

February 2023

Comparing potential and repeat Chinese guests' cruise travel intentions in post-COVID-19

Lan Lu

Florida International University, llu004@fiu.edu


Jinlin Zhao

Florida International University, zhaoj@fiu.edu

Miranda Kitterlin

Florida International University, mkitterl@fiu.edu

Follow this and additional works at: <https://digitalcommons.usf.edu/jght>

 Part of the [Business Administration, Management, and Operations Commons](#), [Hospitality Administration and Management Commons](#), [Social and Behavioral Sciences Commons](#), and the [Tourism and Travel Commons](#)

This Refereed Article is brought to you for free and open access by the M3 Center at the University of South Florida Sarasota-Manatee at Digital Commons @ University of South Florida. It has been accepted for inclusion in Journal of Global Hospitality and Tourism by an authorized editor of Digital Commons @ University of South Florida. For more information, please contact digitalcommons@usf.edu.

Recommended Citation

Lu, L., Zhao, J., & Kitterlin, M. (2023). Comparing potential and repeat Chinese guests' cruise travel intentions in post-COVID-19. *Journal of Global Hospitality and Tourism*, 2(1), 53-70. <https://www.doi.org/10.5038/2771-5957.2.1.1020>

Corresponding Author

Lan Lu, Florida International University, Chaplin School of Hospitality and Tourism Management, 3000 Northeast 151 Street, North Miami, FL, 33181

Revisions

Submission: Oct. 10, 2022; 1st Revision: Nov. 20, 2022; 2nd Revision: Dec. 16, 2022; Accepted: Jan. 24, 2023

Comparing Potential and Repeat Chinese Guests' Cruise Travel Intentions in Post-COVID 19

Lan Lu¹, Jinlin Zhao², and Miranda Kitterlin-Lynch³

Chaplin School of Hospitality & Tourism Management
Florida International University

¹Email: llu004@fiu.edu

²Email: zhaoj@fiu.edu

³Email: mkitterl@fiu.edu

Abstract

This study extended the theory of reasoned action (TRA) by including cruise involvement, safety protocols, and trust (stimulus-organism-response paradigm), and risk perception (the prospect theory), developing a theoretical framework to explore and compare Chinese repeat and potential guests' travel intentions, thus making great efforts to rebuilding consumer confidence and recover operation at this stage of the post-COVID-19. The results show that guests' intentions were positively influenced by their perceptions of safety protocols, trust, attitude, subjective norms, and cruise involvement, respectively. In contrast with previous studies, present results showed that perceived risk has a significant positive effect on the intention of both repeat guests and potential guests. Significant differences were detected between repeat and potential guests regarding safety protocols and subjective norms. The chi-square difference tests revealed the influence of cruise involvement was more positive for potential guests than for repeat guests. The findings provide an advanced guide helping academics and operators to understand underlying factors influencing guests' decision intentions. Theoretical and practical implications are discussed.

Keywords: safety protocols, trust, attitude, subjective norms, cruise involvement, perceived risk, behavioral intention

Introduction

Chinese cruise market has grown rapidly since 2014 and has become the second-largest cruise source market in 2018 (Zhou et al., 2022). Cruise travel has become increasingly popular in China. However, the COVID-19 pandemic and extensive cancellations since 2020 devastated the industry, impacting millions of guests and employees (Holland et al., 2021b). According to the report on the cruise industry development in China, the cruise business climate index dropped from 102.23 in 2019 to 99.65 in 2020, which is the lowest number in a decade, then climbed back to 100.89 in 2022 (Shanghai International Cruise Business Institute, 2022). The cruise business climate index is a statistical index measuring cruise business cycle fluctuations. The index describes the actual cruise economic operation and the future development trend of the cruise business (Qiu et al., 2018). This decline in the index was due mainly to significantly less optimism in tourists' growing safety perceptions, resulting in a strain on the economy and undermining the profitability of cruise companies (Yuen et al., 2021).

Although COVID-19 is considered to be effectively controlled by the Chinese government with the current "Zero-Covid" strategy, tourism may stop at any time due to city lockdown policies tracking new daily cases of COVID-19 (Vo-Thanh et al., 2022). This study focuses on the post-COVID-19, which refers to the period when the scale and scope of COVID-19 have been relieved compared with the quarantine pandemic period. Based on the cruise business climate index, Chinese cruise travel was already in a slower-than-usual recovery post-COVID-19, but it is still lower than ten years ago, which was 101.15 in 2013. Therefore, it is still beneficial for theoretical academics and the practice field to investigate Chinese guests' insights on cruise travel to re-establish consumer confidence and reopen cruise travel operations.

Recent research indicated that applying effective scientific safety protocols is essential to ensure a safe and responsible restart of cruising (Vlasceanu & Tigu, 2021). A research survey collecting North American consumers' perceptions of the cruise industry amid the COVID-19 pandemic indicated that "safety" was the highest frequency word in consumers' insights towards their most concerns in future cruise travel (Pan et al., 2021). This aligned with previous studies that concluded that one of the most critical influences on guests' selection and the foundation of the cruise lines' success is cleanliness (Chua et al., 2016). The multisensory and complex environment on a cruise ship heightened tourists' awareness of safety protocols during the COVID-19 pandemic (Yuen et al., 2021). Although the latest research in Australia and the United Kingdom indicated that nearly half of respondents held less trust that cruise lines would be transparent and honest about safety issues, providing accurate information and evidence about enhanced safety protocols to guests could increase their trust and help them feel safer (Holland et al., 2021a). Yuen et al. (2021) also found that trust directly impacted consumers' attitudes towards using cruise services during the COVID-19 pandemic.

Moreover, a variety of external factors influencing consumers' decision intentions regarding cruise travel have been investigated by previous researchers before the COVID-19 pandemic, such as price, itinerary, environmental friendliness, online reviews, and onboard environment quality (Bahja et al., 2019; Calza et al., 2020). Apart from external factors, which were collated by studies before COVID-19, internal psychological factors have also been viewed by academics as an urgent topic for more research to explore the effects on guests' intention to participate in cruise travel after

the pandemic (Yuen et al., 2021). The latest studies have determined the relationship between guests' intention to participate in cruise travel after the pandemic and several internal psychological factors, for instance, trust, attitude, subjective norm, emotional responses, desire, and risk perception (Holland et al., 2021b). Yet there is a lack of investigation as to how psychological factors influence guests' decision intentions in the context of China, especially during the post-COVID 19.

In addition to the role of each above variable used to explain the complexity of behavioral intention, the type of guests may also influence their behavioral intention (Pavesi et al., 2016). Recent studies have widely examined guests' perception of cruise travel during the pandemic, but less attention has been paid to the differences in the decision-making process between repeat and potential guests. Therefore, understanding what influences the different types of guests to participate in cruise travel is necessary for the cruise industry to develop strategies for rebuilding consumer confidence and recovery operations. Based on Mehrabian and Russell's (1974) stimulus-organism-response (S-O-R) paradigm, Ajzen and Fishbein's (1988) theory of reasoned action (TRA), and Kai-ineman and Tversky's (1979) prospect theory, this study develops a theoretical framework (Figure 1) that considers safety protocols, trust, attitude, subjective norms, cruise involvement and the perceived risk involved when cruise guests engage in a given behavioral intention. By investigating a random sample of 821 Chinese adults via an online survey platform in March 2022, the results analyze (1) the relative importance of each variable in affecting both repeat and potential guests' intentions to participate in cruise travel post-COVID-19 and (2) whether there are differences in each relation between repeat and potential guests. Findings explained guests' psychological differences and provided important practical implications for cruise industry recovery, predicted guests' intentions to travel, and helped cruise companies understand guests' perceptions of cruise travel in post-COVID-19 and accurately target marketing activities. By developing and empirically testing this theoretical model, the results theoretically contributed to cruising motivation literature.

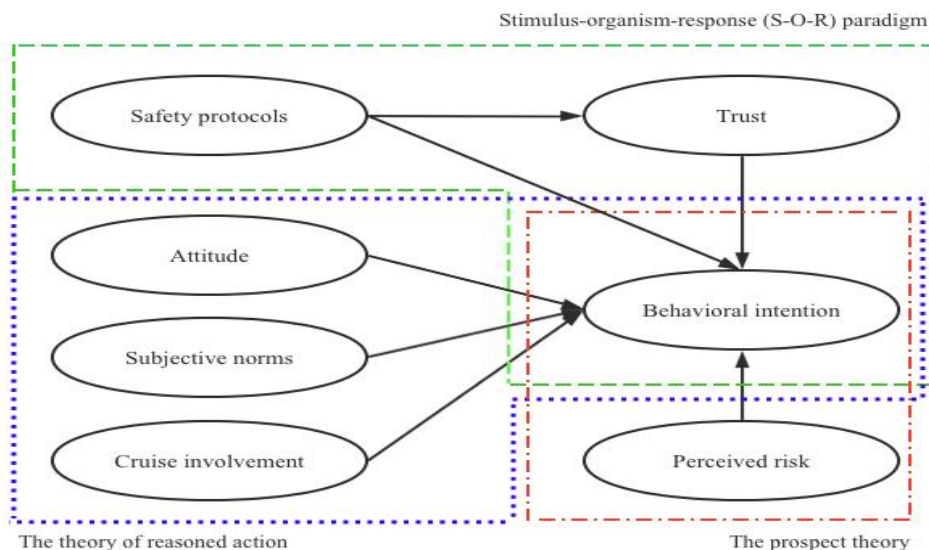


Figure 1: The conceptual model

Literature Review

Safety Protocols, Trust, and Behavioral Intentions

Due to the human-to-human transmission of COVID-19, several outbreaks on cruise ships worldwide demonstrated the vulnerability of cruise travel, primarily resulting from the enclosed confined space and poor ventilation within the cabin room (Rocklöv et al., 2020). Previous research indicated that guests highly prioritized safety when considering take cruising (Pan et al., 2021). As the major disruptor for cruise corporations recovering from the pandemic, guests' fear of infection on the cruise will result in heightened awareness when formulating their perceptions of cleanliness and safety (Holland et al., 2021a). The importance of safety in shaping guests' perceptions and the potential subconscious was evidenced by recent researchers (Tapsall et al., 2022). Previous studies also indicated that trust is critical in influencing people's decisions (e.g., Pop et al., 2022; Wei et al., 2021). Although research explored the impacts of trust on tourists' behaviors in tourism contexts, studies on guests' trust in cruise travel as it relates to perceived safety protocols and travel intention remain sparse. Thus, it is important to rebuild guests' trust and bring them back.

In this study, the S-O-R paradigm was used to analyze guests' perceptions of new safety protocols, their trust, and their intentions to participate in cruise travel in post-COVID-19. As a well-established and broadly applicable model derived from environmental psychology to observe consumers' emotional states and behaviors, the S-O-R model explains that specific environmental signals (stimuli) generate guests' emotional and cognitive reactions (organism), thereby initiating approach or avoidance behaviors (responses). The stimuli were characterized as a set of attributes that affect the consumers' perceptions; the organism was the intervening process between the stimuli and the response, referring to perceptual, physiological, feeling, and thinking activities; the response in the model, as the final outcome/action or consumer reactions, refers to psychological reactions (Bagozzi, 1986).

The latest research in the context of cruise travel by Sorrentino et al. (2022) using the S-O-R paradigm empirically confirmed the relationships between the onboard servicescape (stimuli), the cruiser's experiential state (organism), cruiser delight (organism), and experience memorability (response). Another recent study also using the S-O-R paradigm explored how female cruise travelers evaluate cruise ship dining environment stimuli dimensions during the COVID-19 pandemic (Radic et al., 2021a). Similarly, based on the S-O-R paradigm, the study depicted the effect of the cruise ship's social servicescape on female cruise travelers' emotional responses and future decisions (Radic et al., 2021b). In this study, it was suggested that the safety protocols adopted by cruise corporations could create stimuli (S) that influences organisms (O) – guests' – trust and further shape their behavioral intentions as the response (R). Therefore, hypotheses were proposed as follows:

H1: Guests' perceptions of safety protocols will positively affect trust in cruise travel post-COVID-19 for both repeat and potential guests.

H2: Guests' perceptions of safety protocols will positively affect the behavioral intentions of both repeat and potential guests.

H3: Guests' trust in cruise travel post-COVID-19 will mediate the effect of safety protocols on the behavioral intentions of both repeat and potential guests.

Attitude, Subjective Norms, and Behavioral Intentions

Based on the theory of reasoned action (TRA), human social behavior could be described and anticipated by two volitional determinants: attitude toward a given behavior and subjective norms about a particular behavior (Hale et al., 2002). Attitude refers to 'the level of which an individual has a favorable or unfavorable appraisal or evaluation of a certain behavior' (Ajzen, 1991, p. 188) and influences an individual's choice of action (Asiegbu et al., 2012). Subjective norm refers to 'the perceived social pressure to perform or not perform a certain behavior' (Ajzen, 1991, p. 188) and explains how others' opinions, especially from family and close friends, may influence individuals' decision-making processes. Applying TRA to predict travel intentions has been successful based on recent investigations in the era of COVID-19 (e.g., Han et al., 2020; Lu & Zhao, 2022; Cahigas et al., 2023). However, research investigating these determinants on guests' behavioral intentions to participate in cruise travel post-COVID-19 is limited. Hence, the following hypothesis was proposed:

H4: Guests' attitudes towards participating in cruise travel post-COVID-19 will positively affect the behavioral intentions of both repeat guests and potential guests.

H5: Guests' subjective norms on participating in cruise travel post-COVID-19 will positively affect the behavioral intentions of both repeat guests and potential guests.

Cruise Involvement and Behavioral Intentions

Although the competence of the TRA has been proven in diverse settings, previous studies indicated the necessity of expanding the TRA to enhance its anticipation ability on behavioral intention in the context of China (e.g., Song et al., 2017). The current study was conducted to fill a gap in the existing literature, as there was previously no research that adopted involvement as an antecedent when applying TRA in the cruise travel context. As a concept largely studied in consumer behavior, involvement is the measurement used to gauge perceived personal relevance (Poiesz & Bont, 1995). O'Cass (2000) defined involvement as the strength of the linkage between the product or channels and the individuals. The differential between the strength of the link will lead to variation in the perception of importance and relevance towards the behavior, which may affect the entire decision-making process (Knox & Walker, 2003). For example, wine involvement was defined as the level of importance in purchasing wine, a product involvement (Barber et al., 2007). In hospitality and tourism studies, most studies have been focused on product involvement, and there is a lack of study that investigates product involvement in the decision-making process. Therefore, the following hypothesis is postulated in the context of the cruise industry:

H6: Guests' cruise involvement will positively affect the behavioral intentions of both repeat guests and potential guests.

Perceived Risk and Behavioral Intentions

Perceived risk refers to people's evaluation of a situation based on intuitive risk judgment (Slovic & Weber, 2013). The effect of guests' perceived risks of cruise travel has been confirmed by previous research. Henthorne et al. (2013) evidenced that guests' perceived risks influenced their return intention to a cruise destination. Bowen et al. (2014) came up with similar findings, adding that guests' perceived risks affect their hesitations on cruise travel intention and cancellation. Especially in the era of COVID-19, physical risk demonstrates a clear and robust negative effect on guests' behavioral intentions toward booking a cruise as their preferred choice of leisure (Radic et al., 2020). The negative impact of this perceived health risk has also been evidenced as the dominant factor that effected fearfulness on intentions to visit hotels and restaurants (Bernard et al., 2022) and discouraged the behavioral intentions of female cruise guests toward dining on a cruise ship during the pandemic (Radic et al., 2021b). Thus, the following hypothesis is proposed:

H7: Guests' perceived risk of participating in cruise travel post-COVID-19 will negatively affect the behavioral intentions of both repeat guests and potential guests.

Differences between Repeat and Potential Guests

Recent studies have widely examined factors influencing cruise travel intention during the pandemic, but less attention has been paid to the differences in the various factors in the decision-making process between repeat and potential guests. Repeat guests' re-travel intentions might be influenced by their past experiences (Pavesi et al., 2016). In this study, 'repeat guests' refer to those people who are more likely to participate in cruise travel again, and 'potential guests' refers to those people who have no experience with cruise travel but have the potential to do so in the future (Maghrifani et al., 2022). Therefore, compared to repeat guests who make decisions mostly based on their experiences and emotional reactions, potential guests' decision-making process is based more on cognition, information processing, and behavioral learning processes.

Kim and Gupta (2009) found differences between potential guests and repeat guests in perceived risk, price, and purchase intention value. Several previous studies have shown differences between potential and repeat guests in travel motivations (Choe et al., 2017), visitor image congruity (Maghrifani et al., 2022), and each group's destination image (Sroyetch et al., 2018). By investigating East Asian (Japanese, Chinese, and Korean) tourists, potential visitors were found to have stronger novelty-seeking motivations and weaker relaxation motivations than repeat visitors (Assiouras et al., 2015). However, there remains a paucity of studies examining differences in relationships between potential and repeat visitors' perceptions of safety protocols, trust, attitude, subjective norms, cruise involvement, perceived risk, and behavioral intentions. Therefore, to address this gap in the literature, this study examines whether each relationship varies between potential and repeat guests.

H8: The relationship between guests' perceptions of safety protocols and their trust in cruise travel post-COVID-19 varies between repeat guests and potential guests.

H9: The relationship between guests' perceptions of safety protocols and their behavioral intentions varies between repeat guests and potential guests.

H10: The relationship between guests' attitudes and their behavioral intentions varies between repeat guests and potential guests.

H11: The relationship between guests' subjective norms and their behavioral intentions varies between repeat guests and potential guests.

H12: The relationship between guests' cruise involvement and their behavioral intentions varies between repeat guests and potential guests.

H13: The relationship between guests' perceived risk of participating in cruise travel post-COVID-19 and their behavioral intentions varies between repeat guests and potential guests.

Methods

Participants and Procedures

The survey was administered mainly to Chinese adults. In March 2022, the random sample was recruited from Wen Juan Xing, a widely used Chinese online survey collection platform (equivalent to Qualtrics and SurveyMonkey), providing online questionnaire design for enterprises, research institutions, and individuals (Wang et al., 2020). Each participant was offered compensation of ¥3 (\$0.5). A screening question was used to separate participants into two groups: potential and repeat guests. People who did not have cruise travel experience but were willing to do so in the future were considered potential guests. People who had cruise travel experience and were willing to visit again in the future were considered repeat guests. People who did not have cruise travel experience and were unwilling to try in the future were not eligible to continue the survey. A time delay was also added to each section to increase the physical separation of items to reduce common method bias.

Because the current study was conducted in China, the original research survey in English has to be translated into Mandarin Chinese, which is the native language of the target population in this study. One of the most valid translation methods is the double translation method, which is also called the back-translations method; it has been shown to provide the best translation results (Forbes, 2010). Two bilingual individuals were invited to participate independently in the translation process (McGorry, 2000). Twenty-nine valid responses were collected to conduct a pilot study assessing whether the translated instruments could be understood clearly by Chinese respondents. The final questionnaire was modified based on the participants' suggestions and recommendations from the pilot study results to ensure that the questionnaire contents were clearly understood.

Participation in the survey was optional and anonymous, and Institutional Review Board (IRB) approval was obtained before data collection. According to Cochran's (2007) sample size formula, the minimum sample size of approximately 328 participants was sought to strengthen statistical power based on alpha levels. Ultimately, a total of 1019 surveys were collected from Wen Juan Xing. Of these, 821 responses were determined usable, yielding an 81% effective response rate. The sample of repeat guests included 413 Chinese adults (56% male and 44% female), and the sample of potential guests included 408 Chinese adults (54% male and 46% female). A higher

proportion of potential guests (62%) were 18 - 25 years old compared with repeat guests (45%), and a higher proportion of potential guests' income per month was between CNY 1,000 – CNY 3000 (31%), compared to with repeat guests (14%).

Measures

All instruments (Appendix), except the demographics, were measured on 5-point Likert-type scales, ranging from strongly disagree (1) to strongly agree (5). Eight items measuring consumers' perceptions of cleaning and safety protocols were adapted from the Cruise Line International Association - Asia (2021). Trust was measured using a scale constructed from 4 items adapted from the trust scale of Yuen et al. (2021). Three items measuring consumers' attitudes towards taking a cruise in post-COVID-19 were adapted from the scale of Radic et al. (2021b). Guests' subjective norms were measured using five items adapted from Pan's (2019) subjective norm scale. Five items measuring guests' involvement in cruise travel were adapted from Ahn et al. (2021). Four items measuring guests' risk perception were adapted from Toanoglou et al. (2021). Guests' intention to participate in cruise travel in post-COVID-19 was measured using a scale constructed from 5 items adapted from the intention scale of Pan (2019).

Data Analysis

All quantitative data were analyzed using the IBM SPSS Statistics 27. The SPSS program was used to analyze data through descriptive statistics, reliability analysis, exploratory factor analysis, and independent-sample t-test. Confirmatory factor analysis was used to test whether the measures of each construct were consistent with the appropriate understanding of the nature of each construct. Cronbach's alpha was used to assess the reliability of the scale by establishing the internal consistency of each factor. The comparison of potential and repeat guests in each factor was analyzed through the independent sample t-test. Pearson correlation analyses were used to verify hypotheses.

Results

Reliability and Validity Assessment

The reliability of the constructs was measured by Cronbach's alpha value. As shown in Table 1, Cronbach's alpha values of the proposed constructs ranged from 0.897 to 0.938, indicating a high internal consistency for scales (Bagozzi & Yi, 1988). Using confirmatory factor analysis to test the validity of the samples, researchers confirmed convergence and discriminative validity. The results indicated that the average variance extracted (AVE) for each of the seven constructs examined in this study was above 0.6, supporting convergent validity. The composite reliability (CR) of each construct was above 0.9, indicating that the survey was reliable. The reliability index should be higher than 0.7 to indicate it has convergence validity. This study used the maximum likelihood method to estimate the model and verify the fit of the model. All the key model fit indices were satisfactory: $\chi^2/df = 2.570$, RMSEA=0.039, GFI=0.928, AGIF=0.916, NFI=0.956, CFI=0.973, TLI=0.970, IFI=0.973. The fit indexes of the proposed model all exceeded the standard criteria, showing a good fit between the measurement model and the data. Moreover, the proposed conceptual model based on the tripartite theory was deemed adequate for the total

variance in trust (35.6%), attitude (42.8%), and behavioral intentions (37.9%), which were above the acceptable levels for studies in social sciences (Aneshensel, 2012).

Table 1: Results of the measurement model analysis

Constructs	Cronbach's alpha	# Items	Repeat Guests		Potential Guests	
			AVE	CR	AVE	CR
Safety protocols	0.938	8	0.714	0.952	0.638	0.925
Trust	0.926	4	0.782	0.935	0.813	0.946
Attitude	0.914	3	0.849	0.944	0.838	0.940
Subjective norms	0.928	5	0.741	0.919	0.764	0.942
Cruise involvement	0.939	5	0.809	0.955	0.758	0.940
Perceived risk	0.897	4	0.754	0.924	0.753	0.924
Intention	0.919	5	0.772	0.944	0.694	0.919

Comparing Repeat guests and Potential guests

As shown in Table 2, by using an independent samples t-test, a comparison of repeat guests and potential guests across the seven constructs reported the mean scores for attitude, subjective norms, cruise involvement, and intention were higher for repeat than for potential guests. The mean scores for safety protocols, trust, and perceived risk were higher for potential than for repeat guests. The result also shows significant differences between repeat guests and potential guests in terms of safety protocols ($t = -1.56$, $p < 0.05$) and subjective norms ($t = 7.56$, $p < 0.05$).

Table 2: Comparison of Potential and Repeat Guests

Constructs	Repeat Guests			Potential Guests			t	p
	Mean	SD	Variance	Mean	SD	Variance		
Safety protocols	4.42	.78	.61	4.50	.78	.48	-1.56	.02
Trust	4.24	.81	.65	4.34	.75	.57	-1.82	.28
Attitude	3.77	1.04	1.08	3.72	.97	.94	.62	.12
Subjective norms	3.83	.96	.93	3.30	1.08	1.16	7.56	.04
Cruise involvement	3.73	1.00	1.01	3.53	.98	.95	2.83	.27
Perceived risk	3.91	.98	.97	3.99	.87	.76	-1.18	.05
Intention	3.80	.98	.97	3.51	.96	.93	4.11	.67

Hypothesis Testing

The results of the hypothesis testing for hypothesis 1,2,4,5,6, and 7 are reported in Table 3. In terms of the hypothesized relationship between guests' perception of safety protocols and their trust in cruise travel, perceptions of safety protocols were found to have a significantly positive effect on trust for both repeat guests ($r = 0.632$, $p < 0.001$) and potential guests ($r = 0.568$, $p < 0.001$); thus, hypothesis 1 was supported. In terms of the hypothesized relationship between guests' perception of safety protocols and their intention to participate in cruise travel post-COVID-19, safety protocol was found to have a significant positive effect on the intention of both repeat guests ($r = 0.578$, $p < 0.001$) and potential guests ($r = 0.461$, $p < 0.001$); thus, hypothesis 2 was supported. In terms of the hypothesized relationship between guests' attitude toward taking a cruise in post-COVID-19 and their intention to participate in cruise travel in post-COVID-19, the attitude was found to have a significant positive effect on the intention of both repeat guests ($r = 0.634$, $p < 0.001$) and potential guests ($r = 0.519$, $p < 0.001$); thus, hypothesis 4 was supported. In terms of

the hypothesized relationship between guests’ subjective norms on taking a cruise and their intention to participate in cruise travel post-COVID-19, the subjective norms were found to have a significant positive effect on the intention of both repeat guests ($r = 0.632, p < 0.001$) and potential guests ($r = 0.469, p < 0.001$); thus, hypothesis 5 was supported. In terms of the hypothesized relationship between guests’ cruise involvement and their intention to participate in cruise travel post-COVID-19, cruise involvement was found to have a significant positive effect on the intention of both repeat guests ($r = 0.624, p < 0.001$) and potential guests ($r = 0.611, p < 0.001$); thus, hypothesis 6 was supported. In terms of the hypothesized relationship between guests’ perceived risk towards taking a cruise post-COVID-19 and their intention to participate in cruise travel post-COVID-19, perceived risk was found to have a significant positive effect on the intention of both repeat guests ($r = 0.191, p < 0.001$) and potential guests ($r = 0.255, p < 0.001$). Compared to hypothesis 7 states that guests' perceived risk of participating in cruise travel post-COVID-19 will negatively affect the behavioral intentions of both repeat guests and potential guests, thus, hypothesis 7 was rejected based on the data analysis.

Table 3: Results of Hypothesis Tests

Hypothesis	Direct Path	Repeat Guests		Potential Guests	
		Estimate	p	Estimate	p
H1	Safety protocols → Trust	.632	.000	.568	.000
H2	Safety protocols→ Intention	.578	.000	.461	.000
H4	Attitude → Intention	.634	.000	.519	.000
H5	Subjective norms → Intention	.621	.000	.469	.000
H6	Cruise involvement → Intention	.624	.000	.611	.000
H7	Perceived risk → Intention	.191	.000	.255	.000

Group Comparisons

As shown in Table 4, the results present the chi-square difference tests between repeat guests and penitential guests after conducting a multigroup analysis. The influence of cruise involvement on intention differed significantly between groups ($p = 0.003$). The influence of cruise involvement on intention was more positive for potential guests ($\beta = 0.443$) than for repeat guests ($\beta = 0.258$), providing support for hypothesis 12. Contrary to the prediction, relationships in other variables indicated no significant differences between repeat guests and potential guests; thus, hypotheses 8,9,10,11, and 13 were not supported. Moreover, by examining standard regression analysis, the result showed that the mediating effect of trust on relations between safety protocols on behavioral intentions exists only among repeat guests, not potential guests. Thus, there was partial support for hypothesis 3.

Table 4: Group Model Comparison between Repeat Guests and Potential Guests

Model Comparison	χ^2/df	p	Estimate	
			Repeat Guests	Potential Guests
Baseline unconstrained model	1.908	0.000		
Safety protocols → Trust	1.907	0.798	0.692	0.632
Safety protocols→ Intention	1.907	0.690	0.174	0.191
Attitude → Intention	1.908	0.242	0.321	0.228
Subjective norms → Intention	1.909	0.141	0.279	0.199
Cruise involvement → Intention	1.915	0.003	0.258	0.443
Perceived risk → Intention	1.908	0.226	0.105	0.032

Discussion and Conclusions

Conclusions

Based on the tripartite theory, this timely empirical study revealed a more nuanced understanding of guests' behavioral intentions during the post-COVID-19, especially comparing different types of guests. First, in line with previous research (e.g., Abubakar & Ilkan, 2016; Jeng, 2019), the present study in the context of post-COVID-19 also showed that safety protocols, attitudes, and subjective norms had a positive effect on guests' travel intentions. These effects were actual for both potential and repeat guests' cruise travel intentions, suggesting that these variables are important predictors of travel intention, regardless of whether guests have previously experienced cruise travel. Adequate advertising of safety protocol-related information on various sources, such as mainstream media, cruise companies' social media, and OTA channels, could purposefully boost guests' confidence and trust in cruise travel in post-COVID-19. As nothing spreads like the information in this technical era, guests' subjective norms may be affected by the perceptions of their significant other and/or close social groups. Hence, as the human brain relies on heuristics to make certain judgments, subjective norms of guests are supportive of the behavioral intention to cruise travel in post-COVID-19.

Positive emotions are the foundation of cruise tourism, but the continuous pandemic has altered this and produced a new emotional experience. Building upon the prospect theory and previous literature, we assumed that consumers' risk perceptions of pandemic severity would negatively affect behavioral intention for both repeat guests and potential guests because individuals dislike losses more than equivalent gains. However, in contrast with our predictions, the hypothesis was rejected through the data analysis showing that perceived risk has a significant positive effect on the intention of both repeat guests and potential guests, indicating that guests' apparent willingness to embark on a cruise, enter the seclusion of that world, and engage in hedonistic consumption under the pressure of the COVID-19 pandemic. Positive neurochemical feedback loops that reward social conduct in the human brain are most likely to blame for this. This conclusion was corroborated by Cruise Industry News (2020), stating that despite rising numbers and new daily records of the COVID-19 reported cases across the USA, over 100,000 people had applied for Royal Caribbean's free cruise trials.

This result still followed one of the situations presented in the prospect theory. Contrary to guests who are loss-averse when facing risk, the current results indicated that guests during post-COVID-19 are risk-seeking. It is consistent with the prospect theory stating that people will be more likely to take risks when experiencing losses than experiencing gains. This is because people are more concerned with avoiding further losses than making additional gains. In the present research, guests' gains refer to satisfying their desire to travel once the cruise resumes after long time restrictions, while losses refer to the possibility of getting the infection. However, guests might become infected even if they do not participate in cruise travel. So, according to prospect theory, people engage in risk-seeking behavior when dealing with certain losses to avoid a more significant loss. Individuals seek risk when one of their options is a sure loss. Therefore, consumers' perceived risk of participating in cruise travel post-COVID-19 positively affects their behavioral intentions.

Moreover, the results also broaden our understanding of the difference in cruise travel intentions between potential and repeat guests in post-COVID-19. We found that the relationship between guests' cruise involvement and their cruise travel intention varied between repeat and potential guests. The involvement-decision relationship was significantly more positive for potential guests than for repeat guests. Individuals' behavioral intentions will be determined by the level of involvement, which will affect individuals' decision-making processes (Petty & Briñol, 2011). This result indicated that repeat guests might depend on their cruise travel experiences instead of cruise involvement to form more concrete decision intentions for the following travel booking. In contrast, potential guests may find it hard to make travel decisions without personal experience. Their intentions are formed more depending on their cruise involvement instead of personal experience, possibly resulting in an 'abstract' perception that has a positive effect on their cruise travel intention. The previous study also suggested that consumers who have a high level of involvement will enjoy the process of hotel selection, whereas low-involved consumers may have less patience with the selection process and make the decision based on the quick-catch clues, such as labels, sales, or aesthetics (Charters & Pettigrew, 2006).

Theoretical implications

The originality of the present study is that it is a novel assessment of the differences between Chinese potential and repeat guests' behavioral intentions towards participating in cruise travel post-COVID-19. This research extends existing knowledge in the context of cruise travel after the outbreak of a global pandemic. The results demonstrated that the proposed model offers valuable insights into the behavioral intentions of Chinese guests, reveals the antecedents of their behavioral intentions, exhibits a robust correlation among these constructs, and enhances the explanatory power of the TRA theory.

More precisely, the present conceptual framework successfully extended the TRA by introducing cruise involvement, safety protocol perceptions (S-O-R paradigm), and risk perceptions (the prospect theory) into the theoretical foundation. The significant variables influencing the behavioral intention for cruise travel in post-COVID-19 are attitude, cruise involvement, subjective norms, safety protocols, and perceived risk in descending order of contribution degree. These findings are consistent with the arguments suggested by several studies on consumers' behavioral intentions using different theoretical approaches (Pan et al., 2021; Quintal et al., 2022). Moreover, cruise involvement, as an additional indicator in the TRA, was evidenced by authors that its significant positive relationship with behavioral intention and was also found it's more strongly related to cruise travel intentions for Chinese potential guests than repeat guests.

Additionally, findings explore a fresh perspective regarding the positive relationship between guests' perceived risk and behavioral intention. The theoretical lens of prospect theory indicates that perceived risk plays an uncertain role in understanding how consumers make decisions (Hwang & Choe, 2020), suggesting that when evaluating perceived gain and loss, people hold different types of psychological accounts. Therefore, we found that guests' perceived risk post-COVID-19 does not inhibit their travel intention; instead, their intention is slightly heightened. As Li and Ito (2021) showed in their study during COVID-19, the perceived risk would affect people's travel intentions, but its effect might be short-lived or limited. The earlier study on the influence of the 2009 H1N1 influenza also indicated that in which people's perceptions of the disease did

not directly affect their travel intentions (Lee et al., 2012). Therefore, this study has provided a foundation for future longitudinal research to build upon when studying guests' perceived risk and travel intentions post-COVID-19, especially in other regions and cultures worldwide.

Practical implications

From a practical viewpoint, this research offers important insights for the different stakeholders. First, because guests' societal observation is an essential determinant of behavioral intention, cruise lines company could increase their publicity to improve guests' perceptions. A focus on safety advertising via marketing content may be appropriate, especially when mobilizing potential guests. Except for traditional advertisement and sales promotion, word-of-mouth, mainly through social media, is also critical for advertising (Subramanian, 2018). Cruise line companies should also encourage and incentivize people to post photos or videos and share opinions on social media, such as Facebook, Instagram, and TikTok. Setting an incentive that gains a specified number (e.g., 100) of "like" or "forward" to get rewards (e.g., on-board credit) would be an effective way to incentivize cruisers to post online, attracting significant others and/or close social groups. Moreover, a loyalty program is a great reward system given to repeat guests who can help the cruise company to improve its brand image; since loyal guests trust the brand, they tend to share more positive experiences rather than new customers.

Although many cruise lines dropped the vaccine and covid test requirements for passengers boarding on cruise trips for less than 16 days since September 5, 2022 (Diller, 2022), the Chinese government may still require passengers to have vaccines and covid tests before boarding a cruise due to "zero-covid" policy. The cruise lines operating in China must follow the policy and requirements after the pandemic. More precisely, to reduce people's threats and coping assessments on the cruise, safe distancing and COVID-19 restrictions must still be enforced. Cruise line companies could limit the number of people for heavily attended events by launching an onboard phone application for guests to schedule live performances or make reservations for dining. The cruise lines should continue to provide handwashing and sanitizing stations and warning signs (distancing and mask need) wherever necessary. After passengers are off the board to visit a tourist attraction, the cruise line should check the temperature or any symptoms of the passengers when on board the cruise again. The cruise companies could also apply more technology to their operations, as the Chinese use cell phones for almost anything they do: mobile health cards, check-in and check-out, and mobile payment. Moreover, they could adopt biometric technology, such as facial and voice recognition. Le (2021) also suggested that cruise operators could provide discrete doctor appointments onboard to encourage guests, especially Asian guests, to consult a doctor promptly if necessary. The cruise industry should endeavor to keep cruising safely from the routine outbreaks of other infectious diseases by preserving many of the COVID-19 health and safety protocols.

Moreover, due to pandemic fatigue gradually, the findings showed the positive effect of perceived risks on guests' travel intentions. People generally judge the risk incorrectly based on their intentions due to recognizing the risk as lower than it is. Thus, tightening restrictions on the cruise is necessary to avoid the actual risk of a COVID-19 outbreak rises and operations being disrupted once more. Cruise companies should keep employing a 'hospital standard' to clean and sanitize hard surfaces frequently and add more sanitizer stands. Small outdoor events and activities could

be organized, and open-air theaters were used to avoid large gatherings indoors. Physical barriers between guests and the crew could be installed where appropriate and possible. Rapid tests could be provided on the cruise for guests and crew; the test can be administered anywhere, with results available in only 15 minutes (de Michelena et al., 2022). In addition, cruise operators should enhance technology investments to facilitate more contactless customer service options and add robots to the services. The operators should communicate healthy practices to guests, such as washing hands frequently, keeping social distance, and wearing masks as needed. If there are any COVID-19-positive cases, operators should also calm the travelers and conduct the correct procedures for quarantine and medical services.

Once cruise travel is allowed by policy, the government, travel agencies, or tourism boards could help by promoting it through official channels or offering travel credits for cruises. For example, the Singapore government is considering including the cruise industry to incentivize spending via SingapoRediscover Vouchers to assist the cruise industry's recovery (Teh & Lim, 2020). Also, cruise line companies could keep offering short-term promotional packages. These might include free cancellations, flexible departure cruise dates, discounts for family travel, or onboard credit for drinks in restaurants. The cruise industry should vigorously pay attention to alternative business models that can be sustainable and profitable in the long term in preparation for similar natural disasters in the future.

Limitations and Future Research

The first limitation is that using an online, self-administered survey introduces the opportunity for participant error and self-response bias. The second limitation is that the participants are from a Chinese cultural perspective, so the cultural dissimilarity of other consumers might make a difference in the antecedents that affect their behavioral intentions; a study of Western cruise consumers, for example, may yield different results. Given that travel decisions are highly influenced by cultural factors, future research may examine the impact of decision-making factors on travel decisions from societies with other cultural perspectives (Shin et al., 2022). Lastly, while this study attempts to comprehensively examine the impact of factors on behavioral behaviors based on tripartite theory, further study is needed to investigate the effects of more determinant factors or detailed dimensions of each variable, such as time constraint, cost constraint, households' economic status, government restrictions or dimensions of perceived risk (privacy, physical, financial, and legal risks). Understanding these roles will help better understand guests' travel behavior during the pandemic.

Reference

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201.
- Ahn, J., Shamim, A., & Park, J. (2021). Impacts of cruise industry corporate social responsibility reputation on customers' loyalty: Mediating role of trust and identification. *International Journal of Hospitality Management*, 92, 1-9.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen, I., & Fishbein, M. (1988). Theory of reasoned action-Theory of planned behavior. *University of South Florida*, 2007, 67-98.
- Aneshensel, C. S. (2012). Theory-based data analysis for the social sciences. Sage Publications.
- Asiegbu, I. F., Powei, D. M., & Iruka, C. H. (2012). Consumer attitude: Some reflections on its concept, trilogy, relationship with consumer behavior, and marketing implications. *European Journal of Business and Management*, 4(13), 38-50.
- Assiouras, I., Skourtis, G., Koniordos, M., & Giannopoulos, A. A. (2015). Segmenting East Asian tourists to Greece by travel motivation. *Asia Pacific Journal of Tourism Research*, 20(12), 1389-1410.
- Bagozzi, R. P. (1986). Principles of marketing management. Science Research Associates.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16(1), 74-94.
- Bahja, F., Cobanoglu, C., Berezina, K., & Lusby, C. (2019). Factors influencing cruise vacations: the impact of online reviews and environmental friendliness. *Tourism Review*, 74(3), 400-415.
- Barber, N., Ismail, J., & Dodd, T. (2007). Purchase attributes of wine consumers with low involvement. *Journal of Food Products Marketing*, 14(1), 69-86.
- Bernard, S., Rahman, I., Liu, S., & Nanu, L. (2022). COVID-19 and hospitality services: The role of information sources, believability, fear, and behavioral intentions. *Journal of Global Hospitality and Tourism*, 1(2), 110-127.
- Bowen, C., Fidgeon, P., & Page, S. J. (2014). Maritime tourism and terrorism: Customer perceptions of the potential terrorist threat to cruise shipping. *Current Issues in Tourism*, 17(7), 610-639.
- Cahigas, M. M. L., Prasetyo, Y. T., Persada, S. F., & Nadlifatin, R. (2023). Examining Filipinos' intention to revisit Siargao after Super Typhoon Rai 2021 (Odette): An extension of the theory of planned behavior approach. *International Journal of Disaster Risk Reduction*, 84.
- Calza, F., Pagliuca, M., Risitano, M., & Sorrentino, A. (2020). Testing moderating effects on the relationships among on-board cruise environment, satisfaction, perceived value and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 32(2), 934-952.
- Charters, S., & Pettigrew, S. (2006). Product involvement and the evaluation of wine quality. *Qualitative Market Research: An International Journal*, 9(2), 181-193.
- Choe, Y., Schuett, M. A., & Sim, K. W. (2017). An analysis of first-time and repeat visitors to Korean national parks from 2007 and 2013. *Journal of Mountain Science*, 14(12), 2527-2539.
- Chua, B. L., Goh, B., Huffman, L., Jai, C., & Karim, S. (2016). Cruise passengers' perception of key quality attributes of cruise lines in North America. *Journal of Hospitality Marketing & Management*, 25(3), 346-371.
- Cochran, W. G. (2007). Sampling techniques. John Wiley & Sons.
- Cruise Industry News. Royal Caribbean Sees 100,000 Sign Ups for Free Volunteer Cruises. Available online: <https://www.cruiseindustrynews.com/cruise-news/23878-royal-caribbean-sees-100-000-sign-ups-for-free-volunteer-cruises.html> (accessed on November 25, 2022).
- Cruise Lines International Association. (2020). State of the cruise industry outlook. Cruise Lines International Association: Washington, DC, USA.
- de Michelena, P., Torres, I., Ramos-García, Á., Gozalbes, V., Ruiz, N., Sanmartín, A., ... & Navarro, D. (2022). Real-life performance of a COVID-19 rapid antigen detection test targeting the SARS-CoV-2 nucleoprotein for diagnosis of COVID-19 due to the Omicron variant. *Journal of Infection*, 84(5), 64-66.
- Diller, N. (2022). When are cruise lines still requiring COVID testing? Here's what passengers should know. USA Today (8/31/2022). When are cruise lines still requiring COVID testing? Here's what passengers should know. (yahoo.com)
- Forbes, G. B. (2010). Cross-cultural research methods and the study of gender. In *Handbook of gender research in psychology*, Springer, New York, NY, 159-177.

- Hale, J. L., Householder, B. J., & Greene, K. L. (2002). The theory of reasoned action. The persuasion handbook: Developments in theory and practice, 14(2002), 259-286.
- Han, H., Al-Ansi, A., Chua, B. L., Tariq, B., Radic, A., & Park, S. H. (2020). The post-coronavirus world in the international tourism industry: Application of the theory of planned behavior to safer destination choices in the case of US outbound tourism. *International journal of environmental research and public health*, 17(18), 6485.
- Henthorne, T. L., George, B. P., & Smith, W. C. (2013). Risk perception and buying behavior: An examination of some relationships in the context of cruise tourism in Jamaica. *International Journal of Hospitality & Tourism Administration*, 14(1), 66-86.
- Holland, J., Mazzarol, T., Soutar, G. N., Tapsall, S., & Elliott, W. A. (2021a). Cruise passengers' risk reduction strategies in the wake of COVID-19. *Asia Pacific Journal of Tourism Research*, 26(11), 1189-1206.
- Holland, J., Mazzarol, T., Soutar, G. N., Tapsall, S., & Elliott, W. A. (2021b). Cruising through a pandemic: The impact of COVID-19 on intentions to cruise. *Transportation Research Interdisciplinary Perspectives*, 9, 1-15.
- Hwang, J., & Choe, J. Y. (2020). How to enhance the image of edible insect restaurants: Focusing on perceived risk theory. *International Journal of Hospitality Management*, 87.
- Jeng, C. R. (2019). The role of trust in explaining tourists' behavioral intention to use e-booking services in Taiwan. *Journal of China Tourism Research*, 15(4), 478-489.
- Kai-ineman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*, 47(2), 363-391.
- Kim, H. W., & Gupta, S. (2009). A comparison of purchase decision calculus between potential and repeat customers of an online store. *Decision Support Systems*, 47(4), 477-487.
- Knox, S., & Walker, D. (2003). Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets. *Journal of Strategic Marketing*, 11(4), 271-286.
- Le, T. H. (2021). Cross-cultural gender differences in cruising risk perceptions: A study of young adults. *Journal of Hospitality and Tourism Management*, 49, 296-303.
- Lee, C. K., Song, H. J., Bendle, L. J., Kim, M. J., & Han, H. (2012). The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions: A model of goal-directed behavior. *Tourism Management*, 33(1), 89-99.
- Li, S. R., & Ito, N. (2021). "Nothing Can Stop Me!" Perceived Risk and Travel Intention Amid the COVID-19 Pandemic: A Comparative Study of Wuhan and Sapporo. In *Information and Communication Technologies in Tourism*, Springer, Cham, 490-503.
- Lu, L., & Zhao, J. (2022). Customers' purchasing intentions for enhanced cleaning services in hotels during COVID-19: establishing price strategies. *Consumer Behavior in Tourism and Hospitality*, 17(2), 232-247.
- Maghrifani, D., Liu, F., & Sneddon, J. (2022). Understanding potential and repeat visitors' travel intentions: the roles of travel motivations, destination image, and visitor image congruity. *Journal of Travel Research*, 61(5), 1121-1137.
- McGorry, S.Y. (2000). Measurement in a cross-cultural environment: survey translation issues. *Qualitative Market Research*, 3(2), 74-81
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- O'Cass, A. (2000). An assessment of consumers' product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of economic psychology*, 21(5), 545-576.
- Pan, T. (2019). Perception of Travel Motivation and Intention for Chinese Cruise Travelers: Toward an Integrated Model. FIU Electronic Theses and Dissertations. 4307.
- Pan, T., Shu, F., Kitterlin-Lynch, M., & Beckman, E. (2021). Perceptions of cruise travel during the COVID-19 pandemic: Market recovery strategies for cruise businesses in North America. *Tourism Management*, 85.
- Pavesi, A., Gartner, W., & Denizci-Guillet, B. (2016). The effects of a negative travel experience on tourists' decisional behavior. *International Journal of Tourism Research*, 18(5), 423-433.
- Petty, R. E., & Briñol, P. (2011). The elaboration likelihood model. *Handbook of theories of social psychology*, 1, 224-245.
- Poiesz, T. B., & Bont, C. (1995). Do we need involvement to understand consumer behavior?. *ACR North American Advances*.
- Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823-843.
- Qiu, L., Luo, J., Qi, L., & Jiang, H. (2018). Research on Asian Cruise Business Climate Index. In: Wang, H. (eds) *Report on China's Cruise Industry*. Springer, Singapore. https://doi.org/10.1007/978-981-10-8165-1_5

- Quintal, V., Sung, B., & Lee, S. (2022). Is the coast clear? Trust, risk-reducing behaviours and anxiety toward cruise travel in the wake of COVID-19. *Current Issues in Tourism*, 25(2), 206-218.
- Radic, A., Law, R., Lück, M., Kang, H., Ariza-Montes, A., Arjona-Fuentes, J. M., & Han, H. (2020). Apocalypse now or overreaction to coronavirus: The global cruise tourism industry crisis. *Sustainability*, 12(17), 6968.
- Radic, A., Lück, M., Al-Ansi, A., Chua, B. L., Seeler, S., & Han, H. (2021a). Cruise ship dining experiencescape: The perspective of female cruise travelers in the midst of the COVID-19 pandemic. *International Journal of Hospitality Management*, 95.
- Radic, A., Lück, M., Al-Ansi, A., Chua, B. L., Seeler, S., Raposo, A., Kim, J.J., & Han, H. (2021b). To dine, or not to dine on a cruise ship in the time of the COVID-19 Pandemic: The tripartite approach towards an understanding of behavioral intentions among female passengers. *Sustainability*, 13(5), 2516.
- Rocklöv, J., Sjödin, H., & Wilder-Smith, A. (2020). COVID-19 outbreak on the Diamond Princess cruise ship: estimating the epidemic potential and effectiveness of public health countermeasures. *Journal of Travel Medicine*, 27(3).
- Shanghai International Cruise Business Institute. (2022). The report of the cruise business climate index in China and Asia. https://www.cnfin.com/yw-lb/detail/20211204/3473968_1.html
- Shin, H., Nicolau, J. L., Kang, J., Sharma, A., & Lee, H. (2022). Travel decision determinants during and after COVID-19: The role of tourist trust, travel constraints, and attitudinal factors. *Tourism Management*, 88.
- Slovic, P., & Weber, E. U. (2013). Perception of risk posed by extreme events. *Regulation of Toxic Substances and Hazardous Waste* (2nd edition) (Applegate, Gabba, Laitos, and Sachs, Editors), Foundation Press, Forthcoming.
- Song, H., Lee, C. K., Reisinger, Y., & Xu, H. L. (2017). The role of visa exemption in Chinese tourists' decision-making: a model of goal-directed behavior. *Journal of Travel & Tourism Marketing*, 34(5), 666-679.
- Sorrentino, A., Ferretti, M., Risitano, M., Del Chiappa, G., & Okumus, F. (2022). The influence of the onboard servicescape on cruisers' experiential state, delight and memorability. *Consumer Behavior in Tourism and Hospitality*, 17(1), 17-41.
- Sroyetch, S., Caldicott, R. W., & Carr, N. (2018). Visitor and non-visitor images of Thailand as a backpacking destination: an Australian perspective. *Anatolia*, 29(2), 278-281.
- Subramanian, K. R. (2018). Social media and the word of mouth publicity. *International Research Journal of Advanced Engineering and Science*, 3(2), 95-100.
- Tapsall, S., Soutar, G. N., Elliott, W. A., Mazzarol, T., & Holland, J. (2022). COVID-19's impact on the perceived risk of ocean cruising: A best-worst scaling study of Australian consumers. *Tourism Economics*, 28(1), 248-271.
- Teh C., Lim J. (2020). Who will get Singapore rediscovers vouchers and what can you do with them? The Straits Times. <https://www.straitstimes.com/singapore/consumer/faq-who-will-get-singaporediscovers-vouchers-and-what-can-you-do-with-them>
- Toanoglou, M., Chemli, S., & Valeri, M. (2021). The organizational impact of Covid-19 crisis on travel perceived risk across four continents. *Journal of Organizational Change Management*, 35(2), 293-307.
- Vlasceanu, C. F., & Tigu, G. (2021). Cruise industry: Enhanced health and safety protocols. In 7th BASIQ International Conference on New Trends in Sustainable Business and Consumption.
- Vo-Thanh, T., Vu, T. V., Nguyen, N. P., Nguyen, D. V., Zaman, M., & Chi, H. (2022). COVID-19, frontline hotel employees' perceived job insecurity and emotional exhaustion: Does trade union support matter?. *Journal of Sustainable Tourism*, 30(6), 1159-1176.
- Wang, J., Jing, R., Lai, X., Zhang, H., Lyu, Y., Knoll, M. D., & Fang, H. (2020). Acceptance of COVID-19 vaccination during the COVID-19 pandemic in China. *Vaccines*, 8(3), 482.
- Wei, C. V., Chen, H., & Lee, Y. M. (2021). Factors influencing customers' dine out intention during COVID-19 reopening period: The moderating role of country-of-origin effect. *International Journal of Hospitality Management*, 95.
- Yuen, K. F., Cao, Y., Bai, X., & Wang, X. (2021). The psychology of cruise service usage post COVID-19: Health management and policy implications. *Marine Policy*, 130.
- Zhou, J., Chen, S. L., & Shi, W. (2022). Identifying Risks in the Cruise Supply Chain: An Empirical Study in Shanghai, China. *Transportation Research Record*, 2677(1), 1706-1720.

Appendix Survey Item English Version

Please rate the following questions using the scale below:

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

Construct	Items
Safety protocols	Daily contactless temperature check for all guests during the cruise.
	Face masks are required when in public areas indoors.
	100% fresh, external air supplied to all cabins and public spaces, with no recirculation.
	Increased cleaning frequency and a focus on high-traffic, frequently touched areas.
	Entertainment and outdoor area will be available with a reduced occupancy for social distancing.
	Undergo a molecular or antigen test within 48 hours prior to the ship's departure
	Cabins are cleaned daily, with additional deep sanitation at the end of each cruise.
	Effortless web check-in to receive cruise tickets, travel documentation to help guests avoid queues, secure space.
Trust	I believe that the health management of cruise companies is effective and sustainable.
	I believe that cruise companies are knowledgeable with respect to implementing effective health management.
	I believe that cruise companies are sincere and genuine in implementing effective health management.
	My trust in cruise services will be based on the reliability of the safety measures of cruise companies.
Attitude	For me, participating in cruise travel in post COVID-19 is Bad (1) ~ Good (5) Foolish (1) ~ Wise (5) Unpleasant (1) ~ Pleasant (5)
Subjective norms	I will participate in cruise travel in post COVID-19 because it is popular among my friends/family.
	I will participate in cruise travel in post COVID-19 because my friends/family have talked a lot about it.
	I will participate in cruise travel in post COVID-19 because it has been recommended by friends/family.
	I will participate in cruise travel in post COVID-19 because my friends/family participated.
	I will participate in cruise travel in post COVID-19 because my friends/family think it is good to participate.
Cruise involvement	I like to participate in cruise travel.
	I intend to stay loyal to cruise travel.
	I intend to do more business with this cruise in the future.
	I consider the cruise as my first choice for the purchase of such travel products and services.
	I am a fan of cruise travel.
Perceived risk	Physical perceived risk of being contaminated
	The risk of being blocked elsewhere in another region or destination and losing time
	The risk of not being reimbursed in case of cancelation
	Risk of inconvenience and difficulties during the trip
Intention	I'll encourage friends/family to participate in cruise travel in post COVID-19.
	I want to participate in cruise travel in post COVID-19.
	I intend to cruise on a special day in post COVID-19 (e.g., birthday, anniversary, etc.).
	Cruise traveling is my first choice for traveling in post COVID-19.
	I will save time and money in post COVID-19 for participating in cruise travel.