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Tourist Motivation and Revisitation in Jeju During COVID-19: Insights and Post-Pandemic Implications

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A B S T R A C T

Purpose: This study aims to identify controllable factors influencing domestic tourists' revisits, taking into account concerns and desires related to travel to inform domestic tourism marketing strategies.
Design/methodology/approach: The study gathered data through a preliminary survey of 930 participants who had visited Jeju Island in February 2022. It utilized analytical methods like factor analysis and structural equation modeling (PLS-SEM) to assess the factors influencing revisits by domestic tourists.
Findings: Emotional and cognitive factors significantly influence behavioral intentions, with the perceived risk of the pandemic having a paradoxical effect, positively impacting attitudes and revisit intentions despite stimulating negative emotions and anxiety among tourists, consistent with the observed surge in domestic tourist numbers on Jeju Island.
Research limitations/implications: Limitations of this study include distinguishing between motivations for domestic and international tourism in crisis situations and highlighting the importance of conducting in-depth socio-demographic analyses for better understanding. This study identifies travel motivations within specific cultural groups and informs destination management and tourism resource development strategies.
Originality/value: This study's innovative blend of the S-O-R model and Theory of Reasoned Action provides key insights into tourist behavior. The findings on Jeju Island's resilience as a domestic tourist destination during the COVID-19 pandemic have crucial implications, emphasizing the need for ongoing efforts to enhance tourists' experiences and adapt to changing external factors in the tourism industry.

Keywords: Travel motivation, Revisit intention, Post COVID-19, Stimulus-Organism-Response model, Theory of Reasoned Action

I. Introduction

The COVID-19 pandemic has precipitated a significant transformation in the global tourism industry, with profound psychological impacts and a marked downturn in international travel (Gössling et al., 2021; Rasoolimanesh et al., 2021; Seyfi et al., 2021). This shift has notably affected tourist destinations worldwide, such as Jeju Island in South Korea, which, despite its longstanding appeal, faces unprecedented challenges in the new normal. The shock to the tourism industry was particularly severe in international destinations due to the pandemic. Consequently, tourism operators have naturally shifted

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their focus towards domestic tourism marketing strategies (Fakfare & Sangpikul, 2022; Madureira & Alturas, 2022; Matsuura & Saito, 2022; Quang et al., 2022), prompting researchers to also delve into the factors influencing revisits by local tourists (Han et al., 2022). Our study aims to address two primary issues arising in this context: the changing dynamics of tourist motivation in the wake of the pandemic and the subsequent impact on revisitation intentions, particularly in the context of domestic tourism.

Firstly, the pandemic has led to reevaluating travel motivations, where health concerns and risk perceptions now play a pivotal role (Han & An, 2022; Venter et al., 2020). The traditional models of tourist behavior, focusing predominantly on nostalgia and destination appeal (Caber et al., 2020; Matiza & Kruger, 2021), may no longer fully encapsulate the complexities of post-pandemic tourist psychology. This gap in understanding necessitates a revised approach to discern how these new factors influence the desire to revisit destinations, especially domestic ones like Jeju Island, which has seen a surge in local visitors despite the global travel slump.

Secondly, the adaptability and resilience of tourism marketing strategies in this new era are under scrutiny. With the shift towards domestic travel, destinations like Jeju Island must reconsider how they position themselves to attract repeat visits. The current strategies may not adequately address the nuanced changes in tourist perceptions and motivations brought about by the pandemic. There is a need to identify and integrate these evolving factors into effective marketing strategies to sustain and grow the domestic tourism market (Arbulú et al., 2021; Ren et al., 2022).

To address these critical issues, our study integrates the Stimulus-Organism-Response (S-O-R) model and the Theory of Reasoned Action (TRA), offering a novel perspective on tourist behavior in the pandemic era (Li et al., 2022; Seçilmiş et al., 2022; Yang et al., 2022). This approach allows us to examine the complex interplay between external stimuli (such as the perceived risk of COVID-19), internal cognitive and emotional processes of tourists, and their resulting behavior towards revisiting Jeju Island. Through this lens, we aim to uncover actionable insights to inform and enhance tourism marketing strategies, ensuring the sustainable growth of destinations like Jeju Island in a post-pandemic world.

II. Theoretical Background

A. Stimuli-Organism-Response Model: Environment as Encountered by the Individual

The Stimulus-Organism-Response (S-O-R) Model, introduced by Mehrabian and Russell, offers a framework for behavioral research, emphasizing the impact of environmental stimuli on an individual's emotional state and subsequent behavior. The model posits that stimulus (S) variables, which include both the temporal and spatial characteristics of the stimulus factor and the physical environment, affect human senses and evoke specific responses. This model underscores the atmosphere as both an emotional and cognitive stimulus, influencing external factors that shape human behavior (Bagozzi, 1989).

Objective and psychologically induced stimuli affect the individual's emotional and cognitive state, determining the behavioral response of approach or avoidance (Jang & Namkung, 2009; Lee et al., 2011). The Organism (O) component includes emotional states, cognitive intermediates, and internal psychological processes mediating stimuli and responses (Li et al., 2022), representing individual perceptions and emotions that guide thoughts and responses (Bagozzi, 1989; Mehrabian & Russell, 1980).

The Stimulus-Organism-Response (S-O-R) Model is extensively used across various fields such as economics, marketing, retail (Jang & Namkung, 2009; Lee et al., 2011; Li et al., 2022), and health-related consumer behavior (Song et al., 2021). Its versatility is particularly evident in tourism studies, where it explains how stimuli influence cognitive and emotional responses, impacting behaviors like attachment and revisitation intentions (Kim et al., 2020; Zhang et

al., 2021). This adaptability makes the S-O-R Model a valuable tool for understanding complex behavioral patterns in diverse contexts, including the COVID-19 pandemic (Yang et al., 2022).

However, the S-O-R Model is not without its limitations. Critics argue that while it effectively addresses external stimuli and their immediate impact on behavior, it may overlook the deeper, more complex psychological processes at play. This is particularly pertinent in the context of tourism during a global health crisis, where tourists' responses to stimuli are influenced by a myriad of factors, including personal experiences, media portrayal, and prevailing public sentiment. Our study aims to extend the application of the S-O-R Model in this unique context, examining how the pandemic as a stimulus has reshaped tourist behavior towards destinations like Jeju Island, considering both immediate and more profound psychological impacts.

B. Attitude-Intention-Behavior Relation: Individual's Emotive and Cognitive Systems

The Theory of Reasoned Action (TRA) by Fishbein and Ajzen (2015) posits that attitudes and intentions form from information-influenced beliefs. It explains how attitudes develop from beliefs and information but has been critiqued for oversimplifying rational behavior and neglecting emotional and impulsive factors in decision-making, especially during crises like pandemics (Ekinci, 2022; Qiao, 2021).

Empirical applications of TRA, often utilizing structural equations or regression analysis, have provided valuable insights into behavior change across diverse populations. However, critics have noted that while TRA can account for environmental or demographic variables within a study model, it sometimes fails to capture the nuanced and dynamic nature of behavioral decision-making (Montano, 2015). This limitation becomes especially evident in the context of tourist behavior during the COVID-19 pandemic.

In light of the pandemic, researchers have adapted TRA to investigate tourists' travel motivations under these extraordinary circumstances. For instance, Lee et al. (2012) combined TRA, TPB, and MGB to study the impact of the 2009 H1N1 influenza, while Radic et al. (2023) used TRA in examining intentions to receive COVID-19 vaccines for overseas travel. Ekinci et al. (2022) integrated TRA and Self-Determination Theory (SDT) to explore the relationship between COVID-19 vaccination and travel desire.

Despite its widespread application, TRA has faced criticism for its limited scope in handling emotional and desire-related factors, as highlighted by critics like Perugini & Bagozzi (2001). To address these criticisms, the Model of Goal-directed Behavior (MGB) has been proposed to enhance TRA by incorporating elements of emotional and habitual behaviors into its framework (Lee et al., 2012; Kement et al., 2022).

Our study builds upon these critiques and adaptations of TRA. We aim to explore tourists' behavior in response to the stress and fatigue caused by the prolonged pandemic, focusing on personal reasons and individual emotional states rather than solely on behavioral beliefs and normative expectations. By doing so, we aim to provide a more comprehensive understanding of tourists' decision-making processes during COVID-19, addressing the gaps identified in traditional TRA applications.

III. Research Methodology

A. Risk Perception on the Pandemic

H1: Risk perception on the pandemic affects travel anxiety.

H2: Risk perception on the pandemic directly affects attitude toward destination traveling.

H3: Risk perception on the pandemic affects travel desire.

The COVID-19 pandemic has led to a 73% decline in international tourist numbers in 2020, causing

significant losses in the tourism industry (UNWTO, 2022). Efforts to promote overseas travel through vaccination campaigns are underway (Gursoy et al., 2022), but there is also a growing emphasis on developing domestic tourism (UNWTO, 2022).

COVID-19's impact dominates current tourism research, especially regarding risk perception (Kim et al., 2021; Zenker et al., 2021), which plays a crucial role in understanding tourist behavior. The pandemic induces fear and anxiety, potentially amplifying travel concerns more than the desire to travel (Chua et al., 2021; Matiza & Kruger, 2021; Zhan et al., 2022). Prior studies during similar outbreaks, such as SARS and Zika virus, have highlighted the importance of risk perception, emotions, and past experiences in predicting travel concerns in international tourism (Chua et al., 2021; Kement et al., 2022; Luo & Lam, 2020; Matiza & Kruger, 2021).

In this context, hypotheses 1, 2, and 3 propose that risk perception of COVID-19 affects travel concerns, attitudes toward travel to tourist destinations, and travel desire.

B. Social Media Impact

H4: Social media impact affects travel anxiety.
H5: Social media impact directly affects attitude toward destination traveling.
H6: Social media impact affects travel desire.

Social media, especially amid the COVID-19 pandemic, significantly influences tourism intentions (Bhati et al., 2021; Kim et al., 2020; Li et al., 2022). Despite tourists' inability to directly purchase tourism products, social media is a potent tool for marketing and shaping perceptions (Wong et al., 2020). The pandemic's negative impact, including alarming news and exaggerated fears about destinations, highlights the need for alternative engagement methods (Rather, 2021). Platforms like augmented reality tourism products and user-generated content (UGC) V-Logs stimulate tourism intentions and electronic word of mouth (e-WOM) (Narangajavana et al., 2017). Influencers on social media platforms play a vital role in motivating tourism intentions, given their trustworthiness and broad reach (Magno & Cassia, 2018; Wong et al., 2020). The interactive nature of social media and the rapid dissemination of opinions enhance their impact (Litvin et al., 2008). Therefore, the perception of tourists expressed on SNS has the advantage of giving implications in the current ongoing manner (Cho, 2021).

Social media tends to trigger a desire to travel rather than travel anxiety, even considering COVID-19 risks. Hypotheses 4, 5, and 6 explore how travel anxiety and desire affect attitudes toward destination tourism, especially for frequent travelers to specific destinations.

C. Travel Anxiety & Desire

H7: Travel anxiety affects attitude toward destination traveling.
H8: Travel desire affects attitude toward destination traveling.

Anxiety, a subjective response to danger and uncertainty (McIntyre & Roggenbuck, 1998; Reisinger & Mavondo, 2005), often triggered by fear (Beck & Emery, 2005; Lazarus, 1994), plays a role in shaping travel decisions. COVID-19-related anxiety symptoms have been noted (Luo & Lam, 2020; Zenker et al., 2021). In tourism, anxiety may stem from various sources like socio-cultural, terrorism, health, or financial concerns, leading to reduced travel motivation (Chua et al., 2021; Qiao et al., 2021; Reisinger & Mavondo, 2005). Research indicates that the pandemic's risk perception has had negative effects on travel intentions, often driven by anxiety (Chua et al., 2021; Luo & Lam, 2020; Quintal et al., 2022; Zheng et al., 2022; Zenker et al., 2021).

Conversely, "Revenge Travel" denotes a surge in travel demand fueled by post-pandemic nostalgia and mixed emotions (Wang & Xia, 2021). It has been found that travel anxiety and the desire to escape can intensify the longing to travel, particularly among

those who refrained from traveling due to COVID-19 (Kim et al., 2021). Prolonged risk perception of COVID-19 can further enhance travel desire by reinforcing escape motivation (Ekinci et al., 2022; Kim et al., 2021; Lin & Zhang, 2021). Nostalgia proneness significantly influences purchasing desires in marketing research (Holbrook, 1993). Nostalgic emotions for a destination can encourage revisits, with cognitive images impacting destination recommendation intentions (Akgün et al., 2020). For example, Jeju Island's preserved pre-modern scenery attracts local tourists in South Korea undergoing rapid industrial modernization (Nam & O'Reilly, 2021).

Hypotheses 7 and 8 suggest that divergent emotions stemming from COVID-19 risk perception significantly shape attitudes toward destination tourism, bridging the S-O-R model and the TRA.

D. Attitude-Intention-Behavior

H9: Attitude toward destination traveling affects travel intention.

Our study extends the push & pull theory, traditionally used to understand tourists' travel intentions (Leong et al., 2015; Sukaatmadja et al., 2021), by focusing on subjective emotions rather than objective observations. It highlights how attitudes towards a tourist destination significantly impact revisit intention, a topic of growing interest in tourism behavioral studies (Cohen et al., 2014; Sukaatmadja et al., 2021). Tourists' intentions, influenced by previous experiences and risk judgments, reflect their likelihood of revisiting a destination (Rather, 2021; Rasoolimanesh et al., 2021). Nostalgia plays a role in revisit intentions (Lee et al., 2012; Zhang et al., 2021), but previous travel experiences can sometimes negatively impact intentions, particularly during severe COVID-19 outbreaks (Ma et al., 2023).

Our research adopts the S-O-R Model, considering its application in analyzing visitor behavior during the pandemic (Fakfare & Sangpikul, 2022; Kim et al., 2020; Li et al., 2022; Seçilmiş et al., 2022; Song et al., 2021). We investigate the causal relationships using the S-O-R model, exploring the immediate impact of external stimuli on the emotional and cognitive systems within organisms and how these influence behavioral and revisit intentions. Integrating TRA into the S-O-R Model, we focus on behavioral intention as a dependent variable, emphasizing how external factors and psychological responses shape revisit intentions.

IV. Methodology

A. Data Collection

As of January 2022, the population of Korea was 50,955,782. Except for Jeju Island, the administrative district consisted of eight metropolitan cities and eight provinces. From February 9 to 21, 2022, we conducted a preliminary survey after completing the translation, correction, and review of the questionnaire items consulted with tourism experts. We commissioned a research company to survey about 40,000 panelists nationwide. Nine hundred thirty participants submitted final analyzable responses without missing data in the survey. The authors adhered to all ethical guidelines, including the Personal Information Protection Act (PIPA) of the Republic of Korea, and obtained consent from all participants following the Act. All participants had traveled to Jeju to assess the effects and causal relation on the intention to revisit Jeju Island. A total of 27 questions consisting of 6 sets of main factors were measured on a Likert 7-point scale, and we added seven questions related to socio-demographic characteristics. The questionnaire was written as an online questionnaire, and the measurement tools for each factor can be referred to in Appendix A.

B. Analyzing Method

In this study, we employed IBM® SPSS® 24.0 for frequency and factor analysis, and SmartPLS 4.0.8.5 for reliability, validity, and structural equation

modeling (SEM) analyses. SEM, particularly useful for complex models with multiple regression and latent variables, was utilized to compare estimated and observed values and to define the relationships between variables. The measurement model was first accurately defined, followed by evaluating its validity, reliability, and normality.

We used Consistent PLS-SEM (PLSc-SEM) for its compatibility with standard factor models and its ability to adjust for parameter attenuation in composite models, based on the theoretical foundation provided by Nunnally and Bernstein (1993). PLSc-SEM is particularly effective for large-scale samples or complex indicator structures, making it suitable for our study's extensive data set and reflective structure model.

V. Results

A. Demographic Characteristics

A total of 930 respondents submitted valid data. The gender distribution was almost equal, with 464 males (49.89%) and 466 females (50.11%). The majority of participants fell within the age groups of 30s (33.76%) and 40s (31.08%), while those in their 60s and older comprised the smallest group (3.66%). Geographically, participants were distributed across various regions, with Gyeonggi-do Province having the highest representation (26.67%), followed by Seoul Metropolitan City (18.82%).

To classify travel frequencies, the study used three times a year as a benchmark, dividing participants into high, medium, and low-frequency travelers. Occupational groups were condensed into white-collar and non-white-collar categories. Regarding income, the study categorized participants into upper, middle, and lower income groups based on units of U$1,000. Detailed sample sizes and ratios according to these demographic factors are presented in Table 1.

B. Convergent Validity and Internal Consistency Reliability

In this study, we employed the Stimuli-Organism-Response Model and the Theory of Reasoned Action, utilizing 26 reflective indicators/questionnaires to measure six latent variables. Two latent variables corresponded to independent variables, three to mediators, and one to dependent variables (refer to Table 2).

The evaluation of the model confirmed the establishment of convergent validity based on outer loadings (0.625~0.967), reliability (0.391~0.935), and AVE values (0.589~0.788). Additionally, internal consistency reliability was assessed using Cronbach's alpha values (0.851~0.949) and composite reliability (rho_a = 0.862~0.950, rho_c = 0.848~0.949).

It's worth noting that four indicators (RPP5, TA4, RI2, and RI3) exhibited indicator reliability below 0.5, which is the square root of the outer loadings. This is a common issue when outer loadings fall slightly below 0.7. Maintaining an adequate number of items for indicators with lower values is recommended to enhance internal validity and reliability (Hair et al., 2011).

C. Model Fit and Other Quality Criteria

PLS-SEM and CB-SEM have similarities in the variance of endogenous variables' effect value (R^2) and path coefficient (standardized β). However, PLS-SEM offers more flexibility in estimating causal relationships by identifying the relationship between all variables. It also has fewer restrictions on the model's suitability than the existing CB-SEM (Hair et al., 2021; Henseler et al., 2015). The overall model fit is based on SRMR (<0.08). The coefficient of determination (R^2) value, a measure of predictive power for the sample, is correlated with the square of the actual and predicted values. The blindfolding analysis measures the Q^2 value that the potential exogenous variable has for the likely endogenous variable (Hair et al., 2021; Hair et al., 2011). As

Table 1. Socio-demographic characteristics

Demographic		Frequency	Percentage	Demographic		Frequency	Percentage
Gender	Male	464	49.89	Travelling frequency	<3 times/year	332	35.70
	Female	466	50.11		3 times/year	334	35.91
Age	20s	139	14.95		>3 times/year	264	28.39
	30s	314	33.76	Education level	High school	154	16.56
	40s	289	31.08		College	130	13.98
	50s	154	16.56		University	582	62.58
	60s & above	34	3.66		Graduate school	64	6.88
Residential region	Seoul	175	18.82	Occupation	White collar	394	42.37
	Busan	61	6.56		Professional	77	8.28
	Daegu	43	4.62		Official	34	3.66
	Incheon	54	5.81		Service industry	49	5.27
	Gwangju	26	2.80		Self-employed	62	6.67
	Daejeon	26	2.80		Housewife	97	10.43
	Ulsan	21	2.26		Student	50	5.38
	Sejong	6	0.65		Manufacturer	60	6.45
	Geyonggi	248	26.67		Others	107	11.51
	Gangwon	28	3.01	Income	< $ 1,000	136	14.62
	Chungbuk	29	3.12		$1,000 ~ $1,999	86	9.25
	Chungnam	39	4.19		$2,000 ~ $2,999	251	26.99
	Jeonbuk	32	3.44		$3,000 ~ $3,999	186	20.00
	Jeonnam	34	3.66		$4,000 ~ $4,999	106	11.40
	Geyongbuk	48	5.16		≥ $5,000	165	17.74
	Geyngnam	60	6.45	Total		930	100.00

Table 2. Model assessment

Latent variables	Indicators	Convergent validity			Internal consistency reliability		
		Outer loadings > 0.70	Indicator Reliability > 0.50	AVE > 0.50	Cronbach's α 0.60~0.90	Composite reliability	
						rho_a > 0.70	rho_c 0.60 ~ 0.90
Risk Perception on Pandemic (RPP)	RPP1	0.844	0.712	0.595	0.853	0.862	0.853
	RPP3	0.806	0.650				
	RPP4	0.792	0.627				
	RPP5	0.625	0.391				
Social Media Impact (SMI)	SMI1	0.913	0.834	0.788	0.949	0.950	0.949
	SMI2	0.913	0.834				
	SMI3	0.871	0.759				
	SMI4	0.815	0.664				
	SMI5	0.922	0.850				
Travel Anxiety (TA)	TA1	0.856	0.733	0.625	0.891	0.898	0.892
	TA2	0.787	0.619				
	TA3	0.811	0.658				
	TA4	0.648	0.420				
	TA5	0.833	0.694				

Table 2. Continued

Latent variables	Indicators	Convergent validity			Internal consistency reliability		
		Outer loadings > 0.70	Indicator Reliability > 0.50	AVE > 0.50	Cronbach's α 0.60~0.90	Composite reliability	
						rho_a > 0.70	rho_c 0.60 ~ 0.90
Travel Desire (TD)	TD1	0.715	0.511	0.656	0.883	0.888	0.884
	TD2	0.819	0.671				
	TD3	0.811	0.658				
	TD4	0.885	0.783				
Attitude toward Destination Traveling (ATD)	ATD1	0.833	0.694	0.763	0.928	0.929	0.928
	ATD2	0.900	0.810				
	ATD3	0.879	0.773				
	ATD4	0.881	0.776				
Revisit Intention (RI)	RI1	0.967	0.935	0.589	0.851	0.875	0.848
	RI2	0.671	0.450				
	RI3	0.631	0.398				
	RI4	0.756	0.572				

Overall fitness		Endogenous variable	R^2	R^2 adjusted	Q^2 predict	RMSE	MAE
SRMR(< 0.08)	0.053	TA	0.676	0.675	0.517	0.697	0.526
d_ULS	0.981	TD	0.319	0.318	0.265	0.860	0.659
d_G	0.494	ATD	0.396	0.394	0.302	0.838	0.655
X^2	2731.664						
NFI	0.859	RI	0.774	0.774	0.235	0.878	0.664

Notes: SRMR<0.08, Q^2>0, f^2>0

shown in Table 2, SRMR is 0.053, R^2 value is the highest at RI (0.774) and the lowest at TD (0.319). The Q^2 value is the highest in TA (0.517) and the lowest in RI (0.235).

Discriminant validity, essential in study models, ensures that each construct is genuinely distinct. This study confirmed discriminant validity using the Fornell-Larcker Criterion and the Heterotrait-Monotrait (HTMT) Ratio, with the HTMT Ratio being the stricter measure. Our analysis established the validity of differentiating constructs per the recommended thresholds, ensuring each construct is uniquely defined and distinguishable from others in the model.

D. Structural Model Evaluation: Testing Hypothesis

In Table 3, we assessed the multi-collinearity between latent variables using the Variance Inflation Factor (VIF). We found no values exceeding the critical threshold of 5, indicating no issues with multicollinearity in our model.

Moving to the f^2 values, which measure the relative influence of exogenous latent variables on endogenous latent variables, we observed that the effect of 'Attitude toward Tourist Destination on Revisit Intention (ATD→RI)' had the highest f^2 value of 3.429. This was followed by the effect of 'Risk Perception on the Pandemic on Travel Anxiety (RPP→TA)' with an f^2 value of 2.033. Conversely, the relative impact of 'Social Media Impact on Travel Anxiety (SMI→TA)' and 'Risk Perception on the Pandemic on Travel Desire (RPP→TD)' was very meager.

In terms of path coefficients (ß), which we interpret similarly to R^2 in PLS-SEM, the highest coefficient was observed in H9 (ATD→RI) with a value of ß = 0.880 and a P-value of <0.05. Following closely was

H1 (RPP→TA) with coefficients of ß = 0.837 and a P-value of <0.05. The third-highest co-efficient was H5 (SM→TD) with ß = 0.553 and a P-value of <0.05.

All paths, except for H2 (RPP→TD), which had a coefficient of ß = 0.043 with a P-value of <0.05, showed statistically significant causal relationships. Notably, H4 (SMI→TA) with ß = -0.074 and H3 (RPP→ATD) with ß = -0.230, both displaying P-values of <0.05, demonstrated negative correlations between the variables. This implies that Social Media Impact negatively affects Travel Anxiety, and Risk Perception on the Pandemic has an adverse impact on Attitude toward Tourist Destination.

To gain deeper insights into the roles of RPP and SMI as independent variables, we examined specific indirect effects and total effects in Table 4 and Table 5. The 'specific indirect effect' analysis revealed that TA significantly influences attitude and revisit intention even when RPP is the cause. However, TD does not mediate the relationship when RPP is the cause. These results contrast with the impact of another independent variable, SMI, which suggests that RPP primarily affects TA but does not significantly influence TD, ATD, or RI.

Notably, the results consistently indicate a positive attitude toward tourist attractions and the intention to revisit, despite the strong influence of RPP on TA.

Table 3. Path coefficient and hypothesis testing

Hypothesized path		VIF	f^2	ß	T-statistics	CIBC (95%)	P-values	Decision
H1	RPP → TA	1.061	2.033	0.837	40.090	[0.794,0.876]	0.000***	Supported
H2	RPP → TD	1.061	0.003	0.043	1.036	[-0.034,0.126]	0.300	Not supported
H3	RPP → ATD	3.228	0.027	-0.230	3.252	[-0.364, -0.09]	0.001**	Supported
H4	SMI → TA	1.061	0.016	-0.074	2.623	[-0.131, -0.020]	0.009**	Supported
H5	SMI → TD	1.061	0.424	0.553	17.107	[0.487,0.614]	0.000***	Supported
H6	SMI → ATD	1.522	0.112	0.321	7.124	[0.234,0.410]	0.000***	Supported
H7	TA → ATD	3.086	0.036	0.260	3.640	[0.120,0.397]	0.000***	Supported
H8	TD → ATD	1.470	0.175	0.394	8.525	[0.301,0.485]	0.000***	Supported
H9	ATD → RI	1.000	3.429	0.880	60.570	[0.850,0.907]	0.000***	Supported

Notes: *p<0.05, **p<0.01, ***p<0.001

Table 4. Specific indirect effects

Path	ß(R^2)	T-statistics	CIBC (95%)	P-values
RPP → TA → ATD	0.217	3.528	[0.099,0.339]	0.000***
RPP → TA → ATD → RI	0.191	3.532	[0.088,0.299]	0.000***
RPP → TD → ATD	0.017	1.008	[-0.013,0.052]	0.314
RPP → TD → ATD → RI	0.015	1.008	[-0.011,0.046]	0.313
RPP → ATD → RI	- 0.202	3.251	[-0.322,-0.079]	0.001**
SMI → TA → ATD	- 0.019	2.077	[-0.042,-0.005]	0.038*
SMI → TA → ATD → RI	- 0.017	2.075	[-0.038,-0.005]	0.038*
SMI → TD → ATD	0.218	7.565	[0.163,0.276]	0.000***
SMI → TD → ATD → RI	0.192	7.508	[0.144,0.243]	0.000***
SMI → ATD → RI	0.283	6.912	[0.204,0.364]	0.000***
TA → ATD → RI	0.229	3.646	[0.106,0.349]	0.000***
TD → ATD → RI	0.347	8.530	[0.266,0.427]	0.000***

Notes: *p<0.05, **p<0.01, ***p<0.001

Table 5. Total effects

Path	ß(R^2)	T-statistics	CIBC (95%)	P-values
RPP → TA	0.837	40.090	[0.794,0.876]	0.000***
RPP → TD	0.043	1.036	[-0.034,0.126]	0.300
RPP → ATD	0.005	0.119	[-0.067,0.079]	0.905
RPP → RI	0.004	0.119	[-0.059,0.070]	0.905
SMI → TA	-0.074	2.623	[-0.131,-0.020]	0.009**
SMI → TD	0.553	17.107	[0.487,0.614]	0.000***
SMI → ATD	0.520	15.825	[0.454,0.583]	0.000***
SMI → RI	0.458	14.391	[0.394,0.519]	0.000***
TA → ATD	0.260	3.640	[0.120,0.397]	0.000***
TA → RI	0.229	3.646	[0.106,0.349]	0.000***
TD → ATD	0.394	8.525	[0.301,0.485]	0.000***
TD → RI	0.347	8.530	[0.266,0.427]	0.000***
ATD → RI	0.880	60.570	[0.850,0.907]	0.000***

Notes: *p<0.05, **p<0.01, ***p<0.001

VI. Discussion and Conclusions

A. Discussion

Our study developed a comprehensive model combining the Stimulus-Organism-Response (S-O-R) model and the Theory of Reasoned Action (TRA) to understand better tourists' attitudes toward revisiting Jeju Island. This integration provided significant insights regarding the relationships between SMI, TA, ATD, and RI.

The negative impact of SMI→TA→ATD→RI shows the amplification of anxiety and negative views via social media. Social media's dramatization and sensational content can heighten perceived travel risks, reducing TA's positive impact on ATD and RI. This aligns with social media's dual tourism role - promoting destinations and amplifying traveler fears.

Our study revealed that pandemic risks didn't significantly reduce travel desire. Contrarily, it boosted positive attitudes and revisit intentions, even amid anxiety. This suggests a more profound psychological response where pandemic-induced stress intensifies the urge to travel for escape, overpowering negative emotions linked to pandemic travel.

Additionally, our research supports the crucial role of a destination's appeal in revisit intentions. The tourist's attitude towards a destination is critical, mainly influenced by travel desire. This highlights the importance of how destinations are presented, especially during a pandemic when travel preferences may shift.

External stimuli like social media and pandemic perceptions influence cognitive and emotional responses (Organism), leading to varied tourist behaviors. These findings emphasize the need for a nuanced understanding of how external factors interact with internal states in shaping tourist behavior.

In summary, our study provides a multifaceted view of tourist behavior, highlighting the influential role of both external and internal factors in shaping attitudes and intentions toward revisiting a destination like Jeju Island. This complex interplay of factors, particularly in the unique context of a global pandemic, offers valuable insights for theoretical understanding and practical application in tourism.

This study sought to enhance understanding of tourists' attitudes towards revisiting Jeju Island by developing a comprehensive model that integrates two behavioral psychology theories: the Stimulus-Organism-Response (S-O-R) model and the Theory of Reasoned Action (TRA). The combined application

of these models has yielded valuable insights into the motivations behind tourist behavior. It highlights the pivotal role of both external stimuli and internal emotional/cognitive states in shaping behavioral intentions. This approach is consistent with earlier studies (Miniard & Cohen, 1981; Perugini & Bagozzi, 2001) that emphasize the significance of understanding the interplay between these factors.

B. Implication

A significant finding in analyzing Jeju Island as a case study was the paradoxical impact of perceived pandemic risk on travel desire. Contrary to expectations that pandemic risk would reduce travel desire, it positively influenced tourists' attitudes and revisit intentions, aligning with the record highs in domestic tourism to Jeju Island reported by the Ministry of the Interior and Safety (2023). This suggests a complex relationship between perceived risk, emotional responses, and travel attitudes, meriting further research.

In response to social media's (SMI) impact on travel anxiety (TA) and attitudes towards Jeju Island (ATD), tourism operators should develop a social media strategy focusing on mitigating travel anxiety and highlighting positive destination aspects. Clear communication about health protocols is essential for informed tourist decisions. Enhancing Jeju Island's appeal is vital, including developing cultural attractions and maintaining hospitality standards.

Marketing strategies must cater to the increase in domestic tourism with localized promotions and events. Future crisis preparedness, including contingency plans, diversified tourism offerings, and digital technology investments, is crucial. Sustainable tourism practices will preserve Jeju Island's heritage and support local communities. Given social media's significant impact on travel desire and attitudes, marketers should develop techniques to showcase tourist destinations positively.

Understanding different tourist profiles is vital for targeted marketing. A segmentation approach accustoms messages and offerings to meet tourist needs and preferences. Implementing these strategies can help navigate the post-pandemic tourism landscape, attracting and satisfying tourists and ensuring the sector's sustainability and resilience.

C. Conclusions

The COVID-19 pandemic has affected people's mental and emotional well-being. Interestingly, despite the pandemic's challenges and domestic economic instability, Koreans' desire for travel remains high. Jeju Island appears to be firmly maintaining its position as Korea's favorite domestic tourist destination, but as the fear of overseas travel subsides, its position appears uncertain.

In other words, this raises a pivotal question for the tourism industry: Once disposable income increases further, will Jeju Island, a destination that virtually every adult in Korea has visited at least once, maintain its status?

This question holds greater significance for tourism providers than for consumers. Our study highlights that experienced tourists exhibit a strong positive attitude toward Jeju Island and a solid intention to revisit. However, it is crucial to acknowledge that alongside the fear of travel triggered by pandemic risk perception, negative experiences from previous visits to the destination may also influence tourist attitudes (Singh et al., 2017). Given these dynamics, tourism operators in Jeju Island should not become complacent, assuming that tourists will always choose their destination.

The outbreak has seriously damaged the tourism industry over the past three years, but no one knows how another environmental stimulus may affect the tourism industry. Although current market trends and social media have positioned Jeju Island as a top destination in Korea, tourists' travel decisions are subject to change depending on external factors.

Thus, maintaining or increasing the revisit rate is of great importance. It is important to note that everything tourists experience at a destination can be the key to encouraging them to visit again. To

keep Jeju Island as a destination that continues to be a hot topic for many people on SNS and makes tourists want to visit again, tour operators and local stakeholders must consider what measures to prepare for 'their experiences.'

D. Limitations

This study's exploration of tourist motivations during the COVID-19 crisis revealed areas that necessitate further research. Future studies should focus on understanding tourists' motivations in the context of tourism crises, particularly differentiating between domestic and international tourism. These future explorations are essential for identifying sustainable motivations that can attract tourists. Key areas include physical and mental well-being considerations, effective promotional and marketing strategies, and cultural values vital to maintaining a stable domestic tourism market.

Another critical area for future research is addressing the unique challenges faced by Jeju Island. Despite South Korea's status as a high-income country, Jeju Island's tourism sector, which supports an economy with one of the lowest average incomes among Korean provinces, encounters challenges beyond the pandemic's immediate impact. These include potential political, economic, and environmental issues influencing tourists' intentions to revisit. Therefore, future studies must extend their investigations into these various risk factors that might affect Jeju Island's tourism sector.

Lastly, given the substantial sample size in this study, conducting a more in-depth socio-demographic analysis is paramount. Segmenting and profiling consumers based on socio-demographic factors will provide valuable insights into the tourism market and help understand travel motives within culturally homogeneous groups. This meticulous socio-demographic analysis is essential for strategic implications in destination management and developing tourism resources in target areas like Jeju Island.

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Appendix. A measurement items - study constructs

Construct		Measurement items
Risk Perception (RPP)		*I am concerned/nervous about/that/when ... (regarding COVID-19)*
	RPP1	I am worried when the number of confirmed cases increases.
	RPP2	I am concerned hygiene and cleanliness issues. *(Eliminated)*
	RPP3	I am concerned that COVID-19 is a very serious epidemic.
	RPP4	I am nervous when getting COVID-19 related news in SNS/mass media.
	RPP5	I think COVID-19 is more dangerous than SARS/MERSE/influenza.
Social Media Impact (SMI)	SMI1	I am interested in travelling while watching Jeju Island-related contents on social media recently.
	SMI2	I am interest in travelling arises due to the charm of Jeju Island shared on social media recently.
	SMI3	Memories shared on social media by tourists in Jeju Island draw attention to travelling recently.
	SMI4	Comments on social media posts have influences when travelling to Jeju Island recently.
	SMI5	The image of Jeju Island seen in recent entertainment contents arouses my interest in travelling.
Travel Anxiety (TA)	TA1	It's dangerous to travel to the place with many confirmed COVID-19 cases.
	TA2	I am anxious to travel anywhere now.
	TA3	I am afraid to travel abroad now.
	TA4	People around me (family/close friends/colleagues) would dislike me travelling out.
	TA5	I am worried that I might get infected while travelling.
Travel Desires (TD)	TD1	I want to go on a trip to heal my weary minds from COVID-19.
	TD2	I wish I could go on a trip.
	TD3	I sincerely hope that travel will be possible in the near future.
	TD4	I can express my earnest desire to travel precisely.
Attitude toward Destination Traveling (ATD)	ADT1	It is good to travel to Jeju.
	ADT2	It is worth to travel to Jeju.
	ADT3	It is fun to travel to Jeju.
	ADT4	It is pleasure to travel to Jeju.
Revisit Intention (RI)	RI1	I travel to Jeju frequently.
	RI2	I hope to visit Jeju again soon.
	RI3	I will visit Jeju in near future.
	RI4	I will continue to visit Jeju again.

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