ORIGINAL CONTRIBUTION
A Conceptual Framework for Sustainable Tourism during Pandemic COVID-19

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Abstract— The main purpose of this research paper is to give a conceptual framework for sustainable tourism during pandemic like COVID-19 and also build a theoretical understanding of the key concepts relevant to sustainable tourism, which include perceived risk-mitigating measures, community satisfaction, community involvement, community attachment, smart tourists' destination selection process, the impact of fear of COVID-19 and role of netizens in sustaining tourism. A qualitative research design is adopted in this study after taking insights from literature about sustainable tourism during the COVID-19 pandemic and conducting interviews with local community members directly participating in tourism activities and tourists who continued their tourism activities during these days. Finally proposes antecedents for sustainable tourism during the COVID-19 pandemic. The key findings of this study reveal that society plays the main role in sustaining tourism during a pandemic. This study also provides a conceptual model for measuring sustainable tourism during the COVID-19 pandemic or any other pandemics like this COVID-19. And also, this study provides a deep understanding of those variables involved in the proposed conceptual framework. This study contributes to theory by providing latent variables for sustainable tourism useful for when the tourism industry is facing crises due to pandemic COVID-19. It also provides a conceptual framework with those variables that remain underexplored in previous studies. This conceptual model and literature review from previous studies add to the body of knowledge by introducing latent variables, while the conceptual model proposes relationships between these factors.

Index Terms— Sustainable Tourism; COVID-19; Risk-mitigating Measures; Community Satisfaction; Netizens; Community Attachment; Community Involvement
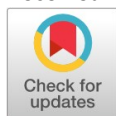
Introduction

To explore the meaningful perspectives and experiences noted during the pandemic COVID-19, this study is uniquely suited for this. It will inquire answer, why and how the COVID-19 pandemic impacts our society, our industries, our lives, tourism sector especially, and even the entire world, and also interpret the level of significance of the pandemic for a sustainable future of those badly affected by this incident (Teti, Schatz, & Liebenberg, 2020).

Tourism is a God blessing for humans, whether it is religious tourism, farm tourism, adventure tourism, MICE (meetings, incentives, conferences, and exhibitions) tourism, and major events tourism which includes sports events, fairs, expositions, concerts, theatrical performances and musical performances all are the cause of happiness and relief from worries and sorrows (Chang, 2020). Religious tourism, like pilgrimage, brings us close to Allah, washes out our sins, and we become like a born baby. The tourism sector also provides

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economic, socio-cultural, and environmental benefits (Zharova, Raksha, Spitsyna, Karolop, & Mirzodaieva, 2021). It provides employment opportunities, fosters business activities, preserves the communities, strengthens cultural exchanges, and mainly raises income, which enhances society's living standard; that is why tourism is said to be travel for pleasure or business (López, Virto, Manzano, & Miranda, 2018).

Sustainable tourism is the preservation of social equity and natural capital with long-term and positive economic effects. These features are the promising tool to meet the sustainable development goals (SGDs) given by the UN agenda for 2030; according to this agenda following goals are necessary to meet, the first goal is to ensure prosperity for all, the second and the most important goal is to protect the planet, and the third is to end poverty M. R. . L. L. Siakwah P. (2020a). These goals are aligned to our study that is about sustainable tourism in such a way that sustainability in the tourism sector will bring prosperity to society; sustainability also means the protection of the planet as it is considered important because of climate change issue which is also considered as the most crucial issue in the current world scenario, and last, and the most important goal is to end poverty, the current situation of COVID-19 highly affected the tourism industry and also enhance poverty due to the factor that industry was not sustainable by the guidelines of these the sector will be sustainable and will end the poverty Chang (2020). Based on the perceived benefits, the local community and the tourists as well built an attitude towards the development of the industry Choi and Murray (2010). Sustainable tourism leads to maximizing benefits while minimizing costs and involving the local community in tourism decisions to enhance the residential supports for the purpose of satisfying the tourists Cottrell, Vaske, and Roemer (2013). The residential support in this way is powerful in destination Selection and revisiting that destination that guarantees sustainable tourism development (Phuc & Nguyen, 2020).

Sustainable tourism is most widely linked to environmental sustainability, which focuses on reducing pollution and efficiently conserving resources (Mathew & Sreejesh, 2017). It is also related to the optimal use of resources, whether environmental resources, natural capital, the ecological processes protection, the biodiversity and conservation of natural resources, and renewable and non-renewable resources (Agyeiwaah, McKercher, & Suntikul, 2017).

Due to the technological advancement in the travel industry, the distances among the countries have been shrunk, and the world is now becoming a global village. The racist world of today has stolen the peace of humans then the local and global significance of tourism has grown apace (Ramkissoon, 2020). The twenty-five million people were traveling internationally for the purpose of tourism in 1950, which reached 1.235 billion in 2016, and now it is expected to touch the highest limit of 1.8 billion in 2030 (Sharpley, 2020). The tourism industry share in the world Gross Domestic Product (GDP) is 10.3%, and 330 million jobs are 1 in 10 jobs around the world (Tuan & Rajagopal, 2019). In the Pakistani economy, the contribution of the Travel & Tourism industry is 5.9% of total GDP that is PKR 2285.8BN, in 2019 the real GDP growth rate was 3.3%, while the GDP growth rate from the Travel & Tourism industry of Pakistan was 4.7% and the contribution of Travel & Tourism to employment is 3,881.9 jobs that are 6.2% of total employment finally the international visitors' impact was PKR 116.2 BN that is 3.1% of total exports (Jamal & Budke, 2020).

The former director of the Karachi Stock Exchange (KSE) said by Zafar Moti that "Pakistan's economy is shrinking, unemployment is rising, and various sectors are in crisis," moreover, Moti showed more concern about the long-term impact of the pandemic. He is less concerned about the financial markets of Pakistan (SHT, 2020). But the sustainability of travel and tourism is highly suffered after the outbreak of COVID-19 due to the reason that the industry was not prepared before to handle such world demolishing incidents and will take time and effort to restore (Sheller, 2021). The story does not end here; the world is facing the fourth wave of Coronavirus. This time it is more dangerous than the first one because the COVID-19 is quickly changing its types to harmful than the previous.

A charter for sustainable tourism after COVID-19 directs that the social distancing be regulated at the destination from the tourists and the local community while religious tourism, farm tourism, adventure tourism, and MICE tourism, and also travel and entry restrictions on tourism numbers must be applied for international destinations as well as for domestic destinations and also with the use of personal protection equipment and observing social distancing, the numbers of visitors must be restricted while traveling in buses, trains, air and during sea travel, etc. (Chang, 2020). The medical and health situations at the destinations must be controlled to ensure health and safety to secure tourists and the local community from the pandemic situation and viral infection through comprehensive monitoring, robust tests, and implementing safety procedures. All this is done to transform crises into opportunities for sustaining tourism (Chang, 2020).

Problem Statement

The review of reports and literature reveals that sustainable tourism is one of the major issues in the tourism industry, specifically in the scenario of a recent pandemic (COVID-19). A charter was also presented to lift or sustain the tourism industry (Chang, 2020). Our research study attempts to explore the factors that may undermine sustainable tourism in the world among these factors (Sobaih, Elshaer, Hasanein, & Abdelaziz, 2021). Our study attempts to explore the role of community involvement, community attachment, perceived risk-mitigating measures in satisfying local community and tourists in selecting and visiting smart destinations, and also exploring the role of Netizens and perceived risk in sustaining the tourism during the COVID-19 pandemic (Marek, 2021).

Significance of Study

Although most studies have concentrated on the framework of rich nations, the research has provided policymakers, researchers, and investors with potential effects for better awareness and achievement of sustainable tourism growth in the new reality, particularly in the developing world. Our study attempts to explore the role of community involvement, community attachment, perceived risk-mitigating measures in satisfying the local community and tourists in selecting and visiting smart destinations, and also exploring the role of Netizens and perceived risk in sustaining the tourism during the COVID-19 pandemic.

Research Questions

- How do community satisfaction and tourists' smart destination selection associate with sustainable tourism?
- What is the role of tourist smart destination selection in the relationship between community involvement, attachment, and sustainable tourism?
- What is the role of community satisfaction in the relationship between perceived risk-mitigating measures and sustainable tourism?
- What is the role of Netizens and fear of COVID-19 in the context of community involvement, community attachment, and its relationship with tourist smart destination selection and sustainable tourism?

Research Objectives

- To explore the relationship between community satisfaction and tourist smart destination selection and sustainable tourism?
- To explore that the smart tourist destination selection process that is the outcome of community involvement and community attachment and as a factor that may undermine sustainable tourism?
- To explore that the community satisfaction that is the outcome of perceived risk-mitigating measures and as a factor that may undermine sustainable tourism?
- To explore the role of Netizens and fear of COVID-19 in community involvement and community attachment and its relationship with tourist smart destination selection and sustainable tourism?

Review of Literature

In the last few years, the term sustainability has been in hot discussion by researchers, scholars, scientists, politicians, leaders, and academia due to world environmental degradation known as climate change, economic recession and cultural slumps, etc. (Scoones, 2007). As it looks that nothing can be described as sustainable. Still, it is paired with everything in a complex form; we have sustainable economies, businesses, resource management, livelihoods, cities, and of course, sustainable development (Appe, 2019).

The current study established own transformative learning theory. Explain this theory by "transform our taken-for-granted frames of reference (meaning perspectives, habits of mind, mindsets) to make them more inclusive, discriminating, open, emotionally capable of change, and reflective so that they may generate beliefs and opinions that will prove more true or justified to guide action" (Seeler, Zacher, Pechlaner, & Thees, 2021). Some necessary factors for this theory are; "A disorienting dilemma, Self-examination, Critical assessment of assumptions, Planning a course of action, Acquisition of knowledge or skills to carry out a new plan, Exploring and trying new roles, Building self-efficacy in new roles and relationships."

In the last four decades, a huge amount of money has been spent in the name of sustainability in building organizations and institutions, formulating projects, developing networks of diverse actors, and collecting money. Politics plays an important role in processes, policymaking, and development Scoones (2007). A report with the title "Our Common Future" was published in 1987, and a classical modern definition of sustainable development was given in this report "Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Shrivastava & Berger, 2010; WCED, 1987).

The global institutions and local health systems are unable to deal with the global pandemic and recent diseases spread across the globe due to scares resources and wide spreading of viral infections from which no one is saved, not human, not economies and industries, in badly affected sectors the tourism is one, and the question is that how new networks, affiliations, and coalitions formed to meet the concept of 'sustainability' (Srivastava, Srivastav, Zhyber, & Hryzohlazov, 2021). However, the term 'sustainability' has persisted and indeed been given more conceptual depth in explorations of resilience (Folke et al., 2002). Tourism (traveling for business or pleasure) was one of the world economy's largest sectors that drive exports, generate prosperity, and create jobs. The Travel and Tourism sector experienced 3.5% growth in 2019; the global economy is outpacing 2.5% growth. Over the last five years, this sector has created one in four new jobs and served as the best partner for the government to give employment (Škare, Soriano, & Porada-Rochoń, 2021).

In the Travel and Tourism sector, strong economic and job creation growth was observed in 2019. In this year, Travel & Tourism's direct, indirect, and induced impact accounted for US$8.9 trillion to the world's GDP, which is 10.3% of global GDP, US$1.7 trillion visitor exports (6.8% of total exports, 28.3% of global services exports), US$948 billion capital investment (4.3% of total investment) and 330 million jobs that is 1 in 10 jobs around the world.

The Travel & Tourism sector is at number fourth regarding the contribution of the overall sector in the whole world economy. Before the outbreak of COVID-19, the Travel & Tourism industry had comparatively sustainable growth in many countries, showing the strength and resilience potentials. The Travel & Tourism industry also has sustainable growth despite uncertain events and economic turbulence across the globe (Alola, Cop, & Adewale Alola, 2019).

Governments around the globe have enforced travel restrictions, borders shutdowns, and quarantine countries in response to flattening the curve Nicola et al. (2020).

The countries having the world's largest economies are posing, sparking fears of an impending economic recession and crises Sohrabi et al. (2020). Surely, the continuous effects of COVID-19 on everyday life and industry are at the top in the mind of practitioners, government departments, and academics as of late. The calls for research are emerging in different domains, especially in hard sciences and social sciences. The studies' most prominent and active areas are social distancing, self-isolation, border control, and policymaking practices. For the understanding of wider societal consequences of COVID-19, relevant findings are necessary to contribute to the prevention and management (Wu et al., 2020).

The Coronavirus emerged recently, but a valuable insight into racial discrimination sparked by COVID-19 already given by social science (Wu et al., 2020). The drastic impacts on the world economy have been noted and lasted several years after, and how game consumption in tourism may change after the pandemic (Chang, 2020).

The travel, tourism, and hospitality industry are some of the largest industries regarding job opportunities and economic contribution; at the same, it is also highly sensitive to the COVID-19 pandemic shocks that are of significant nature (Kim, Kim, Badu-Baiden, Giroux, & Choi, 2021). The main point that is very important is how the industry will recover and be sustainable to such significant shocks in the future (Škare et al., 2021). A 10-point charter for the sustainability of the tourism, travel, and hospitality industry is proposed (Chang, 2020). Whenever the tourists are moving whether, for MICE tourism, adventure tourism, religious tourism, or farm tourism, social distancing should be enforced and regulated in all aspects of the tourism, travel, and hospitality from the tourist source and at the destination even it is a domestic or international movement (Chang, 2020).

It is mandatory to use personal protection equipment (PPE), including a face mask and gloves. The number of visitors at the destinations should also be restricted to a limit to maintain social distancing to ensure safety by controlling medical and health situations at destinations. It also provides guidelines to shift any crises into opportunities regarding future perspectives to ensure sustainability. All connected networks like systems of transportation (air, train, sea, taxis, and buses) should also observe updated rules and regulations for safety standards and social distancing. Due to the outbreak of COVID-19 major events enrich contribution to the tourism industry is also affected, and it is required that these events also follow updated rules and regulations come from the experience and knowledge of the industry for from hotels accommodation to keep up the social distance for health and safety control. All these necessary steps are impossible without the help and support of stakeholders of the tourism industry (Chang, 2020).

The economic outcome of tourism sustainability was, is, and will be important because of financial powers. Social is now highly important due to the UN 2030 agenda of sustainable development goals (SDGs) to end poverty, protect the planet, and ensure prosperity for all (P. Siakwah, Musavengane, & Leonard, 2020b). The following findings give a pathway for the development of a conceptual framework for future studies.

Table I
conceptual framework development pathway

Reference	Title	Importance	Findings
(Chang, 2020)	A Charter for Sustainable Tourism after COVID-19	The pandemic known as COVID-19 has drastically turned the entire world into a new direction of darkness, and it has strongly impacted the tourism and hospitality industry, which includes international tourism, travel, and demand while it is a highly sensitive industry like such shocks. The tourism and hospitality industry is one of the largest employment and economic contribution industries. It is very important to investigate how the industry will recover after COVID-19 and how the industry can be made sustainable in a dramatically changed world.	The 10-point charter for sustainable tourism after COVID-19 includes social distancing, Travel and entry restrictions on tourism numbers, Personal protection equipment (PPE) should be mandatory, the medical and health situation at the destination should be controlled, Transform any future crisis into an opportunity for sustainability, transport systems (air, sea, trains, buses, taxis) should impose updated rules and regulations regarding social distancing and safety standards, Major events tourism should impose updated rules and regulations regarding social distancing.
(Godovykh, Pizam, & Bahja, 2021) and (Schneider et al., 2021)	Antecedents and outcomes of health risk perceptions in tourism, following the COVID-19 pandemic	A conceptual framework is proposed by this study about health risk perceptions (Antecedents and outcomes) in tourism during COVID-19.	This study contributes by introducing four main factors (individual factors; cognitive factors include risk-mitigating measures (e.g., social distancing, sanitizing, checking temperature, contactless services) and affective factors. And contextual factors affecting tourists' health risk perceptions and how to eliminate the negative consequences of COVID-19.
(López et al., 2018) and (Penagos-Londoño, Rodriguez-Sanchez, Ruiz-Moreno, & Torres, 2021)	Residents' attitude as a determinant of tourism sustainability	The main idea of the study is to gain insight into residents' attitudes towards tourism sustainability.	Tourism Sustainability (Economic Sustainability, Market sustainability, social sustainability, Cultural sustainability) is influenced by Residents' support, Perceived Benefits (Perceived socio-economic benefits, perceived cultural benefits), which is also influenced by Community involvement and Community attachment (Place dependence, Place identity, and Affective attachment).
(Kanwal, Rasheed, Pitafi, Pitafi, & Ren, 2020)	Road and transport infrastructure development and community support for tourism: The role of perceived benefits, and community satisfaction	The study is conducted to find out the community support for tourism which comes from the perceived community satisfaction due to community involvement and community attachment.	This study gives that there is a positive impact of local community support for tourism through perceived tourism benefits, perceived environmental impact, and perceived community satisfaction.
(Kim et al., 2021)	Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic	An experimental study was conducted in a series, and it is very important to mention that a more positive attitude has been observed of tourists during hotels' stay and availing services through robots to keep social distancing during COVID days.	This study drew how the psychological mechanisms of visitors or tourists and the local community changed due to pandemics and how the preferences changed to keep social distancing while facing transmission risk of COVID-19.
(Ghaderi, Hatamifar, & Henderson, 2018)	Destination selection by smart tourists	This study is important because it is directly concerned with the behavior of tourists for selecting smart destinations with desired facilities.	The tourism industry must be responsive and attempt to ensure suitable provision this is done with measuring the tourist attitude, tourist perceived behavior control, tourist beliefs and subjective norms, travel intention, and selecting and visiting smart destinations.
(Jo, Park, Choe, & Kim, 2019)	Destination-selection attributes for international association meetings: A mixed-methods study	The study is based about decision-making criteria for choosing a destination with attractive attributes.	The findings of this study attribute the foundation for making a better decision for choosing a smart destination with outstanding characteristics.

Research Methodology

Participants and Procedure

The research approach for this study is based upon the qualitative measures and follows the steps given by (Creswell & Clark, 2017). We conducted interviews (open-ended essays) with 14 individuals, 07 were tourists, and 07 were from the local community. The main partners or facilitators from the local community prevailed at the Cholistan Jeep rally and Channan Peer. Moreover, our research questionnaire for interviews consisted of nine most relevant items drawn from the previous studies, including (a). Please briefly explain your experience as a tourist/community member during COVID-19 days? (b). What do you think about how the community is involved in tourism activities in your area? (c). What is your opinion about community attachment in sustainable tourism in your area? (d). Do the community involvement and community attachment help tourists select smart destinations? (e). Do you think that perceived risk-mitigating measures (e.g., social distancing, sanitizing, wearing a facemask, checking temperature, and contactless services) at tourist places save tourists and the community from COVID-19? (f). Have you observed that risk-mitigating measures (e.g., social distancing, sanitizing, wearing a facemask, and checking temperature) at tourist places provide community satisfaction from avoidance from COVID-19? (g). What is your opinion about community satisfaction and its importance in sustainable tourism? (h). How Netizens play their role in sustainable tourism through the internet during pandemics like COVID-19. (i). Do you think that fear of COVID-19 creates a hindrance in visiting different places for tourism?

Data Analysis and Results

Demographic Profile

SPSS was applied to assess the demographic profile. The simulation analysis in the study revealed that respondents' gender, marital status, and residence positively influenced their community satisfaction and sustainable Tourism; therefore, all these three demographic characteristics were controlled during the study.

Table II
Demographic profile

Demography	Description	No. of Responses	%
Gender	Male	6	85.7
	Female	1	14.3
Marital Status	Married	5	71.4
	Not Married	2	28.6
Residence	Rural	4	57.1
	Urban	3	42.9

We consulted our research questionnaire for this study from three experts from the area of tourism and hospitality to ensure the validity and reliability of these research questions. Then we manually analyzed the responses collected from the respondents and finally developed themes and illustrative responses as drawn in table 3.
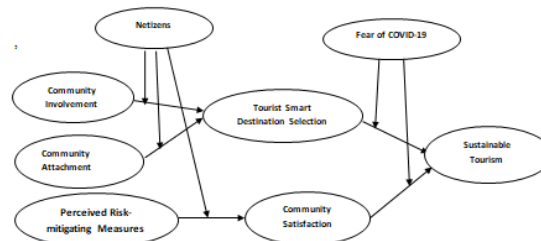

Fig. 1. Conceptual model

This framework shows the relationship between community satisfaction and tourist smart destination selection and sustainable tourism. Furthermore, it shows the smart tourist destination selection process that is the outcome of community involvement and community attachment and as a factor that may undermine sustainable tourism. Moreover, it shows that community satisfaction that is the

outcome of perceived risk-mitigating measures and as a factor that may undermine sustainable tourism. Lastly, This model describes the role of Netizens and fear of COVID-19 in the relationship amongst community involvement and community attachment and its relationship with tourist smart destination selection and sustainable tourism.

Discussion

This qualitative study consists of fourteen interviews conducted both from the local community of popular tourist places and the active tourists participating in mega tourism activities at Derawar fort with the name of Jeep raily and Channan Peer in the Cholistan with the name of fair of Channan Peer. The community near these places has a rich culture, warmly welcomes the tourists, and is always supportive of performing tourism activities. This supportive, encouraging, and safe environment by the local communities (in the form of community attachment and community involvement), government, local authorities, and tourism promoting institutions attracts tourists to these areas from far (Sobaih et al., 2021). But with the fast spreading of COVID-19 and its fear through netizens and social media around the globe, it totally shut down the tourists' activities throughout the entire globe. The local community near the tourists' sites is mostly dependent on the income from the tourism activities that is highly suffered from this pandemic (Dubey, 2020).

The local community near the tourist areas has serious concerns about promoting and sustaining tourism because it enhances the living standards of the local community by adding in their income. Even in most areas, people totally depend on the income from tourism activities. That is the reason that the local community shows high involvement and deep attachment with the tourism activities that took place in their areas; even during the pandemic days, they especially facilitated the tourists to capture the attention of tourists for a revisit (Schneider et al., 2021). The locals put hard efforts into making their places smart destinations by improving the medical facilities and precautionary measures to protect the tourists and locals from the pandemic by taking risk-mitigating measures. These measures include continuous sanitizing at different checkpoints at tourists' places, contactless services, use of facemask, checking temperature to stop and keep away-suspected cases away from tourists' places, and finally, social distancing was highly helpful to keep tourists' areas safe from COVID-19 (Chang, 2020).

Implications of Study

This research has both practical and managerial implications for policymakers and managers. Firstly, community satisfaction plays an important role in sustaining tourism by selecting a safe destination, especially on pandemic days like COVID-19 by the tourists, which be effective by the involvement and attachment of the local community for increasing or at least maintaining tourists' activities. This satisfaction is due to the perceived risk of mitigating measures; if such measures are taken, these build the trust of safety between tourists and the local community.

Secondly, in the current era of technological advancement, social media plays an important role in spreading positive and productive information and rumors, and the main source of this information is the netizens, those who are constant users of the internet and playing the role of influencers for all types of activities and tourism activities as well especially during the days of pandemics like COVID-19. If the netizens place a positive image of the tourism and tourist places as well, it promotes tourism; otherwise, it crashes the tourism industry, and sometimes it exaggerates in a negative side which is not a positive sign for the tourism industry.

Thirdly, the spread of positive news that risk-mitigating measures are positive signs for promoting and sustaining the tourism which can change the destination image in the mind of tourists and also share the same information that the local community near these tourist places is highly involved and showing healthy participation in sustainable tourism in their areas to promote the tourist activities by taking precautionary measures to avoid COVID-19 and other pandemics (Ghaderi et al., 2018). Finally, helping and facilitating by providing medical facilities with the support of government and local authorities as well for obtaining the maximum threshold of the tourists' revisit intention and also referring the others from their families, friends, neighbors, and colleague's positive feedback and sharing the spirit of the local communities from facilitating them in all the possible ways.

Future Research and Limitations

This study uses limited independent variables. The independent variables proposed for future research are perceived risk-mitigating measures (e.g., social distancing, use of face mask, checking temperature, sanitizing, and contactless services or use of gloves), community involvement, and community attachment, as community satisfaction is derived from perceived risk-mitigating measures, which leads to sustainable tourism if there is no or less fear of COVID-19 with these mitigating measures. This research has chosen a small area for present research and has a limited number of respondents. Researchers will use a large area and a large population for this research in the future. Whenever tourists are thinking of visiting a destination for the purpose of tourism, they must think about a smart destination in the sense that the local community plays their role through community involvement and community attachment with tourism to make

those places safe and attractive for tourists or for tourism activities and promote them through social media with the help of netizens. An empirical study with these variables is suggested for future research to understand sustainable tourism during pandemics like COVID-19. Lastly, the researcher uses the interview method for future research and uses the questioner method as well.

Conclusion

This study established an evaluation approach that incorporates the important elements of community involvement, perceived risk measures, and community attachment to investigate sustainable tourism in the tourism industry. The researchers compared and analyzed current sustainable tourism using this assessment process and then found several difficulties that require future research and improvement. This study may conclude from the assessment that digital innovation technologies are still in the early planning stages and require more researchers' attention to help them contribute more towards better. This study also gives some limitations and highlight future research in the current study, which is helpful for others.

Table III
Thematic analysis

Themes	Illustrative responses	Cronbach's Alpha	Reference
Community involvement and attachment	I and our community living at and near the tourist's sites warmly welcomed the tourists. Community near the tourists' places in our area helps tourists to make these areas safe and attractive for tourism. Community attachment catches tourists' attention for a revisit. Tourism enhances the income and living standard of our local community due to this reason, we all as a community take a serious interest in sustainable tourism activities even during COVID-19 days.	0.708	(Rothenbuhler, Mullen, De-Laurell, & Ryu, 1996)
Tourist Smart Destination Selection	Smart destinations have internet facilities while during COVID-19 days, smart destinations have all medical facilities and precautionary measures to save the community and tourists from the spread of COVID-19. Smart destinations courage the community and tourists to participate in tourism activities even during untoward situations.	0.825	(Ghaderi et al., 2018)
Perceived Risk-mitigating Measures	I think that perceived risk-mitigating measures, which include social distancing, continuous sanitizing at different checkpoints at tourists' places, use of face mask, checking the temperature to stop and keep away suspected cases away from tourists' places, and finally, contactless services were highly helpful to keep safe tourists' areas from COVID-19. As a tourist, I think tourists and the local community feel safe if risk-mitigating measures are taken. I think that these measures give confidence to both the local community and the tourists as they are saved to a satisfactory level.	0.780	(Laroche, McDougall, Bergeron, & Yang, 2004)
Community Satisfaction	The community satisfaction at tourists' places during COVID-19 is strongly connected with risk-mitigating measures (e.g., social distancing, sanitizing, use of facemask, checking temperature, and contactless services) that encourage tourists and the community to involve in tourism activities. The fear of COVID-19 reduced with the use of risk-mitigating measures, and the local community felt safe. The visitors prefer to visit or select those places which are safe from pandemics are where the precautionary measures are taken.	0.80	(Theodori, 2001)
Fear of COVID-19 and Netizens	Netizens are high influencers of the majority of the population worldwide because of social media trends. Fear of COVID-19 increases as netizens support it and vice versa. If they spread the news that risk-mitigating measures safe community, the fair of COVID-19 decreases. They also share the experiences of their tourism activities during pandemic days, and these have a strong impact on tourists and the local community for involvement in tourism.	0.780	(Dubey, 2020)
Sustainable Tourism	The tourists' smart destination selection process is the outcome of community involvement and community attachment. Community satisfaction results from perceived risk-mitigating measures and factors that may undermine sustainable tourism. The role of Netizens and fear of COVID-19 are positively or negatively related to community involvement and community attachment. These also relate to tourist smart destination selection for tourism sustainability.	0.850	(Aronsson et al., 2000)

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