

The Mediating Effect of Health Perceived Risk on Perceived Situation and Travel Intention after the Pandemic – Moderating Variable on Favorable Tourism Factors

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ABSTRACT: The purpose of this study is to explore the relationship between people's perceived situation of the epidemic and their willingness to travel after the Covid-19 pandemic, and use health perceived risk as a mediating variable and tourism favorable factors as a moderating variable to understand each other interaction relationship between them. Using hierarchical regression analysis and bootstrap method, the research results show that the perceived situation has a significant effect on the willingness to travel, health perceived risk has a mediating effect on the perceived situation and the willingness to travel. The results of this study hope to understand the status of people's willingness to travel after the pandemic, and provide business operators with reference for further business actions.

Keywords: Perceived Situation, Health Perceived Risks, Travel Willingness, Covid-19

I. INTRODUCTION

The COVID-19 pandemic has affected people all over the world. In addition to affecting people's health, it also restricts people's lives, from travel to sports events, and even education (Edelheim, 2020; Sandhu & Wolf, 2020), while also reducing hotel occupancy rates (Jiang & Wen, 2020). Tourist arrivals in the Asia-Pacific region fell by 82% in 2020, and the global economy is expected to suffer an unexpected loss of about \$8 trillion by 2023 (Nation, U., 2022). In the short and long term, the crisis may continue to threaten the ability of countries to revive their tourism industries (Goel, 2021). What's more, countries that rely on tourism appear to be the hardest hit by the epidemic and may take longer to recover after the crisis (Assaf, 2020).

In order to save the worsening economic crisis, most countries have considered reopening their tourism industry despite still health-related risks, and have adopted a wide range of practical measures to stimulate tourism demand and increase destination capacity to meet the post-epidemic era tourism the expectations of readers (Huynh, 2022). At the beginning of 2022, the global tourism business will return to about 61% of 2019, and it is expected to have a significant revitalization by the end of 2022, as restrictions are gradually lifted in various regions of the world (UNWTO, 2022). Specifically, 45 countries, including 14 in Asia, have lifted or eased COVID-19-related restrictions since early June 2022. These results will be considered an opportunity to promote the recovery of the global tourism industry.

While the recovery in tourist destinations around the world is encouraging, key questions remain about the extent to which tourists will be willing to travel and support destination recovery in post-pandemic conditions. Likewise, unpredictable conundrums remain as to whether the COVID-19 pandemic is over, and

whether tourist destinations can ensure their safety and respond effectively to future resurgence crises in a more resilient manner. Therefore, this study attempts to explore tourists' willingness to travel after the pandemic, and to explore the impact of perceived health risks and favorable factors on tourism on tourists' perceived situation and willingness to travel.

After the pandemic, many business marketers hope to cultivate customers' recognition of their brands, expecting that sales can slowly increase, so as to return to the situation before the outbreak (Krishna & Kim, 2021; Molinillo et al., 2022; Hollebeek et al. al., 2021). Most empirical studies regard customers' consumption experience as the driving factor affecting the degree of specific associations (Algharabat et al., 2020; Harrigan et al., 2018; Naeem & Ozuem, 2021), but some scholars believe that the strength of the associations explored The experience participation of different customers will be different, and if the degree of experience participation is lower than the standard, their repurchase intention will be reserved (Khan, Hollebeek & Islam, 2020), which will affect satisfaction and loyalty. Based on the above factors, this article hopes to understand the correlation between the consumption experience, purchase intention, customer loyalty and customer satisfaction of members of specific essential oil products after the pandemic, and hopes to provide important and novel insights through research and analysis, as a reference for the relevant units.

II. LITERATURE REVIEW

2.1. Perceptual situation

Perceived context refers to people's perception of the COVID-19 epidemic. In many respects, the COVID-19 pandemic has made border controls in many regions complicating business for the tourism industry (Baum & Hai, 2020). Since the emergence of the COVID-19 epidemic, it has become an important factor affecting global travel intentions (Bae et al., 2022; Gibbs et al., 2020; Hiselius & Arnfalk, 2021), because of the impact of the epidemic on people's psychological and spiritual conditions (Abbas, 2020; Maqsood et al., 2021a; Maqsood et al., 2021b), many business and leisure travelers are forced to re-examine their travel plans (Borkowski et al., 2021; Chan et al., 2021).

The COVID-19 epidemic has triggered fear, anxiety, and uncertainty among tourists, exacerbating the hesitation to travel abroad (Luo & Lam, 2020; Zheng et al., 2021), which is attributed to Tourist destinations have caused a series of health and safety issues (Sukaatmadja et al., 2022; Zhu & Deng, 2020), and even though travel operators have adopted relevant health protection measures, they still cannot attract tourists' interest (Abdullah et al., 2021).

When the COVID-19 crisis eased somewhat, the recovery of the tourism industry was correlated with communication and public perception (Beirman, 2003). And it is critical to keep travelers informed about the crisis and provide a realistic assessment of potential risks without causing stress and anxiety (Boin & McConnell, 2007).

2.2. Willingness to travel

From a consumer perspective, investigations into post-COVID-19 crisis recovery should include factors relevant to travel decisions and should assess whether these factors are likely to change significantly

post-COVID-19 crisis. If these factors do not show significant differences, general economic and travel safety theory can be applied to post-COVID-19 travel scenarios. Since travel intention is a typical representative of travel decision-making, this study reviews and incorporates factors influencing travel intention, which include motivation, constraints, subjective norms, and behavioral control.

Many studies on travel intentions are based on Theory of Planned Behavior (TPB), which holds that behavioral intentions contain attitudes, subjective norms, and the results of perceived behavioral control (Ajzen, 1991). The TPB provides a clear framework for examining intentions systematically, as the more favorable an individual's attitude towards behavior is, the more strongly an individual adopts that behavior or supports those behaviors; at the same time, the more individuals feel that they can control these behaviors, the more may engage in such behaviors (De Leeuw et al., 2015; Fishbein & Ajzen, 2011).

In addition to applying the TPB framework, many studies have looked at motivation as a factor influencing travel decisions and destination selection. Motivation is seen as guiding human behavior (Dann, 1981) and has been widely accepted in the travel motivation literature (Jiang et al., 2019). Motivational factors are represented by seeking new knowledge, self-esteem, self-improvement, social interaction, and rest and relaxation. Among them, seeking new knowledge is considered to be an important factor that can induce travel intentions (Jiang et al., 2019). In some studies, motivation is regarded as one of the most critical factors in tourism marketing, and the influence of motivation on tourism intention may not be so consistent (Hung & Petrick, 2011; Li et al., 2010). Many studies have confirmed that travel restrictions are an important factor affecting travel intentions, especially in outbound travel (Jin & Sparks, 2017; Li et al., 2011; Sparks & Pan, 2009). Therefore, based on the above literature review, this study proposes the research hypothesis as follows:

H1: Perceived situation has a significant negative impact on travel intention.

2.3. Health perceived risk

The continued escalation of the COVID-19 outbreak has led to lockdowns, quarantines in various regions, and because of the quarantine, people worry, feel anxious, and think they are at risk of contracting COVID-19. Health perceived risk refers to an individual's assessment of the probability and consequences of adverse outcomes (Sjöberg, 2000). A person's subjective perception of risk can influence their behavior in the context of new, unobservable and unpredictable hazards such as COVID-19. If people perceive themselves to be at risk of contracting a disease with potentially serious health consequences, they have the ability to adapt to the situation (Slovic, 1987). For example, the perception of risk can motivate them to adopt preventive behaviors, including staying home, avoiding public gatherings, maintaining physical and social distance, and maintaining personal hygiene (Yıldırım, Geçer & Akgül, 2020). In the context of the COVID-19 epidemic, studies have shown that risk and anxiety, worry will affect daily life (Kwok et al., 2020), and fear of infection with COVID-19 behavior and health status, life satisfaction and socioeconomic status There is some correlation (Cao et al., 2020; Gerhold, 2020; Yıldırım et al., 2020; Zhang et al., 2020).

The protective motivation theory states that people tend to protect themselves based on their perceptions of the severity of threatening events, perceived danger, response efficiency, and self-efficacy (Floyd et al., 2000; Rogers, 1975). A cost-benefit analysis is performed simultaneously for preventive measures, and more specific preventive measures are taken during the COVID-19 epidemic due to the perceived high risk (Sutton, 1982; Wise

et al., 2020). So as long as you try to avoid putting yourself in a risky situation (Leppin & Aro, 2009). Therefore, based on the above literature review, this study proposes the research hypothesis as follows:

H2: Perceived context has a significant positive impact on health perceived risk

2.4. Health perceived risk and travel willingness

In order to help travel operators be more confident in implementing preventive measures during the pandemic, it is imperative for travel operators to understand the relationship between the importance of preventive measures taken by customers during the pandemic and their willingness to travel. From previous research literature, it is known that health awareness is positively related to customers' behavioral intentions. For example, customers with high health awareness prefer operators to provide relevant information (Dipietro et al., 2016). Choi & Zhao (2010) believe that customers' perceptions of the importance of health behaviors will affect their choice of destinations. Therefore, it is hypothesized that when the behavior of tourism operators meets their expectations, then customers will have a higher willingness to go out.

Travel intentions depend on one's attitudes and preferences toward a particular product or brand (De Vos, 2022; Khoa, 2021; Shin, 2022). According to Khoa (2021), tourist behavior is also influenced by coherent and emotional context. In other words, psychological and physical issues are intertwined factors that often influence destination behavior, leading to travel intentions (Chinazzi, 2020; Villacé-Molinero, 2021; Xu, 2022).

Personal risk in tourism refers to the possibility of personal danger or injury to people or tourists during travel, some personal risks that may occur, such as tourists becoming victims of terrorism or natural disasters in the place, but few studies have included diseases Potential for physical and mental risk as a travel plan (Lee, 2021; Oshriyeh, 2022; Tergu, 2022). Since the World Health Organization declared Covid-19 a global pandemic in February 2020, tourists worry about contracting the disease while traveling (Chan, 2022; Gupta, 2021; Lee, 2021). Therefore, this study puts forward the research hypothesis:

H3: Health perceived risk has a significant negative impact on travel intention

2.5. The mediating effect of health perceived risk on travel intention

In general, perceived risk can be defined as the perception of the possibility of negative consequences arising from uncertainty (Oglethorpe & Monroe, 1987). In the case of communicable diseases, physical health problems are recognized as an individual risk (Law, 2006; Lepp & Gibson, 2003, Maser & Weiermair, 1998, Sönmez & Graefe, 1998). In the current study, perceived risk was used to assess people's fears about the likelihood of contracting COVID-19 and the likelihood that the disease would cause serious physical harm. People who believe that the risk of COVID-19 is low tend to believe that COVID-19 will not have too much adverse effect on them; Affected by the implementation of precautionary measures by the industry. Therefore, this study proposes the following hypotheses:

H4: Health perceived risk has a mediating effect on perceived situation and travel intention

2.5. Favorable factors of tourism

Empirical insights are becoming increasingly available as the pandemic has caused dramatic changes in consumer choice behavior and researchers are beginning to understand the direct and indirect impact of COVID-19 on various types of travel. Hang, Aroean & Chen (2020) found that crisis communication about sharing emotions will build emotional attachment, which will increase tourists' willingness to visit, especially

after three doses of vaccines, the relaxation of entry and exit controls in various countries, and the number of confirmed cases is no longer an influence on tourism. main subject of will.

Pardo & Ladeiras (2020) used a series of virtual forums to explore the views of travel and tourism experts from around the world on how the COVID-19 pandemic has affected regional or national tourism activity, and how they can prepare for the recovery of the tourism industry. Some researchers believe that tourism authorities in various regions should prioritize deregulation, enhanced tourism intelligence, and new control measures for the epidemic. Pardo & Ladeiras (2020) believe that culture and natural resources are unique elements with the potential to attract tourists, and in the post-pandemic and increasingly competitive tourism market, the design and introduction of novel experiences, as well as the wisdom of investing in the tourism industry Specialization will increase tourists' willingness to travel.

Based on the above information, this paper defines the favorable factors of tourism as deregulation of tourist destinations, enhanced tourism information, new control measures for the epidemic, unique elements with potential to attract tourists, and the establishment of shared emotions with tourists. Therefore, based on the above literature review, this study proposes the research hypothesis as follows:

H5: Favorable factors of tourism have a moderating effect on perceived situation and tourism intention

H6: Favorable factors of tourism have a moderating effect on perceived situation and health perceived risk

H7: Favorable factors of tourism have a moderating effect on health perceived risk and travel intention

III. RESEARCH METHODS

3.1. Research framework and assumptions

This study explores whether people's willingness to travel will be affected by perceived health risks and favorable factors of travel after the pandemic. Based on the research purpose and relevant literature, the research framework (see Figure 1) was proposed, and the Pearson correlation analysis (Pearson correlation) was used to understand the relevant situation, as well as the perceived situation, health perceived risk, and The correlation between tourism favorable factors and various aspects of tourism intention. Then, the PROCESS software developed by Hayes (2013) was used, and Model 59 in the plug-in model was used to conduct bootstrap analysis (Bootstrap) and repeated sampling analysis for 5000 times, so as to test the mediating effect of health perceived risk on perceived situation and travel intention , and the interference effects of favorable tourism factors on the perceived situation and travel intention, the perceived situation and health perceived risk, and the interference effect of health perceived risk and travel intention. Among the research variables, the independent variable is the perceived situation, the intermediary variable is the perceived risk of health, and the favorable factor of tourism is the interference variable; the dependent variable is the willingness to travel. The research structure diagram is shown in Figure 1 below.

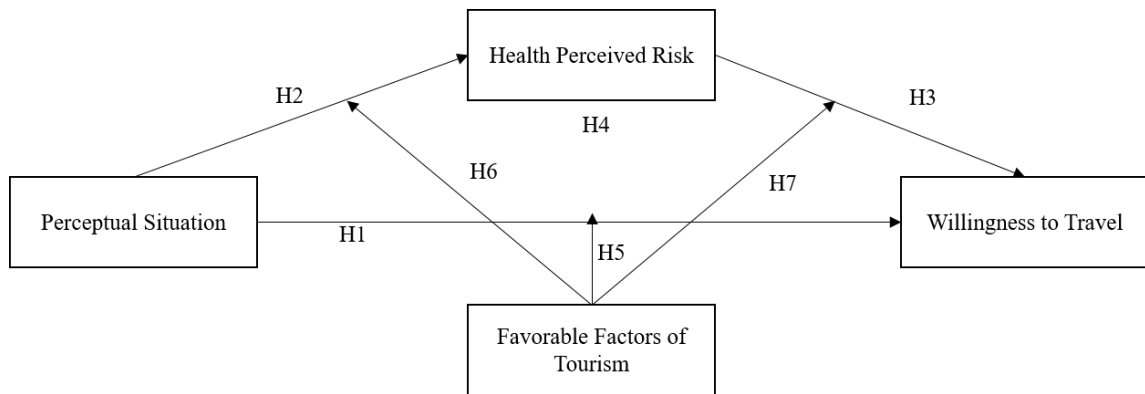


Figure 1 research structure

3.2. Research objects and samples

This study aims to explore the people's willingness to travel after the pandemic, so a questionnaire is designed and distributed in the form of a Google form, targeting the general public. In order to strengthen the randomness of the sample, it is divided into three times, and the periods are from June 2 to June 15, 2022, July 30 to July 15, and August 5 to August 20, 2022. A total of 378 questionnaires were recovered, and the incomplete copies were deleted. There were 373 valid questionnaires in total, and the effective rate of the questionnaires was 98.7%. The structure of the respondents in this research sample is divided into six categories: gender, age, education level, marital status, occupation category, and average monthly income, which are described in Table 1 below:

Table1 Samples (n=373)

Variables	Items	Samples
Gender	Male	145 (38.9%)
	Female	228 (61.1%)
Age	25 years old and below	6 (1.6%)
	26-30 years old	35 (9.4%)
	31-35 years old	21 (5.6%)
	36-4 years old	22 (5.9%)
	41-45 years old	39 (10.5%)
	46-50 years old	38 (10.2%)
	51-555 years old	55 (14.7%)
	Over 56 years old	157 (42.1%)
Educational level	High school	80 (21.4%)
	College	75 (20.1%)
	University	146 (39.1%)
	Graduate school	72 (19.3%)
Marriage status	Single	111 (29.8%)
	Married	262 (70.2%)

Occupation	soldiers, civil servants, teachers	90 (24.1%)
	Engineering related vocations	29 (7.8%)
	Service industry	86 (23.1%)
	Finance industry	22 (5.9%)
	Free trade	29 (7.8%)
	Agriculture	6 (1.6%)
	Students	6 (1.6%)
	Others	76 (20.4%)
Monthly income (NT)	30,000(NT) and below	60 (16.1%)
	30,001-50,000(NT)	131 (35.1%)
	50,001-70,000(NT)	111 (29.8%)
	over 70,001(NT)	71 (19.0%)

Source: Compiled by this study

3.3. Reliability and validity analysis

Based on the reliability and validity of the questionnaire, this study thoroughly reviewed the previous literature, adopted the relevant theoretical framework of previous studies, and selected key theoretical components suitable for the research background and research scope to form the content of the questionnaire. This study adopts the questionnaire survey method, which has four parts. The first part is the perceived situation, the second part is the perceived risk of health, the third part is the favorable factors of travel, and the fourth part is the willingness to travel. Among them, the measurement items of perceived situation and favorable factors of tourism refer to the data of Cahyanto et al. (2016) and Lee et al. (2012). Health perceived risk was measured using seven items from Floyd & Pennington-Gray (2004) and Wolff et al. (2019). For tourism intention, refer to Sebastian (2019). Through exploratory factor analysis on the scale data, after deleting inappropriate items, the Cronbach α values of all dimensions were higher than 0.8 (perceived situation = 0.831, health perceived risk = 0.905, tourism favorable factors = 0.865, tourism intention = 0.857), indicating that its internal consistency is good and belongs to high reliability.

This study uses SPSS software to conduct confirmatory factor analysis on 373 sample data. The results show that the Bartlett spherical test values corresponding to each dimension have reached significance at the level of 0.001, and the overall KMO value of the measurement scale is greater than 0.5, indicating that this study The data are suitable for factor analysis. At the same time, the accumulated variance explained by the common factors extracted by each facet is greater than 50%, which proves that the sample data has good construct validity. However, due to the item measuring perceived situation "I think it is easy to catch COVID-19 after the epidemic" and the item measuring willingness to travel "If COVID-19 does not spread again in the destination where I travel, I would The factor loads of the two items and the four factors of "willing to travel locally" do not exceed 0.5, so these two items are removed, and the convergent validity is improved after re-analysis. The factor standard loadings of all other measurement indicators on their respective latent variables are between 0.7171 and 0.954, all of which are greater than the requirement of 0.5, indicating that the scale has good convergent validity.

IV. RESULTS

4.1. Descriptive statistics and correlation analysis

Table 2 is the descriptive statistics and correlation analysis of each variable, and the mean, standard deviation, Pearson correlation coefficient and so on of the main variables are obtained. Perceived situation has a significant positive correlation with health perceived risk, and a significant negative correlation between perceived situation and tourism favorable factors, as well as travel intention. Health perceived risk has a significant negative correlation with tourism favorable factors and tourism intention. There is a significant positive correlation between tourism favorable factors and tourism willingness. Therefore, the significance of the correlation between the variables selected in this study is consistent with theoretical expectations, indicating that the mediation effect can be further carried out. From the results of the table analysis, we can see that the perceived situation has a significant negative impact on the willingness to travel, thus supporting the research hypothesis H1. Perceived context has a significant positive impact on health perceived risk, thus supporting research hypothesis H2. Health perceived risk has a significant negative impact on travel intention, thus supporting research hypothesis H3. Perceived situation has a significant negative impact on tourism favorable factors, thus supporting research hypothesis H4. Favorable factors for tourism have a significant positive impact on the willingness to travel, thus supporting the research hypothesis H5.

Table 2 Means, standard deviations and correlation coefficients (n=373)

Dimension	Means	standard deviations	Perceived situation	Health perceived risk	Favorable factors of tourism	Travel intention
Perceived situation	4.0239	0.72952	-	0.687**	-0.156*	-0.134**
Health perceived risk	3.9925	0.74386		-	-0.28**	-0.257**
Favorable factors of tourism	3.6818	0.79433			-	0.557**
Travel intention	3.2920	0.7648				-

Note: two-tailed test, **p<0.01, *p<0.05

4.3. Linear regression analysis

Next, a stepwise linear regression analysis was carried out with the perceived situation, perceived health risks and favorable factors of tourism as independent variables, and the willingness to travel as the dependent variable. After the aforementioned data analysis and processing, this study then uses hierarchical regression analysis to further confirm whether the correlation between variables is significant. Demographic variables in this study include gender, age, marital status, education level, and occupation as control variables, perceived situation as independent variable, and travel intention as dependent variable, health perception risk as intermediary variable, favorable factors for tourism as interference variable, and class regression Analysis, the analysis results are shown in Table 3.

As shown in the hierarchical regression analysis in Table 3, perceived situation ($\beta=-0.134$, $p < 0.005$) has a significant negative correlation with travel intention, and health perceived risk ($\beta=-0.257$, $p < 0.001$) also has a

significant negative correlation with travel intention. Favorable factors for tourism ($\beta=0.557$, $p < 0.001$) have a significant correlation with the willingness to travel.

4.4 Analysis of the mediating effect of health perceived risk on perceived situation and travel intention

This study uses module 59 (Hayes, 2013; Hayes, 2017) in the SPSS PROCESS macro to calculate the confidence interval obtained by the bootstrap method 5000 times as the prediction and test of the mediation effect, and analyzes the hypothesis H4 of this study to predict the risk of health perception. Mediating the relationship between perceived context and travel intention. The results obtained are shown in Table 4. Health perceived risk has a significant indirect effect on perceived situation and travel intention, and the intermediary variable (health perceived risk) does not contain 0 in the 95% confidence interval, $CI = [-.0185, -0.022]$, and $P=0.002 < 0.001$, showing that health perceived risk has a mediating effect on the perceived situation and travel intention, thus supporting Hypothesis H4.

Table 3 Regression Analysis of Perceived Situation on Travel Intention (n=373)

Travel intention						
Variables	Demographics	A Independent variable	B Mediating variable	A*B Interaction	C Moderating variable	A*C Interaction
Control variable						
Gender	-0.032	-0.079	-0.028	-0.028	0.026	0.026
Age	-0.259**	-0.031**	-0.223**	-0.233**	-0.178**	-0.179
Marriage	0.023	-0.245	0.040	0.024	-0.018	-0.018
Education	0.044	0.036	0.051	0.048	-0.033	-0.033
Occupation	-0.012	-0.011	-0.016	-0.019	0.011	0.011
Independent variables						
Perceived situation		-0.134*		0.081		-0.048
Health perceived risk			-0.257**	-0.313**		
Favorable factors of tourism					0.557**	0.550**
R ²	0.069	0.018	0.066	0.070	0.311	0.313
Adj-R ²	0.056	0.015	0.064	0.065	0.309	0.309
F	5.427**	6.776**	26.258**	13.832**	167.16**	84.245**
ΔF		0.128	0.109	0.130	0.423	0.002

Note: Two-tailed test, ** $p < 0.01$, * $p < 0.05$

Table 4 Mediation Analysis of Health Perceived Risk on Perceived Situation and Travel Intention

Mediation variable	Mediating Effect	(BootSE) Standard error	P	Lower limit confident interval	Upper limit confident interval
Health perceived risk	-0.231**	0.051	0.002	-0.334	-0.131

4.4. The relationship between perceptual situation and travel intention - the test of the interference effect of favorable factors in travel

This study uses module 59 (Hayes, 2013; Hayes, 2017) in the SPSS PROCESS macro to calculate the confidence interval obtained by the bootstrap method 5000 times as the prediction and verification of the interference effect, analyze the hypotheses H5, H6, and H7 of this study to predict tourism Favorable factors can interfere with the relationship between perceived situation and travel intention. The results obtained are shown in Table 5. Tourism favorable factors have no significant indirect effect on perceived situation and travel intention, because the interference variable (tourism favorable factors) contains 0 in the 95% confidence interval, CI = [-.101, 0.193], and $P=0.538 > 0.001$, showing that tourism favorable factors have no interference effect on the perceived situation and tourism intention, so Hypothesis H5 is not supported. Secondly, tourism favorable factors have a significant indirect effect on perceived situation and health perception risk, because the interference variable (tourism favorable factors) does not contain 0 in the 95% confidence interval, CI = [-0.458, -0.135], and $P=0.000 < 0.001$, indicating that favorable factors for tourism have an interference effect on the perceived situation and tourism intention, thus supporting hypothesis H6. Furthermore, favorable factors of tourism have a significant indirect effect on perceived health risks and willingness to travel, because the interference variable (favorable factors of tourism) does not contain 0 in the 95% confidence interval, which is CI = [-0.386, -0.112], and $P= 0.000 < 0.001$, showing that favorable factors for tourism have an interference effect on perceived health risks and travel intentions, thus supporting Hypothesis H7.

Table 5 Relationship between perceived situation and travel intention - the moderating effect of travel favorable factors

Path of moderating variable	Moderating Effect	Standard error	P	Lower limit confident interval	Upper limit confident interval
Effects of favorable factors of tourism on perceived situation and tourism intention	0.049	0.072	0.538	-0.101	0.193
Effects of favorable factors of tourism on perceived situation and health perceived risk	-0.279**	0.082	0.000	-0.458	-0.135
Effects of favorable factors of tourism on health perceived risk and travel intention	-0.249**	0.070	0.000	-0.386	-0.112

V. CONCLUSIONS AND RECOMMENDATIONS

5.1. Research conclusion

This study takes the people's willingness to travel after the COVID-19 pandemic as the research goal. After the aforementioned statistical analysis, the research results are summarized in Table 6:

Table 6 Hypothesis test results

Hypothesis	Results
H1: Perceived situation has a significant negative impact on travel intention.	Accepted
H2: Perceived situation has a significant positive impact on health perceived risk.	Accepted
H3: Health perceived risk has a significant negative impact on travel intention.	Accepted
H4: Health perceived risk has a mediating effect on perceived situation and travel intention	Accepted
H5: Favorable factors of tourism have a moderating effect on perceived situation and travel intention.	Rejected
H6: Favorable factors of tourism have a moderating effect on perceived situation and health perceived risk.	Accepted
H7: Favorable factors of tourism have a moderating effect on health perceived risk and travel intention.	Accepted

From the results of the study, perceptual context has a direct and significant negative impact on travel willingness and favorable factors of tourism, and perceptual context has a significant positive impact on health perception risks. Health perceived risk has a significant negative impact on travel intention, while tourism favorable factors have a significant positive impact on travel intention. However, favorable factors for tourism have no significant interference effect on perceived situation and travel intention, but the interference effect between perceived situation and health perceived risk, health perceived risk and travel intention is significant. From the above results, we can see that the research hypothesis except H5 is not established, and the rest of the hypotheses are valid.

5.2. Recommendations

According to the statistical analysis results of this study, the following five management implications and suggestions are put forward:

- (1). After the pandemic, the people have a deeper understanding of the epidemic. Therefore, the research results show that the perceived situation of the epidemic has a positive relationship with the perceived risk of health, indicating that although the people have a high willingness to travel, the health The risk is still a priority consideration, which is consistent with the research of Dipietro et al. (2016), because consumers with high health awareness prefer operators to provide relevant information, so it is suggested that operators should make relevant information about tourist destinations more transparent , in order to increase the willingness of tourists to travel to the place.
- (2). This study also found that when the awareness of the epidemic is higher, there is a significant negative correlation with favorable factors for tourism and willingness to travel, indicating that even if there are favorable

factors for tourism, people will still reduce their willingness to travel due to the impact of the epidemic. The results can echo the research conclusions put forward by Jin & Sparks (2017), which pointed out that travel restrictions are an important factor affecting the willingness to travel. Therefore, in order to increase people's willingness to travel, in addition to the relevant favorable policies of the government, it is suggested that the industry should also use the unique elements of local culture and natural resources to attract tourists (Pardo & Ladeiras, 2020), and gradually restore the economic scale of tourism.

(3). In the hypothesis that health perceived risk is an intermediary factor, the study found that health perceived risk has an indirect mediating effect on perceived situation and travel intention, the direct effect value of perceived situation on travel intention is 0.048, and the indirect mediating effect value is - 0.104, showing that people's perceived risk to their own health will indirectly affect their willingness to travel. It is suggested that the relevant units should use the public media to force publicity to stimulate people's willingness to travel.

(4). The favorable factors of tourism have a significant effect on the perceived situation and perceived health risks, and the interference effect of favorable factors on tourism on the perceived risks of health and the willingness to travel are significant, indicating that people's doubts about the epidemic after the pandemic will be reduced due to the favorable factors of tourism. Therefore, it is recommended that the industry relevant units should publicize and strengthen the dissemination of information on favorable factors for tourism in various ways. Just like the research results of Beirman (2003), the recovery of tourism is related to information communication and public perception.

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