

THE INFLUENCE OF ISLAND TOURISM SAFETY ON SATISFACTION AND DESTINATION REVISIT INTENTION OF CHINESE TOURISTS IN KOH SAMUI, THAILAND*

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Abstract

This study examined how island tourism safety influence Chinese tourist satisfaction and destination revisit intention in Koh Samui. The objectives of this study are: (1) To examine the levels of island tourism safety, satisfaction, and destination revisit intention of Chinese tourists in Koh Samui; (2) To analyze the influence of island tourism safety on tourist satisfaction and destination revisit intention of Chinese tourists in Koh Samui; (3) To test the validity of the proposed conceptual framework that explains the relationships among variables. This is quantitative research; The sample was Chinese tourists (age 18 years and above) who have visited Koh Samui at least once within 2 years and participated in non-package travel. Through non-probability sampling, 314 valid questionnaires were collected. Analysis data by Descriptive statistics and SEM Analysis. The research results were found as follows: (1) Chinese tourists had high levels of safety, satisfaction and destination revisit intention in Koh Samui. (2) Island tourism-related social security incidents were negatively related to destination revisit

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intention, island tourism-related natural disasters were negatively related to tourist satisfaction. Tourist satisfaction was positively related to destination revisit intention. (3) Model validation indicated good overall fit for the proposed conceptual framework, with tourist satisfaction mediating the relationship between island tourism-related natural disasters and destination revisit intention.

Keywords: Island tourism safety, Tourist satisfaction, Destination revisit intention, Chinese tourists, Koh Samui

Introduction

In the post-pandemic period, heightened safety awareness has made tourism safety a critical component of destination competitiveness. This issue is particularly salient for island destinations, which are exposed to natural hazards, transportation risks, and limitations in emergency response capacity. Safety-related incidents in such contexts can substantially elevate tourists' risk perceptions and disrupt destination performance. When tourists perceive a destination as safe in terms of personal security, environmental conditions, and service operations, they tend to report higher satisfaction and stronger intentions to revisit and recommend the destination (Al Masud & Yusof, 2023). Conversely, perceived safety threats may suppress revisit intention regardless of a destination's attractiveness (Zhang & Xie, 2024).

Koh Samui, Thailand's third-largest island destination, provides an appropriate context for examining these relationships. Despite its international reputation for natural landscapes and tourism appeal, Koh Samui faces typical challenges of island destinations, such as relative remoteness, climatic instability. In recent years, the destination has experienced recurring safety-related incidents, including traffic accidents, marine-related incidents, public health risks, and extreme weather events, indicating that safety risks remain persistent despite continued tourism development. Chinese tourists are a crucial market and are

particularly sensitive to safety conditions such as transportation, health, and service-related risks (Ye et al., 2023; Yu & Zhao, 2022), which affect destination choice, satisfaction, and revisit intention. Although Chinese tourists once constituted a major segment of visitors to Koh Samui, their numbers have declined in recent years. Some explanations mainly emphasize pandemic effects, market repositioning, and flight connectivity, while the role of tourism safety has received limited attention.

However, existing studies have largely focused on urban or general destination contexts, with comparatively limited attention to mature island destinations. In particular, how tourists perceive different types of safety incidents in island settings, and how these perceptions influence satisfaction and revisit intention, remains underexplored. Accordingly, this study takes Koh Samui as a case study to examine the influence of island tourism safety on tourist satisfaction and destination revisit intention of Chinese tourists. Drawing on prior tourism safety and risk research (Zou & Meng, 2020), tourism safety is operationalized through tourists' safety concerns related to safety incidents, with higher levels of concern indicating lower perceived safety.

Objectives

1. To examine the levels of island tourism safety perception, satisfaction, and destination revisit intention of Chinese tourists in Koh Samui.
2. To analyze the influence of island tourism safety on tourist satisfaction and destination revisit intention of Chinese tourists in Koh Samui.
3. To test the validity of the proposed conceptual framework that explains the relationships among island tourism safety, tourist satisfaction, and destination revisit intention of Chinese tourists in Koh Samui.

Literature Review

The Stimulus-Organism-Response (SOR) theory explains how external environmental stimuli influence individuals' internal emotional and cognitive states, which subsequently shape their behavioral responses. Within this framework, tourism safety incidents can be conceptualized as negative external stimuli that disrupt tourists' emotional states, reduce satisfaction, and alter future travel decisions.

This mechanism is particularly relevant in island tourism contexts, where destinations are frequently exposed to natural hazards, transportation risks, and public safety challenges. In addition, perceived risk theory complements the SOR perspective by suggesting that higher safety risk perceptions can lead individuals to avoid risk and reduce their behavioral intentions. Drawing on these theoretical foundations, this study examines how different types of tourism safety incidents affect tourist satisfaction and destination revisit intention in island tourism settings.

Many studies view tourism safety as a state in which the tourism system and its related stakeholders are protected from internal and external risks, whereas others emphasize tourists' personal and property safety during travel as well as their subjective perceptions of safety. Existing research suggests that tourism safety incidents can generally be categorized into social security incidents, accident-related disasters, public health incidents, and natural disasters (Gao et al., 2014; Zou, 2015). Compared with inland destinations, island tourism differs significantly in geography, natural environment, and infrastructure, its safety risks are more sensitive to natural hazards, transportation and maritime activities, communication constraints, and limitations in management capacity (Hu et al., 2022; Li & Hu, 2020).

Thus, in this context, the types of risks involved in island tourism safety and their effects on tourists' perceptions and behavioral intentions may operate

through mechanisms that differ from those in general inland tourism settings. Accordingly, from the perspective of tourists' safety perceptions, and drawing on relevant studies, this study defines island tourism safety as a state in which tourists' personal and property safety are effectively safeguarded during island travel.

Based on the existing literature, island tourism safety is operationalized into four major types of safety incidents: Island tourism-related social security incidents (ISS); Island tourism-related public health incidents (IPH); Island tourism-related accidents and disasters (IAD); Island tourism-related natural disasters (IND). In this study, all items measuring island tourism safety (ISS, IPH, IND, IAD) were negatively worded, so that higher scores indicate a greater level of concern about safety-related incidents and, a lower level of perceived island tourism safety. And higher scores for SAT and DRI represents higher levels of satisfaction and stronger destination revisit intention.

Some scholars indicated that safety concerns such as crime, terrorism, and weak infrastructure generate anxiety and doubts, health risks, water transportation accidents like cruise capsizing and natural disasters like typhoons particularly in island and coastal tourism contexts may suppress travel willingness and destination revisit intention (Cahigas et al., 2023; Giusti & Raya, 2019; Luo & He, 2019; Sandhubaya et al., 2021).

Furthermore, existing studies indicate that in beach and island tourism destinations, tourists' perceptions of safety conditions, including risks related to crime, harassment, and accidents, public health services, perceptions of transportation and mobility safety may significantly affect their evaluations of travel experiences and overall satisfaction (Han et al., 2021; Ma et al., 2020; Mohamad, 2022; Sandhubaya et al., 2021). The higher levels of satisfaction lead to more positive overall destination evaluations and significantly increase the likelihood of repeat visitation (Abbasi et al., 2021).

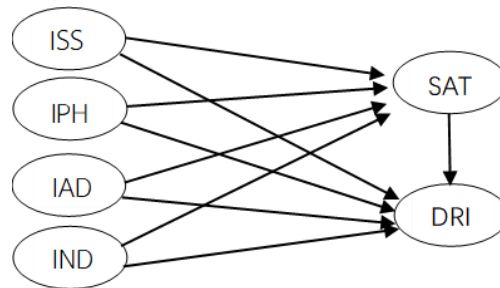


Figure 1: Conceptual Framework

Methodology

Population and sample

The research population comprises Chinese tourists (age 18 years and above) who have visited Koh Samui at least once within 2 years and participated in non-package travel, with a final sample size of 314. This sample size is considered adequate to obtain stable and reliable parameter estimates in Structural Equation Modeling (SEM) (Hair et al., 2010).

Research instruments

The questionnaire was developed and validated through a multi-stage process. First, three tourism research experts reviewed the initial items to assess content validity. Based on their feedback, items with ambiguous wording were revised. All retained items achieved an Item-Objective Congruence (IOC) value above 0.70, indicating satisfactory content validity.

Two rounds of pilot testing were then conducted. The first pilot test (N = 54) was conducted primarily to assess the practicality and administration of the survey. Based on observations during data collection and informal feedback from respondents, wording adjustments were made to some island tourism safety items to improve clarity. Additionally, to enhance construct distinctiveness, the original items measuring tourist satisfaction and destination revisit intention were replaced with more established scales that have been empirically validated in

island tourism research contexts.

The second pilot test (N = 109) employed exploratory factor analysis (EFA) to examine the revised scale's structure. The Kaiser-Meyer-Olkin (KMO) value was 0.888, and Bartlett's test of sphericity was significant ($p < 0.001$), confirming that the data were suitable for factor analysis.

Based on the EFA results, five items (SAT4, SAT6, SAT9, SAT12, and SAT13) were removed due to factor loadings below 0.40 or cross-loading issues (Güvendir & Özkan, 2022). A clear six-factor structure emerged, with all retained items loading above 0.50 on their respective factors. The extracted factors explained 68.07% of the total variance.

Reliability analysis showed that Cronbach's alpha coefficients for all constructs exceeded 0.70, and the overall scale reliability was 0.941. These results indicate that the revised scale possesses good reliability and structural validity. The finalized questionnaire was subsequently used for the main survey.

Data collection

Data were collected using a non-probability sampling approach through an online survey applied in December 2025, yielding 314 valid responses.

Data analysis

Data analysis will be conducted using IBM SPSS 23.0 for descriptive statistical analysis and Exploratory Factor Analysis, AMOS 22.0 for structural equation modeling (SEM) to evaluate the relationships among variables. Descriptive analysis summarized participants' demographics and the levels of island tourism safety, tourist satisfaction, and revisit intention, reported as frequencies, percentages, means, and standard deviations. Confirmatory factor analysis in AMOS assessed the measurement model for convergent and discriminant validity and internal consistency reliability. Structural equation modeling was then used to examine the relationships among the constructs.

Results

Objectives 1: Descriptive Analysis of Core Variables

Table 1 Demographic Profiles of Respondents(N=314)

Category	Sub-Category	No of Respondents	Percentage
Gender	Male	157	50.0
	Female	157	50.0
Age	18-25	60	19.1
	26-35	156	49.7
	36-45	60	19.1
	46-55	20	6.4
	≥56	18	5.7
Place of residence in China	Eastern China (e.g., Beijing, Tianjin, Hebei, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong, Hainan)	206	65.6
	Central China (e.g., Shanxi, Anhui, Jiangxi, Henan, Hubei, Hunan)	59	18.8
	Northeast China (e.g., Heilongjiang, Jilin, Liaoning)	33	10.5
	Western China (e.g., Inner Mongolia, Guangxi, Sichuan, Chongqing, Yunnan, Guizhou, Tibet, Shaanxi, Gansu, Qinghai, Xinjiang, Ningxia)	13	4.1

	Hong Kong, Macau, Taiwan	3	1.0
Education Level	High School or Below	48	15.3
	Associate Degree	44	14.0
	Bachelor's Degree	157	50.0
	Master Degree or higher	65	20.7
Monthly Income (RMB)	<5,000	31	9.9
	5,001-10,000	134	42.7
	10,001 - 20,000	128	40.8
	>20000	21	6.7
Number of visits to Koh Samui in the past two years (time)	1	256	81.5
	2	49	15.6
	≥3	9	2.9
Duration of stay in Koh Samui (day)	1	36	11.5
	2-3	63	20.1
	4-7	199	63.4
	8-14	11	3.5
	>14	5	1.6
Traveling companions	Traveling alone	37	11.8
	With friends	136	43.3
	With family	118	37.6
	With others (e.g., colleagues)	23	7.3
Travel arrangement method	Independent travel (FIT)	281	89.5
	Semi-independent (flight + hotel only)	33	10.5
Primary purpose of visit	Leisure/vacation	209	66.6
	Honeymoon	39	12.4
	Family trip	60	19.1

	Business	4	1.3
	Others	2	0.6
Information sources before visit (Multiple choice)	Social media (WeChat, Weibo, Xiao Hong Shu)	238	75.8
	Travel websites	276	87.9
	Friends/family recommendations	243	77.4
	Travel agency	22	7.0
	Others	3	1.0

Note: Multiple-choice items were treated as binary variables (1 = selected, 0 = not selected). The table reports only the frequency and percentage of selected options. Multiple responses were allowed. Percentages do not sum to 100%.

Based on the respondents' demographic information (see Table 1), the gender ratio was relatively balanced (50% male, 50% female), most of them aged between 26 and 35 years (49.7%), and from northern region of China (65.6%). Most of them held bachelor's degree (50.0%), and had monthly incomes ranging from 5,001 to 10,000 RMB (40.8%), had been visited Koh Samui once in the past two years (81.5%), with most staying for 4 to 7 days (63.4%). The majority traveled with friends (43.3%) and preferred independent travel arrangements (89.5%). The primary travel purpose was vacation (66.6%). Tourism information was mainly obtained from travel websites (87.9%), followed by social media (75.8%) and recommendations from friends or family (77.4%).

Table 2 The perceived level of the study variables of Chinese tourist

Variables	Mean	Std. Deviation
Island tourism-related social security incidents (ISS)	2.540	1.044
Island tourism-related public health incidents (IPH)	2.742	0.999
Island tourism-related accidents and disasters (IAD)	2.497	1.017
Island tourism-related natural disasters (IND)	2.716	1.038
Tourist satisfaction (SAT)	3.684	0.934
Destination revisit intension (DRI)	3.858	0.879

According to Table 2, results showed that the mean scores of the four dimensions of island tourism safety were all below the scale midpoint (3.00): ISS ($M=2.540$, $SD=1.044$), IPH ($M=2.742$, $SD=0.999$), IAD ($M=2.497$, $SD=1.017$), and IND ($M=2.716$, $SD=1.038$), suggesting that the surveyed Chinese tourists generally report a high level of perceived safety. Furthermore, the mean score for SAT is 3.684 ($SD=0.934$), indicating a generally positive evaluation of the overall tourism experience in Koh Samui. The mean score for DRI is 3.858 ($SD=0.879$), reflecting a high level of destination revisit intention among the surveyed tourists.

Objectives 2: Influence of Island Tourism Safety on Satisfaction and Revisit Intention

Prior to testing the structural relationships, confirmatory factor analysis was conducted to assess the measurement model.

Table 3 Goodness-of-fit Indices for Measurement and Structural Models

Goodness-of-fit Indices	χ^2/df	RMSEA	RMR	CFI	GFI	TLI
Acceptance Thresholds	<3	<0.06	<0.08	>0.9	>0.9	>0.9
Initial Model Fit	1.698	0.047	0.084	0.940	0.880	0.933
Revised Model Fit	1.637	0.045	0.073	0.960	0.910	0.953

Note: GFI = Goodness-of-Fit Index; CFI = Comparative Fit Index; TLI = Tucker-Lewis Index; RMSEA = Root Mean Square Error of Approximation; SRMR = Standardized Root Mean Square Residual.

Table 4 Measurement Model: Factor Loadings and Reliability

Variables	Code	Factor Loading	AVE	CR	Cronbach's alpha
Island tourism-related social security incidents	ISS1	0.744	0.612	0.887	0.885
	ISS2	0.720			
	ISS3	0.825			
	ISS4	0.814			
	ISS5	0.804			
Island tourism-related public health incidents	IPH1	0.700	0.509	0.805	0.802
	IPH2	0.773			
	IPH3	0.651			
	IPH4	0.723			
Island tourism-related natural disasters	IND1	0.824	0.608	0.823	0.820
	IND2	0.771			
	IND3	0.743			
Island tourism-related accidents	IAD1	0.781	0.549	0.785	0.782
	IAD2	0.688			

and disasters	IAD3	0.751			
Tourist satisfaction	SAT1	0.714	0.506	0.803	0.801
	SAT3	0.744			
	SAT8	0.733			
	SAT10	0.650			
Destination revisit intension	DRI1	0.749	0.545	0.827	0.827
	DRI2	0.718			
	DRI3	0.739			
	DRI4	0.747			

Notes: CR—composite reliability; AVE = average variance extracted.

Table 3 presents Goodness-of-fit Indices for measurement and structural models. The initial model fit indices show that GFI was below 0.9 and RMR exceeded 0.08, falling short of the recommended thresholds. Meanwhile, some items (SAT2, SAT5, SAT7, SAT11, SAT14, and IAD4) had factor loadings below the recommended threshold of 0.70 (see Table 4). These items were sequentially removed due to low factor loadings. Although three indicators (IAD2, IPH3, SAT10) exhibited factor loadings exceeded 0.65 below 0.70, they were retained because the corresponding constructs achieved AVE values above 0.50, which is considered acceptable in confirmatory factor analysis (Hair et al., 2010).

After deletion, the revised measurement model was re-estimated. Both the measurement and structural models demonstrated good fit to the data. The measurement model yielded acceptable fit indices ($\chi^2=351.901$, $\chi^2/df=1.637$, GFI=0.910, CFI=0.960, TLI=0.953, RMSEA=0.045, SRMR=0.073), confirming the adequacy of both models. All factor loadings exceeded the recommended threshold of 0.650 (ranging from 0.650 to 0.825), indicating that each indicator reliably measured its respective construct. Composite reliability (CR) values ranged from 0.785 to 0.887, all above the 0.70 criterion, demonstrating good

internal consistency. The average variance extracted (AVE) for each construct ranged from 0.506 to 0.612, exceeding the 0.50 benchmark, thus supporting convergent validity (Hair et al., 2010). Cronbach's alpha coefficients ranged from 0.782 to 0.885, further confirming the reliability of the scales.

Table 5 Discriminant Validity: HTMT

	DRI	IAD	IND	IPH	ISS	SAT
DRI						
IAD	0.138					
IND	0.067	0.776				
IPH	0.132	0.789	0.698			
ISS	0.106	0.810	0.546	0.783		
SAT	0.725	0.158	0.076	0.199	0.237	

Note: HTMT = Heterotrait-Monotrait Ratio. All HTMT values are below the conservative threshold of 0.85, confirming discriminant validity.

Discriminant validity was examined using the HTMT criterion. As shown in Table 5, all HTMT values ranged from 0.067 to 0.810, well below the conservative threshold of 0.85 (Henseler et al., 2015). These results confirm that discriminant validity is established among the three constructs.

In summary, the final SEM model is presented in Figure 1.

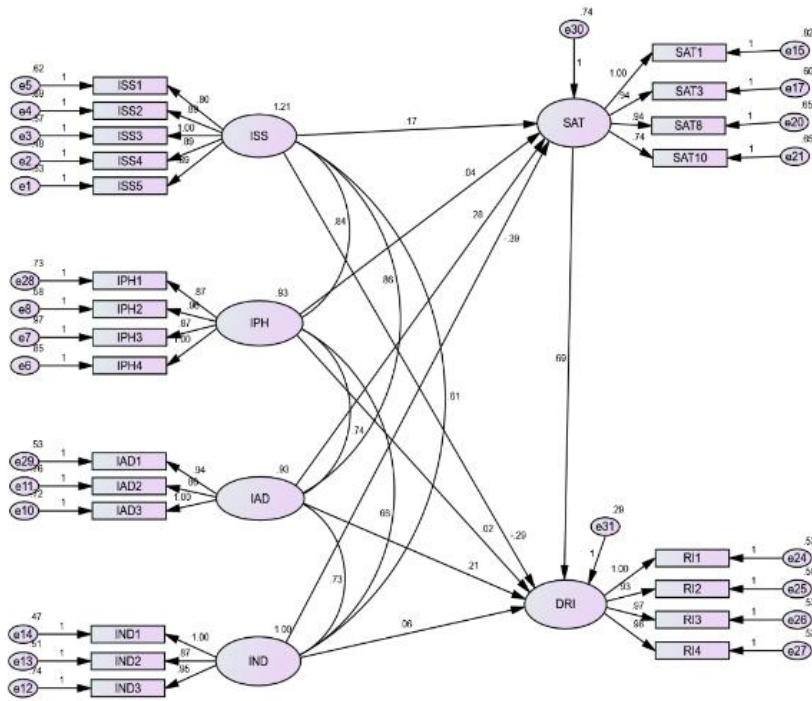


Figure 1 Final Structural Equation Model

Table 6 Results of the path analysis of Structural Equation Model

Hypothesis	Path	Standardized Indirect Effect	S.E.	C.R.	P value	Result
H1	SAT<--- ISS	0.170	0.15	1.131	0.258	Rejected
H2	SAT<--- IPH	0.038	0.158	0.244	0.807	Rejected
H3	SAT<--- IAD	0.282	0.226	1.249	0.212	Rejected
H4	SAT<--- IND	-0.39	0.141	-2.761	0.006	Supported
H5	DRI<--- ISS	-0.293	0.115	-2.558	0.011	Supported
H6	DRI<--- IPH	0.025	0.117	0.212	0.832	Rejected
H7	DRI<--- IAD	0.206	0.171	1.204	0.229	Rejected

H8	DRI<--- IND	0.057	0.108	0.532	0.594	Rejected
H9	DRI<--- SAT	0.691	0.078	8.871	***	Supported

According to Table 6, the results show that IND has a statistically significant negative direct path correlation with SAT ($\beta=-0.390, p<0.05$), hypothesis H4 is supported, while the other three variables did not reach significance levels ($p>0.05$), therefore, H1, H2, and H3 are not supported. ISS has a statistically significant negative correlation with DRI ($\beta=-0.293, p<0.05$), hypothesis H5 is supported, while the direct paths of IND, IAD, and IPH with DRI did not reach statistical significance ($p>0.05$), H6, H7, and H8 are rejected. Meanwhile, the direct path of SAT shows a statistically significant positive correlation with destination DRI ($\beta=0.691, p<0.05$), hypothesis H9 is supported.

Table 7 The perceived level of the study variables

Variables	Mean	Std. Deviation
Island tourism-related social security incidents (ISS)	2.540	1.044
Island tourism-related public health incidents (IPH)	2.742	0.999
Island tourism-related accidents and disasters (IAD)	2.497	1.017
Island tourism-related natural disasters (IND)	2.716	1.038
Tourist satisfaction (SAT)	3.684	0.934
Destination revisit intension (DRI)	3.858	0.879

As shown in Table 7, the mean values of all four dimensions of island tourism safety are below the midpoint of the scale (3.00), ISS ($M = 2.540, SD = 1.044$), IPH ($M = 2.742, SD = 0.999$), IAD ($M = 2.497, SD = 1.017$), IND ($M = 2.716, SD = 1.038$); SAT ($M = 3.684, SD = 0.934$), DRI ($M = 3.858, SD = 0.879$).

Table 8 Results of Mediation Analysis

Mediation path	Standardized Indirect Effect	95% Bootstrap CI	Result
IND→SAT→DRI	-0.326	[-.676, -.071]	Supported
IAD→SAT→DRI	0.228	[-.197, 0.824]	Rejected
IPH→SAT→DRI	0.031	[-.268, 0.331]	Rejected
ISS→SAT→DRI	0.156	[-.250, 0.513]	Rejected

Note: All indirect effects were estimated using 95% confidence intervals through 5000 Bootstrap samples.

Bootstrap mediation analysis (see Table 8) revealed that a significant negative indirect effect of IND on DRI via SAT was observed, as indicated by a 95% bias-corrected confidence interval that does not include zero [-0.676, -0.071] with standard indirect effects of -0.326. In contrast, the indirect effects of ISS (95% CI [-0.268, 0.331]; standardized indirect effect = 0.156), IPH (95% CI [-0.268, 0.331]; standardized indirect effect=0.031), and IAD (95% CI [-0.197, 0.824]; standardized indirect effect=0.228) were not significant.

Objectives 3: Validity of the proposed conceptual framework

To address the third research objective, the validity of the proposed conceptual framework was assessed through the measurement and structural model analyses reported in objectives 2. In summary, all validity criteria were satisfied, confirming that the proposed conceptual framework is empirically valid and provides a robust explanation of the relationships among island tourism safety, tourist satisfaction, and destination revisit intention in the context of Chinese tourists visiting Koh Samui.

Discussion

In this study, all items measuring island tourism safety (ISS, IPH, IND, IAD) were negatively worded, so that higher scores indicate a greater level of concern about safety-related incidents and, a lower level of perceived island tourism safety. In contrast, higher scores for tourist satisfaction and destination revisit intention represents higher levels of satisfaction and stronger destination revisit intention.

As shown in Table 7, the results of objective 1 revealed that the surveyed Chinese tourists generally report a high level of perceived safety, the respondents generally evaluated their experience positively and expressed a strong intention to revisit.

This can be explained by two main reasons. First, Chinese outbound tourists have become more experienced over time. They are no longer satisfied with simply "checking off" popular sights; instead, they seek meaningful, in-depth experiences. Before traveling, they actively research and choose destinations that are known to be safe and offer high-quality experiences, making sure their trip meets their expectations (Moon & Han, 2018). Second, island tourism is built around the "3S" (sun, sea, sand) which naturally helps tourists relax. This supports what Alipour et al. (2020) found: that 3S tourism is the main reason people visit islands, and because these destinations offer fairly similar products, it is easier for tourists to feel satisfied. Since the 3S experience makes up most of what tourists do on islands, having a nice environment and good weather is often enough to ensure they are happy with their trip.

The results of objective 2 revealed that, among the four safety dimensions, island tourism-related natural disasters (e.g., earthquakes, typhoons, lightning, heavy rain, floods, and other extreme weather events) exerted the strongest predictive effect on satisfaction. In contrast, island tourism-related social security incidents (e.g., violence and robbery, fraud, theft, and forced

consumption) demonstrated the greatest predictive power on tourists' revisit intention. Meanwhile, island tourism-related public health incidents, as well as accidents and disasters, exhibited relatively weaker effects on both satisfaction and revisit intention.

Firstly, island tourism related natural disasters have a significant direct negative impact on tourist satisfaction ($\beta=-0.390, p<0.05$), which is consistent with existing research conclusions (Salazar & Hritz, 2024). In island destinations where natural environments constitute core tourism resources, natural disasters directly disrupt on-site experiences through activity interruptions and facility closures (Becken & Wilson, 2013), thereby undermining tourists' overall satisfaction.

Interestingly, results also indicate that island tourism-related natural disaster incidents do not directly reduce destination revisit intention but operating indirectly through tourist satisfaction. It suggests that natural disaster incidents mainly reduced destination revisit intention by lowering tourist satisfaction. From the prior studies, natural disasters tend to disrupt tourists' on-site experiences rather than directly triggering long-term destination avoidance. When the negative impact of natural disasters on travel experiences is effectively managed, their influence on revisit intention may be mitigated, even under elevated risk perceptions (Satyarini et al., 2020).

Secondly, island tourism related social security incidents have a significant direct negative effect on destination revisit intention ($\beta=-0.293, p<0.05$). Social security incidents typically involve public security, fraud, and social conflicts. Due to their strong attributability and direct threats to personal safety, such incidents easily trigger fundamental trust crises among tourists, leading them to directly and rationally exclude destinations from future choices. This result is consistent with the rational process described in Protection Motivation Theory. When decisions involve core safety concerns, tourists may switch from an experience based emotional evaluation mode to a survival and safety-based threat assessment mode. In this process, the evaluation of threat severity and personal

coping capacity directly drives behavioral intention such as avoidance (Floyd et al., 2004). It also similar to Giusti and Raya (2019)'s findings which showed additionally that those incidents can be perceived through media coverage, online discourse, or vicarious experiences even when not personally encountered, shaping expectations about future travel safety and directly influencing revisit decisions.

But its effect on tourist satisfaction is not significant. The reason may be that social security incidents may tend toward rational avoidance rather than emotional evaluation (Zhang & Xie, 2024).

Thirdly, island tourism-related public health-related incidents and island tourism-related accidents and disasters do not have significant effects ($p>0.05$) on either tourist satisfaction or destination revisit intention. Some scholars had similar findings, Y. Zheng et al. (2017) indicated that in marine cultural tourism contexts, the hygiene conditions of scenic areas are not key factors affecting overall tourist satisfaction. Similarly, Sandhubaya et al. (2021) found that in beach contexts, although cleanliness has a positive influence on destination revisit intention, it is not significant. This also suggests from another angle that in the post pandemic context, public health concerns have gradually been regarded by tourists as a predictable and manageable background risk rather than a key factor affecting long term behavioral decisions. In the island tourism context, tourists focus more on overall leisure experience and emotional value. Public health incidents are often integrated into overall experience judgments rather than serving as separate grounds for negative evaluation. Therefore, in this study reflects that health concerns currently play more of a contextual rather than crucial role in island tourism decision making.

Baker (2013) indicated that even after highly publicized accident events, tourists do not necessarily translate general safety concerns into negative travel evaluations or avoidance behavior. When accidental incidents are regarded as

background risks inherent to tourism activities, their influence on satisfaction and behavioral intention tends to weaken. Consequently, island tourism related accidents and disasters (IAD) may fail to exert a statistically significant effect in explaining revisit intention in island tourism settings.

Meanwhile, tourist satisfaction has a significant positive influence on destination revisit intention ($\beta=0.691, p<0.05$). This is consistent with different tourism context (Abbasi et al., 2021). The higher the level of tourist satisfaction with the overall experience at an island destination, the greater the likelihood that they will choose to visit that destination again in the future. This result shows that in island tourism destinations rely on emotional experience and hedonic value, tourist destination revisit intention is more easily driven by overall experience quality rather than being influenced by single risk incidents or short-term adverse factors. This not only further strengthens the core position of tourist satisfaction in tourism behavior research, but also provides important insights for understanding the differentiated responses of tourist decision making under risk contexts.

The results of objective 3 indicated that the research model demonstrated good stability and fit. Confirmatory factor analysis (CFA) showed that the fit indices of the measurement model all met the recommended criteria ($\chi^2/df = 2.36, CFI = 0.94, TLI = 0.93, RMSEA = 0.05, SRMR = 0.04$), indicating satisfactory discriminant and convergent validity among the constructs. Structural equation modeling (SEM) further confirmed that the path model, in which IND influenced revisit intention through the mediating role of tourist satisfaction, fit the data well. This finding supports the robustness of the theoretical relationships among safety perception, satisfaction, and revisit intention. The good model fit suggests that the theoretical framework constructed in this study effectively explains the psychological and behavioral mechanisms of Chinese tourists in the island tourism context. Specifically, the theoretical proposition that IND, as a

"hygiene factor," indirectly influences behavioral intention through the affective pathway of satisfaction, was supported by the empirical data.

Conclusion

This study examined how four types of external tourism safety incidents relate to Chinese tourist satisfaction and destination revisit intention in Koh Samui. The findings show that respondents generally perceived high levels of safety and satisfaction, while also demonstrating strong destination revisit intentions. Meanwhile, the SEM results revealed that island tourism related social security incidents negatively relate to destination revisit intention of Chinese tourists, while only island tourism related natural disaster incidents had a significant negative relate to tourist satisfaction. The correlations between island tourism related accidents and disasters, and island tourism related public health incidents with tourist satisfaction and destination revisit intention were not significant related. Additionally, satisfaction positively predicted Chinese tourist destination revisit intention, and island tourism related natural disaster incidents exerts a significant negative indirect effect on destination revisit intention through tourist satisfaction.

Recommendation

The results show that social safety and stability should be a top priority for island tourism destinations. Destination managers could strengthen police patrols, improve clear safety communication, and prevent social security incidents against tourists. It's necessary to build effective systems for disaster monitoring, early warning, and emergency response which can reduce the negative effects of disasters on tourist experiences. Destination managers may use websites and social media to communicate natural attractions and effective safety management, helping to restore tourist trust and strengthen destination

appeal. Future studies may employ larger and more heterogeneous samples across different travel modes and destinations and incorporate additional outcome variables, such as destination attractiveness and service quality, to develop a more comprehensive framework for understanding tourist experiences and behavioral intentions.

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