

Travel risk perception and travel behavior amidst COVID-19 pandemic 2020: A case study of the Batangas Province, Philippines

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Abstract

Tourism is a multifaceted economic sector that is increasingly crucial in a country's socioeconomic development. Tourism can not only help with economic restructuring by increasing revenue for the state budget, attracting investment, and increasing local goods and service exports, but it can also have a positive impact on other industries. Recently, tourism potentials have been exploited to achieve great results in tourism development. This study proposed a strategic recovery plan to help in the tourism improvement of the province as it determine the travel risk perception and travel behavior amidst the COVID-19 pandemic. The researcher made use of quantitative descriptive method using a survey questionnaire among the 385 tourist who were randomly selected. Based on the findings, majority of the respondents were Millennials, Female, married who travelled for at least once a year. Respondents agreed that tourism is mainly responsible for the spread of coronavirus hence, they would depend on what the media reported and avoid international travel. It was found out that respondents who are 39 to 54 years old, married and those who do not have intention of traveling during pandemic have greater assessment on travel risk perception. Significant findings reveal that relationship exists and implies that the better the perception on travel risk, the positive the behavior on travel. Based on the result of the study, researchers were able to propose strategies for tourism recovery plan in Batangas Province.

Keywords: behavior, recovery, risk, travel, pandemic

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1. Introduction

During the past decade, several places of tourist interest have undergone emergencies. These places have seen natural, and man-made disasters, including attacks, carried out by extremists, health related calamities like MERS-CoV, SARS, etc., and natural catastrophes, including tsunami, volcanic explosion, cyclone, etc. However, in the wake of such emergencies, the tourism industry was able to recuperate and flourish again. History confirms that the 9/11 attacks, SARS, swine flu, Tsunami, Bali bombing, 26/11 Mumbai attacks in recent years have rattled the tourism industry worldwide because of these calamities and tragedies (Garg, 2015). The severe acute respiratory syndrome (SARS) epidemic and later the H1N1 pandemic, for example, led to a considerable decrease in international arrivals with an estimated financial loss of US\$88bn (UNWTO, 2020a, 2020b, 2020c). The impact of the SARS outbreak in 2003 on the economies of China, Hong Kong, Singapore, and Vietnam was estimated at \$20bn in lost GDP (Wilder-Smith, 2006). With a decline in around 70% of tourist arrivals across Asia, the outbreak was a major setback to the region's travel and tourism economy. The industry's growth rate decreased from 5% to 2.9% (Hong, 2009).

The novel "COVID-19" coronavirus was first discovered in Wuhan, China, in December 2019 (Gössling, Scott, & Hall, 2020). The disease has spread around the world since 2019, and the World Health Organization has declared it a global pandemic. Containment steps to avoid the spread of the virus, including closures of borders in most countries, have brought tourism to a halt. In May 2020, the United Nations World Tourism Organization noted that the COVID-19 pandemic had caused a 22% fall in global international tourism in Q1 of 2020, with a potential annual decline by 60%–80%, leading to an estimated loss of US\$80bn (UNWTO, 2020a, 2020b, 2020c). According to the most recent UNWTO World Tourism Barometer, the plunge in international travel embodies an approximate loss of USD 1.3 trillion in export revenues - 11 times more than the loss reported during the 2009 global economic crisis. (UNWTO, 2021).

Tourism has an unparalleled scope for resilience (Tejan & Safaa, 2018); still, in contrast to preceding emergencies, an unprecedented crisis has been faced worldwide with no single tourist destination being spared from it. The world, today, is facing a remarkable shift. Due to the COVID-19 pandemic, global businesses, productivity, and international economic structure are experiencing profound adaptation and rapid change (Ma, 2020). The COVID-19 pandemic is a major (if not the greatest) adverse health event of the 21st century. Early predictions of finding a vaccine or effective treatments within 6–12 months, allowing travel and tourism to resume pre-crisis levels, were over-optimistic. As Gossling et al. (2020 p.2) note, "within the space of months, the framing of the global tourism system moved from over tourism [. . .] to non-tourism".

Due to COVID-19, the world has changed irreversibly in every possible aspect and has had a massive effect on global travel, tourism, and hospitality businesses which are one of the major employment providers worldwide and are extremely vulnerable to major shudders such as the COVID-19 pandemic (Chang, et al., 2020). The tourism industry's essence is that the effects of the COVID-19 pandemic are evident in all tourism areas (Chinazzi et al., 2020). The universal domain of the virus and disease control in the form of social distance, self-isolation, quarantine, and decreased movement has had a profound influence on domestic and international tourism, transportation, tours and travel operations and accommodation (Hoque et al., 2020). Global travel and commercial activities have been interrupted, and the travel, tourism and hospitality industry has been pushed back, experiencing substantial losses. According to the UNWTO World Tourism Barometer, the pandemic has left approximately 120 million direct tourism jobs at risk, several of these in small and medium-sized establishments (UNWTO, 2021) and Asian countries are projected to suffer the most (Faus, 2020). The World Tourism Organization indicates that there would be a 20 to 30 per cent decrease in overall foreign arrivals in

2020 compared to 2019, which will lead to a decline in revenue of approximately 300-450 billion USD globally (UNWTO, 2020a).

Almost all the countries in the world are adopting a wide variety of steps to alleviate the effects of the COVID-19 pandemic and promote the travel and tourism sectors' revival. It is essential to investigate the tourism crisis triggered by COVID-19 (Chen, et al., 2020) and research customer attitudes and expectations to understand tourist satisfaction transitions and traits (Ivanova, et al., 2020). Contemporary tourism has become a global trend facing the issues of tourists' safety and security. Various threats and dangerous circumstances exist, both during travel and tourist stays in destinations. These threats impede the tourist movement, influence tourists' understanding of their destination, and unavoidably affect their travel intention. COVID-19 pandemic and its catastrophic consequences have verified this, and the forecasts indicate that travel and tourism industry recovery would be exceedingly slow and challenging (Nepal, 2020).

In recent years, health-related calamities have shown a positive occurrence. The most significant challenges generated by these emergencies relate to social wellbeing and food safety (Milićević & Ervaćanin, 2016). With these issues and concerns, the research is very much concern to study on the travel risk perception and travel behavior within the Batangas province. Though there is a new campaign in the province which the Main Message is Ala Explore Batangas Experience Fun Food Faith like Never Before, that it is a fresh start and there is an opportunity to reconnect. Through various ways of communication there is a campaign on Keeping Batangas in mind and We can't wait, we have so much to explore given the safety and health protocols, the province aims and is dying to bounce back to the new normal, this study would like to propose a strategic recovery plan to help in the tourism improvement of the province.

Prior studies have dealt with the perception of risks and the willingness to postpone or suspend travelling during and after the COVID-19 pandemic (Bae & Chang, 2020; Ivanova et al., 2020; Kourgiantakis, et al, 2020; Neuburger & Egger, 2020; Wachyuni & Kusumaningrum, 2020). However, studies have not established how this pandemic, which surpasses all preceding health and tourism catastrophes, influences the travel risk perceptions and intentions to travel during this pandemic. In line with the above, this study aims to analyze the influence of risk perception between Filipino tourists on their travel intentions during the COVID-19 pandemic in Batangas. Additionally, this research seeks to establish a substantial difference in responses and evaluate the significant relationship between travel risk perception and travel behavior.

Objectives of the Study - This study is to determine the travel risk perception and travel behavior amidst the COVID-19 pandemic. Moreover, this study is seeking for the following objectives: to determine the demographic profile of the respondents in terms of: Age, sex, civil status frequency to travel, Intention to Travel during Pandemic and preferred travel destination; to identify perception of the tourist in terms of travel Risk and Travel Behavior; to determine the significant difference on the responses when grouped according to profile variable and determine the significant relationship on travel risk perception and travel behavior. Based on the result, the research provide recommendation for strategic ways for tourism recovery plan in Batangas Province.

2. Literature review

COVID-19 Impact - The empirical results of the current study indicate that COVID-19 has greatly affected tourists travel decision and their perceptions of hygiene and safety. Tourists think that pandemic has created anxiety and reduced their travel plans for the next 12 months. Current work contributes to tourism crises studies and provides future research insights (Nazneen, et al., 2020). The government addressed the issue of disease stigma and compassion for those affected by providing food, frequent health checks, and encouragement for those under quarantine. This rapid response included hundreds of action items. Well-trained and experienced teams of officials were quick to recognize the crisis and activated emergency management structures to address the emerging outbreak (Wang, et al., 2020). The fear of COVID-19, travel anxiety and risk attitude negatively impact travel intention. Furthermore, travel anxiety and risk attitude moderate the indirect impacts between fear

of COVID-19 and travel intention (Luo, & Lam, 2020). Tourism industry is an integrated economic sector and playing an increasingly important role in the socio-economy of a certain country. Developing tourism industry could not only effectively contribute to the economic restructuring process of the country, increase revenue for the state budget, attract investment, boost exports of local goods and services but tourism also has positive impacts on relevant industries. Recently, taking advantages of tourism potentials to gain positive results in tourism development. However, along with opportunities, today's challenging environment has also brought big threats for Vietnam's tourism industry (Dao & Lan, 2020). Moreover, Sectors particularly affected by the crisis (tourism, hospitality, entertainment, sport, cultural services, personal transportation/taxi companies) are exempting employers from paying social security contributions. Employees' contributions are significantly reduced until 30 June; also, the health insurance premium is reduced to the statutory minimum (Gentilini, et al, 2020).

Maliszewska, et al., (2020) believe that the biggest negative shock is recorded in the output of domestic services affected by the pandemic, as well as in traded tourist services. Since the model does not capture fully the social isolation induced independent contraction in demand and the decline in investor confidence, the eventual economic impact may be different. This exercise is illustrative, because it is still too early to make an informed assessment of the full impact of the pandemic. But it does convey the likely extent of impending global economic pain, especially for developing countries and their potential need for assistance. These scenarios demonstrate the scale of costs that might be avoided by greater investment in public health systems in all economies but particularly in less developed economies where health care systems are less developed and population density is high (McKibbin, & Fernando, 2021). Furthermore, Enhanced surveillance and contact tracing are essential to minimize the risk of widespread transmission in the community (Pung, et.al.,2020). Mhalla, (2020) affirms that the virus outbreak will also have an impact on airlines' profitability and cash flows, the cancellations are costing the airlines huge amounts of money in terms of lost revenue and additional costs and deprive other segments of the travel industry, including hotels and retailers, of high-spending tourists.

The cost of the pandemic and economic shocks increases significantly when several countries in the region experience the systemic pandemic shock concurrently. In this case, flattening the regional pandemic curve becomes important (Kimura, et al, 2020). It has also sparked fears of an impending economic crisis and recession. Social distancing, self-isolation and travel restrictions forced a decrease in the workforce across all economic sectors and caused many jobs to be lost. Schools have closed down, and the need of commodities and manufactured products has decreased. In contrast, the need for medical supplies has significantly increased. The tourism industry more specifically the food sector has also seen a great demand due to panic-buying and stockpiling of food products. In response to this global outbreak, in summary the socio-economic effects of COVID-19 on individual aspects of the world economy (Nicola, et al, 2020).

Travel Risk Perception and Travel behavior - Travel Risk Perception and Travel behavior are the main variable in the study wherein it is evident that there is a risk in the travel movement and more so the travel behavior is increasingly changing during the time of pandemic. Even if traditional public health measures are not able to fully contain the outbreak of COVID-19, they will still be effective in reducing peak incidence and global deaths. Exportations to other countries need not result in rapid large-scale outbreaks, if countries have the political will to rapidly implement countermeasures. (Wilder-Smith, et al., 2020). Moreover, study of Chinazzi, et.al., (2020) indicate that sustained 90% travel restrictions to and from mainland China only modestly affect the epidemic trajectory unless combined with a 50% or higher reduction of transmission in the community.

Visitor arrivals in the Philippines slumped by 82.4 percent to 1.32 million from January to November 2020 due to the ongoing Covid-19 international travel restrictions (Arnaldo, 2020). Similarly, tourism receipts fell by 81.5 percent to P81.05 billion in the 11 months to November, according to data from the Department of Tourism (DOT). Marasigan (2020) presented in Batangas province that there is a massive downfall in the tourist arrival. In 2019, Batangas received over 311,000 tourists. Before the COVID-19 lockdown, the province received 13,704 tourists. Since its reopening to scuba divers in October, Batangas received 3,272 visitors from July to October of

2019 (Arnaldo, 2020).

There are several issues and concerns faced by the province such as: Department of Tourism Strict Control over Accredited Establishments during General Community Quarantine, there are many requirements to accomplish that this the reason there are pending Certificate to Operate among the tourism establishment; another concern is with regards to the Financial Assistance from the National Government. There are also Bikers travel through different LGUs and there is no way to regulate and Diving is an outdoor sport but guests are not allowed from NCR. Most importantly, from the eruption of taal volcano to the pandemic, there is a slow recovery of Lakeshore towns.

Frequent epidemics and diseases can negatively affect tourists' perception of travel destination. Consequently, many questions occur concerning regional and global tourism organisations' willingness to manage crisis administration and recuperation activities (Jamal & Budke, 2020). Health emergencies and their effects on international and domestic tourism have always been the subject of research in various scientific fields (Abukhalifeh et al., 2018; Cahyanto et al., 2016; Garg & Kumar, 2017; Mair, Ritchie, & Walters, 2016). Multiple studies examined the effects of the COVID-19 pandemic on the tourism industry (Brouder et al., 2020; Chang et al., 2020; Gössling et al., 2020; Jamal & Budke, 2020; Yang; Zenkar & Kock, 2020; Zhang, & Chen, 2020).

Given the negative impact of the COVID 19 pandemic, the province has several issues and concerns, such as DOT strict control over accredited establishments during general community quarantine. Another problem is with regards to the financial assistance from the national government. There are also Bikers who travel through different LGUs, and there is no way to regulate them. Diving is an outdoor sport, but guests are not allowed from NCR. Most importantly, from the Taal volcano's eruption to the pandemic, there is a slow recovery of Lakeshore towns. As a result of the limited movement caused by the COVID-19 pandemic situation, Filipino tourists are likely to take trips and enjoy their leisure time domestically. Better safety and lessened threats when travelling within the own country are the main reasons for it. In case of an unforeseen event, it would be easier for tourists to return to their homes than face any such complications in a foreign country. It is understandable that when tourists travel in their country or to places not far from their residence, they feel much better (Ivanova, Ivanov, & Ivanov, 2020). The restoration of tourist activities within the province of Batangas would undoubtedly be followed by a substantial amount of insecurity and concern about various travel risks between the participants. On the other hand, stringent policies and strict protocols for international tourists' admission will stay in place for a more extended period.

3. Methods

Research Design - The research used a quantitative descriptive method in determining the travel risk perception and travel behavior. This method was accomplished with the use of survey questionnaire to describe the specific variable measured in the study. Research design is an outline for collecting, estimating, and investigating the data based on the study's research questions (Sekaran & Bougie, 2015). The current study is driven by a positivist paradigm approach. The objective of conducting a positivist study is to investigate a social or human subject is to achieve a comprehensive explanation of the phenomenon (Zhang, 2009). The positivist paradigm is additionally mentioned to as systematic, empiricist, quantitative or deductive. To achieve the research objectives and get the answers to this study's research hypotheses, a quantitative study approach must be the most appropriate methodology due to the specified purposes. A quantitative research design is suitable because it requires evaluating connections between variables using a quantitative research approach. According to Creswell (2009) the processes of gathering, evaluating, interpreting, and writing the findings of an analysis are all part of quantitative methods. This analysis will use survey research to classify a sample and population, as well as determine the research strategy. collecting and evaluating data, presenting the findings, making a conclusion, and writing the report in a survey-like format.

Participants of the Study - The respondents of the study were the general public, and the qualifier are able

to travel may it be domestically or international that reside in Batangas Province. Among the 13,148,695-tourist arrival in Batangas province as of 2019, a sample size of 385 were used using the Rao soft Calculator given the 5% margin of error and 95% confidence level. Random Sampling technique will be used in the study.

Instrument of the Study - The instrument that will be used in this study is an adapted questionnaire of Neuburger and Egger (2020) on their study conducted Travel risk perception and travel behavior during the COVID-19 pandemic 2020: a case study of the DACH region. For the safety purposes of everyone, the research will be utilizing an online survey throughout the study. The instrument undergone a reliability test Cronbach's coefficient alpha has commonly used for the measurement of internal consistency reliability. The overall Cronbach alpha value was also found to Travel Risk Perception (0.87) Travel Behavior (0.89), extremely good. The higher Cronbach Alpha values showed that all the items were internally consistent, and the higher Cronbach Alpha for the overall scale specifies that convergent validity was met. A questionnaire was designed with items adapted from a prior literature review. The questionnaire for the current study was organized into two sections. The first section included questions on the respondents' demographic characteristics, such as Age, sex, civil status, frequency to travel, Intention to Travel during Pandemic and preferred travel destination. The second section contained questions on the significant constructs included to identify Travel Risk Perception and Travel Behavior. The dimension scales of the questionnaire for all items in the second section was established on the 4-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (4).

Data Collection Procedure - After the approval of the proposed topic by Center of Research, Innovation and Data Management, and the University President. An online google form were utilized to administer the survey questionnaire. The researcher sought the assistance from the Provincial Tourism and Cultural Affairs Office in the dissemination of the instrument to assure the maximum retrieval of the samples.

Data Analysis - The collected data were tallied, encoded, and interpreted using different statistical tools such as frequency count, weighted mean and Analysis of Variance (ANOVA). The abovementioned tools like frequency count and percentage were used to determine the demographic profile and weighted mean and rank were used to assess the impact of the COVID-19 to tourism and hospitality. While Analysis of Variance (ANOVA) were used to test the significant difference when grouped according to profile.

Ethical considerations - In compliance to the Data Privacy, the research secured a voluntary informed consent and Privacy and Confidentiality of Information to the participants of the study. To all the results and data to be gathered through the study, the research treats this with full consent and confidentiality to ensure ethical considerations and no biases on the analysis of the data.

4. Results and discussion

Table 1 presents the percentage distribution of the respondents. It shows that majority of the respondents are ages 23-38 years old, female, married, traveling for at least once a year prior to COVID 19 pandemic and has no intention to travel during the pandemic hence, if given a chance will travel within the Philippines. In terms of the age, 135 respondents or 36.50 percent are ages 23-38 years old, while 106 respondents or 28.60 percent are 39-54%. Only 99 respondents or 26.80 percent are ages 22 years old, and 30 respondents are 55 years old and above. This data may reveal that most of the tourist who respond in this study are coming from millennial generation. They would tend to be adventurous at time even though there are travel restriction. As compared to the older and younger respondents, they are more vulnerable, and their health are at stake in this time of pandemic. In addition, older people tend to put their health first instead of travelling to faraway places. The distance is also an important consideration before old people decide to travel. The farther the place, the less likely older people will join.

Most of the respondents are female with 81.90 percent while only 18.10 percent are male. This signifies that female have more interest in travel than men. Majority of the travellers at present are women who love to visit different tourist attractions for cultural immersion, education, leisure, recreation, and adventure. Women also

have a higher purchasing power than men since they earn more from their professional careers nowadays. Most women value their independence and can travel alone. They have higher interest to explore unusual destinations than men. Most women also have their social media accounts that help them to further search beautiful places they can visit.

Table 1*Percentage Distribution of the Respondents' Profile*

Age	Frequency	Percentage (%)
22 years old and below	99	26.80
23 – 38 years old	135	36.50
39 –54 years old	106	28.60
55 years old and above	30	8.10
Sex		
Female	303	81.90
Male	67	18.10
Civil Status		
Single	178	48.10
Married	192	51.90
Frequency of Leisure Travel prior to Covid-19 Pandemic		
once a year	176	47.60
twice a year	104	28.10
3x a year	47	12.70
more than 4x a year	43	11.60
Intention to Travel during Pandemic		
Yes	134	36.20
No	236	63.80
Preferred Travel Destination		
Destination within Philippines	285	77.00
International Destination	85	23.00

With regards to Civil Status, 192 respondents or 51.90 percent are married while 48.10 percent or 178 respondents are single. This may be due to some couples like to spend travelling together but the problem is their schedule just not fit in with each other. They need to plan before going on a trip just to make their vacation possible. However, commonly, single people may have higher interest to travel different places and explore new things but there may be factors hindering them to travel often times.

Majority of the respondents traveled for at least once a year and 28.10 percent of the respondents traveled twice prior to COVID 19 pandemic. Only 47 of the respondents traveled thrice and 43 respondents or 11.60 percent traveled for more than 4 times prior the COVID 19 Pandemic. For most respondents travelling for at least once or twice for leisure purposes is enough. This may be due to some factors such as time availability, cost, and disposable income factor and most importantly their motivation to travel.

As revealed by the data, 236 respondents or 63.80 percent confirmed that they have no intention to travel during the pandemic, hence it only means that people tend to stay at home as there are safety issue and health risk if they would tend to travel may it be local or international. The results of Awad-Núñez, et al., (2021) obtained show that some measures, such as the increase of supply and vehicle disinfection, result in a greater willingness to use public transport in post-COVID-19 times.

The preferred travel destination of 77 percent of the respondents are local destination or within the Philippines, hence only 23 percent would prefer to travel internationally. For Local and international travel, it requires the use of transportation where it could be one medium for the transfer of the virus. With this most of the respondents preferred for short haul travel at least within the Philippines to ensure their safety. While, this result is contradicting to the findings of Abraham, et al., (2020) suggest that attribution theory may account for international travel. Individuals attributing the spread of COVID-19 to their own countries are more likely to travel abroad. This may due to the different culture and perception of international and local beliefs as to their respond towards travelling may differ.

Table 2 presents the travel risk perception. The composite mean of 3.29 reveals that respondents agree when it comes to their perception towards the risk in travelling. In this time of pandemic, there are risk and still safety is the main priority of everyone, thus ensuring that tourists are following the health protocols and travel restriction are strictly monitored by the tourism officers and local government unit is essential in this time of pandemic.

Table 2

Travel Risk Perception

Indicators	WM	VI	R
1. Tourism is mainly responsible for the spread of coronavirus	3.57	SA	1
2. Tourism will be massively affected by coronavirus	3.16	A	8
3. Staying in a hotel is a risk, as there are many people from different countries, who could carry the virus	3.51	SA	2
4. I fear that the virus will be carried by tourists to my near surroundings	3.20	A	7
5. Travelling should be prohibited to avoid a wider spread of the virus	3.23	A	5
6. Currently, it is irresponsible to travel to destinations with cases of coronavirus	3.46	A	3
7. Due to COVID-19, I will use only my transport for the trip.	3.16	A	8
8. I would feel comfortable travelling domestically	3.34	A	4
9. I would feel comfortable travelling internationally	3.01	A	10
10. I believe that hotels provide sufficient information on safety and security about the destination.	3.23	A	5
Composite Mean	3.29	A	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree(SD)

Among the indicators cited, respondents strongly agree that tourism is mainly responsible for the spread of coronavirus (3.57) and Staying in a hotel is a risk, as there are many people from different countries, who could carry the virus (3.51) which ranked highest and followed by the indicator “Currently, it is irresponsible to travel to destinations with cases of coronavirus” (3.46). This result may confirm that people in this time of pandemic are careful in their travel decision since they strongly agree that tourism is mainly responsible for the spread of coronavirus which may also affect their perception in general towards the transportation, tourism destination and accommodation businesses. As result is similar with the findings of Hoque et al., (2020) which showed that the occurrence of Coronavirus in China has significant impacts across the globe thus impacting the tourism sector. In addition, the result of Zhang and Yang, (2019) study has showed that guests pay more attention to the hotel barrier-free facilities, hotel personalized service, location accessibility, and the attitude and atmosphere of the hotel. In addition, Gursoy and Chi, (2020) confirms that customers in general still do not feel comfortable to dine in at a sit-down restaurant, travel to a destination and stay at a hotel.

Meanwhile least in the rank even though the respondents agree on the following indicators are they would feel comfortable travelling internationally (3.01), and Due to COVID-19, I will use only my transport for the trip has the same weighted mean with Tourism will be massively affected by coronavirus (3.16). People may tend to travel using various transportation modality locally and internationally. Results affirm that respondents are after comfort when traveling from mode of transportation to the destination. Preliminary findings of a longitudinal study conducted by the editorial team of the Journal of Hospitality Marketing & Management suggest that reopening the sit-down restaurants and easing travel restrictions will not bring customers back immediately (Gursoy & Chi., 2020). In relation to the findings, Almeyda-Ibanez and Babu, (2017) emphasized that destination shall represent the promise of a memorable travel experience. It is also worth noting that in the study of Valdez (2019), Batangas attractions are easily discovered and located given the visible road signage.

Table 3 presents the travel behavior of the respondents during the pandemic. It shows that respondents agree on the enumerated behaviors having the composite mean of 3.17. Travel behavior among the tourist is one of the denominating factors of the success of the tourism industry, as the tourist arrival increases the tourism income generation also increases. However, with the spread of COVID 19 virus hinders for travel to go out for safety purposes. This result to the temporary and for some, permanent closure of tourism businesses.

Table 3

Travel Behavior

Indicators	WM	VI	R
1. My travel behaviour is likely to change due to coronavirus	2.81	A	9
2. If I travel to another country depends on how media is reporting about that country	3.71	SA	1
3. I would prefer not to go outside for no good reasons	3.37	A	4
4. Currently, I would cancel travel plans to countries with no reported cases of coronavirus	3.44	A	3
5. Currently I would avoid trips by airplane or boat and even on land travel	3.34	A	5
6. Currently I would avoid international travel	3.59	SA	2
7. Currently I would avoid domestic travel	3.25	A	6
8. Currently I would avoid attending social events	3.10	A	7
9. I would avoid tourist attractions in my home town	2.16	D	10
10. I would avoid any contact with tourists in my home town	2.95	A	8
Composite Mean	3.17	A	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree(SD)

Among the indicators, top 3 on the rank which is interpreted as strongly agree is that if they will be travelling to another country depends on how media is reporting about that country (3.71) and currently they would avoid international travel (3.59). It was followed by Currently; they would cancel travel plans to countries with no reported cases of coronavirus (3.44). These indicate that respondents choose to go to a certain location in order to satisfy physiological requirements such as health and education. Similarly, the data show that respondents want to relax and explore nature by visiting a place. As a result, tourism has a direct impact on people's activities, infrastructure, and transportation. The findings suggest that the impact of the emotional experience on a visitor's perception of a location is dependent on the amount of tourist benefit. As a result, it is reasonable to infer that the stronger the favorable impression of a location, the higher the desire to visit it. According to Kiral'ova and Pavlicecka (2015), tourist destinations shall place themselves as real experiences supported by a series of emotional and rational factors. In addition, Boakye (2012) highlighted that the presence of the emotion and past experiences can influence the destination image and, consequently, the travel judgments.

Relatively, least on the ranking is for them to avoid any contact with tourists in my hometown (2.95) and My travel behavior is likely to change due to coronavirus (2.81). Hence, respondents disagree that they would avoid tourist attractions in my hometown (2.16). Results confirms that majority of the respondents seek tourism destinations within their local and definitely would not avoid tourist attractions in their hometown. It implies that they frequent areas that they may be familiar with. It is also worth noting that respondents choose exotic locations as revealed by the frequency obtained by interregional tourists. It can be presumed that tourists have travel preferences to which they usually engage in. Furthermore, according to Amir, et al., (2018), one of the many aspects of the tourism business that must be guaranteed is a safe and secure atmosphere. Personal safety and security are prioritized in all tourist destinations, including those in Batangas province. Both local and foreign tourists are likely to be concerned about their safety and security. Several folks are concerned about the possibility of damage or injury during their stay. The prospect of tourists being victims of any crime or disaster is terrifying.

Table presents the comparison of responses on travel risk perception and travel behavior when grouped according to profile. It was observed that there was a significant difference on travel risk perception when grouped according to age ($p = 0.019$), civil status ($p = 0.000$) and intention to travel during pandemic. This was observed since the obtained p-values were less than the alpha level. Thus, the responses differ significantly, and based on the post hoc test conducted, it was found out that respondents who are 39 to 54 years old, married and those who do not have intention of traveling during pandemic have greater assessment on travel risk perception. This reveals that those elderly or individuals who are the most vulnerable and conscious on their health and safety are truly have a greater view on travel risk perception. While those who are married have their spouse and children to look after that made them extra careful in every travel related decision they are making. While those who have no intention travel surely have greater assessment on travel risk since their priority is on safety. Hence, in the study of Singh et. al. (2020), they highlighted the need for a resilient plan for supply chain during

pandemic that will further aid in providing decision-making support in rerouting the delivery vehicles based on the travel restrictions in different areas. Given that 39 to 54 years old, married and those who do not have intention of traveling during pandemic have greater assessment on travel risk perception. This imply need for a resilient plan in order to cope up in this time of pandemic considering that there are travel restrictions in different areas.

Table 4

Difference of Responses on Travel Risk Perception and Travel Behavior When Grouped According to Profile

Age	χ^2_c / U	p-value	Interpretation
Travel Risk Perception	9.949	0.019	Significant
Travle Behavior	4.108	0.250	Not Significant
Sex			
Travel Risk Perception	9144.0	0.202	Not Significant
Travle Behavior	9716.5	0.580	Not Significant
Civil Status			
Travel Risk Perception	11884.0	0.000	Highly Significant
Travle Behavior	16818.5	0.791	Not Significant
Frequency of Leisure Travel prior to Covid-19 Pandemic			
Travel Risk Perception	16.89	0.001	Highly Significant
Travle Behavior	26.81	0.000	Highly Significant
Intention to Travel during Pandemic			
Travel Risk Perception	11140.0	0.000	Highly Significant
Travle Behavior	15418.5	0.688	Not Significant
Preferred Travel Destination			
Travel Risk Perception	9905.5	0.011	Highly Significant
Travle Behavior	6704.5	0.000	Highly Significant

Legend: Significant at p-value < 0.05

There was also significant difference on travel risk perception and travel behavior when grouped according to frequency of leisure travel prior to COVID-19 pandemic and preferred travel destination. Thus the response vary statistically, and significant differences were observed on those who have once travel leisure and preferred domestic destination have greater assessment on the two variables. While there is no found significant difference on n travel risk perception and travel behavior when grouped according to sex. Where the finding of the study of Barazi, et al., (2021) contradicts since in their study, it shows significant differences between genders on perception of these six dimensions.

Table 5

Relationship Between Travel Risk Perception and Travel Behavior

		Travel Risk Perception	Travel Behavior
Travel Risk Perception	rho-value	1.00	0.247**
	p-value	.	0.000
Travel Behavior	rho-value	0.247**	1.00
	p-value	0.000	.

** . Correlation is significant at the 0.01 level (2-tailed)

Table presents the association between travel risk perception and travel behavior. The computed rho-values indicates a moderate direct correlation and the resulted p-values were less than 0.01 alpha level. Thus, as significant relationship exists and implies that the better the perception on travel risk, the positive the behavior on travel. Data reveals that revealed travel perception to specific regions both increases the intention to travel thus influencing their travel behavior. Perception towards traveling were found to be stronger predictors of travel behavior. Hence, travelers' behavioral intentions and future actions are influenced by the destinations themselves.

This is same with the results of Neuburger and Egger (2021) revealed a significant increase in risk perception of COVID-19, travel risk perception and travel behavior over a short period of time. Also, in the findings of Abraham, et al., (2020) it was found out that statistically, there are significant differences are observed between various generational cohorts concerning perceived travel risk, domestic and international

travel. While in the recent study of Caber, et al., (2020) showed a high direct influence of travel motivations on destination image perception and a significant direct impact of destination image perception on travel intention.

5. Conclusion and recommendations

Majority of the respondents are ages 23-38 years old, female, married, traveling for at least once a year prior to COVID 19 pandemic and has no intention to travel during the pandemic hence, if given a chance will travel within the Philippines. The main tourist perception is that tourism is primarily responsible for the transmission of coronavirus, staying in a hotel poses a risk, while their behavior mainly depends on the media reporting on a specific area and would definitely avoid international travel. It was found out that respondents who are 39 to 54 years old, married and those who do not have intention of traveling during pandemic have greater assessment on travel risk perception, furthermore, those who have once travel leisure and preferred domestic destination have greater assessment on the two variables. There is a significant relationship exists and implies that the better the perception on travel risk, the positive the behavior on travel. Recommendation for Strategies were proposed for tourism recovery plan in Batangas Province. For the Department of Tourism may promote international safe travel campaign through travel vlogs and seeking influencer to promote the said campaign. For the Tourism Businesses must strictly comply with all the health and safety protocols mandated by the local government unit; and continue to support discounts for tourists and customers who have vaccination card. For the Philippine Travel Agency Association may come up with flexible travel packages promoting local destinations to ensure safe travel to all. For the Provincial Tourism and Cultural Affairs Office may provide travel infographics to tourist be informed and aware on the travel risk and travel guidelines. For the future researcher may conduct a similar study focused on the travel intention during the time of pandemic and its effect to their destination image.

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