

Changes in Tourist Interests During a Pandemic: A Study of Travel Choices and Motivations Post COVID-19 Pandemic

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Abstract—The Covid-19 pandemic that occurred at the beginning of 2020 seems to be a phenomenon that has a significant impact on all countries in the world and various sectors, one of which is the tourism sector which has drastically experienced a broad socio-economic impact. Various efforts to restore the tourism sector are needed through various approaches. However, it is necessary to understand in advance the development of tourism interest in the people of Lampung during the pandemic, which has not ended. This is important as the basis for making policies and decisions in the management of tourist destinations by the government. Therefore, this study aims to determine: (1). How is the pattern of changing interest in travelling during the pandemic? And (2). What are the people's motivations in determining the choice of tourist destinations after this pandemic period? The research method is carried out with a quantitative approach through a survey method with a questionnaire instrument. Because it is still in the pandemic period, the google form will be used and disseminated online through online communities and social media networks interested in travelling and tourism. In data analysis, quantitative software such as SPSS or Excel will be used, and then data visualization will be carried out so that narratives and conclusions can be generated.

Keywords—Local Tourism, Pandemic, Traveling Interest, Tourism Policy

I. INTRODUCTION

Indonesia is rich in natural resources, arts and culture, history, and diverse traditions spread throughout Indonesia. The natural beauty and various kinds of culture and history left behind make Indonesia one of the destinations for tourists to visit and directly with the local community and find unique things or something that is considered necessary for tourists, such as historical and cultural relics that are still passed down from generation to generation which local and foreign tourists still want to know [1]. The more tourists

visiting the area will increase the country's foreign exchange and increase the income of residents in tourist locations and the community will open many small businesses to meet the demands of tourists. For tourists, travelling can be a fun activity and can add insight to new places that were not known before. Many tourism activities depend on transportation and communication because distance and time factors significantly affect people's desire to travel. Today, transportation causes very rapid tourism growth, the progress of transportation facilities that encourage tourism progress and conversely, the expansion that occurs in the tourism industry can create transportation demand that can meet the needs of tourists [2].

Tourism is one of the new style industries, which can provide rapid economic growth in terms of employment opportunities, income, the standard of living, and activating other production sectors in tourist receiving countries [3]. Tourists who visit an area usually really want to spend their time relaxing, refreshing the mind, and getting away from the routine of everyday life. So it can also be said that a tourist travels from another place far from his home, not for reasons of home or office[4].

Specific motivation and general motivation differ from one person to another, depending on several variables related to the quality and quantity of a person, his socio-economic life and his environment. the socio-economic conditions are many. The environment is influenced by many factors, both accessible and unreachable. The distance of the trip, the cost to be paid, and the availability of transportation at the right time are all decisive in choosing which tourist destination to visit[5]. Because of the number of trips, travel motivation is said to be general if the motivation encourages a person to change places, motivation becomes a unique choice or when tourists are encouraged to visit a particular object, region or country

or choose a tour package or specific tourist event[6]. To be clear, there will be people who travel for holidays, others to seek cultural satisfaction, others to explore to visit congress, etc. It will result in groups of similarly motivated tourists in one or more countries[7].

The pandemic produces various impacts on the management of tourist destinations in various locations, not only that motivation and choices for travelling are also possible to experience adjustments. Domestic and foreign visits to Lampung Province have decreased drastically in the last five years of visits to the Covid-19 pandemic. Data released by the Tourism and Creative Economy Office of Lampung Province mentions for foreign tourists in 2015 (95,528), 2016 (155,053), 2017 (245,372), 2018 (274,742), 2019 (298,063), and 2020 (1,531). Meanwhile, domestic tourists visited in 2015 (5,530,803), 2016 (7,381,774), 2017 (11,395,827), 2018 (13,101,371), 2019 (10,445,855), 2020 (2,548,394). This adjustment at the personal or community level encourages various changes in tourism-related mechanisms, institutions and policies. Therefore, it is interesting to analyze changes in travel choices and motivations in the range before, during and after the pandemic as reference material for related policies.

II. LITERATURE REVIEW

The word "motive" is defined as an effort that encourages someone to do something. Motives can be the driving force from within and within the subject to carry out certain activities to achieve one goal. Even the motive can be interpreted as an internal condition (preparedness). Starting from the word "motive", then motivation can be interpreted as an active driving force. Motives are active at certain times, especially when the need to achieve goals is felt/urgently[8]. Motivation is taken from the Latin term "move", which means "to move". In the current context, motivation is a psychological process asking to direct, direct, and determine voluntary actions that lead to goals[9]. Motivation is a tendency that arises in a person consciously or unconsciously to do something. Actions with specific goals or efforts cause people to do something because they want to achieve the desired goal[10]. Motivation is a simple thing because people express or are encouraged to behave in specific ways that Thus, motivating someone is undoubtedly easy; try to find out what they need and use it as a possible reward[11].

Ross (1994: 33) says that the motivation for tourism can be divided into four categories: (1) Physical stimulation: rest physical activity, participating in sports, beach recreation, entertainment that makes the body not tense, and health considerations, (2). Cultural motivation: desire to know other countries, for example, art, customs, dance, painting, and religion, (3). Interpersonal motivation: the desire to meet new faces, visit friends or relatives, visit oneself from daily activities, family or neighbours, or make new friends,

(4). Motivation Status and Dignity: the need for recognition, attention, respect, and reputation[12].

Tourism is part of community culture related to how to use concepts and has undergone a long development process from a narrow and straightforward understanding to a broad and complex understanding. Tourism is a very complex and multisectoral social phenomenon[13]. This view gives rise to various perceptions and understandings of tourism, both as a concept, industry, activity, and system. With this understanding, tourism can be highlighted from various points of view[14]. The complexity of tourism in question includes tourism as a human experience, as a resource, as a business, and as an industry[15].

The concept of "tourism" comes from the Sanskrit word "wisata", which means "journey", which is the same or can be equated with the word "travel" in English. So people do "travellers" because, in Indonesian, it is customary to use the suffix "wan" to express people with their profession, expertise, position, and position. So the word "tourist" in several ways is different from "tourist" in English[16]. Tourists are actors in "tourism" activities. The purpose of tourists doing this activity is to get the pleasure of life by enjoying or doing something in the place they visit that makes them happy without balance or is voluntary. For this purpose, tourists leave their homes for other places in time. In terms of this place of origin, other tourists are divided into two: tourists who come from local countries, domestic tourists, and tourists who come from foreign tourist countries[17].

Several factors influence tourists in deciding to travel: tourist income, prices of products offered and prices of other necessities of life, quality of tourism products, political relations between countries/regions, regional economic conditions, and socio-cultural conditions of the two countries. Thus, tourism development is also successful/capable of tourists to the area, so developers must pay attention to these factors in planning tourism in tourism policy making[18].

Tourism experts put forward various definitions of tourism policy. Goeldner and Ritchie (2006) define policy as regulations, rules, guidelines, directions, and development/promotional targets and strategies that provide a framework for individual and collective decision-making that directly affects the long-term and day-to-day development of tourism takes place in an area destination. Biederman (2007) adds an essential point to the definition of tourism policy by suggesting that the principle of tourism policy is to ensure that countries and regions get the maximum benefit from the social and economic contributions provided. Biederman also stated that the ultimate goal of tourism policy is to increase the progress of the country or region and the lives of its citizens[19].

III. RESEARCH METHOD

Population refers to the whole group of people, events, or things of interest that researchers will investigate [20]. The location of this research is Lampung Province. The population in this study is all people in Lampung Province who have visited tourist destinations in the last three years (2019-2021). The sample consists of the number of members elected from the population. The technique of determining the sample used in this study is non-random sampling using the purposive sampling technique. The purposive Sampling technique is one of the sampling techniques by selecting samples based on research on several characteristics of sample members tailored to the research objectives[21]. Characteristics or criteria in selecting samples in the study are as follows: (1)—respondents who have visited tourist destinations outside their domicile at least once in the last three years. (2). Respondents are at least 17 years old. Researchers used 200 respondents as a sample.

The data collection method used in this study was using a questionnaire. Data collection is executed with an online Google form. Instrument testing was carried out in this study to avoid uncertainty in choosing the appropriate scale. In this study, several tests were carried out, namely reliability tests and validity tests. Validity test is a mechanism for measuring variables to meet the requirements[22]. The higher the validity of a measuring instrument, the more precise the measuring instrument is on the target. This test uses Pearson's Product Moment technique and operationalizes the SPSS for Windows application. All questions are valid, that is, they have an r-count above the r-table (0.1966). Reliability shows the consistency and consistency of a measurement scale[23]. Therefore, this test is carried out on statement items that have been tested for validity and are declared valid. The criteria used in the Cronbach's Alpha method, if the Cronbach's Alpha value <0.6 means that the reliability is low, the researcher usually will not use statement items that have low reliability, but if the Cronbach's Alpha value is 0.6 then it is declared good.

IV. RESULT AND DISCUSSION

In the beginning, an analysis of the profiles of respondents in this study was conducted, where several exciting things could be stated. The results of the survey respondent profile can be seen in Table 1 below:

TABLE I. RESEARCH RESPONDENT PROFILE

No	Category	Quantity	%
<i>Gender</i>			
1	Male	87	43.5
2	Female	113	56.5
		200	100
<i>age</i>			
1	< 20 years	49	24.5
2	20-30 years	76	38

3	30-40 years	61	30.5
4	40-50 years	12	6
5	> 50 years	2	1
		200	100
<i>Profession</i>			
1	Student	87	43.5
2	ASN/ TNI/ Polri	41	20.5
3	Private Employee	52	26
4	Entrepreneur	20	10
		200	100
<i>Long time no travel</i>			
1	0-3 months	46	23
2	4-6 months	58	29
3	7-9 months	43	21.5
4	10-12 months	33	16.5
5	> 12 months	20	10
		200	100

From the table above, it can be explained that the respondents in this study were dominated by women (56.5%), age range 20-30 years (38%), student work status (43.5%), and had long experience not travelling during this pandemic is dominant in the range of 4-6 months (29%). By analyzing the dominant profile in this survey, it can be said that the group most interested in holding tourism activities in this activity. The gender group, young age and student background are the most dynamic groups instinctively, do not have too high a financial burden and do not have too many professional responsibilities. This group is also the most dynamic when looking at the period of only travelling during the pandemic period, which is 4-6 months, meaning that they went to a tourist destination at least four months ago.

The pandemic conditions generate caution for tourism actors, including tourists. It is very evident when compared in the three-time spans; before the pandemic, during the pandemic and after the pandemic (hope). This comparison is needed to see changes in the pattern of tourist destinations. From the findings of the collection carried out, there can be identified which is presented in table 2 and figure 1 as follows:

TABLE II. CHANGES IN TRAVEL OPTIONS BEFORE, DURING A PANDEMIC AND PANDEMIC TAXABLE INCOME

The Category	BP(%)	P (%)	AP (%)
Within the city	17	42.5	11
Between regions within the province	25	26.5	18
Outside the province, within Sumatra	21.5	21	26.5
Outside the province, outside Sumatra	33.5	10	38.5
Overseas	3	0	6

Table 2 above presents the questionnaire results that compare three timescales from the pre-pandemic, pandemic, and post-pandemic periods. To make it easier for observing the changes of choices, the data are presented in Figure 1 as follows:

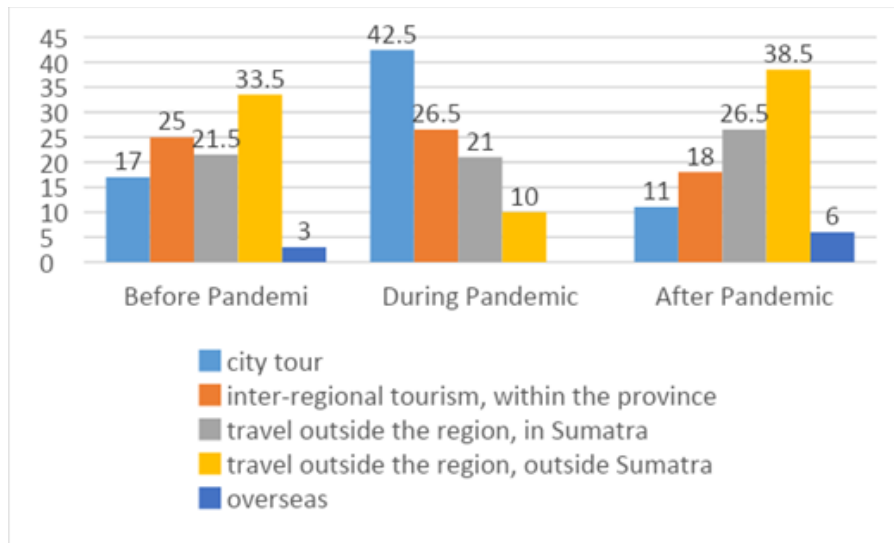


Fig. 1. Changes in Travel Options During the Pandemic

From the picture above, it can be seen that the tourist choices seemed evenly distributed in the pre-pandemic period, where respondents dominantly chose travel destinations out of the area, especially out of Lampung. Tourist destinations in this category are generally located in Jakarta, West Java and Central Java. The second most popular choice in the pre-pandemic period was travelling in the province; generally, beaches, hills, and natural beauty in Lampung Province districts became this group's destinations. The minimum position is the group that travels abroad, and this group is at a minimal number because it requires more adequate resources. This condition seems to have changed during the pandemic. The space for movement and health protocols are implemented to encourage choices for groups of tourism enthusiasts. From Figure 1 above, it appears that the dominant choice of travelling within the city

and discussion of travel options within the province. The group who answered that they still travelled outside the province, either inside Sumatra or outside Sumatra, decreased more. No one even travels overseas. However, in the future, where the pandemic is already visible, the pattern will change again. After the pandemic, it will be marked by the choice of dominant tourist destinations outside Lampung and Sumatra and inter-regional travel that is still in Sumatra, and there will even be growing in numbers compared to the period before the pandemic. What is also interesting is the growing group that chooses foreign tourist destinations. This increases the enthusiasm for travelling, which will be even stronger after the pandemic subsides. In order to find out in more detail what motivations drive the choice of travelling after the pandemic, the data is presented in table 3 as follows:

TABLE III. THE MOTIVATION THAT DRIVES THE DESIRE TO TRAVEL AFTER THE PANDEMIC

No	Category	Quantity	%
1	Physical Motivation		
	Rest	34	17
	Sports	15	7.5
	spiritual health	35	17.5
2	Cultural Motivation		
	want to know customs	26	13
	traditional art	10	5
	traditional artwork	12	6
3	Interpersonal Motivation		
	visiting relatives	30	15
	meet new people	10	5
4	Motivation Status and Dignity		
	social reputation	12	6
	social experience	11	5.5
5	Other Motivation		
	problem escape	5	2.5
		200	

Table 3 above shows the distribution of motivational categories that encourage tourists to carry

out tourism activities in the post-pandemic period. Physical motivation seems to be the most dominant

choice, where most of them want to make tourism a fulfilment of spiritual health and take physical rest. Most of the respondents had a very severe pandemic with health protocols that looked like a time of physical and spiritual recovery. The following dominant motivation is interpersonal motivation, where the interest to visit relatives who have not had time to meet during the pandemic becomes a quite realistic motivation. Family and travelling are widespread in our society, at times that are hindered during the pandemic.

Meanwhile, the most minimal motivation is another motivation which is the interest of escaping from problems when the survey was conducted. This motivation is generally related to the burden of problems experienced during the pandemic, generally related to the burden of family problems, work or relationships in the family. The pandemic period, which is envisaged to give freedom to return to visit various tourist destinations, is expected to know the physical, psychological conditions and restoration of relationships that were interrupted during the pandemic. The results of this survey can be used as material for policy recommendations during the pandemic and post-pandemic.

V. CONCLUSION

Based on the discussion that has been carried out, the following conclusions can be drawn: (1). changes in tourism choices from the pre-pandemic, during the pandemic and post-pandemic, to the pre-pandemic period marked by an even distribution of tourist destination choices, during the pandemic it turns out that the change in tourist choices becomes the dominant tourist destination in the city and the city. Meanwhile, the choice of tourist destinations is expected. After the pandemic, it is back to the way it was before the pandemic. (2). In the post-pandemic period, physical, interpersonal, and escape motivations from emerging problems is respondents' preferences for tourism activities. The post-pandemic period, which is envisaged to give freedom to return to visit various tourist destinations, is expected to find out about the physical, psychological and restoration of relationships or friends who were cut off during the pandemic.

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