

# CHAPTER I

## INTRODUCTION

### 1.1. BACKGROUND

Ciotti et al (2020) explained that at the end of 2019 the world was shocked by the Covid-19 virus which started from Wuhan, Hubei province in China and quickly spread to many countries around the world that the world status became a global pandemic. The virus has infected the entire world's population. Corona Virus Disease (COVID -19) called SARS-CoV-2, which has the potential to develop into a serious illness, is the source of COVID-19, a respiratory infection. The COVID-19 virus has a very serious impact on the economic sector and also causing drastic changes in the tourism sector, this pandemic situation has caused the whole world to make restrictions on all humans in carrying out movements within and outside the country aimed at reducing the spread of the COVID -19 virus (WHO, 2020).

Tourism boosts employment, regional revenue and growth, foreign exchange earnings, and investment absorption. Ironically, early in 2020, global tourist sector revenue sharply decreased. The country's economic expansion is impacted by this downturn. Due to the COVID-19 outbreak, less tourists were visiting the area, which led to this (Gössling et al., 2020). Based on UNWTO data until June 2021 the

estimated that foreign tourist arrivals decreased by 93% or lost 440 million visits compared to 2019 and USD 460 million in export revenues from the tourism sector and became the worst period in global tourism development since 1950 (UNWTO, 2021b).



Figure 1.1 Statistics on foreign tourist arrivals 2020-2021

In Figure 1.1, there is a graph of the development of the number of foreign tourist visits to Indonesia 2020-2021. Based on data from the Data Center and Information System, Kemenparekraf/Baparekraf (2021), there was a significant depreciation in the number of tourists, both local and foreign tourists. From the data the cumulative percent from number of foreign tourist was decrease 61.57%.The COVID-19 epidemic, of course, is to blame for the drop in foreign tourist visits to Indonesia in 2020, which totaled 4.02 million. This is a 75.03 percent reduction in

foreign tourist visits from the same period in 2019, when there were 16.11 million visits (Kemenparekraf, 2021).

People's habits as a whole have changed as a result of the COVID-19 pandemic. People weren't accustomed to doing anything online before the outbreak. But because of the pandemic, all kinds of in-person events have been reduced to a minimum and moved online. Dealing with a pandemic resulted in the development of numerous terminologies in society over time. COVID-19 Pandemic make an adaptation of new habits called new normal, first appearing in June 2020, this new normal era refers to a time when people have to rely on virtual methods when COVID-19 occurs. The change from offline to online mode creates a new normal in the daily life of people in Indonesia, even the world.

But now travel tourism activities are starting to recover. After two years, the decline in COVID-19 cases has led to an increase in the number of tourism activities because after a long time of not doing travel tours. The news release from UNWTO said from January- July 2022 the international tourist has increase up to 60% in the post COVID-19 pandemic (UNWTO, 2022). Central Bureau of Statistic (BPS) also highlighted of increased the number of foreign tourist visiting to Indonesia, from the official website until September 2022 up to 10.76% compared than same period in last year. There is the figure of data statistics foreign tourist visiting to Indonesia.



**Figure1.2 Source : Statistics on foreign tourist arrivals from September 2021- September 2022**

There are several travel modes that exist during the COVID- 19 pandemic in two last year's such as open-air experience, digitalization, gastro-healing. The tourist travel mode have changes also in this post COVID- 19 pandemic, dominated domestic tourist choose to do the travel by private road trip due to infection risk (Arimura et al., 2020; Beck et al., 2020; Fatmi, 2020). Several study and institutions predicted that international tourism will not return to pre-COVID-19 levels by 2023 (DeJohn, 2020; UNWTO, 2021a; Walton, 2020). There are many terms and conditions that must be fulfilled before traveling on air travel also canceled flight schedules by maskapai, so it can be reason for tourist to not travel with air travel. Which makes a drastic reduction in the number of international tourism (Fan et al., 2022).

With concerns about the safety (cleanliness) of airline and cruise travel, road trips will likely become the expected trend in the near future. On the other hand, tourists still feel worried when traveling, even though the government has established

a new normal era by preparing health protocols for tourist visitors. There are several factors that can influence how tourists behavior when taking road trips at this time. Tourists will consider their previous travel experience, perceived risk, and travel constraints which will influence how they make tourism-related decisions.

As described by Pine & Gilmore (1998) Experience is a memorable event and also leaves an impression that cannot be forgotten (Gram, 2005). Experience from previous visit activities or tourist experiences is one of the factors that cause tourists to visit. Previous travel experiences can influence tourists' attitudes toward returning to a destination, both positively and negatively. Travel experiences emphasize not only tourist participation, interactivity, and creation, but also other types of experiences such as education and escape. Intercultural interactions, tourist activities, service quality, and entertainment satisfaction all contribute to the tourist experience. Travel experiences feature escapism, peace of mind, unique engagement, interactivity, and learning.

Many changes in the perception and habits of tourists towards travel caused by the pandemic. There is a sense of insecurity and disinterest in traveling (Hugo, 2021; Zenker & Kock, 2020). In the post COVID -19 period, tourists will be more aware of the various perceived risks that may occur while traveling, at tourist destinations or the physical and mental risks they will consider (Sheng-Hsiung et al., 1997). If the perceived risk is deemed unacceptable, they may be exposed to hazards

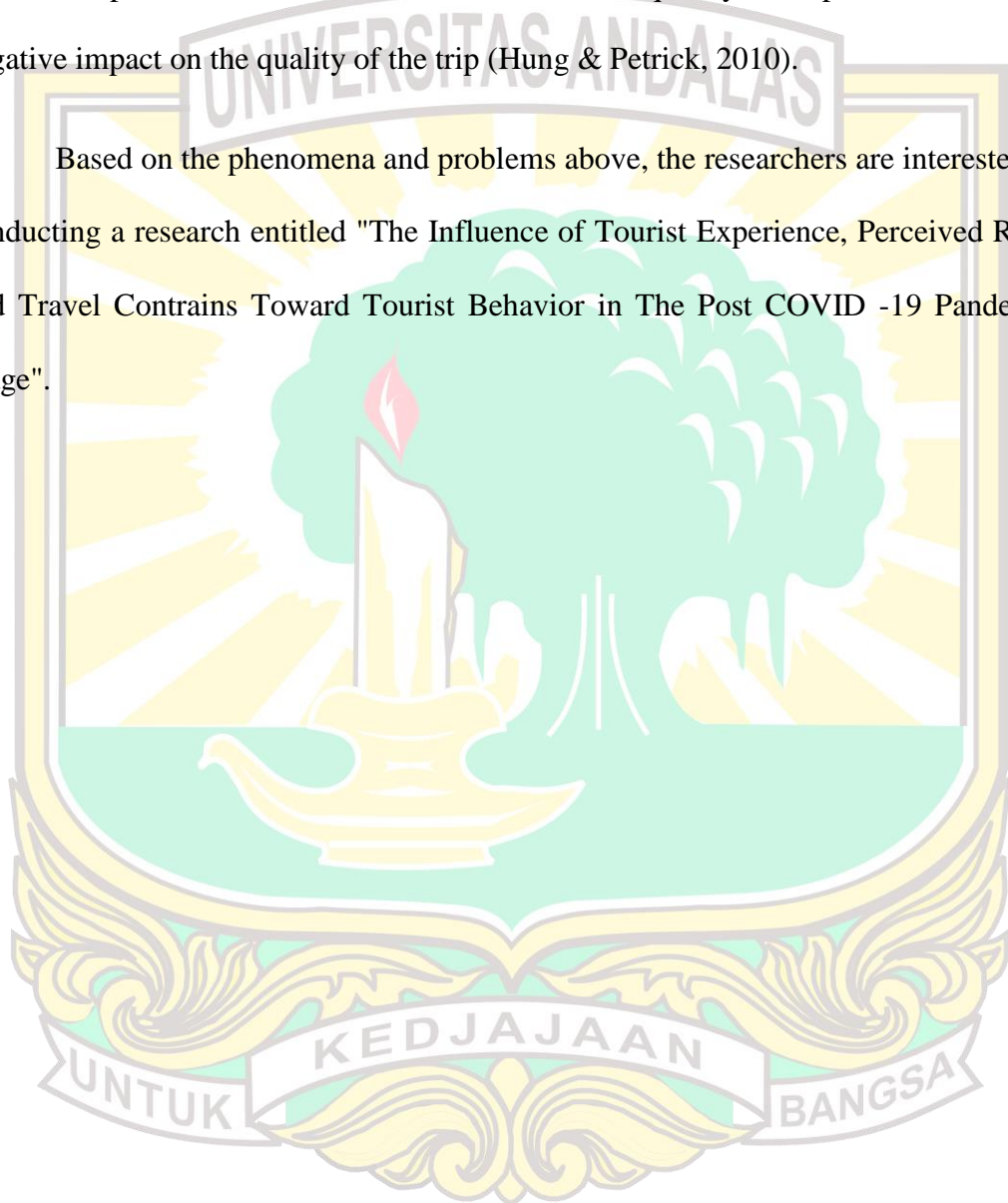
that could influence their travel decisions. People's willingness to engage in health-protective behavior is strongly influenced by their perception of risk. In the context of new, observable and unpredictable hazards such as COVID -19, risk can also influence a person's behavior. The perception of human-caused risk is influenced by six factors: financial, service quality, socio-psychological, natural disasters and car accidents, and weather safety issues.

Travelers' perspectives on risk may differ due to differences in geography, culture, psychology and travel experience, all of which can influence their behavioral intentions in different ways. There are three typologies of risk that are most relevant for tourists traveling after the COVID -19 pandemic, namely health, psychological and social risks. Health risks in tourism are associated with potential threats to the health and well-being of tourists when participating in travel and tourism activities. In addition to the perceived health risks associated with the COVID -19 pandemic, the unique nature of the pandemic may exacerbate psychological and social risks.

In addition, in this post COVID -19 period, a potential tourist will certainly encounter travel constraints or travel constraints when traveling. Travel constraints are important factors that prevent people from continuing or ending their trips (Kerstetter et al., 2005). Judging from the current pandemic conditions, potential tourists are very concerned about obstacles in traveling. These barriers may stem from their own ability to travel to the beach, or from family or friends who are

hampered by health, financial, travel destinations that are too far away or time. Travel constraints are factors that hinder the journey, make it impossible to start the trip, make it impossible to maintain or increase the frequency of trips, and/or have a negative impact on the quality of the trip (Hung & Petrick, 2010).

Based on the phenomena and problems above, the researchers are interested in conducting a research entitled "The Influence of Tourist Experience, Perceived Risk, and Travel Contrains Toward Tourist Behavior in The Post COVID -19 Pandemic Stage".



## 1.2. RESEARCH QUESTIONS

Based on the description of the research background above, the researcher formulates the problems raised in this study, as follows :

- 1) How does tourist experience influence tourist behavior in the post COVID-19 pandemic stage
- 2) How does perceived risk influence tourist behavior in the post COVID-19 pandemic stage
- 3) How does travel constraints influence tourist behavior in the post COVID-19 pandemic stage

## 1.3. OBJECTIVE OF THE RESEARCH

Based on the problem formulation that has been described, the objectives of this study are:

- 1) To find out and analyze the influence of tourist experience on tourist behavior in the post COVID-19 pandemic stage
- 2) To find out and analyze the influence of perceived risk on tourist behavior in the post COVID-19 pandemic stage
- 3) To find out and analyze the influence of travel constraints on tourist behavior in the post COVID-19 pandemic stage



#### **1.4. RESEARCH BENEFITS**

Based on the research objectives that have been described, the benefits of research in this study are:

1) Practical Benefits

The results of this study can be used as reference material and library material for students, especially for the course of Tourism Management and for further research related to the influence of tourist experience, perceived risk, and travel constraints on tourist behavior in the post COVID-19 pandemic.

2) Theoretical Benefits

This research can be used as a reference material to provide insight and knowledge about the relationship between the influence of tourist experience, perceived risk, and travel constraints on tourist behavior in the post COVID-19 pandemic for further research.

#### **1.5. SCOPE OF THE RESEARCH**

The focus of this discussion in this research in line with the title and the background that has been presented. The scope of this research is as follows :

- 1) This study is limited to driving market of West Sumatra Indonesia.

- 2) This study is limited to the post COVID-19 pandemic in Indonesia.

## **1.6. WRITING SYSTEMATIC**

A research must be written systematically, it is wrong an absolute requirement in the rules of scientific writing. Therefore writing the results of a study will look good if it is presented using systematic way. The systematics contained in writing research in the form of this thesis, as follows:

### **CHAPTER I : INTRODUCTION**

This chapter contains the introduction. This chapter is a description of the Background Behind the Problem, Research Questions, Objective of the Research, Research Aims, Research Scope, and Benefits of Writing, and Writing Systematics.

### **CHAPTER II : LITERATURE REVIEW**

This chapter describes the theories related with the research topic, previous research, hypothesis development and then framework of the research.

### **CHAPTER III : RESEARCH METHODS**

This chapter discusses the research data processing process, research design, population and sample, types and sources of data, data collection methods, operational definitions, and research variables, data analysis methods.

#### CHAPTER IV : RESULT

This chapter describes previously presented evidence by several journals and then reviewed to the construction of thinking and argument from this research itself.

#### CHAPTER V : CLOSING

This chapter discusses of the important points the relationship of all variables taken, and then conclusion from the research, limitations and also advice for the research.

