**Introduction**

In January 2020, the world witnessed a sudden outbreak of a novel coronavirus. The new coronavirus pneumonia (COVID-19) has had a serious impact on the lives of people around the world, and the impact on leisure travel and the tourism industry should not be underestimated. According to the Ministry of Transport and Communications, the average daily number of passengers sent during Chinese New Year in 2020 decreased by 82.3% when compared to the same period the previous year. Many provinces, autonomous regions, and municipalities activated Level 1 response to major public health emergencies, and many cities suspended the operation of bus lines and urban railways except for commuter lines. This initiative was analyzed with 25 different software. The study also effectively controlled the spread of the virus through a one-way ANOVA, and the traffic disruptions caused by the virus also caused a contraction in tourism demand and supply. Total tourism receipts in China fell by 61.4 % year on year during the Qingming holiday, while tourism revenue fell by 80.7%. Within a few months of the outbreak in China, COVID-19 rapidly developed into a global pandemic with outbreaks in many different countries. By the end of July 2020, COVID-19 had led to more than 17 million confirmed cases and 6.6 million deaths in 188 countries. In March, after the outbreak was generally effectively controlled in China, the standing prevention and control strategy of "preventing imports from outside and rebounding from inside" became the main strategy for China's response to the epidemic.

With the situation abroad still grim, China's tourism industry should take the lead in revitalizing domestic tourism. In the aftermath of the epidemic, demand trends in China's tourism market need to be revisited and reassessed. Travel behavior intention, which is the basis of tourism planning and decision-making and helps to grasp market trends, has been studied by many scholars at home and abroad. An extensive web-based survey was conducted to study the travel behavioral intentions of Chinese tourists under normal epidemic control, with the hope of promoting the domestic tourism cycle as soon as possible.

This study adapts the stimulus-organism-response (S-O-R) model to examine relevant variables using survey data collected in China during the COVID-19 pandemic. In the remainder of this paper, we review the literature on health information avoidance, present a theoretical framework based on the S-O-R model, propose an empirical model and several related hypotheses, describe the method of data collection, analyze the results of model estimation, and discuss the main findings and implications.

**Literature review**

Leisure travel refers to trips made by urban and rural residents for leisure purposes, in addition to daily trips such as commuting to work or school, for the purpose of gaining a healthy and enjoyable experience. The concept of leisure travel is very broad, including short trips between parks and scenic spots in cities and suburbs, as well as long-distance vacation trips across cities, provinces, and countries. In recent years, leisure travel has become more and more common with the rise in disposable income, the massive construction and upgrading of transportation infrastructure, and the introduction of intelligent applications into the travel market. Compared with daily travel, leisure travel is a derived demand that better reflects the personalized choices of travelers and is usually more flexible and strongly influenced by various factors.

**Theoretical framework**

The Structural Equation Model (SEM) is a multivariate analytical equation that verifies the interaction between multiple independent and dependent variables. The model combines statistical methods such as factor analysis and path modeling to estimate and identify abstract concepts and deal with multiple interactions among multiple variables. The model contains two types of variables: Manifest Variable and Latent Variable. Manifest Variable is an indicator variable that can be directly measured by the question; Latent Variable is a variable that needs to be evaluated by the combined scores of several manifest variables and cannot be directly measured. The structural equation model consists of a measurement model and a structural model. The measurement model is composed of explicit and latent variables and is used to investigate the compositional relationship between them; the structural model is used to investigate the linear relationship between latent variables.

Stimulus-organism-response theory is that sensory factors in the environment can elicit emotional responses in individuals, which can further induce them to approach or avoid the environment. The relationship between environmental cues and their associated effects on an individual's internal state and behavioral responses is formulated as a series of events known as stimulus-organism-response (S-O-R).

In Mehrabian and Russell's (1974) framework, the stimulus (S) represents a set of sensory variables in each environment and the information load that describes the spatial and temporal relationships between these stimulus components. Organism (O) represents the emotional response to environmental stimuli. Response (R) represents approach or avoidance behavior.

The S-O-R paradigm has been widely used by information science and information systems researchers to study approach and avoidance behaviors. It has also been shown to be effective in analyzing consumer responses during the COVID-19 pandemic (Laato, Islam, Farooq & Dhir, 2020). Guided by the S-O-R paradigm, the environmental factors of China's lockdown policy and consumers' emotional responses to travel are analyzed.

**Research model and hypotheses**

Leisure travel may face multiple risks, and this paper focuses on the impact of blockade policies on tourists' perception of tourism, public health safety, willingness and motivation to travel on leisure travel under normalized epidemic prevention and control, so the risk items are set around the disease risks most closely associated with the new crown epidemic among health risks.

When the epidemic is well controlled, consumers often need to open their hearts and minds by going out of their homes, so the act of traveling is undoubtedly a useful act to relieve the pressure of the epidemic, to enjoy themselves physically and mentally, and to exclude their employment worries. At the same time, the full resumption of work and the reopening of each tourist attraction following the epidemic emphasizes the good situation of epidemic control and consumers' ability to travel in a safe and convenient manner, which also positively influences consumption behavior intentions. Safe travel will also make consumers feel the usefulness of the trip. Therefore, the following hypothesis is proposed:

Perceived threat, Perceived susceptibility, Perceived financial severity, Perceived social severity is the Stimulus. Affective response, Perceived lack of control, Trust, Social norm is the Organism. Travel planning, Previous travel plans, Infection confidence, Vaccination Intentions, Preventive behavior in-tension is the Response.

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