

Post-Pandemic Travel Intention of Mainland Chinese Tourists to Hong Kong: By Using the Theory of Planned Behavior (TPB) and the Knowledge-Attitude-Behavior (KAB) Model

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Introduction

- The post COVID-19 pandemic has significantly disrupted global tourism, including the tourism industry in Hong Kong.
- Pandemic travel behavior of Mainland Chinese tourists to Hong Kong is essential for the recovery and revitalization of the tourism sector.

Objectives

- Investigate post-pandemic travel behavior of Mainland Chinese tourists.
- Examine the relationships between knowledge of COVID-19, attitudes towards traveling to Hong Kong, and travel intention of the Mainland Chinese tourists.
- Analyze the influence of subjective norms and perceived behavioral control on travel intentions.

Methodology

- Sample population: Mainland Chinese tourists
- Data collection methods: Surveys
- Variables Examined: Subject's knowledge of COVID-19, attitudes towards traveling to Hong Kong, their travel intentions, subjective norms and perceived behavioral control



Findings

Knowledge → Travel Intention
Learn more → Want to travel

Knowledge → Attitudes
Knowing more → Positive feelings

Attitudes → Travel Intention
Positive feelings → Decision to travel

Subjective Norms → Travel Intention
Social influence impact is unclear

Subjective Norms → Travel Attitudes to HK
Social influence relationship is not well-defined

Conclusion

Our study sheds light on post-pandemic travel behavior among Mainland Chinese tourists to Hong Kong, providing valuable insights for both theory and practice.