

# Developing an Extended Theory of Planned Behavior Model to Predict Post-Pandemic Travel Intention to Japan and Hotel Selection Factors Among Hongkongers

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## Background

### Japan

- Favorite travel destination (especially tourists from East Asia)
- Hong Kong ranked as their **4<sup>th</sup> largest source market**
- **Hongkongers like Japan** due to its culture, Japanese hospitality of “omotenashi” and so forth  
(JNTO, 2021; Xu & Tavitiyaman, 2016; Ishida, 2018)

### Hongkongers to Japan

- **1/5 Hongkongers** visited it for **10 times or above**
- A variant of **6-8% of the total international visitors** for past 10 years  
(JNTO, 2021; Fung, 2018)

## Research Objectives

- Aims to investigate the **factors that affect travel intention to Japan and hotel selection criteria among Hongkongers after the COVID-19 pandemic** in order to develop new products or services in the post-pandemic future.

### Research Questions

**RQ1:** To investigate the **predictive force of attitude, subjective norm and perceived behavioral control** on Hongkongers’ **travel intention** to Japan after the COVID-19 pandemic

**RQ2:** To examine the **effect of pandemic-related travel constraints and perceived destination health and safety** correlated with Hongkongers’ **travel intention** to Japan after the COVID-19 pandemic

**RQ3:** To explore Hong Kong outbound travelers’ **priority of hotel selection in Japan**

## Methodology

<b>Sampling Population</b>	→ Permanent Hong Kong residents → 18 years old or above
<b>Quantitative Method</b>	→ Survey online in Google form → Convenience sampling
<b>Data Analysis</b>	→ SPSS version 27 → Regression: RQ1 & 2 → 2 non-parametric tests (Mann-Whitney U test & Kruskal-Wallis test): RQ3

## Findings

### RQ1 & 2

Attitude, Subjective Norm & Perceived Behavioral Control: Useful predictive force on Hongkongers’ travel intention to Japan after COVID-19

- especially attitude with stronger explanatory power

Hongkongers’ range of attitude towards post-pandemic travel intention increased as perceived destination health and safety increased

Pandemic-related travel constraints did not affect Hongkongers’ travel intention to Japan after COVID-19

## Findings

### RQ3

**Cleanliness:** the most essential criteria among **all the respondents**

**Service:** more important for **females** than males

**Value for money:** more important for **18-25 and 26-35 age groups** than other age groups

**Cleanliness:** more important for **18- 25 group** than other age groups

**Cleanliness & Service:** more important for **higher income groups** than lower income groups

## Conclusion

This study might be....

1. Beneficial to destination marketing organization (**DMO**) of Japan tourism and tourism organizations to **formulate strategies to attract Hongkongers to travel to Japan after COVID-19** on one hand.
2. Important for the **travel trade industry in Hong Kong**, particularly those involved in outbound travel arrangements and tour operations, to **design tourism products and services** that might **stimulate behavioral traveling intentions** and ultimately **translate into actual buying behavior.**

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