



Revisit Intention in terms of Destination Image and Travel Anxiety under COVID-19 in Japan among Travelers who Obtain Travel Information from Social Media Influence

23 September, 2021

Hisashi Masuda

Graduate School of Management, Kyoto University
masuda.hisashi.4c@kyoto-u.ac.jp

Summary

- **Background:** COVID-19 has had a long-term and serious impact on tourism-related industries
⇒ **Digital marketing using social media** is one of the promising new direction against current issue
- **Research Issue:** have not done enough to address the issue of **destination loyalty theory** from the perspective of social media and the impact of the current COVID-19
- **Purpose of this study:** to examine how differences in **the tendency to obtain travel information from online** affect the intention to revisit a tourist destination
- **Data:** collected through a **questionnaire survey on Kyoto tourism among residents of Tokyo** in Japan (n=514)
- **Results:**
 1. **Destination cognitive image** influences the respondents' intention to revisit the destination, especially for **those who get tourist information from social media influencers spanned two years**
 2. **Travel anxiety** does not significantly affect the intention to revisit the destination, but **respondents who obtain tourist information from social media influencers significantly affect the intention to revisit the destination in a moderate period of time, such as by one year later**

Agenda

1. Introduction
2. Hypothesis formulation as a research model
3. Methodology
4. Results
5. Discussion

1. Introduction

1. 1 Background

- Serious impact on activities of tourism-related industries due to COVID-19, which broke out in early 2020
 - **International:** 74% drop in international travelers in 2020 (down 1 billion from 2019).
Source: WORLD TOURISM ORGANIZATION, 2020: WORST YEAR IN TOURISM HISTORY WITH 1 BILLION FEWER INTERNATIONAL ARRIVALS, <https://www.unwto.org/news/2020-worst-year-in-tourism-history-with-1-billion-fewer-international-arrivals>
 - **Japan:** Number of foreign visitors to Japan in 2020 decrease by 87.1% year on year (4,115,828).
Source: 日本政府観光局, 訪日外客統計(報道発表資料): 2020年12月暫定値, https://www.jnto.go.jp/jpn/statistics/data_info_listing/pdf/2020_december_zantei.pdf
- Tourism industry needs a major change from the traditional approach
- **This study focuses on the following two aspects:**
 1. More attention will be paid to **provision of travel information online**, which can provide information that resonates with travelers even without direct interaction
 2. As the impact of the pandemic is prolonged, **travel anxiety** such as infectious disease may affect the choice of tourist destinations and their evaluation in future tourism activities

1.2 Related Works

Destination Loyalty Theory:

- based on travelers' perceived intention to revisit a tourist destination and their intention to recommend a tourist destination to others has been developed [2-5]
- Implementations of its verification from various theoretical perspectives:
 - **Tourist destination image:** travel environment, natural environment, tourist experience facilities, infrastructure, etc.
 - **Service Quality:** experience of shopping, accommodation, food and beverage, sightseeing, etc.

A recent study on changes in travel attitudes due to COVID-19 :

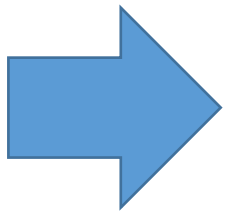
- examine the relationship between travelers' risk perception and their tourism behavior
 - For example, Travelers' increased risk perception associated with COVID-19 [6], preference for travel with less interpersonal contact [7], and differences in travelers' requirements for infectious disease security measures by gender [8], etc.

1. 3 Research issue and purpose

Research issues based on the impact of COVID-19:

1. Connection between tourism destination loyalty theory and one-off tourism research on COVID-19
2. Consideration for travel information dissemination online such as leveraging social media, etc

Research purpose: To analyze how the **destination cognitive/affective image** and **travel anxiety** affect the intention to revisit a tourist destination under the risk of infectious diseases, based on considering the tendency to obtain travel information from online



Extending the theory of destination loyalty under the risk of infectious diseases + connecting with social media marketing research

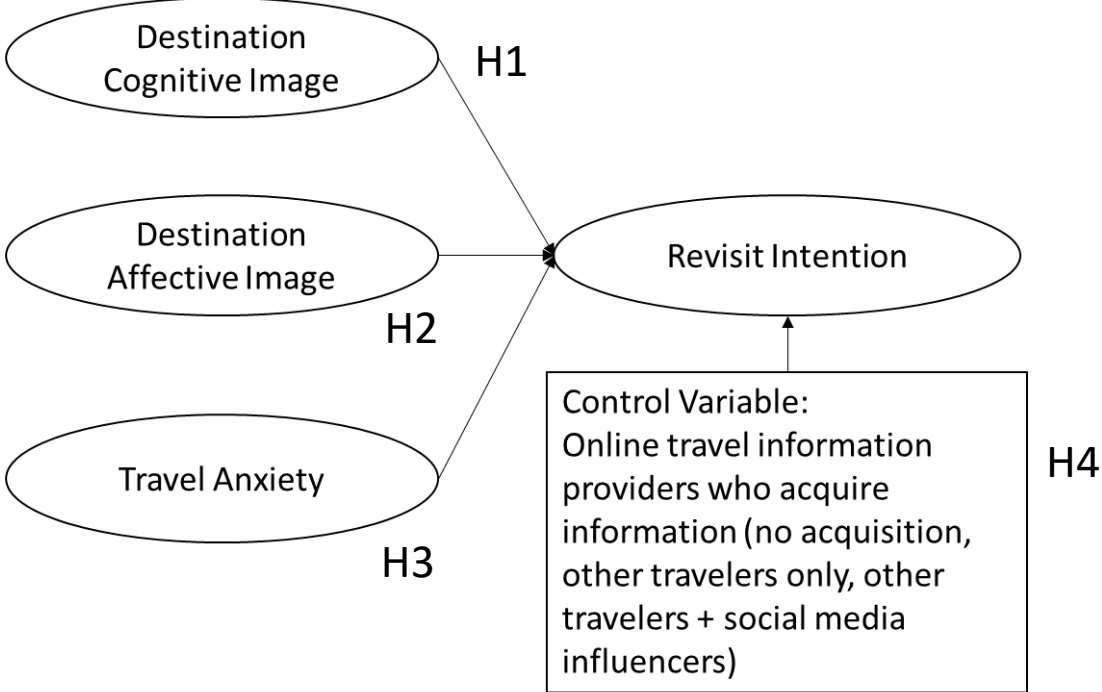
2. Hypothesis formulation as a research model

2. Hypothesis formulation as a research model

- Hypothesis formulation based on literature:**

- H1:** Destination cognitive image positively influences revisit intention to a destination
- H2:** Destination affective image positively influences revisit intention to a destination
- H3:** Travel anxiety negatively affects to a destination
- H4:** These effects(H1-3) vary depending on travelers' tendency to obtain information from online

3 types of Revisit intention to a destination: within 6 months(half a year), 1 year, and 2 years



3. Methodology

3.1 Questionnaire Design

- **Main constructs (selected as validated by existing studies)**

(The degree to which you agree with the following points is measured on a Likert scale):

- **Destination Cognitive Image:** Tourist city, tradition and culture, nature, food and cuisine, shopping, local community [9-11]
- **Destination Affective Image:** Exciting, comfortable, fun, adventurous, relaxing, boring, stimulating, good atmosphere [9-11]
- **Travel Anxiety:** Nervousness, worry, fear, being threatened, upset, nervousness [6-7,16]

- **Types of online travel information sources**(measure the extent of its utilization):

- **Type#1:** Do not obtain tourist information from others online (NOT type #1 and type #2)
- **Type#2:** Retrieved from other travelers' reviews online
- **Type#3:** Obtain from influencers on social media (Facebook, Instagram, YouTube, etc.)

3.2 Data Collection: Survey on the Impact of Covid-19 on Tourism in Kyoto - (1)

- **Data collection period:** December 2020 to January 2021
- **Respondent Requirements :**
 - Have visited Kyoto City at least once for the purpose of sightseeing during the past four years from April 2020, and have not traveled to Kyoto City for one year from April 2020.
 - Lives in Tokyo

Type of online tourist information acquisition:

- **Type#1(n=78):** No travel information obtained from other travelers online (n=78) (\neq Type#1 AND Type#2)
- **Type#2(n=84):** Online reviews by other travelers
- **Type#2+#3(n=184):** Online reviews of other travelers + social media influencers

Number of valid respondents: 514

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	241	46.89
Female	273	53.11
Age group (years)		
10-19	3	0.58
20-29	105	20.43
30-39	147	28.60
40-49	114	22.18
50-59	67	13.04
60-69	52	10.12
70-79	26	5.06
Country of origin		
Japanese	337	65.56
Non-Japanese	177	34.44
Travel Information acquisition methods		
Other travelers online review	318	61.87
Social media influencer (e.g., Facebook)	136	26.46
Social media influencer (e.g., Instagram)	170	33.07
Social media influencer (e.g., YouTube)	169	32.88

Note) **Type#3(n=19):** Social media influencers only(= Skip this time because it's a small number.)

3.3 Hypothesis testing method

- **Methods for testing hypotheses (research models) :**
PLS-SEM(Partial Least Squares Structural Equation Modeling)
- **Software:** Smart PLS3

- PLS-SEM is more adaptable than SEM based on covariance structure (CB-SEM) because it does not require assumptions about the distribution of observed variables.
- Robust analysis even with less data than CB-SEM[15]

4. Results

4. Result – (1)

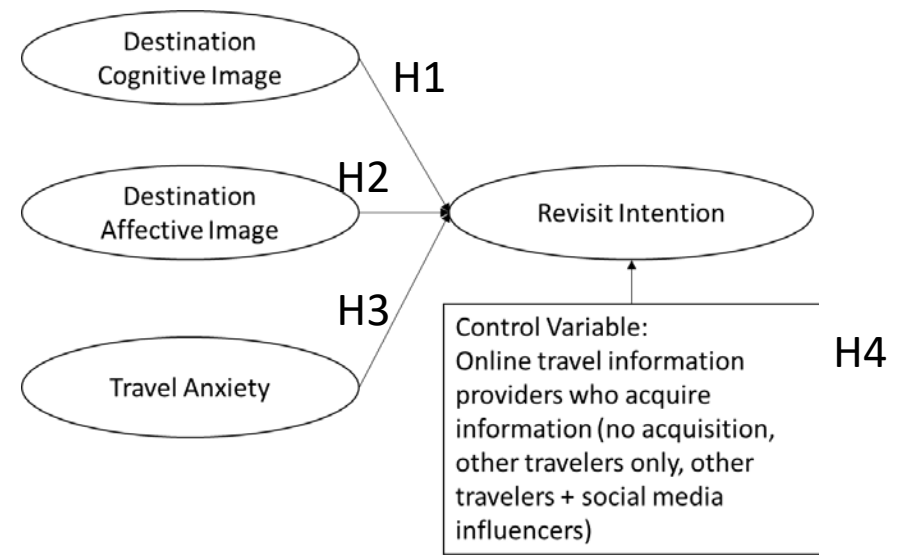
Analysis using 3 types of revisit intention to a destination

- H1a Destination Cognitive Image → Revisit Intention(Within half a year)
- H1b Destination Cognitive Image → Revisit Intention(Within 1 year)
- H1c Destination Cognitive Image → Revisit Intention(Within 2 years)

Hypothesis	Type#1: No online information obtained		Type#2: Online Traveler Reviews		Type#2+Type#3: Online Traveler Reviews + Social Media Influencers		Difference between types: H4
	β	Result	β	Result	β	Result	
H1a Destination Cognitive Image → Revisit Intention(Within half a year)	0.513*	A	0.576***	A	0.542***	A	R
H1b Destination Cognitive Image → Revisit Intention(Within 1 year)	0.504*	A	0.531***	A	0.498***	A	R
H1c Destination Cognitive Image → Revisit Intention(Within 2 years)	0.439*	A	0.297	R	0.389***	A	A
H2a Destination Affective Image → Revisit Intention(Within half a year)	0.116	R	-0.073	R	0.026	R	R
H2b Destination Affective Image → Revisit Intention(Within 1 year)	0.145	R	0.059	R	0.076	R	R
H2c Destination Affective Image → Revisit Intention(Within 2 years)	0.250*	A	0.315*	A	0.175*	A	R
H3a Travel Anxiety → Revisit Intention(Within half a year)	-0.076	R	-0.094	R	-0.082	R	R
H3b Travel Anxiety → Revisit Intention(Within 1 year)	-0.143	R	-0.161*	A	-0.200***	A	A
H3c Travel Anxiety → Revisit Intention(Within 2 years)	-0.169*	A	0.017	R	-0.121	R	A

Note: Significance level * 5%; ** 1%; *** 0.1%; R=Rejected; A=Accepted

Research model for this study



4. Result – (2)

Hypothesis	Type#1: No online information obtained		Type#2: Online Traveler Reviews		Type#2+Type#3: Online Traveler Reviews + Social Media Influencer		Difference between types: H4
	β	Result	β	Result	β	Result	
H1a Destination Cognitive Image → Revisit Intention(Within half a year)	0.513*	A	0.578***	A	0.542***	A	R
H1b Destination Cognitive Image → Revisit Intention(Within 1 year)	0.504*	A	0.531***	A	0.498***	A	R
H1c Destination Cognitive Image → Revisit Intention(Within 2 years)	0.439*	A	0.297	R	0.389***	A	A
H2a Destination Affective Image → Revisit Intention(Within half a year)	0.116	R	-0.073	R	0.026	R	R
H2b Destination Affective Image → Revisit Intention(Within 1 year)	0.145	R	0.059	R	0.076	R	R
H2c Destination Affective Image → Revisit Intention(Within 2 years)	0.250*	A	0.315*	A	0.175*	A	R
H3a Travel Anxiety → Revisit Intention(Within half a year)	-0.076	R	-0.094	R	-0.082	R	R
H3b Travel Anxiety → Revisit Intention(Within 1 year)	-0.143	R	-0.161*	A	-0.200***	A	A
H3c Travel Anxiety → Revisit Intention(Within 2 years)	-0.169*	A	0.017	R	-0.121	R	A

Note: Significance level * 5%; ** 1%; *** 0.1%; R=Rejected; A=Accepted

Main findings:

- Destination Cognitive Image:** For respondents who get travel information from social media influencers, the relationship that cognitive image had on intention to revisit, even in the long term, such as within two years
- Destination Affective Image:** There was no difference in the type of travel information.
- Travel Anxiety:** Respondents who get their travel information from social media influencers may have travel anxiety that affects their visit and beyond, but only for a moderate period of time (e.g., one year).

R Square:

	Type#1: No information obtained	Type#2: Online Traveler Reviews	Type#2+Type#3: Online Traveler Reviews + Social Media Influencer
	R Square	R Square	R Square
Revisit Intention(Within half a year)	0.346	0.335	0.330
Revisit Intention(Within 1 year)	0.394	0.395	0.372
Revisit Intention(Within 2 years)	0.416	0.278	0.294

F Square(effect size):

	No Online Info			Online Tourism Review			Online Tourism Review+Influence		
	F Square			F Square			F Square		
	RI1	RI2	RI3	RI1	RI2	RI3	RI1	RI2	RI3
Destination Cognitive Image	0.342	0.357	0.281	0.347	0.323	0.084	0.266	0.241	0.130
Destination Affective Image	0.018	0.031	0.095	0.006	0.004	0.102	0.001	0.006	0.027
Travel Anxiety	0.008	0.030	0.043	0.012	0.039	0.000	0.010	0.068	0.020

5. Discussion

- **Destination Cognitive Image:** strongly related to the intention to revisit a destination among respondents who obtain travel information online. In addition, when respondents obtain information from social media influencers, the impact can affect their long-term travel intentions, such as two years. Since **social media users can send out tourism information themselves**, they are likely to have more influence on information that is worth sending out than those who do not use social media.
- **Travel Anxiety:** Under the influence of COVID-19, general travel anxiety factors do not have a significant impact on the intention to revisit a tourist destination. However, for the respondents that obtains travel information from social media influencers, travel anxiety had an impact on their intention to revisit over a medium-term period (e.g., by one year later). This may indicate that **they perceive more specific and sympathetic travel anxiety from influencer information** than other respondents.

6. Conclusion

- In this study, we analyzed the impact of tourism destination image and travel anxiety on revisit intention to a tourism destination under the influence of infectious diseases (COVID-19), based on the differences in the tendency to obtain tourist information from online
- The differences in respondents' tendency to obtain tourist information from social media influencers were shown in terms of destination cognitive image and travel anxiety.
- **Limitation:** This time, the analysis includes both Japanese and foreign residents in Japan, so it is thought that the results only show statistical trends for the entire data.
- **Future works:** We will analyze the differences in the type of information acquisition by comparing Japanese and foreigners living in Japan, comparing age groups, and other demographic information. As a result, we believe that we will be able to further clarify the differences in the details of the effects of the model when we test the model in more subdivided groups.

References

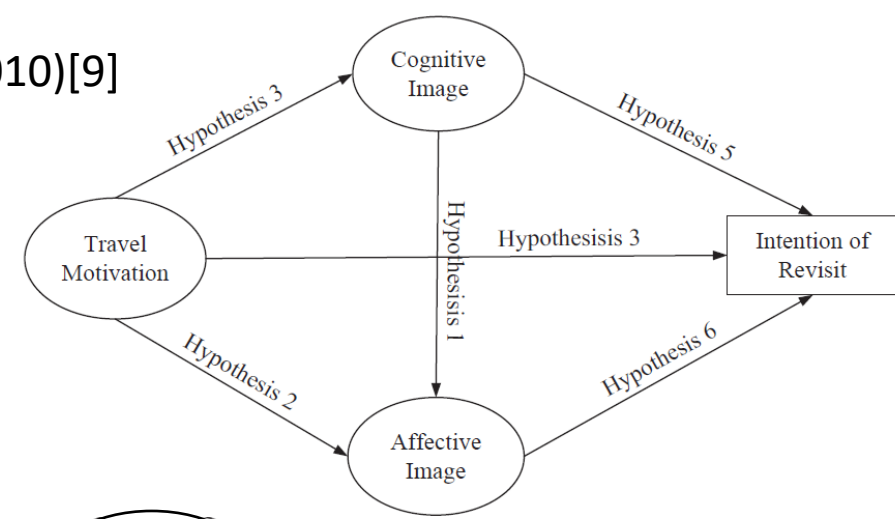
- [1] 日本政府観光局(JNTO): 訪日外客数(2021年7月推計値, (2021) Retrieved from https://www.jnto.go.jp/jpn/statistics/data_info_listing/pdf/210721_monthly.pdf
- [2] Oppermann, M.: Tourism destination loyalty. *Journal of Travel Research*, Vol. 39, No. 1, pp. 78-84 (2000).
- [3] Yoon, Y., & Uysal, M.: An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, Vol. 26, No. 1, pp. 45-56 (2005)
- [4] del Bosque, I. R., & San Martin, H.: Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, Vol. 35, No. 2, pp. 551-573 (2008)
- [5] Chi, C. G.-Q., & Qu, H.: Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, Vol. 29, No. 4, pp. 624-636 (2008)
- [6] Neuburger, L., & Egger, R.: Travel risk perception and travel behaviour during the COVID-19 pandemic 2020: a case study of the DACH region. *Current Issues in Tourism*, pp. 1-14 (2020)
- [7] Bae, S. Y., & Chang, P.-J.: The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism*, pp. 1-19 (2020)
- [8] Lenis Escobar, A., Rueda Lopez, R., Menor Campos, A., & Lopez-Felipe, T.: Differences between Women and Men Regarding Security Measures to Prevent the COVID-19 Pandemic in the Hotel Sector, *Preprints 2020* (2020)
doi:10.20944/preprints202008.0201.v1
- [9] Li, M., Cai, L. A., Lehto, X. Y., & Huang, J.: A missing link in understanding revisit intention? The role of motivation and image. *Journal of Travel & Tourism Marketing*, Vol. 27, No. 4, pp. 335-348 (2010)
- [10] Chew, E. Y. T., & Jahari, S. A.: Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, Vol. 40, pp. 382-393, (2014)
- [11] Tosun, C., Dedeoğlu, B. B., & Fyall, A.: Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, Vol. 4, No. 4, pp. 222-234, (2015)
- [12] Dwivedi, Y. K., Kapoor, K. K., & Chen, H.: Social media marketing and advertising, *The Marketing Review*, Vol. 15, No. 3, pp.289-309 (2015)
- [13] Kannan, P. K., & Li, H. A.: Digital marketing: A framework, review and research agenda." *International Journal of Research in Marketing*, Vol. 34, No. 1, pp.22-45, (2017)
doi:<https://doi.org/10.1016/j.ijresmar.2016.11.006>
- [14] Shen, A. X., Lee, M. K., Cheung, C. M., & Chen, H.: Gender differences in intentional social action: we-intention to engage in social network-facilitated team collaboration. *Journal of Information Technology*, Vol. 25, No. 2, pp.152-169, (2010)
- [15] Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M.: *A primer on partial least squares structural equation modeling (PLS-SEM)*: Sage publications, (2016)
- [16] Reisinger, Y., & Mavondo, F. (2006). Cultural differences in travel risk perception. *Journal of Travel & Tourism Marketing*, 20(1), 13-31.

Literature Review

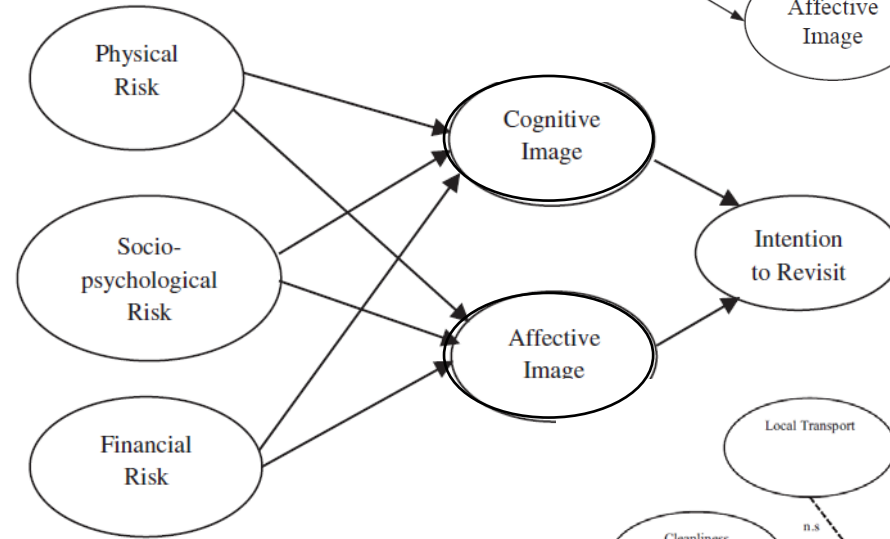
Destination Image

- **Li(2010)**: Analyzing the effects of cognitive and affective images of tourist attractions and travel motivation on intention to revisit [9]
- **Chew(2014)**: Examining the impact of physical, socio-psychological, and financial risks of a tourist destination on intention to revisit, mediated by cognitive and affective images of the destination [10].
- **Tosun(2015)**: The impact of emotional image on intention to revisit is analyzed by further subdividing the image into accommodation, local means of transportation, etc. [11].

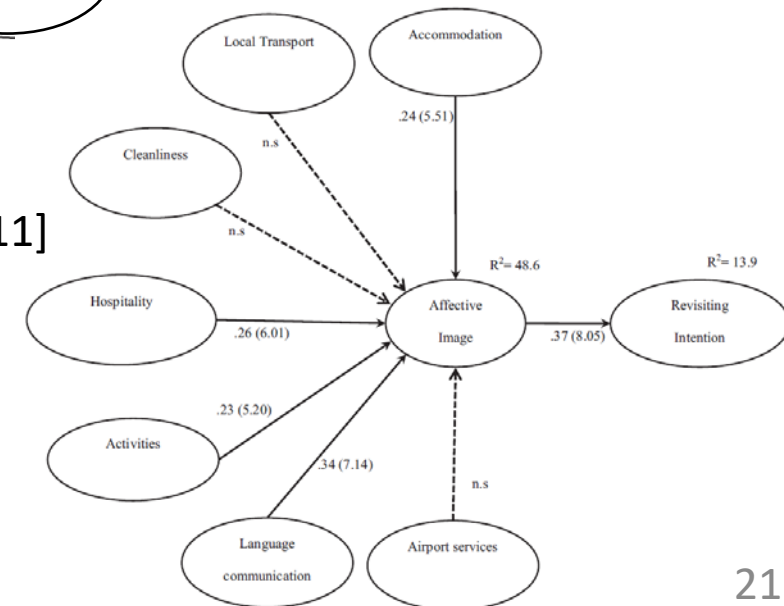
(Li, 2010)[9]



(Chew, 2014)[10]



(Tosun, 2015)[11]



Travel Anxiety in COVID-19

- **Neuburger(2020):** conducted a questionnaire survey based on the general understanding of COVID-19, risk perception associated with infectious diseases in tourism, and changes from pre-coronary tourism behavior, and cluster analysis showed that traveler awareness was classified into three types: nervousness, withholding, and anxiety, and that risk perception of travel was on the rise [6]
- **Bae(2020):** Different effects of affective and cognitive risk perceptions of COVID-19 on the tendency to seek tourism with less contact with service providers [7]

Pre-COVID-19 Travel Anxiety Research Initiatives : e.g., Reisinger, Y., & Mavondo, F. (2006). Cultural differences in travel risk perception. *Journal of Travel & Tourism Marketing*, 20(1), 13-31. [16]

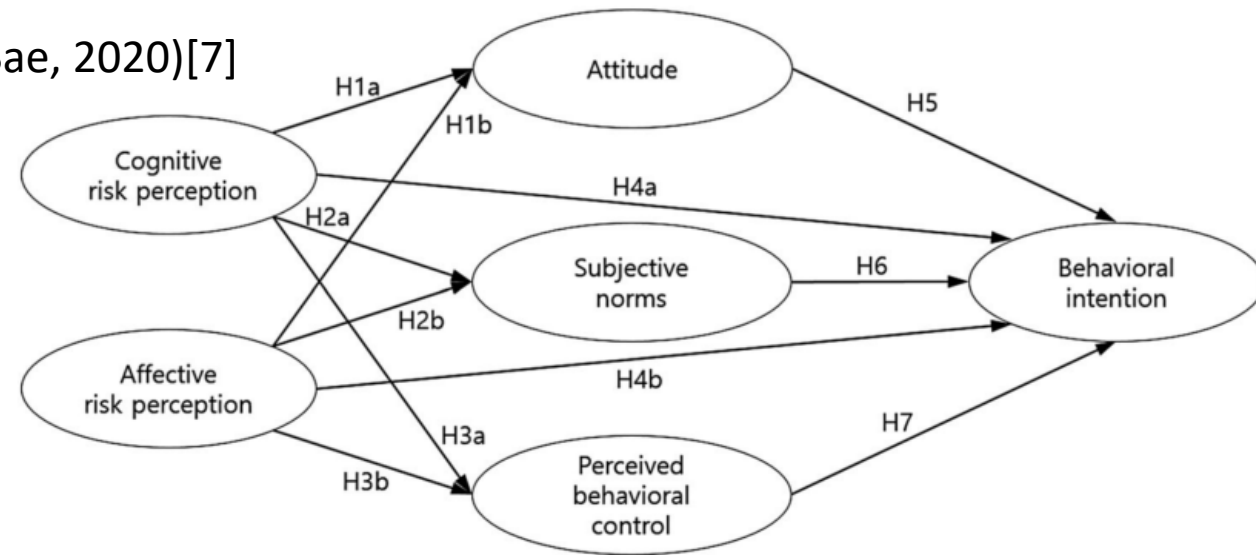
(Neuburger, 2020)[6]

Table 6. Summary of cluster analysis Period 2.

Construct (n = 202)	Cluster 1 Anxious n = 132, 65%	Cluster 2 Nervous n = 43, 21%	Cluster 3 Reserved n = 27, 14%
Perception of COVID-19	4.17 (0.48)	2.84 (0.41)	2.77 (0.73)
Travel risk perception	4.48 (0.42)	4.37 (0.33)	3.15 (0.57)
Travel behaviour	4.40 (0.47)	4.06 (0.47)	2.63 (0.65)

Source: Author's own survey data.

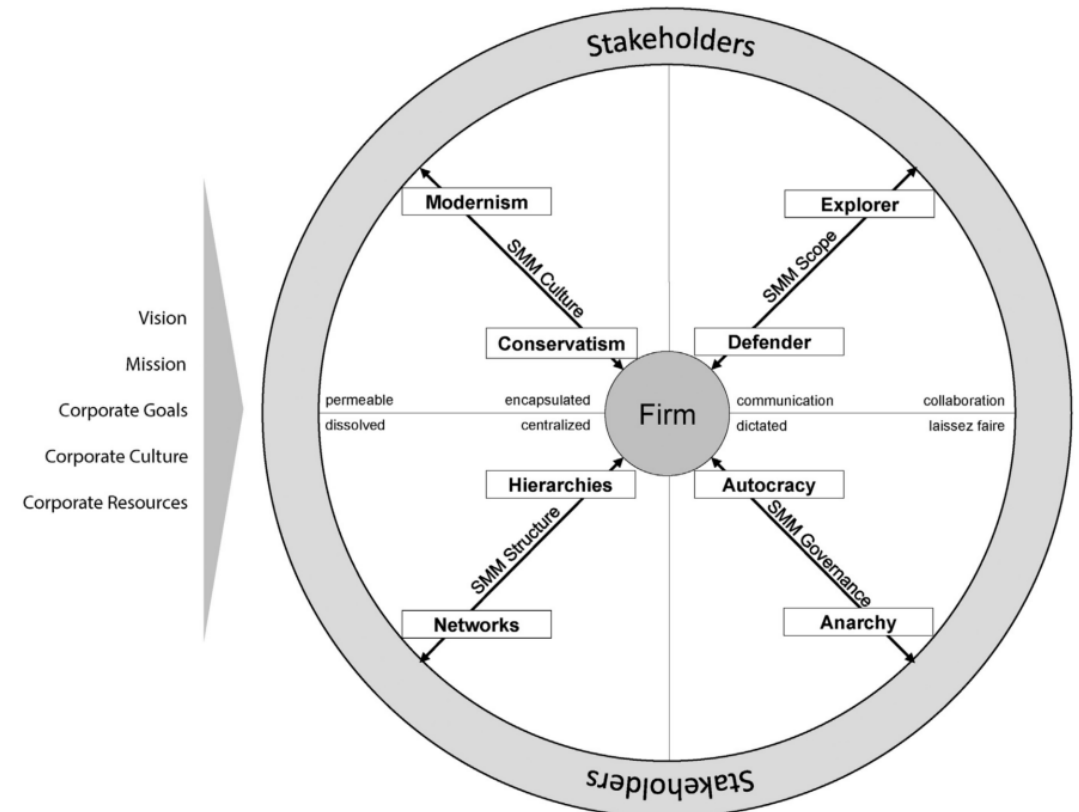
(Bae, 2020)[7]



Social Media Marketing

- Research Issues in Social Media Marketing :
 1. The measures of its effectiveness have not been well developed [12]
 2. The different characteristics among various social media platforms have not been sufficiently considered in terms of marketing effectiveness [13]
 3. The motivations for how tourists use social media vary from user to user, which may be tied to the cultural background of the user [14]...

Ref: Strategic Social Media Marketing Framework (Felix et al., 2017)



Source: Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126. doi:10.1016/j.jbusres.2016.05.001