this study is guided by specific inclusion and exclusion criteria to ensure that only the most relevant and scientifically rigorous studies are considered for the Systematic Literature Review (SLR). The inclusion criteria are revised as follows: (1) Studies that explicitly address the dynamics of post-security crisis in tourism destinations, focusing on aspects such as crisis communication strategies, smart tourism technologies, content marketing, community involvement, destination image recovery, and tourist loyalty. (2) Peer-reviewed articles published in journals indexed in Scopus to maintain high academic standards and

credibility. (3) Studies published between 2020 and 2025, ensuring that the literature reflects the most recent trends and developments in tourism research. (4) Research utilizing relevant theoretical frameworks such as Tourism Behavior Theory, Crisis Communication Theory, Perceived Value Theory, or Destination Management Theory within the context of destinations impacted by security-related crises.

The exclusion criteria include: (1) Articles not addressing the post-security crisis context or not related to the core research variables. (2) Studies that are not indexed in Scopus or are not peer-reviewed, as they do not meet the necessary scientific rigor. (3) Articles lacking conceptual frameworks or empirical findings that align with the study's focus. (4) Non-full-text documents such as editorials, opinion pieces, books, and conference proceedings that do not adhere to formal scientific standards.

PICOS Framework

The article search for this study utilizes the PICOS framework (Population, Intervention, Comparison, Outcomes, and Study Design) to clarify the focus and scope of this systematic review (Wang et al., 2022). This framework ensures that the articles reviewed are directly relevant to understanding the factors that can sustain tourist visits to destinations that have experienced security-related crises, as well as the recovery and resilience strategies that can be adopted to maintain visitor interest post-crisis.

Table 1. PICOS framework

PICOS	Inclusion Criteria	Exclusion Criteria
Population (P)	Studies involving tourists, destinations, or tourism communities affected by security-related crises.	Studies not involving post-security crises or those not addressing tourist behavior related to security-impacted destinations.
Intervention (I)	Studies discussing post-security crisis management strategies, including crisis communication, smart tourism technologies, content marketing, and community engagement for destination image recovery.	Studies only addressing crises unrelated to security events or short-term phenomena without evaluating recovery strategies.
Comparison (C)	Studies comparing the effectiveness of different destination strategies in restoring image and maintaining tourist interest after a security crisis.	Studies that do not provide comparative evaluations of post-security crisis strategies.
Outcomes (O)	Studies reporting empirical outcomes such as destination image restoration, increased tourist loyalty, perceived safety, and long-term sustainability.	Studies reporting only short-term visitor increases or outcomes unrelated to post-security crisis recovery.
Study Design (S)	Research published in the last 5 years (2020–2025), available in full-text, and published in peer-reviewed journals.	Editorials, opinion pieces, case reports, articles not peer-reviewed, and sources without full-text access.

Search Strategy

The article search for this study is conducted using a combination of keywords directly relevant to the research focus, which is the sustainability of tourist visits in destinations recovering from security crises. The combination of keywords used is designed to capture the core aspects of post-security crisis tourism management, particularly how destinations can maintain long-term tourist interest and loyalty after experiencing a crisis. The Boolean operators employed are as follows:

("tourism crisis" OR "security crisis" OR "destination crisis" OR "tourism management") AND ("reputation" OR "image" OR "branding" OR "perception") AND ("communication" OR "marketing" OR "public relations" OR "reputation management").

This search strategy is tailored to ensure that the collected literature comprehensively addresses studies on post-security crisis tourism dynamics, including factors such as visitor behavior, destination management strategies, and sustainability efforts that contribute to tourist loyalty and revisit intention following a security-related crisis. The strategy focuses on identifying articles that discuss the long-term sustainability of tourist visits after a crisis, specifically how destination managers can leverage digital tools, community engagement, and sustainability principles to ensure continued visitor interest.

Search Results

The articles included in this analysis were selected based on their relevance to the research topic, focusing on the sustainability of tourist visits to destinations recovering from security crises. The search process was

conducted systematically using a predefined set of inclusion and exclusion criteria. Articles were chosen for their empirical insights into destination image, digital content, tourist loyalty, and sustainable destination management strategies specifically in post-crisis contexts. The final selection represents studies that address visitor retention and tourist behavior following a security-related crisis. A PRISMA flow diagram illustrates the stages of the search and selection process, providing a visual summary of how articles were screened and selected based on the established criteria (Rethlefsen & Page, 2022).

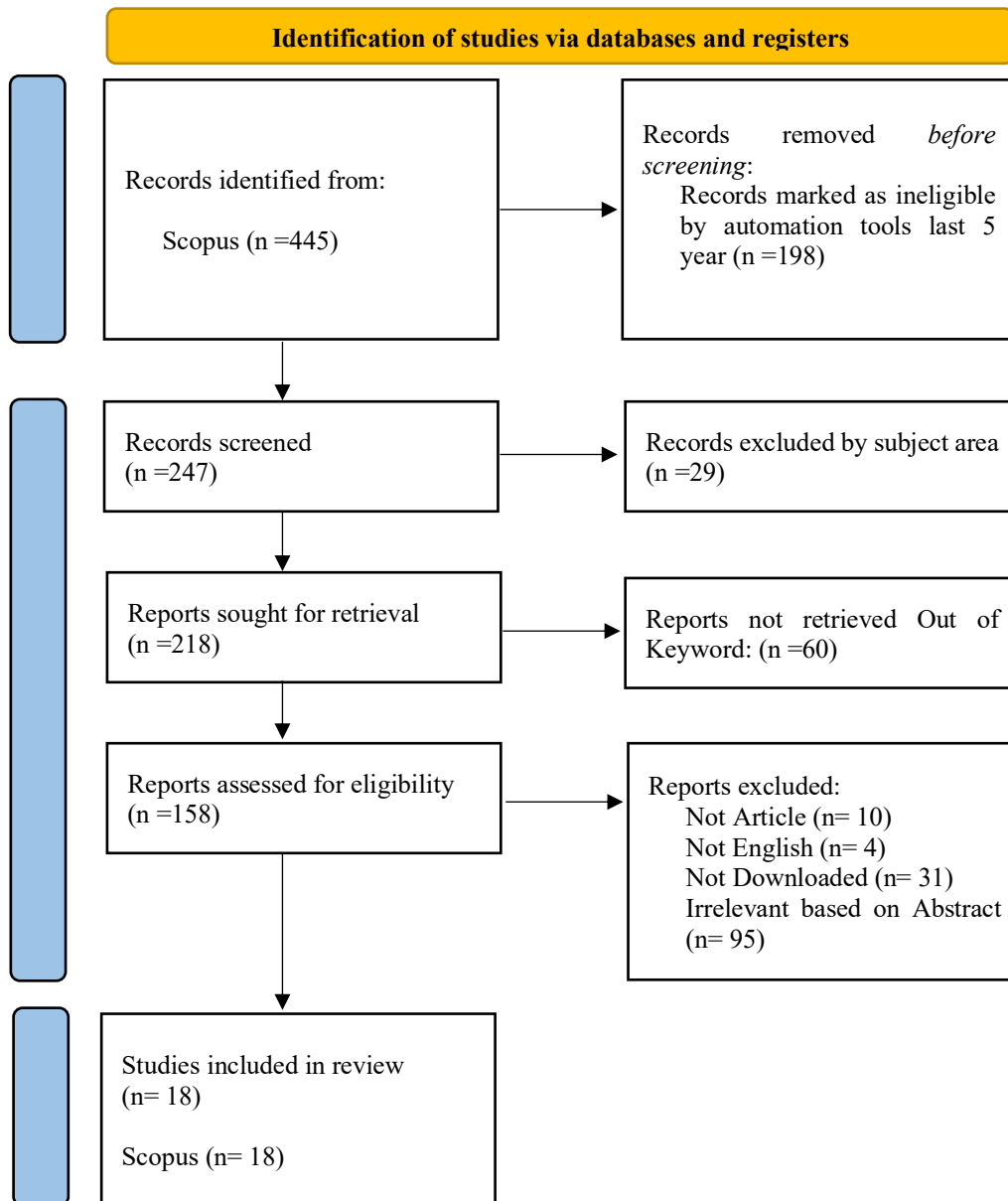


Figure 1. PRISMA Diagram

Figure 1 above illustrates the process of article search and selection following the PRISMA guidelines for this study. In the initial stage, articles were collected through a search in the primary academic database, Scopus, using predefined keywords. A total of 445 articles were identified.

In the second stage, an initial screening was conducted by removing articles that did not meet the criteria, particularly those not published within the last five years. As a result, 198 articles were excluded before further screening. Subsequently, 247 articles were filtered based on subject relevance, with 29 articles excluded as they did not align with the scope of the research.

The third stage involved retrieving full-text articles, with a total of 218 articles sought. However, 60 articles could not be retrieved as they did not meet the primary keywords, such as Tourist Behavior, social media, Tourism

Management, and Tourist Destination and Development. The remaining 158 articles were evaluated for eligibility based on the predefined inclusion and exclusion criteria.

During the eligibility assessment stage, several articles were excluded for various reasons: 10 articles were not scholarly articles, 4 articles were not in English, 31 articles could not be downloaded, and 95 articles were deemed irrelevant based on their abstract. After this process, 18 articles remained that met all the research criteria. These selected articles were then analyzed in depth.

Bibliometric Analysis and Visualization

After the relevant articles were included in the analysis, the next step is to conduct an analytical interpretation of the relationships between concepts in the field of destination image management post-crisis, with a focus on security crises, eWOM, revisit intention, perceived destination value, and tourism sustainability. Bibliometric data obtained from the Scopus database were analyzed and then integrated into the conceptual framework to display the distribution of documents based on publication year, subject areas, and publication sources (publication by source).

For a more detailed visualization, the software VOSviewer was used, enabling the creation of bibliometric maps to visualize the frequency of keyword usage, the interconnections between topics, and research trends that specifically address post-crisis destination management. This analysis allows for the identification of key research topics and emerging patterns, focusing on tourist behavior and the sustainability of destination visits post-crisis. These findings contribute directly to answering the research questions, highlighting the major themes that are driving research in this area, explicitly linking them to post-crisis recovery strategies, and identifying areas of future exploration related to managing tourism destinations following security crises.

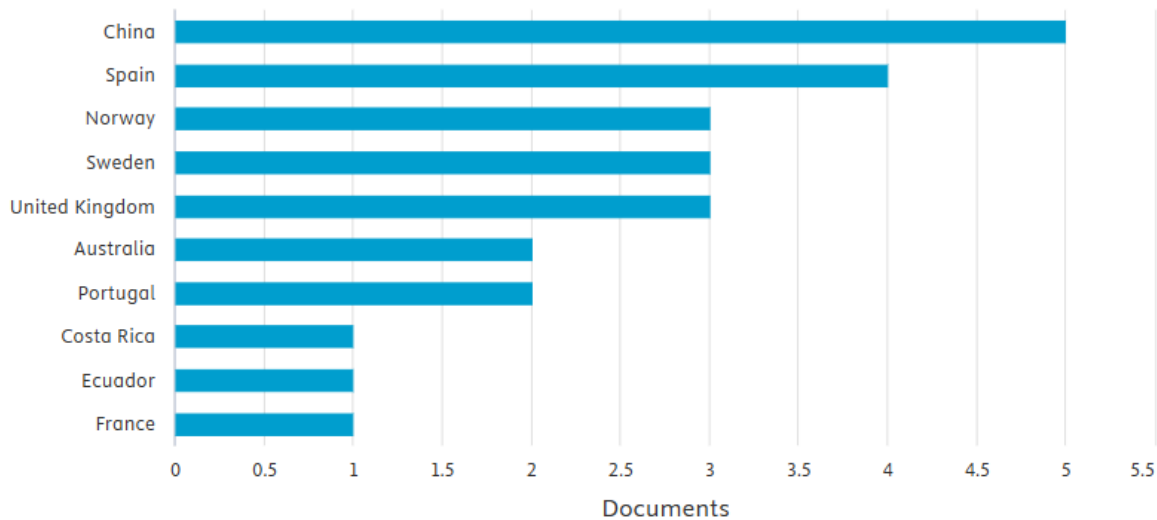


Figure 2. Article Publication Based in Country

Figure 2 illustrates the distribution of published documents by country or region for research on international tourist destinations. China ranks at the top with the highest number of publications, totaling more than 5. It is followed by countries from Europe and Scandinavia such as Spain, Norway, and Sweden, each contributing a significant number of documents. The United Kingdom, Australia, Portugal, Costa Rica, Ecuador, and France also contribute notably, with each country contributing around 1 to 2 documents.

This analysis reveals that research on international tourist destinations is well-distributed across multiple countries, with a higher level of research from China, Spain, and other European nations. China's dominance in the number of publications suggests that the country has a significant focus on this topic, likely related to the growing global tourism trends in East Asia. Meanwhile, the contributions from European countries and others highlight the diversity of research focus internationally regarding the tourism industry.

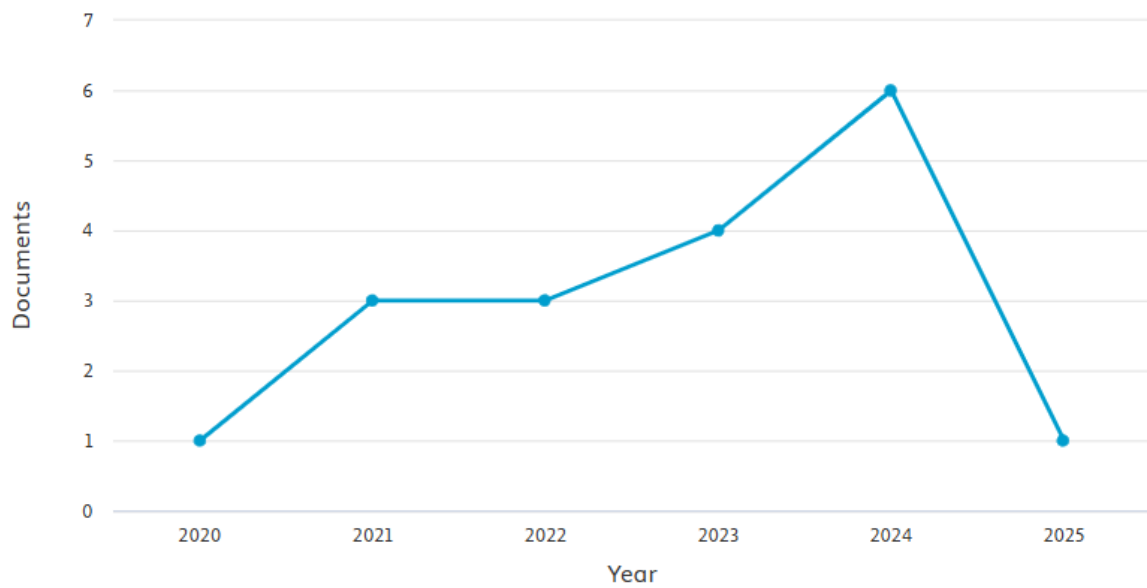


Figure 3. Article Publication by Year

Figure 3 shows the development of publications related to the topic of destination communication strategies post-security crisis over the past five years. In 2020, there was a sharp increase in publications with 1 document. The number then increased steadily in 2021 with 3 documents, followed in 2022 with 3 documents. In 2023, the number of publications rose to 4 documents, and a significant peak was observed in 2024 with 6 documents. However, the publication count dropped back to 1 document in 2025.

This data reflects fluctuating interest in research on destination communication strategies in the aftermath of security crises. The surge in 2024 indicates a period of renewed focus on this topic, possibly due to the industry's recovery efforts and the growing importance of effective communication strategies in tourism management post-crisis. The data also suggests a cyclical nature of interest in the subject, with peaks followed by a sharp decline in certain years.

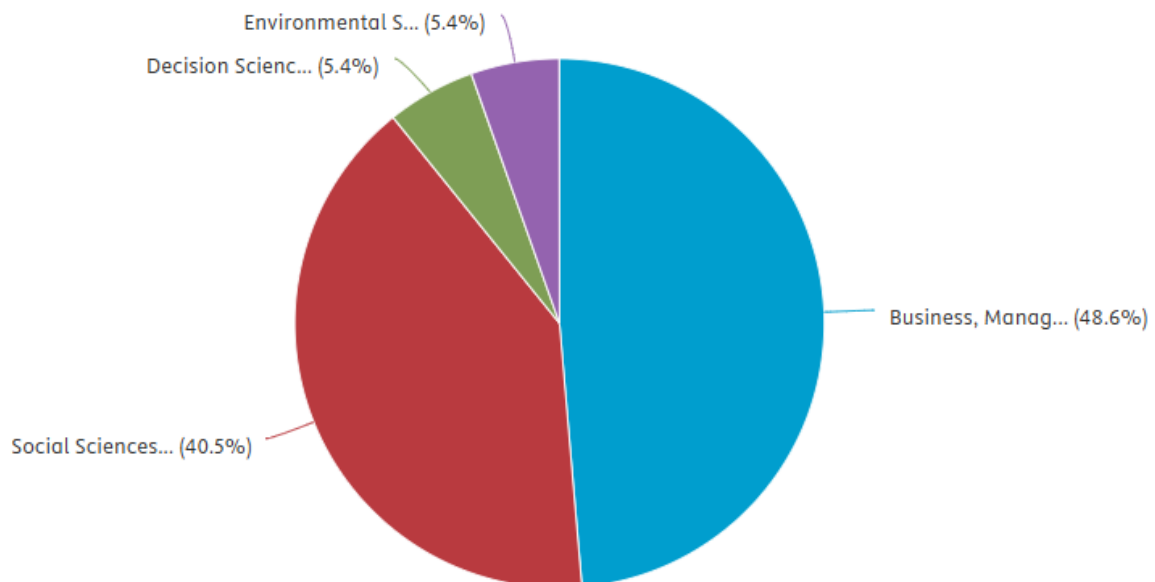


Figure 4. Article Publication by Subject Area

Figure 4 illustrates the distribution of published documents by subject area in the context of research on destination communication strategies and sustainable tourism post-security crisis.

The Business, Management, and accounting field dominates with the highest proportion, contributing 48.6% of the publications. This highlights the significant focus on the business and management aspects of destination communication, including marketing strategies, crisis communication, and tourism management, which are crucial in managing a destination's image after a security crisis.

The Social Sciences field contributes 40.5% of the publications, emphasizing the importance of social research in understanding tourism behavior, cultural impacts, media influence, and the role of local communities in destination image management. This reflects the crucial role of understanding public perception and behavior in post-crisis tourism strategies.

Smaller contributions come from the Environmental Sciences and Decision Sciences fields, both contributing 5.4%. These fields reflect the incorporation of sustainability in destination management strategies and the importance of decision-making frameworks in adapting to post-crisis tourism dynamics.

This distribution of publications demonstrates that research on managing destination image and communication strategies in the aftermath of a security crisis is largely interdisciplinary, combining insights from business, social sciences, and sustainability-focused fields.

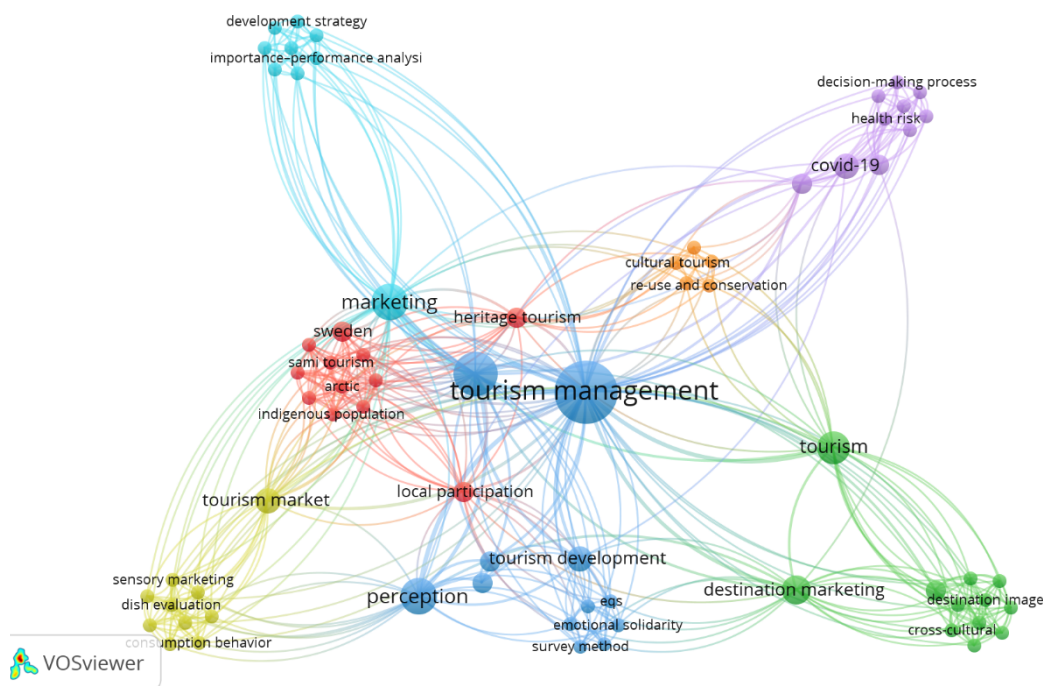


Figure 5. VOSviewer Network Visualization

In this VOSviewer network visualization, five color-coded clusters represent key themes and relationships in the research on destination communication strategies and tourism management post-security crisis, reflecting the specific topics and strategies involved in managing destination image after a security-related crisis. These clusters are analyzed to explicitly link them to the research questions, focusing on how each theme contributes to understanding the mechanisms of post-crisis recovery and the sustainability of tourist destinations.

Cluster 1 (Blue) focuses on tourism management, with key terms such as tourism management, destination marketing, local participation, tourism development, and tourist behavior. This cluster highlights the importance of managing the tourism experience, developing sustainable tourism practices, and fostering local community engagement in rebuilding the image of tourist destinations after a crisis. It directly addresses how local engagement and sustainable practices contribute to recovery, answering the question of how tourism management strategies can restore destination image post-crisis.

Cluster 2 (Red) emphasizes marketing and destination communication strategies, including keywords like marketing, heritage tourism, arctic tourism, Sami tourism, and destination marketing. This cluster underlines the crucial role of communication and marketing strategies in managing the perception of a destination post-crisis, focusing on heritage and unique cultural experiences as a means to restore confidence in tourism. This cluster ties directly into the research question on how communication strategies shape post-crisis destination image recovery.

Cluster 3 (Green) revolves around tourist perception and behavior, with keywords such as tourist destination, perception, survey method, and tourist behavior. This cluster highlights the significance of understanding how tourists perceive a destination post-crisis and how their behavior can be influenced through strategic

communication and image-building. This cluster is vital in answering the research question regarding how tourist perceptions influence loyalty and recovery efforts.

Cluster 4 (Yellow) deals with social and cultural aspects, featuring keywords like emotional solidarity, cultural tourism, survey method, and place attachment. This cluster focuses on the emotional connection tourists have with a destination, an important factor in tourism recovery, especially following a security crisis. It addresses how emotional and cultural factors contribute to resilience and long-term destination sustainability, linking to the research question on community involvement and emotional engagement in post-crisis recovery.

Cluster 5 (Purple) touches on health crisis management and decision-making, with keywords such as COVID-19, decision-making process, and risk perception. This cluster underscores the role of health-related crises, such as the COVID-19 pandemic, in shaping tourists' decisions and how risk perception influences the strategies needed for recovery and reassurance of safety in post-crisis tourism. This cluster helps answer the research question on how health crises influence decision-making and the necessary strategies for rebuilding trust post-crisis.

Table 2. Group Item by Cluster VOSviewer

Cluster	Item	Number of Items
Cluster 1	arctic, arctic tourism, heritage tourism, indigenous people, indigenous population, local participation, norway, representations, sami tourism, sweden, visit norway, visit sweden	12
Cluster 2	cross-cultural, destination image, destination manager, destination marketing, internet/digital marketing, marketing management, marketing strategy, sentiment analysis, tourism, tourism marketing	10
Cluster 3	emotional solidarity, experimental study, interaction resident-tourist, perception, place attachment, survey method, tourism development, tourism management, tourist behavior, tourist destination	10
Cluster 4	consumption behavior, dish evaluation, dish images, dish names, dish perception, implied motion, restaurant, sensory marketing, tourism market	9
Cluster 5	covid-19, decision making, decision-making process, europe, health risk, reactivation of tourism, risk assessment, risk factor, risk perception, travellers' risk perception	10

Source: Processed by author through VOSviewer

Table 2 shows the grouping of items based on the cluster analysis using VOSviewer. Each cluster focuses on a specific theme within the research on sustainable tourism visitation and the results are analyzed to explicitly link the clusters to the research questions.

Cluster 1 consists of 12 items, with keywords such as arctic, arctic tourism, heritage tourism, indigenous people, indigenous population, local participation, Norway, representations, Sami tourism, Sweden, visit Norway, and visit Sweden. This cluster focuses on Arctic and Scandinavian tourism destinations, emphasizing sustainability involving indigenous cultures, local participation, and destination promotion. This cluster ties into the research question on how local participation and sustainability initiatives contribute to post-crisis destination recovery, particularly in promoting destinations that engage local communities.

Cluster 2 contains 10 items, including keywords such as cross-cultural, destination image, destination manager, destination marketing, internet/digital marketing, marketing management, marketing strategy, sentiment analysis, tourism, and tourism marketing. This cluster highlights the importance of destination management and digital marketing in maintaining destination image and tourism sustainability. This cluster is crucial for understanding how communication and marketing strategies influence the perception of destinations post-crisis and how digital marketing can play a role in restoring tourist trust.

Cluster 3 focuses on 10 items, including keywords such as emotional solidarity, experimental study, interaction resident-tourist, perception, place attachment, survey method, tourism development, tourism management, tourist behavior, and tourist destination. This cluster covers research on the interaction between tourists and locals, as well as the sustainable development of tourist destinations. This cluster helps explain how emotional connections and community involvement influence long-term tourist loyalty and destination sustainability in the aftermath of a crisis.

Cluster 4 contains 9 items, such as consumption behavior, dish evaluation, dish images, dish names, dish perception, implied motion, restaurant, sensory marketing, and tourism market. This cluster focuses on consumer behavior in tourism, including culinary experiences and sensory marketing that influence tourist decision-making.

This cluster is essential for understanding how tourism-related consumer behaviors, such as dining experiences, impact destination choices and post-crisis tourism recovery.

Cluster 5 consists of 10 items, with keywords such as COVID-19, decision making, decision-making process, Europe, health risk, reactivation of tourism, risk assessment, risk factor, risk perception, and travellers' risk perception. This cluster emphasizes the impact of the COVID-19 pandemic on tourist decision-making and risk perception, and how these factors influence tourism behavior. This cluster directly addresses how health crises, like COVID-19, influence tourist decisions and the strategies needed to rebuild trust and ensure the safety of traveler's post-crisis.

Table 3. Selected Keywords

Keyword	Occurrences	Total Link Strength
tourism management	18	108
tourist destination	9	58
marketing	6	52
perception	6	37
destination marketing	4	29
tourism	5	29
tourism market	3	29
local participation	2	26
heritage tourism	2	24
decision making	2	19
tourism development	3	19
covid-19	2	17
arctic	1	15
arctic tourism	1	15
indigenous people	1	15
indigenous population	1	15
representations	1	15
cross-cultural	1	12
destination image	1	12
dish evaluation	1	12
dish images	1	12
dish perception	1	12
implied motion	1	12
internet/digital marketing/e-marketing	1	12
marketing management	1	12
marketing strategy	1	12
restaurant	1	12
sensory marketing	1	12
sentiment analysis	1	12

Source: Processed by author through VOSviewer

Table 3 shows the distribution of the most frequently occurring keywords in the literature related to sustainable tourism visitation. The keyword "tourism management" has the highest frequency of occurrence with 18 mentions and a total link strength (TLS) of 108, highlighting that tourism management is a central focus in studies about managing destinations post-crisis. Other prominent keywords include "tourist destination" (9 occurrences, TLS 58) and "marketing" (6 occurrences, TLS 52), indicating that strategies to maintain a destination's image and appeal through marketing efforts are key themes in the literature.

The keywords "perception" and "destination marketing" both appear 6 times, with TLS of 37 and 29, respectively. This suggests a significant interest in understanding tourist perceptions and the role of marketing in the recovery and sustainability of tourism destinations. "Tourism" (5 occurrences, TLS 29) and "tourism market" (3 occurrences, TLS 29) also appear frequently, reflecting the broader market dynamics and the importance of managing the tourism sector post-crisis.

Additional keywords such as "local participation" (2 occurrences, TLS 26), "heritage tourism" (2 occurrences, TLS 24), and "decision making" (2 occurrences, TLS 19) suggest a focus on community involvement and decision-making processes in shaping post-crisis tourism strategies. The keywords "covid-19" (2 occurrences, TLS 17) and "arctic" (1 occurrence, TLS 15) reflect the impact of health crises and niche tourism destinations on the recovery strategies.

Terms related to digital marketing and marketing management, such as "internet/digital marketing/e-marketing", "marketing strategy", and "sentiment analysis", highlight the growing importance of digital tools in managing destination image and consumer sentiment post-crisis. These keywords show the increasing use of technology and strategic marketing in tourism management.

Keywords like "dish evaluation", "sensory marketing", "restaurant", and "implied motion", although less frequent, demonstrate that there is also interest in the sensory and experiential aspects of tourism that contribute to overall visitor satisfaction and destination image. Additionally, terms such as "destination image" and "cross-cultural" point to the importance of cultural and perceptual elements in shaping the image of a destination in the aftermath of a security crisis.

This data reflects the broad thematic scope of the research, encompassing areas from tourism management, marketing, local involvement, and perception, to health crises and the role of digital marketing in managing and recovering the destination image post-crisis. The frequency and total link strength of these keywords suggest that the literature is highly interconnected, with a clear focus on understanding how to manage the destination's image and sustain tourism in the face of external challenges.

3. RESULTS

In this section, the selected articles based on strict criteria focus on the dynamics of sustaining tourist visits in destinations recovering from security crises, particularly in the context of destination image management, communication strategies, and tourist emotional engagement in shaping revisit intention. Key studies include those on User Generated Content (UGC) in shaping perceptions and managing destination image post-crisis (Chemin et al., 2025), the role of content marketing in enhancing communication efforts to rebuild trust and revisit intentions after a crisis (Süli et al., 2024), and the impact of destination brand image on loyalty through crisis communication strategies (Musa et al. 2025). Other studies examine how social media influences destination awareness and emotional engagement, as well as how event-based branding, such as music festivals, can effectively support post-crisis recovery and strengthen the destination's image (Latif et al. 2024). These studies provide insights into how digital communication strategies, tourist behavior, and branding efforts can help destinations restore and sustain tourist loyalty and promote sustainable tourism practices after experiencing a security crisis.

Table 4. The Result of Literature Analysis

No	Article Title and Author (Year)	Focus Area	Methodology	Theory	Main Findings
1	<i>User-generated content (UGC) in tourist attractions and destinations: SLR and perspectives for management – Chemin et al., (2025)</i>	UGC in destination management	Systematic Literature Review (158 articles)	PRISMA Protocol, Big Data	UGC shapes destination perceptions and management through 8 themes and 5 main functions.
2	<i>Accelerating SMEs' engagement with climate change – Gössling & Reinhold (2025)</i>	Involvement of tourism SMEs in climate issues	Narrative Review	Climate Adaptation Theory	SMEs have minimal contribution in climate mitigation, requiring incentives and regulatory pressure.
3	<i>What drives loyalty in sustainable tourism? Escapism and affordability at Central Java's heritage sites – Musa et al. (2025)</i>	Tourist loyalty in heritage destinations	Quantitative Survey, Sobel Test	Escapism Theory, Value-Satisfaction-Desire-Intention (VSDI)	Escapism and affordability influence loyalty through perceived value.

4	<i>Smart Experience and Green Health Tourism: The Moderating Role of Content Marketing</i> – Amiri et al. (2024)	Smart experience & content marketing	PLS-SEM (332 respondents)	TAM, Content Marketing Theory	Content marketing strengthens the effect of smart experiences on visit intention.
5	<i>Determinants of customer-based brand equity on brand image: The moderating role of tourism management and advertisement</i> – Latif et al. (2024)	Brand image in the hotel industry	SmartPLS, survey of 4- & 5-star hotels	CBBE, Brand Image	CSR, awareness, and association influence brand image; moderated by tourism management and advertising.
6	<i>The Role of Music Festivals in Shaping Destination Branding and Image in Two Hungarian Regional Centers</i> – Süli et al., (2024)	Role of music festivals in shaping destination brand and city image	Semi-structured interviews and survey questionnaire	City Branding, Destination Image, Event Tourism, Image Transfer	Music festivals increase awareness, reinforce destination image, and can be integrated into city marketing strategies.
7	<i>Implications of Destination Marketing from the Perspective of the Perceived Value of Foreign Tourists</i> – Carvache et al. (2024)	Foreign tourists' perceived value of destination marketing in coastal cities	Quantitative survey (257 respondents), factor analysis and multiple regression	Perceived Value (Functional, Emotional, Social, Economic)	Functional and emotional value are most influential in shaping satisfaction and loyalty among foreign tourists.
8	<i>Egyptian Crises and Destination Brand Image: The Resurrection of the Mummy</i> – Baalbaki (2024)	Destination brand communication strategies during long-term crises (Arab Spring and COVID-19)	Multi-crisis case study, media content analysis and social media sentiment analysis (3662 data)	Destination Brand Image, Crisis Communication, ADS Model (Adaptable Destination Strategies)	Adaptive, collaborative, and consistent communication effectively builds destination image resilience during multi-dimensional crises.
9	<i>The Impact of Consumer's Adaptation to the Creative Culture of Theme Parks on Review Usefulness</i> – Li et al. (2023)	Tourist adaptation to the creative culture of theme parks and the usefulness of online reviews	Latent semantic analysis and Tobit regression on 5929 online reviews	Symbolic Creativity, Cultural Adaptation, Reference Point Theory, Review Usefulness	Adaptation to creative symbols enhances tourists' focus on service attributes and significantly increases the perceived usefulness of reviews.
10	<i>Exploring the Online Destination Image of an All-for-One Tourism Destination in China: A DMO</i>	Online destination image projection in the context of All-for-One	Qualitative study, thematic content analysis of DMO digital content	Cognitive-Affective-Conative Image Formation Model	DMOs play a central role in shaping tourist perceptions of destination image through active and structured online channels.

	<i>Perspective –</i> Ding et al., (2024)	tourism in China	(official & social media)		
11	<i>An Exploratory Attitude and Belief Analysis of Ecotourists’ Destination Image Assessments and Behavioral Intention – Li et al. (2023)</i>	Ecotourism, birdwatching, destination image	Partial Least Squares (PLS) on 64 respondents in Colombia	Cognitive and Affective Image Theory	Affective image (emotions) has greater influence than cognitive image on behavioral intention; strategic emotional positioning is recommended.
12	<i>Developing a Wine Tourism Destination Image Measurement Scale – Sekhniashvili & Bujdosó (2023)</i>	Wine tourism destination image	Factor analysis, Cronbach Alpha, Online Survey	Echtner & Ritchie Destination Image Model	Developed a reliable 6- factor scale to measure wine tourism image; useful for marketing & competitive benchmarking.
13	<i>Evolution of Tourism Risk Communication: A Bibliometric Analysis and Meta-Analysis of the Antecedents of Communicating Risk to Tourists – Sekhniashvili & Bujdosó (2023)</i>	Risk communication in tourism; development of communication strategies in crisis contexts	Bibliometric Analysis + Meta-Analysis on 236 articles (1985–2023); causal analysis of antecedents	Risk Communication and Tourism Crisis Management Framework	Identified 7 antecedents of effective risk communication to tourists (e.g., demographic, trust, source credibility); emphasized role of information source, media, stakeholder alignment in influencing tourist behavior.
14	<i>The Impact of YouTube in Tourism Destinations: A Methodological Proposal to Qualitatively Measure Image Positioning— Case: Saudi Arabia – Jara (2023)</i>	Community support in green tourism	Mixed methods	Social Exchange Theory	Support depends on perceptions of benefits, fairness, and local values.
15	<i>Golf Club Management Challenges towards Sustainability: Opportunities and Innovations during and after the COVID-19 Pandemic: A Qualitative Perspective – Mac et al. (2023)</i>	Golf club management challenges in implementing sustainability during and after COVID- 19 pandemic	Qualitative: In- depth interviews with golf club managers in Spain	Triple Bottom Line (Economics, Social, Environmental); Sustainability Concept; Resilience	The pandemic accelerated the need for innovation and sustainability strategies; key challenges were operational restrictions, economic pressure, and digitalization needs; opportunities emerged from service innovations, increased environmental awareness, and organizational transformation.
16	<i>Clustering Travelers’ Lifestyle</i>	Destination image formation	Mixed-method: Content analysis, text	AIO Framework (Activities, Interests,	13 traveler lifestyle clusters influence destination image

	<i>Destination Image from Five Asian Traveler-Generated Content</i> – Tsai et al. (2023)	based on tourists' lifestyle from user-generated content in five Asian cities	mining, factor analysis, correspondence analysis from 23,019 TripAdvisor reviews	Opinions), Destination Image Formation	perceptions; user-generated content significantly impacts cognitive and affective destination image; important for market segmentation and destination marketing strategies.
17	<i>Understanding the personality of Europe's only world surfing reserve</i> – Martins et al., (2023)	Destination personality and branding of the World Surfing Reserve (WSR) Ericeira, Portugal, based on local stakeholders' perspective	Mixed-method: 1) Quantitative survey on 40 personality traits for local stakeholders 2) Interviews with DMO (city government of Mafra)	Destination Brand Personality, Sense of Place, Stakeholder-based Branding	The personality of Ericeira's destination is described as "cool", "appealing", and "self-assured". WSR recognition did not significantly influence personality perceptions. There was alignment between local stakeholders' perceptions and the DMO's vision, highlighting the importance of collaboration in developing an authentic destination image.
18	<i>Brand Personality and Revisit Intention: The Mediating Role of Tourists' Self-Image Congruity</i> – Nguyen et al. (2023)	Relationship between destination brand personality and revisit intention, with mediation of tourist self-image congruence	Quantitative; survey of 360 domestic Iranian tourists; analyzed using SEM (Structural Equation Modeling)	Brand Personality (Aaker, 1997); Self-Image Congruity Theory (Sirgy, 1982)	Brand personality significantly affects tourists' self-image congruence, which positively influences revisit intention. Emotional factors like sincerity and excitement have the strongest influence. Mediation of self-image congruence proves significant as an intervening variable.

Table 4 provides a comprehensive synthesis of previous studies, illustrating how destination communication strategies, media exposure, and tourist engagement collectively influence the dynamics of sustaining tourist visits in post-security crisis contexts. Across multiple studies, a consistent theme emerges: effective crisis communication, particularly via social media, is crucial for restoring tourist trust and confidence (Baalbaki, 2024); Sekhniashvili & Bujdosó, 2023). This aligns with findings from Amiri et al. (2024) and Li et al. (2023), who emphasize the role of smart tourism technologies and content marketing in delivering timely, personalized information, thereby enhancing emotional attachment and reinforcing destination credibility.

Community involvement emerges as a complementary factor that strengthens the impact of digital and communication strategies (Carvache et al. 2024); Musa et al. 2025). Studies show that when local communities actively participate in recovery efforts, they provide authentic narratives that enhance tourists' perception of safety, reliability, and cultural richness. This interaction between crisis communication, STT, and community engagement forms a synergistic framework: communication and technology provide timely information, while community involvement adds authenticity and emotional reassurance. Collectively, these integrated strategies encourage repeat visits, foster tourist loyalty, and maintain long-term sustainability.

The synthesis also reveals patterns across studies. For instance, destinations that successfully combine digital communication tools with community engagement demonstrate higher levels of tourist satisfaction and intention to revisit. Contradictions are noted in some studies: while Baalbaki (2024) stresses adaptive communication as the most critical factor, Carvache et al. (2024) highlight the centrality of community involvement, suggesting that the relative importance of each element may vary by destination type and crisis

context. Nonetheless, the overarching insight is clear: the integration of crisis communication, STT, and community involvement is more effective than isolated strategies, forming the core mechanisms through which post-crisis destination image recovery and tourist loyalty are achieved.

This thematic synthesis transforms Table 4 from a descriptive list of findings into a coherent narrative, showing how previous studies interrelate, highlighting emergent patterns, and providing a conceptual foundation for understanding how integrated strategies mediate recovery and sustain tourist engagement post-security crisis. Furthermore, the key issues and themes identified in this synthesis have been systematically grouped and presented in Table 5, allowing readers to clearly visualize the thematic categorization and the relationships between studies and their respective findings.

Table 5. Key Issues

Theme	Key Issue	Source	Insight / Implication for Post-Crisis Destinations
Crisis Communication	Adaptive and collaborative communication	Baalbaki (2024); Musa et al. (2025); Latif et al. (2024)	Ensures transparent messaging, builds trust, and strengthens destination image resilience during crises.
Smart Tourism & Content Marketing	Integration of STT and content marketing to enhance tourist experience	Amiri et al. (2024); Li et al. (2023); Sekhniashvili & Bujdosó (2023)	Personalized and interactive digital content reinforces tourist engagement, satisfaction, and revisit intentions.
User-Generated Content (UGC)	Role of UGC in shaping perceptions and post-crisis image	Chemin et al., (2025); Baalbaki (2024); Suli et al., (2024)	Amplifies destination image recovery; requires monitoring to manage positive and negative feedback.
Tourist Loyalty	Emotional and value-based determinants of loyalty	Musa et al. (2025); Li et al. (2023); Nguyen et al. (2023)	Emotional engagement and perceived value drive revisit intention and long-term loyalty.
Destination Brand Image	CSR, brand awareness, and brand associations	Latif et al. (2024); Baalbaki (2024); Amiri et al. (2024)	Strong brand management enhances perception, reinforces trust, and moderates recovery effectiveness.
Emotional Attachment	Affective connections influencing revisit intentions	Li et al. (2023); Musa et al. (2025); Sekhniashvili & Bujdosó (2023)	Emotional positioning strengthens behavioral intentions, supporting sustained engagement post-crisis.
Community Involvement	Local participation in recovery initiatives	Carvache et al. (2024); Suli et al., (2024); Musa et al. (2025)	Authentic narratives and active local engagement enhance credibility and emotional reassurance for tourists.
Destination Sustainability	Sustainable practices for long-term visitor retention	Nguyen et al. (2023); Li et al. (2023); Amiri et al. (2024)	Integrating environmental awareness, service innovation, and organizational transformation supports ongoing attractiveness and resilience.

4. DISCUSSION

RQ1: How do crisis communication strategies, smart tourism technologies, and community involvement interact to mediate the recovery of a destination's image post-security crisis?

The recovery of a destination's image after a security crisis is a multifaceted process involving various strategies that not only address the immediate consequences of the crisis but also lay the foundation for long-term resilience. The interaction between crisis communication strategies, smart tourism technologies (STT), and community involvement plays a central role in this recovery process. While the individual roles of each factor have been extensively explored in the literature, the interconnections between these elements remain underexplored. The bibliometric analysis using VOSviewer revealed thematic clusters highlighting key research trends: Cluster 1 emphasizes local participation and community engagement, Cluster 2 focuses on destination management and digital marketing, and Cluster 3 captures emotional interactions between tourists and local

stakeholders. These clusters indicate that effective recovery depends on the integrated application of multiple strategies rather than isolated efforts, highlighting the complexity of post-security crisis image restoration.

Crisis Communication Strategies

Crisis communication is widely recognized as a fundamental element in the restoration of a destination's image after a crisis. Studies, such as [Baalbaki \(2024\)](#) and [Musa et al. \(2025\)](#), argue that transparent and consistent communication is crucial for rebuilding trust with tourists. However, while communication alone is necessary, it is not always sufficient. Baalbaki (2024) emphasizes that adaptive communication, which evolves in response to the crisis, is essential, yet it also requires collaboration with other strategies such as leveraging STT and community involvement to amplify its effectiveness. This brings into question whether crisis communication can be fully effective without deep integration with technological tools, especially in an age where digital platforms and UGC dominate the flow of information. Critical analysis suggests that some destinations over-rely on communication strategies alone, which may explain inconsistent recovery outcomes reported in the literature. The variance indicates that contextual factors, such as digital infrastructure and stakeholder capacity, significantly mediate the effectiveness of communication strategies.

This interaction between communication and technology is particularly important when dealing with digital platforms and user-generated content (UGC), where information whether positive or negative can spread rapidly, influencing public perception. A critical point here is the challenge of coordinating crisis communication across various digital platforms, ensuring consistency in messaging while managing the overload of user-generated content. The theoretical implication is that traditional crisis management models, which often assume linear communication flows, need to be revised to account for the multidirectional and participatory nature of digital communication in post-security crisis contexts.

Smart Tourism Technologies

Smart tourism technologies (STT), including mobile apps, real-time data systems, and social media platforms, enhance the overall tourist experience by providing timely information and personalized services. According to [Amiri et al. \(2024\)](#), STT not only improves the quality of the tourism experience but also plays a critical role in restoring destination image by addressing tourists' concerns regarding safety and convenience. However, the role of STT in image recovery is not straightforward. [Li et al. \(2023\)](#) suggests that while real-time data systems and interactive platforms provide tourists with critical information, these technologies must be integrated with effective crisis communication strategies to be truly effective in post-crisis recovery. The integration of STT with traditional communication methods remains a significant challenge. Studies often fail to address how these technologies can be optimized for post-crisis recovery, particularly in contexts where there is a lack of infrastructure or digital access among tourists. This integrative approach helps to mediate the destination's image recovery by offering a consistent and reassuring message through both digital platforms and traditional communication methods. However, the tension arises when there is a lack of proper coordination between these systems, leading to fragmented or inconsistent messaging that could undermine trust. This highlights a theoretical shift toward viewing STT not just as tools for information delivery but as enablers of integrated crisis management frameworks, emphasizing the need for a systems perspective in crisis recovery theory.

Community Involvement

Community involvement plays an integral role in shaping the perception of a destination post-crisis. [Carvache et al. \(2024\)](#) and [Latif et al. \(2024\)](#) argue that local community engagement creates a sense of authenticity, which is critical in rebuilding tourist trust. The emotional connection between tourists and the local community is seen as a key factor in long-term destination sustainability. However, while community involvement is essential, its effectiveness hinges on how well it is integrated with the crisis communication efforts and supported by technological tools. A critical challenge here is that community engagement often relies on local narratives, but these can be overshadowed or misrepresented in the global digital landscape, where narratives can be manipulated or diluted by UGC. [Mac et al. \(2023\)](#) highlights that while community-led recovery initiatives are important, they may not be sufficient if tourists cannot access real-time updates or reassurances through digital platforms. The interaction between community involvement and STT enhances the credibility of the destination's recovery efforts, as local stories and experiences shared through UGC can amplify the positive messaging initiated by crisis communication strategies. Critical thinking indicates that without careful coordination, community involvement may inadvertently contribute to inconsistent messaging, revealing a gap in existing crisis management frameworks and suggesting the need to incorporate participatory governance into post-crisis theory.

The Interaction of Crisis Communication, STT, and Community Involvement

The interaction between crisis communication strategies, STT, and community involvement forms a dynamic process that mediates the recovery of a destination's image post-crisis. The synthesis of the literature suggests that

these elements are most effective when working in harmony, rather than in isolation. Crisis communication sets the foundation by addressing immediate concerns and reassuring the public, while STT enhances this communication by providing tourists with real-time, relevant, and personalized information. Community involvement, on the other hand, fosters emotional connections and authenticity, which are essential for long-term trust and loyalty. However, the effectiveness of these interactions depends on the level of integration and coordination between the three strategies. Studies such as Süli et al., (2024) and Li et al. (2023) suggest that destinations that successfully integrate all three elements tend to experience faster recovery and greater resilience in the long term. The critical argument here is that while integration is necessary, destinations must have the capacity to manage and synchronize these elements across different platforms and communities, which remains a challenge in many regions. This reveals a theoretical implication: crisis management frameworks must evolve from linear, isolated strategies toward integrated, multi-level systems that account for technology, communication, and community as interconnected factors.

Contradictions and Gaps in the Literature

While the literature highlights the importance of these three factors, there is a clear contradiction in how they are applied in different contexts. For instance, Musa et al. (2025) argue that community involvement is the most critical element for recovery, while others, such as Amiri et al. (2024), emphasize the dominance of STT in enhancing the tourist experience. Baalbaki (2024) notes that communication strategies alone are insufficient without the support of technological tools and local engagement. This contradiction suggests that a more integrated framework is needed to understand the complex interaction between these strategies. A critical gap here is the lack of research on how these strategies perform in different cultural or regional contexts. The effectiveness of crisis recovery strategies can vary significantly depending on local socio-economic and political factors. Future research should address this gap by examining how these elements interact in different crisis scenarios, as their effectiveness may depend on specific destination types and crisis contexts.

Implications for Theory

This research contributes to the theoretical understanding of destination image management post-crisis by proposing an integrated framework that brings together crisis communication, STT, and community involvement. Integration of VOSviewer findings shows how clusters align with key strategies, illustrating the combined effect on destination image and tourist loyalty. It extends the literature on tourism crisis management by highlighting the synergistic role these strategies play in rebuilding destination image and fostering tourist loyalty. By synthesizing the findings from various studies, this research offers new insights into how tourist perceptions, loyalty, and resilience can be achieved through a coordinated effort between communication, technology, and community support. The findings of this study suggest that future research should explore the mechanisms through which these factors interact in different crisis contexts, focusing on how digital and community strategies can be tailored to the needs of specific tourism destinations.

RQ2: How do smart tourism technologies and content marketing strategies mediate the relationship between crisis recovery efforts and tourist loyalty, and which factors (e.g., perceived safety, emotional engagement) play a role in this mediation?

The role of smart tourism technologies (STT) and content marketing strategies in mediating the relationship between crisis recovery efforts and tourist loyalty has become increasingly important in post-crisis destination management. While both STT and content marketing have been individually studied, their synergistic role in fostering tourist loyalty and sustaining destination image in the aftermath of a crisis remains underexplored. A critical argument here is that the combined use of STT and content marketing may not always be seamless, as their integration requires careful coordination to avoid conflicting messages or fragmented experiences for tourists. VOSviewer Cluster 5 highlights keywords like "marketing," "perception," and "tourist destination," showing a research focus on combined STT and content marketing effects. This section synthesizes existing literature, critically analyzing how these two strategies interact to mediate the recovery process and the factors that influence their effectiveness.

Smart Tourism Technologies and Crisis Recovery

The literature highlights that STT such as mobile applications, real-time data systems, and interactive platforms provide tourists with timely, relevant, and personalized information that can improve their perception of safety and satisfaction during post-crisis recovery. Amiri et al. (2024) argue that smart experiences foster greater tourist engagement, which is crucial for maintaining tourist loyalty. However, while STT can enhance the tourist experience, it is less effective without accompanying communication strategies and community involvement (Li et al. 2023). This critical gap lies in the challenge of integrating STT with traditional communication methods a

contradiction that arises from the fast-paced nature of digital platforms versus the more deliberate, personal engagement needed to address emotional connections. This indicates a shift in theoretical understanding: STT should not be viewed solely as informational tools, but as components of integrated recovery frameworks that require alignment with marketing and community strategies to achieve consistent tourist engagement.

Content Marketing Strategies and Emotional Engagement

Content marketing, particularly through narrative-driven and emotional engagement strategies, plays a crucial role in restoring trust and building long-term loyalty post-crisis. Studies such as [Sekhniashvili & Bujdosó \(2023\)](#) emphasize the importance of emotional storytelling in rebuilding tourist confidence and creating lasting relationships. This aligns with findings by [Baalbaki \(2024\)](#), who argue that digital content focusing on sustainability, local culture, and resilience can positively influence tourist loyalty. However, a critical limitation in existing research is the lack of emphasis on how narrative content can be personalized to different tourist segments, as emotional engagement may not have the same impact on all tourists. Moreover, a gap exists in the literature regarding the interactive role of content marketing and STT in fostering emotional engagement. The mediation effect of emotional engagement in the relationship between crisis recovery efforts and tourist loyalty remains insufficiently explored, and this gap calls for a more integrated approach that considers how STT and content marketing work together to build emotional connections with tourists.

Mediation Factors: Perceived Safety and Emotional Engagement

Perceived safety and emotional engagement are two key factors that influence how STT and content marketing mediate the recovery of a destination's image and foster tourist loyalty. Studies such as [Martins et al., \(2023\)](#) and [Sekhniashvili & Bujdosó \(2023\)](#) highlight that tourists' perceptions of safety are closely linked to digital information provided by STT and the emotional reassurance conveyed through content marketing. When tourists feel safe, they are more likely to return to the destination and recommend it to others, increasing tourist loyalty. However, emotional engagement also plays a critical role. [Carvache et al. \(2024\)](#) show that local involvement and the authenticity of marketing content influence emotional engagement, which in turn strengthens tourist loyalty. A critical argument here is that while emotional engagement is necessary, its mediation role needs to be redefined, as emotional appeal alone may not sustain loyalty without tangible proof of recovery and safety. Yet, the mediating role of emotional engagement in this process needs further investigation to clarify how it specifically interacts with STT and content marketing to enhance post-crisis recovery.

Contradictions and Gaps in the Literature

While the literature on STT and content marketing individually offers valuable insights, there are contradictions regarding their combined effect. Bibliometric clusters indicate insufficient integrated studies across different crisis contexts, revealing gaps for future research. For instance, [Amiri et al. \(2024\)](#) suggest that content marketing strengthens the effects of STT on tourist intention, while [Baalbaki \(2024\)](#) argue that communication alone is insufficient without community engagement. These contradictions highlight the need for a more integrated approach that explicitly addresses the synergy between digital strategies and emotional engagement. The lack of a comprehensive framework that explains the simultaneous application of both strategies in post-crisis recovery remains a significant gap, as their effectiveness may depend on the specific type of destination and the crisis scenario.

Condition and Limitations of Findings

It is important to recognize that the effectiveness of STT and content marketing strategies may vary depending on the destination type and tourist demographics. For example, destinations heavily reliant on cultural tourism may benefit more from emotional engagement through narrative-driven marketing, while nature-based destinations might find STT and real-time safety updates more effective. Moreover, the role of emotional engagement may be more pronounced in long-term recovery, while STT may be more relevant in the short-term phase. Thus, the effectiveness of these strategies is contingent upon the specific context of the crisis and the destination's unique characteristics.

Theoretical Implications

This study contributes to the theoretical understanding of tourist loyalty post-crisis by integrating STT and content marketing strategies into a cohesive framework. The findings suggest that these strategies mediate the relationship between crisis recovery efforts and tourist loyalty through perceived safety and emotional engagement. This research expands existing theories on tourism crisis management and tourist loyalty by showing how digital tools and emotional connections can work together to enhance recovery and foster long-term tourist engagement. Further exploration of the mediating role of emotional engagement could deepen our understanding of the psychological factors that influence loyalty in post-crisis tourism.

RQ3: What specific role does community involvement play in shaping post-crisis destination image and fostering long-term resilience, and how does it contribute to building trust among tourists?

The role of community involvement in shaping post-crisis destination image and fostering long-term resilience has garnered increasing attention in tourism research. As discussed by [Carvache et al. \(2024\)](#), local communities serve as gatekeepers of authenticity and can provide emotional reassurance, which is vital for rebuilding tourist trust after a security crisis. While community engagement has been widely acknowledged as a crucial factor in destination recovery, the specific mechanisms through which it contributes to destination image and tourist loyalty remain inadequately explored. A critical gap here is the lack of clarity regarding the optimal level of community involvement, as over-reliance on local efforts may lead to oversaturation or burnout, especially in destinations with limited resources. Critical analysis indicates that this gap challenges traditional top-down crisis management theories, suggesting a shift toward participatory and context-sensitive frameworks where local capacity and engagement quality determine recovery outcomes.

Community Involvement and Destination Image

Community involvement has a critical role in the restoration of destination image post-crisis. Studies such as [Carvache et al. \(2024\)](#) and [Süli et al., \(2024\)](#) argue that community-driven narratives can shift the focus from crisis to recovery, creating a more authentic image of the destination. Local participation in recovery efforts helps to humanize the destination and provide a more personalized experience for tourists. However, while community involvement is often seen as positive, its impact is contingent upon how well it is coordinated with other recovery strategies, such as effective crisis communication and integration with smart tourism technologies. [Latif et al. \(2024\)](#) highlight that in certain cases, lack of coordination between local stakeholders and tourism authorities can lead to fragmented messaging that fails to reassure tourists. This contradiction suggests that effective community involvement requires alignment with other recovery strategies, such as crisis communication and digital marketing. The bibliometric analysis using VOSviewer revealed that keywords such as "local participation," "heritage tourism," and "community engagement" frequently co-occur in the literature, forming Cluster 1. This cluster underscores the consistent research emphasis on how community-driven narratives contribute to destination image restoration post-crisis.

Fostering Long-term Resilience

Community involvement not only contributes to the immediate recovery of a destination's image but also plays a pivotal role in fostering long-term resilience. According to [Musa et al. \(2025\)](#), community-driven recovery strategies are crucial for ensuring that the destination remains adaptable to future crises. By empowering local communities to actively participate in tourism management and decision-making processes, destinations can build social capital, which strengthens their ability to withstand future shocks. Yet, the sustainability of community-driven efforts depends on their ability to adapt and integrate with external recovery strategies. This integration is often hindered by a lack of infrastructure or digital access in certain communities, which could limit the effectiveness of recovery efforts. [Amiri et al. \(2024\)](#) argue that local empowerment should be integrated with smart tourism technologies to ensure that recovery efforts are sustainable and capable of adapting to changing circumstances. Cluster 3 highlights terms like "social capital," "resilience," and "tourism development," indicating that literature emphasizes the role of community empowerment in sustaining long-term destination resilience. These clusters support the idea that integration with STT and communication strategies enhances the effectiveness of community-driven recovery efforts. This insight challenges traditional crisis management theory that often prioritizes structural or top-down interventions, highlighting the importance of integrating local knowledge and technological support into a comprehensive resilience framework.

Building Trust Among Tourists

Trust-building is a central component of the recovery process, and community involvement plays a significant role in this regard. [Carvache et al. \(2024\)](#) and [Sekhniashvili & Bujdosó \(2023\)](#) highlight that tourists' emotional connections to destinations are often influenced by local interactions and authentic experiences. When tourists feel that local communities are actively involved in recovery efforts, they are more likely to perceive the destination as safe, authentic, and committed to long-term sustainability. This emotional reassurance, especially through local storytelling and community-driven initiatives, significantly contributes to building trust among tourists. However, the process of trust-building is complex; it requires more than just local involvement it also necessitates consistent, transparent communication and reliable digital tools to reinforce positive perceptions. The mediation role of emotional engagement remains underexplored, and understanding how it interacts with STT and community efforts is crucial for ensuring lasting tourist loyalty. Cluster 2 shows keywords such as "tourist perception," "trust," and "emotional engagement," demonstrating that studies frequently link community

involvement with tourists' trust and perceived authenticity. This supports the argument that local engagement, when combined with digital communication and marketing tools, reinforces emotional reassurance and loyalty.

Contradictions and Gaps in the Literature

Despite the recognition of community involvement as a key factor in post-crisis recovery, there is a contradiction in the literature regarding the level of community involvement necessary for success. While [Carvache et al. \(2024\)](#) emphasize the importance of local participation, other studies, such as [Li et al. \(2023\)](#), suggest that too much reliance on community efforts may lead to oversaturation or overburdening of local stakeholders, especially in destinations with limited resources. Furthermore, [Baalbaki \(2024\)](#) cautions that top-down recovery strategies that impose community involvement without genuine local support can backfire, leading to a lack of authenticity and trust among tourists. These contradictions highlight the need for adaptive frameworks in crisis management theory, which balance local participation, technological support, and structured communication to optimize both resilience and trust outcomes.

Condition and Limitations of Findings

The effectiveness of community involvement in shaping destination image and fostering long-term resilience is highly context-dependent. For instance, destinations with strong local traditions and community cohesion, such as heritage sites, may benefit more from local narratives than modern tourist destinations. Similarly, emerging tourist destinations that have not yet developed strong local engagement frameworks may struggle to implement community-driven recovery strategies effectively. The diversity of tourism settings from nature-based destinations to cultural hubs requires tailored approaches that align community involvement with the unique needs and capacities of each destination. This emphasizes that theoretical models must incorporate contextual contingencies, as on.

Theoretical Implications

This study contributes to the theoretical understanding of post-crisis destination management by integrating community involvement into the recovery process. The findings suggest that community engagement plays a crucial role in building trust and fostering resilience, but it must be strategically aligned with other recovery efforts, such as crisis communication and smart tourism technologies. This research expands existing theories on destination branding and tourist loyalty, offering new insights into the psychological factors that influence destination recovery. The critical insight is that theory must evolve from linear, top-down frameworks to multi-dimensional models that integrate local participation, technology, and communication, reflecting the complex reality of post-security crisis recovery. Future research should further investigate the mechanisms through which community involvement influences tourist loyalty and destination resilience, particularly in different crisis contexts.

5. CONCLUSION

Based on the systematic analysis of 18 relevant articles, it can be concluded that the sustainability of tourist visits after a security crisis is determined by a combination of destination physical factors, digital strategies, tourist emotional engagement, and community involvement in destination management. Specific physical elements, such as walkability and cultural authenticity, are crucial for ensuring that tourists feel comfortable and connected to the destination. In terms of digital strategies, social media, influencers, user-generated content, and digital innovations like smart destinations have been proven to enhance tourist loyalty by providing real-time information, engaging content, and personalized experiences. However, while these factors aid recovery, there is a contradiction in the literature regarding the relative importance of technology-driven strategies versus local community involvement. Community engagement is especially vital in maintaining authenticity and establishing long-term emotional connections with tourists, which contributes to the destination's appeal even after a crisis. The findings suggest that destinations should develop authentic, credible, and technology-driven strategies, alongside sustainable innovations and local collaboration, although the effectiveness of these strategies varies depending on the destination's unique context. Future research should explore the role of artificial intelligence and predictive models in creating a more adaptive post-crisis framework that can better manage global dynamics, as well as optimizing digital marketing and emotional engagement for long-term tourist loyalty and resilience.

Limitations & Directions for Future Research

This study has several limitations that must be acknowledged. First, the focus on literature sourced primarily from the Scopus database may result in the exclusion of relevant studies from other academic sources, which could provide additional perspectives and insights into post-security crisis tourism recovery. Due to the constraints of database access and time limitations, it was not feasible to include all relevant sources from non-Scopus databases.

This reflects a potential narrowing of the research scope, limiting the breadth of findings. Second, many of the studies included in the analysis are context-specific, primarily focusing on particular destinations, which means the findings may not fully capture global dynamics or apply to regions with different socio-economic and cultural contexts. This context-specific focus is inevitable given the nature of tourism recovery, which varies greatly by region and is influenced by local factors such as political stability, economic conditions, and cultural norms. Moreover, the limited variety of methodologies and theoretical approaches used in these studies could influence the generalizability of the results, making it difficult to apply them universally across diverse contexts. The lack of available longitudinal data and the limited methodological diversity in crisis tourism studies also restricts the ability to provide broader, more generalized conclusions.

Future research should aim to expand the geographic scope and examine a wider range of destination types to provide a more holistic understanding of the factors influencing destination image management post-crisis. Furthermore, disruptive technologies such as artificial intelligence, big data, and predictive analytics should be explored for their potential in enhancing recovery strategies in post-crisis scenarios, particularly in the context of digital communication and emotional engagement. Longitudinal studies and multi-level case studies that incorporate a diverse range of stakeholders could offer deeper insights into the dynamic nature of tourist behavior and destination recovery, helping to integrate the social, cultural, and environmental impacts of recovery efforts. This would allow for a more comprehensive approach to understanding the long-term resilience of destinations post-crisis and inform future theoretical frameworks in tourism crisis management.

6. REFERENCES

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