



# The Influence Of Travel Risk Perceptions On Travel Behaviors: The Moderating Effects Of Public Opinion Climate

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## Abstract

There is a very little knowledge and research about how public opinion climate of travel risk affect tourist traveling behaviour in time of a safety or pandemic crisis at the destination. Due to the social media and electrical application on mobile phone, the disease related information during the epidemic of COVID-19 are everywhere and quickly diffuse through online social networks since the outbreak at China at 2020. Besides people also like to share the disease information through social media platforms such as Facebook, Instagram, Twitter, Line, and etc. which all had significant influence on public epidemic awareness and public behaviours of epidemic prevention (Hani, et al., 2020). Whether the variety and accessibility of pandemic disease information can cause a positive influence on public epidemic awareness or is still under discussion. In this study, I examined factors affecting the domestic and overseas travel of Taiwanese individuals due to the spread of COVID-19 globally since the beginning of 2020. The Health Belief Model (HBM) served as the theoretical framework for the study and also examined the potential moderation effect of public opinion climate on the relationships between travel risk perception, COVID 19 perceptions and future travel intentions. Data was collected from an online survey of tourists who used to travel abroad regularly before the outbreak of COVID 19. The results indicate public opinion climate has a significant moderation effect on the relationship between perception of COVID-19 and travel risk perception on travel intention.

**Keywords:** Covid-19, Travel Risk, Public opinion climate, Travel Intentions, Health Belief Model