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The Effect of Novel Coronavirus (COVID-19) on Travel Risk Perception

Yeni Koronavirüs'ün (COVID-19) Seyahat Risk Algısı Üzerindeki Etkisi

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Abstract: The COVID-19 pandemic has caused risks and uncertainties within the tourism industry as in all industries across the world. This study sets out to explore the risk and hygiene perceptions of domestic tourists in the pandemic setting. The population of the study is comprised of individuals who have participated in domestic tourism movements in Turkey. The research data were collected through surveys and online platforms. Descriptive statistics and exploratory and confirmatory factor analyses were performed on data. Results suggested a four-factor structure in the travel risk perceptions of individuals regarding the pandemic, which were named safety and hygiene, future travel preferences, quality, and concern. According to the weighted average of factors, domestic tourists are mostly concerned about hygiene and safety and have concerns about the future.

Keywords: COVID-19, Pandemic, Risk, Travel Risk, Domestic Tourist

JEL Classification: Z30, Z32, Z33

Öz: COVID-19 salgını, dünya genelinde tüm sektörlerde olduğu gibi turizm sektöründe de risklere ve belirsizliklere neden olmuştur. Bu çalışmada, yerli turistlerin pandemi ortamında risk ve hijyen algılarını incelemesi amaçlamaktadır. Araştırmanın evrenini Türkiye'de iç turizm faaliyetlerine katılmış bireyler oluşturmaktadır. Araştırma verileri anket yoluyla toplanmıştır. Anketler çevrimiçi yolla derlenmiştir. Veriler tanımlayıcı istatistikler, açıklayıcı ve doğrulayıcı faktör analizleriyle incelenmiştir. Bireylerin pandemiye yönelik turizm algılarında dört faktörlü bir yapı elde edilmiştir. Bu faktörler; güvenlik ve hijyen, gelecekteki seyahat tercihleri, kalite ve endişe olarak isimlendirilmiştir. Faktörlerin ağırlıklı ortalamasına göre, yerli turistler çoğunlukla hijyen ve güvenlik konusunda endişe duyduğu ve turizm faaliyetlerine gelecekte katılım noktasında endişe taşıdıkları belirlenmiştir.

Anahtar Kelimeler: COVID-19, Pandemi, Risk, Seyahat Riski, Yerli Turist

JEL Sınıflandırması: Z30, Z32, Z33

1. Introduction

COVID-19 or Novel Coronavirus first appeared in China (WHO, 2019) and has affected many sectors in the world, including tourism (Sharma & Nicolau, 2020; Gössling, Scott and Hall, 2020). The COVID-19 pandemic was first recognized as an "epidemic" by WHO, then as a "pandemic", a global outbreak, by the WHO on March 11, 2020 (TURSAB, 2020; TÜBA, 2020). On the same date, March 11, 2020, the first case was identified in Turkey. The virus has become identified in almost all countries in the world with its ability to stay alive for a long time and its human-to-human transmission feature. As of today (September 25, 2020), it is known that the COVID-19 has infected approximately 33 million people and led to the

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death of 979.212 people in all countries (WHO, 2020). Although the virus is not powerful as SARS and MERS, which are from the same virus family, it is more powerful and faster in terms of the impact (Estrada, Park and Lee, 2020). In this respect, a series of quite strict but necessary rules and precautions (Farzanegan et al., 2020) have been established in almost every country in order to be protected from the pandemic or to get it under control. Closing the borders to flights and transitions, travel restrictions, curfews, closing hotels-restaurants and recreation centers are some of these precautions. Therefore, the normal flow of life has changed in a short time and a non-normal process has become an integral part of the daily life against the pandemic.

The process starting with the COVID-19 has affected the tourism consumers as well as general consumers (Aydın & Doğan, 2020). The current status of both national and international tourism is one of the indicators of this. It is a well-established fact that travel decisions have such certain risks as financial, physical, social, and health (Quintal, Lee and Soutar, 2010) even in normal periods. As Bauer (1969) states there are some risks that can be tolerated at certain levels during regular times. Nonetheless, the risks perceived today are towards health and are almost impossible to be tolerated. The perceived factors such as risk, concern, and safety are significant indicators (Reisinger and Mavondo, 2005; Nazneen, Hong, Xu and Din, 2020) in terms of shaping the travel intention. Therefore, it seems difficult to minimize the effect of these factors and revert to the normal unless the pandemic threat completely ends. These in mind, this paper sets out to explore the perception of travel risk and hygiene based on COVID-19 and to offer suggestions to the industry in which the pandemic threat does matter.

2. Theoretical Framework

The interest in the concept of risk started after it was regarded as a significant constituent of economic activities in the 1940s (Quintal et al., 2010). Then, the subject has become the focus of many disciplines, especially marketing and tourism. Bauer (1960) is one of the first persons to state that consumer behaviors are shaped under risk and uncertainty. According to him, every purchasing decision has a risk, but this depends on the extent of the perception of the risk. In other words, even though there is risk in real life, level at which the individual perceives is crucial factor. In this respect, perception is regarded as more effective than reality (Mizrachi & Fuchs, 2016).

As in general consumer behaviors, tourism consumer behaviors are also shaped under risk and uncertainty (Reisinger & Mavondo, 2005; Quintal et al., 2010; Mizrachi & Fuchs, 2016; Cui, Liu, Chang, Duan & Li, 2016). These risks include financial risk, physical risk, social

risk, health risk, psychological risk, functional risk, situational risk, time risk, and risks based on opportunity loss and terrorism (Reisinger & Mavondo, 2005; Quintal et al., 2010; Korstanje, 2011; Cui, Liu, Chang, Duan & Li, 2016). However, although the tourism behaviors are shaped under risk, they have a structure with risk aversion by their nature (Williams & Baláž, 2015). In this respect, tourists are able to avert risks by delaying a planned vacation, choosing a vacation spot with lower risks (Kozak et al., 2007; Williams & Baláž, 2015), or canceling the whole vacation plan.

Despite the fact that tourism and travel decisions include risks per se (Sönmez & Graefe, 1998; Law, 2006; Qi, Gibson, & Zhang, 2009; Quintal et al., 2010; Williams & Baláž, 2013) terrorism, disease, virus outbreaks, health, safety, and security come to the forefront as the most significant concerns of travelers during the decision-making process (Sönmez & Graefe, 1998; Reisinger & Mavondo, 2005; Korstanje, 2011). These concerns may vary according to the socio-cultural, psychological, and demographical features of individuals. For example, the risk perception of the young is more than the elderly' (Reisinger & Mavondo, 2005), or risk perception of women is higher than men's (Kozak et al., 2007; Qi et al., 2009), or the emphasized risk group is age-dependent (Cui et al., 2016). COVID-19 outbreak has created a great deal of risk in all areas around the world (Aydın & Doğan, 2020; Nazneen et al., 2020; Haryanto, 2020). Although it is known that people are more careful now about the travel risks and safety compared to the past (Cui et al., 2016), it seems that this sensitivity has turned into an obligation with COVID-19 (Aydın and Doğan, 2020). Pandemic has created huge health and safety concerns (McKinsey & Company, 2020; Nazneen et al., 2020; Farzanegan et al., 2020), thus leading to increased risk perception. The more the concerns are, the higher the risk perception is (Chien, Sharifpour, Ritchie & Watson, 2017).

It is known that risk and ambiguity adversely affect tourism (Quintal et al., 2010). Tourism expenditures have dropped sharply due to the the risk brought about by the pandemic (McKinsey & Company, 2020). The decisions adopted by countries as well as high risks of health have made the dimensions of trust and safety significant factors of the tourism decision process (Nazneen et al., 2020). None of the natural disasters, economic crises, and outbreaks in the past were as destructive as it is today regarding the industry (Rossello, Becken and Gallego, 2020; Gössling, Scott and Hall, 2020; Aydın and Doğan, 2020; Haryanto, 2020). For example, while there was a decrease by 0.4% in the total number of tourists around the world during the SARS outbreak in 2003, there was a decrease by only 4% in the total number of tourists around the world during the global financial crisis in 2009 (UNWTO, 2020). Therefore, the effect of the past disasters was lesser and short-term (Rosselló et al., 2020;

Haryanto, 2020). However, the COVID-19 pandemic has created a destructive immense effect not only in tourism but in economy, employment, and many fields as well (UNWTO, 2020; TURSAB, 2020; OECD, 2020; Ruiz Estrada, Park & Lee, 2020; Haryanto, 2020). It is estimated that the extent of effect of this pandemic will not be slight but vast (UNWTO, 2020; TURSAB, 2020).

The WTTC has performed some short-term, medium-term, and long-term estimations about tourism decisions. According to these, it is foreseen that the normalization will initially start with domestic tourism, then travels to the neighboring regions will increase, and then intercontinental long-distance travels will begin (WTTC, 2020). Those who traveled to the long destinations in the pre-pandemic period state that they will prefer shorter distances in the New Normal Period and of those, some state that they will stick to domestic tourism movements, which sets an example for the intention and preference changes based on COVID-19 (McKinsey & Company, 2020).

3. Methodology

3.1. Research population and sampling

The population of this research consists of domestic tourists in Turkey. The convenience sampling method was used. Within this framework, research data were collected through an online questionnaire between the dates of April 10-May 15, 2020. The final sample includes 302 respondents for the analysis.

3.2. Measurement

The survey method was applied in the study and data collected by a questionnaire consisting of two sections. The first section of the questionnaire includes statements adapted from the measurement model developed by Nazneen et al., (2020) on determining the effect of COVID-19 on the travel risk and hygiene perception. The second section covers questions regarding demographic characteristics of the participants. The 5-point Likert Scale was used in measuring of expressions within the measurement model *(ranging from 1- 'Strongly Disagree', 2- 'Disagree', 3- 'Neither Agree nor Disagree', to 4- 'Agree', 5- 'Strongly Agree').*

3.3. Results

Table 1. Demographic Features of Participants

	Frequency	*%*		*Frequency*	*%*
Age			*Educational Status*		
20-29	*76*	*25,2*	High school and below	*68*	*22,5*
30-39	*113*	*37,4*	Associate Degree	*58*	*19,2*
40-49	*51*	*16,7*	Undergraduate	*136*	*45,1*
50 and above	*62*	*20,7*	Postgraduate	*40*	*13,2*
Gender			*Marital Status*		
Female	*146*	*48,3*	Married	*206*	*68,2*
Male	*156*	*51,7*	Single	*96*	*31,8*
Occupation			*Personal Income (Turkish Lira)*		
Public Sector	*139*	*46,0*	0-2500 TL	*29*	*9,6*
Private Sector	*91*	*30,1*	2501-5000 TL	*122*	*40,4*
Retired	*20*	*6,6*	5001-7500 TL	*64*	*21,2*
Housewife	*20*	*6,6*	7500 TL and above	*87*	*28,8*
Self-employed	*18*	*6,0*	*Why not to travel in post COVID-19*		
Non-employed	*14*	*4,6*	Unable to find safe vacation	*122*	*40,4*
Total	*302*	*100*	Economic Reasons	*77*	*25,5*
			Socio-Psychological Factors	*48*	*15,9*
			Chronic Diseases	*45*	*14,9*
			Economic Reasons and Socio-Psychological Factors	*10*	*3,3*
			Total	*302*	*100*

According to the demographic characteristics the age of the respondents varies between 20 and 64 but the majority (37.4%) is within the 30-39 age group. In addition, the participation rates are close to each other with regard to gender and as for the marital status, married participants are nearly twice as many as single participants. As for educational background of the participants, 78.5% of the tourists hold associate degree, graduate, and postgraduate degrees in aggregate. In terms of employment, 82% are employed in public sector and private sector or self-employed. Although their personal income status is variable, 9.6% of them have an income of minimum wage or less. 65.9 % of the participants do not intend to travel because of safety and economic concerns.

3.3.1. Findings Regarding The Crosstab

The three-way tables and results of analyses regarding both pre and post COVID-19 tourist preferences and travel area preferences are presented in Table 2.

Table 2. Pre and post COVID-19 Crosstab Results Based on Tourists' Travel Preferences and Travel Destinations

		Travel Organization Preferences (post COVID-19)			
		Large Tour Groups (16 persons and above)	Small Tour Groups (16 persons and below)	Individual Travels	Total
Travel Organization Preferences (pre COVID-19)	Large Tour Groups (16 persons and above)	20	16	108	144
	Small Tour Groups (16 persons and below)	0	19	71	90
	Individual Travels	1	0	67	68
Total		21	35	246	302
		Travel Areas (post COVID-19)			
		Coastal Areas	Natural Spaces	Other (Historical Areas, Business, recreation, Religious Sites)	Total
Travel Areas (Pre-COVID-19)	Coastal Areas	73	43	13	129
	Natural Spaces	8	60	6	74
	Other (Historical Areas, Business, recreation, Religious Sites)	7	55	37	99
Total		88	158	56	302

According to the crosstab, it was concluded that the majority of tourists who preferred large tour groups in their travels during pre COVID-19 are likely to have a tendency to take individual travels in post COVID-19. On the other hand, some of the tourists who have mostly preferred small tour groups in pre COVID-19 tend to travel individually in post COVID-19. In this regard, it can be concluded that post COVID-19 travels will be more individual rather than in groups. In addition, pre and post COVID-19 tourism destination preferences of tourists were analyzed through crosstabs. Accordingly, the majority of tourists who preferred travelling coastal destinations pre COVID-19 tend to prefer natural areas in the future.

3.3.2. Exploratory Factor Analysis

Exploratory factor analysis was performed to identify and summarize each group of variables related to each other (Tabachnick & Fidell, 2011). It was also aimed to determine the validity of the structure in other cultures through the factor analysis. In order to determine whether the data set is appropriate for the factor analysis, correlation coefficient between statements, KMO, and Bartlett's Test of Sphericity have been calculated and seen that there is no coefficient value that has a relationship under 0.30 in the correlation matrix.

The *varimax rotation method* was used in order to determine the factor structure and interpret the extraction results. In the study, a four-factor structure with eigenvalues above 1.00 or 1.00 was obtained based on the Kaiser criterion for determining factor numbers. Factors were named (i) Safety and Hygiene, (ii) Travel Preference, (iii) Quality, and (iv) Concern.

Table 3. Exploratory Factor Analysis Values

Factors and Expressions	*Loading*	*Eigenvalue*	*Explained Variance*	*Cronbach Alpha*
Safety and Hygiene		*9.065*	*27.495*	*.927*
Post-COVID-19, I will consider the hygiene measures taken by the establishment in my accommodation establishment preferences.	*.841*			
Post-COVID-19, I will prefer accommodation establishments taking safety precautions against the pandemic in my travels.	*.829*			
Post-COVID-19, I will prefer destinations taking safety precautions against the pandemic in my travels.	*.773*			
Post-COVID-19, I will consider the hygiene measures taken by the destination in my vacation preferences.	*.768*			
Post-COVID-19, I will prefer public transport vehicles taking safety precautions against the pandemic in my travels.	*.746*			
Post-COVID-19, I will pay more attention to hygiene in my travels.	*.733*			
Post-COVID-19, I will prefer public transport vehicles taking hygiene measures in my travels.	*.682*			
Post-COVID-19, I will carry sanitizer with me during my travels.	*.550*			
Post-COVID-19, I will use a mask during my travels.	*.516*			
Travel Preferences		*1.842*	*21.984*	*.884*
Post-COVID-19, I will completely avoid travel for	*.798*			

entertainment purposes for the next year.				
Post-COVID-19, I will think that travel and tourism activities for the next year will be short-term.	*.787*			
Post-COVID-19, I will take part in package tours less	*.779*			
Post-COVID-19, I will not prefer crowded vacation destinations for next year.	*.713*			
Post-COVID-19, I will prefer to travel only with my family.	*.712*			
Quality		*1.262*	*10.796*	*.860*
Post-COVID-19, I will prefer high-quality hotels only.	*.834*			
Post-COVID-19, I will prefer high-quality restaurants only.	*.803*			
Concern		*1.174*	*9.956*	*.638*
I think that COVID-19 has caused concerns at an international level.	*.788*			
I think that traveling has become unsafe due to COVID-19.	*.719*			
COVID-19 has caused me to lower my travel plans for the next year to a large extent.	*.588*			
Total Explained Variance			*70.231*	
Cronbach's Alpha Reliability Coefficient			*.931*	
Kaiser-Meyer-Olkin (KMO)			*0.918*	
Bartlett's Test of Sphericity			*0.000*	

3.3.3. First Order Confirmatory Factor Analysis

The confirmatory factor analysis (CFA) is a test used for confirming the measurement model in terms of content and construct validity. One of the most significant points in CFA is fit indices (Prudon, 2015: 1). There are many fit indices to be used in evaluating the fitness between the parameters of models presented in the measurement tool and the statistics obtained from sample data (Brown and Moore, 2012), such as χ^2/sd, p, TLI, CFI, RMSEA, GFI, AGFI, SRMR (Hu and Benttler, 1998). When the indices displaying the data-model fitness and their values were evaluated, chi-square/degree of freedom was calculated 2.476 and p≤0,000. In addition, covariances were created between two large variables in order to improve the model-data fitness values analyzed as a result of CFA for the four-factor measurement tool (Tabachnick and Fidell, 2011). After the covariances were created and modifications were made, an improvement was observed in the fitness values produced by the retested model. According to the adjusted model, TLI was calculated 0.938; CFI as 0.948;

GFI as 0.902; and AGFI as 0.866. It is stated that values between $\chi^2/sd \leq 3\text{-}5$; TLI ≥ 0.90-0.95; CFI≥ 0.90-0.95; RMSEA≤ 0.3-0.8; GFI≥ 0.85-0.90; AGFI≥0.85-0.90; SRMR≤0.08-0.09 are generally acceptable for the fitness (Hair et al. 2010; Kline, 2011; Tabachnick and Fidell, 2011). Accordingly, it can be expressed that goodness of fit values of the tested measurement tool indicates a good fit.

Table 4. Fit Indices Regarding the Measurement Tool

Goodness of fit indices							
χ^2/sd	*p*	*TLI*	*CFI*	*RMSEA*	*GFI*	*AGFI*	*SRMR*
2.476	*.000*	*.938*	*.948*	*0.70*	*.902*	*.866*	*0.04*

3.3.4. Reliability and Validity

After the holistic significance of the measurement tool was confirmed, the composite reliability of the factors and the variance (AVE) explained by them were calculated. Table 5 reports the result of the Confirmatory Factor Analysis (CFA). It is acceptable when the structure value is more than 0.70 (Hair et al. 2010) for the structural reliability and the explained variance is 0.40 and more (Huang et al., 2013).

Table 5. Confirmatory Factor Analysis

Factors and Expressions	*Loading*	*Squared Factor Loadings*	*Composite Reliability (CR)*	*Average Variance Extracted (AVE)*
Safety and Hygiene			*0.93*	*0.61*
Post-COVID-19, I will consider the hygiene measures taken by the establishment in my accommodation establishment preferences.	*.910*	*.828*		
Post-COVID-19, I will prefer accommodation establishments taking safety precautions against the pandemic in my travels.	*.874*	*.764*		
Post-COVID-19, I will prefer destinations taking safety precautions against the pandemic in my travels.	*.903*	*.815*		
Post-COVID-19, I will consider the hygiene measures taken by the destination in my vacation preferences.	*.913*	*.834*		
Post-COVID-19, I will prefer public transport vehicles taking safety precautions against the	*.675*	*.454*		

pandemic in my travels.				
Post-COVID-19, I will pay more attention to hygiene in my travels.	*.814*	*.663*		
Post-COVID-19, I will prefer public transport vehicles taking hygiene measures in my travels.	*.629*	*.396*		
Post-COVID-19, I will carry sanitizer with me during my travels.	*.577*	*.333*		
Post-COVID-19, I will use a mask during my travels.	*.613*	*.376*		
Travel Preferences			*0.89*	*0.61*
Post-COVID-19, I will completely avoid travel for entertainment purposes for the next year.	*.789*	*.623*		
Post-COVID-19, I will think that travel and tourism activities for the next year will be short-term.	*.789*	*.623*		
Post-COVID-19, I will take part in package tours less	*.802*	*.643*		
Post-COVID-19, I will not prefer crowded vacation destinations for next year.	*.799*	*.638*		
Post-COVID-19, I will prefer to travel only with my family.	*.714*	*.510*		
Quality			*0.87*	*0.76*
Post-COVID-19, I will prefer high-quality hotels only.	*.822*	*.676*		
Post-COVID-19, I will prefer high-quality restaurants only.	*.917*	*.841*		
Concern			*0.67*	*0.41*
I think that COVID-19 has caused concerns at an international level.	*.527*	*.278*		
I think that traveling has become unsafe due to COVID-19.	*.697*	*.486*		
COVID-19 has caused me to lower my travel plans for the next year to a large extent.	*.671*	*.450*		

The internal consistency level of the data set was evaluated with Cronbach's Alpha (α) coefficient. Accordingly, Cronbach's Alpha (α) coefficients of all expressions in the data set were calculated 0.931. The calculated α coefficient of the factors are Safety and Hygiene (0.927), Travel Preferences (0.884), Quality (0.860), and Concern (0.638), respectively. Cronbach's Alpha values indicate that the data set is reliable. The convergent validity and discriminant validity techniques were used in determining consistency and validity. The

convergent validity was evaluated by considering the explained variance. The variance explained by the measurement tool was calculated as 0.65. It is acceptable when the explained variance has a value of over 0.50 (Hair et al., 2010). Secondly, the Fornell-Larcker criterion was used for discriminant validity. According to this, if the multiple correlations of the structure cannot exceed the square root of the explained variance, the discriminant validity is achieved (Fornell and Larcker, 1981: 45). As a result of the analyses, it was determined that the square root values calculated for each measurement model were higher than correlation values. Accordingly, it is observed that the discriminant validity of the measurement is achieved.

Table 6. Mean, Standard Deviation and Correlation Values of the Factor Structure

Factors	*M*	*SD*	*1*	*2*	*3*	*4*
1. Safety and Hygiene	*4.28*	*.689*	*0.781*			
2. Travel Preferences	*3.91*	*.871*	*0.624*	*0.781*		
3. Quality	*3.36*	*1.182*	*0.543*	*0.448*	*0.872*	
4. Concern	*4.27*	*.676*	*0.520*	*0.470*	*0.384*	*0.640*

** Cross elements express the square root of AVE values of the factors. Non-cross elements indicate the correlation values between the structures.*

When the factors are evaluated based on the mean values in Table 6, different averages are reported. Nevertheless, it was determined that means for the perception of the participants towards the effects of COVID-19 on travel safety and hygiene are high. That is to say, it is observed that the participants share the idea that COVID-19 creates a safety and hygiene risk in the travels. The factor with the highest mean was determined as Safety and Hygiene ($\bar{x}$= 4.28). On the other hand, the factor with the lowest mean is the effect of COVID-19 on quality perception ($\bar{x}$= 3.36). This indicates that participants have perceptions that COVID-19 has not caused a significant change in their quality service preferences.

4. Conclusions and Discussion

Tourism is one of the industries that have been most affected by COVID-19 (UNWTO, 2020; TURSAB, 2020; AHLA, 2020; Foo et al., 2020). The destruction caused by the pandemic at the economic, social, and psychological levels on the international scale has brought up the question of how the trends will be shaped at the point of demand level and expectations of the demands post COVID-19. From this point, the main objective of this research is to determine the effect of COVID-19 on the individuals' perception of travel and risk. The main results obtained from the research indicate that the effect of COVID-19 on the customers' perceptions of travel risk and hygiene occurs in four dimensions, which are safety and

hygiene, travel preferences, quality, and concern. These determined dimensions correlate with the risk dimensions mostly mentioned in the literature (Sönmez & Graefe, 1998; Reisinger & Mavondo, 2005; Korstanje, 2011; Aydın and Doğan, 2020; Nazneen et al., 2020). These results are consistent with the literature. Considering the means of the statements in the measurement tool, it is observed that the means of safety and hygiene dimensions are higher. These are followed by the means of future travel preferences and quality dimensions. According to the results, participants are of the opion that COVID-19 has caused problems regarding safety and hygiene and they have concerns about traveling. The expectations of the participants on the quality service during the pandemic period are lower than other factors, which indicate that quality is pushed into the background when there is a risk.

The research results indicate that participants mostly traveled with large and small groups pre COVID-19 and individual travels were at lower levels. A large part of the participants who traveled with large groups pre COVID-19 state that they will travel individually in the post COVID-19. This situation points out that individuals' tendencies towards travels that are more customized and self-appealing will be higher during post COVID-19, which indicates that demand from general interest tourism to special interest tourism will accelerate. Considering the participation in individual travels, there is a possibility that one may prefer these travels if they are organized by an agency and may plan individual travel (Jin, He & Song, 2012). Therefore, it is crucial for agencies to organize more customized tours in order not to decrease their market shares.

Another interesting result of the research is that travel preferences of participants concentrated on the coastal areas in pre COVID-19 and they will concentrate on the natural locations during post COVID-19. Furthermore, the trend from coastal areas to natural locations will contribute to tourism irresspective the seasonality. Nonetheless, the trend from coastal areas to natural locations may cause problems on natural locations regarding the protection of the ecosystem. It is necessary to perform the travels to the natural locations within the scope of certain principles and criteria in terms of preventing the destruction of nature, which is the main attraction factor of tourism, also important for environmental sustainability (Jones & Comfort, 2020; Cohen, 2020). The initiatives of the lawmakers on this issue and the sensitivity of the entities on applying the rules are necessary in terms of protecting the natural spaces that have a possibility to face intense tourism demand (Arıca, 2020). Otherwise, irrevocable damage will be caused in nature.

According to the research, a large part of the participants do not have the intention of traveling during post COVID-19. Although there are similar findings in the studies conducted

on the consumer trends during post pandemic (McKinsey & Company, 2020; AHLA, 2020; Foo et al., 2020), it was also reported that these trends may change (Wen, Kozak, Yang & Liu, 2020). The participants attribute their reasons for not-traveling to *inability to find safe vacation, economic reasons, socio-psychological factors, and chronic diseases*. Accordingly, it is possible to say that reducing components that tourists perceive as a risk to travel will be important at the point of reviving travel movements. In order to achieve this, there is a pressing need that all stakeholders, especially the public and private sector, should cooperate on this issue. In this regard, it is important to create safe travel options and attempts that convince the tourists about the measures taken regarding the risks and hygiene. These efforts will alleviate concerns and have a positive effect on travel intention. Otherwise, considering that the impacts of the problems caused by the pandemic and the years for the tourism sector to return to the old normal, setbacks in the tourism sector at both country and business level will persist.

According to another result of the study, some of the participants stated that they will not join the travel activities due to the economic reasons. When considered from this point of view, more niche groups face the need to act within the scope of the COVID-19 measures taken by the entities. In this case, there is also a possibility of a rise in the prices. However, considering the situation of not joining the tourism activities due to economic reasons, the rise in the prices and economic problems will also have a significant effect on demand. Consequently, economic support packages that will be provided by the government will be of great significance in terms of sustaining the businesses during the pandemic period.

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