



Factors influencing travel risk perception and intention to travel to Thailand of Chinese residents during the COVID-19 pandemic

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Master of Business Administration in Hospitality and Tourism Management**

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Thesis Title Factors influencing travel risk perception and intention to travel to Thailand of Chinese residents during the COVID-19 pandemic

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Abstract

The main objective of the research is to investigate factors that influence travel risk perception and intention to travel to Thailand for Chinese residents during the COVID-19 pandemic and compare travel risk perception and travel intention among different generations and tourist typology groups of Chinese residents. This is because there is a lack of studies that examine this issue especially for context different generations and tourism typology groups of Chinese residents. Moreover, there is controversy as to whether the perception of risk differs by age during pandemic. The factors under investigation include novelty and familiarity, vulnerability, and subjective norms.

This research uses a quantitative research approach to collect data. Using 985 validated questionnaires completed by Chinese respondents, it was found that vulnerability becomes an essential factor influencing people's risk perceptions during the pandemic, while risk perceptions and subjective norms are factors influencing travel intentions. Differences in risk perceptions and travel intentions across generations and travel typology groups are partially confirmed in this study as well.

The significance of this study is to refine the risk perceptions and travel intentions in the context of the epidemic to better help the tourism industry understand the factors influencing Chinese residents' travel to Thailand in the context of the pandemic. It is also intended to complement the research on generations and tourism typologies. Furthermore, the study could improve the understanding of Chinese residents from multiple perspectives.

Keywords: Risk perception, travel intention, generation, tourist typology group, vulnerability, subjective norm

ชื่อวิทยานิพนธ์ ปัจจัยที่มีอิทธิพลต่อการรับรู้ความเสี่ยงในการเดินทางและความตั้งใจที่จะการเดินทางมายังประเทศไทยของชาวจีนในช่วงสถานการณ์การแพร่ระบาดของโรคติดเชื้อไวรัสโคโรนา

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์หลักเพื่อหาปัจจัยที่มีอิทธิพลต่อการรับรู้ความเสี่ยงในการเดินทางและความตั้งใจที่จะเดินทางมาประเทศไทยของชาวจีนในช่วงการระบาดของโควิด-19 และเปรียบเทียบการรับรู้ความเสี่ยงในการเดินทางและความตั้งใจในการเดินทางของชาวจีนในช่วงวัยและกลุ่มต่างๆ เนื่องจากยังขาดงานวิจัยที่ตรวจสอบประเด็นที่เกี่ยวข้อง นอกจากนี้ยังมีข้อโต้แย้งว่าการรับรู้ความเสี่ยงแตกต่างกันตามอายุหรือประเภทของนักท่องเที่ยวหรือไม่ในช่วงเวลาของการเกิดโรคระบาด ปัจจัยที่ศึกษาในงานนี้ประกอบด้วย ความแปลกใหม่และการแสวงหาความคุ้นเคย ความแปรปรวน และการคล้อยตามกลุ่มอ้างอิง

บทความนี้ใช้วิธีการวิจัยเชิงปริมาณ ในการเก็บรวบรวมข้อมูล จากการใช้แบบสอบถามที่ผ่านการตรวจสอบแล้วจำนวน 985 ตัวอย่างจากผู้ตอบแบบสอบถามชาวจีน ผลการศึกษาพบว่าความแปรปรวนเป็นปัจจัยสำคัญที่มีอิทธิพลต่อการรับรู้ความเสี่ยงของผู้คนในช่วงที่มีการระบาดของโรคติดต่อ ในขณะที่การรับรู้ความเสี่ยงและการคล้อยตามกลุ่มอ้างอิงเป็นปัจจัยที่มีอิทธิพลต่อความตั้งใจในการเดินทาง ความแตกต่างในการรับรู้ความเสี่ยงและความตั้งใจในการเดินทางระหว่างช่วงวัยและกลุ่มประเภทการเดินทางได้รับการยืนยันบางส่วนในการศึกษา

ความสำคัญของการศึกษานี้คือการสร้างความเข้าใจเกี่ยวกับการรับรู้ความเสี่ยงและความตั้งใจในการเดินทางในบริบทของการแพร่ระบาดของโรคติดต่อ เพื่อช่วยให้อุตสาหกรรมการท่องเที่ยวเข้าใจปัจจัยที่มีอิทธิพลต่อการเดินทางของชาวจีนมายังประเทศไทยในระหว่างการแพร่ระบาดของโรคติดต่อ นอกจากนี้ผลการศึกษาช่วยให้เข้าใจการวิจัยเกี่ยวกับช่วงวัยและรูปแบบการท่องเที่ยว

คำสำคัญ: การรับรู้ความเสี่ยง, ความตั้งใจในการเดินทาง, ช่วงวัย, ประเภทนักท่องเที่ยว, ความแปรปรวน, การคล้อยตามกลุ่มอ้างอิง

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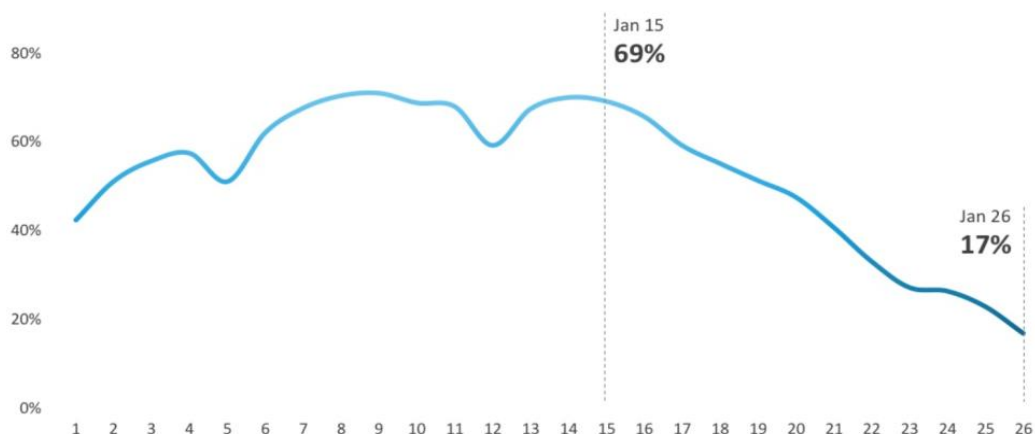
CHAPTER 1

INTRODUCTION

1.1 Background

Since the Corona-virus pandemic happened in December 2019, it's been existing for over two years. The pandemic has hit various countries and industries, especially those where tourism is the dominant industry. The impact of the Coronavirus pandemic on tourism and hospitality has never been felt before (Kock et al., 2020). The pandemic has resulted in the bankruptcy of many small and medium-sized enterprises and the permanent closure of independent hotels. For instance figure 1.1 shows the January 2020 hotel occupancy rate for China in the chart below shows that hotel occupancy rates plummeted from mid-January.

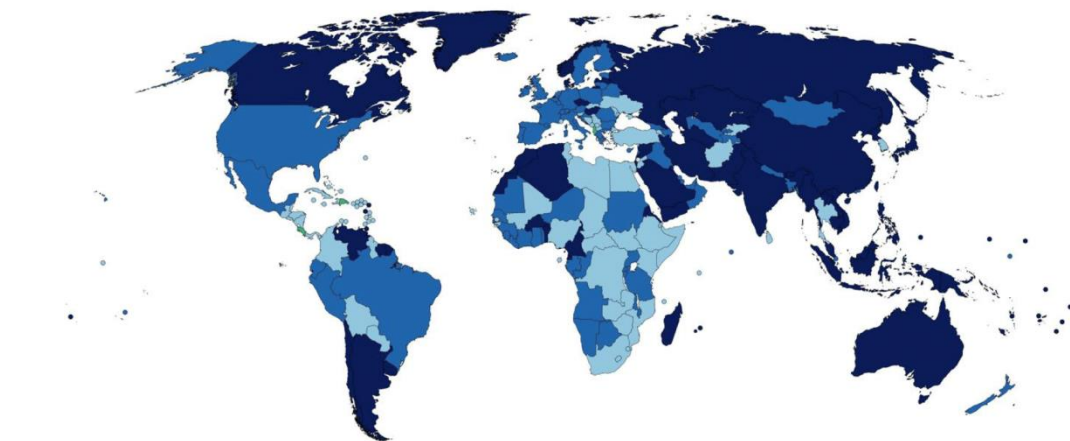
Figure 1.1 Hotel occupancy in mainland China in January 2020



Source: Str.,(2020).

Even in some countries where the pandemic has been effectively controlled there have been second and even third waves of outbreaks. In order to avoid the spread of the virus, the country has also made relative policies such as closing its restriction to prevent the import of viruses from abroad. This has resulted in the travel industry being hit hard, both internationally and domestically. Details can be found in Figure 1.2. Dark blue means the area is completely closed blue means partially closed and light blue means entry is possible but need to complete quarantine and virus testing.

Figure 1.2 International destinations with travel restrictions



Source: UNWTO (2021)

Therefore, it is difficult to predict the day when the pandemic will be entirely over. With the advent of vaccines, various countries try to open their destination. At the same time, the pandemic has lasted a long time. From the BBC (2021) news it is not difficult to find the increase in travelers' desire to travel due to people being isolated at home for too long. Because of the severe impact and unpredictability of the pandemic, the UNWTO (2021) shows that nearly 40% of the world's countries are gradually opening their borders. Especially for countries and regions that heavily relied on tourism economically. Although some countries have chosen to open their doors, each country has different entry requirements. For instance, designated vaccinations, the length and cost of quarantine, and the complex visa application and processing all discourage visitors. In addition, it's hard to ensure that the visitors will obey the requirements all the time. Once the pandemic loses control, the restrictions are required to close again. However, some of the destinations persevere in reopening because they desperately need tourism to revive the country's economy. Meanwhile, research and the use of vaccines have been completed in some countries. For those who have already been vaccinated, some countries have issued vaccine passports. People with vaccine passports are allowed to enter and leave restricted settings. (Hall and Studdert, 2021)

Unlike the present situation, traveling overseas was simpler and more convenient. Researchers also have a rich and mature study of the risk perception of overseas tourism among tourists in general before the pandemic. Risk perception is necessary for the travel

industry. Researchers have found that risk perception in the tourism industry can serve as a favorable predictor when travelers are planning their trips. (Sönmez and Graefe, 1988) The image of a travel destination is directly proportional to tourism risk perception. Tourists' risk perceptions of tourist cities influence the development of the local tourism industry. In today's developed internet tourists' image of travel destinations is easily influenced by the news and information they learn on the Internet. Compared with the normal situation we lack useful information and knowledge about pandemics to help people get through the situation. This is particularly true for countries that are overly dependent on the tourism and hospitality industries. Even though vaccinations are gradually complete the unpredictableness of the pandemic with limited information will influence the travelers' decision-making for travel as well as the risk perception.

For instance, there was a SARS outbreak in November 2002. It's quite similar to the COVID-19 pandemic but SARS has a short duration. Nevertheless, researchers found that International tourist arrivals are heavily influenced by the negative impact of the pandemic and have a significant impact on tourism. Also, tourism can be affected to different degrees owing to the policies of each country in response to the severe pandemic. (Kuo et al., 2008) With the globalization of the pandemic, identifying potential risks in travel will be a priority and a close concern for travelers. How tourism industries can develop during the pandemic will become an essential problem as well. Depending on the differentiation of entrance policies from each country health won't be the only concern factor but financial quarantine time and every uncertainty of international travel, etc.

As a popular tourist destination, Thailand tried to revive part of its tourism economy by encouraging inbound travel during the pandemic but that was not enough. Therefore, for this particular period, the Tourism Authority of Thailand created the Sandbox campaign in Phuket on the first of July 2021 to promote tourism. In addition, the Thai government released special visas such as the Elite Visa to drive Thailand's rapid economic recovery. The government also enacted and timely adjusted relevant policies such as shortening quarantine time and adjusting disease risk. Thailand was trying to attract tourists because of its dependence on the tourism industry. Before the pandemic Thailand attracted tourists from all over the world. As McDowall and Wang (2009) mentioned that Thailand is one of the world's leading tourist destinations because of its natural resource's prime location easy access and successful marketing

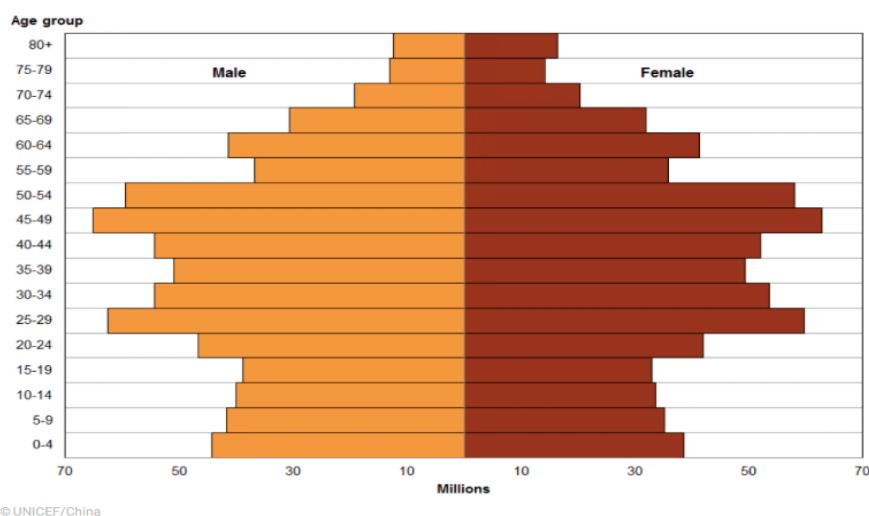
strategy. Besides the report released by UNWTO (2021) shows that the world's top international tourism destination ranking of the international arrivals and tourists' income in Thailand was continuously raised. Tourism Development in Thailand began to receive attention from the Thai government in 1979. The success of the government was evident when tourism became the fastest growing and most important industry in the Thai economy (Chon, Singh, and Mikula, 1993). However, the pandemic changed everything. The international arrivals dropped significantly since the pandemic occurred. Therefore, it's worth it to select Thailand to study. First of all compared to other Asian countries, Thailand is also more dependent on tourism as a high-ranking country for international arrivals. Secondly, global pandemics lead to economic depression in the current situation. Thailand may become one of the best choices for international travel destinations because of its low prices and many promotions. Thailand was considered a high-risk travel destination regarding The Travel & Tourism Competitiveness Report (World Economic Forum, 2017) the data from Thailand present a low ranking of safety and security with the violence crime and terrorism high terrorism incident index. During the pandemic the outbreak perhaps changed the perception of risk in travel destinations. Under all these conditions Thailand can be a suitable example for a study and research on the risk perception of tourists during the outbreak. Moreover, after exploring the perceived risks the government can make better corresponding strategies.

When it comes to tourism in Thailand Chinese tourists should be mentioned. Before the pandemic Thailand Tourism Statistics for 2019 to 2020 (Thaiwebsites, 2020) released the data that from 2012 on-wards China has taken the first place as far as providing tourists to Thailand with approximately 11 million Chinese arrivals in 2019 which was 27.6% of the total. Thailand chose China as a sustainable development market because of the recognition of the rapid growth of the Chinese economy. (Amonhaemanon and Amornhaymanon, 2016) Not only for Thailand but also for some other countries where Chinese tourists are the main consumer group. The Chinese Ministry of Culture and Tourism reported in 2017 that the number of people in the first half of 2017 reached 62.04 million and the second half of the year will see more departures during the summer holidays and Golden Week (Ministry of Culture and Tourism of the People's Republic of China, 2017). In addition statistics conclude that outbound travel will continue to grow at a steady pace. According to China's outbound tourism industry report (2019) released by the Chinese outbound tourism consumption report, it is not hard to find China's outbound consumption steadily ranked first in

the world. The principal factors affecting Chinese outbound travel are the convenience of Visa Processing, the fluctuation of the currency exchange rate, the development of international airlines, and Internet technology. At the same time, the development of China's economy has led to considerable potential for the outbound travel market in second and third-tier cities. Moreover China has good control of the outbreak. People who strictly observe pandemic protection for a long time will be more eager to travel and outbound travel. Chinese people are also likewise able to follow the pandemic prevention regulations of each country when traveling abroad. However, due to the pandemic outbreak in December 2019, the Chinese are restricted from leaving China, and Chinese tourists have dropped significantly. Until now, the Chinese government's restrictions on international travel have not been lifted. The government has urged people not to leave the country unless it is necessary. Therefore, this dissertation focuses on the risk perceptions of Chinese residents to travel to Thailand during the pandemic with Chinese residents as the main target audience.

Due to the large population base as well as the diversity of China's population. Four generations will be explored which are baby boomers. Generation X Y and Z. From the age distribution of China's population (Statista, 2019) a large number of these four generations in the population distribution. The chart below shows that the main population distribution in China is between the ages.

Figure 1.3 China Age Distribution Chart 2017.



*Source: National Bureau of Statistics, China Statistical Yearbook, 2018

They will be the primary consumers and tourists. In China, baby boomers are retired, and have a lot of leisure time and money to spend. Generation X is following the baby boomers most of them are talking about retiring or have retired. They will have more free time and more assets. On the other hand, Gen Y is those who have jobs, and are facing graduation or employment. Most of them are well-educated and have no language barriers. Gen Y is the generation that has the wealth of their parents as only children. They are more focused on life and work balance and their own experience (Suhanti, Noorizki, & Pambudi, 2021). Generation Z is the newest generation, born with the developed internet and technology. These four generations have different ways of thinking education living environment social experience etc resulting in even more diverse perceptions of risk in travel destinations. Thus, the four generations will be explained -- Chinese baby boomers Generation X, Y, and Z, as the main generations with the largest proportion in the tourism market, and investigate their difference in risk perception and travel intention. This study focuses on how to help international tourism when a pandemic may coexist with humans for long periods. Compared with SARS, COVID-19 is a long and poorly controlled pandemic. It could help to fill in the risk perception of tourism in the context of a global pandemic. It can also fill in the risk perception of tourism for Gen X and Gen Y as the main age groups in the future tourism industry.

In addition the tourist typology groups need to be mentioned when referring to the main visitor ages. Tourist types are classified by Cohen (1972) into four main types namely Organized mass tourist Individual mass tourist Explorer and Drifter. He categorizes tourists with the same type of characteristics together and thus introduces the concept of tourist roles and tourist typology groups. Therefore, to better study the risk perceptions and travel intentions of Chinese tourists under the pandemic this study will also apply this concept to classify Chinese residents. Furthermore, it can make the study more interesting by understanding Chinese tourists from a more diverse perspective. Simultaneously, after reading the literature, it was found that there is a lack of research on the relationship between tourist typology groups and travel intention. This study can also fill this gap through investigation.

Moreover, the uniqueness of pandemics and the unpredictable nature of their development few studies have focused on risk perception under pandemics which provides a good opportunity for this study. There are limited risk perception studies for similar situations.

Therefore, the present study can also complement and refine people's perceptions of risk in particular situations to fill this gap in the literature. In addition as Thailand is a country that relies on tourism development and had a large number of Chinese arrivals as its main target market before the pandemic this study can also be used to understand the needs of Chinese tourists and thus effectively deal with the large loss of Chinese tourists during the pandemic. The large population of China makes opening the country's doors difficult and the pandemic can easily get out of control. The UNWTO report released in 2021 states that Chinese tourists have been the largest source country for the tourism industry. Therefore, this becomes an interesting aspect and motivation for this study. To understand the risk perception of Chinese tourists for countries with a rich tourism sector under a pandemic whether demand and interest will increase during a prolonged period of inability to travel internationally and how tourism-dependent countries will recover their economies as well as attract Chinese tourists. These could provide better policies and fill gaps in the literature for the development of the tourism industry in the event of a pandemic.

1. 2 Statement of research problems

Despite the relative maturity of research on risk perception and travel intention, there are limited findings on Chinese tourists' risk perception under pandemic especially the findings on risk perception and travel intention under pandemic. This paper focuses on this gap in the literature.

1. 3 Research Question

What are the factors influenced the perception of travel risk and travel intentions of Chinese residents during the pandemic?

What are the differences in risk perceptions and travel intentions of Chinese residents across generations and tourist typology groups?

1.4 Research Objective

To examine factors influencing travel risk perception and travel intention of Chinese residents during the pandemic.

To compare travel risk perception and travel intention among different generations and tourist typology groups of Chinese residents.

1. 5 Scope of this research

1) The population of this study is Chinese residents and covers a wide range of ages, including those who can afford to spend in China.

2) The content of this study article expands the scope of research on Chinese people's risk perceptions of going to Thailand in a pandemic. From the basics to the types, definitions, and characteristics of risk perceptions to the application of Chinese residents' perceptions and level of interest in using Thailand as a travel destination during a pandemic in the present day. It also examines their level of interest in traveling to Thailand and their perception of Thailand as a tourist destination. The study also examines what risks they perceive that affect their intention to travel to Thailand their interest in traveling to Thailand and their perception of Thailand as a tourist destination.

3) The traveling destination studied in this paper is Thailand which is one of the top five destinations recommended by UNWTO in its 2017 report for Chinese travelers.

1. 6 Structure of Thesis

The structure of the research will involve 5 chapters which include the introduction literature review research methodology results and conclusion.

Chapter One - Introduction

The first chapter is devoted to a general introduction to the rationale for the study the background. Moreover, this chapter includes the research questions objectives the scope of the study and the structure of the thesis.

Chapter Two- Literature Review

A review of the existing literature is the main focus of chapter two. This chapter examines in more detail the factors associated with risk perception and travel intention. Meanwhile, this chapter will also mention the research gap that this paper is trying to fill and indicate the significance of this thesis. The hypotheses and conceptual framework relevant to this study will be developed.

Chapter Three- Methodology

This chapter focuses on the research methods used in this study, the survey instruments, the measurement factors designed to achieve the objectives of this study and the data analysis tools. This chapter will also briefly introduce the measurement methods for each hypothesis in preparation for the data analysis in Chapter 4.

Chapter Four- Result

The aim of this section is to present the results of the data analysis. The results of the underlying demographics will first be analyzed followed by the use of means and standard deviations to describe the main variables. The same factors measured using the Likert Scale are also measured and compared using means and standard deviations. In the end multiple regression and ANOVA are used for each of the hypothesis tests.

Chapter Five- Conclusion and Discussion

The purpose of the final chapter is to conclude the full work, including the main conclusions drawn from the analysis and comparison of the data in this thesis the research objectives corresponding to each hypothesis the contribution and the limitations of this study the relevant recommendations based on the results as well.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This study focuses on what factors influence travel risk perceptions and intentions of the Chinese residents during the pandemic. Although research on risk perception is well established in the field, there is a lack of investigation into the factors that influence tourists' risk perceptions and travel intentions during the specific period of the pandemic. Therefore, this research allows for a refinement of what factors influence tourists' risk perceptions in different contexts. The critical review will be on the definition of risk perception, the factors that influence risk perception, and current learning on risk perception in pandemics. To develop hypotheses and conceptual frameworks based on the relevant review content as well.

Literature Review Framework

Examples of early research on risk perceptions include factors such as behavior (Weinstein et al., 1993) gender (Gustafson, 1998) natural climate (O'Connor et al., 1999) and air pollution (Bickerstaff, 2004) natural hazard (Linden, 2015) and etc. However this review will focus on travel risk perception and the review framework in two main parts. The first part is a review of past research on travel risk perception. This part includes a definition of risk perception and the factors that influence risk perception. The other part is a review of current research on travel risk perception.

Addressing the components that influence risk perceptions during a pandemic this study will use generation novelty and familiarity seeking, travel intentions as the main literature review factors. In the findings of Meng et al. (2021) it was found that during the pandemic people pay more attention to the advice of those around them when making decisions. Therefore, this research will also review the influence of subjective norms on travelers' travel intention. Moreover, the vulnerability will also be used as an element of the literature review in light of the particular circumstances of the pandemic.

2.2 Previous study of travel risk perception

Research into risk perception has a long history. Reisinger and Mavondo (2005) first examined how cultural and psychological factors affected people's perceptions of travel risk, anxiety and intention to travel abroad in 2005. Then in 2006 they looked at how perceptions of travel risk safety anxiety and intention to travel varied among people traveling internationally. Reisinger and Corrts (2009) extended their previous work by exploring the effects of national culture on perceptions of travel risk and safety anxiety and intention to travel. Foch investigated the relationship between sensation-seeking personality traits and backpacker risk perceptions through a survey of 579 Israeli students who had experienced backpacking. By the time of 2017 Promsivapallop et al. (2017) sought to conduct a comparative assessment of destination images and travel risks as perceived by young German travelers in three ASEAN countries Singapore Thailand and Vietnam. The next year, they looked at young educated Germans' perceptions of travel risk and how they related to factors including gender age past travel experiences and willingness to visit Thailand.

Definition of travel risk perception

The booming economy has increased people's assets and leisure time. The travel demand has increased as well. In recent years safe travel has been undertaken seriously. And travel risk perception has become extremely essential in people's safety assessment of travel. (Cui et al., 2016) Perceived risk is considered to have an impact on the consumer's purchase decision process in marketing (Tian-Que, 2020) and an obvious effect on the decision-making behavior of travelers. (Wang, Xue, Wang, and Wu, 2020) Risk perception as a key influence guides people's behavior before, during, and after a danger occurs. (Rohrmann, 2008) The risk of an event occurring during travel is unpredictable and is linked to the traveler's behavior knowledge possessed length of travel destination, and choice of activities. (Leggat and Franklin, 2013) Risk perception is subjective and differs for each individual. Besides it is people's instinctive and intuitive response to danger. (Slovic and Peters, 2006) To avoid negative effects, consumers anticipate risks before making a decision. (Reisinger and Mavondo, 2005)

People rely more on their own experience and acquired knowledge. Nowadays with the advanced internet people also trust most of the information they receive from the Internet. Yang and Nair (2014) argued that the definition of risk perception is fraught with

uncertainty. Perceptions are people's subjective feelings, not objective facts. Therefore, the definition of risk perception is gradually changed and refined according to this uncertainty for different periods situations and specific objects. In 1997 tourist perception of risk was defined as the likelihood that an adverse situation will happen to the tourist at the travel destination (Tsauro, Tzeng, and Wang, 1997). Sonmez and Graefe (1998) specify the definition as the value of risk perceived by the traveler in the past travel experience. In the analysis of risk perception in the study of backpackers risk perception is defined as the traveler's perception of whether the event exceeds an acceptable level of negative impact (Reichel, Fuchs, and Uriely, 2007). According to the exploratory of Fuchs and Reichel (2011) risk perception is described as a visitor's concern about potential losses future adverse effects and unconscious exposure. Researchers consider that travel-related risks can be defined as threats to travelers' health or undesirable events. (Noble, Willcox, and Behrens, 2012) In most cases the risk is defined as a possibility. The concept of risk is multifaceted and not limited to the negative aspects (Rohrmann, 2008). Wolff Larsen and Øgaard's (2019) study suggests that people's different definitions of risk can cause serious problems. Moreover, various subjective biases can bias the measurement of risk perception and lead to wrong conclusions. Hence understanding the attributes and definitions of risk perception can help people better measure risk.

Risk perception is a subjective feeling rather than an objective fact. When tourists choose destinations and consumer products and services risk perception will influence the final decision-making. As a result of risk perception studies tend to use negative descriptions of tourism destination attributes. (Perpiña, Camprubí and Prats, 2017) Meanwhile, academic studies of international travelers have found that uncontrollable risks in travel (such as natural disasters and bad weather) are more important to consider than controllable risks (such as man-made disasters or sunburn). (Carballo, León and Carballo, 2017) The measurement of uncontrollable risks and their solutions are more complicated than those of controllable risks.

2.3 Current study of COVID-19 and risk perception

Researchers studying the risk perceptions associated with Italians during the pandemic found that while they were highly concerned about the pandemic, they had the lowest perceptions of health risks and the highest perceptions of financial risks (Lanciano, Graziano, Curci, Costadura & Monaco, 2020). Researchers (Suhanti, Noorizki & Pambudi, 2021) studying young people in Indonesia perceived a moderate risk of a pandemic, and the perceived risk of a pandemic was moderate. Americans equally perceive health risks and financial risks under the pandemic. They perceive threats to their health and the potential loss of jobs. (Wise, Zbozinek, Michelini, & Hagan, 2020) In expanding the study of risk perceptions in pandemics, scholars compared the differences in psychological perceptions of risk under pandemics among young people in several countries. The results noted that Turks felt the most nervous and anxious about the pandemic compared to Gypsies and Portuguese. However, the Portuguese were the most worried about catching the virus. (Seabra, Alashry, Cinar, Raja, Reis & Sadiq, 2021)

In studying the relationship between risk perception and age during the COVID-19 pandemic in Italians, Rosi et al. (2021) found that different age groups had different perceptions of risk perceived severity and vulnerability, with older people having higher perceptions of risk vulnerability than younger people, in contrast to risk perceived severity. Young people are physically more resilient and less likely to perceive the risk of negative emotions caused by the pandemic. (Fu and Wang, 2022) Investigating the perceived risk of a pandemic in a South African population found that middle-aged people underestimate the disease risk of a pandemic (Burger, Christian, Brown and Rensburg, 2020) According to the previous introduction about the dimension and attribution of the risk perception, as one of the elements, the psychological risk is one of the essential factors that affect the objective feelings. Cori, L. et al. (2020) mentioned that in the COVID-19 pandemic, negative emotions such as fear become an inherent feature of the disease and are difficult to control.

2.4 Travel intention

Many factors influence travel intentions. For instance, the electronic world of mouth (Jalilvand, Ebrahimi & Samiei, 2013), travel choices (Tangphaisankun et al., 2011), risk-related knowledge that people have (Meng et al., 2021), perceived behavioral control, subjective

norms, travel attitudes (Chun-hui et.al, 2013). This includes the aforementioned destination image novelty and familiarity. However, not much literature has been conducted on the relationship between novelty and travel intention. The various categories of these factors are driven by other factors. In the case of older adults, the main factors that affect the willingness to travel are health, habits, and interpersonal constraints. (Chen, Dai, Xu & Abliz, 2020) Studies have indicated that behavioral perceptions, historical behavior, etc. can be used as predictors of destination intention. (Lam & Hsu, 2006) In addition, tourists' increased loyalty to the brand will generate positive travel intentions as well. (Chatterjee & Suklabaidya, 2020) Differences in background culture have a different impact on young people's intention to travel abroad have different effects. Study shows that Israelis have the highest risk assessment of destinations where health and other hazards exist Polish students have a stronger intention to travel abroad. Travel intentions to India are low among tourists who value health risks, while tourists who want to avoid financial risks are reluctant to consider Egypt as a travel destination. Intention to choose Japan and India as travel destinations decrease when destination risk perceptions become high. (Desivilya, Teitler-Regev & Shahrabani, 2015)

Under the pandemic, tourists' willingness to travel plays a positive role in travel intentions. (Dai & Jia, 2021) However, willingness to travel is driven by perceived risk. (Kapuscinski, 2014) Among the factors of risk perception, social risk has a deep impact on travel intention during the pandemic period.(Febri Falahuddin, Teroviel Tergu, Brollo & Oktri Nanda, 2021) In studying the travel intentions of the Dutch market after the pandemic crisis, it was learned that risk perception was also positively correlated with domestic leisure travel intentions. (Isaac & Keijzer, 2021) Safety risks have a significant impact on travel intentions, and tourists are aware of the hazards of pandemics thus prioritizing safety and health. (Kurniawan, Prasasti, Rakhmad, Hidayat & Takada, 2021) Performance risk and time risk, on the other hand, have a negative impact on the intention of Chinese university students to visit Malaysia have a negative impact. (Khan, Chelliah & Ahmed, 2018) From the analysis of the researchers' findings, it is clear that the perception of risk is perceived differently by tourists of different nationalities depending on their cultural background, thus influencing their travel choices and intentions.

Travel intention serves as the focus of this research three hypotheses will extend the influence of risk perception on travel intention under a pandemic.

Hypothesis: Travel risk perception has a relationship with travel intention during the pandemic.

Hypothesis: There are differences in travel intention among generations.

Hypothesis: There are differences in travel intention among tourist typology groups.

2.5 Factors influencing risk perception and travel intention

There are various factors associated with risk perception. For instance, travel and previous risk experience, preference of a novelty, generation, gender, and nationality. (Yang, Sharif and Khoo-Lattimore, 2015) Han (2005) found that when a person has previous travel experience at a destination, then the perceived risk of that place is greatly reduced. Similarly, the more familiar a person is with the destination, the less risk perception there is. Considerable experience is an important factor in understanding risk perception and favorably predicting risk. (Ohman, 2017; Linden, 2014) Some studies have illustrated that novelty and familiarity preferences can effectively delineate travel roles (Keng and Cheng, 1999), which are the organized mass tourist, the individual tourist, the explorer and the drifter. (Cohen, 1972) Larsen (2019) indicated that traditional visitor roles can be divided into two parts which are novelty and familiarity seekers. Lepp and Gibson (2003) further investigated the relationship between novelty preferences and risks associated with international tourism. The results indicate that differences in the degree of novelty-seeking by tourists may also turn into differences in risk perception. Also, the tourist role is an essential variable. In addition, novelty preference is the use of discomfort with an item that leads to a decrease in liking. (Liao, Yeh and Shimojo, 2011) For age differentiation Otani and Leonard (1992) show that older people are more focused on risk perception. They are more cautious and can hardly cause loss. (Bonem, Ellsworth and Gonzalez, 2015) Conversely, young people are more susceptible to social influences. (Knoll, Leung, Foulkes and Blakemore, 2017) Such as friends elders network etc. Furthermore, older age groups dominate among risk and uncertainty-averse travelers. (Karl, 2016) Regarding gender in Reisinger and Crotts' (2009) studies results show females feel more risky, uneasy and anxious about international travel than males. The perception of risk is higher in females than in males. (Susanto, Nugroho W.P and Rizkiyah, 2018; Hitchcock, 2001; Sund, Svensson, and Andersson,

2017) Gustafson (1998) mentioned that risk research on the attributes and relationships between gender structures, ideologies, and practices will enhance the understanding of risk and gender. The next related factor is nationality. People in different cultures have other decision-making styles (Garg, 2011) and risk perceptions (Febles, 2016; Seabra, Dolnicar, Abrantes and Kastenholz, 2012; Weber and Ancker, 2010). The perception of risk across nationalities is consistent with the culture of uncertainty avoidance in that country. (Bontempo, Bottom and Weber, 1997)

Demographic factors that drive destination choice, media influences, and social and cultural factors associated with tourists' risk perceptions are discussed by Garg and Kumar (2017). All of these factors are influential in making a decision. Whether it's a destination or purchase decision. First of all, demographic factors as a large factor include age gender nationality etc. The most significant relationship between demographic factors and fear of danger is the exposure to the perception of danger to the individual. (Savage, 1993) Furthermore, in the results of Sonmez and Graefe's (1998) study it was shown that the level of risk perception can be one of the factors that directly determine the international tourism destination. Nowadays, more and more people are handing over information through the Internet. Media serves as an effective medium to help people get the information they want. Learn from the study result of researchers (Wahlberg and Sjoberg, 2000; Vyncke, Perko and Van Gorp, 2016) that the media does impact people's risk perceptions to some extent. Risk perception is influenced by the additional information available in the media. (Wahlberg and Sjoberg, 2000) Followed by the social and cultural factors, which are the same as the nationality factors. (Kozak, Crotts and Law, 2007) There are some differences in the perception of risk among people from different cultures. Reisinger and Mavondo's (2006) research shows us that travel was perceived as less risky compared to travelers from the United Kingdom, Canada and Greece, while the opposite for those from the United States, Hong Kong and Australia.

When referring to risk perception-related influences, scholars also often study the relationship between vulnerability and risk perception. Vulnerability is one of the three foundational factors that must be considered when studying risk. (Crichton, 1997) Risk perception increases vulnerability when people are harmed by social, cultural, and economic factors. (Jóhannesdóttir & Gísladóttir, 2010) Besides, the role of risk perception in disease

research can also be one of the significant factors that are determining the ability of individuals to reduce their vulnerability to risk (Williams, Collins, Bauaze & Edgeworth, 2010). It can be used as an intermediate influence as well for instance. Messner and Meyer (2006) in pointing out the existence of vulnerability factors in terms of community risk perception and flood preparedness.

Moreover, researchers figured out risk perception in relationships with destination images and travel intention (Caber, González-Rodríguez, Albayrak and Simonetti, 2020). Among the different dimensions of risk perception, financial and performance risks have a significant impact on destination image (Khasawneh and Alfandi, 2019). In risk literature, the destination image is used for negative versions (Perpiña, Camprubí and Prats, 2017). However, destination images can also positively change the perception of risk. For instance Lu (2021) found that a positive destination image can cause older adults to ignore some of the risks and decide to travel again to the same destination. In addition, the destination image has the effect of moderating risk perception (Nazir, Yasin and Tat, 2021; Xie, Huang, Lin and Chen, 2020). Some of the risks perceived such as psychological and financial risks affect the image of the destination. Likewise, some risks directly affect revisit intention such as physical risk (Chew and Jahari, 2014). For travel intention in the researcher's (Qi, Gibson and Zhang, 2009) study with the Beijing Olympics as the subject it was shown that some risk perception factors have a negative impact on intention. Researchers (Gray, Schroeder and Kaplanidou, 2011) have also shown that some risk perceptions hurt future travel intentions. On the other hand, the perceived risk and anxiety level of travel can determine the intention to travel internationally (Reisinger and Mavondo, 2005). The relationship between risk perception and intention is also influenced by the role of subjective norms as mediators (Ng, 2022). However, subjective norms play an effect on behavioral intentions (Na, Onn & Meng, 2016; Hsiao & Yang, 2010). Also, it is one of the factors that predict the intention to travel (Brechan, 2016).

2.5.1 Familiarity and novelty seeking

Tourists like to seek novelty and excitement such as trying new cuisines and enriching their travel experience (Quan & Wang, 2004). Cohen's description of the classification of tourists shows that different types of tourists seek different levels of novelty and familiarity. Jenkins (1969) considered novelty as the contrast between current perception and previous experience. With the fusion of perceptions obtained from one's own experience and the cognitive

subjective quality of that experience, novelty experiences can be divided into four forms: external and internal sensations, and external and internal perceptions. (Pearson, 1970) Hirschman (1980) also divides novelty seeking into inherent and realized novelty seeking. Inherent novelty seeking is people's desire to seek excitement; while realized novelty represents the actual action people take to obtain excitement. In the investigation of novelty as an uncertainty-driven attribute, Goo et al. (2022) figured out that when tourists seek novelty, the overall perception of the travel experience is enhanced leading to an increase in overall travel satisfaction. In addition, a core component of travel motivation is novelty seeking, which is the exact opposite of familiarity. (Jang & Feng, 2007) Meanwhile, visitors tend to get bored when they feel the environment is too familiar, leading to an awakening of novelty seeking. (Tse & Crotts, 2005)

The opposite of novelty is familiarity. Familiarity is defined by Merriam-Webster's collegiate dictionary (2003) as common, frequently occurring, and experienced daily. Literary destination familiarity refers to accessing information about a specific destination or other people's relevant experience in that destination through several sources. (Ju, Liu, He, Zhang & Yan, 2021) For tourism, familiarity refers to the tourist's knowledge of the destination. (Zheng, Chen, Lin, Tseng & Hsu, 2021) The more familiar a visitor is with a destination, the more positive the impression, the higher the level of interest in the destination, and the more likely they are to revisit. (Milman & Pizam, 1995) Even familiarity with familiarity allows visitors to search for information without spending too much effort. (Carneiro & Crompton, 2009) However, after familiarity hits its peak, the attractiveness of the destination begins to decline. (MacKay & Fesenmaier, 1997)

When Baloglu (2001) studied the effect of familiarity on the image of Turkey, familiarity was categorized into three types.

1) Informational. The extent to which travelers use information can be obtained from single or multiple sources.

2) Experiential. The extent to which visitors learn or adapt from past experiences.

3) Self-evaluation. Tourists self-rated their familiarity with the destination.

The first two types are more objective, while the last type is predominantly subjective leading to low reliability. Furthermore, familiarity developed through cognitive images

is a powerful factor influencing travel intentions. (Zhong, 2013) Researchers studying the relationship between food familiarity and risk perception emphasized that familiarity has a significant effect on risk perception. Familiarity was perceived to have less risk, (Fischer & Frewer, 2009) such as the health risk perception (Martina & Silvia, 2015) and help buffer individuals' perceptions of risk from a social perspective, (Doran, Bierbach & Laskowski, 2019)

Therefore, the hypotheses were developed based on a review of the relevant literature.

Hypothesis: Novelty has a relationship with travel risk perception during the pandemic.

Hypothesis: Familiarity has a relationship with travel risk perception during the pandemic.

2.5.2 Vulnerability

Chambers (2006) defines vulnerability as being exposure to risk, lack of security, and difficulty for people to address and respond to. The factors that influence vulnerability vary depending on the particular situation. When Downs et al. (2010) studied the effects of stress in the built environment on people's health, the results pointed to psycho-social stress as the main factor contributing to vulnerability. Citing UNAIDS in their study of AIDS, Topouzis and Guerny (1999) illustrate how vulnerability comes to be influenced by social factors. The vulnerability has been studied in relation to many diseases, not just AIDS. However, in terms of disease, vulnerability is often used to describe people's susceptibility to their health conditions. (Bertolozzi et al., 2009) Based on the available findings and combined with vulnerability it can be found that

1) Older men have a higher vulnerability to the disease under a pandemic compared to other age groups. (Bonafè et al., 2020)

2) Infectious materials such as infected medical instruments are potentially vulnerable when in direct or indirect contact with patients. (Khan et al., 2021)

3) Gender can be used as a risk factor to determine pandemic vulnerability. In contrast, nursing positions are predominantly female. Based on the exposure to infectious agents mentioned in the previous article, this leads to higher vulnerability of females under a pandemic. (Enarson, n.d.)

The vulnerability could be divided into internal and external aspects as well. External aspects are the external risks, stresses, or shocks to which an individual or household is exposed. Conversely, the internal aspect is the lack of means to cope without causing damage and can be described as defenseless. (Chambers, 2006) In addition, risk in our daily life is linked to vulnerability. People enhance their lives by seeking out potential risks and causes of exposure to hazards, thereby reducing them. (Wisner, Blaikie, Cannon & Davis, 1994) Adopting the example with the current pandemic environment, the COVID-19 virus, as a pandemic, is an external disease risk for the individual or collective. In terms of internal aspects, the pandemic leads to economic hardship, physical weakness, and much psychological negativity, etc. The risks in this paper are based on the current pandemic environment. Thus vulnerability, based on the Bertolozzi et al. (2009) summary, refers to susceptibility to disease, while risk indicates the probability of being infected by a virus. Moreover, vulnerability can determine a person's risk of infection and illness, etc. Learning from Ramirez et al. (2021), it is easy to see that pandemics can spread to different countries and affect them in different ways through channels such as travel. The degree of impact depends on the local attitude toward the pandemic and the specific measures. The vulnerability-related concepts used in this paper are therefore similar to the disease risks mentioned previously.

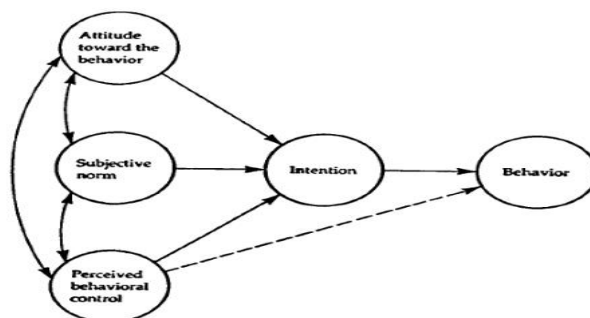
In this paper, we would like to investigate the relationship between vulnerability and risk perception in light of the pandemic. The third hypothesis was developed following the previous two hypotheses.

Hypothesis: Vulnerability has a relationship with travel risk perception during the pandemic.

2.5.3 Subjective Norm

The concept of subjective norms used in this paper is derived from the theory of planned behavior. (Figure 2.1) Subjective norms can accurately predict the intention of the behavior. (Ajzen, 1991) This study aims to extend the influence of subjective norms on travel intentions during the pandemic.

Figure 2.1 Theory of planned behavior



Source: Icek Ajzen, 1991

The perceived stresses on a person to perform specific behaviors and the motivation of that person to obey those stresses. (Fishbein & Ajzen, 1975) Reflects how people are influenced by the behavior of family, friends, colleagues, etc. as important references. (Schofield, 1975) The social pressure it puts on people leads to a tendency to do what society thinks people must do. (Manning, 2009) To make clients make behaviors and decisions that will be socially acceptable. This is the reason why Gohar et al. (2020) emphasized that supervisory norms are the most influential factor in influencing people's behavior. The findings also apply to the tourism industry, where Gunawan's (1996) findings demonstrate that subjective norms act as strong controlling factors influencing tourist behavior. In addition, Shen et al. (2009) considered that subjective norms can be understood as suggestions or sources of information that influence tourists' destination choices. It is also one of the factors that control human intention. Thus, a subjective norm can be stated as a force that motivates people to behave in a particular way. (Bagozzi, 1992) The more support there is for the subjective norm, the higher the intention. (Krithika & Venkatachalam, 2014) However, in expanding the influence of social media on international tourists' travel intentions subjective norms act as mediators that directly or indirectly affect travel intentions. (Dai, Toanoglou & Zhang, 2021)

Depending on the situation, subjective norms refer to different elements. In pandemic studies, the subjective norm is the degree to which people are willing to be vaccinated, which is related to whether others in the community approve of their vaccination. (Husain, Shahnawaz, Khan, Parveen & Savani, 2021) Positive subjective norms have led to increased interest in purchasing immune-boosting herbs among Indonesian residents, as the public believes

that boosting the body's immunity will better prepare them to survive the pandemic. (Sofiana, 2021)

Hypotheses related to subjective norms were developed to better understand the intentions and risk perceptions of Chinese residents traveling to Thailand during the pandemic.

Hypothesis: Subjective norm has relationship with travel intention during the pandemic.

2.6 Chinese generation and tourism

Demographic categories are used to explain the size of a group and to classify the behavior of that group. (Market, 2004) People of the same generation share the same society and history. (Alwin and McCammon, 2003) Thereby they have distinct world views, values, and anticipation. (Kraus,2017) Cheng and Foley (2017) figured out that the specificity of each generation's experience leads to stable and unique values shaped by their growth. Knowledge of generations can provide researchers with new perspectives on how people behave and how they are affected across generations. (Rindfleisch, 1994) The Pew Research Center (2015) indicated that age can be considered a frequent predictor of differences in personal behavior and attitudes. The typical age is divided into four generations, which are:

Table 2.1 Generation Description

Generation Categories	Born	Age	Brief Introduction
Baby Boomer	1946-1964	75-57	People who were born after the Second World War. The lifestyles and habits are heavily influenced by the economy. (Speer, 2011) The baby boom was divided into two generations in 1954. The first generations are passionate about their career but also self-indulgent. The second generation, however, is prone to be concerned about financial issues. (Schewe and Meredith, 2004)

Table 2.1 Continued

Generation Categories	Born	Age	Brief Introduction
Generation X	1965- 1980	56-41	It's a complex and controversial generation. This generation embraces cultural diversity and emphasizes personal quality of life. Likewise, it is the most entrepreneurial generation. (Schewe and Meredith, 2004) Yet, Martine and Fulton (2008) sums up Gen X as a generation that Baby Boomers don't understand and the next generation is unwilling to follow.
Generation Y/ Millennial	1981- 1996	40-25	For this generation the development of the Internet is crucial. Idealism becomes one of the major characteristics. (Schewe and Meredith, 2004) Furthermore, Arora and Dhole (2019) figured out that Gen Y is passionate about challenges, adapts well to change and teamwork but gets impatient easily.
Generation Z	1997- 2012	24-9	With the development of the Internet, this generation can easily travel between the real and virtual worlds. They are very active on social media. This generation would like to create brilliance but does not want to work hard. Compared with other generations, Gen Z has a richer knowledge of foreign languages. (Dolot, 2018)

*The age range is drawn from Simões, L. and Gouveia, L.B. (2008), Pruchno (2012), Colby and Ortman (2014), Ferrer (2018), Dimock (2019).

Concerning the different age groups due to experience, historical and cultural backgrounds, they have different characteristics. For instance, the Chinese are deeply influenced by Confucian culture. (Hennig, 2014) The older person has the highest status in the family and the younger generation is taught to respect their elders as well. Thus the main source of financial support for Chinese elderly people comes from their children. Because they experienced hard

times such as hunger during the Great Leap Forward it led they preferred to stay in their jobs even though they had retired. (Xie and Xia, 2005)

Generation X experienced the Cultural Revolution in their childhood and various changes in society after the reform and opening up when they grew up.(Yi, Ribbens and Morgan, 2010) Compared to the previous generations, this generation has more rights and more exposure to Western culture (Erickson, 2009) and focuses more on money. (Pek, Lim, and Yee, 2009) In addition the acknowledgment of Deng Xiaoping's reforms led to the conviction of Generation X to shift people's views from collectivism to the realization of individual wealth. (Ian, 2002) Therefore, they are eager for new things (Wang, 2002), willing to accept change, and have low conservatism and an expectation of self-improvement. (Egri and Ralston, 2004) They have a greater preference for collectivism due to the history behind their upbringing. The desire for personal security and future savings is the main characteristic of Generation X as well. Fiona et al.(2015) study it can be understood that X-ers are more focused on value and convenience. Chun-hui et al. (2013) consider that they take pride in their achievements, care about their feelings, and are willing to try new things.

Alternatively the millennial generation. As the only child generation (Kane and Choi, 1999), they not only grew up in a time of rapid economic development (Su, Watchravesringkan, Zhou and Gil, 2019) but also enjoyed nine years of compulsory education (Wang, 2009). They have not experienced the hardships of their parent's generation while enjoying the fruits of economic development. This has led them to be materialistic, self-centered (Yi, Ribbens and Morgan, 2010) and unique-loving (Kim, Hsu and Yuen, 2020). Millennials don't care what others think of them (Sun and Wang, 2010) and prefer free unique travel experiences (Chen and Dai, 2020). In addition, because they grew up in the internet age the Internet is used efficiently in their lives. This explains why millennial are eager to post pictures and videos on the Internet. (Du, 2019)

Although they are the same young generation, Generation Z people have their unique nature. Tang (2019) concludes that Generation Z is a more confident, secularized, self-referential and individualistic generation. They aspire to be unique and their spending power is gradually growing while they are also known as the borderless generation. (OC&C Strategy Consultants, 2019) They are more open and willing to accept cultures from overseas. Meanwhile,

most of them as descendants of the previous generation of only children have grandparents who are willing to provide financial support for them. Therefore, they do not need to worry about money. (Comendulli, 2019) Same with Generation Y they both rely on the Internet. Yet in terms of information gained online Generation Z is focusing more on information reliability (Marjerison and Gan, 2020). Tseng et al. (2021) consider that Generation Z is distrustful of commercial advertising. Their expectations of the trip depend on having quality information to avoid uncertainty during the trip as well.

Regarding the differentiation of characteristics, the risk perception will be different as well. Otani et al. (1992) found that younger people were not as cautious as older people. Older people take warnings seriously because they believe that ignoring them poses a greater risk. Compared to older adults, young people have less behavioral risk in the health and ethical domains, as opposed to social domain risk. This is due to their different perceptions regarding loss and gain. (Bonem, Ellsworth & Gonzalez, 2015) For older adults, the perception of environmental and psychosocial risks enhances their intention to revisit. (Lu, 2021) Under the pandemic, young people perceive a lower risk of death from disease, a relatively higher perceived financial risk, and more negative emotions. (Bruine de Bruin, 2020) However, some researchers have demonstrated that risk perception does not differ by age. (Field and Schreer, 2000)

Hypothesis: There are differences in travel risk perception among generations.

2.7 Tourism typology groups

Novelty and familiarity seeking has always been a theme of tourism research. Visitors can be classified into different roles, which can be identified by their behaviors, choices, activities, etc. A deep understanding of the tourist role can deepen the understanding of the decision or choice-making process of different visitors or consumers. (Gilbert, 1991; Dimanche & Havitz, 1995) It was mentioned earlier that Cohen (1972) divided tourism roles into four categories, which are

1) The Organized Mass Tourist. Represented by the tour group. Their overall itinerary is arranged in advance and follows the plan. They are the least adventurous and do not like novelty. Rely on familiar surroundings.

2) The Individual Mass Tourist. This group is more like the group of travelers who prefer free time in the tour group. Their plans are not entirely dependent on the tour's development and arrangements. There is a certain quest for novel experiences, but familiarity is still the main focus.

3) The Explorer. These tourists prefer to plan their trips alone, they try to interact with the locals and learn their language and culture. Although the quest for novelty dominates, some basic familiarity such as lifestyle is still retained.

4) The Drifter. This type of visitor is the one who can start an adventure in a completely new, brand-new place. They can earn their living during the trip, sharing food, shelter and some habits with the locals. There is no clear plan or goal for the trip. Almost complete immersion in the host culture, with familiarity, almost completely gone.

Lepp and Gibson (2008) argued that the personality traits of novelty and stimulus demand can be collectively referred to as sensation seeking. High sensation-seeking tourists are more like explorers and drifters. Besides, they are more likely to travel to riskier areas. Novelty seeking may influence destination choices and personal travel styles.

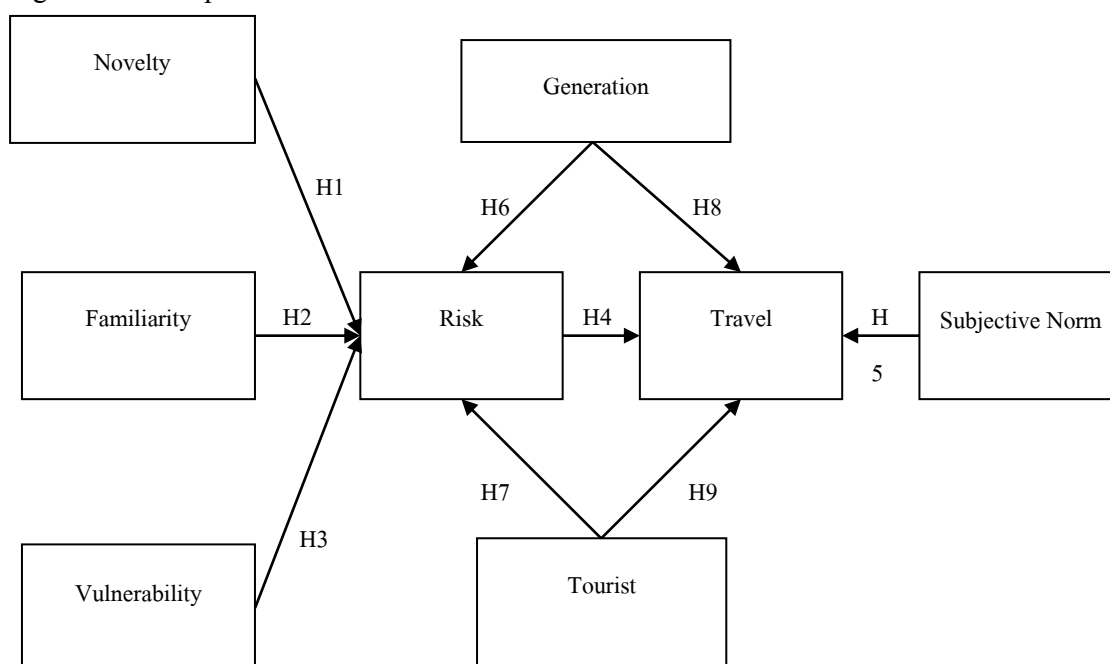
Therefore, the hypothesis will be:

Hypothesis: There are differences in travel risk perception among tourist typology groups.

2.8 Conceptual Framework

Based on the literature review and the hypothesis formulation, the conceptual framework was designed.

Figure 2.2 Conceptual Framework



2.9 Research Gap

Risk perceptions and travel intentions have not been investigated in two countries, China and Thailand, especially in the specific context of pandemics. The previous chapter mentioned the UNWTO reported in 2017 that Thailand was the only "China-ready" destination in Southeast Asia. In addition, the share of Chinese tourists among tourist arrivals in Thailand is very high. Therefore, while there is a wealth of research on risk perception and travel intentions, there are fewer mainstream journals that are directly relevant to this paper.

A large number of travel risk perception studies focus on gender and nationality among demographic factors. However, there are few studies that directly address the perception of tourism risk across the four generations. Moreover, there is a lack of research on visitor typology groups under the pandemic. This study aims to fill the gap in this part of the research.

Furthermore, in terms of the survey methodology that is directly relevant to this paper, Meng et al. (2021) collected a large sample to ensure the accuracy of the survey when they studied the risk perceptions of Chinese tourists under a pandemic. However, they collected the sample through a snowball technique. This survey method has some limitations in obtaining accurate information. In contrast, the sample in this study is a random sample to reduce the

problem of sample representativeness. Moreover, stratified sampling was preferred to divide the overall population into different types by generation for the study.

2.10 Conclusion

This section focuses on a review of concepts related to risk perception generation novelty and familiarity seeking, vulnerability, intention to travel and subjective norms. The relationships between them are understood and differences are compared. As a result, nine hypotheses are presented as well as a conceptual framework. The hypotheses will be reordered in order to facilitate relevant data comparisons and analysis. Further details can be found in table 2.2 . In addition, research gaps are presented based on the literature review in order to facilitate understanding of the implications of this paper.

Table 2.2 Hypotheses

No	Description
1	Novelty has a relationship with travel risk perception during the pandemic.
2	Familiarity has a relationship with travel risk perception during the pandemic.
3	Vulnerability has a relationship with travel risk perception during the pandemic.
4	Travel risk perception has a relationship with travel intention during the pandemic.
5	Subjective norm has a relationship with travel intention during the pandemic.
6	There are differences in travel risk perception among generations.
7	There are differences in travel risk perception among tourist typology groups.
8	There are differences in travel intention among generations.
9	There are differences in travel intention among tourist typology groups.

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

This chapter will focus on the methodology adopted for the study, which is concerned with the initial study and the hypothesis testing by quantitative method. In addition, the following processes involve the explanation of the target population and sampling, the way of data collection, account for measurement and variables, and the complete plan for data analysis will be present as well.

3.2 Study Method

Aiming to understand to factors influencing the Chinese residents' travel risk perception and intention to travel to Thailand during the COVID-19 pandemic, this study principally conducts a research methodology of quantitative method. To obtain the hypothetical results, a questionnaire suitable for this study was designed based on previous studies and literature reviews. As the hypotheses and conceptual framework were developed based on previous literature, they were further refined by combining them with the results obtained from previous researchers' studies.

The online questionnaire will apply to the current situation of the COVID-19 pandemic in China. The recurring nature of the pandemic and the stringency of China's prevention and control has made online ways of working and learning a necessity. Since the onset of the pandemic, the Chinese government is committed to avoiding a large population movement that could lead to an uncontrolled pandemic due to the large size of the Chinese population. Therefore, an online questionnaire approach became the primary method for this study. In addition, a wide variety of questionnaire sites also provide multiple platforms for online questionnaire collection in a convenient way. The Chinese version will be provided to suit all kinds of people.

3.3 Population and Sampling

The population involved in this study included Chinese residents with a wide age range Chinese generation Z to Baby Boomer which are a major Chinese population as well as consumers. Unlimited of the region and regardless of whether they had traveled to Thailand before the pandemic.

The formula for calculating the unknown population is from Dr. Scott M. Smith (2013).

$$\text{Sample size} = \frac{(\text{Confidence level})^2 \times \text{StdDev} \times (1 - \text{StdDev})}{(\text{Margin of error})^2}$$

A 95% confidence level will be used in this study. Therefore, the equal is assured to 1.96.

Thus, the formula:

$$\begin{aligned} \text{Sample size} &= \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.005)^2} \\ &= \frac{(3.8416 \times 0.25)}{(0.0025)} \\ &= \frac{0.9604}{0.0025} \\ &= 384.16 \end{aligned}$$

The final valid questionnaire (N=958) collected was more than sufficient as suggested by Smith (2013) which is 384 for an unknown population. Due to the pandemic, this study was based on an online survey to facilitate data collection. To capture more Chinese residents' perceived risk influences on travel to Thailand under the pandemic, multiple platforms were selected to distribute questionnaire links to identify more potential participants. In addition, a lottery was set up to win prizes for sharing the link with friends after completing the questionnaire, thus increasing the number and motivation of participants.

3.4 Data collection

In terms of data collection, this research quantitatively investigates the factors influencing Chinese residents' intention and risk perceptions to travel to Thailand under a pandemic specifically through a questionnaire. The researchers created the questionnaire on a domestic online platform and distributed the questionnaire link and QR code on the web. The questionnaire was divided into five parts:

Part 1: Personal information

The first part was personal information, which was based on demographic information. The region, generation, gender, income, education and travel experience.

Part 2: Information Source

The second part was based on information sources, which focused on where Chinese tourists get their information about Thailand. Besides, the media is divided into two parts: traditional media and digital media.

Part 3: Novelty and familiarity seeking

The third section is about the participants' preferences in terms of tourist destinations. This section deals with novelty and familiarity, as well as the tourist characteristics of the visitors.

Part 4: Risk perception, vulnerability and Subjective Norm under the pandemic period

The fourth part is the risk perception dimension of respondents' perception of Thailand as a tourist destination in the context of the pandemic. In addition, vulnerability and subjective norms will be placed in this component.

Part 5: Travel intention

The last part is the respondents' intention to travel to Thailand during the pandemic. This part covers two aspects, one is how good or bad respondents think Thailand is as a tourist destination under the pandemic, and the other is how interested respondents are in traveling to Thailand under the pandemic.

The online questionnaire was launched from January - March 2022. Because of the rapid update of information on the Internet, the information of the questionnaire should be updated from time to time and should be published on multiple platforms to questionnaires to ensure that the questionnaire is not ignored and forgotten. Make more people see and complete the questionnaire. The validity of questionnaires is easily affected when using the online platform to collect questionnaires, so the validity and logic of questionnaires are checked in the background after publishing them, and invalid questionnaires are screened out for the accuracy of subsequent data results. In addition, since the target respondents of this study were all Chinese residents aged 18-75, other participants who did not meet the age and nationality characteristics were removed.

3.5 The main study: Online survey

The main questionnaire survey platforms are Wenjuanxing, Wenjuanwang and Tencent questionnaire. There are also some social media platforms used to promote questionnaires such as Xiaohongshu, WeChat, Weibo, etc. The questionnaires are re-uploaded every few weeks to ensure that more people see them. In addition one of the advantages of online questionnaires is that you can set each question to be submitted only if it is completed to ensure the completion of a questionnaire.

3.6 Questionnaire Design

To reduce personnel contact time during this critical period, the questionnaire was designed on an online platform. Once the questionnaire is created a link or QR code can be automatically generated for online distribution. The QR code is accompanied by the basic information of the questionnaire creator and the basic information of the questionnaire so that participants can confirm the title of the questionnaire or give their feedback. The questionnaire is designed to be anonymous, confidential, and voluntary. Participants can choose on their own whether to participate in the survey or not. To attract more participants and high-quality completion, it is also designed with prize draws etc.

Instrument development

This section will describe the origin of the questionnaire.

1) The initial questionnaire outline was designed based on a review of the literature.

Based on a review of the literature, the initial questionnaire draft for this study focused on the regional segmentation of Chinese residents past travel experiences information sources demographic destination image novelty and familiarity risk perception factors and travel intentions. The specific measurement elements for each section were derived from previous studies in the literature.

2) Questionnaire redesign and rearrangement

After completing the initial questionnaire the problems immediately became apparent. First not capturing the focus of this paper's research led to too many questions in the questionnaire. Secondly the literature review was not sufficient. So the section on the destination image was deleted. Following further refinement of the literature review, studies on vulnerability and subjective norms were added. Combined with the researchers' findings on factors influencing risk perceptions related to the pandemic some of the risk perception factors related to pandemic studies were selected. This led to a revised second version of the questionnaire.

3) Confirmation of the validity of the questionnaire with the help of university lecturers.

The researchers provided variables and definitions for their perspective to confirm the applicability of the questionnaire to the study of Chinese residents' willingness to travel. Based on their perspectives, face validity and content validity were modified accordingly. Each instructor gave feedback and provided valuable and valid information. With their suggestions the grammar of the questionnaire the logic of the questions and some conflicting questions were modified.

Firstly, we removed the section on destination image because too many factors of destination image would make the questionnaire less relevant. The main measurement factor we chose to put on risk perception. In addition we also considered the number of questions in the questionnaire so we chose to remove the destination image section. In

addition, the measure of travel role was added to better measure the novelty and familiarity of the respondents.

Meanwhile, the physical and disease risks were adjusted accordingly. Regarding physical risk experts suggested that I arrange it by type of classification to facilitate respondents' understanding of the questions. A small number of questions such as "I am concerned about water quality in Thailand" were removed because water quality can be used to describe drinking or domestic water. In addition disease risk was replaced with vulnerability. The relationship between disease risk and vulnerability has also been addressed in the previous literature review, and the underlying concepts are similar. Therefore, the factor of disease risk was replaced by vulnerability.

Lastly, there is a social risk. Based on the advice of professional scholars I replaced social risk with subjective norms that are better understood and more relevant to the respondents. In the previous chapter's literature review it was noted that subjective norms refer to the behavior being influenced by family friends and social relationships. Therefore it would be more relevant to use subjective norms. Moreover this would allow for a better study of the relationship between risk perception and travel intention.

4) Questionnaire Pre-test

The questionnaire was drafted in English and then translated into Chinese-by-Chinese people who are fluent in English. Only Chinese tourists with previous international travel experience were approached. The questionnaire was pretested on 30 Chinese residents who traveled abroad for vacation before the 2019 coronavirus disease pandemic. These respondents were recruited by quota sampling to determine the accuracy and comprehensibility of the questionnaire. Overall, all participants understood all of the items measured, but the wording of the statements was slightly modified based on their input. The adjustment components are :

- The nationality was changed to the region where the Chinese resident people are located.
- The age range was adjusted, and the minimum age was changed from 9 to 18 years old.
- The salary range was adjusted.
- The college has been added to the education level.

- In the part of the media, social media commonly used and familiar to Chinese residents is selected.

5) Measurement

All of the items are modified and combined with the current pandemic environment. The specific factors can be seen in the table below.

Table 3.1 Construct and Measurement

Construct	Measurement
Demography	<p>To conclude the prior study it is possible to segment the demographics into gender age. Mitchell and Boustani (2014), Savage (1993) measured the relationship between demographics and risk perception. Questions will be designed to use nominal variables and apply to the topics of this research. However, since the main research sample of this paper is Chinese tourists, the nationality will be changed to region.</p> <p>Your region of origin (National Bureau of Statistics of China, 2011)</p> <p>Eastern Part: Beijing, Tianjing, Hebei, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong and Hainan</p> <p>Central Part: Shanxi, Anhui, Jiangxi, Henan, Hubei and Hunan</p> <p>Western Part: Inner Mongolia, Guangxi, Chongqing, Sichuan, Guizhou, Yunan, Tibet, Shanxi, Gansu, Qinghai, Ningxia and Xinjiang</p> <p>Northeast Part: Liaoning, Jiling and Heilongjiang</p> <p>Gender</p> <p>Male</p> <p>Female</p>

Table 3.1 Continued

Construct	Measurement
Generation	
	18-24 (Generation Z)
	25-40 (Generation Y)
	41-56 (Generation X)
	57-75 (Baby Boomer)
Yearly income (RMB)	
	0- 60,000
	60,001- 120,000
	120,001- 180,000
	180,001- 240,000
	240,001- 300,000
	300,001- 360,000
	More than 360,000
Education Level (Lau and Yang, 2015; Nong, 2018)	
	Primary School
	Secondary School
	High Schoole / Vocation School
	Specialized Colleges
	Bachelor's Degree
	Master's Degree
	Doctor Degree

Table 3.1 Continued

Construct	Measurement
Previous Travel Experience	Appropriate for Sonmez and Graefe (1998), Gray et al. (2011) to measure the impact of past travel experience on risk perceptions.
	Before the COVID-19 pandemic, on average I travelled abroad for holiday ____ time(s) per year.
	Before the COVID-19 pandemic, I have travelled to Thailand ____ time(s) for holiday.
Media	Which information source will you use to know Thailand?
	Traditional Media
	Newspaper
	Magazine
	Television
	Digital Media
	Youtube
	WeChat
	Twitter
	Facebook
	Weibo
	Google
	Baidu
	TikTok
	Toutiao
	Others

Table 3.1 Continued

Construct	Measurement
Novelty and Familiarity Seeking	<p>Regarding Toyama and Yamada (2012) investigation, categorizing factors that measure novelty and familiarity seeking. Questions will be redesigned to better fit the situation during the current outbreak.</p>
	<p>Please rate the level of preference towards the following statements of your desired travel destination. The 5 point Likert scale will adopt 1= Very unlikely, 2= Unlikely, 3= Neutral, 4= Likely, 5= Very likely (Weaver, Weber and McCleary, 2007)</p>
	<p>Novelty</p> <p>The destination provides a unique experience.</p> <p>The destination provides new discoveries.</p> <p>The destination is new for me.</p>
	<p>Familiarity</p> <p>The destination that I know a lot about.</p> <p>The destination that I know more than others.</p> <p>The destination makes me feel familiar.</p>
	<p>In addition, citing the Cohen (1972) gave four major types of tourism roles to raise the questions.</p>
	<p>Of the following, please select the statement that best describes the characteristics of your trip.</p>
	<p>() I like packaged tours with a pre-planned itinerary. Comfort while traveling is important to me. I like to travel with a knowledgeable guide and a group of friends, family or others.</p>

Table 3.1 Continued

Construct	Measurement
	<p>() I travel independently, but I enjoy when a travel agent can arrange part of the trip for me. I like to travel with a friend or family member and we visit famous sites together.</p>
	<p>() I like to make my own travel arrangements, traveling alone or with a few close friends. Meeting the locals is important and I prefer to go off the beaten track, however, comfortable and reliable transportation is important.</p>
	<p>() I like to be fully immersed in the culture of my host country. I enjoy the freedom of not having a travel itinerary, schedule or clear travel goals. I avoid taking the road that others have taken. I will forgo financial comfort and will even work along the way to fund my travels.</p>
	<p>Learning from Choi et al. (2017) on the impact of media and risk perception. Also, according to the research of Wahlberg and Sjobergthis (2000), the question will separate from two parts which are traditional and digital media. Also, use the nominal variable to observe people's access to information.</p>
Risk perception	<p>The previous study led to the categorization of measured risk perceptions into the following elements. Also, the research questions applicable to this paper were obtained.</p> <p>Please rate the level of agreement towards the following statements of Thailand. The Likert scale will present 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5=Strongly agree (Lepp and Gibson, 2003)</p> <p>The cost of travel during COVID-19 was not consistent with the value of the products and services themselves. (Mitchell, 1992; Mitchell and Greatorex, 1993)</p>

Table 3.1 Continued

Construct	Measurement
	<p>I am concerned that Thailand is not protected enough from the COVID-19.</p> <p>I am concerned about the closure of many tourist attractions and stores in Thailand.</p> <p>I was concerned that the hotel environment in Thailand was unsatisfactory.</p> <p>I am concerned that Thailand will express dissatisfaction with tourists during the COVID-19. (Khan, Chelliah, Khan and Amin, 2019)</p> <p>Planning and preparing for a trip to Thailand can take a lot of time</p> <p>Selecting a trip to Thailand during the holidays is a waste of time.(Khan, Chelliah, Khan and Amin, 2019)</p> <p>I would be frustrated if a trip to Thailand left me unsatisfied.</p> <p>I don't believe it's safe to go to Thailand during the COVID-19.</p> <p>Selecting to travel to Thailand would make me feel pressured. (Ariffin, Mohan and Goh, 2018)</p> <p>I think it's very risky to travel to Thailand. (Mitchell, 1992.)</p>
Vulnerability	<p>According to Jonas, Mansfeld, Paz and Potasman (2010); Bae and Chang (2020)</p> <p>Please rate the level of agreement towards the following statements of Thailand. The Likert scale will present 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5=Strongly agree (Lepp and Gibson, 2003)</p> <p>There is a high likelihood of being affected by COVID-19 in Thailand.</p> <p>There is a higher likelihood of being affected by COVID-19 compared to other diseases in Thailand.</p> <p>I worry that my family or friends will get COVID-19 in Thailand.</p> <p>I worry that my region will get COVID-19 in Thailand.</p>

Table 3.1 Continued

Construct	Measurement
Subjective Norm	<p data-bbox="544 421 979 448">Adapted from Ghuman and Mann (2018)</p> <p data-bbox="544 528 1369 663">Please rate the level of agreement towards the following statements of Thailand. The Likert scale will present 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5=Strongly agree (Lepp and Gibson, 2003)</p> <p data-bbox="544 743 1326 824">If I went to travel to Thailand during the COVID-19, my family would be very agreeable.</p> <p data-bbox="544 853 1326 934">If I went to travel to Thailand during the COVID-19, my friends would be very agreeable.</p> <p data-bbox="544 963 1257 1043">If I went to travel to Thailand during the COVID-19, people would appreciate it.</p>
Travel intention	<p data-bbox="544 1070 979 1097">Adapted Reisinger and Mavondo (2005),</p> <p data-bbox="544 1178 1369 1312">On the scale of 1 to 5 where 1 represents uninterested, 5 represents very interested. How would you rate the level of your interest in travel to Thailand during COVID-19 without consideration about quarantine in China?</p> <p data-bbox="544 1384 1038 1411">1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p data-bbox="544 1503 1326 1637">On a scale of 1 to 5 where 1 represents definitely not and 5 represents definitely yes. How would you rate Thailand as a travel destination during the COVID-19 without consideration about time and money?</p> <p data-bbox="544 1709 1038 1736">1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>

6) Reliability of scales measuring the variables in the questionnaire

In this study in addition to adopting the comments and suggestions of professional scholars to improve the reliability of the questionnaire so as to obtain realistic and

authentic results. The Cronbach's Alpha Coefficient was also used to examine the reliability of the questionnaire. In the pre-test of the questionnaire 30 Chinese people completed the survey and the results showed that all 30 questionnaires had a Cronbach Alpha value greater than 0.8 for each item. However the Cronbach's Alpha for travel intention is 0.51 which is acceptable for a scale that consists of a few items (Dall'Oglio et al., 2010). The details are shown in the table below.

Table 3.2 Measuring the reliability of the questionnaire items

Construct	Number of Items	Cronbach's Alpha
Part 3: Novelty and Familiarity Seeking	6*	0.883
Part 4: Risk Perception, Vulnerability and Subjective Norm during the Pandemic	19*	0.893
Part 5: Travel Intention	2*	0.51

* The total number of factors use to measuring the construct.

3.7 Data analysis

To analyze the data, several data screens were performed using SPSS version 26.0. The 958 valid questionnaires received were used for data analysis in this study. Personal information and sources of information such as region, age, gender, income, etc. of the respondents will be counted using percentages, means and standard deviation or other descriptive methods.

3.7.1 Part One and Part Two: Personal Information and Information Source

Demographic characteristics of the respondents such as region of origin generation gender annual income education travel experience and information sources will be analyzed using descriptive statistics with number mean and percentage.

3.7.2 Part Three to Part Five: Novelty and Familiarity Seeking, Risk Perception, Vulnerability, Subjective Norm and Travel Intention

Similarly there are descriptive data to describe the data related to novelty and familiarity using quantities and percentages. Means and standard deviations will be used for the

description of the key variables. Since the Likert scale was measured in parts 3 through 5 the Likert scale questions will be analyzed using the assessment criteria given in table 3.2 below. The gaps between the importance of novelty and familiarity preferences, agreement on risk perceptions, vulnerability and subjective norm under the pandemic, interest in the destination, and perceived goodness of the destination were analyzed to understand which factors were important to respondents, which risk factors were perceived by respondents under the pandemic, whether they were interested in Thailand as a tourist destination and whether respondents thought Thailand was suitable as a tourist destination under the pandemic.

Table 3.3 Likert Scale Evaluation

Liker Scale	Score Interval (Mean)	Evaluation Criteria	Level of agreement/importance
1	1.00-1.79	Very low level	Strongly disagree/ Extremely unimportant
2	1.80-2.59	Low level	Disagree/ Unimportant
3	2.60-3.39	Medium level	Neutral
4	3.40-4.19	High level	Agree/ Somewhat important
5	4.20-5.00	Very high level	Strongly agree/ Extremely important

Source: Celik and Oral (2016)

3.7.3 Hypothesis test

For hypothesis testing, multiple regression analyses were employed as well as ANOVA analysis. Multiple regression is used in SPSS to test the relationship between variables and to predict the effect of each variable. Therefore to accomplish the purpose of the study multiple regression analysis can better explain whether the independent variables can significantly predict the dependent variable. Multiple regression will show Beta value t-value p-value standard error R-squared and adjusted R-squared F-value etc. Among them, R-squared is the coefficient of determination the value is between 0 - 1 and the larger the value means the better the fit of the regression model to the actual data. The adjusted R-squared is more accurate and indicates that the independent variable explains the variance of the dependent variable. T-value is a test of whether each independent variable has a significant effect, and whether it is significant

or not still depends on the p-value that follows. If the p-value is <0.01 , it is considered to be highly significant. The details of each hypothesis testing method are shown in the following table.

Table 3.4 Analytical methods corresponding to hypothesis testing

No	Hypothesis	Method of Analysis
1	Novelty has relationship with travel risk perception during pandemic.	Multiple Regression
2	Familiarity has relationship with travel risk perception during pandemic.	Multiple Regression
3	Vulnerability has relationship with travel risk perception during pandemic.	Multiple Regression
4	Travel risk perception has relationship with travel intention during the pandemic.	Multiple Regression
5	Subjective norm has relationship with travel intention during the pandemic.	Multiple Regression
6	There are differences in travel risk perception among generations.	ANOVA
7	There are differences in travel risk perception among tourist typology groups.	ANOVA
8	There are differences in travel intention among generations.	ANOVA
9	There are differences in travel intention among tourist typology groups.	ANOVA

3.8 Conclusion

This chapter focuses on the research methodology the origins of the sample data, the detailed process of questionnaire design, and the origins of the various measurement factors. In addition this chapter also describes the methods of data analysis and hypothesis testing. A foundation is laid for the next chapter.

CHAPTER 4

RESULTS

4.1 Introduction

This section focuses mainly on data analysis to test the hypotheses and conceptual framework presented in the previous chapter. The main elements include.

1. Descriptive analyses (Demographic profile, Information source and key variables)
2. Inferential statistics (Hypotheses testing)

4.2 Demographic profile and descriptive statistics

Table 4.1 shows the demographic information of the respondents with their past travel experiences. The main respondents were from the eastern region of China accounting for 59.8% of the total respondents. This is closely followed by the central region (18.2%) followed by the western region (12.5%) and finally the northeastern region (9.6%). The generation of respondents was 304 for Generation Z (31.7%), 287 for Generation (30%) 164 for Generation X (17.1%) and 203 for Baby Boomers (21.2%). Moreover 506 participants were male and 451 were female. In terms of annual income the largest number of respondents were between 0-¥60,000 (39.8%) the second was between ¥ 60,001- ¥ 120,000 (15.8%), followed by ¥ 120,001- ¥ 180,000 (13.9%), then ¥ 180,001- ¥ 240,000 (9.9%), the fifth was between ¥ 240,001- ¥ 300,000 (7.6%), the sixth was between ¥ 300,001- ¥ 360,000 (7.5%) and finally the smallest number of respondents had an annual income of over ¥ 360,000 (5.5%). The results for educational attainment demonstrate that the majority of respondents have a college degree (29.9%), bachelor's degree (28.7%), and high school and vocational school diploma (22.3%). In response to respondents' past travel experiences they traveled abroad an average of 1.86 times per year before the pandemic, and the average time of trips to Thailand was 1.80 times.

Table 4.1 Demographic profile

Variables	Description	N	Percent
Region N=958	Eastern Part	573	59.8
	Central Part	173	18.1
	Western Part	120	12.5
	Northeast Part	92	9.6
Generation N=958	Generation Z	304	31.7
	Generation Y	287	30.0
	Generation X	164	17.1
	Baby Boomers	203	21.2
Gender N=958	Male	506	52.8
	Female	451	47.1
Yearly income N=958	0-60,000	381	39.8
	60,001-120,000	151	15.8
	120,001-180,000	133	13.9
	180,001- 240,000	95	9.9
	240,001- 300,000	73	7.6
	300,001- 360,000	72	7.5
	More than 360,000	53	5.5
Education Level N=958	Primary School	36	3.8
	Secondary School	102	10.6
	High/Vocational School	214	22.3
	Specialized Colleges	286	29.9
	Bachelor's Degree	275	28.7
	Master's Degree	40	4.2
	Doctor's Degree	5	0.5
			Mean
Before the COVID-19 pandemic, on average I travelled abroad for holiday ____time(s) per year.		1.84 Times	
Before the COVID-19 pandemic, I have travelled to Thailand ____time(s) for holiday.		1.80 Times	

4.2.1 Information Source

According to the results in table 4.2 respondents mostly get information about Thailand through traditional media such as television (13.0%) digital media such as Bilibili (13.9%) WeChat (13.1%) TikTok (12.9%) and Weibo (10.4%). The rest are Xiaohongshu Toutiao Zhihu Baidu Magazine Newspaper Tieba Twitter and Google accounting for 8.6%, 5.9%, 5.6%, 4.0%, 4.0%, 3.9%, 1.7%, 1.6% and 1.4% of the total percentage, respectively. Only two respondents chose the other. They indicated is their source of information about Thailand related to their friends and YouTube.

Table 4.2 Information source

Variable	Description	N	Percent
Which information source will you use to know Thailand?	Traditional Media		
	Newspaper	111	3.9%
	Magazine	114	4.0%
	Television	370	13.0%
	Digital Media		
	Bilibili	396	13.9%
	WeChat	373	13.1%
	Twitter	45	1.6%
	Zhihu	160	5.6%
	Weibo	297	10.4%
	Tieba	47	1.7%
	Baidu	115	4.0%
	Google	39	1.4%
	Toutiao	167	5.9%
Tiktok	366	12.9%	
Xiaohongshu	246	8.6%	
Other	2	0.1%	

*Noted: This question is multiple choice. Therefore the total number exceeds the number of respondents 958 is allowed.

Analyzing the degree of novelty and familiarity preferences of tourists from the perspective of their role table 4.3 presents the results of the questionnaire. Most of the respondents prefer to make their travel arrangements traveling alone or with a few close friends. Meeting the locals is important and they prefer to go off the beaten track however comfortable and reliable transportation is important (34.4%). 26.7% of the respondents enjoy packaged tours with a pre-planned itinerary. Comfort while traveling is important to me. I like to travel with a knowledgeable guide and a group of friend's family or others. 24.3% of respondents like to make their travel arrangements traveling alone or with a few close friends. Meeting the locals is important and they prefer to go off the beaten track however comfortable and reliable transportation is important. Only a narrow percentage of respondents preferred to be fully immersed in the culture of my host country. They enjoy the freedom of not having a travel itinerary schedule or clear travel goals. They avoid taking the road that others have taken. They will forgo financial comfort and will even work along the way to fund their travels (14.5%).

Table 4.3 Tourist Typology Group

Description	N	Percent
I like packaged tours with a pre-planned itinerary. Comfort while traveling is important to me. I like to travel with a knowledgeable guide and a group of friends, family or others.	256	26.7%
I travel independently, but I enjoy when a travel agent can arrange part of the trip for me. I like to travel with a friend or family member and we visit famous sites together.	233	24.3%
I like to make my own travel arrangements, traveling alone or with a few close friends. Meeting the locals is important and I prefer to go off the beaten track, however, comfortable and reliable transportation is important.	330	34.4%
I like to be fully immersed in the culture of my host country. I enjoy the freedom of not having a travel itinerary, schedule or clear travel goals. I avoid taking the road that others have taken. I will forgo financial comfort and will even work along the way to fund my travels.	139	14.5%

4.2.2 Descriptive statistics of key variables

Descriptive statistics on the key variables can be found in table 4.4 below. The data report the mean and standard deviation of each measured factor. The mean and mean standard deviations for each dimension are presented for a more visual comparison of the data as well. For example the average importance of novelty preferences (3.97) was higher than familiarity (3.82). In terms of perceived risk respondents' options tended to agree that travelling to Thailand was a waste of time (3.23). They also felt frustrated when they were dissatisfied with their trip to Thailand (3.24). Respondents' choice of vulnerability factors reveals that they perceive a very high risk of contracting the virus when traveling to Thailand during a pandemic (4.03). The subjective norm also reveals that family members most disagreed with the respondents' decision to travel to Thailand (1.87). Regarding the intention to travel respondents were more interested in traveling to Thailand during a pandemic (3.28) than in Thailand as a good or bad destination (2.61).

Table 4.4 Descriptive statistics of key variables

Factors	Mean	Std. Dev.
Novelty and familiarity		
Novelty		
The destination that provides a unique experience.	3.99	1.06
The destination that provides new discoveries.	3.93	1.05
The destination that is new for me.	3.98	1.07
Average Score	3.97	1.06
Familiarity		
The destination that I know a lot about.	3.91	1.06
The destination that I know more than others.	3.75	1.11
The destination makes me feel familiar.	3.81	1.07
Average Score	3.82	1.08
Risk perception		
The cost of travel during COVID-19 was not consistent with the value of the products and services themselves.	2.88	1.27

Table 4.4 Continued

Factors	Mean	Std. Dev.
I am concerned that Thailand is not protected enough from the COVID-19.	3.08	1.29
I am concerned about the closure of many tourist attractions and stores in Thailand.	3.06	1.27
I was concerned that the hotel environment in Thailand was unsatisfactory.	3.06	1.21
I am concerned that Thailand will express dissatisfaction with tourists during the COVID-19.	3.05	1.25
Planning and preparing for a trip to Thailand can take a lot of time	3.08	1.03
Selecting a trip to Thailand during the holidays is a waste of time.	3.23	1.24
I would be frustrated if a trip to Thailand left me unsatisfied.	3.24	1.84
I don't believe it's safe to go to Thailand during the COVID-19.	3.08	1.24
Selecting to travel to Thailand would make me feel pressured.	3.04	1.31
I think it's very risky to travel to Thailand.	3.19	1.21
Vulnerability		
There is a high likelihood of being affected by COVID-19 in Thailand.	4.03	1.03
There is a higher likelihood of being affected by COVID-19 compared to other diseases in Thailand.	3.07	1.33
I worry that my family or friends will get COVID-19 in Thailand.	3.15	2.08
I worry that my region will get COVID-19 in Thailand.	3.02	1.34
Subjective Norm		
If I were to travel to Thailand during the COVID-19, my family would be very agreeable.	1.87	0.99
If I were to travel to Thailand during the COVID-19, my friends would be very agreeable.	2.37	1.21
If I were to travel to Thailand during the COVID-19, my family and friends would appreciate it.	2.14	1.07
Travel Intention		
How would you rate the level of your interest in travel to Thailand during COVID-19 without consideration about quarantine in China?	3.28	1.34

Table 4.4 Continued

Factors	Mean	Std. Dev.
How would you rate Thailand as a travel destination during the COVID-19 without consideration about time and money?	2.61	1.17

4.2.3 Perception Level of Novelty and Familiarity, Risk Perception, Vulnerability, Subjective Norm and Travel Intention

Table 4.5 demonstrates the importance of respondents' preference factors for travel familiarity and novelty. Overall, each of these factors is somewhat important to the respondents.

Table 4.5 Level of importance

Factors	Mean	Std. Dev.	Level of importance
The destination that provides a unique experience.	3.99	1.06	
The destination that is new for me.	3.98	1.07	
The destination that provides new discoveries.	3.93	1.05	Somewhat important
The destination that I know a lot about.	3.91	1.06	
The destination makes me feel familiar.	3.81	1.07	
The destination that I know more than others.	3.75	1.11	

* Adoption of Likert scale: 1= Extremely unimportant, 2= Somewhat unimportant, 3= Neutral, 4= Somewhat important, 5= Extremely important

Table 4.6 respondents' agreement with perceived risk vulnerability and subjective norms is measured based on the previously mentioned liker measure. Respondents also had a high likelihood of being infected when traveling to Thailand under a pandemic (\bar{X} =4.03). Conversely, in terms of subjective norms, respondents agreed that their family (\bar{X} =1.87) and friends (\bar{X} =2.37) would not approve of their travel to Thailand. Meanwhile the respondents' family and friends would not appreciate (\bar{X} =2.14) their choice to travel to Thailand in the event of a pandemic. The rest of the more neutral answers are listed in the table below.

Table 4.6 Level of agreement

Factors	Mean	Std. Dev.	Level of agreement
Risk perception			
I would be frustrated if a trip to Thailand left me unsatisfied.	3.24	1.84	
Selecting a trip to Thailand during the holidays is a waste of time.	3.23	1.24	
I think it's very risky to travel to Thailand.	3.19	1.21	
I am concerned that Thailand is not protected enough from the COVID-19.	3.08	1.29	
Planning and preparing for a trip to Thailand can take a lot of time	3.08	1.03	
I don't believe it's safe to go to Thailand during the COVID-19.	3.08	1.24	
I am concerned about the closure of many tourist attractions and stores in Thailand.	3.06	1.27	Neutral
I was concerned that the hotel environment in Thailand was unsatisfactory.	3.06	1.21	
I am concerned that Thailand will express dissatisfaction with tourists during the COVID-19.	3.05	1.25	
Selecting to travel to Thailand would make me feel pressured.	3.04	1.31	
The cost of travel during COVID-19 was not consistent with the value of the products and services themselves.	2.88	1.27	
Vulnerability			
There is a high likelihood of being affected by COVID-19 in Thailand.	4.03	1.03	Agree

Table 4.6 Continued

Factors	Mean	Std. Dev.	Level of agreement
I worry that my family or friends will get COVID-19 in Thailand.	3.15	2.08	
There is a higher likelihood of being affected by COVID-19 compared to other diseases in Thailand.	3.07	1.33	Neutral
I worry that my region will get COVID-19 in Thailand.	3.02	1.34	
Subjective Norm			
If I were to travel to Thailand during the COVID-19, my friends would be very agreeable.	2.37	1.21	
If I were to travel to Thailand during the COVID-19, my family and friends would appreciate it.	2.14	1.07	Disagree
If I were to travel to Thailand during the COVID-19, my family would be very agreeable.	1.87	0.99	
Travel Intention			
How would you rate the level of your interest in travel to Thailand during COVID-19 without consideration about quarantine in China?	2.61	1.16	Neutral
How would you rate Thailand as a travel destination during the COVID-19 without consideration about time and money?	3.28	1.33	Neutral

* Adoption of Likert scale: 1=Strongly disagree, 2= Disagree, 3= Neutral, 4=Agree, 5= Strongly Agree. For the travel intention the measurement became to the interest level and rates the level for the destination.

4.3 Inferential statistics

4.3.1 Hypothesis Testing

4.3.1.1 Factors associated with risk perception during the pandemic

Multiple regression analysis was used to test hypotheses 1-3 in order to understand the relationship between novelty, familiarity, and vulnerability with risk perception under pandemic. As shown in table 4.7 respondents' novelty preference familiarity preference and

vulnerability were used as predictors of risk perception. These variables had a statistically significant effect on tourists' risk perceptions. Also this model had a good fit $F = 236.10$ $p < 0.005$ $R\text{-square} = 0.43$. In addition among the three independent variable factors vulnerability ($\beta = 0.65$) has a greater impact on tourists' risk perceptions than novelty ($\beta = 0.01$) and familiarity ($\beta = -0.01$). After controlling for the remaining variables in this model, respondents' novelty ($t = 0.35$, $p = 0.73$) and familiarity ($t = -0.23$, $p = 0.82$) preferences were non-significant predictors of risk perception under a pandemic. Conversely vulnerability ($t = 26.3$, $p = 0.00$) under pandemic was a significant predictor of respondents' risk perception.

Table 4.7 Factors influencing risk perception to visit Thailand during the pandemic among Chinese residents

Factors	β	t	Std. Errors	p
Constant		6.90	0.14	0.00
Novelty	0.01	0.35	0.04	0.73
Familiarity	-0.01	-0.23	0.04	0.82
Vulnerability	0.65	26.30	0.02	0.00
Adjusted R^2	0.43			
F	236.10			
p	0.00			
df	3/953			

a. Predictors:(Constant) Vulnerability Familiarity and Novelty

Therefore, the analysis of the results based on multiple regressions leads to the following conclusions.

H1 and H2 - Novelty and familiarity have a relationship with risk perception during pandemic were not supported.

H3 - Vulnerability have a relationship with risk perceptions during pandemic was supported.

4.3.1.2 Risk perception, travel intention and subjective norm

The same multiple regression approach was applied in testing hypotheses 4-5. The following table shows the results of the multiple regressions for risk perception, and subjective norms as predictors of the travel intention of tourists. This multiple regression analysis will test whether risk perception and subjective norm significantly predict respondents' travel intention. The model has $F=185.54$ $p<0.0005$ and adjusted $R\text{-squared}=0.28$. Obviously this model does not have as good a fit as the previous one. The prediction results for both variables were significant $p<.05$. Where subjective norms ($\beta=0.31$) had a greater effect on respondents' intention to travel during the pandemic. Besides both perceived risk ($t=-14.59$, $p=0.00$) and subjective norms ($t=0.31$, $p=0.00$) under the pandemic were significant predictors of respondents' travel intentions.

Table 4.8 Factors influencing intention to visit Thailand during the pandemic among

Chinese residents				
Factors	β	t	Std. Errors	p
Constant		29.51	0.12	0.00
Travel risk	-0.40	-14.59	0.03	0.00
Subjective norm	0.31	11.06	0.03	0.00
Adjusted R^2	0.28			
F	185.54			
p	0.00			
df	2/954			

a. Predictors: (Constant), Subjective Norm, Travel risk

Based on the results of the above multiple regression data analysis it can be found that hypothesis 4 and hypothesis 5 are both supported.

4.3.1.3 Generations

Hypothesis 6 and Hypothesis 8 were grouped and used an analysis of variance (ANOVA) to target differences in risk perceptions and travel intentions across generations of respondents. The results are presented below.

In terms of respondents' perceptions of travel risk, there were significant differences across the four generations ($F=75.07$, $p=0.00$). Comparisons using Gabriel's multiple comparison tests and range test showed that there were differences in the risk perceptions of pandemic travel among all four generations of respondents, as shown in table 4.10 Respondents who were Baby Boomers ($\bar{X}=3.87$) perceived the risk of traveling under a pandemic more strongly than respondents from the other three generations which followed Generation X ($\bar{X}=3.24$) and Generation Z ($\bar{X}=2.79$) and Generation Y ($\bar{X}=2.75$). In addition there was no significant difference between Generation Z and Generation Y ($p=0.998$) in terms of the perceived risk of traveling under a pandemic.

Regarding respondents' intention to travel there were also significant differences among the four generations ($F=49.51$, $p=0.00$). The results are exactly the opposite of risk perception, with Generation Y ($\bar{X}=3.24$) respondents having more travel intentions and Baby Boomers ($\bar{X}=2.27$) having the least. The middle ones are Generation Z ($\bar{X}=3.12$) and Generation X ($\bar{X}=2.93$) respectively. This correlates with the perception of risk by the different generational groups mentioned earlier which is also clearly demonstrated in the data in the table. When compared also using Gabriel's multiple comparison test and range test, it shows that there are differences in travel intentions for all four generations, as shown in table 4.11 There are no significant differences in travel intentions between Generation Z and Y ($p=0.534$) and Generation X ($p=0.185$).

Based on the above results, it is shown that there are statistical differences in risk perceptions and travel intentions under pandemics across generations. Moreover the risk perception of the pandemic among respondents of different generations influenced travel intention to some extent.

Table 4.9 Comparing travel risk perceptions and travel intentions across four generations

Factors	Mean				<i>F</i>	<i>p</i>	Post Hoc (Gabriel)
	Gen Z (n = 304)	Gen Y (n = 287)	Gen X (n = 164)	Baby Boomer (n = 203)			
Travel risk perception	2.79	2.75	3.24	3.87	75.07	0.00	<ul style="list-style-type: none"> ● Gen Z < Gen X, Baby Boomer, ● Gen Y < Gen X, Baby Boomer, Gen X < Baby Boomer
Travel intention	3.12	3.24	2.93	2.27	49.51	0.00	<ul style="list-style-type: none"> ● Gen Z > Baby Boomer ● Gen Y > Gen X, Baby Boomer

*. The mean difference is significant at the 0.05 level.

Table 4.10 Multiple comparisons (Travel risk perception)

Factors	P-value	Significant
Generation Z vs Generation Y	0.998	No
Generation Z vs Generation X	0.000	Yes (Gen Z < Gen X)
Generation Z vs Baby boomers	0.000	Yes (Gen Z < Baby Boomer)
Generation Y vs Generation X	0.000	Yes (Gen Y < Gen X)
Generation Y vs Baby Boomers	0.000	Yes (Gen Y < Baby Boomer)
Generation X vs Baby Boomers	0.000	Yes (Gen X < Baby Boomer)

*. The mean difference is significant at the 0.05 level.

Table 4.11 Multiple comparisons (Travel intention)

Factors	P-value	Significant
Generation Z vs Generation Y	0.534	No
Generation Z vs Generation X	0.185	No
Generation Z vs Baby boomers	0.000	Yes (Gen Z >Baby Boomer)
Generation Y vs Generation X	0.004	Yes (Gen Y >Gen X)
Generation Y vs Baby Boomers	0.000	Yes (Gen Y >Baby Boomer)
Generation X vs Baby Boomers	0.000	Yes (Gen X >Baby Boomer)

*. The mean difference is significant at the 0.05 level.

As far as the data conclusions of the ANOVA are concerned, hypothesis 6 and hypothesis 8 are partially confirmed. Generations differ in their perceptions of travel risk, but this finding is not supported by the comparison of Generation Z and Generation Y respondents. This leads to the conclusion that under the pandemic the perception of travel risk is similar for Generation Z and Generation Y. In the rest of the generational comparisons different generations are supported for travel risk perceptions being different. Similarly the findings based on the data on travel intentions suggest that the generations are different in travel intentions, but this conclusion is not supported by the comparisons between Generation Y, Generation X, and Generation Z. Therefore the travel intentions of Generation Z and Generation Y and Generation Z and Generation X are comparable.

4.3.1.4 Tourist typology groups

Hypotheses 7 and 9 are targeted to be tourist typology groups, so they are classified together. The ANOVA was applied to investigate differences in risk perceptions and travel intentions under the pandemic across tourist typology groups. The data showed significant differences in risk perception and travel intention across tourist typology groups with F-values ranging from 9.31-14.96 and p-values of 0.00 for both.

The data will be described using the visitor type groups from Cohen's 1972 study for data analysis.

Organized Mass Tourist: I like packaged tours with a pre-planned itinerary. Comfort while traveling is important to me. I like to travel with a knowledgeable guide and a group of friend's family or others.

Individual Mass Tourist: I travel independently but I enjoy it when a travel agent can arrange part of the trip for me. I like to travel with a friend or family member and we visit famous sites together.

Explorer: I like to make my travel arrangements, traveling alone or with a few close friends. Meeting the locals is important and I prefer to go off the beaten track, however, comfortable and reliable transportation is important.

Drifter: I like to be fully immersed in the culture of my host country. I enjoy the freedom of not having a travel itinerary, schedule or clear travel goals. I avoid taking the road that others have taken. I will forgo financial comfort and will even work along the way to fund my travels.

Comparisons were likewise made using Gabriel's multiple comparison tests and range test showing differences in risk perceptions and travel intentions under pandemic among the four types of tourists. Under the pandemic risk perceptions differed significantly among different types of tourists. The tour risk perceptions are ranked from high to low in order of organized mass tourist ($\bar{X}=3.39$), individual mass tourist ($\bar{X}=3.13$) explorer ($\bar{X}=2.95$) and drifter ($\bar{X}=2.76$). However no significant differences were found in the comparison of the perceptions of individual mass travelers and explorers in terms of perceptions of tourism wind by different types of tourists ($p=0.193$). The specific data are presented in table 4.12

In terms of travel intention, the opposite of travel risk perception. The four types of travelers' travel intentions under pandemic are from high to low: drifter ($\bar{X}=3.09$) explorer ($\bar{X}=3.08$) individual mass tourist ($\bar{X}=2.96$) and organized mass tourist ($\bar{X}=2.68$). However, there are no significant differences between individual mass tourist and explorer ($p=0.683$), between individual mass tourist and explorer ($p=0.806$) between explorer and drifter ($p=1.000$), comparing travel intentions under pandemic. The data are presented in Table 4.13

In summary tourist types differ in their perception of risk and travel intentions under the pandemic.

Table 4.12 Comparing travel risk perceptions and travel intentions across four tourist typology groups

Factors	Mean				<i>F</i>	<i>p</i>	Post Hoc (Gabriel)
	(A) Organized Mass Tourist (n=256)	(B) Individual Mass Tourist (n=233)	(C) Explorer (n=330)	(D) Drifter (n=139)			
Travel risk perception	3.39	3.13	2.95	2.76	14.96	0.00	A>B,C,D B<A B>D C<A D<A,B
Travel intention	2.68	2.96	3.08	3.09	9.31	0.00	A<B, C,D

Table 4.13 Multiple comparisons (Travel risk perception)

Factors	P-value	Significant
Organized Mass Tourist vs Individual Mass Tourist	0.029	Yes (Organized Mass Tourist > Individual Mass Tourist)
Organized Mass Tourist vs Explorer	0.000	Yes (Organized Mass Tourist > Explorer)
Organized Mass Tourist vs Drifter	0.000	Yes (Organized Mass Tourist > Drifter)
Individual Mass Tourist vs Explorer	0.193	No
Individual Mass Tourist vs Drifter	0.002	Yes (Individual Mass Tourist > Drifter)
Explorer vs Drifter	0.025	Yes (Explorer > Drifter)

*. The mean difference is significant at the 0.05 level.

Table 4.14 Multiple comparisons (Travel intention)

Factors	P-value	Significant
Organized Mass Tourist vs Individual Mass Tourist	0.008	Yes (Organized Mass Tourist < Individual Mass Tourist)
Organized Mass Tourist vs Explorer	0.000	Yes (Organized Mass Tourist < Explorer)
Organized Mass Tourist vs Drifter	0.000	Yes (Organized Mass Tourist < Drifter)
Individual Mass Tourist vs Explorer	0.683	No
Individual Mass Tourist vs Drifter	0.806	No
Explorer vs Drifter	1.000	No

*. The mean difference is significant at the 0.05 level.

Conclusions based on the ANOVA data study suggest that hypothesis 7 and hypothesis 9 are partially confirmed. There are differences in the perception of travel risk between different tourist typology groups but this conclusion is not supported by the comparison between individual mass tourists and explorer respondents. This leads to the conclusion that under pandemic individual mass tourist and explorer populations are similar concerning travel risk perceptions. However in the rest of the comparisons of tourist typology groups tourist typology is supported for tourist risk perceptions to be different. Likewise the results of the data study based on travel intentions suggest that generations are different in travel intentions but this conclusion is not supported by the comparisons of individual mass tourist and explorer individual mass tourist and drifter explorer and drifter.

4.4 Conclusion

In overview multiple regression and ANOVA were used in the testing of hypotheses. Multiple regressions were mainly applied to hypotheses 1 to 5. All the hypotheses were supported in the results of the multiple regression study except for hypotheses 1 and 2 - novelty familiarity and the existence of a relationship between risk perception during the pandemic - were not supported. ANOVA was used to test hypotheses 6 through 9 and all of these

hypotheses were partially supported. The results of the hypothesis testing can be seen in detail in the table below.

Table 4.15 Summery

Hypothesis	Method	Result
H1: Novelty has relationship with travel risk perception during pandemic.	Multiple Regression Novelty was used as the independent variable and predictor and risk perception was used as the dependent variable.	Not Support
H2: Familiarity has relationship with travel risk perception during pandemic.	Multiple Regression Familiarity was used as the independent variable and predictor and risk perception was used as the dependent variable.	Not Support
H3: Vulnerability has relationship with travel risk perception during pandemic.	Multiple Regression Vulnerability as an independent variable and predictor and risk perception as a dependent variable.	Support
H4: Travel risk perception has relationship with travel intention during the pandemic.	Multiple Regression Risk perception was considered as the independent variable and predictor and travel intention as the dependent variable.	Support

Table 4.15 Continued

Hypothesis	Method	Result
H5: Subjective norm has relationship with travel intention during the pandemic.	Multiple Regression Subjective norms were presented as independent variables and predictors and travel intention as the dependent variable.	Support
H6: There are differences in travel risk perception among generations.	ANOVA Analysis of variance of risk perception across generations (Generation Z Y and X Baby Boomers) and during pandemic.	Partially supported. Comparing the perception of risk under the Gen Z vs Gen Y pandemic is not supported..
H7: There are differences in travel risk perception among tourist typology groups.	ANOVA Analysis of variance between different visitor typologies (organized mass tourist individual mass tourist explorer drifter) and risk perceptions during a pandemic.	Supported, except the comparisons of individual mass tourist and explorer.
H8: There are differences in travel intention among generations.	ANOVA Analysis of variance the difference of generations (Generation Z Y and X Baby Boomers) and travel intention during pandemic.	Supported. In exception to comparing Gen Z with Gen Y, comparing Gen Z with Gen X.

Table 4.15 Continued

Hypothesis	Method	Result
H9: There are differences in travel intention among tourist typology groups.	ANOVA Analysis of variance the difference of visitor typologies (organized mass tourist, individual mass tourist, explorer, drifter) and travel intention during pandemic.	Partially supported. Including the comparisons of organized mass tourist and individual mass tourist, organized mass tourist and explorer, organized mass tourist and drifter.

CHAPTER 5

CONCLUSION & DISCUSSION

5.1 Introduction

This dissertation was the result of an investigation to explore the factors that affect the risk perceptions and travel intentions of the Chinese residents traveling to Thailand during the pandemic. This chapter summarizes the research objectives of the thesis its intellectual contributions limitations and provides recommendations.

5.2 Research Objectives: Summary of Key Findings and Conclusions

5.2.1 Key Findings

This thesis examines the influencing factors that affect the risk perceptions and travel intentions of Chinese residents to Thailand during the pandemic. Differences in risk perceptions and travel intentions across generations and tourist typology groups are explored and compared as well. After reviewing the literature relevant hypotheses were formulated and a conceptual framework was constructed. Moreover a questionnaire suitable for this study was designed. The online questionnaire was opted for because of the pandemic. The respondents were Chinese residents aged between 18 and 75 years old. A total of 990 respondents took part in the survey and 958 valid questionnaires were analyzed.

From the main findings, it was found that vulnerability (human health impacts) during the pandemic is significantly associated with risk perceptions. This confirms the relationship between risk and vulnerability mentioned by Wisner et al. (1994). The argument that tourists' risk perceptions (Chew and Jahari, 2014) and subjective norms (Chun-hui, Jin-feng, Fei, Dong-hong, 2013) are related to travel intentions is also confirmed again in this paper.

Multiple regressions confirmed that novelty and familiarity seeking were not significantly related to risk perception during the pandemic. The mean of the data for each measure reveals that respondents had similar importance for novelty and familiarity seeking. Thus the relationship between novelty and familiarity and risk perception mentioned in the previous section was not confirmed in this paper. In contrast vulnerability was significantly related to risk perception during the pandemic. In particular respondents perceived a high likelihood of being

affected by a pandemic when traveling to Thailand during the pandemic. There was a significant relationship between risk perception and travel intentions. Respondents perceived that traveling to Thailand on holiday were a waste of time and that they were likely to be disappointed if their visit to Thailand was unsatisfactory. Risk perception significantly predicted tourists' travel intentions. Furthermore, the hypothesis of a significant relationship between subjective norms and travel intentions was also confirmed. Subjective norms were also strong predictors of tourists' travel intentions. The respondent's family and friends disapproved and did not appreciate the respondent's decision to travel to Thailand during the pandemic.

The comparison of generations and travel type groups also confirmed their differences in risk perceptions and travel intentions through a one-way ANOVA. The controversy among researchers identified in the literature review regarding whether age has an influential effect on risk perception was complemented in the present study. Differences are evident in terms of generations and risk perceptions. However, the difference in risk perception was not present in the comparison between Generation Z and Generation Y. And about the effect of age on travel intention is refined in this study. Differences between generations also exist in terms of travel intentions. However, the intention to travel to Thailand of Generation Z is not significantly different from the intention to travel to Thailand of Generation Y and Generation X. Likewise, studies targeting tourism typology groups were expanded in this study. In terms of tourism typology groups and risk perceptions, significant differences were confirmed between the different tourism type groups and risk perceptions, except for no significant differences between individual mass tourist and explorer. However, significant differences in travel typology groups and travel intentions were only confirmed for organized mass tourist compared to individual mass tourist, explorer, and drifter.

5.2.2 Research Objective

Objective 1: To examine factors influencing travel risk perception and travel intention of Chinese residents during the pandemic. Objective one is tested by five hypotheses.

H1: Novelty has a relationship with travel risk perception during the pandemic.

H2: Familiarity has a relationship with travel risk perception during the pandemic.

H3: Vulnerability has a relationship with travel risk perception during the pandemic.

H4: Travel risk perception has a relationship with travel intention during the pandemic.

H5: Subjective norm has a relationship with travel intention during the pandemic.

Hypotheses 1 and 2 were not confirmed. This suggests that tourists wanting to visit Thailand during the pandemic were not overly concerned with seeking novelty and familiarity. Although there are studies in the literature review that suggest a relationship between risk perception and novelty and familiarity seeking this finding was not confirmed during the pandemic. This study fills the gap in the relationship between the seeking of novelty, familiarity, and risk perception among people traveling during a pandemic. It shows that there is no relationship between potential tourists' risk perceptions and novelty familiarity seeking during the pandemic. In contrast hypothesis 3 was confirmed. This implies that there is a relationship between potential Chinese tourists' vulnerability and risk perceptions during the pandemic and that vulnerability affects people's risk perceptions. The literature has mainly shown the vulnerability of tourism during the pandemic. (Duro, Perez-Laborda, Turrion-Prats & Fernández-Fernández, 2021; Lopes, Sargento & Carreira, 2021; Navarro-Drazich & Lorenzo, 2021) This study instead aims to expand the relationship between tourist vulnerability and risk perception by examining tourists' vulnerability adding to and completing related research.

The perspective that there is a relationship between risk perception and intention to travel is supported. It shows that risk perception affects the intention to travel. This finding also supports previous findings in the literature on this category of research, such as Desivilya Teitler-Regev, Shahrabani (2015) and Zhu (2018). The relationship between subjective norms and tourist intentions has also been confirmed. The results of Meng et al.'s study in 2021 also mentioned earlier, and this study also reaffirms that the advice and perceptions of family and friends can influence people's behavior and decisions. It also complements the research on the relationship between subjective norms and travel intentions in the pandemic context.

Objective 2: To compare travel risk perception and travel intention among different generations and tourist typology groups of Chinese residents. Objective one is tested by four hypotheses.

H6: There are differences in travel risk perception among generations.

H7: There are differences in travel risk perception among tourist typology groups.

H8: There are differences in travel intention among generations.

H9: There are differences in travel intention among tourist typology groups.

Hypothesis 6 regarding differences in risk perceptions across generations was partially confirmed and differences in risk perceptions between generation Z and generation Y were not confirmed. This suggests that there is no significant difference in risk perceptions between Generation Z and Generation Y under the pandemic. Hypothesis 7 in terms of travel typology group. The difference in risk perception is also partially confirmed. Individual mass tourist is not significantly different from the risk perception when compared to explorer. This indicates that risk perceptions are similar between the individual mass tourist and explorer. Similarly Hypothesis 8 and Hypothesis 9 are partially supported. There are also differences in travel intentions between generations. There is no significant difference between the travel intentions of Generation Z compared to Generation Y and Generation Z compared to Generation X. The only significant differences in travel intentions between the tourist typology groups are found in the comparison of organized mass tourist and individual mass tourist organized mass tourist and explorer, and organized mass tourist and drifter and organized mass tourist and drifter. The results of this section fill a research gap.

5.2.3 Conclusion

Among the factors influencing risk perception and intention to travel studied in this thesis it can be found that novelty and familiarity pursuit had no effect on risk perception during the pandemic. This finding differs from previous studies that have elaborated that novelty and familiarity preferences affect risk perception (Lepp & Gibson, 2003; Fischer & Frewer, 2009). The finding that vulnerability is associated with risk perception reaffirms and complements previous studies such as Wisner et al. (1994). Vulnerability is associated with

people's risk perceptions not only in everyday life but also in the specific context of pandemics. Meanwhile, the finding that there is a relationship between risk perception and intention to travel (Kapuscinski, 2014; Isaac & Keijzer, 2021) is again confirmed in the present study. This study also reconfirms the association between subjective norms and travel intentions. (Krithika & Venkatachalam, 2014; Dai, Toanoglou & Zhang, 2021)

Generations and tourism typology groups are new to the study. Whereas most of the literature chose to use young and old to divide the age this study uses specific generations to divide the Chinese resident population for comparison. Moreover some literature confirms that there are differences in risk perceptions and travel intentions by age (Bonem et al., 2015; Lu, 2021) but some researchers confirm that there are no differences in risk perceptions by generation. (Field and Schreer, 2000) The present study confirms and completes these perspectives. During the pandemic, there were significant differences in risk perceptions across generations except for Generation Z compared to Generation Y. In terms of significant differences in travel intentions, there were also no significant differences between Generation Z vs. Generation Y and Generation Z vs. Generation X. There are few works of literature to compare travel typology groups but risk perceptions and travel intentions are also only partially significantly different across new groups of travel types. Differences in risk perception are not present in individual mass tourist versus explorer differences in travel intention are not present in individual mass tourist versus explorer and individual mass tourist versus drifter in the comparison of explorer and drifter.

5.3 Contribution

5.3.1 Academic contribution

The key strength of this study is that it fills a gap in the perceptions of travel intentions and risks among Chinese residents during the pandemic. It also chooses to study from such new perspectives as generation and travel typology groups to compare and analyze the differences in travel intentions and risk perceptions of Chinese residents. Overall tourist vulnerability had a stronger impact on risk perceptions during the pandemic. Travel intention on the other hand is related to tourists' risk perceptions and subjective norms. Risk perceptions and travel intentions also partially differed according to age as well as tourist typology groups. The

findings reported in this paper shed new light and understanding on Chinese generations and tourist typology groups. Furthermore this study contributes to a better understanding of the factors influencing the perception of risk and travel intentions among Chinese residents in the context of the pandemic so that countermeasures can be developed accordingly based on the results.

5.3.2 Practical contribution

Although China has not fully opened the restriction for the time being, the segregation policy is already changing. Local governments can make timely policy improvements and adjustments based on the relevant information and findings provided in this study.

5.4 Limitations

The limitation of this study is the lack of existing research on the subject. Although pandemics are a popular topic and an interesting research context, there is a paucity of research relevant to this paper. In particular, there are comparative studies on the four generations and tourism typology groups. As a result, there is relatively little relevant literature to draw on and learn from. Secondly because of the cumbersome travel policies under the Chinese pandemic it is difficult for residential residents to choose to travel abroad. Respondents did not understand the actual situation under the Thai pandemic and made their choice. In addition the questionnaire is rather homogeneous, using only quantitative methods. The qualitative method could be appropriately added by setting up some questions and answers to gain a deeper understanding of the respondents' views on risk perception and travel intentions. Besides the eastern part of the respondent region is higher.

5.5 Future Study

- A distinction can be made between tourists who have a travel experience to Thailand and those who do not, comparing the differences in risk perception and travel intentions between tourists with and without travel experience during the pandemic.
- This can be extended to different demographic factors such as nationality income education etc.

5.6 Recommendations

- The local tourism sector should take ownership of the vulnerabilities and specific risk perception factors mentioned in the study find solutions and put them into practice to improve the risk perception issues chosen by the respondents. For instance the development of a pandemic policy and wearing a good mask in public. Purchase of medical insurance when traveling to Thailand. Enhance local outbreak prevention and management, such as maintaining social distance and reducing contact etc.

- Survey the social media used by Chinese people. And promote tourism on relevant platforms, local entry policies and provide authentic and effective local information. This will help tourists save more time to collect information when they want to visit Thailand and attract the interest of Chinese residents.

- Design and promote different activities for different generations of visitors to prepare for the opening of outbound tourism in China. For example, health and wellness type campaigns for baby boomers. Release cheaper campaigns for family travel trips and design travel packages for Generation X. Use online virtual tours to attract more millennial's and Gen Z Chinese residents, etc.

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APPENDIX

Questionnaire



Chinese tourists' perceived risk of Travelling to Thailand during the COVID-19 Pandemic

Dear Respondent,

I am a student studying for a master's degree in hospitality and tourism management at Prince of Songkla University, Phuket campus. As part of my research, I am investigating the Chinese tourists' perceived risk of travelling to Thailand during the COVID-19 pandemic.

I would appreciate it if you could spare a few minutes to help me complete this questionnaire. All information you provide will be used for this project only.

Thank you for your kind cooperation in participating in this study.

Junhao Wang

Tel. 13979771118

Part 1: Personal Information

Please tick the box and answer the questions which are applicable to you.

1. Your region of origin

Eastern Part: Beijing, Tianjing, Hebei, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong and Hainan

Central Part: Shanxi, Anhui, Jiangxi, Henan, Hubei and Hunan

Western Part: Inner Mongolia, Guangxi, Chongqing, Sichuan, Guizhou, Yunan, Tibet, Shanxi, Gansu, Qinghai, Ningxia and Xinjiang

Northeast Part: Liaoning, Jilin and Heilongjiang

2. Age

Generation Z: 9-24 years old

Generation Y: 25-40 years old

Generation X: 41-56 years old

Baby Boomer: 57-75 years old

3. Gender

 Male Female

4. Yearly income (RMB)

 0- 60,000 60,001- 120,000 120,001- 180,000 180,001- 240,000 240,001- 300,000 300,001- 360,000 More than 360,000

5. Education Level

 Primary School Secondary School Specialized colleges High/Vocational School Bachelor's Degree Master's Degree Doctor Degree

6. Before the COVID-19 pandemic, on average I travelled abroad for holiday ____ time(s) per year.

7. Before the COVID-19 pandemic, I have travelled to Thailand ____ time(s) for holiday.

Part 2: Information source

Which information source will you use to know **Thailand**? You can select more than one answer.

Traditional Media

 Newspaper Magazine Television

Digital Media

 WeChat Zhihu Twitter Xiaohongshu Baidu Goolge

Weibo Tiktok Toutiao Other _____**Part 3: Novelty Seeking and Familiarity Seeking****Please select ONLY ONE response for each of the following characteristics.**

1. Please rate the level of preference towards the following statements of your **desired travel destination** during the COVID-19 pandemic. 1= Extremely unimportant, 2= Somewhat unimportant, 3= Neutral, 4= Somewhat important, 5= Extremely important

Factors	Extremely unimportant (1)	Somewhat unimportant (2)	Neutral (3)	Somewhat important (4)	Extremely important (5)
The destination that provides a unique experience.					
The destination that provides new discoveries.					
The destination that is new for me					
The destination I have not been to but I know well.					
The destination that I know more than others.					
The destination makes me feel familiar.					

2. Please select the best description of your travel characteristics from the following.

I like package tours that have a pre-planned itinerary. Meanwhile, traveling with a knowledgeable guide and a group of friends, family or others is what I like. It is very important to me to be comfortable while traveling.

I like the services of a travel agency that can plan part of a trip, but I prefer to travel independently of a tour group. I like to travel with friends or family and visit famous sites together.

I love to make my own travel arrangements and tend to travel alone or with a few close friends. It is important to meet with local people and to have comfortable and reliable transportation.

I like to be fully immersed in the culture of my host country. I enjoy the freedom of not having a travel route, schedule or clear travel goals. I will forgo comfort for the sake of finances, even working on the road to fund my travels.

Part 4: Risk perception

- Please rate the level of agreement towards the following statements of travelling to Thailand. 1=Strongly disagree, 2= Disagree, 3= Neutral, 4=Agree, 5= Strongly Agree.

	Strongly disagree 1.	Disagree 2.	Neutral 3.	Agree 4.	Strongly agree 5.
The cost of travel during COVID-19 was not consistent with the value of the products and services themselves.					
I am concerned that Thailand is not providing enough protection to tourists in terms of the COVID-19.					

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
I am concerned about the closure of many tourist attractions and stores in Thailand.					
I am concerned that local Thai people will express dissatisfaction with tourists during the COVID-19.					
Planning and preparing for a trip to Thailand can take a lot of time					
Selecting a trip to Thailand during the holidays is a waste of time.					
I would be frustrated if a trip to Thailand left me unsatisfied.					
I don't believe it's safe to go to Thailand during the COVID-19.					
Selecting to travel to Thailand would make me feel pressured.					
I think it's very risky to travel to Thailand.					
There is a high likelihood of being affected by COVID-19 in Thailand.					

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
There is a higher likelihood of being affected by COVID-19 compare to other diseases (such as Dengue Fever) in Thailand					
I worry that my family or friends will get COVID-19 in Thailand.					
I worry that my region will have someone get COVID-19 in Thailand.					
If I went to travel to Thailand during the COVID-19, my family would be very agreeable.					
If I went to travel to Thailand during the COVID-19, my friends would be very agreeable.					
If I went to travel to Thailand during the COVID-19, my family and friends would appreciate it.					

Part 5: Travel intention

1. On a scale of 1 to 5 where 1 represents **Not at all interested**, 5 represents **Very interested**.

How would you rate the level of your interest in travel to Thailand during COVID-19 without consideration about quarantine in China?

1 2 3 4 5

2. On a scale of 1 to 5 where 1 represents **definitely NO** and 5 represents **definitely YES**. How would you rate Thailand as your travel destination during the COVID-19 without consideration about time and money?

1 2 3 4 5

Thanks for your time.

VITAE

Name Miss Junha Wang

Student ID 6330121012

Educational Attainment

Degree	Name of Institution	Year of Graduation
BBA. (Hospitality Management)	PSU Phuketcampus	

Work – Position Address

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List of Publication and Proceeding

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