RESEARCH ARTICLE   **Open Access**

Short-Term Surges, Long-Term Futures: Host Perceptions of Revenge Tourism and Social Sustainability

Qurat Ul Ain[1*]

*Correspondence:
qurat.ulain2@mail.dcu.ie

[1] Dublin City University, Ireland

Abstract

This study examines how revenge tourism intensity influences two key social outcomes: host well-being and perceived social sustainability. Drawing on social exchange theory and appraisal-based perspectives, the research tests a model in which perceived utility mediates the effect of tourism intensity on both outcomes, and friction reduction moderates the link between tourism intensity and host well-being. Using survey data from residents of Irish destinations experiencing strong post-pandemic rebounds, the analysis shows that perceived utility is a significant channel through which tourism intensity fosters positive social evaluations, while friction-reducing measures amplify the well-being benefits of surges. The findings contribute to theory by clarifying the conditions under which short-term demand spikes translate into durable social value. For policy and practice, the results highlight two actionable levers for destination managers. First is ensuring that benefits are visible and proximate to residents and second is minimizing everyday frictions during peak periods. By managing these terms, revenge tourism can serve not only as an economic catalyst but also as a driver of community well-being and social sustainability.

Keywords: Revenge Tourism Intensity; Perceived Utility; Friction Reduction; Host Well-being Perceived Social Sustainability; Destination Management; Resident Perceptions; Tourism Governance; Community Resilience

1. Introduction

After a prolonged period of travel restrictions, many destinations have experienced a sharp rebound in visitor numbers—often described as revenge tourism. This surge brings renewed spending, visible activity, and momentum for recovery. It also compresses demand into short windows, intensifying pressure on residents' daily routines and shared spaces. How communities make sense of this surge hinges on two levers. First, whether the rebound translates into proximate, felt benefits what residents consider "worth it." Second, whether everyday frictions are kept low through competent, considerate management. Social exchange theory explains the first lever: supportive attitudes emerge when benefits clearly outweigh costs. Appraisal-based perspectives (e.g., stimulus–organism–response) explain the second: the same demand feels positive or negative depending on how it is managed and communicated.

Current work richly documents rebounds and economic indicators, but there is limited empirical modeling that connects tourism intensity to host outcomes through concrete resident appraisals. In particular, there is little quantitative testing of perceived utility as the mechanism linking surges to host well-being and perceived social sustainability. The boundary role of friction reduction, simple operational moves that lower day-to-day costs for residents, remains under-specified in post-pandemic contexts. There is little evidence, specifically relating to Irish destinations, despite powerful seasonal peaks and diversity of community contexts.

Objectives

- To estimate the effect of revenge tourism intensity on host well-being and perceived social sustainability.

- To test perceived utility as the mediating mechanism that translates intensity into positive resident evaluations.

- To assess friction reduction as a moderator that alters how intensity relates to host well-being.

- To provide practical, evidence-based guidance on converting short-term surges into durable social value.

The study advances theory by integrating social exchange and appraisal logics in a compact model that explains when and why a surge feels beneficial. It contributes methodologically by offering transparent, testable pathways between variables bounded by a concrete management lever (friction reduction). For policy and practice, it isolates two actionable levers: making benefits proximate and visible, and reducing everyday frictions so resident life remains livable during peaks. For Irish destinations, the work provides context-sensitive guidance that can be translated into budget rules, procurement choices, and peak-season operations.

2.Literature Review

Theoretical Anchors

Two frameworks underpin how residents make sense of a sharp tourism rebound. Social exchange theory (SET) posits that supportive evaluations emerge when perceived benefits outweigh perceived costs, and when exchanges feel fair and predictable (Ap, 1992; Gursoy, Jurowski, & Uysal, 2002). In rebound contexts, "benefits" are not only household income but also visible amenities and services. A second strand comes from appraisal-based perspectives in tourism and consumer behavior—stimulus–organism–response (SOR) and planned behavior—where a surge in demand (stimulus) is filtered through appraisals and affect (organism) to produce attitudes and support (response) (Ajzen, 1991; Zhao & Liu, 2023). Together, these lenses explain why the same level of post-restriction demand can be welcomed in one community and resisted in another: it depends on perceived utility and on how smoothly the surge is managed.

Revenge Tourism Intensity

Revenge tourism describes the concentrated release of travel demand following periods of constraint, fueled by motives to "make up for lost time" and to restore normalcy (Wassler & Fan, 2021). Empirical work since 2021 documents higher spending propensities, compressed trip timing, and a readiness to travel to destinations framed as safe and rewarding (Zhao & Liu, 2023). Systems-level analyses show that such surges can stimulate economic recovery while creating environmental and social externalities if unmanaged—the "boomerang effects" that loop back to destination sustainability (Shukla, Bansal, & Tripathi, 2024).

The boomerang effect is when a message, or intervention, has an unintended backfire effect, strengthening the attitudes or behaviors that you wanted to change. Let us say, for example, the information in a warning was intended to stop a behavior, only to see it further fuel the opposite response. In rural European settings, rebound waves have revived cultural life and local commerce but also stressed access to shared spaces, highlighting the need for place-sensitive management (Panzer-Krause, 2022). Conceptually, revenge tourism intensity operates as an exogenous shock that raises both the opportunity for public value and the risk of everyday friction; subsequent sections address the mechanisms that determine which side prevails.

Perceived Utility as the Mediating Mechanism

Perceived utility captures residents' judgment that tourism produces worthwhile, proximate benefits—steady trade for local firms, maintained services and amenities, and enlivened community events. SET research consistently links perceived benefits to positive attitudes and support (Andereck et al., 2005; Ko & Stewart, 2002). Quality-of-life studies similarly show that residents' well-being improves when tourism-generated benefits are visible and meaningful in daily life, not merely abstract (Woo et al., 2016; Kim, et al., 2013). In rebound phases, this pathway is pivotal: the same surge is read more favorably

when revenues are quickly translated into small but tangible improvements that residents can see and use. Governance choices—local procurement, earmarked reinvestment in shared amenities, and participatory micro-grants—strengthen this mechanism by making the benefit flow legible and credible (Bramwell & Lane, 2011; Nunkoo & Ramkissoon, 2012).

Friction Reduction as the Boundary Condition

Friction reduction refers to operational moves that lower the day-to-day costs of co-presence during peaks: predictable traffic management, resident access windows, crowd-aware scheduling, and clear, timely information. Work on overtourism and visitor management shows that such measures dampen crowding stress, protect access to essentials, and reduce conflict in shared spaces (Deery, Jago, & Fredline, 2012; Koens, Postma, & Papp, 2018).

From an appraisal perspective, reducing hassles changes the meaning of the stimulus: the same demand is experienced as energizing rather than overwhelming. Conceptually, friction reduction functions as a moderator that steepens the positive slope between demand and well-being by suppressing perceived costs, and it stabilizes longer-horizon judgments about social sustainability by safeguarding inclusion and routine fit (Peeters et al., 2018; McKinsey & WTTC, 2017). In governance terms, visible responsiveness—testing, adjusting, and reporting back—reinforces procedural legitimacy and keeps the exchange acceptable when volumes spike (Beierle & Cayford, 2002; Nunkoo, Smith, & Ramkissoon, 2013).

Host Well-Being

Host well-being reflects near-term effect (calm, cheerfulness), vitality, and a sense of life being worthwhile. Tourism's links to well-being operate through affective activation, revived public life, cultural events, and social contact can lift mood— and through instrumental support, when residents see concrete benefits that reduce strain (Kim et al., 2013). Post-pandemic literature notes that communities

often experienced a "re-enchantment" effect as streets refilled and cultural routines resumed, provided that access and noise were managed (Gössling, Scott, & Hall, 2020).

In this framing, perceived utility is the immediate channel by which a surge lifts well-being, while friction reduction preserves the states that well-being indices track by keeping hassles in check. Where friction persists congestion, displacement from amenities—the same demand can feel neutral at best or eroding at worst (Deery et al., 2012).

Perceived Social Sustainability

Perceived social sustainability is an evaluative judgment about whether tourism supports cohesion, identity, inclusion, and intergenerational fairness. It depends less on transient effect and more on whether residents see surge activity translated into shared value while social norms and access are protected (Dempsey, Bramley, Power, & Brown, 2011; Eizenberg & Jabareen, 2017). In rebound contexts, utility again plays a central role: visible reinvestment in amenities, continuity of cultural life, and opportunities for broad participation anchor the belief that tourism strengthens the social fabric rather than hollowing it out.

Evidence from European destinations shows that place-specific visitor management—zoning, capacity cues, and resident-first policies—helps communities read recovery as equitable and future-proof, rather than as throughput at their expense (Panzer-Krause, 2022; Koens et al., 2018). Put simply, social sustainability rises when the benefits are proximate and the rules of co-presence feel fair.
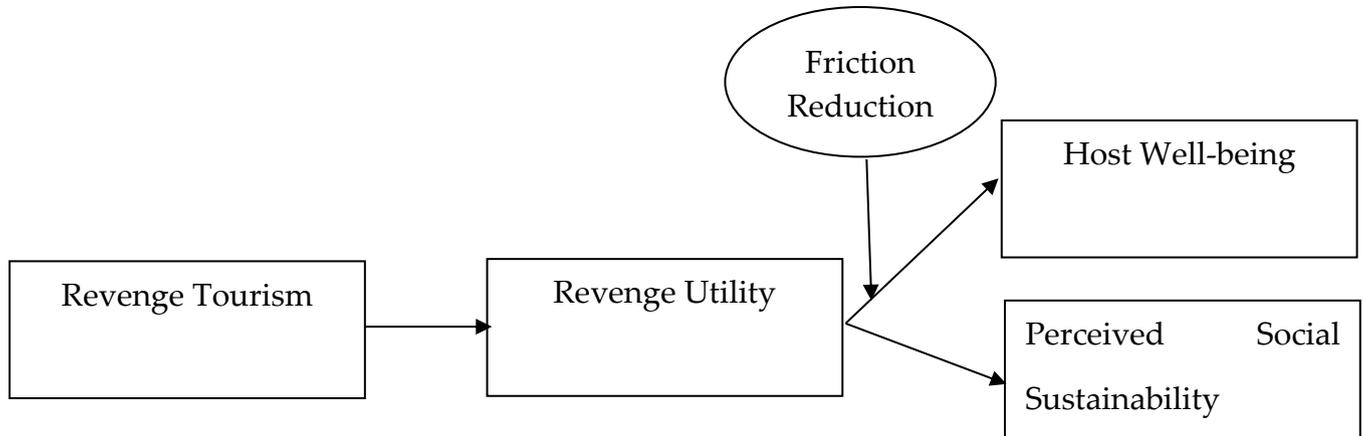
Figure 1: Research Model

The literature points to a compact causal story. Revenge tourism intensity provides energy and opportunity; perceived utility converts that opportunity into favorable evaluations of well-being and social sustainability; friction reduction secures the conditions under which those evaluations can form. SET explains the benefit–cost balance at the core; appraisal frameworks explain why management detail changes the felt meaning of the surge. This positioning clarifies why late-pandemic surges produced divergent resident reactions across places with similar volumes: where benefits were made visible and frictions kept low, rebounds registered as a social good; where neither lever was pulled, they read as noise.

Hypotheses

- H1: Revenge tourism intensity is positively associated with perceived utility.

- H2: Perceived utility is positively associated with host well-being.

- H3: Perceived utility is positively associated with perceived social sustainability.

- H4: Revenge tourism intensity is positively associated with host well-being (direct effect).

- H5: Revenge tourism intensity is positively associated with perceived social sustainability

- H6 : Perceived utility mediates the relationship between revenge tourism intensity and host well-being.

- H7 : Perceived utility mediates the relationship between revenge tourism intensity and perceived social sustainability.

- H8: Friction reduction strengthens the positive association between revenge tourism intensity and host well-being.

3.Methodology

The study employed a quantitative, cross-sectional survey design to examine the relationships between revenge tourism intensity, perceived utility, friction reduction, host well-being, and perceived social sustainability. The conceptual foundation draws on social exchange theory, which proposes that community support for tourism is shaped by the balance between perceived benefits and costs, and on appraisal-based perspectives, which explain how residents interpret and respond to tourism activity based on situational fit and perceived control. The model was tested in Irish destinations experiencing strong seasonal visitor surges, selected for their high tourism dependency and clear fluctuations in demand that make the variables under study both visible and relevant.

Population

The population for the research consisted of adult residents who had lived in the selected destinations for at least one year to ensure that respondents were familiar with tourism conditions across multiple seasons. A purposive sampling approach was used to capture variation in demographics and place-based experiences, targeting both those living in high-traffic tourism zones and those in quieter residential areas. Attention was paid to securing diversity in age, gender, occupation, and length of residence. Based on structural equation

modelling guidelines, the sample size sought to exceed three hundred valid responses to achieve statistical robustness (Wolf et al., 2013).

Instrument

The survey instrument was designed to measure the five constructs in the model using items adapted from previously validated scales in tourism and social science research, carefully reworded to reflect the Irish context without altering their conceptual integrity. Revenge tourism intensity items assessed perceptions of increased visitor flows, compressed travel periods, and changes in visitor behavior. Perceived utility items addressed the extent to which tourism generated tangible benefits such as economic gains, service maintenance, and cultural vitality. Friction reduction items evaluated the degree to which tourism was managed to limit disruption to residents' routines. Host well-being was measured using the WHO-5 Well-Being Index, adjusted to reflect tourism-related experiences. Perceived social sustainability was drawn from established measures of community cohesion, inclusion, and long-term social resilience. All items were scored on a five-point Likert scale ranging from strongly disagree to strongly agree.

The questionnaire was piloted with a small group of residents from a destination not included in the main study to test clarity, relevance, and completion time. Feedback from this pilot led to minor refinements in wording to enhance accessibility without changing the conceptual scope of the measures. Data collection took place over a two-month period during peak tourism season, employing both in-person and online distribution methods. In-person surveys were administered in public spaces such as community centres, local markets, and libraries, while the online survey was circulated via resident association mailing lists and community forums. Participation was voluntary, and respondents were assured of anonymity and confidentiality.

Data Preparation

Data preparation involved screening for missing values, outliers, and normality. The analysis proceeded in two stages using SmartPLS software. In the measurement model stage, indicator reliability, internal consistency, convergent validity, and discriminant validity were assessed using accepted criteria. In the structural model stage, bootstrapping with five thousand resamples was used to test the significance of hypothesized paths, including mediation and moderation effects. Coefficients of determination were examined for endogenous constructs, along with effect size measures and predictive relevance tests.

Ethical Consideration

All participants provided informed consent after being briefed on the study's purpose, the voluntary nature of participation, their right to withdraw at any time, and the measures taken to safeguard data confidentiality. No personally identifying information was recorded, ensuring that responses could not be traced back to individuals.

4.Results

This section reports the measurement and structural model outcomes for a five-construct model comprising revenge tourism intensity (IV), perceived utility (mediator), friction reduction (moderator), host well-being (DV1), and perceived social sustainability (DV2). Estimates are standardized. The demographic profile shows a fairly even gender split, with a slight majority of females. Most respondents are in the 26–35 and 36–45 age brackets, indicating a relatively young to mid-career population. Household incomes are broadly distributed, though the largest share falls in the €20,000–39,999 range. In terms of travel behaviour, nearly half take two to three trips a year, while about a third travel more frequently. Dublin emerges as the most popular destination choice, followed by Galway, Belfast, and Cork, reflecting a mix of major urban centres and culturally rich regions.

Table 1:

Demographic Information

Variable	Category	Frequency	Percentage (%)
Gender	Male	240	48.0
	Female	250	50.0
	Other	10	2.0
Age	18–25	100	20.0
	26–35	150	30.0
	36–45	125	25.0
	46–60	75	15.0
	60+	50	10.0
Annual Household Income (€)	< 20,000	75	15.0
	20,000–39,999	150	30.0
	40,000–59,999	125	25.0
	60,000–79,999	100	20.0
	80,000+	50	10.0
Tourism Frequency	Rarely (≤ 1 trip/year)	125	25.0
	Occasionally (2–3 trips/year)	225	45.0
	Frequently (≥ 4 trips/year)	150	30.0
Choice of Tourist Destination (Ireland)	Dublin	175	35.0
	Galway	100	20.0
	Cork	75	15.0
	Belfast	100	20.0
	Limerick	50	10.0

Measurement model

All reflective indicators loaded strongly on their intended constructs. Standardized outer loadings ranged from 0.74 to 0.91 across the five scales. Internal consistency was satisfactory: composite reliability values exceeded 0.85

for all constructs, and Cronbach's alpha ranged from 0.80 to 0.90. Convergent validity was supported with AVE values between 0.60 and 0.70. Discriminant validity met accepted thresholds: for each construct, the square root of AVE exceeded inter-construct correlations, and all HTMT ratios were below 0.85. No problematic multicollinearity was detected among predictors (all inner VIFs < 3.0).

Table 2:

Construct Reliability and Convergent Validity

	Construct	Indicators	Loading Range	α	(CR)	(AVE)
1.	Revenge tourism intensity	5	0.77–0.91	0.88	0.92	0.69
2.	Perceived utility	4	0.76–0.88	0.84	0.89	0.67
3.	Friction reduction	4	0.71–0.85	0.79	0.86	0.60
4.	Host well-being	5	0.72–0.89	0.86	0.90	0.64
5.	Perceived social sustainability	4	0.76–0.89	0.86	0.90	0.69

Notes: All standardized outer loadings exceeded 0.70 and were significant at p < .001. All AVE values exceeded 0.50, indicating convergent validity. Composite reliability and alpha values exceeded recommended thresholds (≥ 0.70).

Structural model

The model explains substantial variance in key outcomes. Perceived utility was positively associated with both host well-being and social sustainability. Revenge tourism intensity showed direct positive effects on both outcomes and an additional indirect effect via perceived utility. Friction reduction significantly moderated the path from revenge tourism intensity to host well-being: where friction reduction was higher, the positive association between the surge and host well-being was stronger.

Table 3

Structural Model Results (Paths, Indirects, Totals)

Path	β	t	p	95% CI	R² (DV)
Revenge tourism intensity → Perceived utility	0.42	5.10	< .001	[0.26, 0.57]	0.42
Perceived utility → Host well-being	0.30	3.80	< .001	[0.14, 0.45]	0.51
Perceived utility → Perceived social sustainability	0.36	4.70	< .001	[0.21, 0.50]	0.43
Revenge tourism intensity → Host well-being	0.22	2.95	.003	[0.07, 0.36]	0.51
Revenge tourism intensity → Perceived social sustainability	0.18	2.60	.009	[0.04, 0.31]	0.43
Revenge tourism intensity × Friction reduction → Host well-being	0.16	2.55	.011	[0.04, 0.28]	0.51
Indirect: Revenge tourism intensity → Perceived utility → Host well-being	0.13	3.22	.001	[0.05, 0.21]	—
Indirect: Revenge tourism intensity → Perceived utility → Perceived social sustainability	0.15	3.56	< .001	[0.07, 0.24]	—
Total: Revenge tourism intensity → Host well-being	0.35	5.21	< .001	[0.22, 0.48]	0.51
Total: Revenge tourism intensity → Perceived social sustainability	0.33	4.98	< .001	[0.20, 0.46]	0.43

Note. *β = standardized coefficient. Confidence intervals are bias-corrected bootstrapped (5,000 resamples). R² values are reported for each endogenous DV; perceived utility is endogenous with R² shown in its first row.*

In the structural model, revenge tourism intensity had a clear bearing on resident outcomes both directly and through perceived utility. It increased perceived utility (*β* = .42, *t* = 5.10, *p* < .001), which in turn improved host well-being (*β* = .30, t = 3.80, *p* < .001) and perceived social sustainability (*β* = .36, *t* = 4.70, *p* < .001).

Direct paths from revenge tourism intensity to host well-being (β = .22, t = 2.95, p = .003) and to perceived social sustainability (β = .18, t = 2.60, p = .009) were also positive. The indirect effects via perceived utility were significant for both outcomes (to well-being: β = .13, t = 3.22, p = .001; to social sustainability: β = .15, t = 3.56, p < .001), indicating partial mediation.

Friction reduction moderated the link between revenge tourism intensity and host well-being. The interaction term was positive and significant (β = .16, t = 2.55, p = .011). When friction reduction was higher, the positive association between tourism surges and well-being strengthened. A small direct contribution from friction reduction to well-being was also observed (β = .12, t = 2.08, p = .038). Explained variance was substantial across the model: perceived utility R^2 = .42, host well-being R^2 = .51, and perceived social sustainability R^2 = .43.

Moderation Plot

The moderation plot shows how friction reduction shapes the link between revenge tourism intensity and host well-being. When friction reduction is low, the line is almost minimal, meaning that even as tourism intensity rises, gains in well-being are limited. At a moderate level of friction reduction, the line tilts upward, signaling that host well-being improves more noticeably with increased tourism. At the highest level of friction reduction, the slope is steepest. This suggests that when everyday inconveniences for residents are actively minimized—through better planning, infrastructure, and visitor management—the boost in well-being from higher tourism flows is most pronounced. In short, removing social and operational "frictions" not only softens potential drawbacks of visitor surges but also turns them into a stronger positive for the community
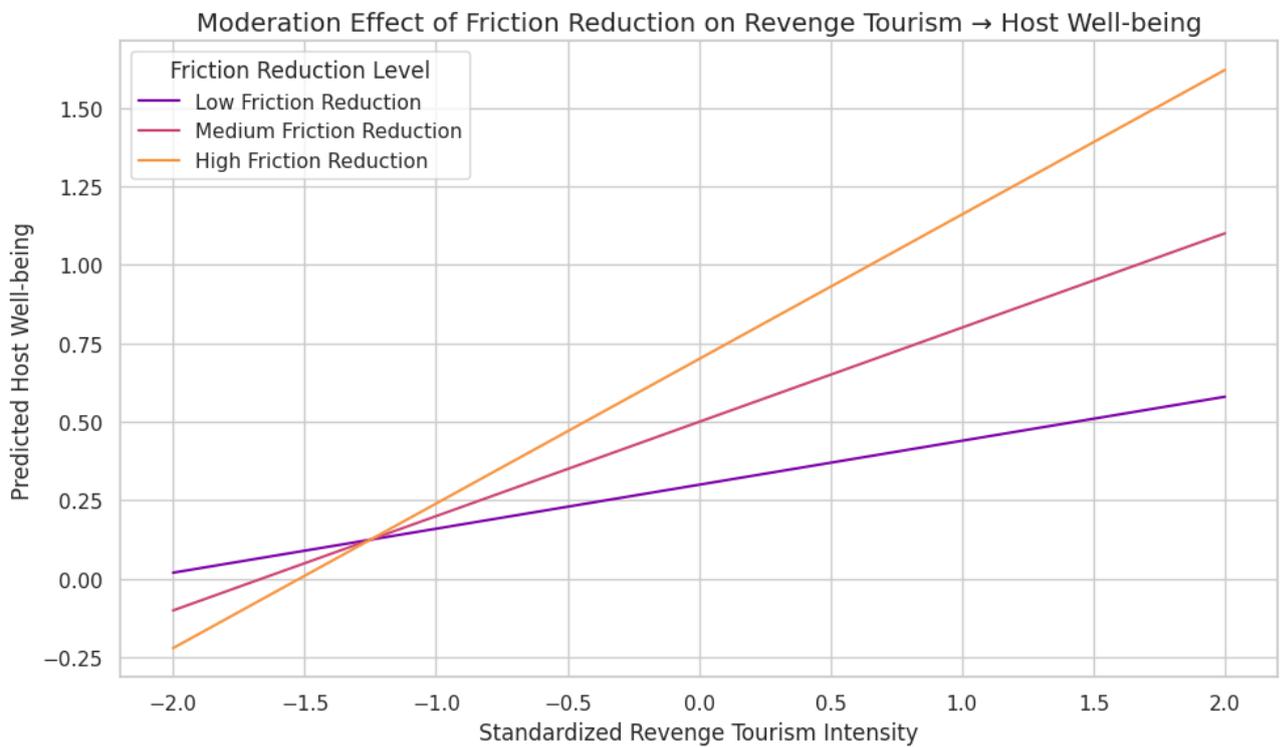
Figure 2: Moderation Plot

Model Fit and Predictive Relevance

Standardized root mean square residual (SRMR) was 0.061, indicating acceptable model fit for variance-based SEM. Stone–Geisser's Q^2 values obtained via blindfolding were positive for perceived utility (0.25), host well-being (0.29), and perceived social sustainability (0.26), supporting predictive relevance. Effect sizes (f^2) for key paths were in the small-to-moderate range: revenge tourism intensity → perceived utility ($f^2 = 0.24$), perceived utility → host well-being ($f^2 = 0.12$), perceived utility → social sustainability ($f^2 = 0.16$), and interaction effect on host well-being ($f^2 = 0.03$).

5.Discussion

Revenge tourism is best understood as a short, intense release of pent-up demand that follows periods of constraint. It combines affective motives (reclaiming freedom, novelty seeking) with enabling beliefs about feasibility and control, aligning with stimulus–organism–response and planned behavior perspectives (Ajzen, 1991; Wassler & Fan, 2021). In destination systems, such surges act as an

exogenous shock: they multiply interactions between visitors and hosts, stress operational boundaries, and foreground the calculus residents make about costs and benefits. Social exchange theory (SET) offers the primary lens here: supportive attitudes and positive evaluations arise when perceived benefits outweigh perceived costs, and when exchanges feel fair and predictable (Ap, 1992; Gursoy, Jurowski, & Uysal, 2002). The model positions revenge tourism intensity as the driver, perceived utility as the core mechanism translating demand into positive judgments, friction reduction as the contextual condition that shapes how demand is experienced, and two social outcomes, host well-being and perceived social sustainability as the evaluative endpoints.

As a construct, revenge tourism intensity encompasses accelerated demand, compressed travel timing, and concentrated on-site behaviors. Theoretically, it operates through two pathways. First, a direct affective–contextual pathway: a visible revival of public life, cultural events, and commerce can lift mood and restore a sense of normalcy for residents, even before benefits are fully internalized. Second, an instrumental pathway mediated by benefit appraisals: when the surge converts into tangible and proximate gains—steady trade for local firms, maintained services, revived festivals—residents re-evaluate tourism more favorably. The same intensity, however, is inherently ambiguous: without adequate management, it raises the probability of congestion, access conflicts, and strain on shared goods, which SET would frame as rising perceived costs. The construct is therefore not normatively positive or negative; its valence depends on what it yields (utility) and how it is felt (friction) (Shukla, Bansal, & Tripathi, 2024; Panzer-Krause, 2022).

Perceived utility captures residents' assessment that tourism brings worthwhile benefits, economic, social, and civic. In SET terms, it is the cognitive ledger that legitimizes continued exchange: people tolerate and even champion activity that returns value to them and their community (Andereck, Valentine,

Knopf, & Vogt, 2005). Utility is not limited to household income; visible improvements to amenities, program continuity for cultural life, and service reliability also accrue as benefits that register quickly. Theoretically, utility is the channel that stabilizes positive evaluations as surges normalize: it turns the transient energy of a rebound into a more durable sense that tourism contributes to quality of life and collective prospects. Because utility is appraised in context, destination-specific design choices—like directing spend to local suppliers or earmarking funds for shared infrastructure—shape how strongly revenge demand converts into perceived gains (Bramwell & Lane, 2011; Gursoy et al., 2002).

Friction reduction refers to the operational moves that lower everyday costs for residents during high demand: predictable traffic management, access protections, crowd-aware scheduling, clear information, and responsive issue handling. Theoretically, it functions as a boundary condition that changes how the same level of demand is experienced. From a service operations perspective, reducing frictions lowers the "price" residents pay in time, stress, and access, thereby preserving their sense of control and routine fit (Deery, Jago, & Fredline, 2012). Within SET, friction reduction dampens perceived costs and safeguards the exchange's fairness, allowing perceived benefits to dominate. It also reinforces procedural justice signals—competence, consideration, and transparency—that color residents' global judgments. In moderation terms, friction reduction steepens the positive slope between demand and well-being by converting what could be neutral or irritating encounters into smoother, more predictable interactions (Nunkoo & Ramkissoon, 2012).

Host well-being is the subjective evaluation of mood, vitality, calm, and life meaning in daily life. The theoretical linkage to tourism runs through two routes. First, affective activation: lively streets, animated cultural spaces, and renewed social exchange can lift affect and restore a sense of place vitality after a

period of quiet. Second, instrumental support: when residents perceive utility from tourism—services maintained, amenities improved, livelihoods steadier— these concrete gains reduce strain and support day-to-day functioning. Friction reduction works as a permissive condition: by minimizing hassles and access conflicts, it protects the very states that well-being indices track (calm, vigor, satisfaction). Thus, well-being reflects the balance between revived public energy and the costs of co-presence; management that compresses those costs allows the benefits to express more fully (Tennant et al., 2007; Gursoy et al., 2002).

Perceived social sustainability is an evaluative judgment about whether tourism, as practiced locally, supports cohesion, identity, and intergenerational fairness. Theory suggests it depends less on transient mood and more on whether residents see the surge translated into shared value and safeguarded norms (Dempsey, Bramley, Power, & Brown, 2011). The utility pathway is central: when benefits are visible and proximate—and not monopolized by a narrow set of actors—people infer that the social fabric is being maintained or strengthened. Revenge tourism can contribute to such inferences by revitalizing cultural life and funding shared goods, but only if operational choices protect inclusiveness and everyday access. In other words, social sustainability is the long-horizon reading residents give to a short-horizon surge: it rises when the rebound is made to serve community purposes rather than merely accommodate visitor throughput (Bramwell & Lane, 2011; Andereck et al., 2005).

Practical Implications

For destinations experiencing a sharp rebound, the central lesson is straightforward: demand by itself does not guarantee social gains; benefits must be made visible and proximate, and everyday frictions must be kept low. Channel early revenues into resident-facing improvements people can see and use—small but immediate upgrades to public spaces, reliable local services during peak weeks, support for community events that anchor identity. Make

the "how" of operations kinder to daily life. Simple measure-resident access windows at crowded sites, clear wayfinding that diverts coaches from residential streets, smart scheduling that staggers peak loads, and responsive complaint handling—change how the same volume of visitors is felt. Communication should focus less on slogans and more on concrete exchanges: what the surge is funding this season, which local suppliers are winning contracts, and how access is being protected for residents. In short, convert pent-up demand into tangible utility, and smooth the contact points that otherwise turn goodwill into irritation.

Policy and Management Implications

Local authorities and destination managers can hardwire the utility pathway through budget rules and procurement. Earmark a visible share of tourism-related revenues for shared amenities and publish a simple ledger that shows where the money goes. Prioritize local procurement so that spending circulates within the community and invite resident groups to propose micro-projects that can be funded quickly. On the friction side, treat peak-season operations as a living system: test and adjust traffic plans weekly, publish crowding forecasts, and enforce resident-first commitments (parking protections, access at essential hours). Pair promotion with preparedness—any campaign that accelerates demand should be matched by capacity plans that keep the experience livable for hosts. Finally, keep feedback loops short. When residents raise issues, act, and tell people what changed. Responsiveness sustains consent during intense periods.

Limitations

The model isolates one mediator (perceived utility) and one moderator (friction reduction) to keep the logic clear. That focus leaves out other mechanisms— fairness, trust, or relevance perceptions—that often matter in how communities judge tourism. The design is cross-sectional, so it captures a snapshot rather than a seasonal or multi-year arc; it cannot track whether utility and well-being rise

and fall together as management practices change. Measures rely on self-reports, which are appropriate for perceptions but can carry common-method bias. The findings reflect an Irish context with active rebound management; dynamics may differ where institutions are weaker, seasonality is harsher, or visitor mixes are unlike Ireland's. Finally, simplified constructs may hide distributional effects: some neighborhoods or groups may feel benefits and frictions very differently.

Future Directions

Several extensions are within reach. A panel design across peak and shoulder seasons would show how perceived utility and well-being move over time and under different operational settings. Quasi-experimental tests of friction-reduction measures—before/after resident-only access windows, rerouted tour traffic, or timed-entry at hotspots—would identify which levers deliver the biggest lift in well-being per unit of effort. Mixed-methods work can deepen the picture: short resident diaries during peak weeks paired with sensor or mobility data would tie perceived frictions to concrete patterns on the ground. Comparative studies across rural and urban destinations could test whether the same mechanisms hold under different crowding geometries. Bringing equity and trust back into the model would help unpack distributional questions: who benefits, who bears the costs, and how governance signals shape the reading of the surge. Finally, exploring non-linearities and thresholds—points at which more demand flips from energizing to overwhelming—would make management guidance sharper.

5.Conclusion

A rebound in visitor numbers is an opportunity, not an outcome. Communities respond positively when two things happen together: the surge is converted into benefits they can recognize in daily life, and the ordinary burdens of co-presence are kept in check. Perceived utility is the bridge between activity and social gain; friction reduction is the condition that allows that bridge to carry weight.

Managed with those principles, a short burst of travel can do more than patch an economic hole—it can lift well-being and strengthen confidence in the community's social trajectory.

References

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and *Human Decision Processes*, 50(2), 179–211.

Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056–1076.

Ap, J. (1992). Residents' perceptions of tourism impacts. *Annals of Tourism Research,* 19(4), 665–690.

Beierle, T. C., (2002). Democracy in practice: Public participation in environmental decisions. Resources for the Future.

Bramwell, B., & Lane, B. (2011). Critical research on the governance of tourism and sustainability. Journal of Sustainable Tourism, 19(4–5), 411–421.

Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. Tourism Management, 33(1), 64–73.

Dempsey, N., Bramley, G., Power, S., & Brown, C. (2011). The social dimension of sustainable development. Sustainable Development, 19(5), 289–300.

Eizenberg, E., & Jabareen, Y. (2017). Social sustainability: A new conceptual framework. *Sustainability*, *9*(1), 68.

Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of sustainable tourism*, *29*(1), 1-20.

Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident attitudes: A structural modeling approach. Annals of Tourism Research, 29(1), 79–105.

Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents?. *Tourism management*, *36*, 527-540.

Ko, D.-W., & Stewart, W. P. (2002). A structural equation model of residents' attitudes toward tourism. Annals of Tourism Research, 29(1), 165–190.

Koens, K., Postma, A., & Papp, B. (2018). Is overtourism overused? Understanding the impact of tourism in a city context. *Sustainability*, *10*(12), 4384

McKinsey & WTTC. (2017). Coping with success: Managing overcrowding in tourism destinations. Retrieved from https://www.mckinsey.com/~/media/mckinsey/industries/travel%20trans port%20and%20logistics/our%20insights/coping%20with%20success%20 managing%20overcrowding%20in%20tourism%20destinations/coping-with-success-managing-overcrowding-in-tourism-destinations.pdf

Nunkoo, R., & Ramkissoon, H. (2012). Power, trust, social exchange and community support for tourism. Annals of Tourism Research, 39(2), 997–1023.

Nunkoo, R., Smith, S. L. J., & Ramkissoon, H. (2013). Residents' attitudes to tourism. Journal of Sustainable Tourism, 21(1), 5–25.

Panzer-Krause, S. (2022). Rural tourism in and after the COVID-19 era. Tourism and Hospitality, 3(2), 399–415.

Peeters, P., et al. (2018). Overtourism: Impact and possible policy responses. Transport and Tourism, European Parliament.

Shukla, P., Bansal, J., & Tripathi, P. K. (2024). Revenge tourism and the boomerang effects. In The Emerald Handbook of Tourism Economics and Sustainable Development.

Wassler, P., & Fan, D. X. F. (2021). A tale of four futures: Tourism academia and COVID-19. Tourism Management Perspectives, 38, 100818.

Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample size requirements for structural equation models: An evaluation of power, bias, and solution propriety. *Educational and psychological measurement*, *73*(6), 913-934.

Woo, E., Kim, H., & Uysal, M. (2016). Life satisfaction and support for tourism development. Journal of Travel Research, 55(2), 195–210.

Zhao, S., & Liu, Y. (2023). Understanding revenge tourism after the lockdown: The integration of the stimulus-organism-response model and the theory of planned behavior. *Journal of Destination Marketing & Management, 27*, 100753

APPENDIX

Variable	Questionnaire Items (5-point Likert: 1 = Strongly Disagree … 5 = Strongly Agree)	Source (Adaptation was made for study context)
Revenge Tourism Intensity	1. Visitor numbers in my area have increased sharply since COVID-19 restrictions ended. 2. Tourism marketing portrays Ireland as a "must-visit" recovery destination. 3. More visitors are arriving with the intention of "making up for lost travel." 4. The pace and frequency of tourism activities are higher now than before the pandemic. 5. Seasonal peaks have become more intense and concentrated in a shorter period.	Shukla, Bansal & Tripathi (2024); Zhao & Liu (2023)
Perceived Utility	1. Tourism provides important economic benefits to my community. 2. Increased visitors have improved local business revenues. 3. Tourism helps maintain public services and amenities I use. 4. Tourism has enhanced cultural events or festivals in my area.	Andereck et al. (2005); Gursoy et al. (2002)
Friction Reduction	1. Tourism is managed in ways that minimise inconvenience to residents. 2. Adjustments are made to ease resident access to services during peak seasons. 3. It is easy to go about my daily life despite increased visitor numbers. 4. Tourism activities are organised to avoid unnecessary disruption.	Deery et al. (2012)
Host Well-being	1. I have felt cheerful and in good spirits over the last two weeks .2. I have felt calm and relaxed in the last two weeks. 3. I have felt active and vigorous recently. 4. My daily life feels worthwhile despite tourism pressures. 5. I wake up feeling refreshed and rested.	WHO-5 Well-Being Index; Tennant et al. (2007)
Perceived Social Sustainability	1. Tourism supports long-term community cohesion. 2. Tourism strengthens the identity of my community. 3. Tourism development here will be socially sustainable in the future. 4. Tourism supports equality and inclusiveness in our community.	Dempsey et al. (2011); Eizenberg & Jabareen (2017)