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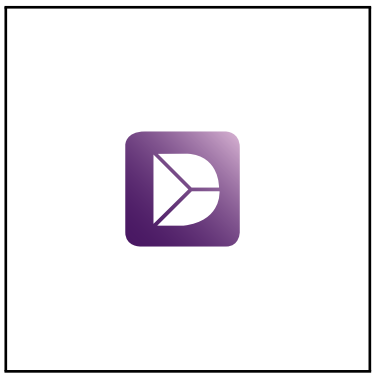

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Article Title

Risk perceptions, attitudes, and behavioral intentions to spend on experiences in the post-Corona crisis: Data from Italy, Denmark, China, and Japan

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Abstract

The dataset provides comprehensive cross-cultural data on individuals' value priorities, risk perceptions, attitudes, and behavioral intentions to spend on experiences in the post-Corona crisis. The questionnaire was designed to incorporate several theoretical concepts around cultural psychology, tourism, and public health as well as specific questions about tourists' behavioral intentions suggested by practitioners from the experience economy sector. The survey sample was collected based on quota sampling representative in terms of age, gender, and geography (gross sample) in the respective countries: China, Denmark, Italy, and Japan. The target sample was set as males and females the age of 18 years old or above in each country who have traveled abroad (either leisure or business) at least once within the past three years. The survey was conducted for the period between the 10th and 24th of July 2020 and collected a total of 4,172 respondents divided into the four nationalities: Chinese (n=1,019), Danish (n=1,028), Italian (n= 1,014), and Japanese (n= 1,111). Analyzed data are presented with mean, standard deviation, the minimum and maximum range of responses for the scale-based questions, and frequencies and proportions for the categorical questions. Raw data are accessible in 'sav' and 'csv' formats.

Keywords

Covid-19, experience economy, international travel, risk perception, protective behaviors, prosocial behaviors, human values, attitudes

Specifications Table

Subject	Social Sciences Psychology
Specific subject area	Social Science, Health, Social and Personality Psychology
Type of data	Tables Figures
How data were acquired	Online survey
Data format	Raw Analyzed
Parameters for data collection	Participants were panels of two survey companies holding one of the following nationalities: China, Denmark, Italy, and Japan. A target group was defined as males and females the age of 18 years old or above in each country who have traveled abroad (either leisure or business) at least once within the past three years. Apart from these parameters, participants were asked about their educational background (country-specific), household income (country-specific), personal income (country-specific), previous travel experiences in different regions, and preferred travel format, as well as knowledge about and experience in the Covid-19.
Description of data collection	Data were collected from Chinese, Danish, and Italian panels registered in a repository owned by the survey company, YouGov, and Japanese panels registered in a repository owned by the survey company, Cross Marketing Inc. The data collection is based on quota sampling representative in terms of age, gender, and geography (gross sample) in the respective countries. A self-administered online questionnaire was created in English and translated by a native speaker and proofread by a certified translator of the respective languages. The two survey companies respectively sent an invitation to the targeted panels in the respective countries via an e-mail containing a unique link to the survey. In this way, the panels can only answer the questionnaire once. The duration of the questionnaire

	was expected to be max. 20 minutes per respondent. In the questionnaire, each question is set to mandatory. Some questions allowed participants to select "don't know" when they feel uncertain about their answers. All respondents who completed the survey received payment according to the terms and conditions defined by the respective survey companies. The incomplete data was cleaned by the respective survey companies and only the complete data (minimum n=1000 per country*) were delivered in the 'sav' format of SPSS v. 26, and the 'csv' format. For cross-cultural analysis, responses to question items that are common across the four countries were merged by the author into one file in the 'sav' format and converted to the 'csv' format. *The data delivered by YouGov included incomplete responses from China (n=3,514), Denmark (n=1,384) and Italy (n=1,894). After the cleaning the complete data delivered by You Gov were China (n=1,019), Denmark (n=1,028) and Italy (n=1,014), and by Cross Marketing was Japan (n=1,111).
Data source location	Institution: YouGov City/Town/Region: Copenhagen Country: Denmark Institution: Cross Marketing Inc. City/Town/Region: Tokyo Country: Japan
Data accessibility	Repository name: [Zenodo] Data identification number: [DOI: 10.5281/zenodo.5176085] Direct URL to data: [https://zenodo.org/record/5176085#.YSFSlo4zZPZ]
Related research article	Selected variables in this dataset have been filtered, analyzed, and presented in [1]: Glückstad F.K., Wiil U.K., Mansourvar M. and Andersen P.T. (2021) Cross-Cultural Bayesian Network Analysis of Factors Affecting Residents' Concerns About the Spread of an Infectious Disease Caused by Tourism. Frontiers in Psychology 12:635110. https://doi/10.3389/fpsyg.2021.635110

Value of the Data

- This dataset consists of responses to a wide range of questions including important theoretical concepts of human values, attitudes, and behaviors as well as several questions developed by practitioners in the experience economy (EE), and the data was collected from China, Denmark, Italy, and Japan during the first phase of Covid-19 pandemic crisis.
- The dataset can be used by practitioners and policymakers in the EE sector as well as by academic experts in the field of tourism and public health, to acquire context-specific insights that explain individuals' attitudes and behaviors towards the prevention of infectious diseases and their traveling activities in the four countries.
- The dataset can be used to conduct a cross-cultural analysis of selective theoretical concepts and specific attitudes or behavioral intentions.
- The dataset can also be used to conduct, for example, a psychographic segmentation analysis of individuals indicating various value priorities and risk perceptions, and compare their attitudes and behaviors across extracted segments in these four countries.

Data Description

The dataset presents attitudes and intentions to the Covid-19 related preventive behaviors and to the experience economy (EE) including domestic and international traveling activities in the post-Corona crisis. The dataset contains in total 4,172 respondents divided into four nationalities: China (n=1,019), Denmark (n=1,028), Italy (n= 1,014) and Japan (n= 1,111). The dataset accessible in [2] consists of four 'sav' files that are country-specific files including demographic variables (region, educational background, households- and personal income) specific to the respective countries, and one 'sav' file that merges responses from the four countries to the question items that are common across the four countries. The files are provided in both '*sav*' and '*csv*' formats in [2].

The first group of variables addresses the background profiles of respondents. [Table 1] shows country-specific distributions of respondents in terms of age and gender. [Figure 2] overviews the country-specific distribution of respondents in terms of region, educational background, and (household and personal) income level. [Table 2] and [Table 3] indicate respondents' overnight travel experiences within the last two years (Q1-Q2). In [Table 2], respondents were asked to indicate the frequency of overseas travel in business and in leisure as well as domestic overnight travel experiences in five levels: *(1) Not at all, (2) 1-3 times, (3) 4-6 times, (4) 7-12 times* and *(5) +13 times*. Similarly, [Table 3] overviews their overseas travel experiences in different regions in the world (Asia, Oceania, North America, South America, Africa, and Europe) in five levels: *(1) Never, (2) Once, (3) 2-5 times, (4) More than 5 times,* and *(5) Lived there for a longer period*. Finally, [Table 4] shows the frequencies of their rankings with regard to preferred travel formats. Specifically, the first question (Q3) in [Table 4] asked respondents to rank

two options: *(1) Arranged by a third party* and *(2) Self-planned*; and in the second question (Q4) three options: *(1) Traveling with a larger group, (2) Traveling with closest family or friends*, and *(3) Traveling alone or with a significant other*.

The second group of variables addresses general personal factors such as value priority in life [3] and satisfaction in life. The first sub-group (Q5) asked respondents to indicate how the 21 descriptions of people are like respondents on the 6-point Likert scale: *(1) Not at all like me, (2) Not like me, (3) A little like me, (4) Somewhat like me, (5) Like me,* and *(6) Very much like me*. [Table 5] overviews the mean differences across the four countries. [Table 5b] further discloses the results of the country-specific reliability test of the theoretical constructs [3] for the four countries. The second sub-group consists of three questions that asked respondents to indicate their position on a slider scale (1-10) about their satisfaction in life (Q6), their satisfaction in the government (Q20), and their satisfaction in the health service (Q21) in their country. The two questions (Q20-Q21) asking about the government and the health service were excluded for the Chinese questionnaire by the survey company administrating the Chinese data collection due to the restriction on research involving anything that relates to the Chinese politics and to the authorities. Accordingly, only respondents from Denmark, Italy, and Japan answered Q20-Q21. [Table 6] summarizes the mean differences across the four countries.

The third group of variables is directly related to the Covid-19. The first question (Q7) asked about respondents' experience in Covid-19. Specifically, the response options were: *(1) Yes, I had Covid-19 confirmed by a lab test, (2) Yes a health care provider told me that I might have/had it, but a lab test did not confirm it, (3) I think I had or currently have Covid-19, but a health care provider did not confirm it, (4) No I do not think I had or currently have it,* and *(5) A test confirmed that I do/did not have it*. The country-specific distribution of responses to Q7 is summarized in [Table 7]. In the second question (Q8), respondents were asked to evaluate the level of agreement with three statements addressing their risk perception of the Covid-19 on the 7-point Likert scale: *(1) Strongly disagree, (2) Disagree, (3) Somewhat disagree, (4) Neither agree nor disagree, (5) Somewhat agree, (6) Agree,* and *(7) Strongly agree*. The mean differences across the four countries are summarized in [Table 8]. [Table 8b] also discloses the results of the country-specific reliability test of the Covid-related risk perception for the four countries. The third question (Q9) assessed respondents' knowledge about the Covid-19 by asking them to indicate '*true*' or '*false*' on seven statements describing the facts about the Covid-19. [Table 9] overviews the proportions of "true/false" answers to the seven statements.

The last group consists of several complex questions (Q10-Q22) addressing attitudes and intentions to various traveling activities and protection-related behaviors.

- [Table 10] summarizes the mean scores of seven statements on respondents' behavioral intentions to experience public services and traveling in a certain condition after their government gradually allowing more socialization (Q10). The statements were evaluated based on the 7-point Likert scale: *(1) Strongly disagree, (2) Disagree, (3) Somewhat disagree, (4) Neither agree nor disagree, (5) Somewhat agree, (6) Agree,* and *(7) Strongly agree.*

- The next question (Q11) addressed issues that became important when respondents choose their holiday destination in 2020 compared to the previous year in 2019. Respondents evaluated the importance of 20 items in the five levels defined as *(1) Much less important, (2) Less important, (3) Neither important nor unimportant, (4) More important,* and *(5) Much more important*. [Table 11] shows the means scores of the 20 items across the four countries.

- Q12 and Q13 asked respondents to indicate at which time they would start using experience services in their country listed in Q12 and would start feeling safe to visit oversea destinations listed in Q13. [Figure 2] depicts their responses to seven specific services (Q12) and six specific oversea destinations (Q13). For Q12, the response categories were set as *(0) Already using it, (1) As soon as it is opened, (2) If my friends, family, or colleagues ask me to join in the next 3 months, (3) When the media indicate other people in the society start to enjoy the services without any problems in the next 3 months, (4) When the authority announces the no more domestic spread of Covid-19, (5) When the vaccine against Corona-virus or medicine that cures Covid-19 is developed (6) When the WHO announces that no more spread of Covid-19 worldwide,* and *(7) Even when the risk of Corona-infection is completely eliminated in my country, I do not feel safe. Hence, I will avoid visiting those places*. The category (0) was only used for the Japanese respondents, as Japan did not enforce the lock-down of the society at the time of the survey implementation. Similarly, the response categories for Q13 were defined as: *(1) When the border is opened, (2) When my friends, family, or colleagues ask me to travel after the border is opened, (3) When the media indicate other people in the society start to travel that destination without any problems, (4) When the authority announces that no more spread of Covid-19 in that destination, (5) When the vaccine against Corona-virus or medicine that cures Covid-19 is developed, (6) When the WHO announces that no more spread of Covid-19 worldwide,* and *(7) Even when the risk of Corona-infection is completely eliminated worldwide, I do not feel safe*.

- [Figure 3] displays respondents' preferences in terms of public transportation (Q14) and accommodation (Q15) to be used for an overnight trip to a destination that is 500 km away from their home. Respondents were asked to rank seven types of public transportations (Q14a) and ten types of accommodations (15a) according to their preferences. Subsequently, they were asked to indicate what are the primary factors of their rankings from nine and eleven choices in Q14b and Q15b, respectively. These questions were asked only to Chinese, Danish and Italian respondents.

- Q16 asked respondents' positions on four pairs of two opposing statements coded as 1 and 10 in four slider questions:

  Slider 1:

  1="Testing of temperature or mouth swabs by travel agents, airlines, accommodation, and staff at tourism attraction sites is an intolerable invasion of privacy. I will avoid doing business with such companies"

10="For better protection of their customers' health, travel agents, airlines, accommodation, and staff at tourism attraction sites may ask to test mine. I give my consent"

Slider 2:

1="I don't want to travel to a destination that enforces mobile tracking of Covid-19 for tourists because it interferes with my privacy"

10="I don't mind traveling to a destination that enforces mobile tracking of Covid-19 for tourists. I would use it to avoid the Covid-19 hotspots and protect myself"

Slider 3:

1="Travelling far away from home is an essential element of a fulfilling life"

10=" Travelling far away is not necessary for my happiness and for a fulfilling life"

Slider 4:

1="Global crisis can only be solved if everyone works together"

10="We have better chances to solve problems alone"

[Table 12] shows the mean scores of their responses in the four countries.

- Q17 asked respondents to select one option to organize international travel activities in the society during the absence of a vaccine. These options are stated as: *(1) Each country will allow the entry of the same number of foreign tourists (arrivals) as the number of departures generated by its citizens traveling abroad for leisure (within the same calendar year), (2) Each country will allow a fixed number of its citizens to travel internationally for leisure worldwide (within one calendar year), (3) No international travels will be allowed for leisure, only for business or family emergencies, (4) Travels abroad for leisure purposes will be available for a fixed fee paid per each km distance from home,* and *(5) Each person will be able to travel abroad for leisure only once every 3 years*. [Table 13] overviews the distribution of responses in the four countries.

- Q18 and Q19 asked respondents to evaluate the level of agreement with several statements relevant to international tourism and the protection of infectious diseases. In particular, Q18 asked respondents to evaluate five statements from the view of local residents hosting international tourists to their community. The other nine statements in Q19 addressed attitudes and behaviors towards socially responsible measures to prevent the spread of infectious diseases. The level of agreement was evaluated on the 7-point Likert scale: *(1) Strongly disagree, (2) Disagree, (3) Somewhat disagree, (4) Neither agree nor disagree, (5) Somewhat agree, (6) Agree,* and *(7) Strongly agree.* [Table 14] and [Table 15] overview the mean scores of their responses to these questions across the four countries.

- Q22 in [Table 16] consists of three sub-groups of questions addressing attitudes, subjective norms, perceived behavioral control, behavioral intentions [4], and risk-perception of domestic traveling. The first sub-group contains four slider questions about respondents' attitudes to travel within their country in the transitional phase of the Covid-19 in the summer of 2020. Accordingly, they were asked to indicate their position within the seven points for the four sliders where points 1 and 7 were respectively defined as *(A) Dangerous-Safe, (B) Unenjoyable-Enjoyable, (C) Onerous-Effortless,* and *(D) Harmful-Beneficial*. The second sub-group includes seven statements that measured respondents' level of agreement on the 7-point Likert scale: *(1) Strongly disagree, (2) Disagree, (3) Somewhat disagree, (4) Neither agree nor disagree, (5) Somewhat agree, (6) Agree,* and *(7) Strongly agree.* The seven statements asked about their subjective norms, perceived behavioral control, and behavioral intentions to domestic traveling. Finally, the last group included three statements about traveling for pleasure within their country in the transitional phase. The respondents were asked to estimate the likelihood of the statements on the 7-point Likert scale labeled as: *(1) Very unlikely, (2) Unlikely, (3) Somewhat unlikely, (4) Neither unlikely nor likely, (5) Somewhat likely, (6) Likely,* and *(7) Very likely*. [Table 16b] discloses the results of the country-specific reliability test of the four theoretical constructs [4] for the four countries.

Experimental Design, Materials, and Methods

Due to the spread of Covid-19 infections, the experience economy (EE) sector – in particular, international tourism - was severely hit economically and it has been challenging to maintain workplaces for employees involved in this sector. In such a global health crisis (the Covid-19 crisis), local authorities needed to address complex tensions generated by an urgent need for economic restoration of EE businesses on one hand and a certain resistance to tourism developments on the other hand. It is assumed that these tensions have been generated by perceived- and actual risk of spreading of infectious diseases through interactions between tourists (inbound- and domestic) and residents [5, 6]. This historical event made EE stakeholders to reconsider their preparedness for potential crises not only triggered by infectious diseases, but also other disasters such as terrorism, climate change, and economic recessions [7]. Accordingly, a comprehensive cross-sectional survey was developed in collaboration with several EE stakeholders (destination management office and cultural institution) as well as public health- and tourism experts. The questionnaire includes several important theoretical concepts that explain individuals' behaviors. For example, as individuals' attitudes and behaviors to a crisis are strongly connected with personal values [3, 8], norms, and beliefs [4, 9], the questionnaire included questions about individuals' personal values [3, 108 11], perceived risk [12] and their associated attitudes and behavioral intentions [13, 14]. The implication of some of these theoretical concepts has been elaborated and analyzed in [1]. Supplementary materials accessible in [2] include a coded master questionnaire in English and its translation to Chinese, Danish, Italian and Japanese.

Participants were panels registered in the repositories respectively owned by the two survey companies in Denmark and in Japan. These companies implemented the data collection in the form of a self-

administered online questionnaire for the period between the 10th and 24th of July 2020. The data collection was based on quota sampling representative with regard to gender, age, and geography of the respective countries: China, Denmark, Italy, and Japan. These four countries were selected because Denmark handled the first phase of the pandemic in a timely manner; Italy was the European Epicenter of the first phase of the pandemic; China was first hit by the pandemic and had experienced longer with the pandemic at the time of the survey implementation; and finally, Japan was successful in controlling COVID-19 at the first phase without enforcing the lock-down of the society. A target group was defined as males and females the age of 18 years old or above in each country who have traveled abroad (either leisure or business) at least once within the past three years. Accordingly, in total 4,172 respondents (China = 1,019; Denmark = 1,028; Italy = 1,014; and Japan = 1,111) were collected after cleaning incomplete respondents.

Ethics Statement

The identities of the respondents were already anonymized upon the delivery of the data collected by the two survey companies. Therefore, an ethical review has not been required in the institution the authors are affiliated with. The two survey agencies in Denmark and Japan undertook the data collection respectively complied with the GDPR and JIS Q 15001 in terms of the protection of personal information.

CRediT author statement

Fumiko Kano Glückstad: Conceptualization, Methodology, Data curation, Visualization, Investigation, Writing

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Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships which have or could be perceived to have influenced the work reported in this article.

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Table 1: Cross-tabulation - Gender* Age * Nationalities

Nationalities			Age					Total
			18-24	25-34	35-44	45-54	55+	
China	Gender	Male	159	218	131	50	20	578
		Female	126	179	89	37	10	441
	Total		285	397	220	87	30	1019
Denmark	Gender	Male	45	126	37	93	206	507
		Female	50	120	55	86	210	521
	Total		95	246	92	179	416	1028
Italy	Gender	Male	44	65	81	102	202	494
		Female	42	68	81	101	228	520
	Total		86	133	162	203	430	1014
Japan	Gender	Male	46	74	79	102	188	489
		Female	46	126	77	91	282	622
	Total		92	200	156	193	470	1111
Total	Gender	Male	294	483	328	347	616	2068
		Female	264	493	302	315	730	2104
	Total		558	976	630	662	1346	4172

Table 2: Travel experiences

Q1 Please answer to the following questions about your overnight travel experiences in 2018-2019.			Nationalities				Total
			China	Denmark	Italy	Japan	
How many times have you travelled overseas for business purposes, within the last 2 years?	Not at all	Count	437	764	707	936	2844
		% within Nationalities	43.1%	74.8%	70.3%	85.1%	68.7%
	1-3 times	Count	416	156	192	116	880
		% within Nationalities	41.0%	15.3%	19.1%	10.5%	21.2%
	4-6 times	Count	121	61	68	30	280
		% within Nationalities	11.9%	6.0%	6.8%	2.7%	6.8%
	7-12 times	Count	26	17	25	10	78
		% within Nationalities	2.6%	1.7%	2.5%	0.9%	1.9%
	13+ times	Count	14	24	14	8	60
		% within Nationalities	1.4%	2.3%	1.4%	0.7%	1.4%
Total		Count	1014	1022	1006	1100	4142
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
How many times have you travelled overseas for leisure purposes, within the last 2 years?	Not at all	Count	82	15	37	232	366
		% within Nationalities	8.1%	1.5%	3.6%	21.1%	8.8%
	1-3 times	Count	755	617	721	754	2847
		% within Nationalities	74.3%	60.1%	71.1%	68.4%	68.5%
	4-6 times	Count	130	295	183	74	682
		% within Nationalities	12.8%	28.7%	18.0%	6.7%	16.4%
	7-12 times	Count	40	86	53	27	206
		% within Nationalities	3.9%	8.4%	5.2%	2.5%	5.0%
	13+ times	Count	9	14	20	15	58
		% within Nationalities	0.9%	1.4%	2.0%	1.4%	1.4%
Total		Count	1016	1027	1014	1102	4159
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
How many times have you travelled domestically for leisure purposes (with an overnight stay), within the last 2 years?	Not at all	Count	121	187	75	138	521
		% within Nationalities	12.0%	18.7%	7.4%	12.5%	12.7%
	1-3 times	Count	502	456	424	588	1970
		% within Nationalities	49.7%	45.6%	42.1%	53.5%	47.9%
	4-6 times	Count	286	221	342	228	1077
		% within Nationalities	28.3%	22.1%	34.0%	20.7%	26.2%

	7-12 times	Count	75	89	115	96	375
		% within Nationalities	7.4%	8.9%	11.4%	8.7%	9.1%
	13+ times	Count	27	46	51	50	174
		% within Nationalities	2.7%	4.6%	5.1%	4.5%	4.2%
Total		Count	1011	999	1007	1100	4117
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3: Travel experiences in different regions

Q2 How many times have you visited the following regions (either for leisure or for business) in 2018 and 2019?			Nationalities				Total
			China	Denmark	Italy	Japan	
Asia (China, Japan, Singapore, Thailand, India etc.)	Never	Count	117	780	822	475	2194
		% within Nationalities	11.5%	76.2%	81.5%	43.3%	53.0%
	Once	Count	439	142	121	366	1068
		% within Nationalities	43.3%	13.9%	12.0%	33.4%	25.8%
	2-5 times	Count	379	86	56	212	733
		% within Nationalities	37.3%	8.4%	5.6%	19.3%	17.7%
	More than 5 times	Count	52	7	6	40	105
		% within Nationalities	5.1%	0.7%	0.6%	3.6%	2.5%
	Lived there for a longer period (longer than three month)	Count	28	8	4	3	43
		% within Nationalities	2.8%	0.8%	0.4%	0.3%	1.0%
Total		Count	1015	1023	1009	1096	4143
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Oceania (Australia etc.)	Never	Count	687	922	933	969	3511
		% within Nationalities	68.7%	90.0%	92.7%	88.4%	85.1%
	Once	Count	203	57	40	103	403
		% within Nationalities	20.3%	5.6%	4.0%	9.4%	9.8%
	2-5 times	Count	70	19	17	20	126
		% within Nationalities	7.0%	1.9%	1.7%	1.8%	3.1%
	More than 5 times	Count	30	14	12	3	59
		% within Nationalities	3.0%	1.4%	1.2%	0.3%	1.4%
	Lived there for a longer period (longer than three month)	Count	10	12	5	1	28
		% within Nationalities	1.0%	1.2%	0.5%	0.1%	0.7%

Total		Count	1000	1024	1007	1096	4127
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
North America	Never	Count	677	769	760	832	3038
		% within Nationalities	67.8%	75.2%	75.4%	75.8%	73.6%
	Once	Count	209	162	175	202	748
		% within Nationalities	20.9%	15.9%	17.4%	18.4%	18.1%
	2-5 times	Count	67	60	48	54	229
		% within Nationalities	6.7%	5.9%	4.8%	4.9%	5.6%
	More than 5 times	Count	31	18	19	6	74
		% within Nationalities	3.1%	1.8%	1.9%	0.5%	1.8%
	Lived there for a longer period (longer than three month)	Count	15	13	6	3	37
		% within Nationalities	1.5%	1.3%	0.6%	0.3%	0.9%
Total		Count	999	1022	1008	1097	4126
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
South America	Never	Count	820	926	848	1031	3625
		% within Nationalities	82.2%	90.6%	84.0%	94.1%	87.9%
	Once	Count	99	50	104	43	296
		% within Nationalities	9.9%	4.9%	10.3%	3.9%	7.2%
	2-5 times	Count	44	22	35	16	117
		% within Nationalities	4.4%	2.2%	3.5%	1.5%	2.8%
	More than 5 times	Count	24	13	16	2	55
		% within Nationalities	2.4%	1.3%	1.6%	0.2%	1.3%
	Lived there for a longer period (longer than three month)	Count	10	11	6	4	31
		% within Nationalities	1.0%	1.1%	0.6%	0.4%	0.8%
Total		Count	997	1022	1009	1096	4124
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Africa	Never	Count	847	857	826	1048	3578
		% within Nationalities	84.5%	83.8%	81.9%	95.6%	86.7%
	Once	Count	86	102	100	31	319
		% within Nationalities	8.6%	10.0%	9.9%	2.8%	7.7%
	2-5 times	Count	37	36	61	13	147
		% within Nationalities	3.7%	3.5%	6.1%	1.2%	3.6%
	More than 5	Count	21	18	15	2	56

	times	% within Nationalities	2.1%	1.8%	1.5%	0.2%	1.4%
	Lived there for a longer period (longer than three month)	Count	11	10	6	2	29
		% within Nationalities	1.1%	1.0%	0.6%	0.2%	0.7%
Total		Count	1002	1023	1008	1096	4129
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Europe (excluding your current country of residence)	Never	Count	541	76	58	767	1442
		% within Nationalities	54.3%	7.5%	5.7%	69.9%	35.0%
	Once	Count	300	178	228	226	932
		% within Nationalities	30.1%	17.5%	22.6%	20.6%	22.6%
	2-5 times	Count	122	504	488	89	1203
		% within Nationalities	12.2%	49.5%	48.4%	8.1%	29.2%
	More than 5 times	Count	21	247	211	9	488
		% within Nationalities	2.1%	24.2%	20.9%	0.8%	11.8%
	Lived there for a longer period (longer than three month)	Count	12	14	24	6	56
		% within Nationalities	1.2%	1.4%	2.4%	0.5%	1.4%
Total		Count	996	1019	1009	1097	4121
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4: Preferred travel format

Q3: Generally, which is your preferred travel arrangement? Please rank the following options		Nationalities				Total
		China	Denmark	Italy	Japan	
Q3: Arranged by a third party	Count	213	170	199	337	919
	% within Nationalities	20.9%	16.5%	19.6%	30.3%	22.0%
Q3: Self-planned	Count	806	858	815	774	3253
	% within Nationalities	79.1%	83.5%	80.4%	69.7%	78.0%
Total	Count	1019	1028	1014	1111	4172
	% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Q4: Generally, which is your preferred travel arrangement? Please rank the following options		Nationalities				Total
		China	Denmark	Italy	Japan	
1. priority						
Q4: Traveling with a larger group (above 8 people)	Count	108	50	58	41	257
	% within Nationalities	10.6%	4.9%	5.7%	3.7%	6.2%
Q4: Traveling with closest family or friends	Count	603	501	446	188	1738

	% within Nationalities	59.2%	48.7%	44.0%	16.9%	41.7%
Q4: Traveling alone or with a significant other	Count	308	477	510	882	2177
	% within Nationalities	30.2%	46.4%	50.3%	79.4%	52.2%
Total	Count	1019	1028	1014	1111	4172
	% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
2. priority						
Q4: Traveling with a larger group (above 8 people)	Count	173	133	202	699	1207
	% within Nationalities	17.0%	12.9%	19.9%	62.9%	28.9%
Q4: Traveling with closest family or friends	Count	334	467	465	377	1643
	% within Nationalities	32.8%	45.4%	45.9%	33.9%	39.4%
Q4: Traveling alone or with a significant other	Count	512	428	347	35	1322
	% within Nationalities	50.2%	41.6%	34.2%	3.2%	31.7%
Total	Count	1019	1028	1014	1111	4172
	% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
3. priority						
Q4: Traveling with a larger group (above 8 people)	Count	738	845	754	371	2708
	% within Nationalities	72.4%	82.2%	74.4%	33.4%	64.9%
Q4: Traveling with closest family or friends	Count	82	60	103	546	791
	% within Nationalities	8.0%	5.8%	10.2%	49.1%	19.0%
Q4: Traveling alone or with a significant other	Count	199	123	157	194	673
	% within Nationalities	19.5%	12.0%	15.5%	17.5%	16.1%
Total	Count	1019	1028	1014	1111	4172
	% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5: Human values (Schwartz theory of ten basic human values)

Q5 In this question, we briefly describe some people. Please read each description and select one of the six options indicating how much this person is like you or not like you.		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
SC1:He/She avoids anything that might endanger his/her safety	China	1019	4.39	1.274	0.040	4.32	4.47	1	6
	Denmark	1028	3.39	1.267	0.040	3.31	3.47	1	6
	Italy	1014	4.05	1.352	0.042	3.97	4.13	1	6
	Japan	1111	3.55	1.163	0.035	3.48	3.62	1	6
	Total	4172	3.84	1.324	0.021	3.80	3.88	1	6
ST1:Excitement in life is important to him/her	China	1019	4.12	1.200	0.038	4.04	4.19	1	6
	Denmark	1028	3.14	1.192	0.037	3.07	3.21	1	6
	Italy	1014	2.85	1.384	0.043	2.77	2.94	1	6
	Japan	1111	2.97	1.194	0.036	2.90	3.04	1	6
	Total	4172	3.26	1.338	0.021	3.22	3.30	1	6
AC1: Being very successful is important to him/her	China	1019	4.21	1.228	0.038	4.13	4.28	1	6
	Denmark	1028	3.08	1.245	0.039	3.01	3.16	1	6
	Italy	1014	3.47	1.373	0.043	3.39	3.56	1	6
	Japan	1111	2.95	1.179	0.035	2.88	3.02	1	6
	Total	4172	3.42	1.348	0.021	3.38	3.46	1	6
UN1: He/She strongly believes that he/she should care for nature	China	1019	4.36	1.239	0.039	4.28	4.44	1	6
	Denmark	1028	3.88	1.237	0.039	3.81	3.96	1	6
	Italy	1014	4.85	1.246	0.039	4.77	4.93	1	6
	Japan	1111	3.59	1.171	0.035	3.52	3.66	1	6
	Total	4172	4.16	1.314	0.020	4.12	4.20	1	6
HD1: Having a good time is important to him/her	China	1019	4.51	1.224	0.038	4.43	4.58	1	6
	Denmark	1028	4.34	1.107	0.035	4.27	4.40	1	6
	Italy	1014	3.49	1.268	0.040	3.41	3.56	1	6
	Japan	1111	3.18	1.143	0.034	3.12	3.25	1	6
	Total	4172	3.86	1.311	0.020	3.82	3.90	1	6
TR1: It is important to him/her to maintain traditional values or beliefs	China	1019	3.76	1.261	0.039	3.68	3.83	1	6
	Denmark	1028	3.66	1.288	0.040	3.58	3.74	1	6
	Italy	1014	3.56	1.457	0.046	3.47	3.65	1	6
	Japan	1111	2.96	1.187	0.036	2.89	3.03	1	6
	Total	4172	3.47	1.337	0.021	3.43	3.51	1	6

SD1: Being creative is important to him/her	China	1019	4.11	1.240	0.039	4.03	4.18	1	6
	Denmark	1028	3.44	1.352	0.042	3.36	3.52	1	6
	Italy	1014	4.14	1.292	0.041	4.06	4.22	1	6
	Japan	1111	3.38	1.221	0.037	3.30	3.45	1	6
	Total	4172	3.76	1.326	0.021	3.72	3.80	1	6
PO1: Having the feeling of power that money can bring is important to him/her	China	1019	4.13	1.295	0.041	4.05	4.21	1	6
	Denmark	1028	3.16	1.183	0.037	3.09	3.23	1	6
	Italy	1014	2.76	1.295	0.041	2.68	2.84	1	6
	Japan	1111	2.76	1.164	0.035	2.69	2.82	1	6
	Total	4172	3.19	1.354	0.021	3.15	3.23	1	6
CO1: It is important to him/her to avoid upsetting other people	China	1019	3.88	1.245	0.039	3.80	3.96	1	6
	Denmark	1028	3.85	1.226	0.038	3.78	3.93	1	6
	Italy	1014	3.96	1.364	0.043	3.88	4.05	1	6
	Japan	1111	3.67	1.146	0.034	3.60	3.74	1	6
	Total	4172	3.84	1.250	0.019	3.80	3.88	1	6
BE1: Caring for the well-being of people he/she is close to is important to him/her	China	1019	4.57	1.231	0.039	4.50	4.65	1	6
	Denmark	1028	4.69	1.160	0.036	4.62	4.76	1	6
	Italy	1014	4.16	1.226	0.038	4.08	4.24	1	6
	Japan	1111	3.73	1.192	0.036	3.66	3.80	1	6
	Total	4172	4.28	1.261	0.020	4.24	4.31	1	6
CO2: He/She believes he/she should always do what people in authority say	China	1019	3.59	1.210	0.038	3.51	3.66	1	6
	Denmark	1028	3.36	1.273	0.040	3.28	3.44	1	6
	Italy	1014	4.02	1.387	0.044	3.94	4.11	1	6
	Japan	1111	3.47	1.167	0.035	3.40	3.54	1	6
	Total	4172	3.61	1.284	0.020	3.57	3.65	1	6
HD2: He/She takes advantage of every opportunity to have fun	China	1019	4.29	1.179	0.037	4.22	4.36	1	6
	Denmark	1028	3.57	1.218	0.038	3.49	3.64	1	6
	Italy	1014	3.73	1.284	0.040	3.65	3.81	1	6
	Japan	1111	3.63	1.183	0.035	3.56	3.70	1	6
	Total	4172	3.80	1.248	0.019	3.76	3.84	1	6
BE2: It is important to him/her to be loyal to those who are close to him/her	China	1019	4.64	1.202	0.038	4.56	4.71	1	6
	Denmark	1028	4.99	1.073	0.033	4.92	5.05	1	6
	Italy	1014	4.49	1.207	0.038	4.41	4.56	1	6
	Japan	1111	3.92	1.199	0.036	3.85	3.99	1	6
	Total	4172	4.50	1.235	0.019	4.46	4.53	1	6
TR2: It is important to him/her to be humble	China	1019	4.43	1.187	0.037	4.36	4.51	1	6
	Denmark	1028	3.64	1.273	0.040	3.56	3.72	1	6

	Italy	1014	4.32	1.317	0.041	4.23	4.40	1	6
	Japan	1111	3.52	1.171	0.035	3.45	3.59	1	6
	Total	4172	3.97	1.300	0.020	3.93	4.01	1	6
UN2: It is important to him/her to listen to people who are different from him/her	China	1019	4.18	1.182	0.037	4.11	4.26	1	6
	Denmark	1028	3.97	1.283	0.040	3.89	4.05	1	6
	Italy	1014	4.19	1.178	0.037	4.12	4.27	1	6
	Japan	1111	3.63	1.121	0.034	3.56	3.69	1	6
	Total	4172	3.98	1.213	0.019	3.95	4.02	1	6
SD2: It is important to him/her to make his/her own decision about his/her life	China	1019	4.45	1.152	0.036	4.38	4.52	1	6
	Denmark	1028	4.67	1.092	0.034	4.60	4.73	1	6
	Italy	1014	4.59	1.242	0.039	4.51	4.66	1	6
	Japan	1111	3.91	1.243	0.037	3.84	3.99	1	6
	Total	4172	4.39	1.222	0.019	4.36	4.43	1	6
ST2: He/She is always looking for different kinds of things to do	China	1019	3.88	1.249	0.039	3.81	3.96	1	6
	Denmark	1028	3.24	1.205	0.038	3.16	3.31	1	6
	Italy	1014	4.02	1.331	0.042	3.94	4.10	1	6
	Japan	1111	3.01	1.189	0.036	2.94	3.08	1	6
	Total	4172	3.52	1.314	0.020	3.48	3.56	1	6
AC2: He/She wants people to admire his achievements	China	1019	4.00	1.276	0.040	3.92	4.08	1	6
	Denmark	1028	3.39	1.302	0.041	3.31	3.47	1	6
	Italy	1014	4.08	1.270	0.040	4.00	4.16	1	6
	Japan	1111	2.97	1.150	0.035	2.90	3.04	1	6
	Total	4172	3.60	1.330	0.021	3.56	3.64	1	6
UN3: He/She thinks it is important that every person in the world has equal opportunity in life	China	1019	4.20	1.238	0.039	4.13	4.28	1	6
	Denmark	1028	4.16	1.327	0.041	4.08	4.25	1	6
	Italy	1014	4.61	1.295	0.041	4.53	4.69	1	6
	Japan	1111	3.56	1.218	0.037	3.49	3.63	1	6
	Total	4172	4.12	1.325	0.021	4.08	4.16	1	6
SC2: It is important to him/her that his/her country protects itself against all threats	China	1019	4.66	1.266	0.040	4.58	4.74	1	6
	Denmark	1028	3.94	1.298	0.040	3.86	4.02	1	6
	Italy	1014	4.46	1.423	0.045	4.37	4.55	1	6
	Japan	1111	3.44	1.197	0.036	3.37	3.51	1	6
	Total	4172	4.11	1.382	0.021	4.06	4.15	1	6
PO2: He/She wants people to do what he/she says	China	1019	3.52	1.257	0.039	3.45	3.60	1	6
	Denmark	1028	3.25	1.227	0.038	3.17	3.32	1	6
	Italy	1014	3.93	1.388	0.044	3.85	4.02	1	6
	Japan	1111	2.81	1.131	0.034	2.75	2.88	1	6

	Total	4172	3.37	1.317	0.020	3.33	3.41	1	6

Table 5b: Reliability test - Human values (Schwartz theory of ten basic human values)

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
China: SC1-SC2-TR1-TR2-CO1-CO2	0.768	0.768	6
Denmark: SC1-SC2-TR1-TR2-CO1-CO2	0.650	0.650	6
Italy: SC1-SC2-TR1-TR2-CO1-CO2	0.744	0.745	6
Japan: SC1-SC2-TR1-TR2-CO1-CO2	0.811	0.812	6
China: ST1-ST2-HD1-HD2-SD1-SD2	0.833	0.834	6
Denmark: ST1-ST2-HD1-HD2-SD1-SD2	0.716	0.720	6
Italy: ST1-ST2-HD1-HD2-SD1-SD2	0.757	0.757	6
Japan: ST1-ST2-HD1-HD2-SD1-SD2	0.817	0.817	6
China: AC1-AC2-PO1-PO2	0.703	0.703	4
Denmark: AC1-AC2-PO1-PO2	0.738	0.738	4
Italy: AC1-AC2-PO1-PO2	0.708	0.709	4
Japan: AC1-AC2-PO1-PO2	0.810	0.810	4
China: UN1-UN2-UN3-BE1-BE2	0.830	0.830	5
Denmark: UN1-UN2-UN3-BE1-BE2	0.714	0.718	5
Italy: UN1-UN2-UN3-BE1-BE2	0.806	0.806	5
Japan: UN1-UN2-UN3-BE1-BE2	0.855	0.855	5

Table 6: Satisfaction in life, government and health system

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q6: How satisfied are you with your life as a whole nowadays?	China	1019	6.43	1.752	0.055	6.32	6.54	1	10
	Denmark	1028	7.07	1.836	0.057	6.95	7.18	1	10
	Italy	1014	6.74	1.786	0.056	6.63	6.85	1	10
	Japan	1111	6.27	1.972	0.059	6.15	6.39	1	10
	Total	4172	6.62	1.866	0.029	6.56	6.68	1	10
Q20: Thinking about the government in your	China	0							
	Denmark	1004	5.70	2.860	0.090	5.53	5.88	1	10

country, how satisfied are you with the way it is doing its job?	Italy	994	6.02	2.496	0.079	5.86	6.17	1	10
	Japan	1085	4.39	2.247	0.068	4.25	4.52	1	10
	Total	3083	5.34	2.638	0.048	5.25	5.44	1	10
Q21: Please say what you think overall about the state of health services in your country nowadays?	China	0							
	Denmark	991	6.81	2.122	0.067	6.68	6.94	1	10
	Italy	996	6.39	2.078	0.066	6.26	6.52	1	10
	Japan	1065	6.10	2.024	0.062	5.98	6.22	1	10
	Total	3052	6.43	2.094	0.038	6.35	6.50	1	10

Table 7: Experience related to COVID-19

			Nationalities				
			China	Denmark	Italy	Japan	Total
Q7: Now we kindly ask you to share some of your experience related to COVID-19. Do/Did you have an infection with the COVID-19 virus? Please select one of the following options.	Yes, I had COVID-19, confirmed by a lab test	Count	13	9	16	10	48
		% within Nationalities	1.3%	0.9%	1.6%	0.9%	1.2%
	Yes, a health care provider told me that I might had/have it, but a lab test did not confirm it	Count	45	24	29	11	109
		% within Nationalities	4.4%	2.3%	2.9%	1.0%	2.6%
	I think I had or currently have COVID-19, but a health care provider did not confirm it	Count	19	66	35	11	131
		% within Nationalities	1.9%	6.4%	3.5%	1.0%	3.1%
	No, I do not think I had or currently have it	Count	649	762	827	1045	3283
		% within Nationalities	63.7%	74.1%	81.6%	94.1%	78.7%
	A test confirmed that I do/did not have it	Count	293	167	107	34	601
		% within Nationalities	28.8%	16.2%	10.6%	3.1%	14.4%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%

Table 8: Covid-19 related risk perception

Q8: Please tell us to which extent you agree or disagree with the following statements:		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I am worried that I will become infected with Covid-19	China	1007	4.38	1.792	0.056	4.27	4.49	1	7
	Denmark	1017	4.08	1.855	0.058	3.97	4.19	1	7
	Italy	954	3.25	1.507	0.049	3.16	3.35	1	7
	Japan	1099	4.33	1.630	0.049	4.23	4.42	1	7
	Total	4077	4.03	1.759	0.028	3.97	4.08	1	7
I am worried that I will become seriously ill after being infected with Covid-19	China	1003	4.72	1.774	0.056	4.61	4.83	1	7
	Denmark	1015	4.51	1.969	0.062	4.39	4.63	1	7
	Italy	938	3.11	1.590	0.052	3.01	3.21	1	7
	Japan	1094	4.29	1.656	0.050	4.19	4.39	1	7
	Total	4050	4.18	1.855	0.029	4.12	4.24	1	7
I am worried that I will infect my family member if I become infected with Covid-19	China	1008	5.27	1.717	0.054	5.17	5.38	1	7
	Denmark	1015	5.50	1.643	0.052	5.39	5.60	1	7
	Italy	967	4.49	1.956	0.063	4.37	4.61	1	7
	Japan	1085	4.77	1.720	0.052	4.67	4.87	1	7
	Total	4075	5.01	1.803	0.028	4.95	5.06	1	7

Table 8b: Reliability test - Covid-19 related risk perception

Table 5b: Reliability Test			
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Risk-perception China	0.874	0.874	3
Risk-perception Denmark	0.849	0.847	3
Risk-perception Italy	0.788	0.801	3
Risk-perception Japan	0.895	0.896	3

Table 9: Covid-19 related knowledge

Q9: The following statements list some facts about the COVID-19. Please indicate which statements are "true" or "false".			Nationalities				Total
			China	Denmark	Italy	Japan	
The virus survives for days outside the body in the open air	True	Count	708	492	376	901	2477
		% within Nationalities	69.5%	47.9%	37.1%	81.1%	59.4%
	False	Count	311	536	638	210	1695
		% within Nationalities	30.5%	52.1%	62.9%	18.9%	40.6%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Most people who get COVID-19 get very ill	True	Count	409	139	182	114	844
		% within Nationalities	40.1%	13.5%	17.9%	10.3%	20.2%
	False	Count	610	889	832	997	3328
		% within Nationalities	59.9%	86.5%	82.1%	89.7%	79.8%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Only elderly people die from COVID-19	True	Count	88	71	97	82	338
		% within Nationalities	8.6%	6.9%	9.6%	7.4%	8.1%
	False	Count	931	957	917	1029	3834
		% within Nationalities	91.4%	93.1%	90.4%	92.6%	91.9%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Wearing masks will	True	Count	899	304	824	682	2709

prevent being infected		% within Nationalities	88.2%	29.6%	81.3%	61.4%	64.9%
	False	Count	120	724	190	429	1463
		% within Nationalities	11.8%	70.4%	18.7%	38.6%	35.1%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
Smokers who get COVID-19 are more likely to get severely ill than non-smokers	True	Count	538	716	672	928	2854
		% within Nationalities	52.8%	69.6%	66.3%	83.5%	68.4%
	False	Count	481	312	342	183	1318
		% within Nationalities	47.2%	30.4%	33.7%	16.5%	31.6%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
You can have the virus without any symptoms	True	Count	543	980	970	1041	3534
		% within Nationalities	53.3%	95.3%	95.7%	93.7%	84.7%
	False	Count	476	48	44	70	638
		% within Nationalities	46.7%	4.7%	4.3%	6.3%	15.3%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%
On average, children get less ill from the virus than adults	True	Count	374	925	869	885	3053
		% within Nationalities	36.7%	90.0%	85.7%	79.7%	73.2%
	False	Count	645	103	145	226	1119
		% within Nationalities	63.3%	10.0%	14.3%	20.3%	26.8%
Total		Count	1019	1028	1014	1111	4172
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%

Table 10: Behavioral intentions during and after the Covid-19 crisis

Q10: Now the government is gradually increasing possibilities allowing more socialisation. Please tell us to which extent you agree or disagree with the following statements:		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I enjoy cafes, restaurants, shops and entertainments, as soon as the society has re-opened	China	1010	4.89	1.461	0.046	4.80	4.98	1	7
	Denmark	1007	4.26	1.693	0.053	4.16	4.37	1	7
	Italy	1007	4.13	1.683	0.053	4.02	4.23	1	7
	Japan	1086	3.59	1.643	0.050	3.49	3.69	1	7
	Total	4110	4.21	1.688	0.026	4.16	4.26	1	7
I avoid using public transportation to reduce the risk of being infected by the Corona-virus is higher compared to other forms of transportation	China	1011	5.21	1.393	0.044	5.13	5.30	1	7
	Denmark	979	4.47	1.866	0.060	4.35	4.59	1	7
	Italy	995	5.16	1.663	0.053	5.06	5.27	1	7
	Japan	1081	4.53	1.633	0.050	4.44	4.63	1	7
	Total	4066	4.84	1.680	0.026	4.79	4.89	1	7
I avoid larger groups in order to avoid the risk of being infected by the Corona-virus	China	1015	5.67	1.342	0.042	5.59	5.75	1	7
	Denmark	1006	5.41	1.470	0.046	5.32	5.50	1	7
	Italy	1001	5.40	1.502	0.047	5.31	5.50	1	7
	Japan	1073	5.61	1.454	0.044	5.52	5.69	1	7
	Total	4095	5.52	1.447	0.023	5.48	5.57	1	7
I will travel abroad as soon as the boarders are re-opened	China	1002	3.68	1.645	0.052	3.58	3.79	1	7
	Denmark	1002	3.60	1.916	0.061	3.48	3.72	1	7
	Italy	962	3.90	1.784	0.058	3.79	4.01	1	7
	Japan	1081	2.95	1.707	0.052	2.85	3.05	1	7
	Total	4047	3.52	1.800	0.028	3.46	3.57	1	7
I will choose less crowded destination in my next trip instead of visiting popular or crowded places	China	1008	5.52	1.317	0.041	5.44	5.60	1	7
	Denmark	928	5.05	1.530	0.050	4.95	5.15	1	7
	Italy	980	5.33	1.497	0.048	5.23	5.42	1	7
	Japan	1067	5.06	1.428	0.044	4.98	5.15	1	7
	Total	3983	5.24	1.456	0.023	5.20	5.29	1	7
I will choose my next travel destination where hygiene in the public space is well maintained	China	1012	5.61	1.337	0.042	5.53	5.69	1	7
	Denmark	988	5.52	1.321	0.042	5.44	5.60	1	7
	Italy	987	5.28	1.441	0.046	5.19	5.37	1	7
	Japan	1070	5.28	1.457	0.045	5.20	5.37	1	7
	Total	4057	5.42	1.398	0.022	5.38	5.46	1	7
I will not travel to a country with high reproduction	China	1009	6.12	1.335	0.042	6.03	6.20	1	7
	Denmark	1010	6.14	1.344	0.042	6.05	6.22	1	7

number of infections in the near future	Italy	987	5.13	1.690	0.054	5.02	5.23	1	7
	Japan	1069	5.66	1.490	0.046	5.57	5.75	1	7
	Total	4075	5.76	1.526	0.024	5.72	5.81	1	7

Table 11: Factors important when choosing a holiday destination this year (2020) compared to the last year (2019)?

Q11: How important are the following factors when you choose your holiday destination this year compared to the last year?		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
A destination in the country where I live	China	1003	3.63	1.050	0.033	3.56	3.69	1	5
	Denmark	974	3.22	1.151	0.037	3.15	3.29	1	5
	Italy	974	3.83	1.074	0.034	3.77	3.90	1	5
	Japan	1002	3.52	1.027	0.032	3.46	3.59	1	5
	Total	3953	3.55	1.098	0.017	3.52	3.59	1	5
A destination in Europe	China	994	3.04	1.188	0.038	2.96	3.11	1	5
	Denmark	977	3.52	1.129	0.036	3.45	3.59	1	5
	Italy	950	3.39	1.154	0.037	3.31	3.46	1	5
	Japan	965	2.78	1.154	0.037	2.71	2.85	1	5
	Total	3886	3.18	1.192	0.019	3.14	3.22	1	5
A destination next to my country of residence	China	1003	3.39	1.069	0.034	3.32	3.45	1	5
	Denmark	954	3.18	1.159	0.038	3.10	3.25	1	5
	Italy	982	3.41	1.120	0.036	3.34	3.48	1	5
	Japan	938	2.75	1.117	0.036	2.68	2.82	1	5
	Total	3877	3.19	1.147	0.018	3.15	3.22	1	5
Reasonable price level to stay overnight at a destination	China	1009	3.97	0.926	0.029	3.91	4.02	1	5
	Denmark	981	3.79	0.880	0.028	3.74	3.85	1	5
	Italy	995	4.11	0.868	0.028	4.06	4.17	1	5
	Japan	990	3.28	1.018	0.032	3.22	3.35	1	5
	Total	3975	3.79	0.976	0.015	3.76	3.82	1	5
A destination where I have previous travel experiences	China	1005	3.17	1.146	0.036	3.10	3.24	1	5
	Denmark	973	3.03	1.024	0.033	2.96	3.09	1	5
	Italy	950	2.89	1.060	0.034	2.82	2.95	1	5
	Japan	972	2.92	1.007	0.032	2.86	2.99	1	5
	Total	3900	3.00	1.067	0.017	2.97	3.04	1	5
A safe travel	China	1007	4.36	0.918	0.029	4.30	4.42	1	5

destination	Denmark	989	4.18	0.812	0.026	4.13	4.23	1	5
	Italy	988	4.22	0.870	0.028	4.16	4.27	1	5
	Japan	1012	4.09	0.994	0.031	4.03	4.15	1	5
	Total	3996	4.21	0.907	0.014	4.18	4.24	1	5
A destination with good shopping possibilities	China	1007	3.67	1.074	0.034	3.60	3.74	1	5
	Denmark	983	2.97	1.105	0.035	2.90	3.04	1	5
	Italy	994	2.76	1.153	0.037	2.69	2.83	1	5
	Japan	994	2.78	1.034	0.033	2.72	2.85	1	5
	Total	3978	3.05	1.153	0.018	3.01	3.08	1	5
A sustainable and environmental-friendly destination	China	1004	3.83	0.985	0.031	3.77	3.89	1	5
	Denmark	959	3.28	0.964	0.031	3.22	3.34	1	5
	Italy	996	4.04	0.907	0.029	3.98	4.09	1	5
	Japan	985	3.20	1.048	0.033	3.14	3.27	1	5
	Total	3944	3.59	1.039	0.017	3.56	3.62	1	5
Friendly and helpful local people at a destination	China	1011	3.99	0.929	0.029	3.93	4.05	1	5
	Denmark	985	3.81	0.784	0.025	3.76	3.86	1	5
	Italy	994	3.72	0.993	0.031	3.66	3.79	1	5
	Japan	986	3.26	0.992	0.032	3.20	3.32	1	5
	Total	3976	3.70	0.966	0.015	3.67	3.73	1	5
A destination offering possibilities to visit museums, exhibitions, historical attractions	China	1005	3.66	1.040	0.033	3.60	3.73	1	5
	Denmark	986	3.22	1.026	0.033	3.16	3.29	1	5
	Italy	984	3.62	1.051	0.033	3.55	3.68	1	5
	Japan	971	3.06	0.977	0.031	2.99	3.12	1	5
	Total	3946	3.39	1.055	0.017	3.36	3.42	1	5
A destination offering possibilities to visit amusement parks, zoos, water parks and so on	China	1006	3.48	1.089	0.034	3.41	3.54	1	5
	Denmark	977	2.58	1.136	0.036	2.50	2.65	1	5
	Italy	985	2.97	1.196	0.038	2.89	3.04	1	5
	Japan	985	2.69	1.110	0.035	2.62	2.76	1	5
	Total	3953	2.93	1.185	0.019	2.89	2.97	1	5
A destination with good restaurants, cafes, bars and so on	China	1010	3.64	1.062	0.033	3.57	3.70	1	5
	Denmark	977	3.48	0.974	0.031	3.42	3.54	1	5
	Italy	991	3.41	1.028	0.033	3.35	3.47	1	5
	Japan	983	2.91	1.048	0.033	2.84	2.97	1	5
	Total	3961	3.36	1.064	0.017	3.33	3.39	1	5
A destination with good hygiene which minimises risks of spreading	China	1008	4.30	0.923	0.029	4.24	4.35	1	5
	Denmark	988	4.16	0.812	0.026	4.11	4.21	1	5
	Italy	998	4.24	0.904	0.029	4.18	4.29	1	5

infectious diseases	Japan	1021	4.08	1.010	0.032	4.01	4.14	1	5
	Total	4015	4.19	0.919	0.015	4.16	4.22	1	5
Peace and quiet - a destination with less tourists	China	1005	3.88	0.942	0.030	3.82	3.94	1	5
	Denmark	989	3.74	0.882	0.028	3.69	3.80	1	5
	Italy	996	4.06	0.931	0.030	4.01	4.12	1	5
	Japan	1022	3.77	1.025	0.032	3.71	3.83	1	5
	Total	4012	3.86	0.955	0.015	3.83	3.89	1	5
A destination close to a beach, harbour and coast line	China	1002	3.62	1.034	0.033	3.55	3.68	1	5
	Denmark	986	3.58	1.029	0.033	3.52	3.65	1	5
	Italy	985	3.67	1.076	0.034	3.60	3.74	1	5
	Japan	968	3.05	0.991	0.032	2.99	3.11	1	5
	Total	3941	3.48	1.063	0.017	3.45	3.52	1	5
A destination with forests and nature	China	1010	4.01	0.947	0.030	3.95	4.07	1	5
	Denmark	987	3.48	0.936	0.030	3.42	3.54	1	5
	Italy	999	3.84	0.983	0.031	3.78	3.90	1	5
	Japan	1000	3.49	1.018	0.032	3.42	3.55	1	5
	Total	3996	3.71	0.998	0.016	3.68	3.74	1	5
A destination with local atmosphere and city life	China	1005	3.93	0.938	0.030	3.88	3.99	1	5
	Denmark	982	3.68	0.859	0.027	3.63	3.73	1	5
	Italy	985	3.56	1.007	0.032	3.50	3.62	1	5
	Japan	984	2.73	1.082	0.034	2.66	2.80	1	5
	Total	3956	3.48	1.074	0.017	3.44	3.51	1	5
Children friendly destination	China	1001	3.37	1.161	0.037	3.30	3.44	1	5
	Denmark	965	2.65	1.262	0.041	2.57	2.73	1	5
	Italy	968	2.74	1.405	0.045	2.65	2.83	1	5
	Japan	957	2.58	1.195	0.039	2.51	2.66	1	5
	Total	3891	2.84	1.297	0.021	2.80	2.88	1	5
A destination friendly for senior citizens	China	1000	3.22	1.136	0.036	3.15	3.29	1	5
	Denmark	961	2.70	1.241	0.040	2.62	2.78	1	5
	Italy	974	2.77	1.175	0.038	2.70	2.84	1	5
	Japan	965	2.84	1.161	0.037	2.77	2.92	1	5
	Total	3900	2.89	1.195	0.019	2.85	2.92	1	5
Clean destination (no trash, clean beach and air)	China	1008	4.19	0.891	0.028	4.13	4.24	1	5
	Denmark	987	3.91	0.824	0.026	3.86	3.96	1	5
	Italy	996	4.30	0.839	0.027	4.25	4.36	1	5
	Japan	1003	3.68	1.029	0.032	3.61	3.74	1	5
	Total	3994	4.02	0.932	0.015	3.99	4.05	1	5

Table 12: Opposing opinions with regard to traveling

Q16: In this question, we present opposing statements about a few aspects of traveling. Please illustrate your own position towards these statements by ticking a box in the line below.		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
1="Testing of temperature or mouth swabs by travel agents, airlines, accommodation and staff at tourism attraction sites is an intolerable invasion of privacy. I will avoid doing business with such companies" 10="For a better protection of their customers' health, travel agents, airlines, accommodation and staff at tourism attraction sites may ask to test mine. I give my consent"	China	1019	7.85	1.959	0.061	7.73	7.97	1	10
	Denmark	1028	7.31	2.215	0.069	7.18	7.45	1	10
	Italy	1014	8.03	2.131	0.067	7.90	8.16	1	10
	Japan	1111	7.15	2.685	0.081	6.99	7.31	1	10
	Total	4172	7.58	2.302	0.036	7.51	7.65	1	10
1="Travelling far away from home is an essential element of a fulfilling life" 10=" Travelling far away is not necessary for my happiness and for a fulfilling life"	China	1019	5.72	2.763	0.087	5.55	5.89	1	10
	Denmark	1028	6.73	2.584	0.081	6.57	6.89	1	10
	Italy	1014	6.31	2.689	0.084	6.14	6.47	1	10
	Japan	1111	5.15	2.583	0.077	4.99	5.30	1	10
	Total	4172	5.96	2.721	0.042	5.88	6.04	1	10
1="I don't want to travel to a destination that enforces mobile tracking of Covid-19 for tourists because, it interferes with my privacy" 10="I don't mind travelling to a destination that enforces mobile tracking of Covid-19 for tourists. I would use it to	China	1019	6.77	2.641	0.083	6.61	6.93	1	10
	Denmark	1028	6.66	2.620	0.082	6.50	6.82	1	10
	Italy	1014	7.06	2.683	0.084	6.89	7.22	1	10
	Japan	1111	6.05	2.571	0.077	5.90	6.20	1	10
	Total	4172	6.62	2.653	0.041	6.54	6.70	1	10

avoid the Covid-19 hotspots and protect myself"									
1="Global crisis can only be solved if everyone works together" 10="We have better chances to solve problems alone"	China	1019	4.21	2.883	0.090	4.03	4.39	1	10
	Denmark	1028	3.37	2.214	0.069	3.24	3.51	1	10
	Italy	1014	4.03	2.710	0.085	3.86	4.19	1	10
	Japan	1111	4.14	2.191	0.066	4.01	4.26	1	10
	Total	4172	3.94	2.531	0.039	3.86	4.02	1	10

Table 13: Measure to minimize the risk of infection in the absence of a vaccine

Q17 Assuming that below are a few options for how to organize travels abroad, in order to minimize the risk of infection in the absence of a vaccine that offers immunity against COVID-19. Please select the option you find most acceptable			Nationalities				
			China	Denmark	Italy	Japan	Total
Assuming that below are a few options for how to organize travels abroad, in order to minimize the risk of infection in the absence of a vaccine that offers immunity against COVID-19. Please select the option you find most acceptable	Each country will allow the entry of the same number of foreign tourists (arrivals) as the number of departures generate	Count	212	174	202	59	647
		% within Nationalities	22.7%	34.1%	30.5%	8.5%	23.1%
	Each country will allow a fixed number of its citizens to travel internationally for leisure worldwide (within one calen	Count	333	112	187	146	778
		% within Nationalities	35.7%	21.9%	28.2%	21.0%	27.8%
	No international travels will be allowed for leisure, only for business or family emergencies	Count	304	160	222	415	1101
		% within Nationalities	32.6%	31.3%	33.5%	59.7%	39.3%
	Travels abroad for leisure purposes will be available for a fixed fee paid per each km distance from home	Count	42	36	28	30	136
		% within Nationalities	4.5%	7.0%	4.2%	4.3%	4.9%
	Each person will be able to	Count	42	29	23	45	139

	travel abroad for leisure only once every 3 years	% within Nationalities	4.5%	5.7%	3.5%	6.5%	5.0%
Total		Count	933	511	662	695	2801
		% within Nationalities	100.0%	100.0%	100.0%	100.0%	100.0%

Table 14: Experience economy in a local community from the view of resident

Q18: Now please consider the next statements from the view of resident and tell us to which extent you agree or disagree with the followings		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
It is important for our local businesses to have foreign tourists visiting to our local community	China	1006	4.43	1.524	0.048	4.34	4.52	1	7
	Denmark	967	5.34	1.370	0.044	5.26	5.43	1	7
	Italy	988	5.45	1.397	0.044	5.37	5.54	1	7
	Japan	1073	4.51	1.487	0.045	4.42	4.60	1	7
	Total	4034	4.92	1.520	0.024	4.87	4.97	1	7
It is concerning that our community will be crowded by foreign tourists and will potentially become a hot-spot of infectious diseases	China	998	4.58	1.721	0.054	4.47	4.68	1	7
	Denmark	968	4.46	1.641	0.053	4.36	4.56	1	7
	Italy	988	4.49	1.716	0.055	4.38	4.59	1	7
	Japan	1071	5.24	1.499	0.046	5.15	5.33	1	7
	Total	4025	4.70	1.675	0.026	4.65	4.75	1	7
Tourists visiting our local community should behave properly in order to avoid potential risk of spreading infectious diseases	China	1009	5.55	1.447	0.046	5.46	5.64	1	7
	Denmark	989	6.26	1.154	0.037	6.19	6.33	1	7
	Italy	992	6.06	1.366	0.043	5.98	6.15	1	7
	Japan	1068	5.48	1.518	0.046	5.39	5.57	1	7
	Total	4058	5.83	1.420	0.022	5.79	5.87	1	7
The authorities should restrict international tourism in order to avoid risk of spreading infectious diseases in our community for the next 18 months	China	0							
	Denmark	968	4.41	1.714	0.055	4.31	4.52	1	7
	Italy	979	4.52	1.742	0.056	4.41	4.63	1	7
	Japan	1071	4.96	1.570	0.048	4.87	5.06	1	7
	Total	3018	4.64	1.690	0.031	4.58	4.70	1	7
Our local businesses should contribute to make our community clean and safe so that foreign tourists	China	1008	5.25	1.480	0.047	5.16	5.34	1	7
	Denmark	946	5.08	1.430	0.047	4.99	5.17	1	7
	Italy	991	5.75	1.335	0.042	5.67	5.84	1	7
	Japan	1065	5.08	1.470	0.045	5.00	5.17	1	7

will feel safe and comfortable	Total	4010	5.29	1.457	0.023	5.24	5.33	1	7

Table 15: Socially responsible attitudes and behaviors

Q19: Please read the following statements and tell us to which extent you agree or disagree with each statement		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
It is important that individuals contribute to minimise the risk of spreading infectious diseases in public spaces	China	1012	5.72	1.305	0.041	5.63	5.80	1	7
	Denmark	994	6.21	1.086	0.034	6.15	6.28	1	7
	Italy	997	6.10	1.272	0.040	6.02	6.18	1	7
	Japan	1072	5.74	1.436	0.044	5.66	5.83	1	7
	Total	4075	5.94	1.302	0.020	5.90	5.98	1	7
I am keeping social distances in public spaces. If it is not possible, I will leave that place	China	1012	5.44	1.307	0.041	5.36	5.52	1	7
	Denmark	995	5.37	1.439	0.046	5.29	5.46	1	7
	Italy	998	5.64	1.429	0.045	5.55	5.73	1	7
	Japan	1078	5.18	1.406	0.043	5.09	5.26	1	7
	Total	4083	5.40	1.405	0.022	5.36	5.45	1	7
I clean up a public space (e.g. Toilet) after I use it so that people who use it after me feel clean and safe	China	1007	5.53	1.372	0.043	5.45	5.62	1	7
	Denmark	960	5.09	1.609	0.052	4.98	5.19	1	7
	Italy	984	5.00	1.565	0.050	4.90	5.10	1	7
	Japan	1080	5.26	1.395	0.042	5.18	5.35	1	7
	Total	4031	5.22	1.499	0.024	5.18	5.27	1	7
I carry and use disinfectant to clean my hand after touching items in shops to make me feel clean and safe	China	1008	5.20	1.455	0.046	5.11	5.29	1	7
	Denmark	992	5.32	1.798	0.057	5.21	5.44	1	7
	Italy	993	5.43	1.675	0.053	5.32	5.53	1	7
	Japan	1082	4.39	1.828	0.056	4.28	4.50	1	7
	Total	4075	5.07	1.747	0.027	5.02	5.12	1	7
I carry and use disinfectant to clean my hands before touching items in shops so that other people who touch after me feel clean and safe	China	1007	5.13	1.437	0.045	5.04	5.22	1	7
	Denmark	993	5.31	1.773	0.056	5.20	5.42	1	7
	Italy	998	5.37	1.610	0.051	5.27	5.47	1	7
	Japan	1080	4.38	1.802	0.055	4.27	4.49	1	7
	Total	4078	5.04	1.712	0.027	4.98	5.09	1	7
I wear a mask to make me feel safe	China	1007	5.82	1.280	0.040	5.74	5.90	1	7
	Denmark	984	2.66	1.749	0.056	2.55	2.77	1	7
	Italy	1000	5.15	1.576	0.050	5.05	5.24	1	7
	Japan	1072	5.69	1.465	0.045	5.60	5.77	1	7

	Total	4063	4.85	1.981	0.031	4.79	4.91	1	7
I wear a mask to keep those around me safe and comfortable	China	1005	5.69	1.332	0.042	5.61	5.77	1	7
	Denmark	980	2.87	1.852	0.059	2.76	2.99	1	7
	Italy	1000	5.66	1.467	0.046	5.57	5.76	1	7
	Japan	1075	5.71	1.466	0.045	5.62	5.80	1	7
	Total	4060	5.01	1.954	0.031	4.95	5.07	1	7
I feel safe and comfortable if staffs in hotels, airlines, restaurants etc. wear a mask	China	1013	5.72	1.294	0.041	5.64	5.80	1	7
	Denmark	944	4.49	1.506	0.049	4.39	4.58	1	7
	Italy	997	5.62	1.393	0.044	5.54	5.71	1	7
	Japan	1079	5.01	1.445	0.044	4.92	5.09	1	7
	Total	4033	5.22	1.493	0.024	5.17	5.26	1	7
I would feel safe and comfortable if shops, restaurants, attractions and other public places would show that they have fulfilled sanitary standards	China	1009	5.61	1.357	0.043	5.53	5.70	1	7
	Denmark	995	5.57	1.309	0.042	5.49	5.65	1	7
	Italy	991	5.88	1.275	0.041	5.80	5.96	1	7
	Japan	1074	5.07	1.399	0.043	4.99	5.16	1	7
	Total	4069	5.52	1.369	0.021	5.48	5.57	1	7

Table 16: Attitudes, Subjective Norm, Perceived Behavioral Control and Behavioral Intention to Domestic Traveling

Q22-1: Please indicate how you feel about traveling within Country in the transitional phase.		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
[Q22-1A] 1. Dangerous ----- 7. Safe	China	1019	4.73	1.462	0.046	4.64	4.82	1	7
	Denmark	1028	4.69	1.410	0.044	4.60	4.77	1	7
	Italy	1014	4.61	1.376	0.043	4.53	4.70	1	7
	Japan	1111	3.02	1.430	0.043	2.94	3.11	1	7
	Total	4172	4.23	1.597	0.025	4.19	4.28	1	7
[Q22-1B] 1. Unenjoyable ----- 7. Enjoyable	China	1019	4.84	1.349	0.042	4.75	4.92	1	7
	Denmark	1028	4.59	1.402	0.044	4.51	4.68	1	7
	Italy	1014	4.87	1.369	0.043	4.78	4.95	1	7
	Japan	1111	3.14	1.539	0.046	3.05	3.23	1	7
	Total	4172	4.33	1.594	0.025	4.28	4.38	1	7
[Q22-1C] 1. Onerous ----- 7 Effortless	China	1019	4.42	1.558	0.049	4.32	4.52	1	7
	Denmark	1028	4.67	1.477	0.046	4.58	4.76	1	7
	Italy	1014	4.49	1.406	0.044	4.41	4.58	1	7

	Japan	1111	3.01	1.432	0.043	2.92	3.09	1	7
	Total	4172	4.12	1.617	0.025	4.07	4.17	1	7
[Q22-1D] 1. Harmful ----- 7. Beneficial	China	1019	4.74	1.419	0.044	4.65	4.83	1	7
	Denmark	1028	4.50	1.337	0.042	4.42	4.58	1	7
	Italy	1014	4.71	1.354	0.043	4.62	4.79	1	7
	Japan	1111	3.40	1.469	0.044	3.31	3.49	1	7
	Total	4172	4.32	1.504	0.023	4.27	4.36	1	7
Q22-2: Please indicate to which extent you agree with the following statements about traveling for pleasure within Country in the transitional phase.		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
[Q22_2_1] I intend to travel for pleasure within Country in the transitional phase	China	1019	4.52	1.436	0.045	4.43	4.61	1	7
	Denmark	1028	5.08	1.603	0.050	4.98	5.17	1	7
	Italy	1014	4.70	1.427	0.045	4.62	4.79	1	7
	Japan	1111	3.27	1.503	0.045	3.18	3.36	1	7
	Total	4172	4.37	1.646	0.025	4.32	4.42	1	7
[Q22_2_2] Most people who are important to me think that my traveling within Country in the transitional phase will be thoughtful and respectful of their and my safety	China	1019	5.00	1.286	0.040	4.92	5.08	1	7
	Denmark	1028	5.51	1.267	0.040	5.43	5.58	1	7
	Italy	1014	4.59	1.230	0.039	4.51	4.67	1	7
	Japan	1111	3.48	1.358	0.041	3.40	3.56	1	7
	Total	4172	4.62	1.493	0.023	4.58	4.67	1	7
[Q22_2_3] Most people whose opinion I value would approve my traveling within Country in the transitional phase	China	1019	4.49	1.325	0.042	4.41	4.57	1	7
	Denmark	1028	5.51	1.302	0.041	5.43	5.59	1	7
	Italy	1014	4.76	1.212	0.038	4.68	4.83	1	7
	Japan	1111	3.48	1.302	0.039	3.40	3.55	1	7
	Total	4172	4.54	1.482	0.023	4.49	4.58	1	7
[Q22_2_4] Most people I respect and admire will be traveling within Country in the transitional phase	China	1019	4.40	1.325	0.041	4.32	4.48	1	7
	Denmark	1028	4.96	1.261	0.039	4.89	5.04	1	7
	Italy	1014	4.66	1.255	0.039	4.59	4.74	1	7
	Japan	1111	3.10	1.302	0.039	3.02	3.17	1	7
	Total	4172	4.26	1.477	0.023	4.21	4.30	1	7
[Q22_2_5] Mass and social media will encourage traveling activities within Country in the transitional phase	China	1019	4.43	1.339	0.042	4.35	4.51	1	7
	Denmark	1028	5.24	1.230	0.038	5.16	5.31	1	7
	Italy	1014	4.84	1.267	0.040	4.76	4.92	1	7
	Japan	1111	3.85	1.264	0.038	3.77	3.92	1	7
	Total	4172	4.57	1.377	0.021	4.53	4.61	1	7

[Q22_2_6] If I wanted to travel within Country in the transitional phase, I am confident that I will have enough available financial resources to do it	China	1019	4.65	1.307	0.041	4.57	4.73	1	7
	Denmark	1028	5.39	1.438	0.045	5.31	5.48	1	7
	Italy	1014	4.45	1.415	0.044	4.36	4.54	1	7
	Japan	1111	3.94	1.480	0.044	3.85	4.03	1	7
	Total	4172	4.60	1.508	0.023	4.55	4.64	1	7
[Q22_2_7] If I wanted to travel within Country in the transitional phase, I am confident that I will have enough available time to do it	China	1019	4.63	1.283	0.040	4.55	4.70	1	7
	Denmark	1028	5.36	1.304	0.041	5.28	5.43	1	7
	Italy	1014	4.74	1.285	0.040	4.66	4.82	1	7
	Japan	1111	4.06	1.462	0.044	3.97	4.14	1	7
	Total	4172	4.68	1.417	0.022	4.64	4.72	1	7
Q22-3: Please indicate to which extent you agree with the following statements about traveling for pleasure within Country in the transitional phase.		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
[Q22_3_1] If I travel within Country in the transitional phase, I will contribute to the spread of Covid-19 at the destination	China	1019	3.70	1.558	0.049	3.60	3.80	1	7
	Denmark	1028	3.09	1.473	0.046	3.00	3.18	1	7
	Italy	1014	3.16	1.514	0.048	3.07	3.25	1	7
	Japan	1111	4.74	1.359	0.041	4.66	4.82	1	7
	Total	4172	3.69	1.621	0.025	3.65	3.74	1	7
[Q22_3_2] If I travel within Country in the transitional phase, I will get infected with Covid-19	China	1019	3.84	1.397	0.044	3.76	3.93	1	7
	Denmark	1028	3.04	1.392	0.043	2.96	3.13	1	7
	Italy	1014	3.55	1.348	0.042	3.47	3.63	1	7
	Japan	1111	4.62	1.320	0.040	4.54	4.69	1	7
	Total	4172	3.78	1.480	0.023	3.74	3.83	1	7
If [Q22_3_3] I travel within Country in the transitional phase, I will infect others (relatives, friends, colleagues etc.) with Covid-19	China	1019	3.66	1.542	0.048	3.56	3.75	1	7
	Denmark	1028	2.87	1.404	0.044	2.78	2.96	1	7
	Italy	1014	3.19	1.497	0.047	3.10	3.28	1	7
	Japan	1111	4.56	1.352	0.041	4.48	4.64	1	7
	Total	4172	3.59	1.586	0.025	3.54	3.64	1	7

Table 16b: Reliability test - Attitudes, Subjective Norm, Perceived Behavioral Control and Behavioral Intention to Domestic Traveling

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Attitudes China	0.912	0.914	4
Attitudes Denmark	0.904	0.905	4
Attitudes Italy	0.893	0.893	4
Attitudes Japan	0.936	0.937	4
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Social Norm China	0.774	0.773	4
Social Norm Denmark	0.804	0.803	4
Social Norm Italy	0.783	0.784	4
Social Norm Japan	0.800	0.798	4
Perceived Behavior Control China	0.672	0.672	2
Perceived Behavior Control Denmark	0.660	0.662	2
Perceived Behavior Control Italy	0.671	0.673	2
Perceived Behavior Control Japan	0.744	0.744	2
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Risk Perception China	0.871	0.872	3
Risk Perception Denmark	0.899	0.899	3
Risk Perception Italy	0.877	0.878	3
Risk Perception Japan	0.945	0.945	3

Figure 1: Demographics (regions, educational background, household/monthly income) of respondents from China (upper-left), Denmark (upper-right), Italy (lower-left), and Japan (lower-right)

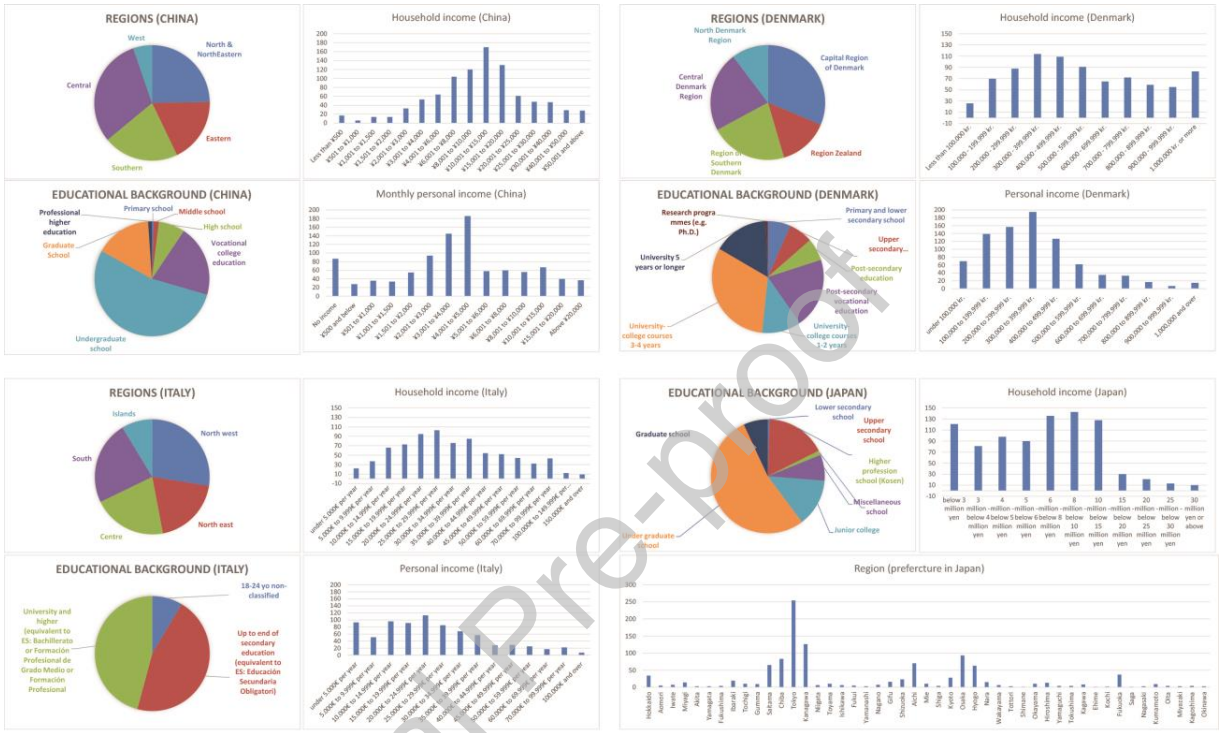

Figure 1: Demographics (regions, educational background, household/monthly income) of respondents from China (upper-left), Denmark (upper-right), Italy (lower-left), and Japan (lower-right)

Figure 2: Frequencies of responses to Question 12 (When will you start using the following services and experiences within your country?: 1. As soon as it is opened 2. If my friends, family or colleagues ask me to join in the next 3 months, 3. When the media indicate other people in the society start to enjoy the services without any problems in the next 3 months, 4. When the authority announces the no more domestic spread of Covid-19, 5. When the vaccine against Corona-virus or medicine that cures Covid-19 is developed, 6. When the WHO announces that no more spread of Covid-19 worldwide, 7. Even when the risk of Corona-infection is completely eliminated in my country, I do not feel safe. Hence, I will avoid visiting those places), and Question 13 (When would you start feeling safe to visit the following destinations?: 1. When the boarder is opened, 2. When my friends, family or colleagues ask me to travel after the boarder is opened, 3. When the media indicate other people in the society start to travel that destination without any problems, 4. When the authority announces that no more spread of Covid-19 in that destination, 5. When the vaccine against Corona-virus or medicine that cures Covid-19 is developed, 6. When the WHO announces that no more spread of Covid-19 worldwide, 7. Even when the risk of Corona-infection is completely eliminated worldwide, I do not feel safe)

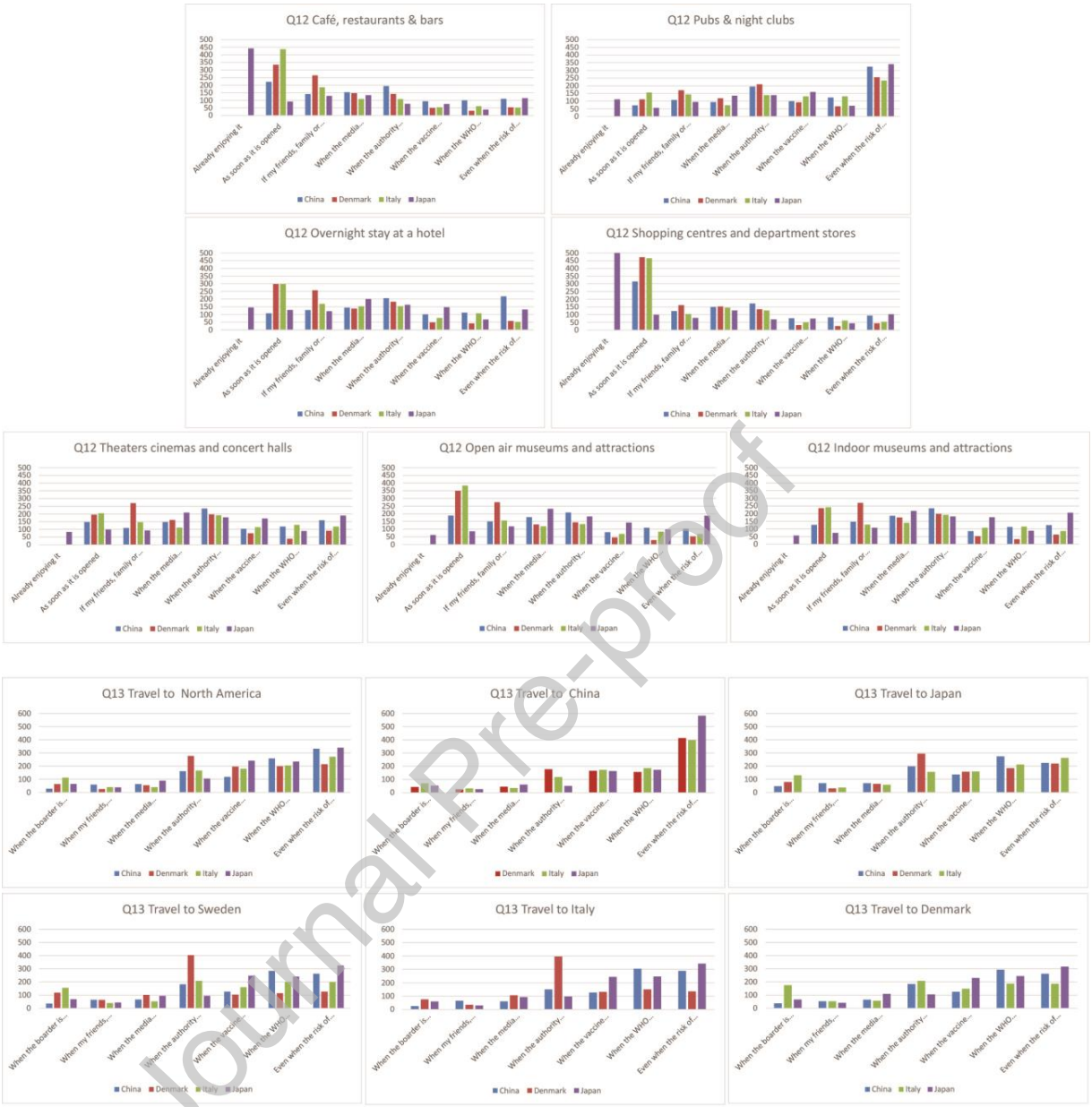

Figure 2: Frequencies of responses to Question 12 (When will you start using the following services and experiences within your country?: 1. As soon as it is opened 2. If my friends, family or colleagues ask me to join in the next 3 months, 3. When the media indicate other people in the society start to enjoy the services without any problems in the next 3 months 4. When the authority announces the no more domestic spread of Covid-19, 5. When the vaccine against Corona-virus or medicine that cures Covid-19 is developed, 6. When the WHO announces that no more spread of Covid-19 worldwide 7. Even when the risk of Corona-infection is completely eliminated in my country, I do not feel safe. Hence, I will avoid visiting those places), and Question 13 (When would you start feeling safe to visit the following destinations?: 1. When the boarder is opened, 2. When my friends, family or colleagues ask me to travel after the boarder is opened 3. When the media indicate other people in the society start to travel that destination without any problems, 4. When the authority announces that no more spread of Covid-19 in that destination, 5. When the vaccine against Corona-virus or medicine that cures Covid-19 is developed, 6. When the WHO announces that no more spread of Covid-19 worldwide, 7. Even when the risk of Corona-infection is completely eliminated worldwide, I do not feel safe)

Figure 3: Frequencies of responses to Question 14 (Imagine that you are planning a overnight trip together with your partner. Your destination is 500 km away from your home. To get to your destination, which transport options are preferable?, What are the primary factors influencing your ranking?), and Question 15 (Imagine a scenario where you are going on a vacation abroad for 2 nights and you have to choose a place to stay. Which types of accommodation is preferable? What are the primary factors influencing your ranking?).

Figure 3: Frequencies of responses to Question 14 (Imagine that you are planning a overnight trip together with your partner. Your destination is 500 km away from your home. To get to your destination, which transport options are preferrable?, What are the primary factors influencing your ranking?), and Question 15 (Imagine a scenario where you are going on a vacation abroad for 2 nights and you have to choose a place to stay. Which types of accommodation is preferrable? What are the primary factors influencing your ranking?).