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博士論文要約

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Understanding How Online Travel Reviews Impact Young Chinese Tourists' Perceived Risk and Destination Visit Intention: A Longitudinal Study Pre- and During COVID-19 Era

INTRODUCTION

In recent years, China's youth travel has attracted wide attention across the globe. Taking Chinese millennials for example, they spent more than one third (36%) of their income on travel in 2017, and the expenditures are still continually increasing (Hotels.com, 2018). While the global outbreak of COVID-19 pandemic has brought catastrophic hit to tourism industry, Chinese youth is still proven to be the 'early returns' to travel, particularly for China's domestic sector (McKinsey & Company 2020). As a potential market for tourism growth, Chinese youth tourists deserve constant attention from both tourism academia and operators. However, existing literature has mainly cast light upon Western youth tourists; studies focusing on Asian youth tourists are remarkably scarce (Khoo-Lattimore & Yang, 2018). Thus, more academic works are needed to focus on Asian cultural contexts, such as China.

Generally, tourists are susceptible to safety issues and are prone to avoid choosing a destination if they consider it risky (Karl, 2018). Regarding young Chinese tourists' perception of risk, inconsistent findings were gained through previous studies. Gardiner and Kwek (2017) found that perceived safety and risk aversion are at their top priority list when it comes to travel decision making. By contrast, Cheng (2018) pointed out that young Chinese tourists tend to be more willing to take risks. However, what sort of risks they are more willing to take remains vague (Cheng, 2018).

More important to note, the above works were approached from the aspect of adventure tourism (e.g.: backpackers), with little attention paid to provide a general and holistic picture of young Chinese tourists' perceived risk. In particular, considering the catastrophic blow of COVID-19 to people's confidences towards travel, understanding the potential changes of perceived travel risk is of both theoretical and practical importance. More specifically, in the face of resilience of tourism industry after the COVID-19 pandemic, more empirical evidences are needed to identify how exactly the pandemic disease has affected travelers' perceived risk, and in turn how perceived risk affects their decision making. It is essential to probe those issues among Chinese youth segment in view of their tremendous economy contributions to the tourism market (Yang and Lau 2019).

When facing various potential uncertainties and risks hidden in travel, tourists tend to rely on different information sources to alleviate their perceived risk (PR) (Kim, Qu, and Kim 2009), such as media, family and friends, or travel organizations. User-generated content (UGC) or online travel reviews (OTRs) embedded in different online channels, have become one of the most vital sources for tourists to search for information and make decisions. This is especially true for young generation given their tech-savvy attribute and deep engagement with UGC when planning trips (Ayeh et al., 2013b).

Nevertheless, although tourists' perceived risk has been found to affect their information search behavior (Gursoy and McCleary 2004), previous studies mainly focus on estimating preferences of information source usages (Fodness and Murray 1997, Kerstetter and Cho 2004, Pennington-Gray and Schroeder, 2013), empirical research evaluating how UGC influence perceived risk in the context

of travel decision making is still rare (Assaker and O'Connor 2020, Sharif and Mura 2019). More importantly, how the influences have been changed by going through the COVID-19 pandemic also awaits to be disentangled.

This study aims to bridge the aforementioned knowledge gaps by conducting a longitudinal study before and during COVID-19 era. In particular, it aims to achieve the following objectives: (1) to provide insights into young Chinese tourists' perceived risk and its potential changes caused by COVID-19; (2) to examine and compare how OTRs have influenced young Chinese tourists' perceived risk before and during COVID-19 era and in turn (3) how perceived risk affects destination visit intention; (4) to further assess the impacts of COVID-19 on perceived risk and destination visit intention.

LITERATURE REVIEW

An Overview of Chinese Youth's Travel Behavior and Perceived Risk

Since the debut of Chinese youngsters in outbound tourism market, tourism scholars have raised their attention on the burgeoning Chinese youth segment. Ong and Du Cros (2012) is one of the first study investigating Chinese youngsters' outbound travel experiences. Their results revealed that post-Mao gazes work throughout young Chinese backpackers' travel experiences in the postcolonial spaces of Macau. Later, scholars begun to explore other various facets of Chinese youngsters' travel behavior. In a general manner, research has captured young Chinese travelers' distinct travel styles and preferences, including independent and friendship tour preferred (Jin, Lin and Huang 2014, Song, Wang, and Sparks 2018), brand value orientated (Luo et al. 2018), and hedonic and utilitarian value attached (Yang and Lau 2019). In the particular context of travel information usage and sharing, Chu, Lien and Cao (2018) ascertained that need for self-enhancement is the factor that affect Chinese travelers' engagement with Wechat−a main internet platform to collect and share travel information among young Chinese. Shi, Fan, and Cai (2019) focused on mobile technology usage and found that Chinese millennials' leisure travel needs are mainly fulfilled by utilitarian and social functions of mobile technology. In line with this, one recent study by Du et al. (2020) articulated that consuming, creating and hash tagging are the main reasons to engage in touristic contents on short-form travel videos (e.g.: TikTok). Nevertheless, there is a lack of illustration about the influences of OTRs on Chinese youths' travel behavior, and specifically its influences on perceived travel risk.

Regarding perceived risk among young Chinese tourists, Cheng (2018) pointed out that they tend to be more willing to take risks, whereas Gardiner and Kwek (2017) found that perceived safety and risk aversion are at their top priority list when it comes to travel decision making. Meanwhile, scholars have also found that concerns about travel safety and risk are greatly influenced by traditional Chinese cultural values such as Confucianism (Cheng and Foley 2018, Gardiner and Kwek 2017). Accordingly, insights into young Chinese tourists' perceived risk are still limited, and mostly based on research into sensation-seeking adventure tourism; especially, how young Chinese tourists' perceived risk has been affected by the COVID-19 pandemic is still unclear.

Theory of Perceived Risk and Travel Information Search Behavior

Perceived risk is defined as an individual's perception of the uncertainty and negative consequences associated with buying a product (Dowling and Staelin 1994). The concept of Perceived risk in tourism was pioneered by Roehl and Fesenmaier (1992), who highlighted that risks are involved in different stages of pleasure travel. Tseng and Wang (2016) conceptualized perceived risk as potential

tourists' perception of possible uncertainty and negative outcomes associated with travel. Considering the specific context of visiting destination in this study, perceived risk is therefore viewed as a tourist's subjective assessment of the uncertainty and negative outcomes linked to choosing a given destination.

Drawing upon studies from consumer behaviour literature, a considerable number of risk dimensions have been described in the travel and tourism context. Roehl and Fesenmaier (1992) identified seven types of risk in pleasure travel tourists' PR: equipment, financial, physical, psychological, satisfaction, social, and time risks. In addition to the seven risk types, Sönmez and Graefe (1998) added three other types of risks perceived by international tourists: health, political instability, and terrorism risks. Based on these established constructs, perceived risk has been found to significantly influence tourists' product choice, destination visit intentions (Khan, Chelliah, and Ahmed 2019, Mohseni et al. 2018), and destination image formation (Chew and Jahari, 2014).

Focusing on the nexus between perceived risk and information search, scholars have acknowledged that the process of information search is an effective risk-reducing strategy (Yang and Nair 2014), and higher perceived risk leads to deeper information search so as to reach more rational travel decisions (Maser and Weiermair 1998). Nevertheless, knowledge about how exactly travel information influences tourists' decision-making is still limited. In particular, research that dealt with the relationship between UGC and perceived risk is rare, although some recent studies have attempted to bridge this research gap. Focusing on destination-based UGC on Facebook, for example, Sharif and Mura (2019) revealed that message valences and page popularity could significantly alleviate perceived risk, and exert positive and significant effects on tourists' visit intention to Iran. A study performed by Assaker and O'Connor (2020) also found that informants who use electronic word-of-month (e-WOM) platforms perceive less political instability and terrorism risk than those who solely use travel review sites. Despite prior studies have progressively examined the nexus between perceived risk and UGC/e-WOM, how the information per se, in more specific, what element of information and in what way has affected tourists' perceived risk still have not been fully understood. Thus, this study attempts to further fulfil this research gap in the context of Chinese youth.

Dual- Process Theory and Online Travel Reviews

In existing online review research, two of the most commonly applied theories for predicting the influence of OTRs are the elaboration likelihood model (ELM) (Pretty and Cacioppo 1986) and the heuristic-systematic model (HSM) (Chaiken, 1980). The two models share common attributes in explicating how individuals process persuasive information they received. Depending on an individual's motivation and ability, people's attitudes can be changed via two mechanisms. As shown in Figure 1, when information seekers' motivation and ability for information processing are both high, they will take the central route (ELM) / systematic processing (HSM), which involves analysing the argument quality of received information. By contrast, when either their motivation or ability is low, information seekers' information processing route will switch to the peripheral route (ELM) / heuristic processing (HSM), which requires them to estimate the credibility of information providers—that is, the source credibility. Also, content-related thinking or cognitive efforts are required when argument quality of messages are assessed, whereas source credibility is primarily evaluated with less cognitive effort, such as processing cue-related (non-content related) characteristics of information (Zhang et al. 2018).

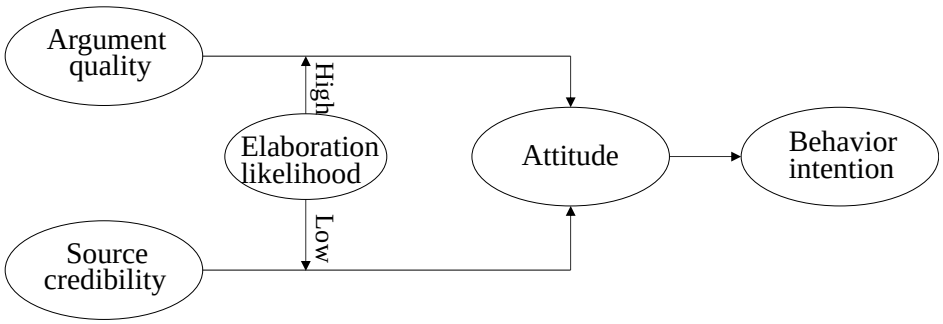

Figure 1. Model of Dual-route/process Theory
(reprinted from Chung, Han, and Koo (2015))

The fundamental difference of these two models resides in explanations regarding the relationship of argument quality and source credibility. The ELM assumes that either central route or peripheral route can lead to persuasion, while the HSM highlights that systematic processing and heuristic processing can even occur simultaneously (Bohner, Chaiken, and Hunyadi 1994). Several scholars argue that the HSM is more capable of predicting information processing of online reviews, where argument quality and source credibility-related cues often co-exist; and consumers may refer to them simultaneously, particularly for those hedonic, intangible, and high-risk products (Jun and Vogt 2013, Zhang et al. 2014).

The ELM has also been largely applied in the context of risk/crisis communication studies. For example, it has been used to explore how different risk information influence individuals' risk perception, such as industrial risk (Johnson 2005), nuclear accidents (Kim and Kim 2017, Ryu and Kim 2015), cancer disease (Trumbo 1999) and pandemic disease (Choi et al. 2017, Kim and Kim 2020). However, seldom have tourism scholars approached tourists' perceived risk by applying the framework of dual-process theory. Therefore, this study aimed to examine the nexus between OTRs and young Chinese tourists' perceived risk based on the theory mechanism of dual-process theory.

In line with the above statements, the present study takes the dual-process theory as a baseline framework in which conceptions of perceived risk, COVID-19 perception, and visit intention are further developed. In doing so, this study expects to derive more nuanced understanding of dual-process theory by comparing the results yielded from the non-health-crisis and health-crisis communication contexts.

HYPOTHESIS DEVELOPMENT

Argument quality and source credibility

In the literature of dual-process theory, argument quality has been operationalized by emphasising the completeness, consistence, and accuracy of information (Sussman and Siegal 2003, Zhang and Watts 2008). Focusing on online consumer reviews, Cheung, Lee and Rabjohn (2008) assessed argument quality by looking at the relevance, timeliness, accuracy and comprehensiveness of online reviews. In a similar vein, Zhang et al. (2014) suggested that argument quality of online reviews should be measured via two dimensions: perceived informativeness and perceived persuasiveness. Perceived informativeness is defined as "consumers' overall perceptions regarding the information quality related characteristics of online reviews" (Zhang et al., 2014, 81), perceived persuasiveness is manifested as "the general perceptions regarding the strength of persuasiveness embedded in online reviews" (Zhang et al., 2014, 81).

In information system literature, the argument quality has been proved to have positive effects on individuals' perception of information usefulness (Sun et al. 2019, Tseng and Wang 2016), website satisfaction (Yoo et al. 2017), and commitment to a brand community (Zhang et al. 2018). In the particular setting of online consumer reviews, the positive relationship between argument quality and behavior intention has been confirmed in virous studies, including visit intention to a specific destination (Wang 2015), travel information adoption (Filieri and McLeay 2014), and purchase intention of services (Zhang et al. 2014). Based on above results, following the definition of argument quality proposed by Zhang et al. (2014), this study expects that if a consumer finds the content of OTRs about a said destination are informative and persuasive, they may consider to visit that destination. The following hypothesis is proposed:

Hypothesis 1: Argument quality of online travel reviews is positively associated with tourists' visit intention.

Source credibility is viewed as information source's credibility perceived by recipients, without considerations about information contents per se (Chaiken, 1980). It is also defined as the extant to which an information source is perceived to be believable, competent, and trustworthy by information recipients (Bhattacherjee and Sanford 2006, Petty and Cacioppo 1986). A two-dimensional construct of source credibility—source trustworthiness and expertise has been largely applied to consumer research studies (Ayeh 2015, Ayeh, Au, and Law 2013a, Ohanian 1990). Source trustworthiness describes the extent to which consumers perceive a source of information to be dependable, reliable, honest, and sincere (Ohanian 1990), whereas source expertise refers to the extant to which information providers are perceived as a source of valid assertions (Ayeh 2015). In the particular context of online review communication, the two-dimensional source credibility has been proved to positively affect consumers' purchase intention (Zhang et al. 2014). Source expertise and trustworthiness were also separately attested to positively influence travelers' service buying intention (Filieri et al. 2018) and usage intention of UGC for travel planning (Ayeh, Au, and Law 2013a).

In the scope of OTRs, if the sources of reviews are perceived to be trustworthy, expert and similar/familiar by potential consumers, it is rational to assume that consumers are likely to make their travel decisions by following the suggestion of this source. Thus, the present study proposes the following:

Hypothesis 2: Source credibility of online travel reviews is positively associated with tourists' visit intention.

As noted previously, the processing of source credibility can occur concurrently with the cognition of argument quality according to the HSM. This indication raised another question regarding the priority of information processing way that information seekers prefer to undergo. Chaiken and Maheswaran's (1994) study on the effect of source credibility suggested that when consumers read messages with the same content, the message with higher source credibility may provoke consumers' perception of higher argument quality. Previous literature also showed that processing no-content-related cues might stimulate individuals' inferences and expectations toward the validity of content-related cues (W. Zhang and Watts, 2008), particularly when the contents are relatively subjective and emotional (e.g., online reviews) (K. Z. K. Zhang et al., 2014). Therefore, this study posits that:

Hypothesis 3: Source credibility positively affects argument quality of online travel reviews.

Online travel reviews, perceived risk, and visit intention

Experience-related products (e.g., tourism) are more eminent with attributes such as uncertainty, ambiguity, and risks. Particularly, high perceived risk leads to searching behavior for comprehensive information, which also requires an individual to make cognitive efforts to scrutinize every single piece of information (Gursoy and McCleary, 2004a). In this sense, acquiring and processing high-quality information are critical activities for decision-making, which also help individuals reduce the levels of perceived uncertainty and risk (L. H. Kim et al., 2009). Meanwhile, research has also emphasized the negative association between source credibility and perceived risk. Generally, low source credibility evokes high perceived risk (Grewal, Gotlieb, and Marmorstein, 1994). In contrast, if consumers perceive a certain source as sufficient, relevant, and valuable, they will rely heavily on it as a way of reducing perceived risk (Cho and Lee, 2006). In tourism studies, scholars have highlighted the critical role of source credibility in making travel decisions, given its crucial influence on psychological and economic risk perceived by tourists (Ayeh et al., 2013a). Even after a travel decision, Bieger and Laesser (2004) verified that the decided travel plan could render individuals to apply more information sources as various types of risk may arise consequently.

Tourists' perceived risk is probably mitigated by processing online travel reviews. Nevertheless, this does not mean that they will take actions without any unease since perceived risk can negatively affect an individual's behavior intentions, such as visit intention to a destination (Sharif and Mura, 2019) and purchase intention of tourism products (Mohseni, Jayashree, Rezaei, Kasim, and Okumus, 2018). Therefore, the following hypotheses are proposed:

Hypothesis 4: Processing the argument quality of online travel reviews has a negative effect on young Chinese tourists' perceived risk.

Hypothesis 5: Processing the source credibility of online travel reviews has a negative effect on young Chinese tourists' perceived risk.

Hypothesis 6: Perceived risk has a negative effect on young Chinese tourists' visit intention.

COVID-19 perception

In tourism literature, a number of studies have investigated the impacts of health-related crises (pandemic diseases) on tourism sector. In congruent with other disasters and crises, the impacts of pandemics on tourism industry are also determined by the different natures, magnitudes and scales (Ritchie and Jiang 2019), which also lead to different levels of perceived risk in tourists. Kuo et al. (2008) empirically compared the effects of avian flu and severe acute respiratory syndrome (SARS) on the infected countries' international tourist arrivals and found that the number of affected cases could exert effects on SARS-affected countries, but not working for avian flu-affected countries. Likewise, Lee et al. (2012) explored the potential influences of novel influenza A (H1N1) and found that perception risk of H1N1 has no effect on tourists' international travel desire, as well as travel intention among Korean tourists. However, spill-over effects of pandemic have been unfortunately observed in some disease-free areas, such as the influences of Ebola in Gambia (Novelli et al. 2018). Considering that the negative influence of the COVID-19 on the global tourism industry is unprecedented and ongoing, it is preferable as an exploratory study to replicate the previous findings among the research on infectious diseases. Hence, two hypotheses are proposed:

Hypothesis 7: COVID-19 perception has a positive effect on tourists' perceived risk.

Hypothesis 8: COVID-19 perception has a negative effect on tourists' visit intention.

Figure 2 shows the conceptual model of this study.

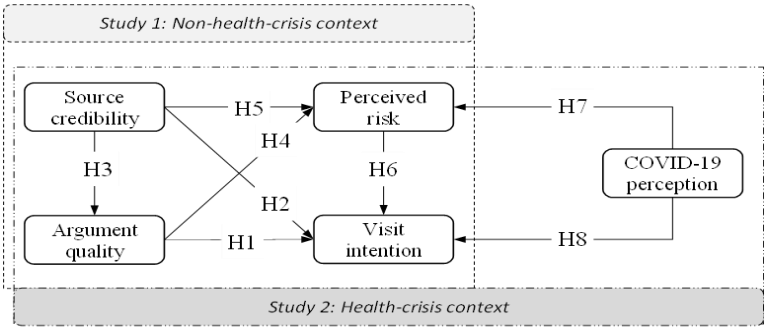

Figure 2. Conceptual Model

METHODOLOGY

Measurement and Data Collection

In study 1, a total of five variables were measured with a multi-item approach slightly modified from previous studies. Argument quality and source credibility were measured with items adapted from Tseng and Wang (2016) and Zhang et al. (2014). Perceived risk was measured with items adapted from Roehl and Fesenmaier (1992) and Tseng and Wang (2016), and items for visit intention were developed from Sohn, Lee, and Yoon (2016). Following previous studies, items of perceived risk were measured using a seven-point Likert scales, with anchors ranging from (1) not at all to (7) very much. The remaining items were also measured on a 7-point Likert scale from (1) strongly disagree to (7) strongly agree.

The same scale development procedure as study 1 was applied to develop the measurement of COVID-19 perception, which is modified from perception of H1N1 proposed by Lee et al. (2012). The remaining measures in study 2 keep the same with study 1.

Targeting on young Chinese tourists aged 18 to 30 years old, data of study 1 was collected among university students in Southwestern area (Chengdu, Chongqing), Eastern coastal area (Shanghai) and Northern areas (Beijing, Tianjin) in mainland China. These areas were selected because they are the most economically prosperous regions with the strongest GDP growth rate (China Daily 2020), which could also imply the high activity in tourism market. Data collection took place on March 11 to April 12, 2019. Targeting on those who have searching experiences of destination related online travel reviews. Aligning with the data collection procedure in Study 1, university students in the same areas were once again reached out in the mid-December 2020 to collect data of study 2.

Data Analytical Strategy

Given that this study is theory development and prediction oriented, the Structural Equation Modeling (SEM) with Partial Least Square (PLS) was deemed to be the most appropriate statistical tool for theoretical model evaluation and hypotheses testing (Hair, Rimgle, and Sarstedt 2011). SmartPLS 3.2.9 was applied to simultaneously evaluate both the measurement model and the structural model (hypotheses testing).

RESULTS

Descriptive Statistics

A total of 381 respondents (male: 163; female:218) and 413 respondents (male: 142; female:271) were collected in Study 1 and Study 2, respectively. Chi-square difference was further applied to test whether age differences exist between the two studies. No significant age differences were detected between the datasets in two studies ($\chi^2 = 1.11$, $df = 1$, $p = 0.291$). Accordingly, the two datasets considerably resemble each other. Also, to obtain a general insight into the relationship between online travel reviews and tourists' perceived risk, instead of concentrating on only one platform, seven of the most visited online travel agencies (OTAs) in Mainland China were chosen in line with the report released by China Internet Network Information Center (2013). Across two studies, the three most popular OTAs used by the respondents turned out to be Ctrip, Meituan, and Fliggy.

Statistical Difference of Perceived Risk Pre- and During COVID-19

The general mean value of perceived risk in both studies demonstrates relatively high perceived risk among Chinese youth. Further, equipment/function risk (*I tend to worry about the service quality/equipment problems*: $\text{Mean}_{\text{Study1}} = 4.95$, $SD_1 = 1.554$; $\text{Mean}_{\text{Study2}} = 5.18$, $SD_2 = 1.399$) obtains the highest value among the six types of travel risks in both Study 1 and Study 2. Utilizing SPSS (version 23), independent samples *t*-test was further operated to assess the mean difference. As shown in Table 4.3, perceptions of financial risk and equipment/function risk in Study 2 are significantly greater than those in Study 1, whereas social risk appears significantly lower.

Measurement Model Testing

To examine the measurement model, firstly, Cronbach's α and Composite Reliability (CR) were used to estimate the reliability of the constructs. Values of Cronbach's α range from 0.845 to 0.919, 0.791 to 0.901, and values of CR are between 0.906 and 0.937, 0.877 and 0.924, respectively in Study 1 and Study 2, exceeding the recommended threshold value of 0.70 (Hair et al., 2011). For the sake of indicator reliability, three items (PR4, PR5, and VI2) were excluded in both studies as their factor loadings are lower than the recommended threshold of 0.70 (Hair et al., 2011). The remaining loadings of all items on each variable exceeded 0.70 and are significant at 0.01 level. Thus, the internal consistency of all constructs is ensured. Secondly, the Average Variance Extracted (AVE) was invoked to examine convergent validity. All the AVE values across Study 1 and Study 2 were above the stipulated threshold of 0.50 (Fornell and Larcker, 1981), denoting a satisfactory degree of convergent validity. Furthermore, the square root of AVE on each construct showed higher than the correlations between constructs (Fornell and Larcker, 1981) in both datasets. Hence, the discriminant validity was also confirmed in both Study 1 and Study 2.

Structural Model Testing

To examine the proposed hypotheses, a bootstrapping procedure with 5000 subsamples was calculated to determine the statistical significance of the path coefficients. Argument quality ($\beta_{\text{Model1}} = 0.205$, $p < 0.01$; $\beta_{\text{Model2}} = 0.297$, $p < 0.001$; $\beta_{\text{Model3}} = 0.278$, $p < 0.001$) and source credibility ($\beta_{\text{Model1}} = 0.259$, $p < 0.01$; $\beta_{\text{Model2}} = 0.244$, $p < 0.01$; $\beta_{\text{Model3}} = 0.247$, $p < 0.01$) were positively and significantly associated with visit intention, supporting Hypothesis 1 and Hypothesis 2 in both studies. Also, the effect of source credibility on argument quality was positive and strongly significant ($\beta_{\text{Model1}} = 0.797$, $p < 0.001$; $\beta_{\text{Model2}} = 0.775$, $p < 0.001$; $\beta_{\text{Model3}} = 0.775$, $p < 0.001$), confirming Hypothesis 3. On the other hand,

argument quality ($\beta_{Model1} = 0.041$, $p > 0.05$; $\beta_{Model2} = 0.108$, $p > 0.05$; $\beta_{Model3} = 0.085$, $p > 0.05$) had no effect on perceived risk in each model, thus not supporting Hypothesis 4 in both studies. Source credibility ($\beta_{Model1} = -0.085$, $p > 0.05$) exerted no significant influence on perceived risk in Study 1, however, the parameter estimates turned out negative and significant in Models 2 and 3 ($\beta_{Model2} = -0.238$, $p < 0.01$; $\beta_{Model3} = -0.234$, $p < 0.01$). Thus, Hypothesis 5 is supported in Study 2 but rejected in Study 1. Furthermore, perceived risk ($\beta_{Model1} = 0.215$, $p < 0.001$; $\beta_{Model2} = 0.138$, $p < 0.01$; $\beta_{Model3} = 0.120$, $p < 0.01$) had a positive effect on visit intention in each model, which is contrary to the original assumption. Thus, Hypothesis 6 was unsupported in both studies. With regard to the influences of COVID-19 perception, it ($\beta_{Model3} = 0.131$, $p < 0.05$) was positively and significantly associated with perceived risk, supporting Hypothesis 7. However, similar to the result of Hypothesis 6, although the effect of COVID-19 perception ($\beta_{Model3} = 0.130$, $p < 0.01$) on visit intention is significant, it is opposite to the expectation and positive. Therefore, Hypothesis 8 was also rejected.

CONCLUSION AND IMPLICATIONS

Although young Chinese tourists are one of the driving forces in the global tourism market, little is known about their perceived travel risk. The longitudinal study found that Chinese youth perceives relatively high travel risk, particularly with more concerns fell on equipment/function and financial risk after going through the COVID-19 pandemic. Also, how OTRs affect tourists' perceived risk and destination visit intention are still under-researched. Taking the influences of COVID-19 into consideration, results of the longitudinal study show that source credibility of OTRs is negatively associated with perceived risk in the crisis communication context of COVID-19, whereas neither perceived risk nor COVID-19 perception has exerted a negative effect on Chinese youth's destination visit intention, instead, positive effects were confirmed. Findings of this study hold key implications for both theory and practice.

Drawing on the dual-process theory, this study has laid a theoretical ground in understanding the dynamic nexus of OTRs, perceived travel risk, and destination visit intention. More important to note, since the first call for research about risk perception in the framework of dual-process theory (Trumbo 1999), numerous studies have been done in various risk/crisis communication contexts, such as industrial risk (Johnson 2005), nuclear accidents (Seoyong Kim and Sunhee Kim 2017; Ryu and Kim 2015), and pandemic disease (Choi et al. 2017; Seoyong Kim and Sunhee Kim 2020). Nevertheless, the dual-process theory has seldom been employed in the context of travel risk. To the authors' best knowledge, this study is one of the first studies to examine and compare the nexus between dual-process theory and travel risk via non-health-crisis (normal environment) and health-crisis (abnormal environment) contexts. It therefore enriched the knowledge framework about the research domain of travel risk, particularly, advanced the real influence of the COVID-19 on tourist behavior.

The longitudinal approach in this study has provided a nuanced understanding of dual-process theory in predicting the relationship between OTRs and perceived travel risk across distinct contexts in travel. In the non-health-crisis context (Study 1), both argument quality and source credibility of OTRs were found to have no effects on perceived risk, revealing that dual-process theory may not be capable of assessing travel risk in a normal environment. Coversely, in the health-crisis context (Study 2), although argument quality of OTRs still exerted no impact on perceived risk, the negative and significant association between source credibility and perceived risk was ascertained, which indicates that dual-process theory might be more salient in predicting travel risk in an abnormal environment. More interestingly, in most risk/crisis communication literature, argument quality has demonstrated a

robust influence on risk perception (Choi et al. 2017; Johnson 2005; Ryu and Kim 2015), however, none of the two studies conducted has detected the significant effect of argument quality on perceived travel risk. These findings have further raised avenues for future research to explore other potential cues or communication context factors about OTRs that can influence travel risk.

This study also highlighted a paradoxical travel psyches of young Chinese tourists and extended boundaries of the research on young tourists into a big picture of behavior changes influenced by health and security emergencies. Although the novel coronavirus pandemic has significantly boosted young Chinese tourists' risk perception, and they perceived higher travel risk than before, those sorts of changes have not imposed negative impacts on their destination visit intention. Therefore, it is believed that this study offered an underlying angle for academics to use positive psychology to interpret young tourists' information behavior.

In practice, the findings of this study also have implications for the post-pandemic tourism recovery, especially for marketing strategies targeting on the Chinese youth. The pandemic has generated greater concerns on equipment/function risk and financial risk among young Chinese tourists. Firstly, tourism operators should strive to advance their service equipment to cater to tourists' enhanced safety expectations. Particularly, managers in hospitality sector, restaurateurs, and hoteliers, for example, need to prioritize and focus on addressing hygiene and cleanliness issues by improving hygiene standards and implementing stricter hygiene surveillance (Jiang and Wen 2020). Meanwhile, automated assistance from artificial intelligence (AI) driven robots can also be widely adopted to provide more contactless services, such as providing directions, facial scan check-ins, food delivery, and even communications with customers (Jiang and Wen 2020; Zeng, Chen, and Lew 2020). Secondly, considering the high financial risk perception, practitioners in recreation, attraction, and scenic areas need to devise more cost-effective promotions to best meet young tourists' needs and wants in the recovery stage. Also, bailout packages or financial assistance from local governments is also paramount for the implementation of such promotions. Besides, given the lower perception of social risk (possibly, much closer connection between family members), we suggest that managers could devise more parent-children programs in which young Chinese tourists can interact with their parents, as well as pleasing themselves, during their trip.

Travel website managers also have several takeaways from this study. First, they should note that people's information processing preferences in a health-crisis context are specifically driven by source credibility. Thus, travel website managers should pay more attention to enhancing source credibility of OTRs, such as providing more easily recognized social cues, including identified names, profile images, and official certification marks (Yan et al. 2018). Although argument quality of OTRs has a direct and significant effect on visit intention, its influence on perceived risk is limited, leading to our suspicions towards the role of argument quality. As pointed out by Ding (2020), Chinese youth's reading habits are apt to vivid and interesting contents with beautiful appearance, thus travel website marketers can consider changing the presenting style of OTRs to be more entertainment-oriented, rather than content-oriented. Short-form travel videos, for instance, may draw more interests from Chinese youth (Du et al. 2020). Also, given that Chinese youth tend to be influenced by influencers they recognize (Xu and Pratt 2018), during the recovery period, promotions cooperated by travel websites, travel opinion leaders (influencers), and destination practitioners are also possible. This kind of cooperation can not only provide more trustworthy information about destinations, but also have potentials to attract a large proportion of visitors who are like-minded with the endorser.