

Influence of COVID-19 on Travel Intention —Take Sanya as an Example

Juntong Chen*

School of Economics and Management, Beijing Jiaotong University

*Corresponding author. Email: cc2log@163.com

ABSTRACT

After the outbreak of COVID-19 in 2020, people have gone through a long period of home epidemic prevention. Long time isolation makes people's psychological state change, and their willingness to travel also changes. Sanya is the first batch of open tourist destinations after the epidemic eased, and Sanya occupies the first place in the survey of travel intention after the epidemic situation. Taking Sanya as an example to study people's travel intention has typicality and reality. Based on the push-pull theory, this paper crawls through the relevant comments before and after the Sanya epidemic on mafengwo.com, and uses the method of text analysis for comparative analysis. The results show that the epidemic situation makes tourists pay more attention to travel safety, isolation policy, hotel vacation mode and self-driving travel mode. The research results not only provide the basis for Sanya to accelerate the recovery of tourism destinations after the epidemic, but also have universality, which can provide reference for other tourism destinations and have great practical significance.

Keywords: COVID-19, Tourism intention, Tourist destination, Push-pull theory.

1. INTRODUCTION

Under the epidemic situation, the national tourism industry has suffered a heavy blow, but with the improvement of the epidemic situation, the tourism industry has also recovered. In late February, Sanya's low-risk outdoor scenic spots are gradually opening up, and the tourism industry has entered a recovery period. As of the middle of March, Sanya's holiday tourism facilities have been basically restored, and the number of tourist attractions in Sanya ranks the first in the country. In the survey of travel intention of "2020 destination tourism recovery index" released by Ctrip, Sanya ranked first in both "popular destination of wish index" and "popular destination of seaside desire" after the epidemic. After the epidemic, why is Sanya so popular with tourists? What are the changes in people's willingness to travel? In the face of the gradual recovery of tourism demand market, what kind of work has Sanya done for the recovery of tourism destination and whether it is in line with the changes of tourists' wishes are the main problems of this paper.

2. TEXT ANALYSIS

2.1. Theoretical Basis

The push-pull theory originated in the late 19th century and was put forward by the British scholar levinstein in the study of population. In 1977, Dann introduced the push-pull theory into tourism research. He thought that the thrust factor is the subjective internal driving force, which is the essence of tourism motivation. The pull factor is the objective external attraction, which represents the specific attraction of the tourism destination. Under the joint action of push and pull, tourists form the motivation to travel to a certain tourism destination, and then form the willingness to travel. This paper cites the basic framework of the relationship between tourism motivation and tourism willingness under the push-pull theory proposed by Xie Jia (2018):

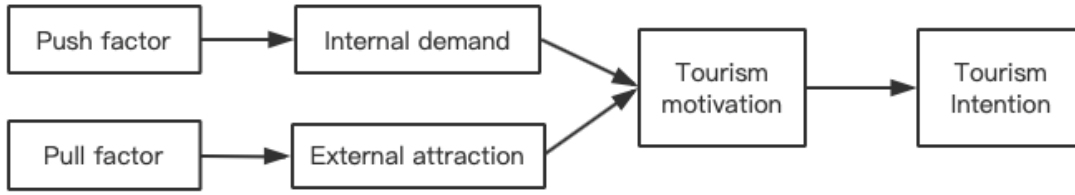


Figure 1 The relationship between tourism motivation and Tourism Intention under push pull theory.

2.2. Data Sources and Methods

Based on the travel notes of Sanya tourism destination and the question and answer of tourists on Ma honeycomb website, 132 data from March to May 2020 and 95 data from March to May 2019 are collected as text a, and 95 data from March to May, 2019 are collected as text B. the two texts are analyzed by using ROST software to summarize the changes of travel intention before and after the epidemic. First of all, the text is preliminarily processed to replace synonyms and

filter meaningless words. The second step is to import the text into the ROST respectively and segment it to get text A2 and text B2; the third step is to count the high-frequency words of the text after word segmentation. This paper intercepts the top 15 keywords in the statistical results of the two documents, as shown in Table 1 below. In order to understand the tourism intention of tourists after the epidemic; this paper analyzes the comments after the epidemic, and obtains the social network semantic map in Figure 2:

Table1.Comparison of high frequency words of tourism intention before and after epidemic situation

Rank	Before the outbreak			After the outbreak		
	Keyword	Frequency	Weight	Keyword	Frequency	Weight
1	Sanya	75	1	Sanya	92	1
2	Delicious	16	0.7808	quarantine	18	0.7903
3	Wuzhizhou	10	0.7374	Hotel	16	0.7596
4	Seafood	7	0.7086	Epidemic situation	12	0.75
5	Yalong Bay	6	0.7078	Yalong Bay	9	0.7434
6	Parent-child	6	0.6967	policy	9	0.7103
7	Island	7	0.6956	Scenic spots	9	0.7071
8	Scenic spots	7	0.6924	Wuzhizhou	8	0.6972
9	Sanya Bay	5	0.6796	duty-free store	6	0.6898
10	Fun	6	0.679	May Day	8	0.6853
11	Aerial photo	4	0.6765	weather	7	0.6785
12	diving	5	0.672	Beijing	8	0.6772
13	Cost effective	4	0.6522	self-driving	7	0.6728
14	Hotel	4	0.6458	Parent-child	6	0.6558
15	Jiajing Island	4	0.6412	Southern Hill	4	0.6336

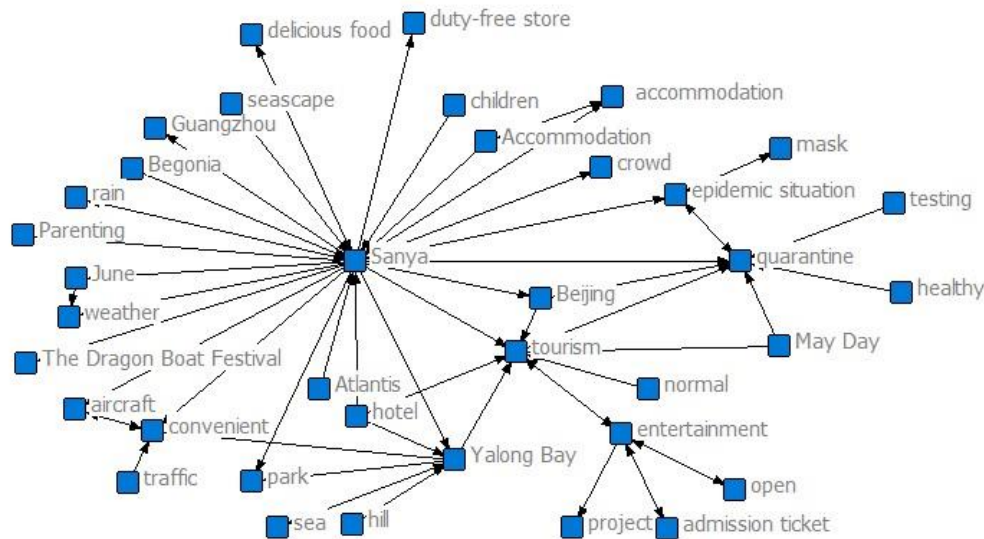


Figure 2 Social network semantic map of post epidemic review.

According to the text analysis results, we can see that after the epidemic, people's focus on Sanya has mainly changed as follows: the words "isolation", "policy" and "epidemic situation" related to the epidemic have become the most important factors affecting the willingness to travel; before the epidemic, "delicious" and "delicious food" are important factors affecting travel, while "delicious" after the epidemic is no longer the reason for choosing to travel. However, it has become people's concern; the attention of hotels has increased significantly; the shopping enthusiasm of duty-free shops has increased; the impact of the epidemic situation on tourism projects such as diving and aerial photography is relatively large; self-driving travel has become a popular way of travel; consumers' willingness to travel to Sanya in Beijing has increased sharply; the attention of Sanya scenic spots is basically flat.

3. RESEARCH RESULTS

Based on the "push-pull theory" model, combined with a series of policies taken by Sanya to restore the tourism industry, we analyze the results of the text analysis and try to answer the questions raised at the beginning of this paper.

3.1. "Push" Factor

3.1.1. The Psychological needs of being Close to Nature

"2020 destination tourism recovery index" report shows that "outing", "appreciating flowers" and "watching the sea" are the top three in the wish list of domestic seasonal destinations, while "island" and "parent-child shopping" are the hot spots of overseas theme destination aspiration index. Under the

constraints of the epidemic, travel plan interruption, media information overload and sense of crisis and other factors have caused people's anxiety and pressure. The travel experience close to nature can ease people's psychological problems and bring aesthetic and pleasure enjoyment. When the domestic epidemic situation is slowing down and the foreign epidemic situation is more serious, people will travel to overseas islands to seek substitutes in China. Sanya has entered the consumer's field of vision in this case.

3.1.2. Safety and Isolation Policy become the Decisive Factors

During the special period of the epidemic, the most important factor affecting people's willingness to travel is the tourist destination and whether it is safe to reach the tourist destination, which determines whether isolation is needed after arriving at the tourist destination. The time cost of isolation for 14 days is too high. Before May Day

Beijing adjusted the risk level and didn't need isolation policy to return to Beijing, making the word "Beijing" ranked 13 among the keywords of travel intention after the epidemic, which indicated that consumers' willingness to travel to Sanya increased explosively under the influence of policies in Beijing.

3.1.3. The Way of Hotel Holiday is Concerned

Although the domestic epidemic situation is alleviated, there are still some risks. Under the balance of people's desire to travel and risk consideration, hotel vacation mode becomes the best choice. In this case, in addition to the basic functions of hotel accommodation, performances, parties and other experiential entertainment activities, leisure facilities such as

swimming pool, beach, and sports and so on have become the focus of attention.

3.1.4. The Follow-up Effect of the Epidemic Situation: "The Desire to Eat" Decreased and Compensatory Consumption Increased

The impact of the epidemic is far-reaching and lasting. Eating game may be one of the causes of the epidemic. People still pay attention to "eating", but "eating" has little impact on travel intention in a short period of time. People's desire for shopping has been suppressed by the factors such as the closure of homes, shopping malls and express delivery services. With the gradual recovery of the epidemic situation, compensatory consumption appears. Shopping has become an important factor affecting people's willingness to travel.

3.1.5. Self-driving Travel becomes A New Trend

Under the epidemic situation, the risk of cross provincial travel is high, public transport must wear masks, personnel density, there is a certain risk, Qingming Festival, the May Day holiday freeway free passage, in this case, short-term self-driving travel is more popular. Sanya's more developed car sharing and car rental services boost self-driving tourism to become a hot consumption destination in Sanya.

3.2. "Pull" Factor

3.2.1. Government Policies Boost Tourism Destination Recovery

Sanya is one of the first tourist destinations to resume business after the epidemic, and has adopted a series of policies to boost the recovery of tourism destinations.

(1)Epidemic related policies: Hainan novel coronavirus pneumonia epidemic prevention and control emergency response level was adjusted to three level response in February 26, 2020. In early March, Sanya case cleared without growth, and health code interregional mutual recognition. Hainan was the first tourism province to take out masks in China. Sanya Phoenix Airport innovated the policy of "appointment security check" team, and passengers can make an appointment 2 hours in advance, which eased people's worries about their own safety.

(2)Relevant policies of scenic spots: Sanya issued a notice on the orderly restoration of tourist attractions (outdoor) on February 20, and all the A-class scenic spots in Sanya resumed business on February 21, and the number of scenic spots reopened ranked first in China. Measures such as online booking and ticket purchasing, flow restriction for tourist reception and

temperature detection of tourists were taken. The scenic spot has formulated a free admission policy for medical staff in the whole country, and is open to local residents in Hainan.

3.2.2. Tourism Destination Marketing Promotion

(1) Joint marketing promotes consumption: Sanya Tourism Promotion Bureau plans to promote the tourism consumption initiatives beyond the conventional standard. The joint tourism enterprises launch the joint marketing promotion of "tiktok Sanya", and cooperate with Ctrip and jitter to build Sanya's "cloud" tourism destination. Sanya first recovers the peripheral market and the rural tourism market, and the joint brigade enterprises launch the "early bird program" and "islanders". To attract tourists' attention, Sanya leisure agriculture and tourism homestay Festival, Kite Festival and other activities are held.

(2)Booking tourism products: Hainan hotels and scenic spots have launched a number of super value booking tourism products: "buy one ticket, get one free.",

Booking tourism products such as "buy and use" and "valid for one year, 299 yuan to stay in China's largest resort destination hotel" have stimulated tourism consumption with greater incentives;

(3)Government marketing to force, media momentum: Sanya Tourism Promotion Bureau officials, anchor awesome live broadcast "take goods", three

Asia media film and television group specially plans to launch Sanya tourism and catering industry public welfare support "spring warm action". It provides a series of free advertising pages of Sanya daily for many consecutive days to promote Sanya tourism, catering industry, characteristic products and various kinds of activities to benefit the people after the epidemic, so as to build momentum for the recovery of Sanya tourism destination.

4. CONCLUSION

Sanya tourism destinations launched relevant policies and increased marketing efforts to boost the recovery of tourism destinations under the epidemic situation. During the "May Day" small and long holiday, Sanya ranked first in terms of "pre-sale turnover" in China. The city received 303900 tourists, with a total tourism income of 455 million yuan. Compared with the previous sm all and long holiday, the decline of tourism data was narrowed. However, we can see that after the epidemic, consumers' willingness to travel has changed significantly. Consumers prefer the natural landscape, pay attention to the way of hotel vacation, and compensatory consumption is heating up. Self-driving travel has become a new trend of travel.

Sanya authorities should pay attention to the change of tourists' willingness to travel before and after the epidemic, and put forward targeted measures to accelerate the recovery of tourism destinations in Sanya.

There are many shortcomings in this paper. The sample size of data is small, and tourism intention is a more complex research object. This paper only uses push-pull theory, which is relatively simple. In the future research, we introduce other theories to enrich the influencing factors of tourism intention, expand the sample size, and get more accurate results of people's willingness to travel after the epidemic, and provide reference for the recovery of tourism destinations in China.

REFERENCES

- [1] Xie Jia. Research on the influence of outdoor live broadcast on the audience's willingness to travel outdoors [D]. Central South University of forestry and technology, 2018
- [2] Cheng Xi, Li Junyi. The impact of virtual tourism experience on stress and emotion under the constraint of epidemic situation at home [J / OL]. *Journal of Tourism*: 1-16 [2020-06-12] <https://doi.org/10.19765/j.cnki.1002-5006.2020.00.005>.
- [3] Wang Jidi. Sanya: the way to fight "epidemic" in tourism city [J]. *Xiaokang*, 2020 (14): 50-53
- [4] Pei Yingying. Research on Sanya tourism image perception from the perspective of network text [J]. *Guangxi quality supervision guide*, 2020 (02): 231-232
- [5] Xu Shaoling, Jin Lei. Research on product innovation practice of Sanya Shangri La Resort Hotel [J]. *China market*, 2017 (19): 273-276
- [6] Cheng Xinquan, Wang Yunwu. Analysis of the impact of Xinguan epidemic on behavior intention of sports tourists [J / OL]. *Journal of West China Normal University (NATURAL SCIENCE)*: 1-8 [2020-11-15] <http://kns.cnki.net/kcms/detail/51.1699.n.20200929.0942.002.html>.
- [7] Wang Qingsheng, Jessica Liu novel coronavirus pneumonia impact on domestic tourists' willingness and behavior in tourism [J]. *regional research and development*, 2020,39 (04): 1-5.[8]Shanshan Lu,Weiwei Zhu, Jiuchang Wei. Assessing the impacts of tourism events on city development in China: a perspective of event system[J]. *Current Issues in Tourism*, 2020, 23(12).
- [9] Muhammad Khalid Anser,Zahid Yousaf,Usama Awan,Abdelmohsen A. Nassani,Muhammad Moinuddin Qazi Abro,Khalid Zaman. Identifying the Carbon Emissions Damage to International Tourism: Turn a Blind Eye [J]. *Sustainability*, 2020, 12 (5).