

## Public perception towards traveling: Pre and post COVID-19 tourists' behavior

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### ***Abstract***

The Tourism and hospitality industry has been the worst affected of all major economic sectors when the pandemic stroked the whole world. It is vital to assess the public's willingness to travel and their possible concerns with regards to travelling to create strategies for recovery and reset in preparation for the post-pandemic time. Through the quantitative descriptive method, the researchers found out that before the pandemic, respondents travelled once a year and preferred abroad as their destination and had safety and security concerns. In post-COVID tourist behavior, respondents would like to travel after 6-9 months once the quarantine would be lifted. They affirmed that they have travel concerns in terms of health risk and would only travel once the vaccination is available. They prefer to travel abroad once they are already allowed to do so. The result further revealed that GenZ, female, and those who are open to experience have a higher assessment of pre and post COVID tourists' behavior. Based on the result, the researchers were able to recommend strategic ways to encourage travel again and proposed an action plan to boost tourism activities.

***Keywords:*** COVID-19, GenZ, safety, travelling post-pandemic

## **Public perception towards traveling: Pre and post COVID-19 tourists' behavior**

### **1. Introduction**

The global epidemic of COVID-19 has brought the globe to a halt, with tourism suffering the most severe consequences of all major economic sectors. In this time of uncertainty as it increases, having up-to-date and credible information is more important than ever, for both travelers and the tourism industry. This pandemic has put the entire world on lockdown, according to recent study from the World Tourism Organization, which shows that 100% of global locations have travel restrictions in place, and 72% have closed their borders to international tourism completely. According to data obtained as of April 27, 2020, 156 (72 percent) of the world's 217 locations have put a complete halt to international travel. Limits have been in place for at least three months in 25% of destinations, while restrictions have been in place for at least two months in 40% of destinations. Most crucially, it was established that no destination has lifted or relaxed travel restrictions as of yet (World Tourism Organization, n.d.).

While cases of coronavirus disease 2019 (COVID-19) have been reported in all 17 regions of the Philippines, some provinces have remained free of infection since the country's first case in January 2020 (Sahu et al, 2020). However, it spread wildly among other regions until it was already out of control, forcing the national government to limit the movement of people to inhibit its continuous growth. The situation both in the global and local scenes hurt the tourism industry to the worst extent that it has experienced in the past decades.

As the world gradually moves away from the COVID-19 crisis and toward recovery and economic reopening, it's clear that the period of lockdown has had a huge influence on people's lives. Consumer behavior will be influenced by the duration of the outbreak, self-isolation, and economic uncertainty, which in some cases will linger for years. The new consumer behaviors have an impact on all part of their life, including how they work, shop, and rest. These rapid changes will have a significant impact in the tourism industry. Thus, the present study sought to assess the post-COVID behavior in terms of the public's willingness to travel and their possible concerns with regards to travelling.

The impact of the pandemic on the tourism and hospitality industry is evident as most of the tourism establishments were prohibited from operation. If there were any operating accommodation establishments, they were used mainly as quarantine and isolation facilities. The main challenge now is that there is no revenue for the tourism and hospitality industry; nevertheless, the operating cost is still there. That is why some hotels have decided to permanently close or shut down their operations. With this fear of the unknown, most people are not into travelling even after COVID since their priority is safety and focusing on their work obligation.

To address a research gap in measuring the effects of the pandemic on travel behavior by using theoretical reasoning as a theoretical foundation for understanding the psychological processes behind overt human behaviors when thoughts of mortality are triggered. As a result, the researchers try to figure out how people travel before and after COVID. The conceptualization and identification of superior and inferior post-COVID travel behavior address shifting visitor needs and assist the tourism sector in formulating post-COVID policy.

Amidst imposing physical distancing and placing health safety protocols in tourism establishments, the tourism industry is still clueless on whether people would be willing to travel for leisure anytime soon. Business decisions could be best when backed up with reliable data, the gap that the present research aims to fill. Preparing and addressing the concerns of people in regard to travelling, the information from the public perception can help tourism establishments. It can also help the Department of Tourism as they assist the industry in its journey to recovery. Furthermore, future academics could use this as a foundation for additional research as the situation in the tourist and hospitality business evolves.

**Objectives of the Study** - This study determined the perception towards travelling, pre and post COVID 19 tourists' behavior. Moreover, this study sought the following objectives: present the profile of the respondents in terms of age, sex, social class, and personality; identify public Perception on travelling and various potential activities before the pandemic (Pre COVID-Behavior); assess the public willingness to travel and their possible concerns with regards to traveling (post-COVID behavior). Furthermore, the study tested the significant difference among the responses when grouped according to profile. Based on the result, the research recommended strategic ways to encourage travel again and proposed an action plan to boost tourism activities.

## 2. Literature Review

**Tourists' Travel Behavior** - Despite the fact that tourism is the world's fastest-growing industry, it has been severely disrupted, affecting hundreds of thousands of people. It also has an increasingly significant impact on the global economy (Craven et al., 2020). Mhalla (2020) affirms that the viral outbreak will also affect airline profitability and cash flow; cancellations cost airlines a lot of money in terms of lost revenue and additional costs, and also deprive other parts of the travel sector, like as hotels and merchants, of high-spending tourists. The tourist industry is a well-integrated economic sector that is becoming increasingly significant in society. Tourism development can not only help the country's economic restructuring process, improve revenue for the state budget, attract investment, and promote exports of local goods and services, but it can also have a favorable impact on other industries. It has recently taken advantage of tourism potentials to achieve great tourism development results. However, today's tough environment has introduced significant risks to the tourism industry, in addition to opportunities (Dao & Lan, 2020). Another risks is on the sustainability, whereas Energy efficiency, waste minimization, and eco-procurement were sometimes practiced by event management companies in Batangas City, according to Pulhin and Borbon (2021), but water consumption was not often or seldom practiced by event management companies in Batangas City.

**Pre- COVID and Post-COVID 19 Tourists' Behavior** - Prior to pandemic, people tend to travel using public transport more. This changed significantly as people are more inclined now to travel using private transport and are more considerate on pandemic related factors when choosing mode of transportation (Abdullah, et al, 2020). This difference on the preference for transportation displays the impact of covid on travelling patterns of people as they shift their focus on their safety. According to a recent study, the flights were reduced by 43% as compared to the year of 2019 when there was still no pandemic. Furthermore, additional requirements such as mandatory testing and quarantine was put in place. This hampered the flow of tourists even more (Bielecki, et al., 2020). Hence, the federal and provincial governments, according to Mian (2022), will need to maintain a long-term focus and commitment to restoring the tourism industry in order to achieve long-term success. Based on empirical forecasts, tourist behavior after the pandemic is over. When the COVID-19 pandemic ended, majority of respondents had planned when and where they would visit. There is enthusiasm and optimism that tourism will recover more quickly. The majority of tour lengths requested are short, ranging from one to four days. According to the study findings, the average value of travel intention is higher than the average value of travel fear (Wachyuni & Kusumaningrum, 2020).

In the recent study of Das and Tiwari (2021), during COVID-19, it was proven that passengers' intention to travel was positively influenced by attitude, subjective norm, perceived behavioral control, and anticipated pleasant emotion, but travelers' intention was negatively influenced by negative anticipated emotion. COVID-19's perceived severity had an indirect impact on travel intention. According to the findings of a recent study, COVID-19 has had a significant impact on tourists' travel selections as well as their views of hygiene and safety. Tourists believe the pandemic has caused them concern and have cut back on their trip plans for the following year. Current study contributes to studies of tourist crises and provides research insights for the future (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 scenarios explored in one study demonstrated how the pandemic could affect the economy from a highly developed country up to the less developed ones. They perceived a great negative impact, especially for those with less developed public health systems and high levels of population density (McKibbin & Fernando, 2020). The Philippines, falling into the latter category, is most likely to be the last to recover in terms of its economy.

Early detection, hand washing, self-isolation, and adhering to the expanded community quarantine, according to Chinazzi et al. (2020), will likely be more effective than travel restrictions in reducing this pandemic. Furthermore, SARS-CoV-2 is contagious in community settings, and small clusters of COVID-19 are expected in countries with large travel volumes from China before the Wuhan shutdown and enactment of travel restrictions (Pung et al., 2020). Traditional public health efforts will still be effective in reducing peak incidence and worldwide mortality even if they are unable to fully limit the COVID-19 outbreak. Furthermore, according to Chinazzi et al. (2020), persistent 90 percent travel restrictions to and from mainland China have only a little impact on epidemic trajectory unless accompanied with a 50 percent or higher reduction in community transmission. In addition, increased surveillance and contact tracing are required to reduce the danger of widespread infection in the population (Pung et al., 2020). When a systemic pandemic strikes several countries in a region at the same time, the cost of the epidemic and economic shocks skyrockets. In this case, flattening the regional pandemic curve is crucial (Kimura et al., 2020). It has also sparked fears of an impending economic slump. The workforce was reduced across all economic sectors due to social isolation, self-isolation, and travel restrictions, resulting in the loss of numerous jobs. As schools have closed, demand for commodities and manufactured items has decreased. Medical supplies, on the other hand, have experienced significant demand rise. The food sector has seen an increase in demand as a result of panic buying and stockpiling of food supplies. The socio-economic ramifications of COVID-19 on numerous aspects of the global economy have been described in reaction to this global outbreak (Nicola et al., 2020).

The pandemic has surely changed everyone's tourism selections, regardless of how much their area of residence has been affected by the virus. As a result, passengers' experiences will be significantly altered. According to the Italian visitors who took part in the poll, physical separation rules are likely to be in place for a long time, and they cannot imagine future tourism without them. This does not, however, rule out the potential that Italians may quit tourism soon. Indeed, the findings of Corbisier and Monaco's study (2021) show tourism's durability, proving that it can be transformed but never perish.

### **3. Research Methodology**

To properly assess the public perception of travel, the study used a descriptive method. The quantitative research paradigm examines data in a deductive manner and establishes links while explaining changes (da Silva, 2017). Because the purpose of this study is to simply present the current condition among passengers in terms of their willingness to travel, this method was used. The participants of the study are those frequent travelers, may it be domestic or international. A sample size of 274 respondents was used in the study based on the Rao soft calculator given the 5% margin of error and 95% confidence level considering the 951-tourist arrival in Batangas based on the Provincial Tourism and Cultural Affairs Office. Random Sampling technique were used in the study. A sampling strategy in which each sample has an equal chance of being picked is known as random sampling. A sample drawn at randomized usually supposed to be a fair reflection of the entire population. Based in the total population, the 274 were randomly selected considering the following criteria: (1) Frequent traveler who travel for more than three times a year for leisure or business purposes; (2) resident of Batangas Province for more than one year; (3) willing to be part of the study. The instrument used in this study is a self-made instrument to assess the pre and post covid tourist behavior. The questionnaire underwent thorough reliability and validity testing to ensure that it is applicable to the present setting. It was tested using inter rate reliability with at least 75 percent agreement.

For the safety purposes of everyone, google form was utilized to administer the survey questionnaire. It was

forwarded to various groups of travelers in the Philippines. Respondents were given context as to the purpose of the research, and enough time was provided for them to answer. They were reassured of the confidentiality of the data that was gathered. The collected data were tallied, encoded, and interpreted using different statistical tools such as Frequency and Percentage Distribution and Chi-Square test. The above-mentioned tools are used to determine the demographic profile, assess the impact of the COVID-19 on tourism and hospitality, and comparison on the impact of COVID-19 when grouped to demographic profile. In line with the Data Privacy Act of 2012, the research ensures security and confidentiality among the events enterprise; thus, no name and particular enterprise was mentioned throughout the study. Also, the research utilized a consent form to ensure that the respondents gave their free consent and willingness to take part in the study.

#### 4. Results and discussion

Table 1 displays the profile of the respondents which dominantly are Generation Z (22 years and below) with 148 or 54 percent followed by Generation Y (23-38 years old) are 68 or 24.80 percent, Generation X (39-54 years old) are 34 or 12.40 percent and Baby Boomers (55 years old and above) are 24 or 8.80 percent. The result shows the majority of the respondents are in GenZ. As proven in the study of Polzin et al. (2014), GenZ tends to travel more even at an early age. They are more into discovery and exploration. Furthermore, millennials are influencing the changing demographics of the country, which in return actually influence future patterns in consumer behavior and their impact on energy consumption and the environment.

**Table 1**  
**Percentage Distribution of the Respondents Profile**

<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>
22 years old and below (Gen Z)	148	54.00
23 – 38 years old (Gen Y or Millennials)	68	24.80
39 –54 years old (Gen X)	34	12.40
55 years old and above (Baby Boomers)	24	8.80
<b>Sex</b>		
Male	100	36.50
Female	174	63.50
<b>Social Class based on family monthly income</b>		
Upper Class (PHP 125,772 and above)	13	4.70
Upper Middle Class (Between PHP 73,367 - 125,772)	15	5.50
Middle Class (Between PHP 41,924 - 73,367)	78	28.50
Lower Middle Class (Between PHP 20,962 - 41,924)	64	23.40
Lower Class (Between PHP 10,481 -20,962)	43	15.70
Prefer not to answer	61	22.30
<b>Personality</b>		
Openness to experience	113	41.20
Conscientiousness	51	18.60
Extroversion	45	16.40
Agreeableness	43	15.70
Neuroticism	22	8.00

Most of the respondents are female, with 174 or 63.50 percent, while the 100 respondents, or 36.50 percent, are male. Females tend to travel more, and they are fun to go to places as compared to men. This is the same as the result of Basaric et al. (2016), which affirms that there are Gender differences w in the use of different transport modes, as well as in terms of the purpose of travel and the regular delivery of main activities. It could be said that, due to the conventional social values and weak economic circumstances, females prefer to use passenger vehicles less frequently than males do.

The seventy-eight of the respondents, or 28.50 percent, are in the middle class, followed by the lower middle class with 23.40 percent. Though the upper class has the most buying power, their number is not big

enough to dominate the market share in the travel industry. On the other hand, even if the population is dominated by the lower class, they do not have enough buying power to afford traveling. Most of the travelers in the Philippines fall under the middle-class category. Their income is sufficient to afford traveling, and they are stressed in their work that they would desire a getaway every now and then. Aamaas et al. (2013) believed that the upper class might have the largest impacts in travel and tourism considering their capability, but the larger middle class has a greater share as looking into their availability and scope of interest in travel.

On the other hand, respondents whose personality is classified as open for experience are 113 or 41.20 percent; followed being conscientious of about 51 or 18.60 percent; with extrovert has 45 or 16.40 percent; having agreeableness has 43 or 15.70 percent finally, with respondents that are Neurotic got 22 or 8 percent. Openness for experience motivates most people to adapt to traveling in their lifestyle. They view travel as an investment in themselves because of the new learnings that they acquire through the experience they gain in traveling. They are also the ones who tend to spend on extraordinary activities, exotic foods, and immersion in culture, which the tourism industry can provide. There were substantial individual variations in the development of openness at each stage of life and increases in openness were correlated with changes in cultural phenomenon (Schwaba et al., 2018). Furthermore, Christensen et al. (2019) show that people characterized to have the personality of Openness to Experience provide a specific conceptual framework of the characteristic and that certain inventories provide greater exposure to travel and tourism than others.

**Table 2**  
**Pre-COVID Tourist's Behavior**

<b>Frequency of Leisure Travel prior to Covid-19 Pandemic</b>	<b>Frequency</b>	<b>Percentage (%)</b>
once a year	118	43.10
twice a year	65	23.70
3x a year	46	16.80
more than 4x a year	45	16.40
<b>Preferred Tourist Destination prior to Covid-19 Pandemic</b>		
Abroad	91	33.20
Within Asia	67	24.50
Inter-regional - (outside CALABARZON Region)	60	21.90
Intra-regional - (within CALABARZON Region)	56	20.40
<b>Main concerns about travelling (pre-COVID)</b>		
Safety and Security	111	40.50
Health Risk	68	24.80
Financial Concern	37	13.50
Work Commitment	27	9.90
Family Commitment	15	5.50
No Concerns	16	5.80

Table 2 presents the tourist's behavior in the Pre COVID period. In terms of the frequency of Leisure travel prior to the COVID-19 pandemic, most of the respondents traveled once a year with 118 or 43.10 percent; Most people spend most of their time working and only have limited vacation leave. It is possible that most of them allow only one time in a year to relax and have leisure travel. Travelling is also costly and would require a certain amount of disposable income, which not many people have the luxury of spending. This agrees with the statement of Mosonyi et al. (2013) who said that people might have the tendency to travel at least once a year due to some reasons, which includes the availability of disposable income, time, or duration of travel may be limited.

The majority of the respondents preferred to travel abroad with 91 or 33.20 percent in choosing a travel destination, people prefer going to a totally different place outside their normal routine. It would be more satisfying for them if they could experience an extremely diverse culture. Same in the study of Mody et al. (2017), that even with greater risk-taking and sensation-seeking patterns, independent travel styles, people are more likely to still be desired and to indulge in traveling abroad, stimulating, active, and exciting tourist activities to the place they never been before.

The main concerns about travelling before the pandemic situation occur are Safety and Security (111) with 40.50 percent, when in a strange place, it is normal for people to be more cautious about their safety. This remains one of the main factors that affect the travel choice of tourists. There is only a certain level of risk that they are willing to take for the sake of new experience during travelling. The majority are still more conservative when it comes to their safety and security. Hsu et al. (2017) affirm that travel safety and security, and health concerns are some of the major determinants in the decisions of tourists to visit a destination. From the viewpoint of visitors, the worries of tourists concentrate on the personal views of security and protection traveling to, inside as well as from the destination.

**Table 3**  
**Post COVID Tourist's Behavior**

<b>What will do after the lifting of the quarantine</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Religious & related	42	15.33
Eat out	50	18.25
Shop	33	12.04
Visit relatives & friends	32	11.68
Travel (non-work)	69	25.18
Haircut & grooming	21	7.66
Pampering (Spa, massage, etc.)	60	21.90
Gym, Sports, exercise	19	6.93
<b>If travelling were an option, how soon after quarantine would you consider travelling?</b>		
Immediately	71	25.90
after 3 months	97	35.40
After 6-9 months	53	19.30
After 9 months	53	19.30
<b>What are your main concerns about travelling (post-COVID)?</b>		
Safety and Security	72	26.30
Health Risk	156	56.90
Financial Concern	14	5.10
Work Commitment	7	2.60
Family Commitment	18	6.60
No Concerns	7	2.60
<b>What would entice/encourage you to travel again after quarantine?</b>		
Vaccination available	156	56.90
Discounts & offers	13	4.70
Health precautions	40	14.60
Information promos	13	4.70
Events & festivals	13	4.70
Long holidays	39	14.20
Not at the moment	156	56.90
<b>Once ready to travel, where do you plan to travel to?</b>		
Within Philippines	73	26.60
Abroad	201	73.40
Philippine Destination Post-Covid		
Batanes	135	49.27
Bohol	49	17.88
Palawan	93	33.94
Cebu	73	26.64
Batangas	66	24.09
Siargao	116	42.34
Baguio	99	36.13
Manila	43	15.69
Bicol	30	10.95
Cagayan De Oro	19	6.93
Boracay	80	29.20
Davao	45	16.42
<b>When do you think foreign travelers should be allowed into the Philippines, post-COVID?</b>		
Immediately	9	3.30
after 3 months	28	10.20
After 6-9 months	63	23.00
After 9 months	174	63.50

Table 3 presents the post-COVID tourist behavior. After lifting the quarantine, the majority of the respondents will travel (69) or 25.18 percent, pamper (60) or 21.90 and eat out (50) or 18.25 percent. Results revealed the eagerness of people to break free from the bondage due to the month-long lockdown. People are social beings, and it is normal for them to long for refreshment that they perceive to get from travelling. It is also possible that people would want to push through with the canceled plans of travel that were scheduled during the

year 2020.

Abdullah (2021) used the term revenge tourism in this trend being forecasted caused by the boredom of people in their homes. It was predicted that there would be a surge of tourists during the post-pandemic time since people felt deprived during the time when they were under lockdown for a long period of time. Most of the respondents admitted that they would consider traveling three months after the quarantine has been lifted with 97 or 35.40 percent, followed by immediately after the quarantine has been lifted with 71 or 25.90 percent. Despite the rules set by the government, people would still want to be sure before they decide to go out. Three months would be sufficient for them to test the water and check whether there would be a next wave of the virus. They do not want to be too lenient since this may result in the infection not only of themselves but also their families. 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 June 30; also, the health insurance premium is reduced to the statutory minimum (Gentilini et al., 2020).

The main concerns about traveling in the Post COVID or after the pandemic situation include health risk (156) with 56.90 percent, safety and security (72) with 26.30 percent, and family commitment (18) with 6.60 percent. This result is expected from the respondents. The pandemic had made the people more cautious in terms of their health safety. Prolonged exposure to other people may risk them catching the remnants of the virus. Tourists tend to feel safer when they spend their travel just overnight, especially on leisure trips, while about 33% still feel unsafe while taking overnight trips. Singh et al. (2020) discovered an increase in the burden to the people psychologically due to the lockdown, and this highly impacts their behaviors and priority. Kim et al. (2021) agrees with this as their findings reveal that people are more inclined to pay a high price for a safer stay if every they will travel. With this, still, safety and security are the main issues and priorities of most people in the post COVID.

What would entice or encourage travelers to travel after the quarantine include the availability of vaccination and not at the moment tied with 156 or 56.90 percent, For the past months, traveling has been mainly for essential purposes only. This is due to the fear of catching the virus. Their only hope of returning to the normal way of life is through the formulation of vaccination that can keep them immune from the deadly virus. Only when vaccinated, can people have the courage again to travel. Otherwise, people would continue their cautious disposition. Abdullah et al. (2020) explained that the purpose of travel, mode of travel preference, choice of destination traveled, and duration of travel for most of the tourists was totally different compared to pre and post COVID and during the pandemic. Moreover, during a pandemic, most of the travel is for buying goods or shopping.

Once ready to travel, the majority of the respondents preferred to travel abroad with 201 or 73.40 percent, while on the other hand, only 73 respondents preferred to travel within the Philippines in Post COVID with 73 or 26.60 percent. Moreover, the top 3 preferred tourist destinations within the Philippines in Post COVID are Batangas, Siargao, and Baguio. When given a choice, Filipinos highly prefer traveling outside the Philippines since they would want to maximize the benefit from their travel spending. This became truer after people had been locked down in their houses for a long period of time. However, when limited to local travel, they prefer to travel to places that are more accessible for them. This may also be the result of a limited budget due to economic recession. They will be open to visit neighboring locations only, just so they can have a breath of fresh air and new ambiance in contrast to the four corners of their houses. Furthermore, visiting neighboring locations also meant no need to undergo 14-day quarantine, which most places outside their borders would require them to have.

A study on the travelers' destination choice revealed that animosity and ethnocentrism negatively influenced destination overall image and destination visit intention (Wang et al., 2021). The travelers' Attitude might have played a significant role in choosing the destination, as influenced by their Perception of the location and their



view of their capacity to purchase.

One hundred and seventy-four or 63.50 percent of the respondents perceived that it is after nine months that foreign travel will be allowed into the Philippines in post COVID, followed by 6-9 months with 63 or 23 percent. Since the pandemic is global in terms of scope, Filipinos are highly resistant to allowing foreign travelers to enter their borders. They believe that the income to be generated from foreigners would not suffice the negative impact that they could bring along with them. It is then predicted that there would be an increase in patronage for local destinations by the local people. Though this pandemic will shake up tourism's taken-for-granted predictors, a critical change is likely to happen in the mindset of travelers: the pandemic will inevitably diminish, and travel barriers would be removed, but the consciences of several tourists are likely to settle on a new balance (Kock et al., 2020). Moreover, Shamshiripour et al. (2020) revealed significant changes in people's mobility styles and habitual travel behaviors.

**Table 4**  
**Difference of Responses on Pre-COVID Tourist's Behavior**  
**When Grouped According to Profile**

<b>Age</b>	<b><math>\lambda^2_c</math></b>	<b>p-value</b>	<b>Interpretation</b>
Frequency of Leisure Travel	62.041 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	78.136 <sup>a</sup>	0.000	Highly Significant
Main concerns about travelling	56.964 <sup>a</sup>	0.000	Highly Significant
<b>Sex</b>			
Frequency of Leisure Travel	31.211 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	9.782 <sup>a</sup>	0.021	Significant
Main concerns about travelling	14.992 <sup>a</sup>	0.010	Significant
<b>Social Class based on family monthly income</b>			
Frequency of Leisure Travel	122.204 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	54.257 <sup>a</sup>	0.000	Highly Significant
Main concerns about travelling	47.612 <sup>a</sup>	0.004	Significant
<b>Personality</b>			
Frequency of Leisure Travel	55.852 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	63.500 <sup>a</sup>	0.000	Highly Significant
Main concerns about travelling	64.362 <sup>a</sup>	0.000	Highly Significant

The table 4 depicts the responses on pre-COVID tourist's behavior. It was observed that there was a significant difference in the factors on pre-COVID tourist's behavior. This was observed since the obtained p-values were less than 0.05 alpha level. This means that the responses vary significantly, and based on the result, it was found out that 22 years old and below (Gen Z), female, Lower Class, and those who are open to experience have a higher assessment on Pre COVID-Tourist's Behavior.

Age plays a distinctive role in determining behavior. People of different ages have different points of view and preference especially on the travel experience and behavior. Results revealed the uniqueness of Generation Z and their travel behaviors even before the pandemic. They were found to be more inclined to travelling and they portray an identifiable behavior compared to other generations. Generation Z is a relatively new entrant into the tourism market. However, the study by Robinson and Schänzel (2019) revealed the interrelationship of different variables in the travel experiences of Generation Z at a place. The variables are international in scope, based on the destination, including those that are directly or near to the person. It takes the collective consciousness of the three and also pre-trip, during-trip, and post-trip variables to completely understand the notion of experience.

Gender differences may contribute to differences in their travel behavior post-COVID. Women have a greater propensity to travel as compared to men. They may also have more concerns about travelling. Generally, women are more detailed than men. In most families, women are also the ones looking for travel destinations, and with their detailed nature, they have more considerations in choosing where to stay. Adeel et al (2013) found out that significant gender differences have been observed in travel behavior related to travel rate, mode of

transport, period, and intent of travel. As 55 percent of female respondents did not record any travel on a regular day compared to just 4 percent of male respondents, women were more likely to be immobile.

The income of people had been greatly affected by the economic depression brought about by the COVID pandemic. There had been an increase in the number of lower-class people. They were also the ones greatly affected in terms of their travelling behavior. They would rather prioritize spending on their basic needs and saving for future needs than spending on leisure travel. Roosvall (2017) believes that tourists, especially women who have children, are under the lower-class level, and an ethnic minority concurrently comes out as more concerned about travelling. They tend to be more meticulous in looking for a more cost-reasonable travel experience.

Travelling requires a certain type of personality. Specifically, those who are open to new experiences tend to travel more. They are also the ones who are more inclined to travel despite the possible risks. They view the benefit of travelling as more important than the threat that comes with it. The most significant factor of the travel experience was perceived satisfaction and enjoyment among the tourists. This is supported by a study that shows how openness to experience predicted motivation to travel to a certain destination (Akyuz, 2019). This type of personality plays an important role in the decision-making process of travelers. Similarly, the absence of this personality in individuals could negatively influence their decision to push through with any travel plans, especially in consideration of the situation.

**Table 5**  
**Difference of Responses on Post COVID Tourist's Behavior**  
**When Grouped According to Profile**

<b>Age</b>	<b><math>\Lambda^2_c</math></b>	<b>p-value</b>	<b>Interpretation</b>
How soon after quarantine would you consider travelling	24.120 <sup>a</sup>	0.004	Significant
Main concerns about travelling	61.915 <sup>a</sup>	0.000	Highly Significant
Travel Motivation	40.524 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	7.745 <sup>a</sup>	0.052	Not Significant
When do you think foreign travelers should be allowed into the Philippines, post-COVID?	42.915 <sup>a</sup>	0.000	Highly Significant
<b>Sex</b>			
How soon after quarantine would you consider travelling	6.872 <sup>a</sup>	0.076	Not Significant
Main concerns about travelling	15.322 <sup>a</sup>	0.009	Significant
Travel Motivation	20.831 <sup>a</sup>	0.001	Highly Significant
Preferred Tourist Destination	4.706 <sup>a</sup>	0.030	Highly Significant
When do you think foreign travelers should be allowed into the Philippines, post-COVID?	33.625 <sup>a</sup>	0.000	Highly Significant
<b>Social Class based on family monthly income</b>			
How soon after quarantine would you consider travelling	39.661 <sup>a</sup>	0.001	Significant
Main concerns about travelling	27.823 <sup>a</sup>	0.316	Not Significant
Travel Motivation	68.564 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	57.360 <sup>a</sup>	0.000	Highly Significant
When do you think foreign travelers should be allowed into the Philippines, post-COVID?	31.796 <sup>a</sup>	0.007	Highly Significant
<b>Personality</b>			
How soon after quarantine would you consider travelling	45.525 <sup>a</sup>	0.000	Highly Significant
Main concerns about travelling	41.973 <sup>a</sup>	0.003	Significant
Travel Motivation	73.932 <sup>a</sup>	0.000	Highly Significant
Preferred Tourist Destination	18.670 <sup>a</sup>	0.001	Significant
When do you think foreign travelers should be allowed into the Philippines, post-COVID?	41.407 <sup>a</sup>	0.000	Highly Significant

Table 5 shows the comparison of responses on post-Covid tourist's behavior. It was observed that there was a significant difference in the factors on post-Covid tourists' behavior. This was observed since the obtained p-values were less than 0.05 alpha level. However, there was no significant difference observed on where to travel to when grouped according to age; how soon after quarantine would you consider traveling (non-work related) when grouped according to sex and main concerns about traveling (post-COVID) when grouped according to social class. The significant result shows that the responses vary statistically based on the result. It was found out that 22 years old and below (Gen Z), female, Upper Class, and those who are open to experience have a higher assessment on Post COVID Tourist's Behavior.

The result revealed that those younger people have a higher assessment on post covid, basically because they tend to have this travel intention after the pandemic, which was confirmed by the recent study of Li et al. (2020). Significant changes in planned travel behavior following the epidemic, rather than actual behavior. Moreover, this result confirms that as people mature in age. People of different ages have distinct perspectives and preferences, particularly when it comes to travel and conduct. Hertz (2016) claims that GenZ feels extremely nervous and untrusting. This could be related to the fact that in a social and economic environment influenced by instability, confusion, uncertainty, and ambiguity, the group developed its characteristics and life abilities. (Sparks & Honey, 2014). They have come of age in an era of economic decline, increased inequality, job insecurity, and social media presence.

It is natural for women to explore and want to go to different places. This is their way for relaxation and self-discovery. This is in the same result of Adeel et al. (2013) where female is primarily influenced by the socio-cultural, economical and built environment of the region. As women are more likely to be inactive or to travel less due to their welfare, quality, and security of transport issues, this demonstrates the need for gender-sensitive transport and land use policies in the region. In the end, possible causes of bias and analysis recommendations are illustrated. Although policy now supports inclusive and intercultural education, participation rates and outcomes for travelers remain poor, especially with the effect and impact of the COVID-19 pandemic not only on the tourism industry but more so with the people. Boyle et al. (2018) affirm that the term tourist can hide the way that tourist's behavior and engagement with traveling can be affected by race, class, and gender, more specifically on women under lower class level.

Being open to new experiences allows a person to travel more effectively since they will be able to explore and discover more. People's personalities, as well as their perspectives on locals and the environment, can play a crucial influence in establishing overall support for tourist expansion. However, this result is closely different from the analysis of Moghavvemi et al. (2017), who showed that the impact of welcoming nature and emotional closeness on tourists' behavior and attitudes toward tourism development differed among personalities with high agreeableness and extraversion, while openness to experience, conscientiousness, and neuroticism had no influence.

## 5. Conclusion and recommendations

Majority of the respondents were in Generation Z, female under the Middle Class, and have the personality of openness to experience. In Pre-Covid Tourist's Behavior, respondents traveled once a year, preferred abroad as their destination, and had safety and security concerns. In post-covid tourist's behavior, respondents would like to travel after 6-9 months once the quarantine would be lifted; they affirmed that they have travel concerns in terms of health risk and would only travel once the vaccination is available or would not yet travel now, however, will travel abroad as their destination. The significant results found out that 22 years old and below (Gen Z), female, and those who are open to experience have a higher assessment on Pre and Post COVID Tourist's Behavior. Based on the result, the researchers were able to recommend strategic ways to encourage travel again and proposed an action plan to boost tourism activities as seen in table 6.

**Table 6**

*Proposed Action Plan to Boost Tourism Activities*

Key Result Areas	Strategies	Person Involved
Target marketing as means to Promote Local tourist destinations for preferred destinations	Utilize social media analytics in targeting female, GenZ, upper class individuals as market for tourist destinations  Destination Vlogs may be released on social	Tourism and hospitality digital marketers

	media accounts to boost the promotion	Tourism Officers
	Social media apps like Tiktok, Instagram, and Youtube may be used to attract the GenZ	
To ensure Safe Travel	Highlighting distinct safety protocols (e.g. privacy, no contact process, thorough disinfections, PPEs) in place to market competitive advantage	Tourism and hospitality digital marketers
	Department of Tourism, in collaboration with TESDA, may sponsor Webinar for Training and Workshops among the tourism businesses.	Department of Tourism in collaboration with TESDA
To boost tourism activities	Provincial Tourism and Cultural Affairs office, in partnership with Batangas Tourism Council, may hold festivals using the virtual platform.	Provincial Tourism and Cultural Affairs office in partnership with Batangas Tourism Council

For the tourists may patronize local destinations while borders are still closed due to community quarantine protocols. For the Department of Tourism, a national marketing booster may be launched to support the local tourist destinations and protect the health of the tourists. For the Provincial Tourism Office, a marketing strategy may be formulated focusing on the patronage of local tourism. For Tourism, Businesses may come up with protocols that can increase the health security of the guests, thus motivating them to visit. Future researchers may study other variables like travel motivation and preference as this study is only limited to Pre and Post COVID Tourist's Behavior.

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