

Visa requirements and visit intention: applying the theory of planned behavior

Chisava Juma^a and Anneli Douglas^{a*}

^a *Department of Marketing Management, University of Pretoria, Pretoria, South Africa*

*Corresponding author: anneli.douglas@up.ac.za

Abstract

When tourists contemplate an international destination to visit, the ease of obtaining a visa is seen as an important consideration. Even though the theory of planned behavior has been used extensively to predict tourists' visit intentions, the purpose of this study was to understand how the expectations that tourists have of visa requirements moderate the relationships between attitudes, subjective norms, perceived behavioral control and intention to visit a destination of choice. Responses were collected from 301 individuals, using an online questionnaire. Structural equation modelling was used to test the hypotheses and confirmed the moderating role of visa requirements.

Keywords: Destination choice, international travel, theory of planned behavior, visa application, visa requirements, visit intention

Introduction

Destination choice is made up of multiple stages in which alternative destinations are gradually reduced until a final single choice remains (Karl, 2018; Um & Crompton, 1992). Several theories and models have been used to explain destination choice, such as the general model of destination choice (Woodside & Lysonski, 1989), the pleasure travel destination choice process model (Um & Crompton, 1990), the value-attitude-behavior hierarchy model (Homer & Kahle, 1988) and the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). One of the most popular theories used to explain destination choice is the theory of planned behavior (TPB) developed by Ajzen

in 1991. Various authors (e.g. Hu, Zhang, Chu, Yang & Yu, 2018; Jordan, Bynum, Knollenberg & Kline, 2018; Park, Hsieh & Lee, 2017) have used this theory successfully to predict tourists' intentions to visit a specific destination of choice. Apart from attitude, subjective norms, and perceived behavioral control, studies have found that several destination attributes can also influence international tourists' destination choices including accessibility, hospitality, climate, transport, accommodation, safety and security (e.g. Kiatkawsin & Han, 2017; Kruger & Viljoen, 2019; Queiroz Neto, Lohmann, Scott & Dimmock, 2017; Yiamjanya & Wongleedee, 2014).

Accessibility is defined as the ease with which tourists can reach their preferred destination choices (Dwyer & Kim, 2003; Kahtani, Xia & Veenendaal, 2011). When accessibility is unattainable, tourists are forced to abandon their desire to travel to a destination, and might choose a substitute destination (Tian, Crompton & Witt, 1996). According to Lee and Choi (2020), visa requirements are related to accessibility since some countries require tourists to obtain a visa before access to those countries is granted. This study focuses on traditional visas that require passport holders to go through a comprehensive visa application process and not e-visas or visas on arrival.

The ease of obtaining a visa, is perceived by tourists as an important factor when choosing a destination to visit. More often than not, the visa application process is perceived as cumbersome as it might not only require the submission of supporting documents (Ng & Whalley, 2008), but also a compulsory face-to-face interview (Hu, 2013), embassy visits (Duerrmeier Rizzi, 2014) as well as possible delays in the issuance of the visa (Neiman & Swagel, 2009). Research to date has paid little attention to the relationship between visa requirements and tourists' destination choice (Duerrmeier Rizzi, 2014; Eder, Smith & Pitts, 2010; Li, McCabe & Chen, 2017) even though there is evidence that visa exemptions have a significant influence on tourists' destination choice

(Han et al., 2011). A growing body of literature (Balli, Balli & Cebeci, 2013; Hartarto, Wardani & Wibowo, 2022; Lawson & Roychoudhury, 2015; Neumayer, 2010; Song, Gartner & Tasci, 2012) has shown that visa requirement policies are among the most important factors contributing to international tourist mobility. This is because these policies have either an encouraging or a restricting effect on the international inbound mobility of people of other nationalities (Karaman, 2016).

The paper thus aims to investigate the moderating role of visa requirements expectations in the relationships between the original TPB variables (attitude, subjective norms and perceived behavioral control) and tourists' intention to visit a destination of choice . The results of our study provide destination-marketing organizations with valuable insights to lobby their governments to implement more lenient visa requirement policies that would encourage tourists to visit their destinations. The remainder of the article is structured as follows: First, the theory of planned behavior is discussed as the theoretical foundation. Then, the influence of visa requirements expectations on visit intention is explained. Next, a conceptual model is presented based on the literature review, after which the methodology and results are discussed. The article ends with theoretical contributions and managerial implications as well as recommendations for future studies.

Theory of planned behavior

One of the most popular theories used to clarify visit intention is the theory of planned behavior (Ajzen, 1991). TPB's popularity lies mainly in its extensive use and its proven validity to understand and predict different forms of behavior. The foundation of the TPB is that humans are rational and that, when making choices, they tend to use a large amount of information (Ajzen, 2002). In the context of destination choice, the TPB

assumes that tourists' attitudes towards a destination, tourists' subjective norms about a destination, and tourists' perceived behavioral control over visiting a destination collectively determine their visit intention (Ajzen, 2002).

To increase the TPB's predictive power relating to intention or behavior, studies have added additional variables to the TPB, and some as moderators. For example, Soliman (2021) added destination familiarity, eWOM, travel motivation and destination image to the original TPB constructs to investigate tourists' intention to revisit Egypt. Wang et al. (2018) extended the TPB (by adding perceived consumer effectiveness and environmental concern) to understand consumers' intention to visit green hotels in China. Han et al. (2011) included visa exemption as an additional construct to explore Chinese tourists' intention to visit South Korea . In all these studies the additional constructs improved the predictive power of the extended TPB model when compared to the original TPB model. However, visa requirements expectations have not been included as an additional construct in the TPB model, and its moderating effects are unknown.

Visa requirements and visit intention

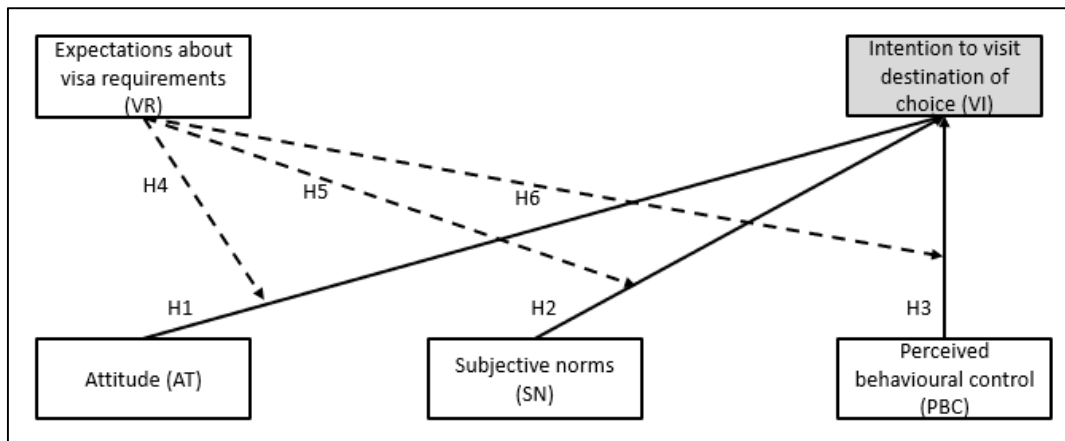
Visa requirements is defined as the complete process required by the authorities of a country to obtain a visa prior to travelling to that country, in which potential tourists are obligated to submit an application and a wide range of supporting documents to the country's embassy, high commission, consulate, or visa facilitation center (Attström, Bausager, Nielsen, Leonardsen, Hansen & Mercer, 2013; Whyte, 2009). Studies have shown the influence of visa requirements on a traveler's destination choice (Duerrmeier Rizzi, 2014; Lee, Song & Bendle, 2010; Li & Song, 2013). For example, during the 2008 Olympics, China imposed visa restrictions mainly on citizens of Western countries (Li & Song, 2013). These visa restrictions caused China to experience a drop in inbound tourism

of between 7% and 16%, which cost its economy \$964 million in lost revenue. Lee et al. (2010) studied the influence of visa exemptions on South Korean outbound tourism to Japan (Lee et al., 2010). The researchers concluded that visa exemptions given to South Korean tourists resulted in a 20% increase in outbound demand to Japan. Even though these studies make a valuable contribution, they did not make a distinction between specific visa requirements, and how these influence destination choices. The only exception was the study of Duerrmeier Rizzi (2014), who found certain elements of the visa application process to be good predictors of destination choice namely visa processing time, the cost of visas, required embassy visits, the chance of rejection, and the number of documents that need to be submitted.

Hypotheses development

Figure 1 shows the conceptual model based on the TPB. The model explains how visa requirements expectations moderate the relationships between attitudes, subjective norms, and perceived behavioral control and tourists' visit intentions.

Figure 1. The moderating role of visa requirements in visit intention



Source: Authors' own work

The relationships between attitude, subjective norms and perceived behavioral control and visit intention

Several authors (Hu, Zhang, Chu, Yang & Yu, 2018; Mohaidin, Wei & Murshid, 2017; Phillips, Asperin & Wolfe, 2013) have found support for attitude's influence on tourists' visit intentions. In their study, Phillips et al. (2013) examined US diners' intentions to visit Korea and consume Korean food, and concluded that the positive attitude of US diners towards Korean food influenced them to visit Korea. Mohaidin et al. (2017) found that the environmental attitudes of tourists significantly influence their intentions to visit a sustainable tourism destination, while Hu et al. (2018) concluded that tourists' attitudes significantly influenced them to visit mountainous areas in China. It could thus be hypothesised that:

Hypothesis 1: There is a relationship between a tourist's attitude towards a destination and their intention to visit that destination. Tourists' behaviors are significantly influenced by the opinions of important people in their lives. For instance, Ashraf, Hou, Kim, Ahmad and Ashraf (2020) found that subjective norms positively influenced tourists to visit eco-friendly destinations, while Wang, Fu, Wong and Zhang (2022) concluded that subjective norms positively influenced tourists to engage in space-launch tourism. Han et al. (2011), the only study to extend the TPB by incorporating visa exemptions to predict Chinese tourists' intention to visit South Korea revealed that subjective norms was the second most significant influencing factor (after visa exemptions) on Chinese tourists' intention to visit South Korea. Hence, it can be hypothesized that:

Hypothesis 2: There is a relationship between a tourist's subjective norms and their intention to visit a destination.

Perceived behavioral control refers to a tourist's beliefs about the factors or elements that could either promote or inhibit their intention to visit a destination of choice (Montano & Kasprzyk, 2015). In their study, Chen and Tung (2014) revealed that perceived behavioral control influenced tourists' intention to visit green hotels. Bianchi, Milberg and Cúneo (2017) concluded that perceived behavioral control predicted tourists' intentions to visit Chile and Park, Hsieh and Lee (2017) noted that perceived behavioral control significantly influenced Chinese students' intention to visit Japan. Based on this, we hypothesize that:

Hypothesis 3: There is a relationship between a tourist's perceived behavioral control and their intention to visit a destination.

The moderating role of expectations about visa requirements in the relationships between attitude, subjective norms, perceived behavioral control and visit intention

According to Whyte (2008), visa requirements play an important role in international tourism, as they control the tourist's behavior of travelling to desired destinations. This view was echoed by Rahim and Daud (2012) who argued that visa requirements are the most unpleasant part of planning international travel because it can determine whether or not a tourist can visit their desired destination country. . On the one hand, the thought of having to obtain a visa, particularly during the planning stage, might lead to dissatisfaction with the destination even before tourists embark on their holiday (Neumayer, 2010). Duerrmeier Rizzi (2014) found that visa requirements gave tourists a negative perception of the destination. Therefore, tourists who expect stricter visa requirements might form a less favorable attitude about a destination and so be unwilling to visit that destination.

On the other hand, "one's expectation of visa-free entry to a certain country possibly stimulates a favorable attitude towards visiting the country and increases the

likelihood of a decision to travel to the country” (Han et al., 2011, p. 54). The study of Han et al. (2011) revealed that Chinese tourists formed a favorable attitude to and intention to visit South Korea owing to their anticipation of lenient visa requirements. Based on these discussions, this study hypothesizes:

Hypothesis 4: Visa requirements expectations moderate the relationship between a tourist’s attitude towards a destination and their intention to visit that destination. When planning to visit a holiday destination, the opinions of people who are important to the tourist are the most commonly pursued source of information (Bae & Chang, 2021; Meng & Choi, 2016). Therefore, if a destination can succeed in increasing visitors’ favorable experiences, it could encourage them to spread positive word-of-mouth about the destination, which in turn could lead to an enhancement of potential visitors’ subjective norms, because such visitors could be significant referents to potential visitors (Han et al., 2011).

Hence, if a destination can succeed in creating favorable visa application experiences, it could encourage visitors to spread positive word-of-mouth about the destination and its visa requirements. This could in turn lead to an enhancement of potential visitors’ subjective norms, because such visitors could be significant referents to potential tourists. Therefore, it could be presumed that, if the potential visitors trusted the opinions of people who perceived visiting a specific destination (with its visa requirements) as a recommendable behavior, their intention to visit that destination would likely increase; and the opposite is also true. It could thus be hypothesized that:

Hypothesis 5: Visa requirements expectations moderate the relationship between a tourist’s subjective norms and their intention to visit a destination. Studies have shown that visa requirements act as a barrier, since it makes it more difficult for tourists to perform a particular behavior (visit a destination of choice). For instance, Lawson and

Roychoudhury (2015) found that visa requirements deterred people from travelling to such an extent that, if they were eliminated, the travel flows between countries would more than triple. Liu and McKercher (2014) established that visa requirements were the market access barriers that, when eased, had the potential to increase the number of tourist arrivals. Hobolth (in Czaika & Hobolth, 2014) showed that visa requirements were a considerable barrier to travel, in particular when an application became expensive and difficult for a tourist to obtain. Tse (2015) established that visa requirements were the main obstacle to entering the UK owing to the difficulty and the high costs of obtaining a visa. It could therefore be argued that the visa application process acts as an additional barrier, and strengthens the relationship between perceived behavioral control and visit intention. It could thus be hypothesized that:

Hypothesis 6: Visa requirements expectations moderate the relationship between a tourist's perceived behavioral control and their intention to visit a destination.

Methodology

Measures

The questionnaire was developed to measure the moderating role of visa requirements expectations in the relationships between attitude, subjective norms, perceived behavioral control and visit intention. . Attitude was measured with seven items, adapted from Han et al. (2011) and Soliman (2021). Subjective norms was measured with five items, adapted from Jordan et al. (2018), Park et al. (2017) and Han et al. (2011). Perceived behavioral control was measured with four items adapted from Han et al. (2011) and Soliman (2021). Visit intention was measured with four items, adapted from Han et al. (2011) and Park et al. (2017). For the above constructs, a Likert scale with seven points was used, ranging from 1 for “strongly disagree” to 7 for “strongly agree”.

To develop the scale for visa requirements expectations, a deductive and inductive approach was followed to create the pool of items. First, a comprehensive review of the literature on the visa application process and visa requirements was conducted (e.g. Asquith, Bailey, Hope-Jones, Manji & Westcott, 2019; Duerrmeier Rizzi, 2014; Qiu, Masiero & Li, 2018; Yang, Liu, Li & Harrill, 2018). To confirm the items generated from the literature, and to ensure that we have a comprehensive list of visa requirements, an inductive approach was applied using focus groups. Focus groups were chosen, as they are useful in collecting the opinions of participants and effective in inspiring each other (Kitzinger, 1994). Three focus groups were held in February 2021 with tourists who were expecting to travel internationally within the next three years. A total of 19 participants took part. The duration of the focus groups was between one and two hours, subject to the richness of information the participants shared. Data saturation set in after the third focus group. The discussions were recorded and then transcribed for content analysis. The data was cross checked by the research team to improve the reliability of generated items. Apart from the 19 items generated from the literature, two more items were added from the focus groups. To confirm the items and ensure face validity, a pilot test was conducted on a sample of 19 South Africans who were planning to travel internationally in the next three years for holiday purposes. Pilot test participants were asked to comment on the item pool, to make sure that the items were understood, unambiguous and concise. In this process, no items were deleted. Therefore, visa requirements expectations were measured with 21 items and assessed using a semantic differential scale with seven points.

Before completing the questionnaire, respondents were asked to indicate the destination that they are most likely to visit in the next three years, and thereafter they were given the following hypothetical scenario: *“In the previous question you indicated the destination you are most likely to travel to in the next three years. Please answer the*

questions that follow with this destination in mind. Also, please assume that you require a visa for this destination, which will require you to pay a visa fee, submit certain documents, comply with all the visa requirements and make an appointment at the visa facilitation service or the destination's embassy, consulate or high commission”.

Data collection

The target population was South African citizens, aged eighteen years or older, who had applied for a visa before, and were planning on travelling internationally in the next three years. South Africans were chosen as target population since according to the UNWTO (2015), 61% of the world's population – mainly those from emerging economy countries such as in Africa – require a visa to travel internationally, while the remaining 39% – mainly advanced economy countries – can travel visa-free. In terms of the mobility score, South Africa is ranked 105 out of 198 countries, which means that South African tourists can travel to 63 countries visa-free, can get a visa on arrival in 42 countries, and require a visa to travel to 93 countries (Passport Index, 2022). In sum, a South African tourist requires a visa to travel to 53% of the countries in the world. As the target population did not allow for the establishment of a sampling frame, data was collected using a non-probability convenience sampling technique. Prior to any data being collected the researchers obtained approval from their university's research ethics committee. An external South African market research company with a panel of over 40 000 individuals from different population groups, genders, ages, education levels and places of residence was used to reach the target population. The market research company hosted the self-administered online questionnaire on their own server and distributed it via email from 15 June 2021 to 30 June 2021 to panel members who met the target population criteria. The final number of usable questionnaires totaled 301.

Data analysis

SPSS Statistics 27 software was used. Exploratory factor analyses (EFA) were conducted to confirm the dimensionality of the constructs namely, attitude, subjective norms, perceived behavioral control, visit intention and visa requirements expectations as they were adapted versions of the original scales (attitude, subjective norms, perceived behavioral control, visit intention) or originally developed from the literature and focus groups (visa requirements expectations). Thereafter, structural equation modelling was used to evaluate (i) the measurement model in order to determine convergent and discriminant validity and (2) the hypotheses through the structural relationships between the latent constructs (Chin, 2010).

Results

Error! Reference source not found. summarizes the descriptive profile of the respondents. The majority (52.2%) were females. Forty eight percent of respondents were aged between 26-35 years. Additionally, the respondents had completed a tertiary diploma or had a tertiary certificate (36.9%), and just over half were single (50.5%).

Table 1. Demographics of respondents

Category	Frequency	Percentages (%)
Gender		
Female	157	52.2
Male	143	47.5
Prefer not to say	1	0.3
Total	301	100.0
Age		
18-25 years	64	21.3
26-35 years	146	48.5
36-45 years	56	18.6
46-55 years	25	8.3
Over 55 years	10	3.3
Total	301	100
Relationship status		
Single (not married)	152	50.5
Married/living together	137	45.5
Divorced/widowed/separated	9	3.0
Other	3	1.0
Total	301	100
Highest academic qualification		
Secondary school completed	68	22.6
Tertiary Certificate/Diploma	111	36.9
Undergraduate degree	59	19.6
Postgraduate degree	58	19.3
Other	5	1.7
Total	301	100

Source: Authors' own work

Exploratory factor analysis

An EFA using principal axis factoring and promax rotation method was conducted to investigate the underlying dimensions of the items. The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was above the recommend threshold of 0.6 and Bartlett's test of sphericity was statistically significant for all the constructs studied, therefore EFA was appropriate to conduct. Four constructs of the TPB: attitude, subjective norms, perceived behavioral control and visit intention were confirmed as unidimensional while the visa requirements expectations construct split into two factors (see **Error! Reference source not found.**). The first factor included thirteen items and was labelled *visa requirements expectations related to time and fairness*. Factor 2, labelled as *visa requirements expectations related to costs, appointment, and outcome*, contained seven items. Based on these two new factors, hypotheses H₄, H₅, and H₆ were split into two sub-hypotheses each (H_{4a}, H_{4b}, H_{5a}, H_{5b}, H_{6a}, H_{6b}). All the Cronbach's Alphas met the minimum standard threshold of 0.6 (Fornell & Larcker, 1981).

Table 2: Measurement items

Variables	Measurement items	Factor loading	Cronbach's alpha
Attitude	I think visiting this destination would be enjoyable	0.808	0.935
	I think visiting this destination would be valuable	0.829	
	I think visiting this destination would be interesting	0.878	
	I think visiting this destination would be desirable	0.860	
	I think visiting this destination would be pleasant	0.853	
	I think visiting this destination would be unforgettable	0.697	
	I think visiting this destination would be fun	0.842	
Subjective norms	I would like to visit this destination because it is popular among my friends, colleagues, superiors, or family.	0.592	0.858
	Most people who are important to me would probably think it would be good to visit this destination.	0.767	
	Most people who are important to me approve that I take a holiday to this destination.	0.849	
	Most people who are important to me support that I take a holiday to this destination.	0.745	
	Most people who are important to me recommend that I take a holiday to this destination.	0.828	
Perceived behavioral control	Whether or not I visit this destination is completely up to me.	0.644	0.785
	I have enough time to travel to this destination.	0.797	
	I have enough financial resources to travel to this destination.	0.601	
	I am confident that if I want to, I can travel to this destination.	0.792	
Visa requirements related to costs, appointment, and outcome	I expect the visa application process to have a: Long processing time/Short processing time	0.774	0.657
	I expect to make: Numerous visits to the Visa Facilitation Centre, Embassy, High Commission or Consulate to apply for a visa/Few visits to the Visa Facilitation Centre, Embassy, High Commission or Consulate to apply for a visa.	0.529	
	I expect the costs of the visa application process to be: High/Low	0.789	
	I expect that visa applications for this destination will have a: High rejection rate/Low rejection rate	0.466	
	As part of the visa application, I expect to submit: Many documents/Few documents	0.721	

	I expect the Visa Facilitation Centre, Embassy, High Commission or Consulate to be: Overcrowded/Empty	0.493	
	When applying for a visa I expect to: Spend a lot of time queuing/Spend no time queuing	0.455	
	When applying for a visa, I expect: A delayed visa decision/An immediate visa decision	0.467	
	I expect the visa application process to be: Manual/Online		
	I expect frontline officials (staff) to be: Rude/Friendly	0.353	
	When applying for a visa I expect: To be a victim of institutionalised discrimination (based on my country of origin, race, religion or sex)/Not to be a victim of institutionalised discrimination (based on my country of origin, race, religion or sex)	0.526	
	I expect that there will be: No appeal process, should my visa application be unsuccessful/An appeal process, should my visa application be unsuccessful	0.471	
	During the visa application process, I expect frontline officials (staff) to: Infringe my privacy/Respect my privacy	0.736	
	During the visa application process, I expect that frontline officials (staff) will: Make me feel like a criminal/Make me feel like a legitimate tourist	0.702	
Visa requirements related to time and fairness	I expect that the necessary documents for the visa application process will be: Difficult to complete/Easy to complete	0.818	0.937
	I expect to be issued with a: Shorter validity visa than what I applied for/Longer validity visa than what I applied for	0.449	
	After a decision has been made regarding my visa application, I expect: My passport to be released with delay/My passport to be released without delay	0.791	
	I expect to wait a Long/Short time for a visa appointment.	0.562	
	I expect that the visa application process will be: Unfair/Fair	0.878	
	I expect that the visa application process will be Difficult/Easy to complete.	0.839	
	I expect that the Visa Facilitation Centre, Embassy, High Commission or Consulate will Postpone/Adhere to my booked appointment/interview time.	0.870	
	I plan to visit this destination in the near future	0.858	
Intention to visit destination of choice	I am keen to visit this destination in the near future	0.847	0.868
	I intend to visit this destination in the near future	0.901	
	I would prefer to visit this destination as opposed to other similar destinations	0.581	

Assessing the measurement models

To assess the overall fit of the measurement model containing all the constructs, a confirmatory factor analysis (CFA) was undertaken, and **Error! Reference source not found.** presents these results. Concerning the loadings of each item in the constructs, all were above 0.5. Wisting, Wonderlich, Skrivarhaug, Dahl-Jørgensen and Rø (2019) suggested the following range of fit indices: a CFI above 0.95 implies a good fit, while above 0.90 implies a traditional fit and it is sometimes permissible to be above 0.80. Even though, the CMIN/df value of 2.826 was lower than the conservative threshold of 3, the CFI, TLI, and IFI were above the recommended 0.90, therefore the results showed an acceptable model fit. ($\chi^2 = 463.407$, $df = 164$, $p < 0.001$, RMSEA = 0.078, SRMR=0.049, CFI = 0.926, TLI = 0.914, IFI = 0.926).

Average variance extracted (AVE) and composite reliability (CR) were used to assess convergent validity and the Fornell and Larcker criteria (1981) for discriminant validity of each construct. The results show that perceived behavioral control (0.486) and visa requirements expectations related to costs, appointment, and outcome (0.457) had AVE values lower than the acceptable threshold of 0.5. Even though the AVE values were below 0.50, all the CR values of the latent factors were above 0.7, which suggested that the considered constructs were reliable as the AVE threshold is considered too strict (Maholtra, 2009) thus all the constructs demonstrated convergent validity. Since the AVE of each construct exceeded the square of the correlations between pairs of constructs (Fornell & Larcker, 1981), discriminant validity was illustrated (see table 3).

Table 1. Correlations

Correlations among latent constructs (squared) and reliabilities of constructs							
Constructs	AT	SN	PBC	VI	VR related to time and fairness	VR related to costs, appointment, & outcome	Composite AVE
Attitude (AT)	1.000						0.935
Subjective norms (SN)	0.361 (0.130)	1.000					0.593
Perceived behavioral control (PBC)	0.545 (0.297)	0.350 (0.123)	1.000				0.486
Intention to visit a destination choice	0.000 (0.000)	0.000 (0.000)	0.000 (0.000)	1.000			0.653
VR related to time and fairness	0.282 (0.080)	0.120 (0.014)	0.369 (0.136)	0.433 (0.187)	1.000		0.574
VR related to costs, appointment, and outcome	0.149 (0.022)	0.065 (0.004)	0.283 (0.080)	0.325 (0.106)	0.703 (0.494)	1.000	0.457

Source: Authors' own work

Hypothesis testing

To test the hypothesized model presented in Figure 1, SEM was performed. As indicated in Table 4, the significance as well as the relative strength of each relationship indicated in the research model were also assessed. The results provide support for seven of the research hypotheses.

Table 2. Hypothesis and results (*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$)

Hypothesis	<i>p</i> -value	Results
H ₁ Attitude → Visit intention	*	Supported
H ₂ Subjective norms → Visit intention	0.343	Not supported
H ₃ Perceived behavioral control → Visit intention	***	Supported
H _{4a} Visa requirements related to time and fairness * Attitude → Visit intention	*	Supported
H _{4b} Visa requirements related to costs, appointment, and outcome * Attitude → Visit intention	*	Supported
H _{5a} Visa requirements related to time and fairness * Subjective norms → Visit intention	*	Supported
H _{5b} Visa requirements related to costs, appointment, and outcome * Subjective norms → Visit intention	*	Supported
H _{6a} Visa requirements related to time and fairness * Perceived behavioral control → Visit intention	0.436	Not supported
H _{6b} Visa requirements related to costs, appointment, and outcome * Perceived behavioral control → VI	***	Supported

Source: Authors' own work

The relationship between attitude and visit intention (H₁) was weak and positive, and statistically significant at the 5% level of significance ($\beta = 0.144, p < 0.05$). The relationship between subjective norms and visit intention (H₂) was very weak and not statistically significant at the 5% level of significance ($\beta = 0.053, p > 0.05$). The relationship between perceived behavioral control and visit intention (H₃) was positive and strong, and highly statistically significant ($\beta = 0.657, p < 0.001$). To assess the effect of the moderating variable in the model, the multi-group CFA method was used (H₄ and H₅) (Awang, 2012). Where the results were inconclusive (H₆), Hayes' process macro was used (Song, Jung, Park & Yu, 2022). The multi-group CFA technique

considers the latent variable model (used in H₄ and H₅ and produces chi-square values which are differenced), while the method used in the Hayes process macro determines the statistical significance of the interaction term. When applying the multi-group CFA, the following steps were performed:

- (a) The moderating variable was split into two groups (lower values versus higher values) based on the median of the moderator variable (expectations about visa requirements). Steps b) and c) were then conducted on the dataset with the low and high values of the moderator respectively.
- (b) The model without constraining any path was the unconstrained model. Thereafter the path of interest was identified and constrained with regression weight parameter = 1. This model was labelled 'constrained model', while the other one was labelled 'unconstrained model', and the chi-squared model fit statistic was recorded.
- (c) If the chi-squared difference between the constrained and unconstrained models is more than 3.84, then moderation exists on the path between the independent variable and the dependent variables; otherwise, if it is less than 3.84, then no moderation exists in the path.

The estimates for both constrained and unconstrained using the first dataset (lower values of expectations about visa requirements related to time and fairness) and then using the second dataset (higher values of expectations about visa requirements related to time and fairness) are presented in Table 5 and Table 6 respectively.

Table 5. Chi-squared estimates for expectations about visa requirements related to time and fairness (low value dataset)

Relationships		Constrained Model X^2	Unconstrained Model X^2	X^2 Differences	Label	Moderation Effect
Intention to visit destination of choice	<--- Attitude	427.7	369.5	58.2	H_{4a1}	Yes
Intention to visit destination of choice	<--- Subjective Norms	432.7	369.5	63.2	H_{5a1}	Yes
Intention to visit destination of choice	<--- Perceived Behavioural Control	378	369.5	8.5	H_{6a1}	Yes

Source: Authors' own work

Table 6. Chi-squared estimates for expectations about visa requirements related to time and fairness (high value dataset)

Relationships		Constrained Model X^2	Unconstrained Model X^2	X^2 Differences	Label	Moderation Effect
Intention to visit destination of choice	<--- Attitude	432.8	337.1	95.7	H_{4a2}	Yes
Intention to visit destination of choice	<--- Subjective Norms	489.2	337.1	152.1	H_{5a2}	Yes
Intention to visit destination of choice	<--- Perceived Behavioural Control	339.1	337.1	2	H_{6a2}	No

Source: Authors' own work

In addition, the estimates for both the constrained and unconstrained models using the first dataset (lower values of expectations about visa requirements related to costs, appointment, and outcome) and then using the second dataset (higher values of expectations about visa requirements related to costs, appointment, and outcome) are presented in Table 7 and Table 8 respectively.

Table 7. Chi-squared estimates for expectations about visa requirements related to costs, appointment and outcome (low value dataset)

Relationships		Constrained Model X^2	Unconstrained Model X^2	X^2 Differences	Label	Moderation Effect
Intention to visit destination of choice	<--- Attitude	460.5	409.8	50.7	H_{4b1}	Yes
Intention to visit destination of choice	<--- Subjective Norms	442.1	409.8	32.3	H_{5b1}	Yes
Intention to visit destination of choice	<--- Perceived Behavioural Control	416.8	409.8	7	H_{6b1}	Yes

Source: Authors' own work

Table 8. Chi-squared estimates for expectations about visa requirements related to costs, appointment and outcome (high value dataset)

Relationships		Constrained Model χ^2	Unconstrained Model χ^2	χ^2 Differences	Label	Moderation Effect
Intention to visit destination of choice	<--- Attitude	460.4	349.5	110.9	H_{4b2}	Yes
Intention to visit destination of choice	<--- Subjective Norms	519.1	349.5	169.6	H_{5b2}	Yes
Intention to visit destination of choice	<--- Perceived Behavioural Control	350.2	349.5	0.7	H_{6b2}	No

Source: Authors' own work

One could conclude that, since the chi-squared differences in Table 5 and 7 were all above the 3.84 threshold, the lower values of expectations about visa requirements related to time and fairness, and expectations about visa requirements related to costs, appointment, and outcome were both moderators between attitude and intention to visit the destination of choice, subjective norms and intention to visit the destination of choice, and between perceived behavioral control and intention to visit the destination of choice. According to Table 6 and 8, the higher values of expectations about visa requirements related to time and fairness and expectations about visa requirements related to costs, appointment, and outcome were both moderators between attitude and intention to visit the destination of choice, as well as between subjective norms and intention to visit the destination of choice. However, the chi-squared differences between perceived behavioral control and visit intention were below the threshold of 3.84 for higher values of expectations about visa requirements related to time and fairness and expectations about visa requirements related to costs, appointment, and outcome. As a result, the approach developed by Hayes et al. (2017) was used to determine whether a moderation effect existed for the relationship between perceived behavioral control and visit intention. Following Hayes' approach, moderation was tested between perceived behavioral control and visit intention only, and the p -values

below were obtained for the interaction term (Table 9 and Table 10). A statistically significant interaction term indicates that a moderation effect was present.

Table 9. Hayes’ approach to expectations about visa requirements related to time and fairness

	Relationships	P-values	Label
Intention to visit destination of choice	<--- Perceived Behavioural Control	0.4355	H_{6a}
***Significance at 0.1% level of significance (p-value < 0.001)			
**Significance at 1% level of significance (p-value < 0.01)			
*Significance at 5% level of significance (p-value < 0.05)			
Significance at 10% level of significance (p-value < 0.1)			

Source: Authors’ own work

Table 10. Hayes’ approach for expectations about visa requirements related to costs, appointment and outcome

	Relationships	P-values	Label
Intention to visit destination of choice	<--- Perceived Behavioural Control	0.0039***	H_{6b}
***Significance at 0.1% level of significance (p-value < 0.001)			
**Significance at 1% level of significance (p-value < 0.01)			
*Significance at 5% level of significance (p-value < 0.05)			
Significance at 10% level of significance (p-value < 0.1)			

Source: Authors’ own work

In this case, expectations about visa requirements related to time and fairness was not a moderator between perceived behavioral control and visit intention, as the *p*-value for the interaction term was 0.4355. However, expectations about visa requirements related to costs, appointment, and outcome was a moderator between perceived behavioral control and visit intention, as the *p*-value for the interaction term was 0.0039.

Discussion

The ease of obtaining a visa, is perceived by travelers as an important factor when choosing a destination to visit (Aydin & Karamehmet, 2017:30). Heath (2002:341) and Xiang (2013:143) found that visa requirements were the most important issue affecting tourists’ decision-making between alternative destinations. In addition, Boniface and

Cooper (2001:52) identified visa requirements as among the most significant precondition factors that underpinned a decision by tourists to travel to an international destination for leisure purposes. As a result, destinations are realizing the importance of improving their visa issuing processes to capitalize on certain markets (Johnson, Xu & Arlt, 2020). This study's main objective was to extend the TPB by incorporating visa requirements expectations as a moderator that would explain tourists' visit intentions.

The results showed a relationship between attitude and visit intention, which is consistent with previous studies (Al Ziadat, 2015; Lee, 2009; Liu, Li, Yen & Sher, 2018). However, it is not aligned with Sparks and Pan (2009) and Lam and Hsu (2006), who indicated that attitude had little impact on visit intention. This could mean that our sample consisted of more experienced travelers who have a more complete foundation for their intentions, influencing them to form a favorable attitude towards the destination and a visit intention (Wintersteiner & Wohlmuther, 2014). A positive relationship was also displayed between a tourist's perceived behavioral control and their visit intention, supporting previous studies (Jalilvand & Samiei, 2012; Sparks, 2007; Sparks & Pan, 2009), which found that having resources such as money and time determine tourists' intention to visit the desired destination. In other words, tourists are more likely to visit a destination when they have control over resources such as finances and time. No relationship existed between subjective norms and visit intention, possibly because tourists who have applied for a visa before might be experienced travelers, and therefore do not rely on the opinions of other people, such as friends, family, colleagues, and superiors, as sources of information when making decisions.

Regarding the moderating role of visa requirements expectations, the results revealed that expectations about visa requirements related to time and fairness as well as visa requirements related to costs, appointment and outcome moderate the relationship

between tourists' attitudes towards a destination and their intention to visit that destination. Therefore, visa requirements expectations strengthen the relationship between attitude and visit intention, and it could be said that tourists who expect lenient visa requirements might form a more favorable attitude towards the destination and an intention to visit that destination. In the same way, tourists who expect stricter visa requirements might form a less favorable attitude towards the destination which would make them less likely to visit the destination. Similarly, visa requirements expectations related to time and fairness as well as visa requirements related to costs, appointment and outcome, moderate the relationship between the tourists' subjective norms and their intention to visit a destination. The result could therefore indicate that if the opinions of people who are important to the tourists negatively perceive the destination with visa requirements, then the tourists' visit intention to that destination is likely to decrease. Likewise, if the opinions of people who are important to the tourists positively perceive the destination with visa requirements, then the tourists' visit intention to that destination is likely to increase. Finally, the results revealed that expectations about visa requirements related to costs, appointment and outcome moderate the relationship between perceived behavioral control and visit intention. In other words, visa requirements expectations related to costs, appointment and outcome act as an additional barrier and make it difficult to visit a destination of choice. It also means that tourists have less control over their decision making. Interestingly, perceived behavioral control showed the strongest influence on visit intention in hypothesis 3, yet not all visa requirements expectations moderated this relationship. It could mean that tourists do not perceive all visa requirements as an additional barrier.

Theoretical contributions

The available body of knowledge on visa requirements does not provide a comprehensive list of visa requirements. Where studies have looked at visa requirements, they have only incorporated a limited number of requirements (Asquith et al., 2019; Boratynski & Szimborska, 2006; Croce, 2018), or have used visa requirements as an umbrella term without identifying specific requirements (Czaika & de Haas, 2014; Ortega & Peri, 2013; Rhymer & Speare, 2017; Siskin & Wyler, 2013). Thus, this study makes a novel contribution to the literature by establishing a comprehensive list of visa requirements identified from the literature and from a qualitative phase and then tested quantitatively. This list of visa requirements could be used in future studies.

Second, even though Han et al. (2011) investigated the effect of visa exemptions on Chinese tourists' intention to visit South Korea, and found that the expectation of visa exemption was the strongest predictor of a tourist's intention to visit South Korea, the moderating role of expectations about visa requirements in the relationships between the TPB predictor variables (attitude, subjective norms, and perceived behavioral control) and a tourist's intention to visit a destination has not been measured before. This study therefore contributes to the theory by adding visa requirements expectations to the TPB and by measuring the moderating effect of visa requirements expectations on the relationships between attitude, subjective norms, perceived behavioral control, and intention to visit a destination. The results show that visa requirements expectations moderate all three the relationships, but that visa requirements related to time and fairness do not moderate the relationship between perceived behavioral control and visit intention, possibly because fairness is not seen as an additional barrier, but rather related to the treatment received and emotional burden involved in the process.

By adding visa requirements expectations as a moderator to the TBP, the predictive power and utility of the theory was also enhanced.

Managerial contributions

The results emphasize a number of practical implications concerning visa requirements and visit intentions in international tourism. First, perceived behavioral control was identified as the strongest predictor of travel intentions. Consequently, Destination Marketing Organizations and local governments need to enhance the destination's image by providing information about the visa application process. This will ensure that tourists feel that the destination is easy to visit as it will enable them to plan their future visits within their time and budget constraints. In addition, to improve the delivery of information, visa requirements and procedures should be accessible on the internet and available in multiple languages.

The results showed that expectations about visa requirements related to costs, appointment, and outcome moderated the relationships between attitude, subjective norms, perceived behavioral control and visit intention. Several tourism studies (Czaika & Neumayer, 2017; Salman & Hasim, 2012; Xiang, 2013) have found that strict visa requirements force tourists to look for alternative tourism destinations for leisure purposes. Therefore, based on these results, it would be advisable for policymakers to simplify the list of visa requirements by removing many unnecessary required documents, such as proof of a return ticket purchase and hotel reservation. To reduce the costs covered by tourists, the visa application process could be restricted to a single visit to the embassy, high commission or visa facilitation center. Most of the current visits to the embassy, high commission or visa facilitation center are either to deliver and collect an application (which the applicant could request a courier to send and collect) or for an interview

process (which can now be made by telephone or using video conferencing platforms such as Zoom, Microsoft Teams, and Skype).

Alternative forms of visas, such as visas on arrival or e-visas, could also be considered by governments. E-visas should be preferred over the traditional option in cases where an entry visa cannot be avoided. The main advantage of the e-visa is that obtaining it requires neither the presence of the passport nor the physical presence of the applicant; and this would be important for destinations without a widespread network of consulates and embassies (Glaesser & Kester, 2013).

Limitations and recommendations for future research

The study was conducted amongst South African travelers who intend to travel internationally in the foreseeable future. Therefore, the respondents were from a single country, and the results may not be the same for tourists from other countries. The second limitation related to the use of convenience sampling since the results cannot be generalized to the wider population of South African international travelers. Destinations have different visa requirements for citizens from different countries; but, to ascertain the role that visa requirements play in visit intention, the study made use of a hypothetical scenario. Thus, the final limitation was that the study did not take specific countries with their specific visa requirements into consideration. Despite these limitations, this study does provide important practical insights and a theoretical foundation for future studies.

Since the study used a hypothetical scenario to measure the role of visa requirements in visit intention, future studies could use actual destinations. This would enable a comparison between destinations to establish for which destinations the impact of visas is greater. Related to this suggestion, future studies could also use other nationalities as respondents. As mentioned earlier, visa requirements differ between

countries; and using respondents from several countries would enable a comparison of different nationalities, to see for which nationalities the impact of visa requirements might be greater.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of applied social psychology*, 32(4), 665-683.
- Ajzen, I. & Fishbein, M. 1980. *Understanding attitudes and predicting social behaviour*. Englewood Cliffs, New Jersey: Prentiss-Hall.
- Al Ziadat, M.T. 2015. Applications of planned behavior theory (TPB) in Jordanian Tourism. *International Journal of Marketing Studies*, 7(3):95-106.
- Ashraf, M.S., Hou, F., Kim, W.G., Ahmad, W. & Ashraf, R.U. (2020). Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, 29(1), 54-71.
- Asquith, P., Bailey, H., Hope-Jones, D., Manji, A. & Westcott, N. 2019. *Visa problems for African visitors to the UK*. [Online] Available from: https://royalafricansociety.org/wp-content/uploads/2020/01/APPG-Report-on-Visa-problems-for-African-visitors-to-the-UK_v1.58web.pdf [Accessed: 2019-09-27].
- Attström, K., Bausager, M., Nielsen, I., Leonardsen, J., Hansen, T. & Mercer, A. (2013). Study on the economic impact of short stay visa facilitation on the tourism industry and on the overall economies of EU Member States being part of the Schengen Area. *European Union*, 186(3), 1-215.
- Awang, Z. (2012). *Analyzing the moderating variable in a model: A Handbook on SEM*. Malaysia: MPWS.
- Bae, S.Y. & Chang, P.-J. (2021). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic. *Current Issues in Tourism*, 24(7), 1017-1035.
- Balli, F., Balli, H.O. & Cebeci, K. (2013). Impacts of exported Turkish soap operas and visa-free entry on inbound tourism to Turkey. *Tourism Management*, 37:186-192.
- Bianchi, C., Milberg, S. & Cúneo, A. (2017). Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, 59, 312-324.

- Boratynski, J. & Szimborska, A. (2006). *Neighbours and visas—recommendations for a friendly European Union Visa Policy*. Warsaw, Poland: Stefan Batory Foundation.
- Chen, M.-F. & Tung, P.-J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, 36, 221-230.
- Chin, W.W. (2010). How to write up and report PLS Analyses. Handbook of partial least squares: Concepts, methods and applications. *Handbook of Partial Least Square (hal. 655–690)*. Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-540-32827-8_29.
- Croce, V. (2018). With growth comes accountability: could a leisure activity turn into a driver for sustainable growth? *Journal of Tourism Futures*, 4(3), 218-232.
- Czaika, M., & Neumayer, E. (2017). Visa Restrictions and Economic Globalisation. *Applied Geography and Development*, 84, 75-82.
- Czaika, M. & de Haas, H. (2014). *The effect of visa policies on international migration dynamics*. Oxford, UK: University of Oxford. [Online] Available from: <https://ora.ox.ac.uk/objects/uuid:409d7b5a-7321-42af-995a-df74db4f2fec> [Accessed: 2018-05-03].
- Czaika, M. & Hobolth, M. (2014). *Deflection into irregularity? The (un) intended effects of restrictive asylum and visa policies*. Oxford, UK: University of Oxford. [Online] Available from: <https://ora.ox.ac.uk/objects/uuid:a8ee4ee9-ca03-4c7a-bf5c-4c02cefd41d3> [Accessed: 2018-05-03].
- Duerrmeier Rizzi, M. (2014). Travel visa impacts on destination choice and perception. *Worldwide Hospitality and Tourism Themes*, 6(4), 305-316.
- Dwyer, L. & Kim, C. (2003). Destination competitiveness: determinants and indicators. *Current Issues in Tourism*, 6(5), 369-414.
- Eder, J., Smith, W.W., & Pitts, R.E. (2010). Exploring Factors Influencing Student Study Abroad Destination Choice. *Journal of Teaching in Travel & Tourism*, 10(3): 232-250. DOI: 10.1080/15313220.2010.503534
- Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Massachusetts, USA: Addison-Wesley.
- Fornell, C. & Larcker, D.F. (1981). *Structural equation models with unobservable variables and measurement error: Algebra and statistics*. Los Angeles, CA: Sage Publications
- Glaesser, D. & Kester, J. (2013). Visa Facilitation: Stimulating Economic Growth and Development through Tourism. In: Blanke, J. & Chiesa, T. (eds.). *The Travel & Tourism Competitiveness Report 2013*. Geneva, Switzerland: World Economic Forum.

- Han, H., Lee, S. & Lee, C.-K. (2011). Extending the theory of planned behavior: Visa exemptions and the traveller decision-making process. *Tourism Geographies*, 13(1), 45-74.
- Hartarto, R.B., Wardani, D.T.K. & Wibowo, W.T. (2022). Tourist arrivals to Indonesia: does religion matter?, *Journal of Policy Research in Tourism, Leisure and Events*, DOI: 10.1080/19407963.2022.2137807
- Hayes, A.F., Montoya, A.K. & Rockwood, N.J. (2017). The analysis of mechanisms and their contingencies: PROCESS versus structural equation modeling. *Australasian Marketing Journal (AMJ)*, 25(1), 76-81.
- Homer, P.M. & Kahle, L.R. (1988). A structural equation test of the value-attitude-behavior hierarchy. *Journal of Personality and Social Psychology*, 54(4), 638-646.
- Hu, H., Zhang, J., Chu, G., Yang, J. & Yu, P. (2018). Factors influencing tourists' litter management behavior in mountainous tourism areas in China. *Waste Management*, 79, 273-286.
- Hu, X. (2013). Economic benefits associated with the visa waiver program—A difference-in-difference approach. *Global Journal of Business Research*, 7(1), 81-89.
- Jalilvand, M.R. & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research: Electronic Networking Applications and Policy*, 22(5), 591-612.
- Johnson, P.C., Xu, H & Arlt, W.G. (2020). Outbound Chinese tourism: looking back and looking forward. *Journal of Policy Research in Tourism, Leisure and Events*, 12 (1), 1-7. DOI: 10.1080/19407963.2018.1505098
- Jordan, E., Bynum, B., Knollenberg, W. & Kline, C. (2018). Predictors of intention to travel to Cuba across three time horizons: An application of the theory of planned behavior. *Journal of Travel Research*, 57(7), 981-993.
- Kahtani, S., Xia, J. & Veenendaal, B. (2011). Measuring accessibility to tourist attractions. *Geospatial Science Research Symposium*:1-12.
- Karaman, A.S. (2016). The pernicious impact of visa restrictions on inbound tourism: The case of Turkey. *Turkish Studies*, 17(3), 502-524.
- Karl, M. (2018). Risk and uncertainty in travel decision-making: Tourist and destination perspective. *Journal of Travel Research*, 57(1), 129-146.
- Kiatkawsin, K. & Han, H. (2017). An alternative interpretation of attitude and extension of the value-attitude-behavior hierarchy: The destination attributes of Chiang Mai, Thailand. *Asia Pacific Journal of Tourism Research*, 22(5), 481-500.
- Kitzinger, J. (1994). The methodology of focus groups: the importance of interaction between research participants. *Sociology of Health & Illness*, 16(1), 103-121.

- Kruger, M. & Viljoen, A. (2019). Destination vs event attributes: Enduring spectators' loyalty. *Journal of Convention & Event Tourism*, 20(5), 375-397.
- Lam, T. & Hsu, C.H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism management*, 27(4), 589-599.
- Lawson, R.A. & Roychoudhury, S. (2015). Do travel visa requirements impede tourist travel? *Journal of Economics and Finance*, 40(4), 817-828.
- Lee, C.-K., Song, H.-J. & Bendle, L.J. (2010). The impact of visa-free entry on outbound tourism: a case study of South Korean travellers visiting Japan. *Tourism Geographies*, 12(2), 302-323.
- Lee, J.-S. & Choi, M. (2020). Examining the asymmetric effect of multi-shopping tourism attributes on overall shopping destination satisfaction. *Journal of Travel Research*, 59(2), 295-314.
- Lee, T.H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure Sciences*, 31(3), 215-236.
- Li, C., McCabe, S., & Chen, Y. (2017). Destination Choice of Chinese Long-haul Outbound Tourists and Market Segmentation. *Journal of China Tourism Research*, 13(3), 298-315, DOI: 10.1080/19388160.2017.1398118
- Li, S. & Song, H. (2013). Economic Impacts of Visa Restrictions on Tourism: A Case of Two Events in China. *Annals of Tourism Research*, 43, 251-271.
- Liu, A. & McKercher, B. (2014). The Impact of Visa Liberalization on Tourist Behaviors—The Case of China Outbound Market Visiting Hong Kong. *Journal of Travel Research*, 55(5), 603-611.
- Liu, Y.-C., Li, I.-J., Yen, S.-Y. & Sher, P.J. (2018). What makes Muslim friendly tourism? An empirical study on destination image, tourist attitude and travel intention. *Advances in Management and Applied Economics*, 8(5), 27-43.
- Malhotra, N. (2009). *Basic Marketing Research: A Decision-Making Approach (3rd)*. New Jersey, USA: Pearson Addison Wesley.
- Meng, B. & Choi, K. (2016). Extending the theory of planned behaviour: Testing the effects of authentic perception and environmental concerns on the slow-tourist decision-making process. *Current Issues in Tourism*, 19(6), 528-544.
- Mohaidin, Z., Wei, K.T. & Murshid, M.A. (2017). Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia. *International Journal of Tourism Cities*, 3(4), 442-465.
- Montano, D.E. & Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior: Theory, Research and Practice*, 95-124.

- Neiman, B. & Swagel, P. (2009). The impact of post-9/11 visa policies on travel to the United States. *Journal of International Economics*, 78(1), 86-99.
- Neumayer, E. (2010). Visa Restrictions and Bilateral Travel. *Professional Geographer*, 62(2):171-181.
- Ng, E.C. & Whalley, J. (2008). Visas and work permits: possible global negotiating initiatives. *The Review of International Organizations*, 3(3), 259-285.
- Ortega, F. & Peri, G. (2013). The effect of income and immigration policies on international migration. *Migration Studies*, 1(1), 47-74.
- Park, S.H., Hsieh, C.-M. & Lee, C.-K. (2017). Examining Chinese college students' intention to travel to Japan using the extended theory of planned behavior: Testing destination image and the mediating role of travel constraints. *Journal of Travel & Tourism Marketing*, 34(1), 113-131.
- Passport Index. (2022). South Africa Passport Dashboard. [Online] Available from: <https://www.passportindex.org/passport/south-africa/> [Accessed: 2022-07-02].
- Phillips, W.J., Asperin, A. & Wolfe, K. (2013). Investigating the effect of country image and subjective knowledge on attitudes and behaviors: US Upper Midwesterners' intentions to consume Korean Food and visit Korea. *International Journal of Hospitality Management*, 32, 49-58.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. & Podsakoff, N.P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879.
- Qiu, R.T., Masiero, L. & Li, G. (2018). The psychological process of travel destination choice. *Journal of Travel & Tourism Marketing*, 35(6), 691-705.
- Queiroz Neto, A., Lohmann, G., Scott, N. & Dimmock, K. (2017). Rethinking competitiveness: important attributes for a successful scuba diving destination. *Tourism Recreation Research*, 42(3), 356-366.
- Rahim, R.A.A. & Daud, D. (2012). Perceptions of Travel Planning for Musicians: A Malaysian Perspective. *Business Management Dynamics*, 2(6), 56-63.
- Rhymer, W. & Speare, R. (2017). Countries' response to WHO's travel recommendations during the 2013-2016 Ebola outbreak. *Bulletin of the World Health Organization*, 95(1), 10-17.
- Salman, A. & Hasim, M.S. (2012). Factors and competitiveness of Malaysia as a tourist destination: A study of outbound Middle East tourists. *Asian Social Science*, 8(12), 48-54.
- Sirakaya, E. & Woodside, A.G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), 815-832.

- Siskin, A. & Wyler, L.S. 2013. *Trafficking in Persons: U.S Policy and Issues for Congress*. Washington, DC, USA: Congressional Research Service.
- Soliman, M. (2021). Extending the theory of planned behavior to predict tourism destination revisit intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524-549.
- Song, H., Gartner, W.C. & Tasci, A.D. (2012). Visa restrictions and their adverse economic and marketing implications—Evidence from China. *Tourism Management*, 33(2), 397-412.
- Song, J., Jung, M., Park, K. & Yu, H.Y. (2022). Water Sport Tourists' Hesitation in Decision-Making during the COVID-19 Pandemic: The Moderating Effect of Destination Image. *Sustainability*, 14(8), 1-12.
- Sparks, B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism Management*, 28(5), 1180-1192.
- Sparks, B. & Pan, G.W. (2009). Chinese outbound tourists: Understanding their attitudes, constraints and use of information sources. *Tourism Management*, 30(4), 483-494.
- Tian, S., Crompton, J.L. & Witt, P.A. (1996). Integrating constraints and benefits to identify responsive target markets for museum attractions. *Journal of Travel Research*, 35(2), 34-45.
- Tse, T.S. (2015). A review of Chinese outbound tourism research and the way forward. *Journal of China Tourism Research*, 11(1), 1-18.
- Um, S. & Crompton, J.L. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 17(3), 432-448.
- Um, S. & Crompton, J.L. (1992). The roles of perceived inhibitors and facilitators in pleasure travel destination decisions. *Journal of Travel Research*, 30(3), 18-25.
- UNWTO. 2015. Over 1 billion tourists travelled abroad in 2014. Washington, DC, USA: [Online] Available from: <http://www.atta.travel/news/2015/01/unwto-over-11-billion-tourists-travelled-abroad-in-2014/> [Accessed: 2019-02-03].
- Wang, J., Wang, S., Wang, Y., Li, J. & Zhao, D. (2018). Extending the theory of planned behavior to understand consumers' intentions to visit green hotels in the Chinese context. *International Journal of Contemporary Hospitality Management*, 30(8), 2810-2825.
- Wang, L., Fu, C.-F., Wong, P.P. & Zhang, Q. (2022). The impact of tourists' perceptions of space-launch tourism: An extension of the theory of planned behavior approach. *Journal of China Tourism Research*, 18(3), 549–568
- Whyte, B. (2008). Visa-free Travel Privileges: An Exploratory Geographical Analysis. *Tourism Geographies*, 10(2), 127-149.

Whyte, B. (2009). Visa-free travel: An indicator of global integration. In: Vinokurov, E. (ed.). *Eurasian integration yearbook 2009*. Almaty, Kazakhstan: Eurasian Development Bank (EDB).

Wintersteiner, W. & Wohlmuther, C. (2014). Peace sensitive tourism: How tourism can contribute to peace. *International Handbook on Tourism and Peace*:31-61.

Wisting, L., Wonderlich, J., Skrivarhaug, T., Dahl-Jørgensen, K. & Rø, Ø. (2019). Psychometric properties and factor structure of the diabetes eating problem survey–revised (DEPS-R) among adult males and females with type 1 diabetes. *Journal of Eating Disorders*, 7(1), 1-7.

Woodside, A.G. & Lysonski, S. (1989). A general model of traveler destination choice. *Journal of Travel Research*, 27(4), 8-14.

Xiang, Y. (2013). The characteristics of independent Chinese outbound tourists. *Tourism Planning & Development*, 10(2), 134-148.

Yang, Y., Liu, H., Li, X.R. & Harrill, R. (2018). A shrinking world for tourists? Examining the changing role of distance factors in understanding destination choices. *Journal of Business Research*, 92, 350-359.

Yiamjanya, S. & Wongleedee, K. (2014). International tourists' travel motivation by push-pull factors and the decision making for selecting Thailand as destination choice. *International Journal of Social, Education, Economics and Management Engineering*, 8(5), 1326-1331.