

Analysis of the factors influencing the tourism experience value co-creation under the
COVID-19

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Abstract

This study explores the relationships among COVID-19 severity, tourists' risk perception (cognitive and affective), travel behavioral intention and tourism experience value co-creation. In April and May 2021, 319 valid questionnaires of tourists are collected for data analysis. The results show that COVID-19 severity has a significant positive effect on both cognitive and affective risk perception. Cognitive risk perception and affective risk perception have a significant positive impact on tourists' travel behavioral intention. Tourists' travel behavioral intention has a significant positive effect on tourism experience value co-creation. Meanwhile, risk perception (both cognitive and affective) is a significant mediator between COVID-19 severity and tourists' travel behavioral intention. And tourists' travel behavioral intention play a mediating role in the relationship of risk perception and tourism experience value co-creation.

Keywords: *risk perception; travel behavioral intention; value co-creation*