

CHAPTER I

INTRODUCTION

1.1 Background of the Research

An outbreak has been reported from Wuhan, China, at the end of 2019. The outbreak was caused by a new virus belonging to the SARS (Severe Acute Respiratory Syndrome) and belonging to the Coronaviridae family (Ciotti et al., 2020) so it was named SARS Coronavirus 2. This disease is also often called Covid 19 (Corona Virus Disease 19). With a very wide spread in a very fast time causing a profound impact on the global supply chain, the (WHO) declared a pandemic in March 2020. Following the pandemic statement stated by WHO, each government also adopted a travel restriction policy. The Indonesian government apply the PSBB or large-scale social restrictions policy in April 10, 2020. PSBB regulations force all public places to close except for shops that provide basic and health needs, and they still have to comply with health protocols (CNN).

The tourism sector plays a critical role as a source of foreign exchange revenues, and can support national economic growth, particularly in reducing the unemployment and increasing the nations productivity (Bank Indonesia, n.d.). Tourists are any person who travels to an area outside their area of residence, within less than one year, driven by a primary purpose (business, leisure, or other personal purposes), which is not to work with the residents of the place visited (UNWTO). However, the appearance of the Covid 19 has a major effect on tourism, especially in Indonesia. It this clearly can be seen from the decrease in the amount of domestic and international tourists coming to Indonesia, as shown in the following table:

Table 1 Foreign tourist visits in 2016-2021

No	Year	Visit Rate
1	2016	11 519 275
2	2017	14 039 799
3	2018	15 810 305
4	2019	16 106 954
5	2020	4 052 923
6	2021	1 557 530

Source: Badan Pusat Statistik Nasional

The impact of the pandemic on the reduction in the number of tourists in Indonesia, of course, also has an influence on the country's foreign exchange earnings and local tourism. Based on data collected by (*Indonesia / CEIC*) there has been a very significant decrease in Indonesia's state income from tourism in 2020 which is around 4 billion US dollars from the previous state revenue of around 19 billion US dollars in 2019. The challenge that must be faced by industry players in the tourism sector is being able to adapt to new tourist habits in order to survive in the midst of the pandemic.

In an effort to restore the tourism sector while still focusing on health, the Minister of tourism and creative economy and the government made policies that could support the recovery of tourism, such as facilitating investment for entrepreneurs, especially for the tourism sector, then Imposing Restrictions on Community Activities (PPKM), and the distribution of covid19 vaccine. PPKM is a replacement policy for the previous PSBB, which in PPKM tourism activities are permitted by implementing health protocols and service hour until 7pm. Tourism recovery can be seen based on BPS, the number of foreign tourist visits to Indonesia in August 2022 reached 510,246 visits, which increased by 330% yoy, and 6.9% mom. When compared with the number in January-August in the previous year, it reached an increase of 2.1% or 1,730,426 visits (*Badan Pusat Statistik, n.d.*).

According to (García and Leoni, 2022) which has studied travel intentions during a pandemic, the findings demonstrate consistently that those who are more significantly impacted by the pandemic demonstrate a significantly higher intention to travel. Based on this study, Indonesia can recover the tourism sector in the near term for potential travelers who were previously affected by the pandemic. In this phenomenon, the Indonesian government or tourism business actors must maximize the potential of people's intention to travel by strengthening the aspects that affect positively on the intention to travel and minimize the aspects that affect negatively on the intention to travel.

According to Chen et al, (2013) The factor of destination image and also travel constraint plays a serious role in the process of travel decision making. Destination image positively affecting to travel intention, and travel constraint negatively affecting the travel intention. (Lai et al., 2013); (Sparks and Pan, 2009) Destination image has positive influence on satisfaction levels, experiences, destination selection and also tourists intention to travel. Meanwhile, travel constraints cause the negative impacts on the level of quality in travel or prevent peoples take a trip to a destination. Understanding the constraints and reduce it, that was necessary in a way promoting the destination to increasing the travel intention. Studies examining destination image and travel constraints has a strong correlation among the process of making decision which then impact the travel intention (Gibson et al., 2008).

West Sumatera is a province in Indonesia which is located in the western part of Indonesia. This province is also traversed by the equator, more precisely in Bonjol Pasaman. The climate in West Sumatera is generally tropical in nature with quite high air temperatures, with a mean 26°C, like the other regions in Indonesia. And in 2021 West Sumatera will have a rainfall of 5,332 millimeters (mm) with 257 rainy days, making West Sumatera the province with the highest rainfall in Indonesia.

West Sumatera has potential in Indonesian tourism which has natural attractions, cultural attractions, historical attractions, environmental attractions and entertainment attractions. Natural attractiveness is one of the main forming factors the quality of West Sumatera tourism objects including beach tourism objects in Padang City, beach tourism objects in Padang Pariaman Regency, Harau Valley tourism objects, Sianok canyon tourism objects in Bukittinggi, Puncak Pato, Panorama of Tabek Patah in Tanah Datar, Puncak Lawang, and many others natural destinations. In addition, West Sumatera is rich in culture, even cultured life is still often found in the society. The culture can be seen and studied by tourists in destinations such as Pagaruyuang Palace in Batusangkar, Nagari 1000 Gadang Houses, the oldest village of Nagari Pariangan, Kinantan wildlife, Adityawarman Museums and Cultural-park, the Mentawai tribe in Siberut village, and many other cultural destinations.

Moreover, the historical attractions in West Sumatera such as the Jam Gadang, Lobang Jepang, Fort de Cock, Siti Nurbaya Bridge, Bung Hatta Monument, Tugu Gampo, and other historical attractions that can be found in West Sumatera. West Sumatera also has several very interesting water recreations such as Pamutusan Island, Carolina Beach, Mapaddegat Beach, Sako Beach, Mandeh Island, and many other beautiful beaches in West Sumatera (Dispar | Dinas Pariwisata, n.d.). West Sumatera has interesting local foods, including Rendang which was once the most delicious food in the world according to a CNN International survey, besides that there are many local foods such as Dendeng Balado, Ayam Pop, Itiak Lado Ijau, Sate Padang, Sampadeh, Kampiun, Lamang, Ampiang Dadih, Bika Talago and various other local culinary delights. West Sumatera is also a suitable place for tourists who want to bring souvenirs, there are many places that provide souvenirs typical of West Sumatera, such as Kristina Hakim, which provides various kinds of chips such as Sanjai or other foods from West Sumatera, or the Silungkang Arts Center, which provides songket typical of West Sumatera, which can be made into bags or clothing. And tourists also often buy some of the famous coffee that comes from West Sumatera as souvenirs.

On the other hand, due to its location on the Semangko fault line, which is between the two Eurasian and Indo-Australian plates, it makes West Sumatera become an earthquake-prone area. Earthquake in 2009 is one of the famous natural disasters in West Sumatera. With a magnitude of 7.6 on the Richter scale, this damaged around the city of Padang and also caused 1,117 people to die according to data from the Coordinating Unit for Managing Natural Disasters. A Tsunami Warning was issued by the relevant authorities before being withdrawn.

The last earthquake that occurred in West Sumatera, centered in West Pasaman district, occurred on February 25 this year, 2022. The earthquake occurred twice with a magnitude of 5.2 and 6.2 SR and had a depth of 10 KM which is a shallow depth so this earthquake has great destructive power. This earthquake resulted in 25 people died and thousands of houses and public facilities were damaged. This is one of the risk considerations by tourists to come to West Sumatera.

Pulang basamo is a Minangkabau cultural term originating from West Sumatera which means going home together before the Idul Fitri holiday. In general, this activity was carried out using ground transportation which was attended by up to thousands of people, causing a surge in the use of transportation on the roads of West Sumatera. Apart from this activity, West Sumatera is also one of the tourist destinations in Indonesia, which of course causes an increase in the capacity of vehicles on the roads, which can cause traffic jams at some points. There is reported that there are several points prone to be traffic jam during religious and national holidays in West Sumatera, such as Simpang Piladang, Pasa Baso, Pasa Koto Baru, Pasa Padang Luar, Lambah Anai, Pasa Lubuak Alung, Simpang Gauang Taluak Bayur, dan Sepanjang jalan Tarusan-Painan.

Toll roads are roads whose users are charged a fee. Toll roads can shorten time to travel and become one of the efforts to deal with traffic jam. However, until now, West Sumatera does not have a toll road, even though the Padang-Pekanbaru

toll road construction project started in 2017, Land acquisition is a major problem in the construction of this project.

At this time, there are many tour package providers that facilitate and provide information related to tourism in West Sumatera. There are various kinds of tour packages such as island tour packages which offer tourists to enjoy the beauty of the beaches and activities on the islands. Then there is the West Sumatera tour package, where tourists are taken to several cities and tourist attractions as well as activities in those places. These packages can be adjusted to the wishes of tourists, regarding how long it takes, tourist destinations, culinary delights, hostelry, budgets, as well as the value that can be obtained from the trip such as nature attractions, culture attractions, historical attractions, adventure, water attractions, shopping and others. This tour package can be accessed by tourists through the website or by contacting directly to the contact person listed on the website. Several tour package providers in West Sumatera include TourSumbar.com (PT. Mitra Harapan Travelindo), TripSumbar.com (Aulia Travel), Explore West Sumatera, KSMTour, Travel Tools, and so on. In consequence, with the consideration of previously discussed background and build upon the phenomenon, the researcher is inquiring to make further research on the relationship of the travel constraints and destination image to travel intention in West Sumatera.

1.2 Problem Statement

Based on the background issue that discussed, the compilation of the problem for this study as follow:

1. How does the interpersonal constraints influence travel intention?
2. How does the intrapersonal constraints influence travel intention?
3. How does the structural constraints influence travel intention?
4. How does the destination image influence travel intention?

1.3 Research Objectives

This research is discuss the research question which are:

1. To analyze the influence of the interpersonal constraints to travel intention
2. To analyze the influence of the intrapersonal constraints to travel intention
3. To analyze the influence of the structural constraints to travel intention
4. To analyze the influence of the destination image to travel intention

1.4 Contribution After Research

The researcher, through this research, try to contribute to the parties which concerned with this discussion, which are:

1. For the theoretical research in future

This research is intended to be a further study and for theoretical reference linked to the scope of travel constraints, destination image and other variables hereafter of travel intention studies.

2. For tourism industry managers and stakeholder

This research is supposed to be an insight for management of tourism and stakeholder in arranging new strategies for the tourism industry and also to better understand tourism in order to give better services on tourism, especially in West Sumatera.

1.5 Scope of the Research

The scope of this research is focusing on the traveler who has traveled at least once in West Sumatera attractions or have intention, in the last two years. Moreover, this research is focusing in the conceptual aspect consists of some variables of travel intention, travel constraints, and destination image.

1.6 Research Outline

CHAPTER I: INTRODUCTION

In this chapter, the researcher will describe an explanation of the background to the problems that will be tried to be examine. This chapter also contains questions and objectives that arise from the problems discussed. Moreover, this chapter also contains the benefits and scope of this research.

CHAPTER II: LITERATURE REVIEW

All theories related to this research will be explained in this chapter. Theories about travel constraints, destination image and intentions to travel are also explained in this chapter. Moreover, in this chapter, the researcher will discuss previous research related to this research which will be develop into hypothesis from it. The theoretical framework will also be explained in this chapter, which will be needed in data processing later.

CHAPTER III: RESEARCH METHOD

The research design that used for this research will be explain in this chapter. This chapter also explain other methodologies that needed to examine the purposed research such as population, sample, data collection technique, variable measurement, and data analysis method.

CHAPTER IV: RESULT AND DISCUSSION

In this section, the researchers explain the descriptive and result analysis of the data that collected for examine the relationship between the variables of this research.

CHAPTER V: CONCLUSION

The results of discussion in this research are made in this chapter. Moreover, the implications, limitations, and recommendations of this research also explained in this chapter.