

Crisis governance, legitimacy, and consumer ethics in service systems

Nikolaos Iason Koufodontis^{1b}

Department of Tourism Economics and Management, University of the Aegean, Chios, Greece, and

Prachi Gala^{2b}

Department of Marketing and Professional Sales, Coles College of Business, Kennesaw State University, Kennesaw, Georgia, USA, and
Gordon Institute of Business Science, University of Pretoria, Illovo, South Africa

Abstract

Purpose – This paper aims to examine how crisis-related service restrictions shape ethical consumer responses, challenging the assumption that restrictive governance inherently promotes responsibility. It develops a dual-process model explaining how legitimacy and autonomy perceptions condition ethical engagement and resistance in service systems under crisis.

Design/methodology/approach – Building on a combined semi-systematic and integrative literature review, the study uses a mixed-method design integrating online discourse analysis and survey data from international consumers, using tourism as an illustrative service context.

Findings – Restrictive service measures fragment ethical legitimacy rather than uniformly enhancing responsibility, producing stances ranging from legitimacy-based compliance to autonomy-driven resistance. Ethical responses are shaped more by identity-coded moral orientations and legitimacy perceptions than by demographics.

Research limitations/implications – The paper advances services marketing and service governance research by conceptualizing crisis governance as a customer-facing relational process. Future research should extend the model to other service sectors and organizational contexts.

Practical implications – Crisis governance is more effective when supported by marketing-oriented service communication that enhances legitimacy and autonomy rather than relying on enforcement alone.

Social implications – Overly coercive crisis governance risks undermining intrinsic responsibility and weakening collective ethical commitment in service systems.

Originality/value – The paper provides an empirically grounded model linking legitimacy, autonomy and ethical stance formation in crisis-governed service systems, bridging consumer ethics and services marketing.

Keywords Services marketing, Service governance, Crisis-related service restrictions, Consumer ethics, Service legitimacy, Consumer trust, Tourism services

Paper type Research paper

1. Introduction

Crisis situations place service systems under exceptional strain by disrupting ordinary patterns of access, interaction and participation. In consumer-facing services, crises such as pandemics, natural disasters, political instability and other systemic disturbances often require institutional responses that reshape the conditions under which customers engage with service providers (Hall *et al.*, 2021; Richardson and Devine, 2020). From a services marketing perspective, such interventions are not merely operational controls or public policy instruments; they become part of the service experience itself, altering service encounters, customer journeys, established arrangements and the meanings customers attach to service participation (As'ad *et al.*, 2024; Elliott *et al.*, 2005; Larivière *et al.*, 2025; Tronvoll and Edvardsson, 2022). This is

especially visible in tourism, where restrictions on mobility, access and participation are central to crisis response (Arif and Yu, 2026; Finsterwalder and Kuppelwieser, 2020; Kabadayi *et al.*, 2020), but the underlying issue is broader: crisis governance increasingly operates through service systems in which consumers encounter institutional authority at the point of service delivery.

While such interventions are typically justified as necessary responses to systemic risk, their implications for consumer behavior and ethical engagement remain complex and sometimes contradictory (Bromfield and Carey, 2026; Rains and Richards, 2024; Tsiotsou *et al.*, 2024). Crisis-related

The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/0887-6045.htm>



Journal of Services Marketing
40/10 (2026) 130–148
Emerald Publishing Limited [ISSN 0887-6045]
[DOI 10.1108/JSM-01-2026-0093]

© Nikolaos Iason Koufodontis and Prachi Gala. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licences/by/4.0/>

Received 27 January 2026
Revised 8 April 2026
7 June 2026
Accepted 27 June 2026

governance has been widely examined in terms of compliance, resilience, recovery and risk mitigation, often assuming that restrictive measures promote responsible behavior and alignment with collective goals (Castaldo *et al.*, 2024; Dao *et al.*, 2025; Hong and Zhou, 2025; Jamal and Budke, 2020; Keinänen *et al.*, 2026; Phelan, 2020; Siegrist *et al.*, 2021). However, emerging service and behavior research suggests that customer responses to institutional interventions are contingent on how these measures are perceived, communicated, enacted and experienced, particularly when service interactions become sites of regulation rather than voluntary exchange (Arif and Yu, 2026; Bhalla and Kansal, 2025; Dao *et al.*, 2025; İzmir *et al.*, 2025; Larivière *et al.*, 2025). Studies show that crisis conditions reshape customer experience across the wider service ecosystem, making communication, coordination, service adaptation and shared understanding central to how disruptions are interpreted and managed (As'ad *et al.*, 2024; Dao *et al.*, 2025; Larivière *et al.*, 2025; Tronvoll and Edvardsson, 2022, 2025). Because crisis measures often involve governments, firms, frontline employees and consumers simultaneously, they blur the boundary between public intervention and service delivery, making legitimacy, trust and perceived fairness central to how customers interpret institutional authority within the service relationship (As'ad *et al.*, 2024; Elliott *et al.*, 2005; Van Hummel and Russell-Bennett, 2026).

Some individuals will interpret institutional interventions as legitimate and necessary, while others construe them as coercive, intrusive or unjust, even under similar conditions (Chaufan and Hemsing, 2024). Psychological research helps explain this divergence by showing that restrictions perceived as threats to autonomy may produce behavioral compliance without deeper moral internalization, consistent with psychological reactance theory (Brehm, 1966), moral disengagement research and distinctions between controlled and autonomous forms of motivation (Audet *et al.*, 2025; Bandura, 1999; Rains and Richards, 2024; Ryan and Deci, 2000; Sotis *et al.*, 2021; Tovmasyan *et al.*, 2026).

Complementing this perspective, self-determination theory suggests that internalized, autonomy-supportive forms of regulation foster deeper and more stable engagement, whereas externally imposed rules tend to produce more controlled and less internalized responses (Audet *et al.*, 2025; Ryan and Deci, 2000). These dynamics are particularly salient in service settings, where governance is experienced through service rules, frontline encounters, provider authority and trust-laden service relationships. In such contexts, coercion, legitimacy and trust can directly shape consumers' willingness to participate and ethically align with institutional measures (Berry *et al.*, 2006; Bhalla and Kansal, 2025; Ostrom *et al.*, 2015; Van Hummel and Russell-Bennett, 2026).

Despite these advances, important gaps remain in understanding consumer ethical responses to crisis governance within service contexts. First, prior research has examined legitimacy, autonomy, trust, customer experience, ethical dilemmas and service ecosystem dynamics, but these streams have not been sufficiently integrated into a unified framework explaining how consumers interpret and evaluate institutional interventions (As'ad *et al.*, 2024; Larivière *et al.*, 2025; Tovmasyan *et al.*, 2026; Tsiotsou *et al.*, 2024; Van Hummel and Russell-Bennett, 2026). Second, existing studies have

predominantly focused on observable outcomes such as compliance, trust, risk mitigation, recovery or service adaptation, with more limited attention to the underlying ethical processes through which consumers make sense of and respond to perceived constraints (Dao *et al.*, 2025; Larivière *et al.*, 2025; Reveilhac and Boomgaarden, 2025; Siegrist *et al.*, 2021; Sotis *et al.*, 2021; Tsiotsou *et al.*, 2024; Van Hummel and Russell-Bennett, 2026). Third, while service research recognizes the importance of interactions, touchpoints and customer experience, it has only partially examined how institutional authority is enacted and interpreted when frontline service encounters become sites of crisis governance (Berry *et al.*, 2006; Bhalla and Kansal, 2025; Larivière *et al.*, 2025; Ostrom *et al.*, 2015; Tronvoll and Edvardsson, 2022; Van Hummel and Russell-Bennett, 2026). As a result, current literature provides limited insight into the mechanisms through which consumers arrive at divergent ethical stances toward the same institutional measures, particularly when such measures are perceived by some as legitimate and responsibility-enhancing, but by others as coercive, autonomy-threatening or unjust within the service relationship (Bhalla and Kansal, 2025; Bromfield and Carey, 2026; Rains and Richards, 2024; Tovmasyan *et al.*, 2026; Tsiotsou *et al.*, 2024).

Addressing this gap, this paper develops and tests a dual-process model of consumer ethics under crisis, distinguishing legitimacy-based ethical engagement from autonomy-driven disengagement and resistance. Using tourism as an illustrative service context, the study draws on forum discourse and survey data, to examine how consumers respond ethically and behaviorally to crisis-related service restrictions and whether acceptance or rejection varies across identity orientations in addition to demographic characteristics. The findings show that crisis-related service restrictions fragment ethical legitimacy into distinct stances shaped less by demographics than by identity-based moral orientations. By reframing crisis governance as a moral, psychological and relational process embedded in service encounters, this paper contributes to services marketing research by clarifying when and why institutional authority fosters ethical alignment or provokes resistance in crisis-affected service systems. This focus leads to the following research questions:

- RQ1. Do crisis-related service restrictions produce unintended ethical and behavioral outcomes, such as resistance or diminished responsibility among consumers?
- RQ2. Do demographic, lifestyle or identity-related orientations moderate consumer acceptance or rejection of these restrictions?

2. Literature review

2.1 Review methodology

The arguments developed are grounded in a two-step literature review combining a semi-systematic and an integrative approach. A semi-systematic review is appropriate for mapping broad, interdisciplinary and evolving research areas where relevant knowledge is distributed across multiple fields rather than contained within a single mature literature stream (Snyder, 2019). An integrative review is suited to synthesizing

fragmented theoretical perspectives and developing conceptual insight across related but disconnected bodies of work (Torraco, 2005). Combining these approaches was appropriate because the present study connects crisis governance, services marketing, consumer ethics, psychological responses to autonomy restriction and tourism as an illustrative service context. In practice, the semi-systematic stage was used to map the main domains, concepts and evidence across the crisis-tourism literature, whereas the integrative stage was used to compare and synthesize insights from service research, consumer ethics, legitimacy and autonomy-related psychology to develop the conceptual framework.

The first step examined how tourism crises, including pandemics, political unrest and natural disasters, trigger service restrictions and shape tourist behavior, responsibility and ethics. Tourism was selected as a suitable empirical context due to the prevalence and visibility of crisis-related governance interventions in consumer-facing services (Hall *et al.*, 2021; Ritchie, 2009). While literature extensively documents compliance and adaptive responses, it offers limited insight into individual-level reactions such as resistance, moral disengagement and perceptions of unfairness.

To structure the review, four interlinked thematic domains were adopted as an analytical framework: crisis and tourism (C), travel measures (M), tourist responsibility and ethics (R) and tourist behavior (B). Keyword combinations were tailored to each domain and applied across temporal and geographic contexts using Google Scholar, selected for its suitability in fast-evolving interdisciplinary fields (Snyder, 2019). Although the initial search included both scholarly and nonscholarly materials, only peer-reviewed studies were retained, as these sufficiently covered all four domains. Table 1 summarizes the most relevant contributions aligned with the coded categories.

Building on this mapping, the second step consolidated fragmented insights and relevant theoretical perspectives through an integrative review (Torraco, 2005). This synthesis examined how crisis-related measures shape perceptions of fairness, autonomy and institutional trust, foregrounding psychological and ethical mechanisms that remain less extensively examined in predominantly compliance-oriented accounts. The pandemic is treated here as a representative instance of crisis-induced service governance.

2.2 Crisis governance and measures

Crisis governance in service systems refers to the use of institutional, organizational and operational measures to preserve collective welfare, service continuity and system viability under disruptive conditions. In service research, COVID-19 has been conceptualized as a service mega-disruption affecting actors, resources, interactions and service ecosystems across multiple levels (Kabadayi *et al.*, 2020). Such disruptions can also force public and private organizations to rethink and reconfigure service provision, making crisis response an imposed form of service innovation rather than a purely discretionary activity (Heinonen and Strandvik, 2021). Crisis response measures are not limited to public policy directives; they are often enacted through service access rules, frontline procedures, customer screening, safety protocols, digital verification and other mechanisms that reshape how

consumers participate in services (Dao *et al.*, 2025; Larivière *et al.*, 2025; Tronvoll and Edvardsson, 2022).

Tourism offers an instructive empirical context for examining consumer responses to crisis governance in service systems because participation is mobility-dependent yet not treated as a fundamental right. As a result, tourism is highly exposed to disruption during crises such as armed conflicts, political instability and public health emergencies. Political unrest during the Arab Spring, for example, led to a 35% decline in international arrivals to Egypt, illustrating how crises can destabilize service systems even in the absence of formal mobility restrictions [UNWTO (United Nations World Tourism Organization), 2021]. The COVID-19 pandemic combined systemic disruption with extensive institutional intervention, contributing to a 73% decline in global tourist arrivals alongside border closures, quarantine mandates, testing regimes and certification requirements [UNWTO (United Nations World Tourism Organization), 2021]. Although typically justified as necessary to protect public welfare, these measures generated substantial economic losses and uncertainty, intensifying debates over the ethical justification and legitimacy of crisis governance in consumer-facing services.

Restrictions and administrative controls are among the most common instruments used to manage service disruptions during crises and are generally framed as necessary for public health protection, community safety and recovery (Aldao *et al.*, 2025; Chen *et al.*, 2020; Dye and Mills, 2021; Pavli and Maltezos, 2021; Sharun *et al.*, 2021; Subedi and Kubickova, 2024; Wang *et al.*, 2022). During the early phase of the COVID-19 crisis, more than 13,000 travel-related policy announcements were issued globally, illustrating how rapidly governance interventions can reshape service environments (Cheng *et al.*, 2020). These interventions typically combined disease prevention protocols, mobility restrictions such as travel bans and quarantine and industry support mechanisms including financial aid (Gan *et al.*, 2024; Li *et al.*, 2022).

Prior research has long acknowledged the ambivalent effects of such measures. While health and safety protocols can help rebuild consumer confidence, they also involve trade-offs between protection, mobility and economic viability, underscoring that crisis governance entails ethical and normative judgments rather than purely technical decisions (Hall *et al.*, 2021; Goktepe *et al.*, 2024; McKercher and Chon, 2004). A central concern in this literature is how restrictive measures affect consumer participation decisions. While some consumers adapt behavior and continue to engage with services, others reduce or abandon participation when confronted with restrictions or complex compliance regimes (Cabeza-Ramírez and Sánchez-Cañizares, 2022; Fan *et al.*, 2023; Subedi and Kubickova, 2024). This suggests that crisis governance should be examined not only as a mechanism of risk control or operational recovery, but also as a service-system process that conditions access, shapes perceived legitimacy and influences whether consumers experience restrictions as protective, burdensome or coercive.

2.3 Responsibility, ethics and compliance

Crises often spark public debate about moral duty, responsibility and fairness among governments, service

Table 1 Literature synopsis of the most relevant contributions, organized by topic

C	Theme			Specific area/info	Papers/sources
	M	R	B		
x	x			Measures and policies as an unavoidable way to protect and restart tourism after crises	Chen <i>et al.</i> , 2020; Cheng <i>et al.</i> , 2020; Dye and Mills, 2021; Gössling <i>et al.</i> , 2021; Han <i>et al.</i> , 2022; Li <i>et al.</i> , 2022; Pavli and Maltezou, 2021; Sharun <i>et al.</i> , 2021; Sun <i>et al.</i> , 2024; Wang <i>et al.</i> , 2022; Zhong <i>et al.</i> , 2023; Yaşar Dinçer <i>et al.</i> , 2024
x		x		Need for increased responsibility at all levels, during crises	Chen <i>et al.</i> , 2023; Gaki and Koufodontis, 2022; Jamal and Budke, 2020; Yaşar Dinçer <i>et al.</i> , 2024
	x	x		Ethical and social issues from measures and restrictions	Baena and Cerviño, 2024; Bonaccorsi <i>et al.</i> , 2020; Rastegar, 2025; Seyfi <i>et al.</i> , 2024
	x	x		Ethical and legal issues from measures and restrictions	Dobrzeńiecki and Przywora, 2021; Richardson and Devine, 2020; Susi and Pajuste, 2021; Sztandera <i>et al.</i> , 2024
	x	x	x	Impact on global solidarity	Higgins-Desbiolles, 2024; Kock <i>et al.</i> , 2024; Voigt <i>et al.</i> , 2021
	x		x	Financial worries of tourists	Barreira and Cesário, 2024; Zha <i>et al.</i> , 2022
x			x	Permanent effects on consumption patterns	Chebli, 2020; Eugenio-Martin and Campos-Soria, 2014; Toubes <i>et al.</i> , 2021
	x	x		Examples of measures ineffectiveness	Gan <i>et al.</i> , 2024; Komasi <i>et al.</i> , 2025; Mateus <i>et al.</i> , 2014
x	x	x	x	Mechanisms of compliance	Corbu <i>et al.</i> , 2021; Ryan and Deci, 2000; Sutinen and Kuperan, 1999
	x	x	x	Importance of digital persuasion	Matz <i>et al.</i> , 2017; Zhao <i>et al.</i> , 2025
	x	x	x	Compliance through persuasion	Lai <i>et al.</i> , 2024; Peng <i>et al.</i> , 2025; Sotis <i>et al.</i> , 2021
x	x		x	Voluntary compliance regardless of measures	Ren <i>et al.</i> , 2022; Ruan and Deng, 2024; Subedi and Kubickova, 2024
	x	x	x	Positive impact of measures on tourism	Cahigas <i>et al.</i> , 2022; Shin <i>et al.</i> , 2021
	x	x	x	Undesirable effects of measures: negative impact on travel intentions	Cabeza-Ramírez and Sánchez-Cañizares, 2022; Fan <i>et al.</i> , 2023
	x	x	x	Increase of responsibility and ethical behavior with measures	Phelan, 2020; Tremblay-Huet and Lapointe, 2021
	x	x	x	Questioning the positiveness of the overall impact (science, ethics, law, politics)	Khan <i>et al.</i> , 2022; Osama <i>et al.</i> , 2021; WHO, 2021
		x	x	The responsible tourist; environment, sustainability	Budeanu <i>et al.</i> , 2016; Dias <i>et al.</i> , 2021; Galvani <i>et al.</i> , 2021; Panwanitdumrong and Chen, 2021; Su <i>et al.</i> , 2020; Wang <i>et al.</i> , 2025

Note(s): C = crises, M = measures, R = responsibility/ethics, B = behavior

Source(s): Authors' own work

providers, frontline employees, institutions and consumers, fostering the view that all actors share heightened responsibility for safety and collective well-being (Blaustein *et al.*, 2023; Jamal and Budke, 2020). In service contexts, such responsibility claims are not abstract; they are negotiated through interactions among the actors involved, where ethical dilemmas often arise from competing obligations and stakeholder interests (Tsiotsou *et al.*, 2024). Within this normative framing, several studies associate crises with more ethical behavior, emphasizing shifts toward responsible and value-driven choices such as environmental awareness, support for local communities, avoidance of vulnerable destinations and compliance with health guidelines (Galvani *et al.*, 2021; Shin *et al.*, 2025; Zenker and Kock, 2020).

However, evidence synthesized in Table 1 shows that while, for example, crisis-related travel measures are widely discussed, their effects on individual tourist behavior remain unevenly examined. Much of the literature emphasizes positive outcomes, including increased responsibility, ethical awareness and precautionary behavior (Fan *et al.*, 2023; Phelan, 2020), typically framed at the societal or governance level (Gössling *et al.*, 2021; Gössling and Scott, 2025; Jamal and Budke, 2020). Far less attention has been paid to the ethical and psychological processes through which consumers interpret restrictive measures, including

micro-level consequences such as resistance, moral disengagement, fragmented compliance or ethical backlash (Sánchez-Cañizares *et al.*, 2021; Tsiotsou *et al.*, 2024).

One explanation for this limited attention is that tourists in this context and consumers more broadly, are not only behavioral agents but also ethical subjects whose crisis experiences are often marked by personal loss, financial insecurity and unmet expectations, shaping how responsibility claims are interpreted at the individual level (Castaldo *et al.*, 2024; Chebli, 2020; Toubes *et al.*, 2021). Accordingly, research increasingly recognizes that the effectiveness of crisis-related measures depends not only on technical design but also on consumers' willingness to comply, shaped by psychological, cultural and informational factors (Ryan and Deci, 2000; Subedi and Kubickova, 2024; Sutinen and Kuperan, 1999), particularly in highly mediated environments where public sentiment, policy demands and conflicting narratives shape how crisis responses are interpreted (Goktepe *et al.*, 2024; Matz *et al.*, 2017; Wang *et al.*, 2025). While compliance is often framed as a reflection of shared responsibility and collective well-being (Sotis *et al.*, 2021), it cannot be assumed. From an autonomy perspective, the same measure may be experienced as a legitimate contribution to collective welfare or as an externally imposed constraint, depending on

whether consumers internalize the rationale for the restriction. Thus, the distinction between internalized responsibility and externally enforced compliance remains theoretically and practically significant.

2.4 Legitimacy, trust and fairness

Crisis governance in consumer-facing service systems raises fundamental questions about ethical behavior, institutional trust, public policy and service design, because public interventions are often translated into service rules, procedures and touchpoints (Azzari *et al.*, 2026; Dao *et al.*, 2025; Elliott *et al.*, 2005; Van Hummel and Russell-Bennett, 2026).

Recent research shows that perceptions of legitimacy, fairness and trust play a central role in shaping public and service-related responses to crisis governance. Perceived unfairness and low institutional trust increase opposition to health-related mandates (Siegrist *et al.*, 2021; Subedi and Kubickova, 2024), while policies viewed as intrusive or insufficiently justified can provoke public backlash (Chaufan and Hemsing, 2024). Trust operates at multiple levels, including interpersonal and institutional trust, which in turn shape risk perception and service use intentions under crisis conditions (Castaldo *et al.*, 2024; Reveilhac and Boomgaarden, 2025). From a service ecosystem perspective, trust and distrust may also vary across macro-level institutional actors, meso-level service organizations and micro-level consumer interactions (Van Hummel and Russell-Bennett, 2026).

Legitimacy-based governance also involves ethical trade-offs. Restrictive measures may disproportionately affect vulnerable populations (Bonaccorsi *et al.*, 2020), raise concerns about proportionality and individual freedom (Richardson and Devine, 2020) and reinforce global inequalities, for example, when travelers face unequal restrictions due to disparities in healthcare access and digital infrastructure (Goktepe *et al.*, 2024; Voigt *et al.*, 2021). In service systems, these trade-offs are especially consequential because unequal access, documentation burdens or digital exclusion can affect whether consumers perceive governance as protective, fair and legitimate.

While such experiences shape perceptions of fairness and trust, their implications for consumer behavior remain complex and context dependent. Beyond decisions about whether to use a service, for example, to travel or not, legitimacy perceptions influence how tourists and other service consumers interpret and accept the moral reasoning underlying crisis-related measures. Although much of the literature portrays, for example, travel restrictions as necessary interventions that promote ethical awareness and responsibility (Phelan, 2020), other studies show that specific measures, such as certification requirements, may provoke resistance, reduce travel intentions and elicit negative emotional responses (Cabeza-Ramírez and Sánchez-Cañizares, 2022; Chaufan and Hemsing, 2024). This reinforces the need to distinguish formal acceptance of service restrictions from deeper ethical alignment with the institutional rationale behind them.

When restrictions are perceived as coercive or illegitimate, they may contribute to resistance, institutional distrust, heightened perceptions of inequality and concerns about civil liberties (Blaustein *et al.*, 2023; Khan *et al.*, 2022; Osama *et al.*, 2021). In service systems, these reactions matter because coercive or poorly justified rules may also affect how consumers

evaluate the service providers and frontline actors responsible for operationalizing them (Bhalla and Kansal, 2025). Together, these findings underscore that legitimacy, trust and fairness are central mechanisms shaping ethical engagement under crisis governance.

2.5 Psychological reactance theory

Psychological reactance theory explains why crisis-related measures may undermine ethical engagement when autonomy is perceived to be threatened. Individuals are motivated to protect their freedom of choice and restrictions viewed as intrusive or illegitimate can trigger reactance, expressed through resistance or defiance (Brehm, 1966).

In services such as tourism, where freedom and mobility are central to the consumption experience, perceived excessive control can erode the moral foundation of crisis governance and shift responses away from responsibility toward opposition. Empirical evidence from health communication research supports these mechanisms: coercive mandates reduce voluntary adherence (Quick and Stephenson, 2007; Rains, 2013) and COVID-era policies perceived as autonomy violations have triggered public resistance (Chaufan and Hemsing, 2024). Recent evidence on governmental vaccine mandates further confirms the relevance of psychological reactance for understanding why freedom-restricting public measures may fail to generate the intended behavioral response and may reduce related voluntary behaviors (Rains and Richards, 2024). Under such conditions, ethical disengagement may occur even when the goals of governance are widely acknowledged (Rains, 2013).

2.6 Self-determination theory

Self-determination theory provides a complementary framework for understanding ethical engagement under crisis governance by distinguishing between autonomous and controlled forms of motivation (Ryan and Deci, 2000). Regulations perceived as meaningful, self-endorsed and value-aligned are more likely to sustain engagement, whereas externally imposed or controlling rules tend to weaken motivation and internalization of norms, a distinction echoed in evidence on the effects of injunctive versus descriptive normative framing in sustainability contexts (Jiang *et al.*, 2024). Recent self-determination theory-informed research on law compliance similarly shows that autonomous motivation is more consistently associated with intended compliance than controlled motivation based on external consequences, reinforcing the importance of internalization rather than mere enforcement (Tovmasyan *et al.*, 2026).

Empirical tourism research supports this logic, showing that autonomy-supportive messaging and value-congruent framing increase travelers' willingness to comply with safety measures (Cahigas *et al.*, 2022; Shin *et al.*, 2021). Extending beyond material incentives and external enforcement, crisis policy effectiveness is therefore shaped by motivational dynamics and behavioral interpretation rather than enforcement alone (Howlett *et al.*, 2020; Ryan and Deci, 2000). Related tourism evidence further suggests that stronger warning messages increase safety compliance and participation through threat appraisal and coping processes, indicating that consumer responses depend not only on restriction itself but also on how

risk is communicated and behaviorally processed (Lai *et al.*, 2024). Similar tourism research also shows that compliance depends on how safety guidance is socially framed and delivered, with threat-based and closeness-based pathways producing different forms of compliance behavior (Ruan and Deng, 2024).

Taken together, the reviewed literature indicates that consumer responses to crisis-related service measures are shaped not only by their functional purpose but also by how they are interpreted in terms of legitimacy, fairness and autonomy. While crisis governance is often associated with compliance, responsibility and risk mitigation, evidence across governance, ethics and behavioral research suggests that the same measures may also provoke resistance, disengagement or contested interpretations depending on how they are experienced within service interactions. Insights from research on responsibility and ethical behavior, together with psychological reactance theory and self-determination theory, highlight the central role of perceived coercion, autonomy support, motivational internalization and value alignment in shaping these divergent responses. This convergence of perspectives highlights the importance of an integrated conceptualization of how consumers evaluate and respond to crisis governance within service contexts, which is developed in the following section.

3. Conceptual framework

3.1 Dual-process conceptual model

Building on the literature review, this study proposes a dual-process conceptual model of consumer ethical responses to crisis governance in service settings. The model distinguishes between two contrasting pathways through which crisis-related measures influence behavior, depending on how they are perceived by consumers in relation to legitimacy, autonomy and identity-based moral orientations.

The first pathway is legitimacy-based and reflects ethical internalization. When crisis-related measures are perceived as fair, justified and aligned with personal or collective values, they are more likely to be interpreted as legitimate. In such cases, consumers are more likely to internalize these measures, resulting in ethical engagement, responsible behavior and continued participation. This pathway is consistent with research on autonomy-supportive regulation, which shows that individuals are more likely to adopt and sustain behaviors perceived as self-endorsed and meaningful (Ryan and Deci, 2000), as well as with evidence linking institutional trust and perceived legitimacy to cooperative responses under conditions of uncertainty (Castaldo *et al.*, 2024).

The second pathway is coercion-based and reflects psychological reactance. When these restrictions are perceived as externally imposed, disproportionate or insufficiently justified, they may be experienced as threats to individual autonomy. Such perceptions can trigger reactance, leading to resistance, reduced compliance and ethical disengagement (Brehm, 1966). In service contexts such as tourism, where participation is closely associated with freedom and voluntary engagement, these effects may be particularly pronounced (Cabeza-Ramírez and Sánchez-Cañizares, 2022; Chaufan and Hemsing, 2024).

Taken together, these two pathways define a dual-process mechanism in which crisis governance does not produce uniform behavioral outcomes but instead generates divergent engagement patterns depending on perceived legitimacy, autonomy support and identity-based interpretation. As illustrated in Figure 1, crisis-related service measures trigger distinct psychological paths, with consumer responses shaped by perceptions of legitimacy or coercion and further conditioned by relevant moderators, ultimately leading to different ethical and behavioral outcomes. By conceptualizing crisis governance as a customer-facing relational signal rather than a purely technical intervention, the model extends prior compliance-oriented perspectives (Fan *et al.*, 2023; Sotis *et al.*, 2021) and highlights the central role of perception-driven mechanisms in shaping ethical engagement, disengagement and behavioral resistance.

3.2 Hypotheses

Based on the dual-process conceptual model, consumer responses to crisis-related service restrictions are expected to depend on how such measures are perceived in terms of legitimacy, autonomy support and identity-based moral orientation:

- H1. Crisis-related service restrictions will reduce responsible and ethical behavior when they are perceived as coercive or illegitimate, as such perceptions trigger psychological reactance and disengagement.
- H2. The effects of crisis-related service restrictions on ethical and behavioral responses are moderated by consumers' identity-based moral orientations, which shape whether such measures are interpreted as legitimate and internalized or as coercive and externally imposed.

4. Method

4.1 Research design, ethics and AI disclosure

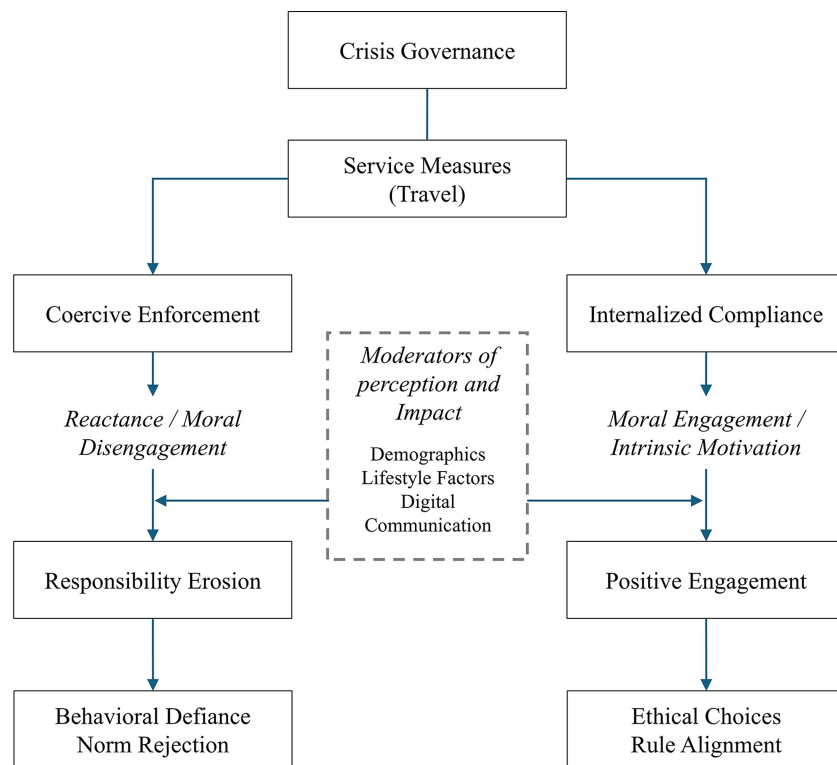
Guided by the conceptual framework, the paper uses a two-part mixed-method design to examine how tourists, as consumers in a crisis-governed service context, respond to crisis-related travel measures. The design integrates analysis of online travel discourse (Study 1) with a structured survey of US-based international tourists (Study 2), enabling triangulation between naturally occurring narratives and self-reported ethical evaluations.

All survey respondents were informed of the study's aims and their right to decline participation or withdraw at any time. The research followed established ethical guidelines for studies involving human subjects, ensuring anonymity and confidentiality. Data collection complied with GDPR, CCPA and applicable international standards for online research (AAPOR, 2021) and no personal identifiable information was collected.

OpenAI ChatGPT5 and Microsoft Word 365 proofing tools were used solely for grammar checking and textual clarity. All content was conceived, written and finalized by the authors, who take full responsibility for the manuscript.

4.2 Online discourse

Study 1 analyzed publicly available forum posts from TripAdvisor, one of the world's largest travel platforms (Liu *et al.*, 2024; O'Connor, 2008). At the time of data collection in

Figure 1 Conceptual model of ethical outcomes in response to crisis-induced travel measures

Source: Authors' own work

2021, the platform hosted approximately 75.5 million forum messages across destination-specific boards. Data collection followed a two-stage sampling and screening process. In the first stage, a keyword search was conducted across country-specific discussion boards to construct treatment and control samples using pandemic-related terms. The treatment group consisted of messages explicitly referencing crisis-related travel measures, with “COVID passports” and its variants used as the primary entry point to identify additional restrictions and related themes. The control group comprised pandemic-related travel discussions unrelated to governance measures.

The initial treatment sample included 4,293 messages authored by 2,464 unique users, including high-frequency contributors responsible for more than 7.7 million posts platform-wide (approximately 10.25% of all TripAdvisor forum content at the time). Posts represented contributors from 156 countries (see Supplement WA1). For the control sample, only general pandemic-related terms were applied; all messages were manually reviewed and any post referencing travel measures was discarded and replaced to ensure a clean contrast with measure-activated discourse.

This screening phase allowed iterative refinement of the coding schema prior to final application. After global stratification by country and unmatched pair sampling, the final data set consisted of 437 treatment messages and 434 control messages.

In the second stage, the data were analyzed using a theory-informed manual qualitative content analysis with deductive binary coding at the post level. The individual forum post was treated as the unit of analysis. Each post was read in full and

coded for whether a theme was present or absent; the coding therefore captured thematic occurrence, not intensity, sentiment or frequency within a post. Thus, all messages were coded for the presence (1) or absence (0) of six themes: responsibility, civil rights, politics, fraud and loopholes, conspiracy and enforcement, derived from the two-step literature review. A code was assigned when the post contained an explicit reference to the relevant theme and no code was assigned when the theme was absent or only indirectly implied. This binary structure enabled comparison of the prevalence of theoretically relevant themes across treatment and control discourse. Supplement WA3 details the coding scheme and Supplement WA4 provides additional methodological documentation. Together, the treatment and control samples provide a comparative and geographically diverse basis for analyzing tourist discourse during a global crisis.

4.3 Survey

Study 2 used a structured survey administered across multiple waves in 2024–2025 using SurveyMonkey Audience. The target population was US adults and respondents were recruited through an opt-in online panel using quota balancing for age, gender and income based on recent US Census benchmarks. The final data set yielded 529 valid responses, providing adequate statistical power for multinomial segmentation and moderation analyses. Respondents were 55.8% female, 69.6% were aged 30–60 and 63.7% reported income between \$25,000 and \$124,999 (see Supplement WA8). Prior to full fielding, the survey instrument was iteratively piloted in three rounds ($n = 30, 50$ and 86) across

Google Forms, MTurk and SurveyMonkey. The questionnaire was progressively expanded and refined from 15 to 27 and then 57 items, before reaching the final survey schema. These pilots were used to refine item wording, response structure and overall questionnaire design before final administration. Eligibility screening restricted participation to adults. Survey items captured reasons for complying with or resisting crisis-related travel measures in binary format (1/0), alongside measures of perceived fairness, legitimacy, lifestyle indicators, travel behavior and demographics (see Supplement WA5). Responsible behavior was operationalized as willingness to comply with measures framed around protection of the self, family, community or destination, whereas resistance reflected pragmatic, economic, emotional or rights-based objections.

The data set underwent strict integrity screening, including duplicate detection, variable validation and cross-batch consistency checks. Reliability diagnostics followed McDonald (2013): KR-20, Cronbach's alpha and McDonald's omega all exceeded 0.70 for compliance and resistance clusters, while fairness and legitimacy items showed near-zero interitem correlation, supporting their treatment as distinct ethical judgments rather than a single scale. A theory-driven ethical segmentation was then developed. Respondents were classified as loyal compliers, reluctant compliers, pragmatic resisters, libertarian resisters or indifferent based on their compliance-resistance patterns.

5. Findings

5.1 Online discourse

Study 1 provides an observational perspective on how tourists discuss ethical and behavioral issues during crises, examining whether references to crisis-related travel measures are associated with reduced expressions of ethical or responsible behavior. Forum engagement increased sharply from early 2020, peaking in late 2021 alongside intensified debates around certification requirements, before declining as discourse shifted from active ethical contestation to postpeak normalization (see Supplement WA2). Differences between treatment and control groups were assessed using chi-square tests for each coded variable. Pearson correlation matrices indicated stronger thematic cohesion in the treatment group (average interitem correlation = 0.09) than in the control group (0.01), suggesting more structured ethical discourse when restrictive measures were explicitly discussed.

An independent samples *t*-test (Table 2) revealed a significant difference between groups: posts referencing travel measures contained substantially less responsibility-related positive content ($M = 0.111$) than control posts ($M = 0.320$; $t = -7.77$, $p < 0.001$). These findings support *H1*, indicating that exposure to restrictive travel policies is associated with reduced ethical engagement in tourist discourse and heightened suspicion, often expressed through conspiracy-related themes.

5.2 Survey

Although collected in the postpandemic period, the 2024–25 stance distributions indicate a stabilization of earlier resistance dynamics, with overt rights-based objection receding in favor of more pragmatic ethical tension (see Supplement WA2 for

Table 2 Independent samples *t*-test significant results (treatment vs control)

Variable	Mean (treatment)	Mean (control)	<i>t</i> -statistic	<i>p</i> -value
Responsibility	0.111	0.320	−7.77	< 0.001
Conspiracy	0.051	0.110	−3.23	0.001
Enforcement	0.097	0.053	2.48	0.013

Note(s): In responsibility higher values mean more concern about responsibility. In conspiracy higher values mean more frequent mentions of conspiracy theories. In enforcement higher values mean more frequent discussion about measure enforcement actions

Source(s): Authors' own work

stance evolution and Supplement WA6 for definitions). Baseline frequencies (Table 3) show clear shifts in ethical alignment as governance intensity increases. Compliance exceeded 80% under recommendations and travel bans but declined once testing requirements were introduced and fell further under certification regimes. In contrast, noncompliance increased progressively, peaking at 36.29% under vaccination certificates compared with 20.98% under recommendations.

Segmentation results (Table 4) reveal a pronounced threshold effect. Libertarian resistance remained marginal under softer measures but increased sharply once certification transformed mobility into a regulated privilege, rising to 15.9%. Loyal compliance declined from 75.8% under recommendations to 62.4% under certification, while pragmatic objection increased gradually and indifferent profiles expanded slightly, indicating both active resistance and growing ethical disengagement as restrictions became more formalized.

Turning to responsibility allocation, Table 5 reveals a clear moral target hierarchy. Under recommendation-based governance, responsibility was primarily framed around self- and family-protection, selected by 73.2% and 66.7% of respondents, respectively, with lower concern for community and destination. When mobility became conditional through testing, moral attention briefly widened, as destination-level concern rose to 48.6%, indicating that ethical concern for distant others is situational rather than stable. This outward shift contracted again under certification, suggesting that moral inclusion is contingent on governance framing rather than cumulative over time. Stance-specific patterns mirror this dynamic. Loyal compliers remained oriented toward self- and family-based responsibility, while reluctant compliers and pragmatic resisters invoked community or economic justifications without abandoning moral reasoning. By contrast, libertarian resisters largely rejected responsibility language, framing tourism as a freedom entitlement rather than an ethical obligation, marking a shift from moral negotiation to autonomy defense and thus motivating the subsequent moderation analysis.

5.3 Segmentation and moderation analysis

Moderation analyses using clustered logistic regressions, with four observations per respondent, examined how personal traits, lifestyles and identity orientations shaped ethical stance formation across governance conditions (Tables 6 and 7); see Supplement WA8 for methodological details and robustness checks).

Table 3 Descriptive frequencies of compliance and resistance motives

Measure block	Any compliance (%)	Any noncompliance (%)	Instrumental resistance (%)	Economic resistance (%)	Libertarian resistance (%)
Recommendations (A)	84.69	20.98	18.34	6.62	9.07
Travel bans (B)	83.18	25.33	21.55	7.18	7.75
COVID testing requirement (C)	80.15	29.30	22.87	11.72	10.59
Vaccination certif. Req. (D)	72.59	36.29	26.84	8.88	17.96

Note(s): Percentages reflect respondents selecting at least one reason in each category (individual variable or group)

Source(s): Authors' own work

Table 4 Ethical stance segmentation per measure block

Ethical orientation category	Recom-mendations (%)	TravelBans (%)	COVID testing (%)	Vaccination certificate (%)
Loyal compliance	75.80	71.83	69.38	62.38
Reluctant compliance	8.88	11.34	10.78	10.21
Pragmatic instrumental resistance	10.40	11.72	13.99	17.77
Pragmatic economic resistance	3.78	3.78	5.48	5.29
Libertarian resistance	5.86	6.05	9.45	15.88
Indifferent/low engagement	21.36	24.01	26.28	30.62

Note(s): One or less selection(s) per block classified as indifferent

Source(s): Authors' own work

Table 5 Moral targets of compliance across governance severity

Moral target of compliance	Recom-mendations (%)	TravelBans (%)	COVID testing (%)	Vaccination certificates (%)
Self	73.16	66.82	61.81	55.95
Family	66.73	64.46	57.28	51.42
Community	55.01	53.12	50.09	47.83
Destination population	43.29	46.88	48.58	42.91

Source(s): Authors' own work

Table 6 Ethical stance by relational, economic and value-based identity groups

Group	Loyal (%)	Reluctant (%)	Pragmatic (%)	Libertarian (%)	Indifferent (%)	N
<i>Relational/economic groups</i>						
Married (legally registered)	49.4	12.0	0.4	6.0	32.1	249
Living with partner (not married)	44.6	7.6	2.2	16.3	29.3	92
Living with parents	54.1	13.5	9.5	5.4	17.6	74
Business owner/self-used	53.4	16.0	0.0	6.7	23.9	163
<i>Value/lifestyle identity groups</i>						
Environmentalism	56.6	9.6	2.7	6.4	24.2	219
Follows news closely	58.1	7.5	1.8	8.6	22.1	163
Culture/history interest	60.4	8.9	1.5	8.3	23.0	204
Religious practice	42.6	7.8	10.6	10.6	25.5	141
Charitable/Volunteer	52.4	7.9	2.1	7.9	26.2	191

Note(s): "Pragmatic" combines instrumental and economic resistance justifications. First panel summarizes relational and economic positioning; second reflects value-and lifestyle-based identities that are later examined as moderators in regression analyses

Source(s): Authors' own work

The models revealed consistent identity-coded variation across ethical stances. Respondents oriented toward environmental concern, culture and history and active news consumption showed the highest levels of Loyal Compliance (56%–60%)

and the lowest levels of libertarian resistance (6%–9%), reflecting a civic-cultural legitimacy orientation prioritizing collective responsibility under crisis governance. By contrast, religious practice was associated with reduced loyal compliance

Table 7 Moderation effects of individual traits on governance-outcome relationships

Code	Outcome justification	Moderator variable	GL	Coeff(b)	OR(exp b)	Sig(p)	ED
L1/C1	Pointless	Care for environment	C, D	0.41–1.09	1.50–2.98	<0.001–0.04	+
L2/C6	Violates rights	Active in local community	C, D	0.31–0.83	1.36–2.29	0.02–0.08	+
L3/C3	Hurts economy	Like being in nature	C, D	–0.29–0.77	0.75–0.46	0.003–0.10	–
L4/C7	Violates rights	Respectful person	D	0.29–0.83	1.34–2.30	0.003–0.03	+
L5/C8	Violates rights	Like being in nature	D	0.30–0.78	1.35–2.17	0.009–0.05	+
L6/C2	Pointless	Like being in nature	C, D	0.21–0.61	1.24–1.84	0.02–0.07	+
L7/C9	Violates rights	Like playing video games	D	0.32–0.86	1.38–2.37	0.004–0.03	+
L8/C10	Violates rights	Use computers for work	D	0.31–0.80	1.37–2.22	0.01–0.05	+
L9/C4	Hurts economy	Computer/mobile expert	D	0.36–1.45	1.44–4.26	0.03–0.08	+
L10/C5	No risks	Computer/mobile expert	B, D	0.27–1.24	1.31–3.45	0.01–0.05	+
L11/C11	Violates rights	Age	C, D	0.11–0.36	1.12–1.43	0.01–0.11	+

Note(s): GL = Governance level(s) with significant interaction; ED = Direction of Effect (+positive, -negative). Values summarize significant or near-significant moderation effects ($p < 0.10$) from logistic regression models with clustered standard errors (529 respondents, four observations each). Coefficients (Coeff) and odds ratios (OR) represent governance x moderator interaction terms; linear (L) and categorical (C) identifiers refer to corresponding model specifications. Full model outputs, including standard errors, Wald statistics, confidence intervals and verification/replication of calculations, are provided in Supplement WA7

Source(s): Authors' own work

and increased pragmatic and libertarian resistance, consistent with a moral-sovereignty orientation emphasizing individual conscience over institutional authority.

Relational and economic positioning further structured responses. Legally married respondents were more likely to exhibit disengaged compliance, with 32% classified as Indifferent, whereas unmarried partners showed stronger autonomy-assertive responses, with 16% falling into the libertarian resistance category. Business owners, in contrast, were predominantly loyal compliers (53%) and rarely pragmatic resisters, suggesting that economic exposure alone does not generate opposition when governance retains normative acceptance.

Interaction models confirmed the robustness of these identity effects across governance intensities. Identities associated with civic alignment under moderate conditions, such as recommendations and testing, often shifted toward autonomy defense under certification mandates. Environmental concern and community involvement predicted increased loyalty under moderate regulation but transitioned into rights-based resistance when governance became mandatory. Digital orientation significantly amplified libertarian responses to coercive governance (odds ratios 2.2–2.4), while age showed a modest positive association with sensitivity to perceived rights violations.

5.4 Study synthesis

Taken together, the findings from both studies confirm *H2*, showing that governance legitimacy is shaped less by demographic profile than by ethical identity. Civic-cultural orientations are associated with sustained compliance, whereas moral-sovereignty and digital-autonomy orientations are linked to principled resistance under coercive governance conditions. This cross-study pattern aligns with established accounts of legitimacy and behavioral response, including norm-based legitimacy acceptance (Tyler, 2006), conditional legitimacy negotiation (Suchman, 1995), instrumental policy reasoning (Elster, 1999), reactance-based freedom defense (Brehm, 1966) and low-attitude activation profiles (Zaller, 1992),

contextualizing identity-based responses without reducing them to demographic or situational factors alone.

Finally, the studies also indicate temporal continuity in the underlying pattern, with Study 1 tracing the rise, peak and normalization of crisis-related ethical contestation over time and Study 2 showing that, by 2024–25, overt rights-based resistance had partly stabilized into more pragmatic forms of ethical tension (see Supplement WA2).

6. Discussion and implications

6.1 Fragmented legitimacy under crisis governance

Findings from both studies indicate that crisis-induced travel measures operate as crisis governance in a consumer-facing service system and do not simply reduce responsibility but also fragment ethical legitimacy, dividing tourists into distinct stances depending on how governance is morally perceived. This pattern aligns with Yagil's (2024) notion of service virtuousness as the moral foundation of ethical engagement in service delivery and with recent service research showing that crisis conditions reshape customer experience, ethical interpretation and service-system coordination (Larivière *et al.*, 2025; Tsiotsou *et al.*, 2024). Rather than uniformly fostering ethical behavior, crisis measures may also intensify contestation, opposing attitudes and resistance (Fominaya, 2024).

While prior research often portrays crisis-related travel measures as necessary and unavoidable responses to disruption (Aldao *et al.*, 2025; Chen *et al.*, 2020; Dye and Mills, 2021; Gössling *et al.*, 2021; Han *et al.*, 2022; Pavli and Maltezos, 2021; Sharun *et al.*, 2021; Wang *et al.*, 2022; Yaşar Dinçer *et al.*, 2024), the present findings reveal ethically ambivalent acceptance, consistent with wider tourism debates showing that crisis responses are filtered through uneven solidarities and selective moral recognition rather than neutral consensus alone (Higgins-Desbiolles, 2024). Responses fragment into loyal, reluctant, pragmatic and rights-based positions, echoing Mickelsson *et al.*'s (2023) argument that conflicting moral agendas within service systems generate fragmented legitimacy

and consumer ambivalence. Crisis responses are not uniform across contexts but can remain mixed and contingent rather than converging on a single behavioral pattern (Bahn *et al.*, 2025; Hong and Zhou, 2025). Related tourism evidence likewise suggests that crisis responses vary across contexts and regions rather than producing uniform trajectories of disruption and recovery (Gaki and Koufodontis, 2022). Recent border-tourism evidence similarly shows that humanitarian crises can sharply undermine both the social and economic sustainability of tourism, while also requiring context-specific coping and support strategies rather than uniform responses (Komasi *et al.*, 2025). This fragmentation intensifies as governance becomes more restrictive and as public intervention becomes embedded in services access, interaction and participation. As measures shift from recommendations to binding controls, legitimacy and tourist confidence become increasingly contingent on how restrictions are justified, communicated and experienced rather than on governance *per se* (Castaldo *et al.*, 2024; Chaufan and Hemsing, 2024; İzmir *et al.*, 2025). Related crisis-tourism evidence also suggests that confidence in tourism recovery mediates how behavioral orientations translate into travel intention and that the relative importance of confidence, social norms and perceived control shifts across different phases of, for example, a health-related crisis (Sun *et al.*, 2024). At the same time, strong support for travel measures persists among tourists with civic-oriented identities, including environmental concern (Baena and Cerviño, 2024), cultural and historical interest and active news consumption (Corbu *et al.*, 2021), reflecting legitimacy-based compliance rather than simple conformity. Importantly, declining acceptance of specific measures does not necessarily imply reduced desire to travel; motivation is often redirected, for example, toward domestic travel and postpandemic evidence suggests such adaptations are not permanent (Ramires *et al.*, 2023). This further supports the argument that crisis governance reshapes ethical alignment and service participation rather than simply suppressing demand.

6.2 Autonomy thresholds and reactance

The findings indicate that rights-based objections do not arise uniformly across crisis governance contexts but are activated once mobility or some other freedom becomes a morally regulated condition (Harjani *et al.*, 2024), indicating a threshold effect rather than generalized rejection (Bonaccorsi *et al.*, 2020; Richardson and Devine, 2020). Resistance therefore appears conditional and identity-dependent rather than a blanket response to restrictive governance.

A distinct rights-based resistance cluster emerges specifically under certification regimes, consistent with a reactance dynamic in which travel is framed as a domain of moral autonomy rather than risk management (Fayaz-Farkhad and Jung, 2024). This stance is most pronounced among sovereignty-oriented identities, particularly those characterized by religious practice.

Importantly, such resistance does not emerge under recommendation-based measures or service/travel bans, reinforcing the interpretation that opposition is triggered not by restriction *per se* but when governance crosses a perceived sovereignty threshold. This pattern aligns with psychological reactance theory (Brehm, 1966), showing how perceived

violations of autonomy can erode ethical alignment even when formal compliance is achieved, thereby distinguishing adherence from moral acceptance under crisis governance (Parker *et al.*, 2025; Rains and Richards, 2024). Related service research likewise indicates that perceived coercive power can weaken the positive effects of trust and attitude on participation intentions, suggesting that once governance is experienced as punitive rather than supportive, service participation becomes more vulnerable to resistance and disengagement (Bhalla and Kansal, 2025).

6.3 Compliance without ethical alignment

Prior research suggests broad agreement on the need for heightened responsibility during crises (Chen *et al.*, 2023; Jamal and Budke, 2020). While the present findings indicate that tourists accept this normative expectation to some extent, their stance toward crisis-related measures is shaped less by responsibility norms than by personal beliefs and attitudes.

Building on distinctions between voluntary and forced compliance (Ren *et al.*, 2022; Sotis *et al.*, 2021), debates on digital persuasion (Matz *et al.*, 2017; Zhao *et al.*, 2025) and recent self-determination theory-informed evidence showing that autonomous motivation is more consistently associated with intended compliance than controlled motivation based on external consequences (Tovmasyan *et al.*, 2026), the second study finds no evidence that internet or social media use enhances ethical alignment. Correlations with active social media use were negligible ($r = -0.01$ for positive stance; $r = 0.04$ for resistance), indicating no meaningful association.

Instead, as governance shifts from advice and recommendations toward binding measures and prohibitions, levels of responsible and ethical behavior decline. Across both studies, crisis-related travel measures reduce immediate travel intentions as argued by Cabeza-Ramírez and Sánchez-Cañizares (2022) and Fan *et al.* (2023) without necessarily diminishing the underlying desire to travel, underscoring the distinction between behavioral compliance and ethical alignment (Parker *et al.*, 2025; Tovmasyan *et al.*, 2026), while showing that conformity under constraint does not imply internalized responsibility. Although crisis periods may leave the overall destination image relatively intact, they can still shift tourists' evaluations of particular attributes and worsen perceptions of value for money (Barreira and Cesário, 2024). Similarly, post-COVID hospitality evaluations became more centered on hygiene, service and physical risk, while interpersonal interaction declined, reinforcing that behavioral adaptation under crisis does not necessarily reflect deeper ethical alignment or experiential comfort (Zhong *et al.*, 2023).

6.4 Theoretical implications

The findings carry important theoretical implications for responsible service governance and services marketing research. Using tourism as an illustrative case, the paper challenges the assumption that crisis-related measures inherently enhance consumer responsibility and ethical behavior (Phelan, 2020; Tremblay-Huet and Lapointe, 2021; Seyfi *et al.*, 2024). Instead, the findings suggest that responsibility under crisis conditions should be treated as a contingent outcome of service governance design, communication and interpretation rather than as a normative byproduct of restriction. In this sense, measures

introduced in the name of collective protection may also produce outcomes contrary to their ethical intent, particularly when formal compliance is achieved without corresponding moral alignment (Fayaz-Farkhad and Jung, 2024). This argument is consistent with service research showing that formal governance metrics and ethical frameworks do not necessarily translate into authentic ethical consumer behavior or straightforwardly resolve context-specific ethical tensions in service settings (Aksoy *et al.*, 2022; Sztandera *et al.*, 2024; Tsiotsou *et al.*, 2024).

By showing that ethical responses to crisis governance are fragmented rather than uniformly diminished, the study further suggests that moral engagement under crisis conditions is situationally differentiated rather than generalizable. Instead of producing a single pattern of heightened responsibility or blanket resistance, crisis measures appear to segment responses according to how consumers interpret the relationship between collective protection and personal freedom within service participation. This is consistent with recent evidence that public responses to pandemic-related restrictions are structured by heterogeneous preferences and policy trade-offs rather than by a uniform willingness to comply (Antonini *et al.*, 2025) and with work showing that solidarity and collective responsibility remain contingent rather than universal in crisis contexts (Kock *et al.*, 2024). When personal freedoms are perceived to conflict with crisis imperatives, ethical alignment becomes selective rather than generalized, raising concerns about the compatibility of restrictive crisis governance with longer-term objectives related to sustainability, cultural sensitivity and ethical service behavior.

The results also reinforce and extend key theoretical distinctions concerning coercion, compliance and legitimacy under crisis governance. Consistent with psychological reactance theory (Brehm, 1966), coercive service restrictions can undermine moral orientation by threatening perceived autonomy. Building on prior distinctions between voluntary and imposed compliance (Ren *et al.*, 2022; Sotis *et al.*, 2021), the findings further suggest that ethical engagement depends not only on the severity of restrictions but also on how governance is appraised, justified and trusted. This interpretation is consistent with recent public service ecosystem research showing that trust and distrust emerge through different actors, structures and processes rather than as simple responses to formal intervention alone (Van Hummel and Russell-Bennett, 2026). Other recent work similarly indicates that the effects of mandates and certification-related measures depend on policy design and can provoke backlash when coercive elements are perceived to outweigh legitimacy or fairness considerations (Fayaz-Farkhad and Jung, 2024; Parker *et al.*, 2025; Rains and Richards, 2024). Related tourism-oriented research also shows that compliance with public policy is shaped by trust in government through threat and coping appraisals rather than by formal directives alone (Subedi and Kubickova, 2024), while crisis-response scholarship highlights the importance of legitimacy in determining whether public interventions are accepted as effective and appropriate (Goktepe *et al.*, 2024; Hansl and Paul, 2025).

Importantly, the findings indicate that ethical responses in crisis governance are structured less by demographic attributes alone than by identity-based moral orientations that shape how

authority is interpreted under restriction. In our data, civic-aligned identities are associated with legitimacy-based compliance, whereas sovereignty-oriented identities correspond to rights-based resistance, partially confirming H2. This pattern is consistent with recent work showing that support for identity and history control measures is filtered through underlying moral-value orientations, especially individualizing versus liberty concerns (Harjani *et al.*, 2024) and with research on contested authority suggesting that crisis responses depend on how authority is framed, performed and received rather than on formal rules alone (Vuorelma and Lehtonen, 2025). While prior studies often emphasize shifts in behavioral intentions during crises (Chebli, 2020; Peng *et al.*, 2025; Toubes *et al.*, 2021), the present findings point to deeper psychological mechanisms governing how consumers relate to service authority under constraint, including whether restrictions are read as expressions of collective responsibility or as illegitimate incursions on moral autonomy within the service relationship.

Taken together, these insights advance service theory by reframing responsibility as a contingent outcome of how service restrictions are designed, communicated, justified and interpreted across crisis-governed service settings. This aligns with recent service design thinking that calls for moving beyond transactional service views toward relational, systemic and socially responsive approaches to complex service environments (Heinonen, 2025). These insights also suggest that the effects of crisis governance extend beyond the focal consumer, as ethically misaligned interventions may ripple across employees, service processes and connected actors within the wider service ecosystem (Riedel *et al.*, 2025). Recent service research likewise shows that crisis conditions disrupt customer experience across the wider service ecosystem, making communication, coordinated support and shared understanding central to crisis management (Tronvoll and Edvardsson, 2025). More broadly, current scholarship suggests that crises do not affect all groups symmetrically but deepen preexisting inequalities and expose the limits of governance responses that fail to confront underlying structural harms (Bromfield and Carey, 2026; Rastegar, 2025). Rather than treating responsible conduct as an automatic effect of formal regulation, the findings suggest that ethical consumer engagement emerges through evaluative processes shaped by legitimacy, autonomy and identity. This perspective aligns with service research emphasizing contextual ethical dilemmas and multi-stakeholder governance rather than universally stable ethical responses (Tsiotsou *et al.*, 2024) and with work showing that consumer judgments in service contexts are shaped by the cues through which organizations communicate and enact their intentions (Berry *et al.*, 2006). It also echoes research in digital consumer trust contexts, where engagement depends on how institutional arrangements, interactional processes and trust-building mechanisms are experienced by customers (Wu *et al.*, 2023). More broadly, research on crisis communication and contested authority suggests that the effectiveness of governance depends not only on the content of an intervention but also on whether authority is performed and received as credible, fair and responsive (Khadafi *et al.*, 2025; Vuorelma and Lehtonen, 2025). Accordingly, the paper positions legitimacy, autonomy and identity as central mechanisms

linking crisis governance to ethical consumer engagement across service systems.

6.5 Practical and policy implications

A service framing highlights the importance of designing crisis responses around shifting customer needs and interactional realities rather than treating crisis measures as purely operational constraints (Dao *et al.*, 2025). In that spirit, the present findings suggest that service firms should not assume that crisis-related restrictions automatically generate responsible consumer behavior. Rather, customer responses depend heavily on whether measures are perceived as proportionate, justified and respectful of customer autonomy.

For managers in tourism and related service settings, this means that restrictive measures should be designed as clearly bounded risk-management tools rather than as moral tests of responsibility. Firms should explain what a measure is, why it exists, where it applies and under what conditions it will be revised or removed. For example, a service provider could specify whether a measure applies at booking/ordering, entry, service delivery, follow-up or participation and whether exemptions or alternative procedures are available.

Where possible, firms should also preserve bounded choice through alternatives such as rebooking, flexible timing, remote procedures or substitute service options. Even limited autonomy may reduce perceptions of coercion by allowing customers to experience restrictions as managed constraints rather than imposed moral judgments. For example, customers could be offered a later service date, credit voucher, online documentation check, contactless service option, remote procedure or equivalent alternative service.

The findings also indicate that implementation matters as much as policy content. Customer reactions are shaped not only by the existence of restrictions but also by how those restrictions are communicated and experienced in practice. This makes frontline delivery especially important. Service staff should be trained not merely to enforce rules, but to explain them consistently, calmly and respectfully.

To preserve interactional legitimacy, firms should avoid moralized or punitive interaction styles that frame disagreement as irresponsibility, as such approaches may intensify resistance rather than strengthen ethical alignment. Clear scripts for sensitive encounters, consistent treatment across customers and visible escalation or complaint procedures may help maintain legitimacy even where some restrictions remain unpopular. For example, staff can be given short explanation scripts, referral points for disputed cases and clear guidance on when to escalate rather than argue with customers.

For policymakers, the findings imply that authorities should evaluate crisis measures not only in terms of short-term compliance, but also in terms of whether they sustain trust and legitimacy over time. Measures that produce formal adherence while undermining fairness, credibility or public trust may weaken longer-term cooperation. Policymakers should therefore distinguish clearly between advisory, conditional and mandatory measures, specify the rationale and expected duration of each intervention and communicate review criteria in advance.

Public messaging should avoid relying on a single moral frame. Some groups respond positively to collective responsibility appeals whereas others are more sensitive to perceived infringements on

autonomy. In this sense, effective crisis governance requires not only technical design, but also careful attention to how authority is interpreted by different groups across service contexts.

6.6 Limitations and future research

The study uses a mixed-method design that combines an extensive qualitative investigation with a complementary triangulating survey component. In addition, the broader research design made a substantial effort to ensure global stratification and representativeness in the main sample. At the same time, the quantitative triangulation component is based on a US sample, which means that the specific balance between legitimacy-based compliance and autonomy-driven resistance should be tested further across political, cultural and regulatory settings. Future research could therefore examine whether the same mechanisms operate similarly in other national or cultural contexts and under different crisis-governance regimes.

The study also draws on both naturally occurring discourse and structured survey responses, allowing the findings to be examined from more than one empirical angle. However, the evidence still centers on expressed positions, attitudes and self-reported responses rather than directly observed behavior in real service encounters. Accordingly, future research could extend the present findings through field studies, experiments or observational designs that examine how consumers and frontline actors respond to restrictive measures in actual service settings, particularly under different communication and implementation conditions (Dao *et al.*, 2025; Peng *et al.*, 2025).

The analysis further identifies a meaningful distinction between legitimacy-based compliance and rights-based resistance across two complementary empirical components, linking crisis governance to autonomy, trust and identity. At the same time, some mechanisms remain only partially specified, particularly with regard to how different moral, political or situational cues activate these orientations under different implementation conditions. Future research could therefore refine the explanatory model by examining additional moderators, such as communication style, enforcement intensity, service context or more fine-grained measures of civic- and sovereignty-oriented identity (Khadafi *et al.*, 2025; Vuorelma and Lehtonen, 2025).

Finally, the study develops practical implications for service firms, frontline staff and policymakers by showing how restrictions are interpreted and experienced from the consumer side. However, it does not directly incorporate organizational-side evidence from managers, employees or public authorities themselves. Future research could build on the present findings by examining how these actors design, justify and implement restrictive measures and how their own interpretations of legitimacy, fairness and responsibility interact with consumer responses across wider service ecosystems (Riedel *et al.*, 2025; Van Hummel and Russell-Bennett, 2026).

7. Conclusion

This paper examined the behavioral and ethical consequences of crisis-related travel restrictions within crisis-governed service systems. Drawing on two empirical studies, it shows that strict regulatory controls do not simply reduce responsibility, but fragment ethical legitimacy, producing consumer stances

ranging from loyal acceptance and reluctant compliance to pragmatic objection and rights-based resistance. Notably, rights-based discourse emerges only when service use, such as travel, becomes a morally regulated condition rather than a voluntary choice.

From a services marketing and service design perspective, these findings challenge assumptions that regulation inherently promotes responsible behavior (Tremblay-Huet and Lapointe, 2021). Rather than fostering uniform ethical alignment, crisis governance generates differentiated moral responses shaped by perceived legitimacy and autonomy. Resistance does not disappear as restrictions recede but evolves into more subdued forms of pragmatic moral tension rather than overt rights-based opposition.

Although empirically grounded in tourism, the theoretical framework developed here has broader relevance for service domains in which consumer autonomy is constrained by institutional decisions. Regional and sectoral variation in crisis response and consumer adaptation across contexts such as healthcare, education, transportation and retail underscores the importance of contextual conditions in shaping ethical and behavioral outcomes (Chung and Kim, 2025).

By introducing a dual-process model of ethical response under crisis, this paper moves beyond compliance-driven accounts of governance and reframes consumer moral behavior as contingent on how perceived legitimacy, autonomy, identity-based interpretation and motivational framing influence the internalization of crisis measures. As service systems become increasingly shaped by crisis-driven constraints, effective service governance and services marketing require attention not only to policy design but also to how measures are communicated, perceived and accepted within the service relationship to sustain ethical commitment and consumer trust.

References

- Aksoy, L., Buoye, A.J., Fors, M., Keiningham, T.L. and Rosengren, S. (2022), "Environmental, social and governance (ESG) metrics do not serve services customers: a missing link between sustainability metrics and customer perceptions of social innovation", *Journal of Service Management*, Vol. 33 Nos 4-5, pp. 565-577, doi: [10.1108/JOSM-11-2021-0428](https://doi.org/10.1108/JOSM-11-2021-0428).
- Aldao, C., Blasco, D. and Poch Espallargas, M. (2025), "Lessons from COVID-19 for the future: destination crisis management, tourist behaviour and tourism industry trends", *Journal of Tourism Futures*, Vol. 11 No. 3, pp. 406-420, doi: [10.1108/JTF-02-2022-0059](https://doi.org/10.1108/JTF-02-2022-0059).
- American Association for Public Opinion Research (AAPOR) (2021), "Best practices for survey research", available at: <https://aapor.org/standards-and-ethics/best-practices/>
- Antonini, M., Genie, M.G., Attwell, K., Attema, A.E., Ward, J.K., Melegaro, A., Torbica, A., Kelly, B., Berardi, C., Sequeira, A.R., McGregor, N., Kellner, A., Brammli-Greenberg, S., Hinwood, M., Murauskienė, L., Behmane, D., Balogh, Z.J., Hagen, T.P. and Paolucci, F. (2025), "Are we ready for the next pandemic? Public preferences and trade-offs between vaccine characteristics and societal restrictions across 21 countries", *Social Science and Medicine*, Vol. 366, p. 117687, doi: [10.1016/j.socscimed.2025.117687](https://doi.org/10.1016/j.socscimed.2025.117687).
- Arif, M. and Yu, H. (2026), "Digital crisis communication in hospitality and tourism: public and industry perspectives from China", *Journal of Hospitality Marketing and Management*, Vol. 35 No. 3, pp. 1-25, doi: [10.1080/19368623.2026.2613796](https://doi.org/10.1080/19368623.2026.2613796).
- As'ad, N., Patrício, L., Koskela-Huotari, K. and Edvardsson, B. (2024), "Understanding service ecosystem dynamics: a typology", *Journal of Service Management*, Vol. 35 No. 6, pp. 159-184, doi: [10.1108/JOSM-07-2023-0322](https://doi.org/10.1108/JOSM-07-2023-0322).
- Audet, É., Moore, A., Fang, X. and Koestner, R. (2025), "Autonomy support, emotion regulation, and subjective well-being during the omicron period of the COVID-19 crisis", *Personality and Individual Differences*, Vol. 246, p. 113369, doi: [10.1016/j.paid.2025.113369](https://doi.org/10.1016/j.paid.2025.113369).
- Azzari, C.N., Bennett, A.M. and Walker, K.L. (2026), "Marketing and consumer research at the intersection of services and public policy", *Journal of Services Marketing*, Vol. 40 No. 4, pp. 448-451, doi: [10.1108/JSM-09-2025-0692](https://doi.org/10.1108/JSM-09-2025-0692).
- Baena, V. and Cerviño, J. (2024), "Tourism in the era of social responsibility and sustainability: understanding international tourists' destination choices", *Sustainability*, Vol. 16 No. 19, p. 8509, doi: [10.3390/su16198509](https://doi.org/10.3390/su16198509).
- Bahn, R.A., Fort, F., Saucède, F. and Abebe, G.K. (2025), "Are food retailers resilient amid crisis? A cultural resource-based exploration of Lebanese consumers' engagement with the food retail landscape", *Journal of Retailing and Consumer Services*, Vol. 82, p. 104064, doi: [10.1016/j.jretconser.2024.104064](https://doi.org/10.1016/j.jretconser.2024.104064).
- Bandura, A. (1999), "Moral disengagement in the perpetration of inhumanities", *Personality and Social Psychology Review*, Vol. 3 No. 3, pp. 193-209, doi: [10.1207/s15327957pspr0303_3](https://doi.org/10.1207/s15327957pspr0303_3).
- Barreira, A.P. and Cesário, M. (2024), "Lessons from the impact of global and domestic economic crises on tourists' behaviour: the case of Algarve", *Tourism: An International Interdisciplinary Journal*, Vol. 72 No. 2, pp. 147-162, doi: [10.37741/t.72.2.2](https://doi.org/10.37741/t.72.2.2).
- Berry, L.L., Wall, E.A. and Carbone, L.P. (2006), "Service clues and customer assessment of the service experience: lessons from marketing", *Academy of Management Perspectives*, Vol. 20 No. 2, pp. 43-57, doi: [10.5465/amp.2006.20591004](https://doi.org/10.5465/amp.2006.20591004).
- Bhalla, S. and Kansal, P. (2025), "Do we need harsh punishment? The effect of coercive power in collaborative consumption services", *Journal of Services Marketing*, Vol. 39 No. 2, pp. 112-137, doi: [10.1108/JSM-02-2024-0093](https://doi.org/10.1108/JSM-02-2024-0093).
- Blaustein, J., Miccelli, M., Hendy, R. and Burns, K.H. (2023), "Resilience policing and disaster management during Australia's black summer bushfire crisis", *International Journal of Disaster Risk Reduction*, Vol. 95, p. 103848, doi: [10.1016/j.ijdrr.2023.103848](https://doi.org/10.1016/j.ijdrr.2023.103848).
- Bonaccorsi, G., Pierri, F., Cinelli, M., Flori, A., Galeazzi, A., Porcelli, F., Schmidt, A.L., Valensise, C.M., Scala, A., Quattrociochi, W. and Pammolli, F. (2020), "Economic and social consequences of human mobility restrictions under COVID-19", *Proceedings of the National Academy of Sciences*, Vol. 117 No. 27, pp. 15530-15535, doi: [10.1073/pnas.2007658117](https://doi.org/10.1073/pnas.2007658117).
- Brehm, J.W. (1966), *A Theory of Psychological Reactance*, Academic Press.
- Bromfield, N. and Carey, G. (2026), "What can Be learned at the intersection of crisis management and administrative

- burdens? Evidence from a systematic review of the governance of Australia's national disability insurance scheme during COVID-19", *Social Policy and Administration*, Vol. 60 No. 1, pp. 64-75, doi: [10.1111/spol.13136](https://doi.org/10.1111/spol.13136).
- Budeanu, A., Miller, G., Moscardo, G. and Ooi, C.-S. (2016), "Sustainable tourism, progress, challenges and opportunities: n introduction", *Journal of Cleaner Production*, Vol. 111, pp. 285-294, doi: [10.1016/j.jclepro.2015.10.027](https://doi.org/10.1016/j.jclepro.2015.10.027).
- Cabeza-Ramírez, L.J. and Sánchez-Cañizares, S.M. (2022), "Exploratory analysis of the connections between acceptance of the COVID health passport and intention to travel: the case of Spain", *Current Issues in Tourism*, Vol. 25 No. 12, pp. 1871-1875, doi: [10.1080/13683500.2021.1962258](https://doi.org/10.1080/13683500.2021.1962258).
- Cahigas, M.M.L., Prasetyo, Y.T., Alexander, J., Sutapa, P.L., Wiratama, S., Arvin, V., Nadlifatin, R. and Persada, S.F. (2022), "Factors affecting visiting behavior to Bali during the COVID-19 pandemic: an extended theory of planned behavior approach", *Sustainability*, Vol. 14 No. 16, p. 10424, doi: [10.3390/su141610424](https://doi.org/10.3390/su141610424).
- Castaldo, S., Ciacci, A., Penco, L. and Profumo, G. (2024), "Which trust layer better counterbalances the risk impact on travel intentions in a crisis scenario?", *Journal of Retailing and Consumer Services*, Vol. 79, p. 103883, doi: [10.1016/j.jretconser.2024.103883](https://doi.org/10.1016/j.jretconser.2024.103883).
- Chaufan, C. and Hemsing, N. (2024), "Is resistance to covid-19 vaccination a 'problem'? A critical policy inquiry of vaccine mandates for healthcare workers", *AIMS Public Health*, Vol. 11 No. 3, p. 688, doi: [10.3934/publichealth.2024035](https://doi.org/10.3934/publichealth.2024035).
- Chebli, A. (2020), "The impact of COVID-19 on tourist consumption behaviour: a perspective article", *Journal of Tourism Management Research*, Vol. 7 No. 2, pp. 196-207, doi: [10.18488/journal.31.2020.72.196.207](https://doi.org/10.18488/journal.31.2020.72.196.207).
- Chen, L.H., Freedman, D.O. and Visser, L.G. (2020), "COVID-19 immunity passport to ease travel restrictions?", *Journal of Travel Medicine*, Vol. 27 No. 5, p. taaa085, doi: [10.1093/jtm/taaa085](https://doi.org/10.1093/jtm/taaa085).
- Chen, Y., Dai, Y., Liu, A., Liu, W. and Jia, L. (2023), "Can the COVID-19 risk perception affect tourists' responsible behavior intention? An application of the structural equation model", *Journal of Sustainable Tourism*, Vol. 31 No. 9, pp. 2042-2061, doi: [10.1080/09669582.2021.1977938](https://doi.org/10.1080/09669582.2021.1977938).
- Cheng, C., Barceló, J., Hartnett, A.S., Kubinec, R. and Messerschmidt, L. (2020), "COVID-19 government response event dataset (CoronaNet v. 1.0)", *Nature Human Behaviour*, Vol. 4 No. 7, pp. 756-768, doi: [10.1038/s41562-020-0909-7](https://doi.org/10.1038/s41562-020-0909-7).
- Chung, H. and Kim, M. (2025), "Winners and losers: store-Type and regional variations in response to mandatory retail closures", *Journal of Retailing and Consumer Services*, Vol. 87, p. 104387, doi: [10.1016/j.jretconser.2025.104387](https://doi.org/10.1016/j.jretconser.2025.104387).
- Corbu, N., Negrea-Busuio, E., Udrea, G. and Radu, L. (2021), "Romanians' willingness to comply with restrictive measures during the COVID-19 pandemic: evidence from an online survey", *Journal of Applied Communication Research*, Vol. 49 No. 4, pp. 369-386, doi: [10.1080/00909882.2021.1912378](https://doi.org/10.1080/00909882.2021.1912378).
- Dao, P.Q., Holmlund, M. and Gummerus, J. (2025), "Service design's promise in times of crisis", *Journal of Services Marketing*, Vol. 39 No. 7, pp. 728-737, doi: [10.1108/JSM-01-2025-0058](https://doi.org/10.1108/JSM-01-2025-0058).
- Dias, Á., Aldana, I., Pereira, L., Da Costa, R.L. and António, N. (2021), "A measure of tourist responsibility", *Sustainability*, Vol. 13 No. 6, p. 3351, doi: [10.3390/su13063351](https://doi.org/10.3390/su13063351).
- Dobrzeńiecki, K. and Przywora, B. (2021), "Legal basis for introducing restrictions on human rights and freedoms during the first wave of the COVID-19 pandemic", *Review of European and Comparative Law*, Vol. 46 No. 3, pp. 43-65, doi: [10.31743/recl.12439](https://doi.org/10.31743/recl.12439).
- Dye, C. and Mills, M.C. (2021), "COVID-19 vaccination passports", *Science*, Vol. 371 No. 6535, p. 1184, doi: [10.1126/science.abi5245](https://doi.org/10.1126/science.abi5245).
- Elliott, D., Harris, K. and Baron, S. (2005), "Crisis management and services marketing", *Journal of Services Marketing*, Vol. 19 No. 5, pp. 336-345, doi: [10.1108/08876040510609943](https://doi.org/10.1108/08876040510609943).
- Elster, J. (1999), *Strong Feelings: Emotion, Addiction, and Human Behavior*, MIT Press.
- Eugenio-Martin, J.L. and Campos-Soria, J.A. (2014), "Economic crisis and tourism expenditure cutback decision", *Annals of Tourism Research*, Vol. 44, pp. 53-73, doi: [10.1016/j.annals.2013.08.013](https://doi.org/10.1016/j.annals.2013.08.013).
- Fan, X., Lu, J., Qiu, M. and Xiao, X. (2023), "Changes in travel behaviors and intentions during the COVID-19 pandemic and recovery period: a case study of China", *Journal of Outdoor Recreation and Tourism*, Vol. 41, p. 100522, doi: [10.1016/j.jort.2022.100522](https://doi.org/10.1016/j.jort.2022.100522).
- Fayaz-Farkhad, B. and Jung, H. (2024), "Do COVID-19 vaccination policies backfire? The effects of mandates, vaccination passports, and financial incentives on COVID-19 vaccination", *Perspectives on Psychological Science*, Vol. 19 No. 4, pp. 660-674, doi: [10.1177/17456916231178708](https://doi.org/10.1177/17456916231178708).
- Finsterwalder, J. and Kuppelwieser, V.G. (2020), "Equilibrating resources and challenges during crises: a framework for service ecosystem well-being", *Journal of Service Management*, Vol. 31 No. 6, pp. 1107-1129, doi: [10.1108/JOSM-06-2020-0201](https://doi.org/10.1108/JOSM-06-2020-0201).
- Fominaya, C.F. (2024), "Mobilizing during the covid-19 pandemic: from democratic innovation to the political weaponization of disinformation", *American Behavioral Scientist*, Vol. 68 No. 6, pp. 829-852, doi: [10.1177/00027642221132178](https://doi.org/10.1177/00027642221132178).
- Gaki, E. and Koufodontis, N.I. (2022), "Regional tourism resilience and recovery in times of crises", *GeoJournal of Tourism and Geosites*, Vol. 40 No. 1, pp. 259-266, doi: [10.30892/gtg.40131-827](https://doi.org/10.30892/gtg.40131-827).
- Galvani, A., Lew, A.A. and Perez, M.S. (2021), "COVID-19 is expanding global consciousness and the sustainability of travel and tourism", In *Global Tourism and COVID-19*, Routledge, pp. 113-122.
- Gan, J.E., Lim, J.P., Trupp, A. and Poon, W.C. (2024), "State intervention and tourism business resilience: exploring firm-level crisis responses", *Annals of Tourism Research Empirical Insights*, Vol. 5 No. 2, p. 100142, doi: [10.1016/j.annale.2024.100142](https://doi.org/10.1016/j.annale.2024.100142).
- Goktepe, S., Cetin, G., Antonovica, A. and de Esteban Curiel, J. (2024), "The impact of government legitimacy on the tourism industry during crises", *European Research on Management and Business Economics*, Vol. 30 No. 3, p. 100259, doi: [10.1016/j.iadeen.2024.100259](https://doi.org/10.1016/j.iadeen.2024.100259).

- Gössling, S. and Scott, D. (2025), "Tourism in the polycrisis: a horizon 2050 paper", *Tourism Review*, Vol. 80 No. 1, pp. 65–71, doi: [10.1108/TR-06-2024-0519](https://doi.org/10.1108/TR-06-2024-0519).
- Gössling, S., Scott, D. and Hall, C.M. (2021), "Pandemics, tourism and global change: a rapid assessment of COVID-19", *Journal of Sustainable Tourism*, Vol. 29 No. 1, pp. 1–20, doi: [10.1080/09669582.2020.1758708](https://doi.org/10.1080/09669582.2020.1758708).
- Hall, C.M., Scott, D. and Gössling, S. (2021), "Pandemics, transformations and tourism: be careful what you wish for", in Mair, J. (Ed.), *Global Tourism and COVID-19: Implications for Theory and Practice*, Routledge, pp. 123–144.
- Han, S., Yoon, A., Kim, M.J. and Yoon, J.H. (2022), "What influences tourist behaviors during and after the COVID-19 pandemic? Focusing on theories of risk, coping, and resilience", *Journal of Hospitality and Tourism Management*, Vol. 50, pp. 355–365, doi: [10.1016/j.jhtm.2022.02.024](https://doi.org/10.1016/j.jhtm.2022.02.024).
- Hansl, N. and Paul, K.T. (2025), "That's a tricky question": perceptions of mandatory vaccination among parents and paediatricians in Austria", *Health Policy*, Vol. 157, p. 105331, doi: [10.1016/j.healthpol.2025.105331](https://doi.org/10.1016/j.healthpol.2025.105331).
- Harjani, T., He, H. and Chao, M.M. (2024), "The moral foundations of vaccine passports", *Journal of Business Ethics*, Vol. 190 No. 1, pp. 93–121, doi: [10.1007/s10551-023-05427-8](https://doi.org/10.1007/s10551-023-05427-8).
- Heinonen, K. (2025), "Designing for complexity and regeneration: new perspectives in service design", *Journal of Services Marketing*, Vol. 39 No. 7, pp. 725–727, doi: [10.1108/JSM-06-2025-0432](https://doi.org/10.1108/JSM-06-2025-0432).
- Heinonen, K. and Strandvik, T. (2021), "Reframing service innovation: COVID-19 as a catalyst for imposed service innovation", *Journal of Service Management*, Vol. 32 No. 1, pp. 101–112, doi: [10.1108/JOSM-05-2020-0161](https://doi.org/10.1108/JOSM-05-2020-0161).
- Higgins-Desbiolles, F. (2024), "The question of solidarity in tourism", *Journal of Policy Research in Tourism, Leisure and Events*, Vol. 16 No. 4, pp. 533–542, doi: [10.1080/19407963.2022.2107657](https://doi.org/10.1080/19407963.2022.2107657).
- Hong, W. and Zhou, B. (2025), "Convergence and diversity: how collective risk perception shapes public compliance behaviour—a case study of China's Covid-19 response", *Health Research Policy and Systems*, Vol. 23 No. 1, p. 53, doi: [10.1186/s12961-025-01311-1](https://doi.org/10.1186/s12961-025-01311-1).
- Howlett, M., Ramesh, M. and Capano, G. (2020), "Policy-makers, policy-takers and policy tools: dealing with behavioural issues in policy design", *Journal of Comparative Policy Analysis: Research and Practice*, Vol. 22 No. 6, pp. 487–497, doi: [10.1080/13876988.2020.1774367](https://doi.org/10.1080/13876988.2020.1774367).
- İzmir, O., Lebcir, R.M. and Oypan, O. (2025), "Exploring pandemic preparedness through public perception and its impact on health service quality, attitudes, and healthcare image", *Scientific Reports*, Vol. 15 No. 1, p. 17545, doi: [10.1038/s41598-025-95488-8](https://doi.org/10.1038/s41598-025-95488-8).
- Jamal, T. and Budke, C. (2020), "Tourism in a world with pandemics: local-global responsibility and action", *Journal of Tourism Futures*, Vol. 6 No. 2, pp. 181–188, doi: [10.1108/JTF-02-2020-0014](https://doi.org/10.1108/JTF-02-2020-0014).
- Jiang, K., Mo, S. and Qin, M. (2024), "Descriptive or injunctive? The effect of sustainable normative appeals and advertising orientations on environmentally responsible consumption behavior in a collective action perspective", *Journal of Retailing and Consumer Services*, Vol. 79, p. 103894, doi: [10.1016/j.jretconser.2024.103894](https://doi.org/10.1016/j.jretconser.2024.103894).
- Kabadayi, S., O'Connor, G.E. and Tuzovic, S. (2020), "The impact of coronavirus on service ecosystems as service mega-disruptions", *Journal of Services Marketing*, Vol. 34 No. 6, pp. 809–817, doi: [10.1108/JSM-03-2020-0090](https://doi.org/10.1108/JSM-03-2020-0090).
- Keinänen, J., Halonen, M. and Luoto, I. (2026), "What can we learn about crisis management in the polycrisis era? Insights from Finland's international public policy network", *International Journal of Public Sector Management*, Vol. 39 No. 1, pp. 80–95, doi: [10.1108/IJPSM-06-2024-0191](https://doi.org/10.1108/IJPSM-06-2024-0191).
- Khadafi, R., Danugroho, A. and Sitepu, E.F.S. (2025), "Crisis communication at the local level: trust, inequality, and developmental implications from makassar's COVID-19 response", *Jurnal Ilmu Pemerintahan: Kajian Ilmu Pemerintahan Dan Politik Daerah*, Vol. 10 No. 2, pp. 114–128, doi: [10.24905/jip.10.2.2025.114-128](https://doi.org/10.24905/jip.10.2.2025.114-128).
- Khan, M.L., Malik, A., Ruhi, U. and Al-Busaidi, A. (2022), "Conflicting attitudes: analyzing social media data to understand the early discourse on COVID-19 passports", *Technology in Society*, Vol. 68, p. 101830, doi: [10.1016/j.techsoc.2021.101830](https://doi.org/10.1016/j.techsoc.2021.101830).
- Kock, F., Assaf, A.G., Tsionas, M., Josiassen, A. and Karl, M. (2024), "Do tourists stand by the tourism industry? Examining solidarity during and after a pandemic", *Journal of Travel Research*, Vol. 63 No. 3, pp. 696–712, doi: [10.1177/00472875231164975](https://doi.org/10.1177/00472875231164975).
- Komasi, H., Jamini, D., Hashemkhani Zolfani, S., Sadeghi, H. and Cavallaro, F. (2025), "Evaluating the impacts of humanitarian crises on sustainable tourism with a futures studies approach", *Environment, Development and Sustainability*, pp. 1–37, doi: [10.1007/s10668-025-06109-3](https://doi.org/10.1007/s10668-025-06109-3).
- Lai, F., Xie, C., Zhang, J. and Huang, R. (2024), "The persuasive effects of warning messages", *Annals of Tourism Research*, Vol. 109, p. 103829, doi: [10.1016/j.annals.2024.103829](https://doi.org/10.1016/j.annals.2024.103829).
- Larivière, B., Schetgen, L., Bogaert, M. and Van den Poel, D. (2025), "Customer experiences and coping behaviors during crisis situations: the role of service adaptation and service transformation", *Journal of Business Research*, Vol. 188, p. 115089, doi: [10.1016/j.jbusres.2024.115089](https://doi.org/10.1016/j.jbusres.2024.115089).
- Li, Z., Zhao, Q., Huo, T., Shao, Y. and Hu, Z. (2022), "COVID-19: management focus of reopened tourist destinations", *Current Issues in Tourism*, Vol. 25 No. 1, pp. 14–20, doi: [10.1080/13683500.2020.1863926](https://doi.org/10.1080/13683500.2020.1863926).
- Liu, X., Lin, J., Jiang, X., Chang, T. and Lin, H. (2024), "eWOM information richness and online user review behavior: evidence from TripAdvisor", *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 19 No. 2, pp. 880–898, doi: [10.3390/jtaer19020046](https://doi.org/10.3390/jtaer19020046).
- Mateus, A.L., Otete, H.E., Beck, C.R., Dolan, G.P. and Nguyen-Van-Tam, J.S. (2014), "Effectiveness of travel restrictions in the rapid containment of human influenza: systematic review", *Bulletin of the World Health Organization*, Vol. 92 No. 12, pp. 868–880D, doi: [10.2471/BLT.14.135590](https://doi.org/10.2471/BLT.14.135590).
- McDonald, R.P. (2013), *Test Theory: A Unified Treatment*, psychology press.
- McKercher, B. and Chon, K. (2004), "The over-reaction to SARS and the collapse of asian tourism", *Annals of Tourism*

- Research*, Vol. 31 No. 3, p. 716, doi: [10.1016/j.annals.2003.11.002](https://doi.org/10.1016/j.annals.2003.11.002).
- Matz, S.C., Kosinski, M., Nave, G. and Stillwell, D.J. (2017), "Psychological targeting as an effective approach to digital mass persuasion", *Proceedings of the National Academy of Sciences*, Vol. 114 No. 48, pp. 12714–12719, doi: [10.1073/pnas.1710966114](https://doi.org/10.1073/pnas.1710966114).
- Mickelsson, J., van Haren, J.J. and Lemmink, J.G. (2023), "Wrinkles in a CSR story: mismatched agendas in fast fashion service brands' CSR reputation", *Journal of Service Management*, Vol. 34 No. 2, pp. 256–273, doi: [10.1108/JOSM-07-2021-0243](https://doi.org/10.1108/JOSM-07-2021-0243).
- O'Connor, P. (2008), "User-Generated content and travel: a case study on tripadvisor.com", *Information and Communication Technologies in Tourism*, Vol. 2008, pp. 47–58, doi: [10.1007/978-3-211-77280-5_5](https://doi.org/10.1007/978-3-211-77280-5_5).
- Osama, T., Razai, M.S. and Majeed, A. (2021), "COVID-19 vaccine passports: access, equity, and ethics", *BMJ*, Vol. 373, p. n861, doi: [10.1136/bmj.n861](https://doi.org/10.1136/bmj.n861).
- Ostrom, A.L., Parasuraman, A., Bowen, D.E., Patricio, L. and Voss, C.A. (2015), "Service research priorities in a rapidly changing context", *Journal of Service Research*, Vol. 18 No. 2, pp. 127–159, doi: [10.1177/1094670515576315](https://doi.org/10.1177/1094670515576315).
- Panwanitdumrong, K. and Chen, C.-L. (2021), "Investigating factors influencing tourists' environmentally responsible behavior with extended theory of planned behavior for coastal tourism in Thailand", *Marine Pollution Bulletin*, Vol. 169, p. 112507, doi: [10.1016/j.marpolbul.2021.112507](https://doi.org/10.1016/j.marpolbul.2021.112507).
- Parker, M., Okello, B., Kermundu, P., Ozunga, B.E., Baluku, M., Akello, G., MacGregor, H., Leach, M. and Allen, T. (2025), "Did COVID-19 vaccine enforcement work? Evidence from northwestern and Northern Uganda", *Social Science & Medicine*, Vol. 382, p. 118273, doi: [10.1016/j.socscimed.2025.118273](https://doi.org/10.1016/j.socscimed.2025.118273).
- Pavli, A. and Maltezou, H.C. (2021), "COVID-19 vaccine passport for a safe resumption of travel", *Journal of Travel Medicine*, Vol. 28 No. 4, p. taab145, doi: [10.1093/jtm/taab079](https://doi.org/10.1093/jtm/taab079).
- Peng, C., Zou, Y., Yang, Y., Liao, J. and Fang, Y. (2025), "Guiding tourists' cautious behaviour: the interaction role of goal message framing and construal level message during the public health crisis context", *Current Issues in Tourism*, Vol. 28 No. 14, pp. 1–16, doi: [10.1080/13683500.2024.2370392](https://doi.org/10.1080/13683500.2024.2370392).
- Phelan, A.L. (2020), "COVID-19 immunity passports and vaccination certificates: scientific, equitable, and legal challenges", *The Lancet*, Vol. 395 No. 10237, pp. 1595–1598, doi: [10.1016/S0140-6736\(20\)31034-5](https://doi.org/10.1016/S0140-6736(20)31034-5).
- Quick, B.L. and Stephenson, M.T. (2007), "Further evidence that psychological reactance can be modeled as a combination of anger and negative cognitions", *Communication Research*, Vol. 34 No. 3, pp. 255–276, doi: [10.1177/0093650207300427](https://doi.org/10.1177/0093650207300427).
- Rains, S.A. (2013), "The nature of psychological reactance revisited: a meta-analytic review", *Human Communication Research*, Vol. 39 No. 1, pp. 47–73, doi: [10.1111/j.1468-2958.2012.01443.x](https://doi.org/10.1111/j.1468-2958.2012.01443.x).
- Rains, S.A. and Richards, A.S. (2024), "US state vaccine mandates did not influence COVID-19 vaccination rates but reduced uptake of COVID-19 boosters and flu vaccines compared to bans on vaccine restrictions", *Proceedings of the National Academy of Sciences*, Vol. 121 No. 8, p. e2313610121, doi: [10.1073/pnas.2313610121](https://doi.org/10.1073/pnas.2313610121).
- Ramires, A., Carvalho, I. and Correia, A. (2023), "Pre-and post-pandemic travel behaviour and intentions: clustering portuguese generations", *Anatolia*, Vol. 34 No. 4, pp. 524–540, doi: [10.1080/13032917.2022.2078848](https://doi.org/10.1080/13032917.2022.2078848).
- Rastegar, R. (2025), "Regenerative justice and tourism: how can tourism go beyond restoration?", *Annals of Tourism Research*, Vol. 111, p. 103896, doi: [10.1016/j.annals.2025.103896](https://doi.org/10.1016/j.annals.2025.103896).
- Ren, M., Park, S., Xu, Y., Huang, X., Zou, L., Wong, M.S. and Koh, S.Y. (2022), "Impact of the COVID-19 pandemic on travel behavior: a case study of domestic inbound travelers in jeju, korea", *Tourism Management*, Vol. 92, p. 104533, doi: [10.1016/j.tourman.2022.104533](https://doi.org/10.1016/j.tourman.2022.104533).
- Reveilhac, M. and Boomgaarden, H. (2025), "News media and citizens' trust toward authorities in times of crisis", *The International Journal of Press/Politics*, Vol. 31 No. 3, p. 19401612251317266, doi: [10.1177/19401612251317266](https://doi.org/10.1177/19401612251317266).
- Richardson, E. and Devine, C. (2020), "Emergencies end eventually: how to better analyze human rights restrictions sparked by the COVID-19 pandemic under the International Covenant on Civil and Political Rights", *Michigan Journal of International Law*, Vol. 42 No. 1, pp. 105–144, doi: [10.36642/mjil.42.1.emergencies](https://doi.org/10.36642/mjil.42.1.emergencies).
- Riedel, A., Beatson, A. and Baker, S.M. (2025), "Beyond the individual: rethinking vulnerability across ecosystems", *Journal of Services Marketing*, Vol. 39 No. 6, pp. 585–595, doi: [10.1108/JSM-04-2025-0285](https://doi.org/10.1108/JSM-04-2025-0285).
- Ritchie, B.W. (2009), *Crisis and Disaster Management for Tourism*, Channel View Publications, Bristol, UK.
- Ruan, W.Q. and Deng, F. (2024), "Stop unsafe behaviors: matching strategies of social norms and anthropomorphized roles in tourism safety communication", *Journal of Hospitality and Tourism Management*, Vol. 60, pp. 177–191, doi: [10.1016/j.jhtm.2024.07.004](https://doi.org/10.1016/j.jhtm.2024.07.004).
- Ryan, R.M. and Deci, E.L. (2000), "Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being", *American Psychologist*, Vol. 55 No. 1, pp. 68–78, doi: [10.1037/0003-066X.55.1.68](https://doi.org/10.1037/0003-066X.55.1.68).
- Sánchez-Cañizares, S.M., Cabeza-Ramírez, L.J., Muñoz-Fernández, G. and Fuentes-García, F.J. (2021), "Impact of the perceived risk from COVID-19 on intention to travel", *Current Issues in Tourism*, Vol. 24 No. 7, pp. 970–984, doi: [10.1080/13683500.2020.1829571](https://doi.org/10.1080/13683500.2020.1829571).
- Seyfi, S., Hall, C.M., Saarinen, J., Zaman, M. and Vo-Thanh, T. (2024), "Identifying constraints on gen Z's path toward ethical tourism consumption and practices", *Journal of Sustainable Tourism*, Vol. 33 No. 6, pp. 1–19, doi: [10.1080/09669582.2024.2418967](https://doi.org/10.1080/09669582.2024.2418967).
- Sharun, K., Tiwari, R., Dhama, K., Rabaan, A.A. and Alhumaid, S. (2021), "COVID-19 vaccination passport: prospects, scientific feasibility, and ethical concerns", *Human Vaccines & Immunotherapeutics*, Vol. 17 No. 11, pp. 4108–4111, doi: [10.1080/21645515.2021.1953350](https://doi.org/10.1080/21645515.2021.1953350).
- Shin, E., Yim, S. and Koh, A.R. (2025), "Comparison of consumer perceptions of sustainable and ethical fashions pre-and post-COVID-19 using LDA topic modeling",

- Humanities and Social Sciences Communications*, Vol. 12 No. 1, pp. 1–14, doi: [10.1057/s41599-025-04525-4](https://doi.org/10.1057/s41599-025-04525-4).
- Shin, H., Kang, J., Sharma, A. and Nicolau, J.L. (2021), “The impact of COVID-19 vaccine passport on air travelers’ booking decision and companies’ financial value”, *Journal of Hospitality & Tourism Research. Advance Online Publication*, Vol. 47 No. 5, doi: [10.1177/10963480211058475](https://doi.org/10.1177/10963480211058475).
- Siegrist, M., Luchsinger, L. and Bearth, A. (2021), “The impact of trust and risk perception on the acceptance of measures to reduce COVID-19 cases”, *Risk Analysis*, Vol. 41 No. 5, pp. 787–800, doi: [10.1111/risa.13675](https://doi.org/10.1111/risa.13675).
- Snyder, H. (2019), “Literature review as a research methodology: an overview and guidelines”, *Journal of Business Research*, Vol. 104, pp. 333–339, doi: [10.1016/j.jbusres.2019.07.039](https://doi.org/10.1016/j.jbusres.2019.07.039).
- Sotis, C., Allena, M., Reyes, R. and Romano, A. (2021), “COVID-19 vaccine passport and international traveling: the combined effect of two nudges on Americans’ support for the pass”, *International Journal of Environmental Research and Public Health*, Vol. 18 No. 16, p. 8800, doi: [10.3390/ijerph18168800](https://doi.org/10.3390/ijerph18168800).
- Stanford, D. and Turner, J. (2022), “Responsible tourist”, *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, pp. 755–757, available at: <https://doi.org/10.4337/9781800377486.responsible.tourist>
- Su, L., Hsu, M.K. and Boostrom, R.E. (2020), “From recreation to responsibility: ncreasing environmentally responsible behavior in tourism”, *Journal of Business Research*, Vol. 109, pp. 557–573, doi: [10.1016/j.jbusres.2018.12.055](https://doi.org/10.1016/j.jbusres.2018.12.055).
- Subedi, S. and Kubickova, M. (2024), “Tourists’ compliance with public policy and government trust: an application of protection motivation theory”, *Cornell Hospitality Quarterly*, Vol. 65 No. 1, pp. 44–58, doi: [10.1177/19389655231182081](https://doi.org/10.1177/19389655231182081).
- Suchman, M.C. (1995), “Managing legitimacy: strategic and institutional approaches”, *The Academy of Management Review*, Vol. 20 No. 3, pp. 571–610, doi: [10.5465/amr.1995.9508080331](https://doi.org/10.5465/amr.1995.9508080331).
- Sun, L., Chen, J. and Huang, X. (2024), “Navigating health-related crises: unraveling the role of confidence in tourism recovery in shaping sustainable strategies for tourists’ intentions across pandemic phases”, *Sustainability*, Vol. 16 No. 19, p. 8492, doi: [10.3390/su16198492](https://doi.org/10.3390/su16198492).
- Susi, M. and Pajuste, T. (2021), “Covid-19 “vaccine passport” discourses: n exploratory study of 23 countries”, *East European Yearbook on Human Rights*, Vol. 4 No. 1, pp. 163–180, doi: [10.5553/EEYHR/258977642021004001006](https://doi.org/10.5553/EEYHR/258977642021004001006).
- Sutinen, J.G. and Kuperan, K. (1999), “A socio-economic theory of regulatory compliance”, *International Journal of Social Economics*, Vol. 26 Nos 1–3, pp. 174–193, doi: [10.1108/03068299910229569](https://doi.org/10.1108/03068299910229569).
- Sztandera, A., Borek, D., Gralak, K. and Chrzyszcz, A. (2024), “Ethical and legal dilemmas in management: the case of the tourism industry during the COVID-19 pandemic”, *European Research Studies Journal*, Vol. XXVII No. 3, pp. 746–764, doi: [10.35808/ersj/3463](https://doi.org/10.35808/ersj/3463).
- Torraco, R.J. (2005), “Writing integrative literature reviews: guidelines and examples”, *Human Resource Development Review*, Vol. 4 No. 3, pp. 356–367, doi: [10.1177/1534484305278283](https://doi.org/10.1177/1534484305278283).
- Toubes, D.R., Araújo Vila, N. and Fraiz Brea, J.A. (2021), “Changes in consumption patterns and tourist promotion after the COVID-19 pandemic”, *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 16 No. 5, pp. 1332–1352, doi: [10.3390/jtaer16050075](https://doi.org/10.3390/jtaer16050075).
- Tovmasyan, A., Onitiu, D., Wachter, S., Mittelstadt, B. and Weinstein, N. (2026), “Autonomy over authority: the role of autonomous motivation in law compliance”, *Motivation and Emotion*, Vol. 50 No. 1, pp. 158–173, doi: [10.1007/s11031-025-10155-9](https://doi.org/10.1007/s11031-025-10155-9).
- Tremblay-Huet, S. and Lapointe, D. (2021), “The new responsible tourism paradigm: the UNWTO’s discourse following the spread of COVID-19”, *Tourism and Hospitality*, Vol. 2 No. 2, pp. 248–260, doi: [10.3390/tourhosp2020015](https://doi.org/10.3390/tourhosp2020015).
- Tronvoll, B. and Edvardsson, B. (2022), “Customer experiences in crisis situations: an agency-structure perspective”, *Marketing Theory*, Vol. 22 No. 4, pp. 539–562, doi: [10.1177/14705931221104520](https://doi.org/10.1177/14705931221104520).
- Tronvoll, B. and Edvardsson, B. (2025), “Managing customer experiences in times of crisis”, In *Handbook of Service Experience*. Edward Elgar Publishing, pp. 245–256, doi: [10.4337/9781035300198.00027](https://doi.org/10.4337/9781035300198.00027).
- Tsiotsou, R.H., Kabadayi, S., Leigh, J., Bayuk, J. and Horton, B.J. (2024), “To do or not to do? A typology of ethical dilemmas in services (TEDS)”, *Journal of Service Management*, Vol. 35 No. 4, pp. 570–603, doi: [10.1108/JOSM-11-2023-0471](https://doi.org/10.1108/JOSM-11-2023-0471).
- Tyler, T.R. (2006), *Why People Obey the Law*, 2nd ed., Princeton University Press.
- UNWTO (United Nations World Tourism Organization) (2021), “International tourism highlights: 2021 edition”, available at: www.unwto.org/statistics
- Van Hummel, A. and Russell-Bennett, R. (2026), “Understanding consumer trust and distrust in a public service ecosystem”, *Journal of Services Marketing*, Vol. 40 No. 2, doi: [10.1108/JSM-01-2025-0059](https://doi.org/10.1108/JSM-01-2025-0059).
- Voigt, K., Nahimana, E. and Rosenthal, A. (2021), “Flashing red lights: the global implications of COVID-19 vaccination passports”, *BMJ Global Health*, Vol. 6 No. 5, p. e006209, doi: [10.1136/bmjgh-2021-006209](https://doi.org/10.1136/bmjgh-2021-006209).
- Vuorelma, J. and Lehtonen, P. (2025), “Performing authority in times of crisis: six frames of contested authority during the pandemic era in Finland”, *Scandinavian Political Studies*, Vol. 48 No. 2, p. e70004, doi: [10.1111/1467-9477.70004](https://doi.org/10.1111/1467-9477.70004).
- Wang, M., Kunasekaran, P. and Rasoolimanesh, S.M. (2022), “What influences people’s willingness to receive the COVID-19 vaccine for international travel?”, *Current Issues in Tourism*, Vol. 25 No. 2, pp. 192–197, doi: [10.1080/13683500.2021.1929874](https://doi.org/10.1080/13683500.2021.1929874).
- Wang, Y., Wei, M., Wang, P., Gao, Y., Yu, T., Meng, N., Liu, H., Zhang, X., Wang, K. and Wu, Q. (2025), “Insight into public sentiment and demand in China’s public health emergency response: a weibo data analysis”, *BMC Public Health*, Vol. 25 No. 1, p. 1349, doi: [10.1186/s12889-025-22553-2](https://doi.org/10.1186/s12889-025-22553-2).
- Wu, W., Wang, S., Ding, G. and Mo, J. (2023), “Elucidating trust-building sources in social shopping: a consumer cognitive and emotional trust perspective”, *Journal of*

- Retailing and Consumer Services*, Vol. 71, p. 103217, doi: [10.1016/j.jretconser.2022.103217](https://doi.org/10.1016/j.jretconser.2022.103217).
- Yagil, D. (2024), "Service virtuousness: implementing the very best of human qualities in service delivery", *Journal of Service Management*, Vol. 35 No. 5, pp. 653-677, doi: [10.1108/JOSM-07-2024-0325](https://doi.org/10.1108/JOSM-07-2024-0325).
- Yaşar Dinçer, F.C., Yirmibeşoğlu, G., Narin, M. and Saraç, F.E. (2024), "Crisis management and sustainability in tourism industry: obstacles and recovery strategies after the COVID-19 crisis in Antalya, Türkiye", *Sustainability*, Vol. 16 No. 12, p. 5121, doi: [10.3390/su16125121](https://doi.org/10.3390/su16125121).
- Zaller, J. (1992), *The Nature and Origins of Mass Opinion*, Cambridge University Press.
- Zenker, S. and Kock, F. (2020), "The coronavirus pandemic: a critical discussion of a tourism research agenda", *Tourism Management*, Vol. 81, p. 104164, doi: [10.1016/j.tourman.2020.104164](https://doi.org/10.1016/j.tourman.2020.104164).
- Zha, J., Tan, T., Ma, S., He, L. and Filimonau, V. (2022), "Exploring tourist opinion expression on COVID-19 and policy response to the pandemic's occurrence through a content analysis of an online petition platform", *Current*

- Issues in Tourism*, Vol. 25 No. 2, pp. 261-286, DOI: [10.1080/13683500.2021.1947992](https://doi.org/10.1080/13683500.2021.1947992).
- Zhao, C., Zhong, S. and Fang, F. (2025), "The mechanisms of social media influence on individual behavior in crisis events", *Journal of Quality Assurance in Hospitality & Tourism*, pp. 1-24, doi: [10.1080/1528008X.2025.2482759](https://doi.org/10.1080/1528008X.2025.2482759).
- Zhong, L., Liu, J., Morrison, A.M., Dong, Y., Zhu, M. and Li, L. (2023), "Perceived differences in peer-to-peer accommodation before and after COVID-19: evidence from China", *International Journal of Contemporary Hospitality Management*, Vol. 35 No. 4, pp. 1539-1561, doi: [10.1108/IJCHM-12-2021-1557](https://doi.org/10.1108/IJCHM-12-2021-1557).

Supplementary material

The supplementary material for this article can be found online.

Corresponding author

Nikolaos Iason Koufodontis can be contacted at: ikouf@aegean.gr