



The Vaccine as a Major Factor that Improves Indonesians' Behavioral Intentions to Travel to Natural Destinations During the COVID-19 Pandemic

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Abstract. The Covid-19 pandemic, which hit three years ago, has brought many changes to the Indonesian tourism sector. In addition to causing uncertainty, the Covid-19 pandemic is also shifting tourists' preferences to natural tourist destinations. To increase the enthusiasm for traveling during the Covid-19 pandemic with safety, security, and comfort, the government is implementing mandatory Covid-19 vaccination for tourists before they travel. This study investigates the determinants of natural travel behavioral intentions of Indonesians who have received Covid-19 vaccination. Through the Structural Equation Modelling (SEM) approach, the Theory of Planned Behavior (TPB) was applied to 602 online respondents by testing five correlations that determine the natural travel behavioral intentions. The result showed that all the compiled correlations were significantly evident. Attitudes, subjective norms, and perceived behavioral control substantially shape Indonesians behavioral intentions to travel in nature after receiving the Covid-19 vaccine. Moreover, subjective norms can also change attitudes and perceived behavioral control through the strong influence of colleagues and close friends. The perceived behavioral control over time and finance are the most dynamic and challenging determinants to control during a pandemic out of the three variables forming the behavioral intentions to travel to a nature destination. Implementing a vaccination program to restore a sense of calm when traveling, especially to natural tourist destinations, is the right measure to increase travel behavioral intentions during the Covid-19 pandemic. Policy communication efforts that consider vaccines to increase tourist travel can be continued with this empirical evidence as scientific justification.

Keywords: Covid-19 Vaccination · Indonesia · Theory of Planned Behavior (TPB) · Natural Tourism Behavioral Intention · Tourist Preference

1 Introduction

Since Covid-19 became a pandemic [1], the world's tourism sector has slumped. Decrease in international tourist arrivals, foreign exchange earnings, Gross Domestic

Product, and tourism workforce followed abruptly and drastically [2–4]. Indonesia's tourism sector also felt such destructive impacts, namely a decrease in international visits, purchasing power, employment opportunities, and foreign exchange from the tourism sector [5–8].

The Indonesian government has taken measures to recover from such devastation by reopening domestic tourism trips and restoring a sense of calm and safety in travel by regulating the Covid-19 vaccination program as a requirement for domestic travel. The regulation which requires Covid-19 vaccination for traveling has become quite a subject of discussion in the academic world [9].

The covid-19 vaccine is accepted as a solution to allow travel during the pandemic [10–12]. Tourists must provide proof of Covid-19 vaccination in their passport [13–15]. Furthermore, the need for travel has increased since the pandemic [16, 17]. Therefore, vaccination is considered a mitigation approach to enhance a sense of security in travel during a pandemic [18–20]. Vaccination is expected to accommodate the high need for traveling by increasing the tourist behavioral intention to travel during the pandemic safely and calmly. The ability of the Covid-19 vaccination to increase travel intentions has become a shared discourse that needs to be proven scientifically. Moreover, most tourists prefer natural tourism destinations [21–23] and are satisfied after traveling to nature destinations during a pandemic [24].

This research is expected to clarify the position of the Covid-19 vaccination program as a marketing approach for nature tourism to restore the economic downturn due to the pandemic. In addition, this study was conducted to confirm the ability of the Covid-19 vaccine to increase the intention of traveling to natural tourist destinations in the Indonesians. This research also clarifies how/ that the Covid-19 vaccination program benefits in stimulating the tourism sector, which the Covid-19 pandemic has severely impacted.

Under normal circumstances, the behavioral intention to travel, as explained by the Theory of Planned Behaviour (TPB) approach, is empirically shaped by attitudes (AT), subjective norms (SN), and perceived behavioral control (PBC) [25, 26]. The same theory also applies to a condition where there is a pandemic [27–31]. The TPB extension is also utilized to see the linear correlation between perceived risk and tourist motivation [17, 32] to generate tourist behavioral intentions (BI) [33–35].

One variable influencing a person's intention to travel is attitude [27, 36]. Attitude is the most influential variable in determining tourist choice behavior. Attitude is indicated by prominent beliefs formed from secondary information, inferential processes, and observations [37–39]. The attitude variable is the most vital determinant in eliciting behavioral intentions in a pandemic situation [27, 31, 40]. In this study, behavioral belief is captured through people's beliefs about nature tourism behavior during a pandemic [41–43]. Nature destination was chosen for a variety of reasons which are minimal risk [44], relation to safety and health during a pandemic [45–50], and cleanliness [23]. Furthermore, the outcome evaluation was directed to evaluate the community's belief in nature tourism [25, 51, 52], especially regarding their understanding after getting vaccinated [12, 53, 54] (**H1**).

Additionally, subjective norms are also a determinant of travel intentions [55–57]. In tourism, subjective norms refer to individual perceptions of social pressures to travel

(58,59). Previous research confirmed the influence of subjective norms on the intention to visit tourist destinations [37, 60, 61], including in the post-pandemic time [31]. This study approached subjective norms through normative belief and motivation to comply [25]. Normative belief is a belief in the normative correlation in all social reference groups [62, 63]. Opinions of social groups such as friends, family, and colleagues can influence visiting decisions and tourist destination preferences [64, 65], including in a pandemic situation [61]. Furthermore, the motivation to comply indicator can assess the approval of the research subject towards individual belief on the social group opinion [25, 51, 52], where the level of importance of the views of the social group can be an indication of accepted subjective norms. Furthermore, indicators of normative belief and motivation to comply are considered to trigger tourist behavioral intentions [28, 66], including after they have received the Covid-19 vaccination [54] (**H2**).

In addition to influencing the intention to travel behavior, subjective norms can also affect attitudes and perceptions of behavioral control. Previous research has discussed the correlation between normative factors on attitudes in TPB positively [67]. Subjective norms can predict attitudes and expand the dimensions of the three variables forming behavioral intentions. This correlation means that the social pressure that individuals receive from others can change their attitudes towards certain behaviors. Social attributes are determinants person's decisions [68]. In previous studies, subjective norms positively influenced attitudes and intentions [67, 69, 70] as well as perceptions of their behavioral control [71, 72], including the complexities of correlation in the tourism sector [70, 73, 74]. With regards to Covid-19 vaccination, subjective norms can push attitudes and perceived behavioral control to generate behavioral intentions [29, 30] (**H4**) and (**H5**).

Perceived behavioral control (PBC) is also an essential determinant of tourist intention [75]. PBC indicates an individual's perception of their ability to engage or not engage in a particular behavior [76]. In contrast to subjective norms and attitudes, PBC refers to a self-evaluation of an individual ability to perform certain behaviors regarding talents and resources [60]. In tourism, PBC significantly influences the behavioral intention of returning tourists [37]. Ajzen even suggested that attitudes and subjective norms in TPB can only support individual motivation to engage in certain behaviors when the individual has perceived control over the behavior is strong enough [77]. The travel behavior intention cannot be entirely determined through attitude and subjective norms. Hence the PBC factor (an unwanted factor) must be used as a predictor [78, 79]. PBC significantly affects tourist travel behavioral intentions [31], and it even becomes the most prominent variable in eliciting behavioral intentions [27, 80]. In measuring individual perceptions of how easy or difficult it is to realize and control nature tourism behavior during a pandemic, this study uses two indicators: control beliefs and perceived power [25, 51, 52]. During a pandemic, several issues that often arise are related to health constraints [81–86], economic constraints [87–89], financial constraints [89–94], and government regulatory constraints [50, 95–100]. The PBC is compared to find how each constraint can affect a person's control [25, 51, 52]. In regards to vaccines, the PBC of a community is one of the factors considered to correlate with behavioral intentions [54]. The Covid-19 vaccine is something tourists are waiting for before travel [101] (**H3**).

All references to these correlations are summarized and illustrated by the following model (Fig. 1).

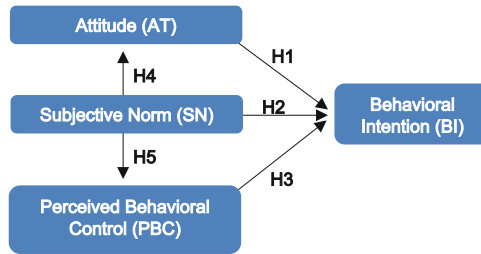


Fig. 1. Research Model

(H1) Indonesians' attitude affects their behavioral intention to travel to nature destinations after receiving the Covid-19 vaccination.

(H2) Indonesians' subjective norm affects their behavioral intention to travel to nature destinations after receiving the Covid-19 vaccination.

(H3) Indonesians' perceived behavioral control affects their behavioral intention to travel to nature destinations after receiving the Covid-19 vaccination.

(H4) Indonesians' subjective norm affects their attitude to travel to nature destinations after receiving the Covid-19 vaccination.

(H5) Indonesians' subjective norm affects their perceived behavioral control to travel to nature destinations after receiving the Covid-19 vaccination.

2 Method

Using the Structural Equation Modeling (SEM) method, this study was designed to confirm the correlation between exogenous and endogenous variables through theoretical justification [102, 103]. The research subjects included Indonesians who had received the first dose of the Covid-19 vaccine during the pandemic. The population in this study refers to the number of recipients of the first dose of Covid-19 vaccination until Nov 1, 2021, which is 120,052,587 [104]. The Slovin formula calculated the sample by taking representative sample size with 4.07% *MoE* and generated 602 samples. The primary measuring tool was an online questionnaire from the SurveyMonkey platform for one month (from 12/12/2021 to 12/1/2022) using a random sampling technique through social media and social messaging applications.

By using the Theory of Planned Behavior (TPB) approach, the four main variables (Ajzen, 1991) were divided into 33 indicators through a four-choice Likert scale (strongly disagree - strongly agree). The research aspects, variables, and indicators are shown in the Table 1.

This study passed several tests, from the validity of the questionnaire to determine the accuracy of the indicators in explaining the variables test [105] to the reliability test of the questionnaire to measure the instrument's ability and answers consistency [105, 106]. Furthermore, the measurement of the outer model was carried out to show the correlation between items and their latent variables through convergent and discriminant validity tests and model reliability tests [102, 107, 108].

Table 1. Research Variables and Indicators

Variable	Indicator	
Attitude	Behavioral Belief	
	BB1	Healthy feeling
	BB2	Secure feeling
	BB3	Relaxed feeling
	BB4	Fatigue relief
	Outcome evaluation	
	OE1	Bad or Good
	OE2	Right or Wrong
	OE3	Wise or Unwise
	OE4	Comfortable or Uncomfortable
Subjective Norm	Normative Belief	
	NB1	Family perspective
	NB2	Colleagues/ school perspective
	NB3	Close friends perspective
	NB4	Community perspective
	NB5	Neighbors perspective
	Motivation to Comply	
	MC1	Family
	MC2	Close friends
	MC3	Colleagues/ school
	MC4	Community
	MC5	Neighbors
Perceived Behavioral Control	Control beliefs	
	CB1	Personal health constraints
	CB2	Financial constraints
	CB3	Government regulation constraints
	CB4	Time limit constraint
	CB5	Unfinished pandemic constraint
	Perceived powers	
	PP1	Personal health constraints effects
	PP2	Financial constraints effects
	PP3	Government regulation constraints effects
	PP4	Time limit constraint effects
	PP5	Unfinished pandemic constraint effects

(continued)

In addition, the inner model was evaluated through bootstrapping and blindfolding on SmartPLS by looking at the R2 value, path coefficient, predictive relevance, Goodness

Table 1. (continued)

Variable	Indicator	
Behavioral Intention	BI1	Intention to nature travel
	BI2	Plan to nature travel
	BI3	Willing to nature travel
	BI4	Interested in traveling in nature
	BI5	I hope to nature travel

of Fit (GoF), and the Normed Fit Index (NFI) test. The hypothesis test assessed the significance and direction of the correlations. Hypothesis testing looked at the original sample values, the sample means, standard deviation, P-values, and T-statistics [102, 107, 108].

3 Result

3.1 Validity and Reliability Test

The validity and reliability tests of the questionnaire were conducted on 30 respondents, with a significance value of 0.05 and a *r_{table}* value of 0.361 [102, 109, 110]. The result was that all Pearson Correlation scores on each item in the AT, SN, and BI variables had exceeded *r_{table}* and could be declared valid. However, items CB3, CB4, and CB5 had a value smaller than *r_{table}*, so they were declared invalid and excluded from the measuring instrument. After being tested again, there was a change in the Person Correlation value on the PBC variable, exceeded the *r_{table}* value, and was declared valid. In the questionnaire reliability test, all variables had Cronbach alpha values exceeding 0.5 and were declared reliable (Table 2).

3.2 Respondent Characteristic

602 respondents were further classified into seven characteristics. As a result, the number of male respondents was slightly higher, with the generation group category dominated by Gen Y and Z as the generations that actively used social media [111–113]. Based on respondents' residence, respondents who lived in the Special Capital Region of Jakarta dominated the number of respondents. Based on the education level category, respondents were dominated by those with higher education levels. Most of the respondents were second-dose Covid-19 vaccine recipients. Based on the category of professional groups, civil servants and students dominated the sample, while nature was the majority choice of the tourist destination before the pandemic (Table 3).

3.3 Outer Model Test

Furthermore, the item's convergent validity measurement model analysis was used to look at the outer loading and Average Variance Extracted (AVE) values [102, 107] (Table 4).

Table 2. Validity and Reliability Re-Test on PBC

Var.	Item	Pearson Correlation	Pearson Correlation (New)	Cronbach's Alpha
PBC	CB1	.670**	.504**	0,752*
	CB2	.499**	.405**	
	CB3	.074	Drop	
	CB4	-.053	Drop	
	CB5	-.331	Drop	
	PP1	.621**	.691**	
	PP2	.630**	.684**	
	PP3	.599**	.784**	
	PP4	.554**	.828**	
	PP5	.452**	.564**	

Table 3. Respondents Characteristics

Criteria	Indicators	%
Gender	Woman	47,67
	Man	52,33
Generation Group	Gen-Y (1981–1996)	46,01
	Gen-Z (1997–2012)	27,74
	Gen-X (1965–1980)	18,77
	<i>Boomers</i> (1946–1964)	7,48
Residence	Special Capital Region of Jakarta	47,51
	Outside Jabodetabek	45,85
	Bodetabek	6,64
Education Level	High	76,08
	Middle	23,59
	Primary	0,33
Vaccine Dose	Dose 2	93,36
	Dose 1	4,32
	Dose 3	2,33
Profession	Civil servant	29,90
	Student	19,27
	Employee	17,77
	Researcher/Teacher	6,15
	Entrepreneur	4,15
Tourist Destination Preference	Nature	66,61
	Man-made	25,75
	Culture	7,64

The value of outer loading on all items in the AT and SN variables exceeded 0.7 (valid). However, two items on the PBC variable (CB1 and CB2) and an item on the BI variable (BI3) were lower than 0.7 and considered invalid. After removing it from the construct and re-testing, the new outer loading value of the item in the PBC variable exceeded 0.7 and was declared valid. Meanwhile, the results of the AVE test showed that the total value exceeded 0.5 and was declared valid.

Table 4. Convergent Validity Test Results

Var	Item	Outer Loading						AVE
		AT	SN	PBC	PBC*	BI	BI*	
AT	BB1	0,797						0,706
	BB2	0,827						
	BB3	0,844						
	BB4	0,853						
	OE1	0,853						
	OE2	0,842						
	OE3	0,834						
	OE4	0,869						
SN	NB1		0,849					0,763
	NB2		0,857					
	NB3		0,883					
	NB4		0,867					
	NB5		0,876					
	MC1		0,851					
	MC2		0,900					
	MC3		0,898					
	MC4		0,870					
	MC5		0,881					
PBC	CB1			-0,080	Drop			0,620
	CB2			-0,120	Drop			
	PP1			0,730	0,778			
	PP2			0,760	0,787			
	PP3			0,775	0,768			
	PP4			0,800	0,816			
	PP5			0,687	Drop			
BI	BI1					0,901	0,915	0,824
	BI2					0,915	0,931	
	BI3					0,696	Drop	
	BI4					0,912	0,913	
	BI5					0,871	0,870	

Table 5. Discriminant Validity and Model Reliability Test Result

Var.	R ²	Nilai Fornell Larcker				Cronbach's alpha	Composite Reliability
		AT	BI	PBC	SN		
AT	0,615	0,840				0,940	0,950
BI	0,564	0,713	0,907			0,928	0,949
PBC	0,108	0,251	0,331	0,788		0,796	0,867
SN		0,784	0,690	0,331	0,873	0,965	0,970

Table 6. Construct Crossvalidated Redundancy, GoF, and NFI Analysis Result

Var.	Q ²	Communality	Average Communality	R ²	GoF	NFI
AT	0,426	0,611	0,588	0,564	$= \sqrt{\text{comxR}^2}$ $= \sqrt{0,588 \times 0,564}$ $= 0,576$	0,846
SN		0,689				
PBC	0,066	0,366				
BI	0,461	0,685				

Furthermore, the discriminant validity test was carried out by knowing the R2 and the Fornell locker values. The reliability test was generated at the Cronbach alpha value and the composite reliability model [102, 107] (Table 5).

The test result showed that the value of R² on the endogenous variable (BI) was 0.564. The BI variable was considered capable of explaining phenomena through endogenous variables as much as 56.4%. Meanwhile, the Fornell-Larcker value showed that the AVE root value for the variables measured was more significant than others. Thus, all indicators of all variables had met the discriminant validity requirements well. In the model reliability test, the Cronbach alpha value of each variable exceeded 0.6, and the composite reliability of each variable exceeded 0.7, which was considered consistent and reliable to describe the research phenomenon.

3.4 Inner Model Test

Furthermore, the Inner Model test was carried out by investigating the R-Square (R2) value, analyzing the path coefficient, calculating the Q-Square (Q2), and looking for the Goodness of Fit (GoF) and NFI values from the model. The whole process in the structural model analysis was carried out through bootstrapping and blindfolding functions with a significance value of 0.05, and the type of test was one-way (1-tailed) (Table 6).

The value of Q2 (BI Endogenous Variable) was 0.461. This value means that the research model's observational ability in constructing the Indonesian BI to travel in nature after the Covid-19 vaccination through AT, SN, and PBC was considered good. At the same time, the GoF value was acknowledged through the average communality formula. The result showed GoF value (0.634) was categorized as the large category, so it was considered feasible, valid, and not negligent in describing the correlation. The NFI

Table 7. Path Coefficient Analysis Result

Var.	Path Coefficient			
	AT	BI	PBC	SN
AT		0,450		
BI				
PBC		0,120		
SN	0,784	0,298	0,331	

Table 8. Direct and Indirect Effect Test Result

H	Correlation		Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Values
H1	<i>Direct</i>	AT > BI	0,450	0,452	0,056	7,991	0,000
H2		SN > BI	0,298	0,298	0,053	5,615	0,000
H3		PBC > BI	0,120	0,119	0,040	2,967	0,003
H4		SN > AT	0,784	0,784	0,026	29,786	0,000
H5		SN > PBC	0,331	0,334	0,045	7,354	0,000
	<i>Indirect</i>	SN > AT > BI	0,353	0,354	0,045	7,799	0,000
		SN > PBC > BI	0,040	0,039	0,013	2,953	0,003

value of the research model was 0.770 (close to 1), so the construction of the research model had a 77% match value (Table 7).

The path coefficient value above shows the correlation between the SN variable and AT to be the correlation with the highest path coefficient value (0.784). So, with the value increase of SN by one unit, the AT value would go up 78,4%. This value means the change in the subjective norms regarding nature tourism after the Covid-19 vaccination would increase by 78.4% of the Indonesian AT value.

3.5 Hypothesis Test

Furthermore, hypothesis testing was carried out using the bootstrapping option on Smart-PLS and taking into account the original sample value, the sample mean, standard deviation, and P-Values to the T-statistic value of each correlation [102, 107]. The accumulation of these values could be used to conclude the strength of the direct and indirect correlation (Table 8).

All direct and indirect correlations had positive values. The SN > AT correlation had the highest original sample value (0.784). Moreover, the direct correlation between PBC > BI and the indirect correlation between SN > PBC > BI had the smallest sample mean value (0.120 and 0.009). This value indicated the low effectiveness and the enormous possibility of bias towards the built correlation. In contrast, the SN > AT correlation had a small degree of bias, and strong sample effectiveness, indicated by a high sample mean value (0.784).

Meanwhile, in the standard deviation value, the minor point appeared in the correlation $SN > AT$ (0.026) and the indirect correlation $SN > PBC > BI$ (0.013). This indication means that if repeated measurements on different samples were carried out on the same characteristics, the subjective norm correlation had a high value of bias and uncertainty in shaping the AT of the Indonesian towards travel after the Covid-19 vaccination. High uncertainty also could occur if testing the correlation of subjective norms in influencing perceived behavioral control. P-Values and T-values confirmed the significance of all correlations. The threshold for all variables was P-values < 0.05 , and the threshold for T-statistics was > 1.96 . So, empirically, H1, H2, H3, H4, and H5 were accepted.

4 Discussion

This study confirmed the positive correlation between the attitude variable toward a person's behavioral intentions [31, 114–116] to visit specific destinations [37, 117] during a pandemic [26, 40], especially to natural destinations [41–43]. The strength of the attitude variable through behavioral beliefs and outcome evaluation indicators tended to lead tourists to a nature destination for fatigue relief and comfort reasons, as well as became the most potent components of forming a behavioral intention. Interestingly, the variable of health consideration was the lowest compared to others. This finding indicated the ability of the Covid-19 vaccination to reduce uncertainty over health. Meanwhile, the attitude that indicated wisdom in choosing nature tourism and finding a healthy feeling was what most Indonesians ignored. They instead prioritized a sense of comfort and fatigue relief. By giving treatment to improve the feelings of Indonesians regarding fatigue relief and comfort, their behavioral intention toward nature tourism could be significantly affected, especially after receiving the Covid-19 vaccination.

This study also proved the significant influence of subjective norms on the intention of traveling behavior [118–120] to tourist destinations both in non-pandemic situations [37] as well as in pandemic situations [31]. Subjective norms indicated through normative belief and motivation to comply with family, friends, community coworkers, and closest neighbors [62, 63] triggered specific behavioral intentions [28]. In this study, although neighbors were a very positive group, the closest friends were the group whose opinions were most taken into account by the Indonesians. Close friends were often the key to influencing decisions [121, 122].

In addition, to influence the intention to travel nature, this study also confirmed the correlation between subjective norms and attitudes of tourists [55, 56, 75] and perceptions of their behavioral control [70–74]. An indication of the solid social pressure that was felt by the Indonesians from a particular person or a close group came from the community and neighbors, where natural destination became their preference after receiving Covid-19 vaccination. However, the vaccinated Indonesians were more compliant with the opinions of their close friends regarding nature tourism during the pandemic, so they could change attitudes and perceptions of controlling their nature tourism behavior.

Interestingly, the obedience of the Indonesian vaccine recipients to the opinion of their close friends had a more substantial effect on changing attitudes than their perceived behavioral control on nature tourism behavior after the Covid-19 vaccination. This significant difference indicated the high uncertainty of the perceived behavioral control

variable on nature tourism behavior even though Indonesians have received the vaccination. Nevertheless, the correlation between perceived behavioral control and behavioral intentions was still significant. These findings confirmed the usual situation before the pandemic, where many studies explained the ability of perceived behavioral control to influence behavioral intentions [77]. In a pandemic, perceived behavioral control was essential to increase behavioral intention to travel to nature [27, 31]. When individuals could control many situations during a pandemic, their intention to travel would be greater [80]. This result means that the Indonesian perceived behavioral control to travel nature could build their behavioral intention to travel nature even though they had received the Covid-19 vaccine.

From a managerial point of view, an approach to changing the attitudes of Indonesians to increase behavioral intentions was more appropriate than changing subjective norms of nature tourism. Marketers needed to consider the feelings Indonesians believe about nature tourism after the Covid-19 vaccination, such as a sense of health, security, relaxation, and a reliever of fatigue, and convert them into a practical marketing approach. The need for comfort and relief from boredom when traveling in nature was more attractive to Indonesians than the health concern. Thus, marketing communications should consider these two factors as powerful message marketing.

Marketers also needed to consider the outcome of their evaluation of nature tourism. The Indonesians' decision to travel to nature was based more on a sense of fatigue relief when choosing the natural destination, which was considered to give them a sense of comfort during the pandemic, especially after the Covid-19 vaccination. By combining the behavioral beliefs they trusted and their highest outcome evaluation as the basis for the decisions, marketers were expected to produce a customer (tourist) oriented marketing communication approach. This effort could be used as a short-term effort that could be done to strengthen the Indonesian behavioral intention toward nature tourism behavior, especially after receiving the Covid-19 vaccination.

This approach was then combined with consideration of the strength of subjective norms in influencing the intention of nature tourism after the Covid-19 vaccination by measuring the views of each group and how strongly they influenced the Indonesians to travel after receiving the Covid-19 vaccination. Efforts to approach the group of close friends would be more effective in increasing the intention of nature tourism behavior of the Indonesians, and even their influence was not as massive as in other social circles. However, marketers should not be too focused on making efforts to approach the family environment due to their low ability to influence the majority of Indonesians to travel in nature, even though they had received the Covid-19 vaccine.

5 Conclusion

Within the Theory of Planned Behavior (TPB), a pandemic situation has different characteristics from an everyday situation. In the tourism sector, the components of attitude, subjective norms, and behavioral control perceptions could again control the emergence of tourist behavioral intentions of the Indonesians after the Covid-19 vaccination. However, the influence of perceived behavioral control was only triggered weakly. Attitudes and subjective norms related to nature tourism could positively and strongly influence

the intention of Indonesians to travel to nature after the Covid-19 vaccination. Indonesians' subjective norms regarding nature tourism (primarily from close friends) could also influence attitudes, perceived behavioral control, and their intention to travel even after receiving the Covid-19 vaccine.

However, the perceived behavioral control only affected the emergence of Indonesian's natural tourism behavior intentions weakly, even though they had been vaccinated. The dynamics in health issues, finances, government regulations, limited time, and the ongoing pandemic caused the weak perceived behavior control. The function of the Covid-19 vaccine, which was expected to be present as an effort to provide a sense of security and calm for the recipients, had not been able to stabilize control over those obstacles during the pandemic, especially related to nature tourism.

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