

# Impact of Covid-19 on Travel Behaviour

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**Abstract** - This study aims to analyze the impact of Covid-19 on travel behavior and identify the various changes that will occur in tourist behavior due to this pandemic. One hundred eleven respondents were selected based on the non-probability sampling method to participate in this study. The data collected were subjected to regression and correlation to check the significance and relationship between the independent and independent variables. The results indicate that the current Covid-19 pandemic is expected to impact travelers' behavior in terms of safety, modes of travel, choosing destinations, etc. To the best of our knowledge, this paper will analyze the consequences that the Covid-19 crisis is expected to have greater impact on travel behavior. Understanding the shift in tourist behaviour will help to formulate strategies and actions to develop a good course of action for the retrieval of the tourism industry. Statistical analysis showed that out of the six variables in the study, four were significant concerning the changes that might occur in the future.

**Index Terms** - COVID-19, Travel Behaviour, Correlation, Regression.

## I. INTRODUCTION

The recent coronavirus (COVID-19) has triggered a concern worldwide, and the outbreak has infected several people globally (WHO, 2020). With social distancing, lockdowns, stay at home, mandatory quarantine requirements, hotels closed, and travel restrictions implemented, travel and the hospitality industry become the most affected sectors.

India is one of the most preferred destinations due to the uniqueness in its tradition, hospitality, etc. About 87.5 million jobs were created in the tourism industry, contributing INR 194 billion to India's GDP (WTTC, 2018). In the aftermath of the pandemic, it has been estimated that there will be about 40 million direct and indirect job losses in India, with an annual revenue loss of around 17 billion US dollars (FICCI, 2020).

The tourism industry faces several challenges to recover. Understanding and forecasting travel behaviours and patterns are essential for policymaking and decision-making during these situations based on the travel needs and want of the people.

Thus, a question arises: once travel resumes, what are the new tourism behaviours that could emerge from the pandemic? This research aims to identify the changes that took place in tourist behaviour in the aftermath of Covid-19.

## II. LITERATURE REVIEW

The individual travel motifs of the potential travellers represent one of the decisive elements in the travel decision (Bieger, 2008). However, because of the endless variety of possible travel destinations of modern tourism, potential travellers often settle on their decision, majorly focusing upon the view of having a sense of security at the preferred destination. The travel industry as an open framework is characterized by its high levels of networking with the environment. The various associations with the different elements of the world impact the tourism industry and affect the environment. The diverse environment can be classified into innovative, socio-social, political, financial, and natural measurements. Due to the many interrelationships, tourism, with all its components, is very susceptible to changes in all dimensions of the environment (Haedrich, Kaspar, Klemm, & Kreilkamp, E. (Eds.), 2010)

Many external factors can essentially affect traveller mobility. These potential external influences can be summed up in two fundamental classifications; the natural offer of the destination and the potential risk of crises based on the different environmental dimensions.

Dealing with crises is not uncommon for companies in the tourism industry since almost every tourism

company is faced with extraordinary events over time (Dreyer, Dreyer, & Rütt, 2004). Still, the occurrence of tourist crises often leads to a loss of safety consequences. Therefore, it can have a substantial impact on the travel decision of the individual traveller and travel behaviour as a whole (Dreyer, Dreyer, & Obieglo, 2010).

The risk of getting one of the infections listed depends on the disease itself and varies among destinations. Also, personal factors such as travel behaviour, the previously taken prophylactic measures, age, the handling of food and beverages, and many other influences play an essential role in the likelihood of being infected with one of these diseases (Lück, 2004).

### III. HYPOTHESIS DEVELOPMENT

H1 - Frequent travellers will avoid crowded places to travel.

The larger the crowd the chance for infection of COVID-19 is higher. Limit social gatherings and time spend in a crowded place is a voluntary practice for self-regulation. It is suggested that it will reduce the risk of spreading cases.

H2 - Frequent travellers will prefer solo trips to group trips.

Tourists prefer solo travel because there is a minor risk component compared to group travel do. Group tourists often purchase pre-planned packages offered by travel agencies in various forms later. They may need to cancel it due to the situation, so towards the safer side, they choose solo trips.

H3 - Frequent travellers will prefer one-day trips.

Most the tourist prefers one-day trip during the time of the pandemic. Due to the quarantine lifestyle, most of the travellers go for a trip but they care about the safety, so they prefer short duration travels by their vehicle with home food so that they can avoid the risk.

H4 - Frequent travellers will pay more attention to the quality of healthcare in the destination.

Health standards and the performance of the host destination's health care systems have improved after the impact of COVID-19. Travellers are more concerned about cleanliness and hygiene factors like quality of care in the destination, so the travel decisions will significantly affect the quality of the health care system in the destination where people are traveling.

H5 - Frequent travellers will prefer traveling to places that are less affected by COVID-19.

Travellers prefer to travel places that are less hit by the pandemic. They choose safe places to travel during COVID-19 -19 and enjoy the vacation. The foremost importance will be given to the safety of the individual.

H6 - Frequent travellers will avoid traveling if they are required to quarantine at the destination.

Many counties don't have mandatory quarantine measures like they are allowed for free movement or should have a negative COVID-19 certificate to visit the destination. But in a particular place, it is mandatory to quarantine so travellers will avoid places like that.

### IV. METHODOLOGY

#### A. Survey Instrument

We used questionnaire as the survey tool in order to gather data from a large pool of audience or travellers. The questionnaire was divided into two sections. In the first section we illustrated on demographic details to identify the socioeconomic information of the target population. In the second section we aimed to analyse the changes that took place in the travelling behaviour post COVID-19 -19. A 5-point Likert rating scale was used, in which, 5=very important, 4=important, 3=no opinion, 2=not important, 1=not at all important. The question was set in this manner where respondents were asked to rate the level of importance based on their judgment. 1=not at all important, 2=not important

#### B. Sampling method

Random sampling was used as a sampling method. A total of 111 response took part in the survey. The survival objective was to analyze the changes that took place in the traveling behaviour post-COVID-19 -19. Non-probability sampling (Convenience sampling) was used for collecting the data

### V. RESULTS AND ANALYSIS

As our research deals with the changes that will take place in traveller's behaviour as the dependent variable and frequency of travel as the independent variable, the significance and correlation between the dependent and independent variable is analyzed, and the results are as follows,

Parameters	Travel frequency Correlation	Status
Avoid crowded places to travel	0.888332064	Strong Positive
Go for solo trips than group trips	-0.67126387	Strong Negative
Prefer one-day trips	-0.240911557	Weak Negative
Quality of healthcare in the destination	0.769543775	Strong Positive
Places less affected by COVID-19	0.889703536	Strong Positive
Avoid destinations that require quarantine	0.775635888	Strong Positive

Table 4.1 Correlation

In the above table, the correlation outcomes are strongly positive, weak negative and strong negative in the correlation test. This outcome depends on the value of the correlation index. If the value is greater than or equal to 0.5, then it is strongly positive. If the value is between 0 and -0.5, it is weak negative, and if the value is between -0.5 and -1, it is strongly negative. For H1, the correlation is strongly positive. The results mean that frequent travellers will avoid crowded places. In the case of H2, the correlation is strongly negative, indicating that frequent travellers will prefer group trips more than solo trips. For H3, the correlation is weakly negative, suggesting that frequent travellers do not prefer a one-day trip but not a long one. In H4, the correlation is strongly positive, which means that frequent travellers prefer good quality healthcare at the destination. In the case of H5, the correlation is strongly positive, indicating that frequent travellers prefer places less affected by COVID-19. For H6, the correlation is strongly positive, meaning frequent travellers prefer a destination that does not require quarantine. Travellers consider paying extra for services to keep them safer

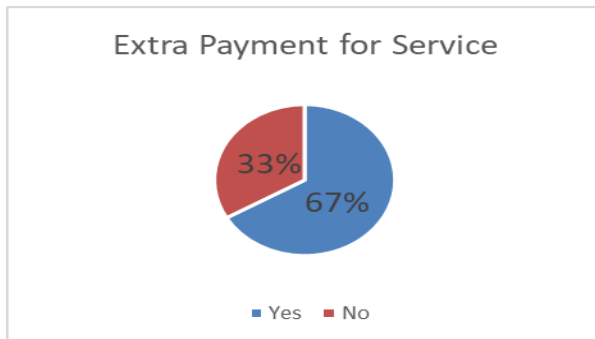


Chart 4.1 Extra Payment for Service

The research shows that 67% out of 111 respondents are willing to pay more for the services that will make them safer. Due to the pandemic, travel behaviour and priorities of people have changed and safety matters so much to consumers surveyed that they are willing to pay more for it.

Travelling decisions be based on the availability of the COVID-19 -19 vaccine

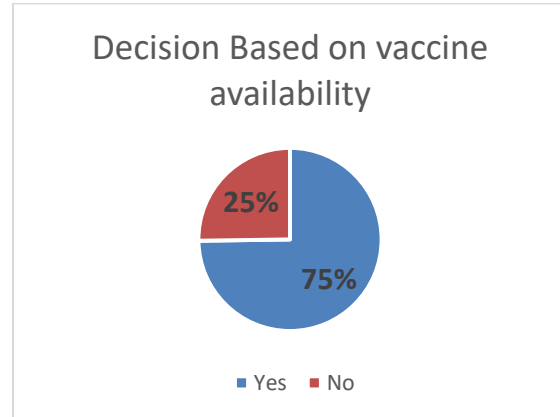


Chart 4.2 Decision Based on vaccine availability

The research indicates that the travel decisions of 75% of respondents can be based on the availability of the vaccine. People prefer taking vaccines so that pandemic-related restrictions can be avoided and they can freely travel to both international and domestic destinations.

Traveling Frequency (Gender)

Parameter	Average (Ordinal)
Male	2.517241379
Female	2.509433962

Table 4.2 Travelling Frequency (Gender)

The average ordinal value of traveling frequency for males and females regarding the respondents in the questionnaire are 2.517 and 2.509, respectively. The values are similar for this study

## V. DISCUSSION, LIMITATIONS, AND CONCLUSIONS

This study's main objective was to predict the changes in tourism behaviour that might take place after the COVID-19 -19 pandemic. Understanding the shift in tourist behaviour will help to formulate strategies and actions to develop a good course of action for the retrieval of the tourism industry. Statistical analysis showed that out of the six variables in the study, four

were significant concerning the changes that might occur in the future.

Thus, it can be implied that COVID-19 -19 will impact travel habits, and people will avoid crowded places to travel. Due to the pandemic, the general public has become more watchful about health and hygiene issues. Health and hygiene situations in the host destination will become the deciding factor in travel decisions. People will prefer less affected places by the pandemic, and quarantine requirements in the host destination will also influence travellers.

The research was intended to identify the impact of COVID-19 -19 on tourism behaviour and the sampling technique used for this research is non-probability sampling. There is a possibility that it will limit the results from generalizing to the entire population. For future research, the probability sampling method is recommended to represent the whole population.

Also, the people who had internet access and who could understand and communicate in English participated in the survey. Thus, generalizing the results might not be practical.

In this research, the tourism market was not segmented. Thus, for future research, understanding the characteristics of each segment independently will provide a better understanding of each segment. Also, a study can be conducted based on a larger sample size so that much more diversity can be attained while evaluating the results.

This study has evaluated the changes in travel patterns during the COVID-19 -19 pandemic concerning the pre-pandemic situation. The travel behaviours are substantially different during pandemic situations compared to every day (pre-pandemic) situations, mainly due to the fear of infection by individuals. This study presented the outcomes of an online questionnaire survey that was conducted to explore the changes in travel behaviours due to the ongoing COVID-19 -19 pandemic. Thus, it can be concluded that COVID-19 -19, the pandemic is affecting the travel behaviour of people.

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