

# CHAPTER I

## INTRODUCTION

### 1.1. Research Background

In the status quo, most of the countries in the world have emerged by the separation of COVID-19 virus. Since the first case of Coronavirus Disease 2019 (COVID-19) was reported in Wuhan, China on December 28, 2019, the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) case has been growing rapidly nationwide to every country in this world (Chen et al., 2020). COVID-19 is recognized as a serious, worldwide public health concern as the WHO (World Health Organization) has declared this virus to become a pandemic crisis in the quarter year of 2020 (WHO, 2020). During mid-year of 2020, The United World Tourism Organization stated that 65% of all destinations worldwide (141 destinations) have completely closed their border on international tourism due the travel restriction regulation. Meanwhile, the rest of 35% (48 destinations) already ease the travel restriction as of 15 June 2020 (UNWTO, 2020)

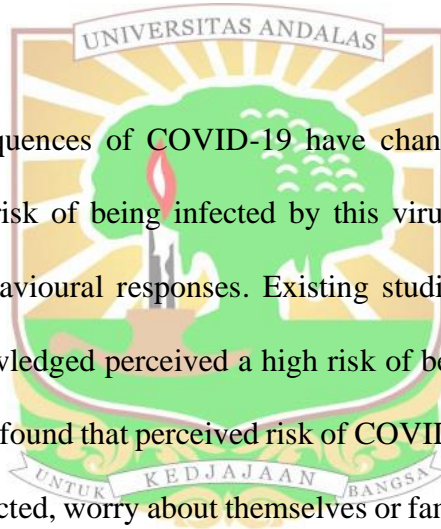
Despite government regulation that is working on the purpose of diminishing the number of cases in their region, this crisis has overcome the great damage on economics, especially on the tourism sector. The United World Tourism has identified a huge loss on tourism sectors of 850 million to 1.1 billion international tourists that overcome US\$910 billion to US\$1.2 trillion loss in export revenues from tourism and

100 to 120 million direct tourism jobs at risk (UNWTO, 2020). However, unlike the other business sectors, governments begin to understand that tourism is permanently lost because unsold accommodation is unable to be marketed in following years along with the implications for employment in the sector (Gössling, Scott, & Hall, 2020).

Furthermore, point out that in our country, Indonesia Government has been implementing semi-lockdown or the so-called “PSBB” in every region starting from March 2020. It involved the regulation in which most tourist destinations and accommodation should be temporarily closed during this pandemic. Hence, some sectors that support tourism facilities such as hotel, café, and airline have been stopped to operate temporarily due the travel restriction remained on going. Based on the data from the Central Bureau of Statistics, the number of tourists that visited our country has been significantly decreasing in May 2020. It means that our country has lost around 86,90% tourism visitors compared with last year. . Specifically, it was counted the visitors have been diminishing to 163,650 number of visitors on the year of 2020 (BPS, 2020).

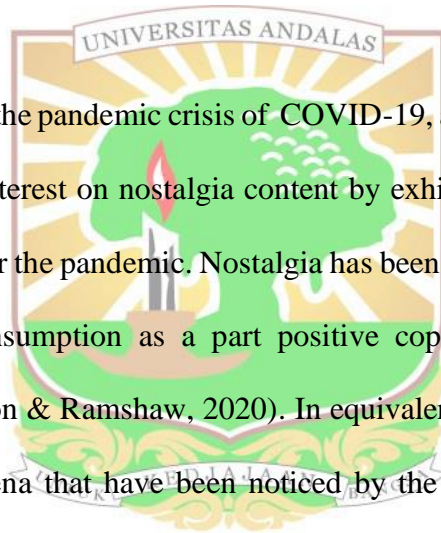
Afterwards, it was recorded that around 152 destinations have eased restrictions on international tourism as of November 1, 2020 (UNWTO, 2020). This means the government already takes action to open up tourism destinations in order to drive the social and economic recovery from the pandemic. Action plans start focusing on the tourism recovery stages which leads people who are involved in the tourism industry to start preparing various plans to bring back their business on these recovery stages.

Although travel restriction has been eased on 70% of world tourism destinations (UNWTO, 2020), Indonesia is still facing a serious problem of this pandemic crisis. The number of cases are still increasing with the total of 797,793 until January 7, 2021. On average, there are around 7-8 thousand new cases per day (Komite Penanganan COVID-19, 2021). It leads the government still implementing on-off PSBB regulation. The data above has shown both government and citizens are still facing the threats of COVID-19.



Recently, the consequences of COVID-19 have changed the traveller's burden related with the health risk of being infected by this virus, which has undoubtedly affected their travel behavioural responses. Existing studies have recorded that the respondents have acknowledged perceived a high risk of being infected by this virus. Yıldırım & Güler (2020) found that perceived risk of COVID-19 is related to perceived likelihood of getting infected, worry about themselves or family members will contract with COVID-19 disease, worry about the COVID-19 issue in some region, and so on. It also indicates that perceiving the disease as being a threat to their health also would be personally affected economically, such as losing a job (Wise, Zbozinek, Michelini, Hagan, & Mobbs, 2020). Numerous literature studies shows that perceived risk is a vital aspect that influences travel intention (M. Kim, Choi, & Leopkey, 2019; Sánchez-Cañizares, Cabeza-Ramírez, Muñoz-Fernández, & Fuentes-García, 2020)

In addition, negative emotions such as worry, anxiety, and fear have significantly been felt by the people during COVID-19 (Lenggogeni, 2020). Responding to the condition above, coping strategies such as problem focused coping has been pointed out as the strategies to encounter the negative emotion during pandemic by trying to behave calmly and appropriately (Gerhold et al., 2020). It has been pointed out that one of the coping forms such as nostalgia has become the favourable coping strategies related to benefits that have been perceived during the difficult time (Batcho & Shikh, 2016)



Interestingly, during the pandemic crisis of COVID-19, all of the media appearance has been put on a full interest on nostalgia content by exhibiting the keepsake of the condition before and after the pandemic. Nostalgia has been found to have appeared on the publication and consumption as a part positive coping behaviour during the pandemic crisis (Gammon & Ramshaw, 2020). In equivalent with the findings above, there are some phenomena that have been noticed by the researcher related to how travellers reflected their nostalgic emotion on social media during the pandemic. It was shown that travellers are posting “nostalgic” content on their social media.

This reflected by the form of #throwbacktravel #throwbackholiday #missingtravel #missingholiday hashtags that reach up to 100 million posts, which show their old photos or videos of travelling, on the social media. The data has been recorded by Instagram and TikTok search engines and allows the users to see the number of users who post using those hashtags (Statista, 2020). This identifies the nostalgic content

that was posted by travellers on their social media can be indicated as their coping strategies to encounter their negative emotion when perceiving risk of COVID-19.

In addition to the tourism context, nostalgia plays an important role that has been addressed on travel motivation and travel attitudes (Meng et al., 2019; Phau, Quintal, Marchegiani, & Lee, 2016). Meanwhile, travel attitudes are a strong predictor that influence tourists' travel intentions. Travel attitudes can be defined as the intensity an individual has regarding a favourable or unfavourable appraisal on the idea of travelling (Ajzen, 2012; Hsu & Huang, 2012). Despite the importance of nostalgia coping behaviour, there only a very few studies that examined to which extent nostalgia can influence travel intention. However, what is not yet known is how nostalgia role during crisis on tourism study. Hence, the researcher is interested in exploring the role of nostalgia as the coping behavior and how it can affect the travel attitude with travel intention during the COVID-19 pandemic crisis as the novelty of this study.

Then, there is an emerging need to examine how perceived risk factor would influence both travel attitudes and travel intention during pandemic crisis situation. Therefore, this study is expected to fills a gap in the literature by exploring the ways in which perceived risk can influence the travel attitude and travel intention in the context of COVID-19 timeframe. Besides, this research also sought the mediating effect of travel attitudes on nostalgia coping behaviour and travel. As mentioned above, this research aims to enrich the knowledge about how perceived risk would affect tourist' travel intention and how the role of nostalgia coping on behavioural change that

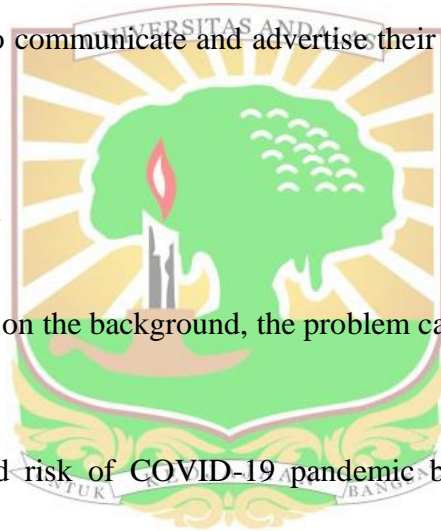
experienced by traveller during pandemic would impact on tourist' travel attitudes and travel intention.

This research will involve the implication of tourism marketing execution to focus on the target market sentiment after the post-recovery stages of COVID-19 crisis. By exploring the role of perceived risk, this research is expected to help policy makers and destination management organizations to provide a safety environment for their customer. In addition, this study allows marketers to design creative content about nostalgia as the option to communicate and advertise their product or service to their customer.

## 1.2. Problem Statement

Based on the description on the background, the problem can be formulated as follow:

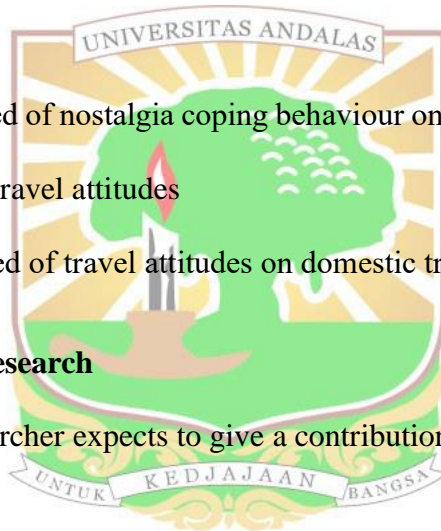
1. How does the perceived risk of COVID-19 pandemic by the domestic travellers influence the travel intention?
2. How does the perceived risk of COVID-19 pandemic by the domestic travellers influence the travel attitudes?
3. How does nostalgia coping behaviour influence the travel attitude?
4. How does the nostalgia coping behaviour mediated with travel attitudes influence the travel intention?
5. How does the travel attitudes influence the travel intention?



### 1.3. Research Objectives

The research questions addressed in this study are:

1. To examine the influenced of perceived risk of COVID-19 on domestic travellers' travel intention
2. To examine the influenced of perceived risk of COVID-19 on domestic travellers' travel attitudes
3. To examine the influenced of nostalgia coping behaviour on domestic travellers' travel attitudes
4. To examine the influenced of nostalgia coping behaviour on domestic travellers' travel intention mediated with travel attitudes
5. To examine the influenced of travel attitudes on domestic travellers' travel intention



### 1.4. Contribution of Research

From this research, researcher expects to give a contribution for the parties concerned, namely:

#### 1. Theory

This study will devote to establishing theoretic principles in perceived risk and nostalgia on tourist market sentiment segmentation by investigating the relationships between perceived risk, nostalgia coping behaviour, mediated with travel attitudes and relevant variables in behavioural intention in tourism studies.

#### 2. Managerial

This research will participated as the implication of tourism marketing execution to focus on the target market sentiment after the post-recovery stages of COVID-19 crisis. Hence, the tourism marketing could have a better understanding to communicate and deliver their service on tourist especially on Indonesia tourism

### **1.5. Scope of Research**

The research is focusing on the domestic tourist in Indonesia. In addition, the concentration in theoretical aspect of this research is consist of four variables that consist of perceived risk, nostalgia coping behavior, travel attitudes and travel intention

### **1.6. Research Outline**

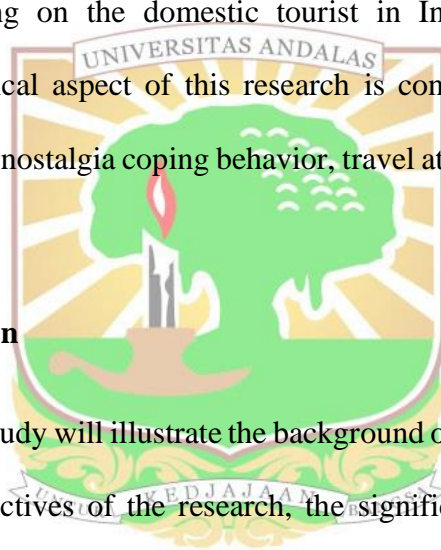
#### **Chapter 1 : Introduction**

The first chapter of this study will illustrate the background of the research, the problem statements, and the objectives of the research, the significance of the research, the research scope and the research organization.

#### **Chapter II : Literature Review**

The second chapter will elaborating the theoretical background that related to this study. This theoretical background conducted from the previous study that are used to support the variable of this research.

#### **Chapter III : Research Method**





In this chapter, the author put forward on the object of study, population data and data sources, techniques data collection, operational definitions of variables, data presentation techniques, and data analysis techniques.

#### **Chapter IV: Analysis and Discussion**

This chapter contain about the result analysis of the research, the respondent description and descriptive analysis.

#### **Chapter V : Conclusion**

This chapter contained the conclusion of the conducted research, the implication of the research, the limitation of the research and suggestion.

