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Abstract

The paper focuses on a specific case study in tourism and uses it to examine risks and impacts from social media networks being used for sharing of dooming messages associated with pop culture. We also consider how such messages can find their way into mainstream media, and to be distributed as high-validity signals to consumers of tourism services. We note the impact of such circumstances on consumer behaviour. Specifically, the paper examines a case from 2025, in which such messages related to safety of a destination were distributed through social media. Despite these messages not raising legitimate security concerns (e.g. geopolitical events and threats, crime levels in particular regions/destinations, public health risks), these messages affected consumer behaviour in certain demographics. This paper's focus is on the extent to which concerns that are superstitious and are rooted in folklore,

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intuition and clairvoyance, can shift rational consumers' travel choices, either changing dates of travel or in changing their destinations. We note that this can be either due to direct engagement of consumers with these messages, making them concerned with the risk; or because they copied other travellers' behaviours and exhibited risk aversion in an environment in which they believed there was information asymmetry. In the latter case, we consider the consumers to exhibit herd behaviour. They choose to not act differently from their peers, as they anticipate that there should be some hidden wisdom and informational value in the collective behaviour. The paper theorises that this behaviour is not consistent with the Standard Economic Model and the behaviour that it predicts. The authors argue for the significance of the ways in which humans engage with social media platforms, and the depth of the influence that these platforms have on their users.

Keywords: Tourism, Social Media, Consumer Theory, Behavioural Economics, Signalling, Risk Aversion, Communications

1.1 Introduction

This paper presents a case study in tourism. This case study can be useful for practitioners, who study the academic literature and seek to educate themselves on issues of risk management, communications management and tourism. It can also be very useful as a tool for academic teaching, and in this regard this paper constitutes a scholarship contribution. The paper presents a number of opportunities to academic teachers in higher education to explore themes in:

- (1) Economics
- (2) Tourism Studies
- (3) Risk Management
- (4) Customer Relationship Management

The case study can be potentially customised by academic teachers for further use in a classroom, or as part of assessment. This could happen by the academic teacher

identifying questions that the students might be called to answer, as well as potentially exploring the option of developing demand and supply figures (with slopes corresponding to the demand and supply elasticities), to show dynamic equilibria in the market, and how these shift during the case study.

1.2 The 2011 incident

In 1999, Ryo Tatsuki, a Japanese manga artist, published an artwork titled “The Future I Saw”. This comic book, which according to its author was based on her dreams, drew little attention around the time of publication. In subsequent years, readers noticed that some predictions based on the artist’s published work appeared accurate. On the cover of the 1999 manga book, it was mentioned “Great disaster, year 2011, month 3”. This note seemed, in retrospect, to match the timing of the March 2011 Tōhoku earthquake and tsunami that devastated northeastern Japan (Gawley, 2025). Based on this, Tatsuki started gaining a following of fans, who went through her other work and personal diary entries. In doing so, they found that she had also “foreseen” the 1995 Kobe earthquake and the death of Freddie Mercury (singer in the band Queen) years before they happened (Times of India, 2025). For these fans, Tatsuki held the reputation of a modern seer, with their interest in her resembling the interest towards a cult group. Her manga comic book was reprinted in new editions, selling nearly 900,000 copies including translations (Wilson, 2025; Takiguchi and Lau, 2025), and she became popularly dubbed “Japan’s new Baba Vanga,” named after the legendary Balkan clairvoyant (Sky History, no date; Gawley, 2025).

1.3 – The 2025 prediction

In 2025, travellers to Japan became concerned due to a prediction which was included in the complete edition of Tatsuki’s manga, published in 2021. In this publication, Tatsuki included a catastrophic natural disaster prediction, associated with a major earthquake, which would strike Japan on 5th July 2025 (Gawley, 2025). The catastrophe referred to a predicted crack in the seabed between Japan and the Philippines, accompanied by a tsunami with waves higher than those of the 2011 tsunami. The prediction was referring to an impactful natural disaster that would affect Japan, Indonesia, Taiwan, and the Marianas. This would have amount to a multi-

country disaster in the Pacific regions of Asia. The prediction was presented as apocalyptic, sensational, dramatic and cinematic. However, it included in artistic work, rather than a scientific one. It was the result of the work of an artist and it was not backed or verified by any scientific data and application of relevant methodologies. At the same time as the news of these predictions were shared through social media and traditional media, Japanese seismologists clearly communicated to the public that precise earthquake predictions of this type are not possible (Wilson, 2025). Nonetheless, this did not stop the story from being reproduced, circulated and discussed in social media. Fringe news coverage started at the end of 2024, creating news traffic and interest on this warning, and in early 2025, mainstream media joined in. In that coverage, news outlets referred to Tatsuki's strong track record of similar predictions.

In East Asia, where cultural beliefs in prophecies run deep, the public reaction was strong, as Tatsuki's warning went viral. The relevant hashtags #July2025Prediction and #July5Disaster became very popular on Twitter/X and TikTok. Social media influencers amplified the strength of the message, with some of them taking a strong stance in explicitly advising their followers to not visit Japan during that period. Video traffic in YouTube increased significantly, with over 1,400 videos added on this topic, and with these videos having been watched for an aggregate of 100 million times (NHK World Japan, 2025). Facebook groups and Weibo threads related to this topic had people sharing earthquake preparedness tips and discussing survival kits, reinforcing the narrative that there was an impending natural disaster.

Ryo Tatsuki herself remained low-key about the reactions to her work, and the way that it was used as the basis for natural disaster preparedness. The now-retired artist gave a small number of interviews, advising people in Japanese news to not become overly swayed and to follow expert views (Mesmer, 2025). Despite Tatsuki not intending to incite panic, but rather wanting to publish her artistic work formed through her inspirations, the evolution of the impacts were not under her control. Fuelled by increasing exposure to and circulation of social media messages, people increasingly

believed in her prediction, or chose to mitigate risks associated with it. These choices were reflected in travellers' behaviour for Japan as a destination.

2.1 Evidence of Impact on Travel Behaviour

The idea of an impending natural catastrophe, which was based in pop culture and an artistic creation and which was reproduced and amplified in social networks, eventually resulted in impacts on the tourism industry in significant and real ways. By spring 2025, thousands of travellers cancelled or postponed their scheduled trips to Japan. WWPKG, a major Hong Kong travel agency, reported that their Japan bookings and inquiries went down by 50% during the April and May 2025 (Hui Jie, 2025). This period is typically popular for Japan, and this a decrease in the volume of bookings was very significant and unexpected. The WWPKG's Managing Director explained that many customers cited the aforementioned warning as their reason for changing their plans (Hui Jie, 2025).

Other Asian countries which were expected to be affected by the warning also experienced negative impacts in tourism, with reduced volume of bookings for mainland China, Thailand, Vietnam, and Taiwan. The Chinese Embassy in Tokyo issued an advisory in April 2025 urging travellers from China to "take extra precautions against natural disasters" (Times of India, 2025). Though the manga comic book was not mentioned by the embassy, this advisory was perceived as being related to the looming date. This provided credibility and validity to the concerns and made it official, which resulted in travellers becoming more genuinely concerned, as the warning was now being sent to them by the official authorities (Times of India, 2025).

Travel data were consistent with these anecdotal narratives. In May, June and July of 2025, flight reservations to Japan from key Asian markets (Hong Kong, Taiwan, South Korea) were reduced as compared to the previous year (Hui Jie, 2025). Overall, travellers across Asia were largely avoiding Japan during the period for which Tatsuki had warned.

2.2 – Japan’s tourism sector impact

The impact on Japan’s tourism sector was very significant. In the previous year, Japan experienced an increase in tourism volume, with post-COVID-19 travel returning to normal. March 2025 had 3.5 million international arrivals in Japan (Wilson 2025), as many Western and domestic travellers seem to have not responded to the warning. But the reduction in travel traffic from Asian markets to Japan translated into a negative revenue shock for the tourism sector. Airlines responded to these circumstances by reducing their flights: Greater Bay Airlines (a Hong Kong carrier) operated less flights to Tokyo and Osaka in spring and summer, after noticing planes were flying with few passengers (Hui Jie, 2025).

Hotels in Japan experienced widespread early cancellations for early July 2025, including group tours from Hong Kong and China. Online forums and social media platforms hosted threads users enquired whether they should cancel their travel to Tokyo for July 2025. The dominant traveller sentiment in parts of Asia was dread, and the perceived risk of being in Japan in early July 2025, for several travellers, had gone beyond what would be acceptable for them.

Crucially, not everyone was deterred in their travel plans, and the impact was highly segmented. Travellers from North America, Europe, and Australia largely carried on with their plans, with the warning being barely noticed by them. Even within Asia, a good portion of people either did not hear about the prediction or did not buy into it. However, superstition-inclined social groups and/or individuals who are generally risk-averse, responded to Tatsuki’s warning by altering their travel decisions. A way to consider the impacts the situation is to argue that the prophecy effectively “filtered out” the most anxious, risk-averse and superstitious segment of potential visitors for Japan. The challenge for the tourism industry and other related stakeholders (e.g. public officials) was how to reassure the anxious travellers, which would mean that they would avoid having further cancellations for early July 2025. To do that, it was necessary for all involved stakeholders and actors to understand what, beyond the initial message with the prediction itself, was motivating this response from the travellers.

3.1 Stakeholder Responses and Tensions

By April 2025, the warning-related panic had grown too large for officials and businesses to ignore. The various stakeholders, from the travel and hospitality industry as well as public officials and various experts, were challenged with how to respond, as they were caught between acknowledging the travellers' fears and also not lending credence to the raw source of concern. For outsiders to the viral warning on social media, the warning associated with a potential major earthquake predicted by an oracle-like artist was likely regarded as an irrational superstitious story which was better classified in the field of the obscure.

3.2 Government & Tourism Authorities

The Japanese government initially did not respond to the publicity that the warning which was being circulated and which referred to a potential natural disaster in Japan. In their stance, one can see the realisation that by formally denouncing a prediction, the government would automatically and unavoidably be turning it into a legitimate concern, as it would verify its visibility in the area of legitimate issues. Instead, governmental agencies concentrated their communication efforts to reassurances based on facts. The Japan Meteorological Agency released statements noting that it was "regrettable that people are being affected by baseless information in this age of modern science", whilst also explaining that such accurate predictions are scientifically not possible to be made (de Guzman, 2025).

Meanwhile, the stance of various foreign governments was not uniform, with some countries reinforcing the prediction (either by intention or unintentionally), and others issuing more stark reminders about Japan's seismic risks. This latter case though is likely to have acted as a possible verification of the legitimacy of the risk, as far as travellers following these news are concerned. In order to move online conversations and sentiments of worry away from the centre of attention, Japan's tourism industry attempted to respond in order to boost demand for travel. However, by drawing attention on the warning in order to debunk it, the associated challenge is that the target audience might become further concerned. Such an action might further publicize the warning, and might make it appear genuinely concerning, at least enough

to solicit campaigns against it. Choices for actions to deal with the situation had to be made in a short time horizon, as the date was approaching. Cancellations were made in the months leading up to July 2025, leaving even less time for stakeholders to decide and implement their strategies.

3.2 Travel Businesses

Airlines and tour operators were also in a difficult position. Despite being aware of the warning and of the effect that it had in the reduction of bookings and cancellations, they would not go on to publicly acknowledge that a prediction based on a comic book was the reason behind altered schedules. Instead, airlines removed some of the flights from their schedules (Hui Jie, 2025) and tour operators rescheduled trips from early July to later dates. These moves can be regarded as precautionary responses to the situation which had evolved. No firm wanted to risk being the one that took tourists into a disaster, on the very slim chance that one disaster occurred, even if this was not the one that they had been warned about.

This raises an ethical grey area: What if, by mere coincidence, a major (or less than major) earthquake did occur in Japan exactly at or near the prophesised time? Japan is a country that has been known to have frequent and sometimes powerful earthquakes anyway. Executives of the travel industry understood very well that even if a natural event occurred which was not Tatsuki's predicted cataclysm and even if it was not on the exact date of 5th July 2025, they would appear to be negligent for dismissing a public concern that has been widely acknowledged in social media and in traditional news outlets publications. Erring on the side of caution for some of the decision makers was not just about business, but also about fulfilling duty of care responsibility and for reputation management. Approaching this matter through the lens of respect for the customers' needs and concerns and wellbeing one might argue that: even if the travellers' concerns are unfounded and irrational, if these affect their well-being and travel experience, the operator needs to consider them rather than dismiss them.

From the financial and economic perspective of the travel businesses, we can identify and recognise these businesses' need to protect their profitability, their market share, and future relationships with their professional networks and clientele. To that end, many operators and airlines offered flexible arrangements, which are courtesies that are typically reserved for rare and extreme events like natural disasters, travel disruptions or medical pandemics that have already happened and are already affecting the travel industry. In their approach, the airlines attempted to retain their bookings (by asking travellers to rebook later) rather than face outright cancellations and demands for refunds. Such a stance can be perceived as validation of the warning and the accompanying impact; however, this is not the case. Travel firms realised the already present impact from the behaviour of concerned travellers, and reacted to the concern only. These firms recognised that demonstrating empathy is the professional stance, as it maintains strong positive relationships with customers who might be difficult and costly to gain again. So, rather than following hardline policies during a period where an obscure threat was occupying the minds of travellers, they became accommodative of their worries. We also note that in that period of time, any travellers who decided to visit Japan got the opportunity to enjoy less tourism traffic in Japan's highly popular sightseeing spots, due to other travellers' cancellations. This showcases how what was a threat and a risk factor for some travellers, was a valuable and unique opportunity for other. Different travellers responded in different ways to the events, depending on their perspective on the situation.

3.3 Social media and the role of Influencers

Social media and mainstream news media outlets played a central role throughout this saga. Japanese mainstream news media largely reported the story adopting a sceptical tone, whilst also emphasizing expert views (NHK World Japan, 2025). Internationally though, some news outlets approached this story with stronger dramatization trends, using catchy titles like "Prophetic Comic Sparks Tourism Slump" (Wilson, 2025). Every news item, whether this was a travel agent's report or a government services rebuttal, became an update that was in effect contributing to the validation portfolio of the warning, a portfolio which was consumed in a 24/7 news cycle for as long as this story lasted (i.e. until the 5th July 2025). The interactions and views circulated through social media were even wilder and broader in scope, as the

date approached. The actors in these platforms represented a broad range of perspectives, from pessimists preaching doom whilst counting down the days to 5th July 2025, to communicators of science, rationality and constraint, debunking the prophecy and attributing it to superstition and psychological effects of masses wanting to believe extreme theories. Not surprisingly, the most viral online content tended to also be the most sensational, which constitutes a very familiar pattern in the current age of algorithms and dopamine-seeking consumers of social media content.

In these signals which were distributed through various social media platforms, and in the overall stakeholder stances and responses, an explicitly identified tension persisted: tourism and travel industry stakeholders did not want to legitimise, directly or indirectly, a baseless prediction; whilst it was recognised that ignoring it risked economic harm. This circumstance demanded a savvy and informed understanding of why people were so concerned with this prophecy and why they were prepared to act on the basis of it. The background for understanding these reactions can be searched for in the fields of risk communications (Fakhruddin et al., 2020) and consumer psychology (Suchanek and Cincalova, 2024) to understand what manifests as consumer behaviour.

4.1 Understanding the Reactions

The key question is why this dooming prophecy elicited such an outsized reaction. We attempt to provide an analysis of this particular case, and to link theory to the actual events that played out. With this analysis being conducted in retrospect, we can safely navigate through the facts when elaborating on the details, walking the safe path of knowing how things eventually unfolded and what happened as well as what did not happen. It would be certainly very useful if an equivalent analysis, with credibly predictive power, was possible to be carried out at the time of the events. Such an analysis could act as a managerial and potentially policy tool for navigating and working through action to overcome uncertainty and adversity.

4.2 Theoretical Insights

A concept which is relevant and can be embedded in the analysis is risk perception. For humans making decisions, perceived risk is what matters, rather than actual risk (if it not perceived). This happens because perceived risk is all that decision-makers have available to work with. It is also possible in highly informationally efficient environments and situations that the perceived risk and the actual risk might be the same or almost the same. Large differences between the two emerge when there is informational asymmetry and/or incomplete information in an economic system.

Consumers risk perception determines how tourists act (Cui et al., 2016), as they use their own perception of risks and dangers, in addition to their risk-proneness and risk-aversion mapping. It is possible that what is sensible and acceptable by one person is regarded as dangerous and irrational by another person or by another social group. In the case discussed in this paper, a number of people from Asian markets perceived early July 2025 in Japan as an unsafe time to visit the country, despite the lack of scientific evidence and support for the implied threat from impending earthquakes. In terms of the theories behind these behaviours, two classic frameworks to consider are: (1) the availability heuristic (Folkes, 1988); and (2) the power of episodic memories (Williams, Ford and Kesinger, 2022).

In terms of the availability heuristics, the warning that was issued for 5th July 2025 was related by travellers from Asia with the catastrophe of 2011. That catastrophe involved a strong earthquake and images of very strong and high tsunami waves, with their impacts seared into the public's mind. Memories of such events can be powerful and perhaps also tragic and traumatic. Therefore, even mentioning a prophecy of a larger tsunami found grounds in these peoples' psyche. The possibility of this scenario materialising appears viscerally plausible, and people probably do not stop and calculate the probability of such an event or the credibility of the source. Instead, they easily imagine how it can happen again, perhaps in a similar fashion and at the same place.

In terms of the power of episodic memories, given how easily people could picture the earthquake happening through their memorable experience of it in 2011, it is understandable that they started incorporating this in their thinking. Even if they did not believe in the warning or even if they could not rationally be convinced, they still registered this in their mind as actual possibility of high-impact event. The fact that this possibility was initially registered through the imagination of an artist creating a comic book, and that alone was the source of it, did not serve to disregard it and eliminate it.

Another factor that we have to consider the impact of dread: the fear that is associated with particularly horrifying risks, such as a large-scale earthquake with significant impacts for stocks of natural capital, physical capital and human capital. The significance of the risk and the dread caused by it can cause people to respond more, going to greater lengths in acting to avoid the risk. A warning in the form of a prophecy predicting apocalyptic devastation was natural to trigger a high dread response.

4.3 Calculating a decision

In attempting to calculate the overall impact of the warning, a rational person who acts based on the Standard Economic Model, would multiply the probability of the event happening times the impact of the event. Even if one applied low probability of the event happening, when this would be multiplied to a biblical scale natural catastrophe, it would still produce an overall impact which should not be disregarded. In any such case, a very cautious and rational person would avoid exposure to the (unlikely) event, especially if this was done as part of a tourist activity, which can be postponed or might be avoided altogether.

Behavioural Economics informs us that economic agents (in this case, travellers and tourists) are not expected to be fully rational in all cases (Hargreaves Heap, 2013), and to calculate probabilities and make an informed and calculated decision. Instead, they react based on their feeling of the situation. The relationship between tourism and leisure has been studied in the literature (Carr, 2002). When tourists are travelling for leisure, as is the case for a large part of the tourist activity in Japan, they will be interested in having an enjoyable trip and they would not be interested in finding

themselves in an unfortunate circumstance, especially one for which they have been given a warning. It is understandable and to be expected that when a destination is deemed to be unsafe, tourists' intention to travel to it decrease, and it does not matter if their concerns are valid or not: since they think that there are concerns of any type, they include these concerns in their decision-making (Lyu et al., 2024). Due to the nature of travelling for leisure and being a tourist, existence of any concerns naturally leads to the relatively easy decision for cancellation of plans.

4.4 Societal influences

Another layer of concern is found in the social aspect, which leads to amplification of the messages and of the perceived severity of the warning. The simple message that was shared through the manga publication was repeatedly reproduced and discussed and interpreted by various other actors, and it eventually became the basis for a public safety issue. Media framing theory (University of Edinburgh Business School, 2022) suggests that the presentation of a particular message, as chosen and constructed by the carrier of the message, actually shapes the receivers' perception of what the message actually is. In this particular case, with the media referring to Tatsuki as a person who had previously successfully predicted other natural disasters (Sky History, no date), the message that was coming across was that there was legitimacy in her warning for 5th July 2025 claim. The consequence was that people treated her message more seriously than they would otherwise have done, as it appeared to come from a person with a credible track record. The repetition of the story introduced additional levels of certainty for the credibility of the warning. Given the volume of discussions on the warning, we understand from the illusory truth effect (The Decision Lab, no date, a) that people will think that there are some grounds to this, and thus the warning cannot be disregarded. Initial responses to the concerns led to escalation, as a result of herd behaviour (The Decision Lab, no date, b): initial cancellations from a small number of travellers signalled that cautious travellers avoid travelling to Japan in early July 2025. The response by humans to a situation can be largely affected by behaviour of the herd: if others cancel their plans and avoid a certain action or region or period of time, you are more likely (even without peer pressure) to do the same, as compared to what you would have done without observing the actions of others. Herd

behaviour led to a cascading effect, similar to the one which creates bank runs when there is a lack of trust in the banking system (Hirshleifer and Hong Teoh, 2003).

The dimension of culture needs also to be considered. In East Asian cultures, belief in fate, clairvoyance and fortune-telling is much stronger than in other places (Harper, 2018), and people tend to respect warnings more, even if they do not believe in these. Therefore, in places like Hong Kong, China, and Japan itself, the warning about the 5th July 2025 earthquake was considered more seriously, due to the cultural receptivity of travellers from these places. This difference in reactions explains the disparity between reactions in the Eastern markets and in the Western markets.

Some of the cancellations will actually be travellers postponing their visit for later in the summer or for autumn, which means that there will be a rebound of the demand, assuming that the country's hospitality industry's capacity allows for a full or almost full rebound. However, other cancellations can be entire switches to other destinations. This can be due to the updating of the travellers' beliefs (Barron, 2021) in classifying Japan as a potentially dangerous destination. An industry crisis like this can cause permanent damage to the destination, with the destination image tarnished by perceived risk, even if this risk is clearly a temporary one. It is required for Japan to be restored in the perception of travellers (World Travel & Tourism Council, 2026), in order for demand to return to its previous levels, controlling for changes in other factors determining demand. If this is achieved, the long-run impact of the warning about July 2025 becomes neutralised and the whole story turns into a historical note.

4.5 The argument for damage control

It is critical in a circumstance like this for stakeholders and actors to perform active damage control from the early stages of the process, rather than allowing for the situation to unfold and then proceed with restoration attempts. However, it remains unclear as to what could be an optimal strategy for this active damage control to be implemented. In addition to the challenges of overcoming barriers in shifting travellers' beliefs, to get these back to viewing Japan as a safe destination, one needs to consider the financial impacts from allowing such a situation to manifest fully. The cancellations

can have an immediate and perhaps irreversible impact on businesses which face costs and which have specific operating leverage (depending on the nature of the industry) and financial leverage (depending on corporate strategy decisions of the firm). These firms would have budgeted their finances based on running their operations with a business-as-usual level of bookings volume, as would not have predicted a financial disruption of this magnitude. Reduction of revenues and profits for these businesses will also mean reduction of revenues for local and central government, through fees and direct taxes on transactions, and through business taxation in the fiscal year.

Challenges emerge when by using rational arguments and science, and by explaining to the public that their concerns (e.g. the warning about the earthquake) are unfounded and not supported by scientific data and evidence, no change is achieved. The narrative that made travellers concerned was an emotional one, and another narrative carrying messages of safety and resilience for Japan will need to be introduced in the same picture in order to be able to reduce the impact of the previous one. Rather than happing travellers considering dooming scenario, they need to be thinking of a safe, pleasant and enjoyable trip. This needs to be enhanced by storytelling, which will include narratives of Japan's preparedness whilst also leveraging highly recognisable and highly credible persons to assure the public.

5.1 Concluding the case study

By early June 2025, Japan's tourism industry had implemented a whole suite of actions as a response to the situation, attempting to maintain the robust image of the sector and the levels of bookings. These actions included media communications focusing on the safety of the country, marketing campaigns, and flexibility in bookings with the intent to have travellers rebook their trips rather than cancel these altogether. These led to a slowing-down of the cancellations, but with still large numbers of visitors remaining unconvinced. The tourism sector of Japan ended up being seriously affected by the reduction in travellers' volume.

The day that the warning referred to, 5th July 2025, ended being another summer day in Japan, as expected by the more rationally-inclined part of the people. The situation gives rise to the question: if unfounded perceptions can create real crises, how can the tourism sector manage through a crisis successfully, and how can confidence be restored? How could they have optimally managed the situation in the short period of time that it lasted? And how could they organise and execute destination recovery actions, to gain the travellers' trust and interest to travel to Japan in the future?

5.2 A new contingency framework

In the spirit of adjusting to economics and business environment changes, the sector could put together a contingency plan for this known type of threat. This means that the stakeholders in the tourism sector should develop a portfolio of strategies, approaches and actions which can be easily accessible to be used in the future, to address other similar challenges that might emerge. The portfolio of strategies could include:

- Public reassurances
- Media campaigns
- High-profile events, with high-credibility participants
- Allocation of resources to post-event destination recovery actions
- Offering flexibility to retain travellers in future dates

Each approach has its own risks, and it also requires the use of expensive and scarce resources, which need to be utilised wisely and timely to maximise results.

5.3 Key findings

In this paper we find that to a large extent users of social media appear to be deeply entangled in these platforms, perhaps surrendering their own criticality and independent thinking. They appear to be pursuing dopamine-inducing fascinating content, and are not necessarily interested in abandoning it, even if this is because this will be replaced by the truth.

Another key finding is that reality seems to be different for different individuals, even if they focus on examining the same thing. Reality appears to be a construct, which is

co-created by the combination of observed evidence, as well as culture, ideas, identities, morals, beliefs, as well as signals from social environments. This is a complex process which can be highly personalised to each consumer, and it makes it more challenging for stakeholders to issue communications (broad or personalised) which can influence individuals towards specific outcomes.

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