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CO-CREATION EXPERIENCE AND TOURISTS' CITIZENSHIP BEHAVIOR: CHALLENGES OF INDONESIAN ECO-TOURISM SECTOR DURING POST-PANDEMIC ERA

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ABSTRACT

Purpose - This study aims to highlight the influence of co-creation experience (CCE) towards tourists' citizenship behavior (TCB) emphasizing in Indonesian eco-tourism sector during post covid pandemic.

Design/methodology/approach – By using a judgemental sampling, data were collected from 150 visitors who visits Indonesian eco-tourism resort and acquired the wildlife experience through co-creation process. To evaluate the relationship model, partial least squares-structural equation modelling (PLS-SEM) by SmartPLS 3rd version was used in this study.

Findings – The result indicated that CCE in terms of Indonesian eco-tourism had an effect on involvement (INV) and satisfaction (SAT). Result ascertain INV and SAT direct effect on TCB. Multi-group analysis indicated that perceived risk of covid-19 moderates insignificantly the INV and SAT relationship with TCB. Mediating role also described in this study.

Research limitations/implications – the study focuses on CCE, INV, SAT, TCB in Indonesian eco-tourism with wildlife attraction and contributes an insight for tourism research; thus, the results cannot be generalized for other eco-tourism worldwide.

Practical implications – the proposed model of the study suggests the need to review the current condition of citizenship behavior at destination level, especially regarding to cleanliness and crowd controlling on post covid pandemic to maintain tourists' health and safety while traveling.

Social implications – achieving tourists' citizenship behavior in different types of destination (eco-tourism) requires specific development models concerning environmental conditions.

Originality/value – though CCE, INV, SAT and TCB are identified as a priority for tourism research especially in eco-tourism sector and related factors in the course of post covid-19 tourism that related to citizenship at destination level are remain limited.

Keywords – co-creation experience, involvement, satisfaction, tourists' citizenship behavior, post covid-19

Paper type – Research paper

I. INTRODUCTION

One of the subset of tourism that embodies a spirit of responsibility towards nature and local cultures is an eco-tourism (Sherwen & Hemsworth, 2019). Eco-tourism has the potential to increase public knowledge of cultural and biological diversity, conserve wild habitats and enhance the economic conditions of local communities. Much of ecotourism includes wildlife viewing, which differs greatly from different situations in which people may come into contact with wild creatures (Dalimunthe et al., 2021). However, when it comes to wildlife viewing at an eco-tourism location, tourists have to get close to the animals and interact with them in their own way (Sunkar et al., 2022). Eco-tourism businesses are cautious to mention that sighting wild animals cannot be guaranteed, and most ecotourists are aware of the difficulties involved in watching wildlife in its natural habitat (Bertella, 2019). In eco-tourism, there are many things that can be done through a human to animal approach so that interactions appear without barriers and are able to create memorable experiences for tourists (Learmonth, 2020).

However, the covid-19 pandemic has a detrimental effect on eco-tourism areas as a result of social restrictions (Casado-Aranda et al., 2021). To prevent the spread of the virus that causing a lack of tourism visits (Potia & Dahiya, 2020), Indonesian government then concentrated to reopen tourism sector with implementing health protocols namely CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability), which also refers to WHO standards (Marcelino et al., 2022). A safe tourist destination during the Covid-19 pandemic is a destination that has a low level of perceived risk and optimal hygiene facilities (Nie et al., 2022). It is no exception for eco-tourism who are also expected to be able to comply with health provisions to ensure the comfort and safety of tourists (Nie & Tang, 2022).

Baobab Safari Resort Prigen is one of the eco-tourism destination in Indonesia that combines resorts with endangered species conservation in one location (Indrianto et al., 2021). With these characteristics, Baobab Safari Resort Prigen seeks to present various endangered animal attractions directly in the hotel area for the benefit of educating tourists regarding nature conservation (Trip Advisor Indonesia, 2021). Tourist citizenship behavior is an effort made by providers to provide education to potential tourists that destinations are safe to visit so that the ecotourism industry can be sustainable (Torres-Moraga et al., 2021). In ecotourism, there are many things that can be done through a human to animal approach so that interactions appear without barriers and are able to create memorable experiences for tourists (Tomassini & Bertella, 2023).

The premise of this study was an investigation about CCE as a factors that drive tourists' citizenship behavior in the second stage of covid-19 can be particularly useful for for the development of safe eco-tourism in terms of Indonesia. This paper offers a clear understanding of the role of perceived

risk of covid-19 as a moderating factors between involvement and satisfaction towards tourists' citizenship behavior in terms of Indonesia's ecotourism literature by showing that providers concern for maintaining the safety and hygiene of destinations on post-covid-19 pandemic that related to willingness of tourists to behave citizenship at destination level. Although previous research suggests that CCE is one of the key antecedents of tourists' citizenship behavior in one place such as hotels or zoos itself, its moderating role is not explored in the extant literature. Based on this idea, this study aims to investigate the relationships between co-creation experience and the impact on the tourists citizenship behavior. The stimulus-organism-respons (SOR) theory as the foundation to analyze whether tourism experience that characterized in semi-captive ecotourism (a hotel and zoo in one place) with animal demonstrations as attraction. SOR theory in tourism studies is mainly concerned with the accepted reciprocal relationships by tourists, especially the suitability of experience with personal values and satisfaction that have an impact to encourage citizenship behavior.

2. Literature review and hypothesis

2.1. The Stimulus-Organism-Response (SOR) theory

According to the Stimulus, Organism, and Response (SOR) theory, behaviors should be used to respond to conditions, whether they are positive or negative (Mehrabian and Russell, 1974). The SOR hypothesis highlights the environment's capacity to evoke strong feelings or enthusiasm. Given the intangible character of eco-tourism, Jeong *et al.* (2020) asserted that the SOR model is one of the best frameworks for explaining visitor behaviors. The current study was set out to investigate the connections between co-creation experience (S), involvement, satisfaction, and tourists' citizenship behavior (R) in order to understand the habits of tourists in an eco-tourism with animal attraction on post pandemic era.

2.2. Co-Creation Experience (CCE)

Campos *et al.* (2017) provided that co-creation experience (CCE) is a new trend that combines active participation between tourists and providers to shape satisfying experience. In the context of ecotourism, CCE is closely related with human to animal interaction which is characterized by the presence of wildlife experience (Bertella *et al.*, 2019), social interaction (Luo *et al.*, 2019) and cognitive experience (Zhang *et al.*, 2022). CCE also has been widely studied as a predictor of attitudes and actual behavior, such as involvement (Sthapit, Coudounaris, *et al.*, 2019), satisfaction (Al Halbusi *et al.*, 2020), and citizenship behavior (Arica & Çorbaci, 2020). Providers always try to provide animal-based tourism related to the conservation on endangered species which is realized by interacting demonstrations (Indrianto *et al.*, 2021), taking pictures (Tomassini, 2019) and also animal feeding with verbal narrative

story from zookeeper (Roe et al., 2015). CCE process in eco-tourism creates social bonds between visitors because interactions between animals and humans are able to increase the sense of human being as well as cognitive processes about how to live side by side with nature (Sherwen & Hemsworth, 2019).

2.3. *Involvement (INV)*

In the context of human needs for nature-based tourism, the phrase “involvement” is explained as the basic formed of tourists' interest in natural locations according to their perceptions (Moscardo & Saltzer, 2004). Dimensions of involvement including pleasure, sign-value, risk probability, and risk consequences (Xu et al., 2018). Apart from natural nuances, interaction with wild animals in forms of CCE can give tourists a positive perception as a form of responsibility towards nature conservation (Campos et al. 2017). Sthapit, et al., (2019) show that co-created tourist value, which includes visitor involvement and interactive collaboration with tourism providers can influence visitors' opinions of the experience. First hypothesis could proposed:

H1: Co-Creation Experience has a positive and significant effect on Involvement.

2.4. *Satisfaction (SAT)*

Satisfaction become the key success for tourism industry (Shafiee et al., 2020). Grissemann and Stokburger-Sauer (2012) defined satisfaction as a positive emotion formed from co-creation processes that offer various benefits. Customers was satisfy not only with the purchased product but also with the decision processes that associated with satisfaction towards service development process. The role of positive experience in achieving SAT was highlighted by Al Halbusi et al. (2020) which experiences formed through the process of participation and positive emotions could shapes visitors' satisfaction. Buonincontri et al. (2017) confirmed that tourists' experience in co-creation situation can be a determinant of SAT and also other behavioral outcomes such as recommendation. Tourist satisfaction with animal tourism destinations in terms of post pandemic was influenced by the presence of security guarantees and interactive information from tourism service providers (Usui et al., 2021). Second hypothesis could proposed:

H2: Co-Creation Experience has a positive and significant effect on Satisfaction.

2.5. *Tourists' Citizenship Behavior (TCB)*

TCB refers to positive, voluntary, and discretionary behavior by tourists during the experience to help businesses beyond participation in terms of co-creation processes (Liu et al. 2021). Research has found that co-creating value with customers improves TCB (Nowacki and Kruczek, 2020). Arica and Çorbacı (2020) said that customers value co-creation related to behaviors such as advocacy,

feedback, recommendation. Tourists' are likely to engage in other activities voluntarily based on this added value, while the consumer is physically and emotionally active in the co-creation process (McCartney and Chen, 2019). Third hypothesis could proposed:

H3: Co-Creation Experience has a positive and significant effect on Tourists' Citizenship Behavior.

Co-creation tourism has a higher level of involvement, interaction, and active participation than other types of tourism (Nowacki and Kruczek, 2020). Tourists will carry out several activities voluntarily as a form of reciprocity after assessing their psychological state and determining that they are interested when doing tourism activities (Sthapit, Del Chiappa, et al., 2019). Shafiee *et al.* (2020) posits that when hotel visitors evaluate the hotel's services, staffs, and also ability to provide a sense of security, they will tend to suggest improvements to the hotel, submit positive recommendations to colleagues, and fill out visitor satisfaction surveys. Fourth hypothesis could proposed:

H4: Involvement has a positive and significant effect on Tourists' Citizenship Behavior.

Satisfaction has frequently been linked to citizenship behavior (Bharwani and Jauhari, 2013). Tourists who receive satisfactory service as a result of a relational exchange are likely to repay the favor to the service providers by engaging in voluntary behaviors such as recommendations or other supportive actions (Al Halbusi *et al.* 2020). Customers are likely to exhibit better citizenship behavior if they receive an endorsement from a company or another customer (Zhu *et al.* 2016). Thus, it is proposed:

H5: Satisfaction has a positive and significant effect on Tourists' Citizenship Behavior.

2.6. Perceived Risk of Covid-19

Perceived risk is closely relevant to the intention to travel to a specific destination, or avoid a specific destination (Schroeder *et al.* 2016). Covid-19 pushes many destinations to fulfilled demands including importance of social distancing and hygiene on public areas (Casado-Aranda *et al.*, 2021). It can help to maintain a positive emotional experience while also reducing the severity of the risk (Park *et al.*, 2021). While perceived risk is frequently cited as a predictor of tourist citizenship, attitude, or behavioral intention, its potentially moderating role in specific relationships has received little attention (Rather, 2021). Yin *et al.* (2020) tested whether perceived risk influences the relationship between physical/human crowding and destination attractiveness, emotion, and tourist involvement. A safe tourist destination during the Covid-19 pandemic is a destination that has a low level of perceived risk and optimal perceived cleanliness (Nie *et al.*, 2022). As a result, we believe that perceived risk as a result of COVID-19 moderates the relationship between involvement and TCB, as well as satisfaction and TCB in the tourist destination. Based on some of the literature, this study has the following hypothesis:

H6: Perceived Risk of Covid 19 is able to moderate INV and TCB.

H7: Perceived Risk of Covid 19 is able to moderate SAT and TCB.

3. Methods

3.1. Context and Samples

This research is conducted at the Baobab Safari Resort in East Java Indonesia which is one of the specific eco-tourism and attractions centered on African wildlife in Indonesia. As a natural-based destination that combines animal conservation with thematic attractions, Baobab Safari Resort is located within an ecological conservation of Taman Safari Prigen which coverage 350ha that makes it the largest eco-tourism area in Indonesia (Fibriyanto, 2021). With an environmental topography that combines mountainous areas, plantations and rivers, this eco-tourism area is unique compared to other regions in Indonesia. Baobab Safari Resort offers a variety of chances for learning, recreation, entertainment, as well as animal feeding attractions like giraffes, meerkats, rhinos, elephants and another wildlife animal. This resort was selected because it provides CCE with varied levels of visitor contact and involvement making it an excellent setting to tested the hypotheses. The population was all of visitors of Baobab Safari Resort who stay at least one night. The research sample was determined using a purposive method with judgmental sampling. Visitors who are over 18 years old and carry out activities in the feeding area are selected as the research sample. The researcher distributed a link referring to an online questionnaire based on Google form to 214 eco-tourism visitors. A total of 189 research questionnaires were filled in but a total of 150 eligible questionnaires were calculated. Questionnaires were administered in Bahasa to remove any potential language barriers on each respondent. Each variables could be measured as follows:

- a. CCE measured by three indicators and nine items from Campos et al., (2017) and Hussain et al., (2020).
- b. INV assessed by four indicators and nine items from Andrades dan Dimanche, (2014).
- c. Two indicators and four items to measuring the SAT from Grisseemann dan Stokburger-Sauer, (2012).
- d. TCB was measured by three indicators and twelve items from Groth, (2005) also Liu dan Tsaur, (2014).
- e. PRC was measured by two indicators and four items from Yin et al. (2020).

3.2. Data Processing

In terms of data processing, PLS was used to maximizing the explained variance of the dependent latent construct. Hair et al., (2019) posits that PLS-SEM is a potential statistical technique since it is applicable to all data scales, few data assumptions, and validates correlations with few theoretical foundation. Henseler and Fassott (2010) suggests PLS to test moderating effects in multiple regression. Cronbach-alpha and composite reliability (CR) were used to measure reliability in PLS-SEM with score of

0.70 (Hair et al. 2017). Average variance extracted (AVE) was used to measure validity with value of higher than 0.50 (Hair et al. 2014).

Figure 1. Research Model

4. Result and Analysis

Based on descriptive analysis results, which included multiple items, the goal of the performed analysis was to define the profile of respondents who filled out the disseminated questionnaires namely the gender of respondents. Table 1 showed that female respondents were 105 people (69%) while male respondents were 45 (31%). There were 150 respondents in all who responded to the surveys. However, the study's findings were unaffected by gender differences. The range of respondents' age was dominated by ages of 18 until 35 years old with 112 respondents and the rest was 38 respondents with age >36.

Table 1. Description of Baobab's Visitors

For respondents' educational background, Diploma or bachelor degree was the highest with 106 people (70.67%). Most of the respondents knowing about Baobab Safari Resort was from Instagram with 70 respondents (46.4%). For data feasibility, the data was assessed with validity and reliability tests by using PLS-SEM. The research data showed that all variables had a CR value higher than 0.8 with CCE (0.904), INV (0.923), SAT (0.925), TCB (0.927), and also PRC (0.874).

Figure 2. Output of SmartPLS

Table 2. Construct Measurement

Schuberth et al., (2018) posit that Standardized Root Mean Residuals (SRMR) is widely used in applied research. The SRMR value for a properly model fit was zero or nearby. Our research discovered that SRMR value was 0.097, indicating that model fit was nearly ideal close to zero. Then, f^2 tests was performed to calculate the absolute value of the contribution of each latent variable to the r^2 value which have a criteria that strong relationship valued for higher than 0,35 and weak relationship valued below 0,15 (Sarstedt & Cheah, 2019). The data showed that the value of CCE has a strong category effect on the INV (1.931). CCE also had a high value of f^2 towards SAT with 1.508. The f^2 measurement about CCE towards TCB showed weak value (0.067). This weak value of f^2 also showed in relationship of INV towards TCB (0,025) and SAT towards TCB (0,076).

Our proposed model is evaluated by using R^2 for the dependent construct, path coefficient values or t-values for each path to test the significance between constructs in the structural model (Hair et al., 2017b). The proposed model could be determined as strong relationship if the value of R^2 is higher

than 0.70. The data showed that INV could be influenced by CCE with 0.659 (65,9%) which is classified as moderate. SAT also could be influenced by CCE by 0.601 (60,1%) moderately. TCB has the highest category which could be influenced by CCE by 0,740 (74%). The value of GoF is known from the value of Q^2 . The structural model in this study has a better Q^2 coefficient (0,965) since the value ranges $0 < Q^2 < 1$, indicating a better model. Henseler et al., (2015) suggested Heterotrait-Monotrait (HTMT) ratio as an alternative metric for evaluating discriminant validity, and a number of followup research have validated its robustness. Sarstedt et al., (2022) stated that HTMT criterion was < 0.90 for conceptually similar constructs. Our data that shown in Table 4 indicated that the HTMT values for each variable were declared to be valid, because the results of each variable show a value of 0.90.

Table 3. Heterotrait-Monotrait Ratio

This study also performed a bootstrap analysis with SmartPLS and tested seven hypotheses. The data showed that there was a positive and significant of CCE towards INV ($\beta = 0.812$ with $p\text{-value} < 0.05$), so H1 was accepted. CCE and SAT also showed positive and significant results ($\beta = 0.775$; $p\text{-value} < 0.05$), so H2 was accepted. CCE and TCB showed a positive and significant relationship ($\beta = 0.252$; $p\text{-value} < 0.05$), so H3 is accepted. Next, INV towards TCB also showed a positive and significant relationship ($\beta = 0.165$; $p\text{-value} < 0.05$), so H4 is accepted. The direct relationship between SAT and TCB showed positive and significant results ($\beta = 0.259$; $p\text{-value} < 0.05$), so H5 was accepted. PRC as a moderation between INV on TCB showed positive but insignificant results ($\beta = 0.039$; $p\text{-value} < 0.05$), so H6 was accepted. Thus, PRC also ruled as a moderation between SAT toward TCB showed negative and insignificant results ($\beta = -0.080$; $p\text{-value} > 0.05$), which H7 was rejected. This study also provided results in mediating role of INV and SAT. INV could mediate CCE to TCB positively ($\beta = 0.134$; $p\text{-value} < 0.05$). Thus, SAT also could mediate between CCE to TCB ($\beta = 0.201$; $p\text{-value} < 0.05$). Table 4 was presented in detail and included the mediating role of INV and SAT, each implication will be discussed later.

Table 4. Hypothesis Testing

5. Discussion

As an Indonesian eco-tourism site, Baobab Safari Resort Prigen has try to enhance their safety protocols on post covid-19 pandemic. By encouraging the implementation of the CHSE protocol at the destination level, providers can guarantee the safety and comfort of tourist visitors. Giving recommendations to helping behavior in destinations requires a basic-guarantee for implementation of health protocols.

Figure 3. Inside Baobab Safari Resort Indonesia

CCE could influenced INV. Interaction with wildlife in formed of CCE could increase the suitability of visitors' needs for nature-based tourism (Moscardo & Saltzer, 2004). Feeding activities can increase cognitive elements regarding reciprocal relationships between humans and animals (Campos et al., 2017). In terms of Indonesian eco-tourism site, animal feeding as an external stimulus plays an important role in removing the boundaries as well as forming kinship feeling. The success of CCE is measured by how much tourists' needs are accommodated and suitability with intrinsic values (Sthapit et al., 2020). This finding might result from Baobab's visitors perceptions that animal feeding in wildlife setting was related to their personal values.

CCE could influenced SAT. CCE plays an essential role to influencing visitor satisfaction in terms of eco-tourism. The existence of animal attractions, social interaction and also cognitive experience is able to create satisfaction for value-added experience (Usui et al., 2021). The level of interaction with wild animal in terms of feeding attractions at Indonesian eco-tourism site on post covid pandemic require tourists to remain distant, limited visiting time, and also prohibit physical contact. Even though for limitations, tourists still comfortable because the animal feeding process also accompanied by interactive storytelling which raises tourists' cognitive and emotional expectations. The storytelling process that combines local culture and emotional narratives can be effective because tourists feel positive about stories and also like to share it with friends and family (Buonincontri et al., 2017). Through SOR Theory, positive reactions will arise if the experience is able to meet with tourist expectations (Al Halbusi et al., 2020).

CCE could influenced TCB. The greater value experience that comes from CCE, tourists tend to do actual behaviors such as providing feedback, and advocating to the others (Assiouras et al., 2019). The presence of knowledge transfer when the tourism process occurs in forms of CCE in Indonesian eco-tourism sector could create a sense of oneness among tourists, creating a great opportunity for mutual help behavior with fellow tourists and with other people. Based on SOR theory, a voluntary relationship between tourists and providers will emerge when service quality as a stimulus wa able to meet tourist expectations(Liu & Tsaur, 2014). This finding might result from Baobab's visitors perceptions that animal feeding, social and cognitive experiences in wildlife setting were arise their possibilities to do some voluntary behavior as gratitude and social empathy.

INV also could affect TCB. Nowacki & Kruczek, (2020) posits that higher levels of INV lead to tourists' behavioral intention such as TCB. In terms of eco-tourism, when all of people in destination involved in forms of CCE it could be tend to created social awareness that part of sustainability tourism (Koure et al., 2022). Based on SOR Theory, characteristic of personal such as agreeableness could

contribute to citizenship expressions (Liu & Tsaun, 2014). This finding might result from Baobab's visitors assessment that when all of experiences in wildlife setting were met with tourists' values and risk consequences will arise their possibilities to do some voluntary behavior in destination area.

SAT also could affect TCB. If tourists were able to feel harmony and satisfy from the process of personalizing experiences, they tend to behave citizenship (Arica et al., 2022). In terms of ecotourism, satisfaction with nuances, services, and attractions that appear in ecotourism in protected areas is a good predictor of advocacy behavior as part of citizenship behavior (K. Nie & Tang, 2022). This finding might result from Baobab's visitors assessment that when all of experiences, services in wildlife setting were able to create tourists' happiness and arise their possibilities to do advocacy, giving feedback and helping others at destination level.

Health infrastructure could mitigate their impact on citizen behavior during a pandemic. The visitor's perception of destination risk is low if Baobab Safari Resort Prigen is described as having proper health protocol supporting facilities during the Covid-19, which will provide a sense of security for the location. This result was inline with Nie et al., (2022) which a safe tourist destination during the Covid-19 pandemic is a destination that has a low level of perceived risk and optimal perceived cleanliness. However, researchers also reveal that there is a shift of tourists' preferences about covid-19 pandemic that tourists are not afraid to flock to destinations in the post-covid-19 period. This phenomenon causes the decreasing of intrinsic assessment with the destination which makes tourists tend to be reluctant to behave citizenship. Visitors will feel comfortable to behave citizenship in the post-covid-19 period when the potential for crowds remains under control and the sanitation areas are widely dispersed (Teeroovengadum et al., 2021). Several key-terms that must be adhered by Baobab Safari Resort that have the potential crowds were supporting protection and security while keeping tourists comfortable interacting in destinations (Rather, 2021). If viewed from the SOR theory, visitors will think critically that this phenomenon can support the health of visitors (organisms) during a pandemic when they were able to see that there are sanitation facilities (stimulus) at Baobab Safari Resort. This will have an impact on increasing attention to the emergence of tourists' citizenship behavior due to low risk perception.

6. Conclusion

6.1. Theoretical contributions

The first novelty is related to TCB as an outcome of CCE in terms of Indonesian eco-tourism on post pandemic. The results revealed that Indonesian tourists are willing to do citizenship behavior such as making recommendations, providing feedback and helping behavior at destinations. However, transitional state from a pandemic to an endemic could made tourists to keep remain distant, so the

helping behavior becomes insignificant. The lack of duration of tourism activities also contributes to the insignificant value of helping others in destinations on post pandemic. This result in line with SOR theory which actual behavior requires an alignment between the stimulus phase and the organism. When tourists still afraid with Covid-19, they will prioritize services that are suitable for health when visiting destinations such as Baobab Safari Resort that inline with individual assessment. By maintaining the feeling of security, tourists are able to behave citizenship by providing recommendations, feedback and helping behavior at the destination level.

The second novelty is PRC variable which moderates the relationship between INV and SAT towards TCB. The results enrich Rather's (2021) finding that it is necessary to control tourist destinations in maintaining a sense of security related to a pandemic. Managing crowds and providing cleaning facilities was important to create a positive perception of the risks so that tourists are comfortable with their activities at destinations. Nie et al., (2022) explained that destination could revive from pandemic if the destination could control perceptions related to health risk and facilities. It is possible for less significant citizenship behavior because tourists feel that crowd control at destinations such as Baobab Safari Resort gets less attention, even though the cleaning facilities are adequate. External stimulus processes that are not in line with the protective behavior of tourists so that a comprehensive adjustment is needed.

6.2. Practical contributions

This study found that CCE can lead to actual behavior when there is a direct interaction with the animal attraction. It is important to know that tourism providers could provides these central attributes. CCE has aligned with personal values of visitors and also satisfaction. CCE also could increase the potential form of TCB such as providing recommendations, giving feedback to management, and mutual assistance activities between visitors. The existence of sanitation facilities could reduce the risk perception on post covid-19 era. However, the lack of crowd control at destinations also has an impact on increasing perceptions of pandemic risk in the context of tourism.

6.3. Limitations and future studies

This research focuses on eco-tourism and natural-based attractions in Indonesia. This finding can't be generalized to other countries. Another limitation is about the research sample in relation with TCB considering the lack of potential behavior if visitors activities was carry out in a short duration. Future studies could pay attention to the duration of tourism activities to increase the possibility of citizenship behavior.

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