Travelers' Coping Strategies in the Backdrop of Revenge Tourism

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Abstract

The recent COVID-19 pandemic was a large-scale, prolonged crisis for the tourism industry. However, there has been an unprecedented surge in travel in the post-pandemic period. This study explores the motivation and coping strategies employed by travelers in the post-pandemic period. A multi-stage qualitative study was undertaken using three waves of data collection with travelers who engaged in revenge tourism in the post-pandemic period. Findings revealed that disengagement was the main motivation to travel during this period. Three coping strategies were employed by travelers to overcome the crisis—engaging in growth, seeking strength, and hope and cautious optimism. Coping strategies employed by travelers enabled them to overcome the tensions experienced during the pandemic lockdown. These findings present a clear delineation of how travelers recover from the adversities of a pandemic crisis to travel again in its aftermath, thus contributing significantly to the tourism literature.

Introduction

The tourism industry is susceptible to various types of crises that may be considered recurrent and unpreventable (Y. Chen et al., 2022). Such crises may assume several forms such as pandemic outbreaks (Miao et al., 2022), economic crises (Lee et al., 2021; J. R. B. Ritchie et al., 2010), financial crises (Smeral, 2009), terrorist attacks (Liu & Pratt, 2017; Walters et al., 2019), natural disasters, and political turmoil (Dahles & Susilowati, 2015; C. Zheng et al., 2022). These crises and disasters represent large scale risks and can affect the perceptions of travelers, tourism destinations, and businesses (B. W. Ritchie & Jiang, 2019). The tourism and hospitality industry went through a severe downturn during the COVID-19 pandemic as tourist arrivals ceased, and businesses were severely affected (E. E. K. Kim et al., 2022). The crippling effect of the pandemic within the tourism industry was undeniable as even the most conservative estimates suggested that it would not be able to recover to its pre-pandemic levels before 2024 (Athanasopoulos et al., 2023; UNWTO, 2022). However, against all predictions and estimates, the tourism industry is going through a massive recovery, often referred to as *revenge tourism* (Vogler, 2022).

After the gloomy trend of the last 2 years, there has been an exponential increase in the volume of travel, and consequently, revenue generated by the tourism industry (Gyimóthy et al., 2022; Miao et al., 2022). More than 900 million tourists traveled internationally in 2022, nearly doubling the number for the same period in 2021 and reaching between 80% and 95% of the pre-pandemic levels in most countries (Abend, 2022; UNWTO, 2023). Prior literature reveals that revenge tourism is occurring to compensate for the missed excitement (E. E. K. Kim et al., 2022), or to make up for lost time during the pandemic period when travel was not possible (Wassler & Fan, 2021). Moreover, revenge tour-

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ists are engaging in a variety of activities in the post-pandemic phase (J. Kim et al., 2022).

During the pandemic, travelers used various coping strategies to deal with the negative effects of captivity due to lockdown and their compelling urge to travel (Irimiás & Zoltán Mitev, 2023). Coping strategies enable individuals to comprehend crisis situations and evaluate how to respond to them (Folkman & Moskowitz, 2004; Li et al., 2022). However, such coping strategies vary due to individual as well as situational contexts (Izogo et al., 2022). Coping often occurs when expectations are different from the actual experiences (Hossain et al., 2023; Karl et al., 2022; Li et al., 2022). Such gaps usually arise due to various types of travel constraints (Karl et al., 2022; Kazeminia et al., 2015). Travelers devise various coping strategies such as avoidance or attitude change to deal with travel constraints (Karl et al., 2022).

Relatively few studies have focused on understanding the coping strategies adopted by travelers (C.-D. Chen et al., 2022; Hossain et al., 2023; Jordan & Prayag, 2022; Lin & Hsieh, 2022; Li et al., 2022; Wu, 2015; D. Zheng et al., 2021). Moreover, limited prior literature exists on coping strategies in the context of tourism despite the fact that many stressful situations have been identified where travelers have developed different types of coping strategies. For example, coping strategies were developed by travelers while engaging in remote travel for work (Chevtaeva et al., 2023), engaging in dark tourism (Jordan & Prayag, 2022), encountering a mismatch between tourism and experiences (Hossain et al., 2023); enduring crisis on a cruise ship (C.-D. Chen et al., 2022), and developing wellbeing in the context of religious tourism (Lin & Hsieh, 2022). Coping strategies are also linked with anxiety of mortality (Lyu et al., 2023), fear of travel (D. Zheng et al., 2021), visiting a new, unfamiliar country (Wu, 2015) and age-related constraints during travel (Kazeminia et al., 2015). An extensive review of the prior literature has revealed that these existing studies did not offer a holistic understanding of how coping strategies are formulated and used by travelers, especially how travelers build such coping strategies in the aftermath of a crisis. Therefore, the present study aims to fill this significant gap in prior tourism research.

It is particularly important to study the coping strategies of travelers in the post-pandemic period for two reasons. First, there is a lacuna in the tourism and hospitality literature regarding the understanding of coping strategies of travelers in the aftermath of a widespread crisis, especially a health crisis such as a pandemic that affected the global population. Most prior research has focused on understanding coping strategies developed in limited contexts of tourism (C.-D. Chen et al., 2022; Jordan & Prayag, 2022; Lin & Hsieh, 2022; Lyu et al., 2023; D. Zheng et al., 2021). Thus, this research will help us to understand how travelers cope with the adversities caused by crises (C.-D. Chen et al., 2022; Prayag et al., 2020; B. W. Ritchie & Jiang, 2019). Second,

such investigations will enable scholars to understand specific coping strategies employed by travelers to overcome adversities and manage changes after a major crisis (Prayag et al., 2020). The post-pandemic travel resurgence offers an opportune time to conduct this research since the travel and tourism industry is in a recovery phase, which enables us to study the phenomenon of travelers' coping strategies. Thus, the present study aims to address the research gaps in the context of tourist coping strategies in the post-pandemic period. In this study, we aim to investigate the following research question: What are the motivations and coping strategies employed by travelers in the post-pandemic period? We have used the multi-stage qualitative research methodology involving three waves of data collection.

The rest of the paper is structured as follows. The next section describes the extant literature related to the foundations of crisis situations and coping strategies in the tourism context. The third section provides details about the methodology, particularly our data collection and analysis. Section 4 presents the findings of the study. The fifth section presents the theoretical and practical implications of our study, and the final section offers limitations and future directions for research.

Literature Review

Crisis Situations in the Tourism Context

Crisis has received little attention in the context of tourism literature (Reddy et al., 2020), especially in terms of how travelers experience a crises that is still ongoing (C.-D. Chen et al., 2022; D. Zheng et al., 2021). The risk perception of travelers during such a crisis is often a subjective assessment and results in various types of actions in response to the crisis (B. W. Ritchie & Jiang, 2019). Crises affect several aspects of the tourism sector, particularly from the perspective of travelers. For instance, financial and economic crises affect tourism demand due to fluctuations in exchange rates and increases in prices for travelers (Hampson & McGoldrick, 2017; Papatheodorou et al., 2010; Smeral, 2009). This often results in a change in destination choice (Reichel et al., 2007). Such demand fluctuations may trigger a chain effect as the number of travelers to a destination dramatically decreases, thus disturbing the service operations for travel and tourism firms and, consequently, lowering customer experience (C.-D. Chen et al., 2022; J. R. B. Ritchie et al., 2010; Smeral, 2009). Furthermore, a crisis and its negative outcomes may significantly disturb the flow of travelers in the longer term and even hamper the destination's image (Avraham, 2015; J. R. B. Ritchie et al., 2010).

Several crises have multiple dimensions as they affect multiple aspects of the tourism industry (Dahles & Susilowati, 2015; Okumus et al., 2005). The negative effects on travelers are more pronounced in such cases (Dahles & Susilowati, 2015; Okumus et al., 2005). For instance, the existence of
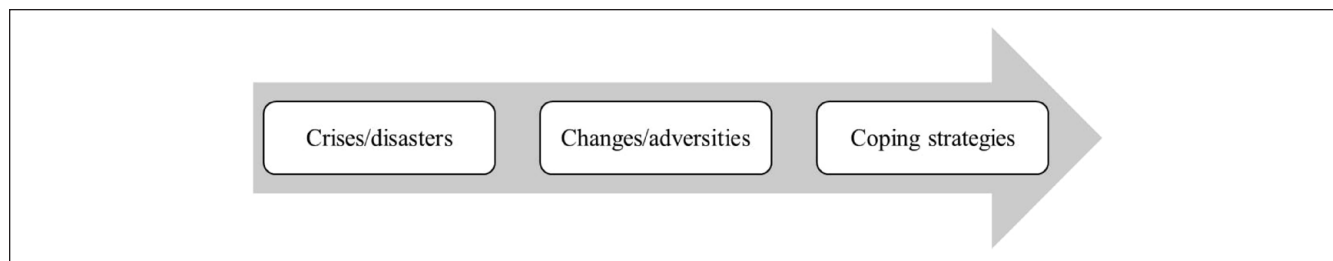
Figure 1. The process of developing coping strategies under crisis.

political instability and economic crisis affects travelers and businesses (Okumus et al., 2005; C. Zheng et al., 2022), and the co-existence of adverse weather conditions, climate changes, and economic crisis has a severe effect on tourism demand and businesses (Dahles & Susilowati, 2015). Positive consequences of such crises, such as the emergence of tourism in the post-pandemic period as a post-traumatic growth opportunity for travelers, is also possible (Miao et al., 2022).

Health related crises, such as the COVID-19 pandemic, are usually long-lasting (Sigala, 2020; Škare et al., 2021). The tourism sector has been most vulnerable to the COVID-19 crisis (Jiang et al., 2021; M. J. Kim et al., 2022), and, therefore, there is a dire need for the industry to get back on its feet (Alvarez et al., 2022). Coping strategies lessen the impact of hazards resulting from a crisis (Jiang et al., 2022), because when experiencing similar circumstances, travelers behave in a positive manner that is self-encouraging (Mizrachi & Fuchs, 2016). When travelers deal with disasters by coping with the situation, it involves several stages (C.-D. Chen et al., 2022; M. J. Kim et al., 2022; D. Zheng et al., 2021). Furthermore, building coping strategies often involves successful coping as well as fallibility (Duchek, 2020). Figure 1 depicts the process of developing coping strategies under crisis situations. Crises and disasters result in changes in the reality, that is, a crisis results in the creation of adversities, which contributes toward the development of coping strategies.

Coping Strategies

Coping refers to the process of framing *"cognitive and behavioral strategies to manage stressful situations"* (Shaw et al., 2013). Thus, coping strategies enable individuals to deal with difficult and stressful events in life (Ekici & Watson, 2022). While formulating coping strategies, individuals typically reframe stressful situations through denial or non-adverse terms (Bhattacharyya & Belk, 2019). For instance, travelers will attempt to comprehend the difficulties in the local situation during a crisis and adapt to such uncertainties (Y. Chen et al., 2022). Thus, the goal of coping strategies is to help reduce the impact of the negative effects of the crisis on the individuals (Ekici & Watson, 2022; Jordan & Prayag, 2022).

Coping strategies vary in terms of their effectiveness in enabling individuals to deal with stressful situations (Jordan & Prayag, 2022). Although distinctions have been made in the literature in terms of problem-focused or emotion-focused coping mechanisms developed by individuals (Folkman & Lazarus, 1980), recent studies have indicated that travelers engage in mixed coping mechanisms to deal with stress related to travel, which enables them to cope more effectively (Jordan & Prayag, 2022).

While coping strategies may differ greatly, they exhibit some similarities in that they offer individuals a route to cope with threats (Ulqinaku et al., 2020). Many different coping strategies in the context of tourism found in the literature include the following: expressing cautious optimism and having a realistic lifestyle (C.-D. Chen et al., 2022); problem-focused, emotion-focused, and mixed coping strategies (Jordan & Prayag, 2022); engagement in pilgrimage (Lin & Hsieh, 2022); practicing positivity or "*trying to look at the bright side*" and having hope (Ekici & Watson, 2022); problem-focused, self-supported, social-supported, and disengagement strategies (D. Zheng et al., 2021); technology-mediated consumption, including internet shopping and related fatigue (Cui et al., 2009); reduction, substitution, compensation, and integration strategies (Sarasa et al., 2020); engaging in growth response, mentally distancing, forgoing, emotional labor, and choosing a less efficient option in the context of technology consumption by the poor (Bhattacharyya & Belk, 2019); engaging in compensatory consumption (Mandel et al., 2017); reinforcing social connections (Wildschut et al., 2006); role playing, using analogies, caving, lowering expectations, and reciprocation in the context of shopping (Trocchia, 2004); and avoidance of confrontation in the context of technology products (Mick & Fournier, 1998). Deciding which coping strategies to use depends on the resources and skills of the individuals (Yap et al., 2021). Based on the prior literature, a conceptual model for coping strategies is proposed (see Figure 2). This model suggests that individuals develop coping strategies in response to adversities such as crises, disasters, and psychological threats.

In the tourism literature, coping strategies have been studied in the context of several crisis and stressful situations. Following the severe pandemic crisis, lockdowns and the ensuing feeling of being captive drove people to travel immediately after the pandemic (Irimiás & Zoltán Mitev,
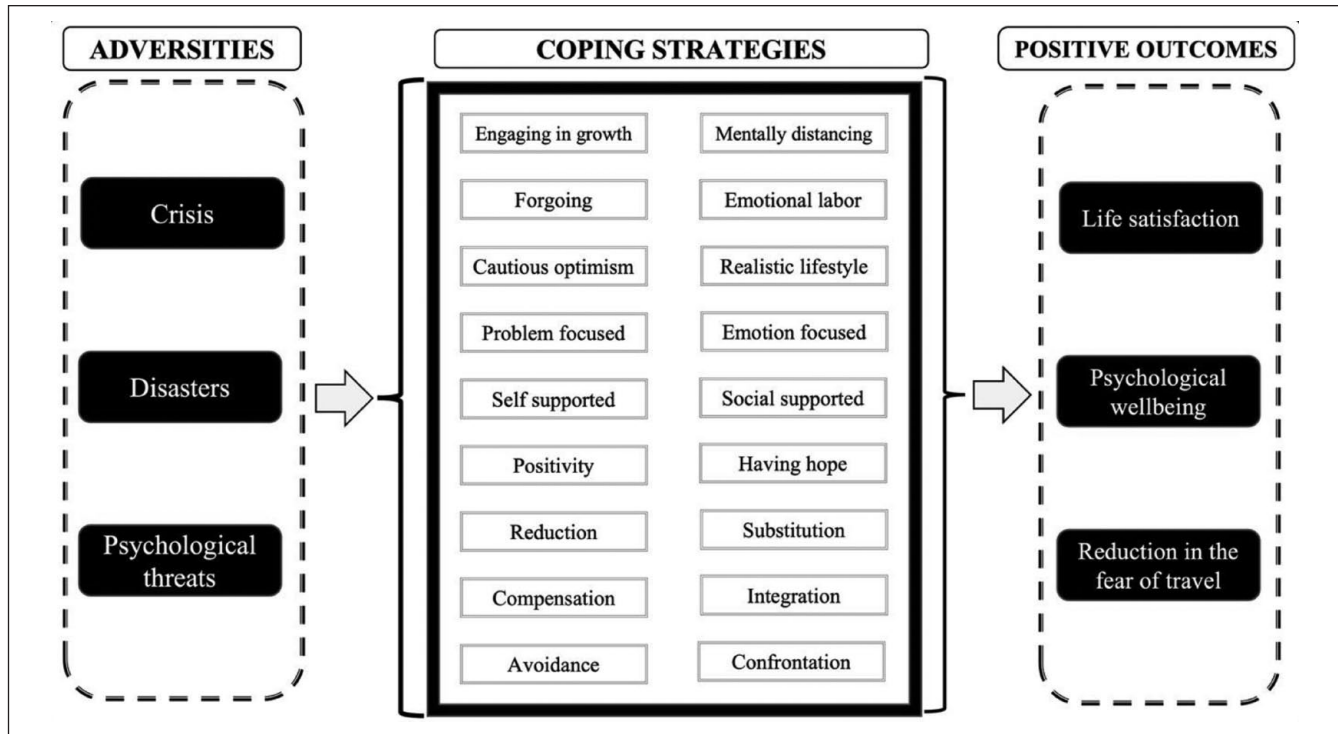
Figure 2. Conceptual model for coping strategies.

2023). During this period, coping occurred in the form of travel when people resorted to remote work (Chevtaeva et al., 2023). Similarly, problem-focused (confronting the problem) and emotion-focused (controlling or avoiding the problem) coping occurs when travelers engage in travel to dark tourism sites (Jordan & Prayag, 2022). When travelers visit new, unfamiliar destinations, which act as stressors, they develop coping strategies such as elaborate preparations, familiarization, and reflection (Wu, 2015). Coping strategies are often required, as travel expectations far exceed the actual travel experiences (Hossain et al., 2023; Izogo et al., 2022). Travelers frequently alter their travel aspirations due to constraints during crisis periods (Karl et al., 2022). In addition, elderly travelers frequently develop coping strategies to overcome age-related stress during travel (Kazeminia et al., 2015). Finally, there is a need for coping strategies when confronted with a fear of mortality while traveling (Lyu et al., 2023).

This extensive analysis of the literature clearly reveals that coping strategies in the tourism industry have been examined in limited contexts, with the focus on problems that have a short-lived, stressful impact on the traveler. Prior research has not focused on examining the coping strategies of travelers when they are confronted with a long-term and severe crisis such as the COVID-19 pandemic. Moreover, the pandemic was a global crisis of an unprecedented scale and, therefore, warrants an examination of how travelers developed coping strategies to deal with such a crisis.

A couple of studies that exist in the context of the current pandemic have focused on limited aspects of coping strategies such as remote travel during work in this period or travel intention in the aftermath of the pandemic. Therefore, this article makes a substantial theoretical contribution to the tourism literature by examining the development of coping strategies in the aftermath of a prolonged, global tourism crisis and, further, by identifying various types of coping strategies that have been developed by travelers in this context.

Methodology

Research Method

We employed a multi-stage qualitative research design involving three waves of data collection to develop a comprehensive understanding of tourist coping strategies in the post-pandemic period. The method allows us to theorize from data (Zhang et al., 2021) and glean insights from the participants' perspective (Glaser & Strauss, 1967; Patton, 2014).

Participants were recruited from Prolific Academic Limited, a crowdsourced community of participants (Kapoor et al., 2022). The database follows several strict control measures and procedures to ensure high quality data (Kapoor et al., 2022; S. Kim et al., 2023), and it allows the researchers to select participants who meet the filter criteria required for the study (S. Kim et al., 2023). We recruited more than 700

participants who answered an initial screening study in June 2022 that enabled us to understand if they had undertaken any recent travel. Based on their recent travel experiences, especially in the post-pandemic period, we administered the first wave of qualitative research questions to those who met the screening criteria. Out of 724 participants who undertook the screening study, 31 participants failed the attention test. Out of the remaining 691 participants, 334 qualified to enter the next round of the data collection process. The main qualification criterion was that the participant had traveled in the post-pandemic period. Out of 334 eligible participants, 50 participants answered questions related to their motivation for post-pandemic travel and coping strategies in the first wave of the qualitative study. These participants were selected on a first-come-first-served basis. For the second and third wave of data collection, 47 and 39 respondents participated, respectively.

Data collection was done using open-ended essays as this method allows participants to freely narrate their experiences with respect to the phenomenon under study (Dhir et al., 2017; Talwar et al., 2020). Open ended essays enable participants to express their lived experiences by sharing real-life examples. Participants have the flexibility to provide elaborate explanations for their answers. Consequently, they are not forced to confine their answers to pre-established scales. Instead, they draw details from their own experiences. Such elaborate explanations enable us to draw insights from the lived experiences of the participants about a relatively new and understudied phenomenon. Furthermore, the heterogeneity among participants enables us to gather diverse opinions, thus allowing us to draw a comprehensive explanation of the phenomenon under study.

Open-ended essays are a popular data collection method in management literature and have been used extensively in earlier studies (Chaudhary et al., 2022; Dhir et al., 2017; Talwar et al., 2020). When compared with traditional interviews, online open-ended essays offer several advantages. First, participants can answer the questions at their own pace and in their own leisure time. There is no compulsion to answer the questions at a time of mutual convenience for the interviewer and the participant. In fact, a time lag between providing the questions and obtaining the answers is a given in this method. Often answers are obtained later in the day or the next day based on the convenience of the participant. Second, the method provides complete anonymity to the participant as their face and several other aspects of their identity are not revealed. Only the demographic characteristics relevant to the study are obtained by the researchers. Third, participants can provide detailed narratives in an uninhibited manner with examples from their own lived experiences. These responses are coded, and the codes are confirmed with the participants for validation. Fourth, either the same or a different set of participants can be chosen for multiple waves of the study for obtaining further information about various additional aspects the phenomenon. In traditional interviews,

it is usually not possible to revisit the participant for follow-up interviews, and the researchers feel pressured to complete the entire interview in one go.

To ensure that the participant fills in the complete and detailed information in the open-ended essay method, time taken for responding is recorded as an initial check. Later, the researchers can check all the responses manually to ensure that the participants have been diligent in answering all the questions in the desired detailed manner.

Data Collection

This study is a part of a larger project undertaken by the researchers to develop a broad-based and in-depth understanding of the travel patterns of travelers in the post-pandemic period, with a focus on developing a comprehensive conceptualization of revenge tourism, coping strategies of travelers, and associated resilience mechanisms. This project involves the use of a multi-stage qualitative studies to develop an in-depth understanding of travel in the aftermath of the pandemic. Multiple, sequential qualitative studies were undertaken immediately after the pandemic to develop an understanding of various aspects of revenge tourism. The current study reports only a part of the project which focused on understanding the motivations and coping strategies of travelers as they undertook travel in the post pandemic period. Data collection for the current study involved gathering three waves of qualitative data from July to August 2022, with a gap of a week between each wave.

Study A. A total of 50 participants were included in the first wave of the multi-stage study. The questions in the first study related to motivations for resuming travel after the pandemic period, feelings and emotions experienced by travelers, change in travel mindset between the pre- and post-pandemic periods, the compromises that travelers had to make, how post-pandemic travel changed their mindset, and reflections about life while engaging in travel after the pandemic. These questions enabled us to understand the mind frame of the travelers.

Study B. A total of 47 participants participated in this stage where 36 participants from the first wave and 11 newly recruited participants answered the second wave of data collection. The second wave of data collection enabled us to: (a) refine the codes generated from the first wave, (b) explore additional coping strategies developed by travelers, and (c) probe participants to narrate specific instances that exemplify the specific coping strategies. In this wave, the focus was on thought processes, self-reflections, and changes between the pre-pandemic and the post-pandemic travel periods.

Study C. A total of 39 participants, including 34 participants from the first wave and five newly recruited participants,

participated in the third wave of data collection. This study was undertaken to confirm the codes generated from the first and the second waves. We also wanted participants to provide us with a detailed explanation of why they agreed or disagreed with the codes generated by the researchers. Therefore, participants were instructed to provide reasons for their answers along with the narration of specific incidents from their personal experiences to substantiate their answers. This wave of data collection sought to increase data validity in this qualitative study.

Data Analysis

The Gioia method of grounded theory (Gioia et al., 2013) has been used to analyze the qualitative data. The method is particularly suited to study an understudied phenomenon such as tourist coping strategies as it enables us to theorize inductively from data rather than from a priori theories. The analysis of data started with the generation of the first order codes for every wave of data collection. First order codes are closest to the participant voice as they reflect the codes generated inductively from the raw data (Gehman et al., 2018). The first order codes were gathered in a single sheet and similarities were observed. Similar first order codes were clubbed together to generate the second order codes. The generation of the second order codes initiated theorization from the data, thus moving away from the participant voice. Two researchers independently coded the data to minimize bias. Discrepancies in the first order codes were resolved by discussion till consensus was reached (Ying et al., 2021). First order codes were generated sentence by sentence. Thereafter, second order codes led to the grouping of the first order codes, which led to the formation of subcategories. Subsequently, the second order codes were combined to form the aggregate code. There were five subcategories that led to the aggregate code.

In this multi-stage qualitative study, data from the first wave was coded and analyzed before moving to the next wave of data collection. We were thus able to gauge the codes that needed refinement in the next wave of data collection. We also identified emergent themes related to the coping strategies of travelers for which more probing was needed. The second wave of data collection was done to obtain this additional information. The data obtained from the second wave was coded and blended into the codes obtained from the first wave of the data collection. There were no new emergent themes after the second wave of the data collection. Thereafter, we moved onto the third wave of data collection.

In the third wave, we asked the participants questions about their agreement or disagreement with the codes generated from the first two waves of data collection. This enabled us to validate the data, thus enhancing trustworthiness. Participants were instructed to provide detailed explanations for their responses by giving appropriate examples and

narratives for agreement or disagreement. The findings revealed that agreement varied from 65% to 97% for the codes generated by the researchers (see Table 1).

Findings

Data analysis helped us to formulate the answers to our research questions related to the coping strategies of travelers (see Figure 3). Data revealed that in the aftermath of the COVID-19 pandemic, there were strong motivations to engage in travel. During the post-pandemic journeys, participants developed several coping strategies that helped them to ease their pandemic-related tensions. The findings section integrates the data from all three waves of the qualitative study. Section 4.1 presents findings from the first two waves of the data collection, and Section 4.2 presents findings from the third wave of the data collection.

Motivation for Travel

The lockdown led to severe constraints for travelers due to which they became disengaged from travel during this period. When travel restrictions were removed, there was a strong motivation to travel.

Disengagement. The pandemic imposed severe restrictions on movement, resulting in a negative emotional state for many participants. They experienced frustration, boredom, and stress. There was a sense of being confined to one place for a long time, which resulted in a sense of urgency to break free. Therefore, the lockdown and resultant restrictions led to a sense of urgency to travel as soon as the restrictions were removed. There was a deep-seated desire for disengagement from the crisis-led negativity (Bhattacharyya & Belk, 2019; D. Zheng et al., 2021). Travel acted as a means of disengaging from the confinement, thus enabling participants to cope up with the frustrations and boredom experienced during the pandemic. The resurgence of travel acted as a means to deal with the adversities of restrictions.

Frustration and Boredom. Participants reported a distressed mental state and negative emotions during the lockdown due to restrictions on movement. There was frustration and boredom as they were confined for a long time. Over time, boredom creeped into the routinized manner of functioning in their lives. They reported feeling "*sick of lockdowns*" (P39, male, 47 years) and "*tired of everyday routines*" (P9, 45, female) as they were "*not being allowed to travel*" (P38, male, 50 years). They wanted to "*escape an environment that had become so over-familiar as to be stifling (with working from home, home schooling etc.)*" (P22, female, 40 years). Several participants reported a sense of a mundane existence. One of the participants remarked that people were "*fed up with the same mundane routines of the previous lockdowns and restrictions over the last two years*" (P43, male, 35 years).

Table 1. Results From the Third Wave of the Qualitative Study.

S. No.	Question	% Agree	Participant voice: agreement	% Disagree	Participant voice: disagreement
1.	Previous qualitative essay-based studies suggest that the main motives for engaging in revenge tourism include choosing freedom from boredom and confinement while also overcoming several adversities. What is your take on this finding? Please comment on this finding and let us know your opinion through elaborate discussion.	92	"*I think that choosing freedom from boredom is a major driver for an increased desire for shorter and more local breaks. I am sure that overcoming adversity is a driver—the aspect of confinement was huge for me personally, and the value of being able to travel frequently and without restriction was greater than ever before.*" (P8)	8	"*I am not sure I agree with this. It is not really about boredom but more about excitement with life. I am not bored being at home, I have too much work. But I want to go out, travel and feel like I am alive.*" (P3)
2.	Participants expressed the view that engaging in revenge tourism felt like a normal travel activity and brought strength in many ways—for instance, by rebonding with family. What is your take on this finding? Please comment on this finding and let us know your opinion through elaborate discussion.	82.5	"*Yes, that is exactly what happened to me as well. Having family in another country was a curse (can't see them if you want to) during the pandemic.*" (P4) "*The meeting with family after a long time was a very important thing following the pandemic. Many people hadn't been able to see family for years and it was important to prioritize traveling to be together as soon as possible.*" (P15)	13.5	"*Not necessarily re-bonding with family, but it has strengthened my independence and my resolve to have new experiences. Travel feels like a more normal activity now but didn't in the early days after restrictions began to fall away. I do feel more empowered because of it.*" (P17)
3.	Participants expressed the view that one of the main motives for engaging in revenge tourism was the fear of missing out (FOMO). What is your take on this finding? Please comment on this finding and let us know your opinion through elaborate discussion.	68	"*YES!!! I have said it myself many times and I strongly believe this is the main motive. We were not able to see the world for two years—now we want to catch up on this. Easy.*" (P1)	32	"*I am not sure that fear of missing out was a significant driver for me. The reasons for me to travel were the relief of the lifting of restrictions and the ability to spend time again with my family. Since the pandemic I have placed a higher value on traveling, which I do not believe it based on a fear of missing out, which feels to be a negative thing.*" (P8)
4.	Another important motive for engaging in revenge tourism was to make up for lost time, lost opportunities, and lost freedom. What is your take on this finding? Please comment on this finding and let us know your opinion through elaborate discussion.	92	"*Absolutely agree. We lost out on so much while there was a pandemic. We lost out not only on adventures and new experiences but also on family time and friends. Now we are able to travel and do so freely, then of course everyone wants to make up for lost time and do the things we were not allowed to for so long.*" (P33)	8	"*I did not feel like I was couped up at all; it was kind of nice to have home time, and I also did a lot of renovating because of the extra time on my hands.*" (P36)

Mundaneness resulted in repetitive activities over a long period without an opportunity to escape. Participants said, "*I was tired of everyday routines due to lockdown*" (P9, female, 45 years) and "*People are bored of everyday life or are feeling low and mundane after recent travel lockdowns*" (P5, female, 27 years).

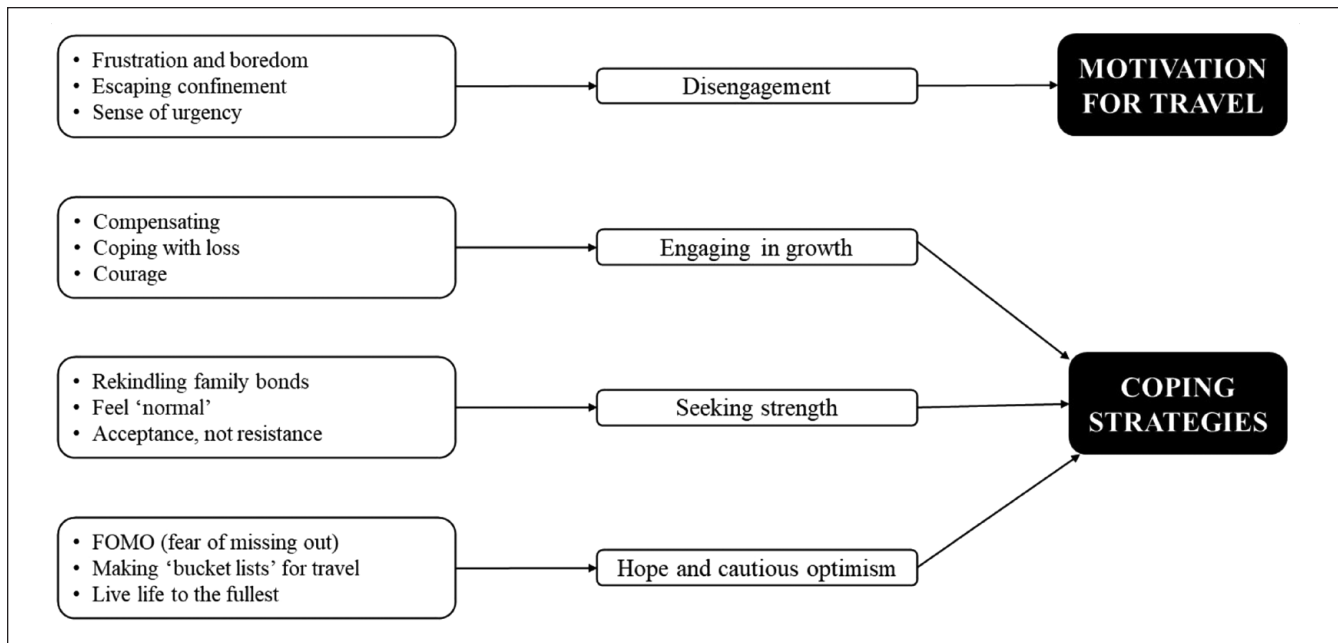Therefore, prior to engaging in revenge tourism, the feelings of frustration, tedium, and boredom dominated the

Figure 3. Data structure for motivation and coping strategies.

minds of participants. Revenge tourism acted as a means of overcoming these negative emotional states. Several participants spoke about how "*finally getting to travel*" (P39, male, 47 years) enabled them to "*break the cycle after being so tired of life being so boring*" (P45, male, 50 years). Participants also spoke about how travel afforded the means to do the bare minimum in life after a period of lockdown that involved stressful routines. One of the participants said, "*I traveled because I required a break from the mundane, repetitive everyday life and stressful jobs during the lockdown. Sometimes you just need to have no responsibilities other than eating and sleeping*" (P3, female, 28 years).

Another participant also spoke about work related stress:

"*A holiday is a way to escape from this corporate treadmill even if for just a few days and actually 'live' and enjoy our life and freedom without having to think about work, especially after the pandemic when everybody was imprisoned*" (P54, male, 44 years)

Escaping Confinement. Expressing their anguish, several participants felt that the inability to travel felt like being confined in a cage or being imprisoned (Irimiás & Zoltán Mitev, 2023). The strong sentiments expressed by participants enable us to understand the severity of the experiences during the lockdown. Participants said: "*People felt restricted during lockdowns, perhaps similar to being confined in prison*" (P19, male, 29 years) and "*We have all spent so long being locked up like caged animals*" (P4, female, 24 years). Similar sentiments were echoed by other participants who said that they experienced "*the feeling of being trapped due to lockdowns and quarantines imposed by governments*" (P42, female, 42 years).

Therefore, there was a strong urge to escape and seek freedom. Travel was tied to this process of breaking free from confinement. One of the participants said, "*Traveling was a result of being locked up for a long time. There was a sense of freedom and liberation*" (P1, female, 24 years). The sense of confinement accumulated over time and often made people feel isolated. A flood of positive emotions ensued with the resumption of travel. One participant remarked, "*I felt trapped and isolated from my usual activities. This feeling kept building and as soon as we are allowed again to travel, a feeling of happiness and excitement happened when they can finally book a trip away*!" (P24, male, 38 years).

Several other participants spoke about travel offering them a means of freedom to break the shackles of bondage that came with the pandemic. Therefore, travel as an activity provided a much-needed means of disengagement from confinement and frustrations after the pandemic.

Sense of Urgency. The strongly experienced negative emotions during the lockdown resulted in an urge to travel, thus fueling the surge in travel immediately after the opening of borders. Several participants experienced this intense urgency to travel. One of the participants said they felt a "*rush to travel abroad and book to escape the mundane*" (P35, female, 41 years).

The word "rush" was used to describe the sense of urgency felt by several participants, who said that people "*rushed to book holidays and trips*" (P13, female, 27 years) or "*after lockdown rush to other places often*" (P20, female, 54 years), thus emphasizing the intensity with which the longing for travel was realized and reinforcing the need for disengaging oneself from the negative emotions experienced during the pandemic.

Coping Strategies of Travelers

Participants engaged in revenge tourism in the post-pandemic period as they traveled to domestic and international destinations as soon as pandemic restrictions were removed. Travel during this period led to the development of several forms of coping strategies. There were three main forms of coping strategies for travelers while engaging in revenge tourism—engaging in growth, seeking strength, and hope and cautious optimism.

Engaging in Growth. The pandemic brought with it several adversities. These ranged from the worst of losing a loved one to the loss of time and opportunities as well as loss of morale. The resumption of travel allowed participants to compensate for lost time, opportunities, and freedom (Mandel et al., 2017). It also allowed participants to cope with the loss of loved ones by visiting others—family and friends who they had not met in a long time. Therefore, traveling is seen as a display of grit and determination, an act of courage and defiance against the evils of the pandemic. Travel acted as a means of mitigating and dealing with such adversities by offering opportunities to grow, drawing from the resources of courage from within (Bhattacharyya & Belk, 2019).

Compensating. Revenge tourism in the post-pandemic period is often attributed to the compensatory effect of missed pleasure and excitement during the lockdown (E. E. K. Kim et al., 2022). Participants used the compensatory mechanism of travel as a coping strategy to get over the adversities of lost time, freedom, and opportunities during the pandemic.

The pandemic and lockdowns represent lost time (Wassler & Fan, 2021). There were travel opportunities that could have been undertaken in the 2 years of the pandemic that did not materialize. This led to signifying the pandemic period as "*lost time*." Travel in the aftermath of the pandemic thus involved compensating for this lost time. Several participants made a mention of compensating for lost time. They said,

> ". . .travel "*trying to make up for lost time in the pandemic*." (P2, male, 42 years; P19, male, 29 years) and that, "*As the world has reopened, people are traveling to try to make up for lost time*" (P41, male, 56 years). Another participant also spoke about travel in the sense of taking revenge for the time lost: "*People take vengeance for lost time during a long span by going away on holiday*" (P4, female, 24 years).

The pandemic was therefore perceived as lost time that needed to be compensated by engaging in travel immediately after its conclusion. Participants also spoke about the need to "*travel more frequently*" (P7, female, 32 years; P27, male, 34 years; P48, female, 33 years) in a bid to make up for the lost time. Therefore, there was a compensatory mechanism in play wherein the lost time could not be brought back, but one could compensate for it by engaging in more frequent travel. Tourism scholars refer to this phenomenon as revenge tourism. Thus, revenge tourism afforded the ability to cope with the lost time during the pandemic.

Revenge tourism also allowed participants to compensate for lost opportunities, including joining new adventurous activities and attending events (J. Kim et al., 2022; Wassler & Fan, 2021). For instance, participants spoke about several new activities that they pursued with vigor during their post-pandemic travels. They mentioned "*wanting to participate in events and activities that were unavailable due to the pandemic lockdown*" (P55, male, 36 years), the need "*to attend music events, sporting events, to access cultural activities*" (P36, female, 45 years), and the desire to "*try to engage into wellness and wellbeing activities.*" (P14, female, 43 years). Another participant mentioned that

> "*New experiences and activities that I have engaged in are more authentic and history related trips and sight-seeing to learn and immerse myself in the culture of the countries I have visited. Going on excursion with guides to new places that I would not have considered before, also trying new foods*" (P18, Female, 34 years)

Therefore, compensatory travel and related activities acted as a coping strategy to deal with the adversities of the pandemic.

Coping With Loss. The ugly side of the pandemic was the loss of loved ones. Some participants spoke about the loss of family or close friends. There is a realization that post-pandemic travel to meet family members and close friends provided a mechanism to deal with the seemingly insurmountable adversity of such as loss. One of the participants said,

> "*I lost someone during the pandemic. So, the main reason especially for me to travel was to visit family. They live in another country, and we were not able to see each other for the whole duration of the pandemic. I am sure this is the case for a majority of people who went traveling the second restrictions were lifted. I'm not taking life for granted*" (P2, male, 42 years)

Many other participants spoke about how someone "*may have lost people they love dearly during the covid pandemic*" (P5, female, 27 years).

Some participants poignantly narrated the feeling of despair of not being able to meet their family members or close friends before their passing. They described the process of travel immediately after the pandemic, relating it to a coping mechanism for their loss and the realization that they cope by seeking social support. One of the participants said,

> "*We are dealing as a family with losing someone to COVID, and so for us the pandemic will never end. What is important though*

is we have these moments together and do what we want to do in life, going where we want. We traveled to be together to create these cherished moments" (P25, female, 52 years)

Therefore, post-pandemic travel often was a means of getting together to deal with a loss, a way to create new cherished moments as a mechanism for coping with loss, and a sign that one needs to carry on in life.

Courage. While there were adversities, there was also courage and indefatigability. Participants were willing to take on the adversities and come out of the pandemic successfully. The tone of the narratives often signified a fierce sense of determination to get over the loss of morale during the pandemic and display courage. One of the participants said,

"COVID has not defeated us. It's almost as if we are showing COVID that it has not defeated us. By traveling, we are showing that it is not any different from tourism before it was pushed aside by the covid and restrictions" (P3, female, 28 years)

Another participant spoke about defeating the pandemic by the determination to go on a holiday. He said, "*I was determined to go on holiday despite the pandemic, to beat it, to show that we can overcome the virus*" (P27, male, 37 years).

Courage also presented itself in the form of coming out of one's comfort zone to engage in new activities and adventures. One of the participants said, "*I am now much more open to pushing myself out of my comfort zone. The pandemic made me realize that life is too short to be scared and not try new things*" (P17, female, 57 years). Another participant spoke about trying skydiving, which was also out of his comfort zone. He said, "*I am considering trying sky diving. This is something completely out of my comfort zone, which I would have never considered before the pandemic*" (P58, male, 31 years). Several other participants also spoke about the courage to try new activities and the realization that life may not afford another chance. There was a spirit of defiance in the face of adversity and the courage to take things head on.

Seeking Strength. While there was adversity, there were also anchors from where participants sought strength. These anchors were rooted in self-supported emotions, such as positive re-framing and acceptance, and social-supported sources such as family bonds (Ekici & Watson, 2022; D. Zheng et al., 2021). Seeking strength from these sources acted as a coping strategy. Participants spoke about drawing strength from loved ones, from their own self, things that symbolized normalcy for them, and from accepting what happened instead of resisting. While formulating coping strategies, people often reframed the stressful situations (Bhattacharyya & Belk, 2019). These sources of strength brought in a sense of calmness and restored balance, thus enabling the participants to cope with the difficulties experienced during the pandemic.

Rekindling Family Bonds. The family appeared as an important anchor from which participants drew strength during the pandemic crisis. Visiting the family and rekindling family bonds allowed them to experience comfort and joy. One of the participants said,

"The main reasons for travel in the post-pandemic period are to visit with family as many people I know have done this, whether it is just to a fairly local town or a further trip such as traveling to Australia from the UK to see family for the first time in years in some cases. After the pandemic, seeing them helped as a solace" (P10, female, 32 years)

Meeting family members also proved to be a source of strength, as one of the participants said, "*Traveling to see parents, children, or friends are compelling motives behind undertaking a leisure-based travel in the post-pandemic period. Particularly as one has not seen loved ones for such a long time, it helps one regain strength*" (P21, female, 59 years).

Visiting the family enabled the participants to feel rejuvenated after a stressful time a. As one of the participants spoke about the experience of meeting her family after the lockdown "*visiting family living abroad, forgetting about COVID restrictions. Feeling happy and rejuvenated.*" (P14, female, 43 years)

Finally, several participants spoke about "*reviving family bonds*" (P61, female, 61 years) and how meeting the family "*really helped.*" (P27, male, 34 years). Therefore, traveling to visit family was restorative and a source of strength.

Feeling Normal. Participants spoke about travel as a symbol of normalcy. Being able to travel again in the post-pandemic period restored a sense of feeling normal, such as things were in the pre-pandemic phase. A participant mentioned "*feeling a sense of normalcy that has been lacking. When I travel, getting to experience different foods and cultures and see the world, not feeling trapped in my own country, all normal*" (P19, male, 29 years).

The restoration of travel seemed to usher in normalcy among everyone in the travel ecosystem, thus spreading more cheer among travelers. One of the participants said, "*Since re-commencing travel, we have noticed how happy other tourists and businesses are to see you. Everyone seems to be so pleased that a level of normalcy has resumed; it makes us happier too*" (P33, male, 55 years).

Participants indicated that, although it is nothing extraordinary, even normal travel itself is reassuring. When it came to travel, the restoration of the status quo to the pre-pandemic phase was pleasurable and encouraging.

Acceptance, Not Resistance. Acceptance of a situation also brings strength as one psychologically adapts to the changes instead of trying to constantly battle to restore the earlier state. Travel acted as a means of discovering the psychological state of accepting instead of resisting changes. Several participants spoke about the difficulties of

travel in the post-pandemic phase due to new worries, more documentation, and the need to be more careful while also trying to have fun. However, many participants accepted these difficulties instead of resisting them. One of the participants said,

> *"I think it is important to weigh the positive and negative impacts of travel and consider the risks to yourself, people you are visiting, and the impact on loved ones. I think it is very much down to individual acceptance instead of trying to fight these changes. They come with booking a trip, and once the best decision is to travel, one must also accept this. Travel outweighs the difficulties. Pretty much as it happens in life—difficulties are a part of life. We accept it*" (P31, male, 51 years)

Accepting new realities also brought in grit and determination to face difficulties. Another participant said,

> *"We are more cautious while traveling, like wiping tables down with sanitizer before eating. There is an acceptance of long delays and more paperwork. But accepting all this also brings in a feeling of willingness to endure anything to be able to travel again and live life again*" (P36, female, 45 years)

Therefore, seeking strength from self-supported and socially supported sources were mechanisms from where participants drew strength. This emerged as an important coping strategy, enabling participants to manage newfound difficulties in the post-pandemic phase.

Hope and Cautious Optimism. The presence of positivity and hope are often considered to be important coping strategies in the post-crisis period (Ekici & Watson, 2022). Hope is expressed in the form of plans and dreams for the future. Participants in this study expressed their hope in the form of Fear of Missing Out (FoMO) on desires related to their travel dreams. These fears were manifested in the preparation of bucket lists, again indicating continuity and optimism in the future. There was a stark realization that life is finite, and it is important to live it to the fullest. Participants showed concern about the uncertain future, but they expressed the opinion that the unpredictability must propel them to action before it is too late. Therefore, there is a sense of cautious optimism in their travel plans for the future (Y. Chen et al., 2022).

FoMO. The travel restrictions resulted in concerns about missing out on travel and adventure. Participants were willing to stretch their budgets to indulge in whatever they had missed out on during the pandemic. One participant said,

> *"I could not travel anywhere and was stuck at home, so now I am trying to travel a little bit more even if I cannot particularly afford it. It is good to be away from home, discovering new places that we were not able to visit before. I would say it is a lot about the fear of missing out on important aspects of life. We are now young, but what about tomorrow? You want to try and enjoy as many things as possible now*" (P51, female, 26 years)

Another participant spoke about the tendency to display travel pictures and accounts on social media, which often produces a feeling of missing out for others who are not traveling. She said,

> *"It is the feeling of the fear of missing out. Everyone around us is traveling, and the social media is full of such pictures. And we also had plans. If we don't travel now, if we don't see places now, experience new culture etc., then we are missing out on all the fun and adventure*" (P15, female, 36 years).

The arguments surrounding the FoMO seem to imply a return to travel and plans that were made in the pre-pandemic phase. A return to plans is a symbol of positivity and hope as it displays positive expectations of the attainment of travel-related goals (Ekici & Watson, 2022).

Making Bucket Lists for Travel. Several participants reported the preparation of bucket lists—referring to the list of things to do and places to visit before death. The pandemic brought with it the realization of the finiteness of life, and impelled travelers to travel and fulfill all their desires at the earliest. Several participants reported preparing their bucket lists for travel. One of them said,

> *"I think more about the travel bucket list and book lots more travels (maybe regardless of how much I can afford?) as I feel that I missed out during the pandemic and perhaps this brought on an anxiety of missing out in life or never having any fun. The uncertainty of life adds to the need to do it all*" (P46, female, 29 years)

Another participant spoke about how the bucket list was usually relegated to the back burner in the pre-pandemic phase, but now, the list is in the forefront, gathering much more importance and urgency. She said,

> *"I've always had bucket list items—big trips I wanted to take. Trips that needed planning and saving to do. Trips that realistically would not just happen on a whim, but that were sort of in the background. Before the pandemic, I thought the trips would just magically happen at some point in my life without any need for planning because I could just jump on a train. After the pandemic, I have made it a point to plan the smaller trips and to try and do as many as I can, while also costing out and thinking about those big bucket list trips. The list is suddenly active and materializing now*" (P56, female, 31 years)

Live Life to the Fullest. The pandemic brought out the realization that life is short. While death is inevitable, possibly the passing of close family and friends or the repeated narration of similar stories in the media drove home the realization of the finiteness of life. One of the participants said,
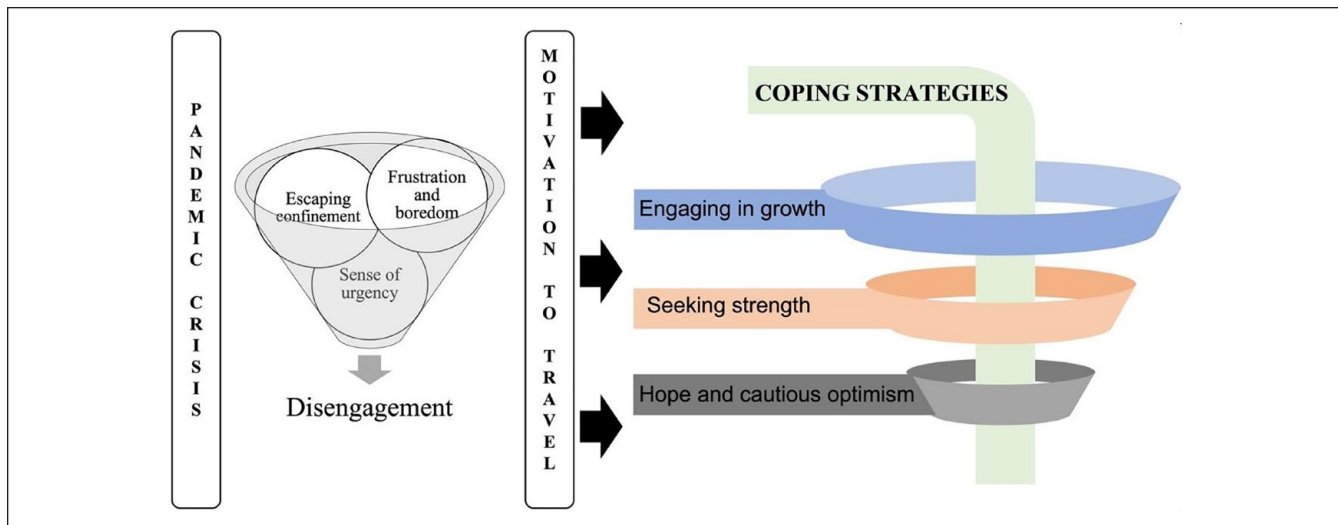
Figure 4. Development of coping strategies while engaging in post-pandemic travel.

"I think in the light of the pandemic we all started realizing that life is way too short. It is not just about revenge travel; it is about understanding that we missed out on so much. You never know when you are going to die. So, travel and see all while you can" (P51, female, 26 years)

The perception and reaction to the finite life is an important driver for travel in the post-pandemic world. The tourist is shaken into a new optimism that is combined with the fear of limitation. An important implication of this framing is revenge tourism as the traveler does not want to lose any more of his finite time. Another participant spoke about this: "*As it feels that life is short, let's bring our plans forward as never know how much time we have. So, let's do more trips than in the normal year*" (P23, male, 33 years).

An optimistic future also involved self-encouragement by making promises of living life to the fullest. Travelers exhibited optimism and hope by expressing their desire to travel all they can and create memorable moments. As one participant said, "*I am eager to live my life to the fullest and fulfill all my travel dreams*" (P57, female, 33 years). Another participant spoke about creating wonderful memories: "*I realize that I need to travel as much as I want, seize the moments in my life and make the most of it, create memories and have fun.*" (P13, female, 27 years).

In fact, many participants echoed similar sentiments of "*getting back to life fully, and travel a lot*" (P12, female, 30 years). There were other similar sentiments, such as "*go out and experience life,*" (P45, male, 50 years). Therefore, travel offered glimpses of living the full life. Another participant said they wanted to "*try and enjoy as many things as possible now. It is good to be away from home now, discovering new places that I could not visit before, do things I haven't done before, live life big*" (P52, male, 27 years).

Findings From the Third Wave

The third wave of data collection was undertaken to ascertain the degree of agreement or disagreement with the codes from the first two waves of the data collection process. Participants gave detailed answers to each question by giving explanations for their agreement or disagreement (see Table 1). The agreement with the researcher codes varied from 68% to 92%.

Discussion

The revival of tourism in the post-pandemic period, referred to as revenge tourism, brings into focus the coping strategies developed by travelers while overcoming the pandemic crisis. Prior research on tourism does not address this issue adequately. Relatively few studies have focused on understanding the coping strategies adopted by travelers, and, moreover, these focus on limited aspects of the crisis context in developing such coping strategies (C.-D. Chen et al., 2022; Jordan & Prayag, 2022; Lin & Hsieh, 2022; Lyu et al., 2023; D. Zheng et al., 2021). Therefore, our study answers the research question in the context of coping strategies of travelers (see Figure 4): what are the motivations and coping strategies employed by travelers in the post-pandemic period?

To answer our research question, we investigated the motivations and coping strategies adopted by participants while traveling in the post-pandemic period. We discovered that participants had several motivations for traveling in the aftermath of the pandemic. They wanted to tide over the pandemic crisis by disengaging themselves from the negative emotions experienced during the pandemic lockdowns when they could not undertake any travel disengagement (Bhattacharyya &
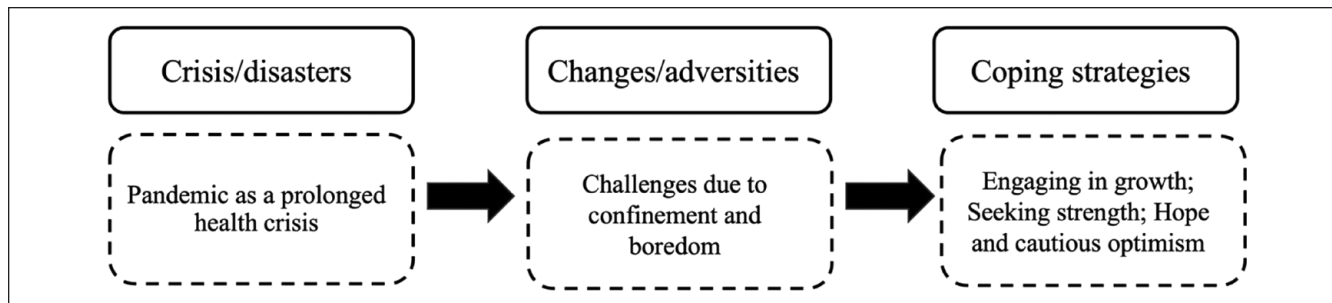
Figure 5. Process of developing coping strategies during post-pandemic travel.

Belk, 2019; D. Zheng et al., 2021). These motivations led to the engagement in travel in the post-pandemic period as there was an urgency to disengage from the negative emotions that arose due to frustration, boredom and confinement experienced during the pandemic. Similar negative emotions have been drivers for developing coping strategies in other tourism contexts such as dark tourism (Jordan & Prayag, 2022).

Following the resumption of travel during this post crisis period, travelers realized that circumstances had changed. They underwent several changes in their mindset leading to the development of coping strategies to deal with the difficulties that were encountered during the pandemic. These coping strategies helped the travelers to deal with the tensions and difficulties that they had encountered during the pandemic. We present a revised version of Figure 1 to represent the development of coping strategies in the specific context of travel in the post-pandemic period (see Figure 5).

The first coping strategy of the travelers involved engaging in growth from the state of adversity. Adversities during the pandemic manifested themselves in the form of lost time and opportunities, lost loved ones, and lost morale. Participants displayed an inner grit and determination, digging within themselves to draw from their reservoir of internal resources to psychologically persevere against these adversities (Bhattacharyya & Belk, 2019). They compensated for lost time and opportunities by engaging in revenge tourism (E. E. K. Kim et al., 2022; Wassler & Fan, 2021), which is in line with prior research indicating that compensatory consumption occurs in the face of crisis (Mandel et al., 2017).

The second coping strategy involved seeking strength. Participants drew strength from within to indulge in revenge travel that symbolized normalcy for them, while also accepting changes that have occurred in the post-pandemic period. Positive re-framing (Bhattacharyya & Belk, 2019) helped them in becoming stronger. Additionally, social-supported sources of strength came from reconnecting with their families by traveling to meet them (Luu, 2022). Therefore, both self-supported and social-supported sources (Ekici & Watson, 2022; D. Zheng et al., 2021) acted as reservoirs of strength for the participants.

The third coping strategy involved hope and cautious optimism (C.-D. Chen et al., 2022). Participants expressed FoMO while talking about travel, thus indicating an expectation of the fulfilment of such travel plans in the future (Ekici & Watson, 2022). They also indulged in making bucket lists for travel, indicating that the finiteness of life has become a reality during the pandemic. However, there remained a sense of optimism as they wanted to live their lives to the fullest. Therefore, the sense of hope and cautious optimism acted as a coping strategy, and guided participants to engage in revenge tourism in the post-pandemic phase.

Study Implications

Theoretical Implications

This study contributes to the literature in tourism research in three ways. First, the study addresses a significant gap in tourism literature by extracting various coping strategies adopted by travelers in the aftermath of a crisis (C.-D. Chen et al., 2022; Prayag et al., 2020; B. W. Ritchie & Jiang, 2019). The tourism industry is prone to recurrent crises, and, therefore, it is important to understand how travelers cope with crisis. This study identifies three coping strategies adopted by travelers—engaging in growth, seeking strength, and hope and cautious optimism. The study also explains the processes employed by travelers to develop these coping strategies. Thus, this study enables us to understand the coping strategies developed by travelers when they are confronted by a long-term and severe crisis such as the pandemic, as opposed to short-term or limited crises that have a short-lived stressful impact on the tourist.

Second, prior literature focused on coping strategies in limited specific contexts such as while engaging in dark tourism (Jordan & Prayag, 2022), enduring a crisis on a cruise ship (C.-D. Chen et al., 2022), confronting the mismatch of tourism experiences with expectations (Hossain et al., 2023); developing wellbeing in the context of religious tourism (Lin & Hsieh, 2022), and dealing with the fear of travel (D. Zheng et al., 2021) and has not attempted to identify coping strategies in the general context of travel after a crisis. A couple of

studies that looked at understanding coping strategies in the context of the recent pandemic focused on limited aspects of travel intention as a coping strategy (Irimiás & Zoltán Mitev, 2023) and travel as a coping strategy while engaging in remote work (Chevtaeva et al., 2023). Our study has addressed this significant gap in the extant literature by exploring coping strategies developed by travelers in the aftermath of the pandemic.

Third, the methodological foundation of this study is strong as it examines the development of coping strategies by using a multi-stage qualitative study along with participant agreement or disagreement to validate the findings.

Managerial Implications

In terms of managerial implications, we offer three suggestions. First, the delineation of the coping strategies and the processes used by travelers to develop these coping strategies helps us understand that they use tourism to overcome adversities. These coping strategies and the arguments used by travelers while formulating such coping strategies can be taken by travel companies to design appropriate positive communication strategies. For instance, destination tourism emphasizing family visits, fulfilment of life goals, or seeking fun and excitement can be emphasized to draw more travelers.

Second, lessons can be drawn from tourist coping strategies from this crisis while planning for future crises. Travel and tourism companies can comprehend some of the problems faced by travelers during a health crisis and other crises or disasters. They can develop strategies to mitigate these problems by designing more robust ecosystems. For instance, travel companies can work with airline firms and hospitality chains to design packages that offer safety and comfort in the aftermath of a crisis, thus enabling the overall recovery of the tourism ecosystem.

Third, our study has identified tourism as a means of developing coping strategies by travelers after a crisis situation. Therefore, travel and tourism companies can develop tour packages that help visitors to deal with the adversities of the pandemic, which can help in the healing process for travelers. Tourism packages can also be designed in a more holistic manner to allow for reflection or recuperation to reduce negative emotions of travelers.

Limitations, and Future Work

Despite the contributions of this paper to the tourism literature, it suffers from some limitations. First, the coping strategies extracted in this study are not exhaustive. Therefore, further inductive research can help in extracting more coping strategies employed by travelers after a crisis. Second, this study does not takes into account the dynamic nature of coping strategies of tourists. Future research can be undertaken to understand how the coping strategies of travelers evolve over time and whether the changes observed in this study are of a permanent nature or transient. Third, in the present study, it is not clear whether all travelers adopt similar coping strategies, or there are individual variations in coping strategies employed by them. Future research can be undertaken to understand how differences in individual travelers' coping strategies impact their travel behaviors differently.

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