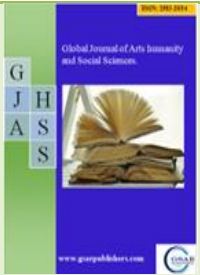
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Research on tourist behavior intention in tourism market in post-epidemic era

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Abstract

In early 2020, the new coronavirus outbreak suddenly seriously affected people's normal life and the sustainable development of all walks of life. Especially the tourism industry, suffered a very serious blow, the urgent recovery of tourism has become the focus of attention in the post-epidemic era. Through online questionnaire survey and SPSS23.0 statistical analysis, this paper explores and basically grasps the behavioral intention of tourists in the tourism market in the post-epidemic era. The results show that: 1) Although the tourists' willingness to travel is not too strong, they still have travel plans. 2) Tourists pay more attention to safety, hygiene, and personal protection. 3) The short travel and slow travel pace are on the rise. 4) Individual travel is becoming more and more popular among tourists. The conclusion of this study is helpful to better grasp the tourist behavior intention of tourists in the post-epidemic era, provide reference for the future more scientific adjustment and layout of the post-epidemic tourism development direction, and promote the recovery and revitalization of domestic tourism industry.

Keywords: Post-epidemic Era; Tourists' Behavioral Intention; Tourism Market; Recovery of Development

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1. Background

The outbreak of the novel coronavirus pneumonia epidemic in 2020 has affected the lives of people across the country and even the world, especially on the tourism industry, and it is difficult to resume normal operations in the short term. Throughout the 21st century, global disasters such as SARS in 2003, the tsunami in Indonesia in 2004, the global financial crisis in 2008, and the Fukushima nuclear disaster in Japan in 2011 have had a serious impact on the tourism industry. Among these events, there are more literature on tourism market research on environmental safety, natural disasters, and economic and financial crisis events, while there are few literature on tourism market research related to public health and security emergencies such as epidemics, and the breadth and depth of research are also limited.

Although SARS in 2003 was a public health emergency, which hindered the development of China's tourism industry to a certain extent, compared with the new crown epidemic in 2020, the decline in tourism revenue and the number of tourists was more serious, making the situation of China's tourism industry more

severe. Most of the existing literature on tourism market research related to public health and safety emergencies such as epidemics focuses on issues such as tourism economic recovery, while research on tourists' travel behavior intentions has not attracted widespread attention. To some extent, how tourists perceive the pandemic and what they do will have a long-term impact on the recovery and development trend of the tourism industry after the pandemic, which in turn will also affect the response of the tourism industry to the crisis¹. In particular, the recurrence and persistence of the epidemic have a continuous impact on the development of the tourism industry, and the views and attitudes of tourists are particularly important. Based on this situation, this paper explores the changes in tourists' travel behavior intentions, explores effective countermeasures, and puts forward reasonable suggestions to provide ideas for the revitalization and development direction of China's tourism industry in the post-epidemic era.

2. Literature review

The impact of the pandemic on the tourism industry is severe and unprecedented, and while the global pandemic situation is still severe, China should first revitalize domestic tourism to continue



to recover tourism. At present, the research on the recovery and development of China's tourism industry in the post-epidemic era mainly focuses on three aspects: first, the observation, description, and analysis of the current situation of the tourism industry; the second is to discuss countermeasures and put forward policy suggestions for the tourism industry in areas affected by the epidemic; The third is to innovate the development path of tourism.

SHU and XU (2022) put forward corresponding countermeasures for the structural upgrading and integration innovation of China's tourism industry by studying the changes in tourism demand in the post-epidemic era. It is recommended to create a tourism ecosystem rich in humanistic connotation². REN and ZHANG (2022) summarized the contents that need further research from three aspects: the impact of the new crown epidemic on the tourism industry, tourism crisis management, and tourism industry reform through bibliometric and content analysis, in order to provide reference for future tourism research³. LI (2021) made a comprehensive value assessment of the new model of "cloud tourism" from the two dimensions of social value and economic value, and provided new paths and countermeasures for the innovative development of tourism in the context of COVID-19⁴.

In order to truly revitalize domestic tourism, it is necessary to re-investigate and evaluate the trend of tourism demand, in which tourism behavior intention is the basis of tourism planning and tourism decision-making. Although many scholars at home and abroad have conducted studies on tourism behavior intention^[5-10], there are few studies on tourism behavior intention in the context of public health safety events. However, at present, the research in this field is mainly based on phenomenon description and case analysis, and there is a lack of more systematic and comprehensive analysis and more profound theoretical induction and research.

WANG and LIU (2020) used mathematical statistics and cross-analysis to study the travel intention and behavior of tourists in the post-epidemic era, judge the development trend of tourism after the epidemic, and put forward corresponding countermeasures¹¹. FENG and HUANG (2021) elaborated and reasonably explained the new trends of tourist behavior under the situation of normalized epidemic prevention and control through descriptive statistics¹². Through empirical analysis, ZHANG and PI (2022) took Wuhan City as an example to discuss the correlation between the image, perceived risk, and tourists' action intention in the post-epidemic era

To sum up, it can be seen from the publication time of the study that the research on tourism issues of the new crown epidemic is both specific and time-limited, especially when the new crown epidemic occurs, it is a period of high research and discussion. Under the trend that the domestic tourism industry is in urgent need of revitalization, how tourists view the new crown epidemic and the changes in their behavioral intentions will have a great impact on the recovery and development trend of the tourism industry after the epidemic. Therefore, in order to adjust and layout the tourism industry after the epidemic more scientifically, it is necessary to pay more attention to the research on tourists'

behavior intentions, which is a problem worthy of long-term attention.

3. Research Methods and Data Sources

This paper focuses on tourists' behavior intentions and conducts an empirical study based on a questionnaire survey. A total of 18 questions were designed in the research questionnaire, and 12 questions were selected for main analysis, which mainly focused on the following four aspects:

Part 1: Grasp the basic identity information of the respondents, such as gender, age, occupation, education level, monthly income, place of residence, etc.

Part 2: On the perception of public health and safety of tourism and personal protection of Chinese tourists in the post-epidemic era.

Part 3: On the travel willingness and motivation of Chinese tourists in the post-epidemic era.

Part 4: On the tourism behavior intentions of Chinese tourists in the post-epidemic era, including the length of travel time, travel space distance, travel mode choice, transportation choice, accommodation choice, etc.

Due to the ongoing impact of the pandemic, this study will only conduct surveys, distribute and collect questionnaires online through Questionnaire Star. The questionnaire was issued from April 12, 2022, to May 16, 2022, and this questionnaire was a non-probabilistic simple random sampling survey with no specific restrictions on special conditions. Finally, 286 samples were recovered, and 267 valid questionnaires were obtained after examination and screening of problem samples, with an effective recovery rate of 93.36%. According to the results of the questionnaire data recovery, the software SPSS23.0 was used for data processing and statistical analysis.

4. Research analysis and results

4.1 Analysis of demographic characteristics of the sample of subjects

Among the 267 valid samples, 51.69% were males and 48.34% were females. There were no respondents under the age of 18, 37.08% were aged 18-25, 30.34% were aged 26-40, 23.6% were aged 40-55, and 8.99% were over 55 years old. The occupations of the respondents were mainly concentrated in enterprises/companies (53.18%) and students (27.72%). The monthly living expenses of the interviewed students are mainly concentrated in 1500-3000 yuan, and the monthly salary of the interviewed adults is mainly concentrated in 6000-8000 yuan; 91.79% of the respondents had received good higher education, 34.83% were junior colleges, 54.68% were undergraduates, and 2.25% were postgraduates or above. The respondents covered 31 provincial-level administrative regions across the country, including 21.35% in Sichuan, 5.24% in Chongqing, 4.87% in Jiangsu, 4.87% in Hunan, and 4.49% in Hubei. Among them, 1.12% of the respondents were Chinese students studying abroad.

4.2. Analysis of tourists' perception of tourism public health safety and personal protection intention in the post-epidemic era

4.2.1 Perception of public health safety in tourism

According to the survey, respondents are generally optimistic but conservative about the current public health safety of domestic tourism. 40.82% thought it was generally safe, 34.46% said it was unsafe, and 24.72% were not sure whether it was safe or not. Due to the suddenness of the new crown epidemic and the rapid speed

of infection, 65.17% would be worried about the risk of infection during tourism (24.72% were very worried, 40.45% were somewhat worried); 22.1% said they were not too worried, and only 12.73% were not worried at all. Among them, 52.81% had a relatively calm attitude towards the possible epidemic in tourism, and had a certain psychological preparation in the early stage; 47.19% lacked adequate psychological preparation and were very worried about encountering the epidemic, as shown in Table 4.1.

Table 4.1 Perception of public health safety in tourism

Tourism public health safety perception	Frequency	Percentage	Effective percentage	Cumulative percentage
Safe	109	40.82	40.82	40.82
Insecurity	92	34.46	34.46	75.28
Not sure if Ann is not safe	66	24.72	24.72	100.00
Total	267	100.00	100.00	-
Very worried	66	24.72	24.72	24.72
There are some worries	108	40.45	40.45	65.17
Not too worried	59	22.10	22.10	87.27
Don't worry	34	12.73	12.73	100.00
Total	267	100.00	100.00	-
Fortunately, I was mentally prepared	141	52.81	52.81	52.81
I was worried and unprepared	126	47.19	47.19	100.00
Total	267	100.00	100.00	-

4.2.2 Personal Protection Intentions

In response to the epidemic prevention policy, the respondents paid great attention to the protection of personal hygiene and safety, and had a clear sense of epidemic prevention responsibility, and clearly understood the importance of personal protection. 97.1% said that they should do a good job of personal self-protection, including wearing masks (17.17%), washing hands frequently (22.59%), carrying disinfectant with them (20.74%), and keeping a safe distance from others (20.21%) Choosing a place with a good hygienic environment (16.38%) is regarded as a very important personal hygiene and safety protection measure, as shown in Table 4.2.

Table 4.2 Personal Protection Intentions

Personal protective intentions	Number of response cases	Percentage	Percentage of cases
Wear a mask	130	17.17	48.69

Wash your hands frequently	171	22.59	64.04
Carry sanitizer with you	157	20.74	58.80
Keep a safe distance from people	153	20.21	57.30
Choose a place with a better hygienic environment to stay and eat	124	16.38	46.44
No special protection is required	22	2.91	8.24
Total	757	100.00	283.51



4.3 Analysis of tourists' willingness and motivation to travel in the post-epidemic era

4.3.1 Willingness to travel

The willingness to travel affects the frequency of tourists' travel and is the motivation for tourists to travel. The outbreak of the new crown epidemic in early 2020 disrupted many people's original travel plans. Until 2022, the continuation and recurrence of the epidemic still affects people's lives. Therefore, under the continuous and repeated influence of the epidemic, the changes in people's willingness to travel are more worthy of attention.

According to the survey, 61.05% have a willingness to travel in the near future, but most of them are not very willing to travel. 25.09% felt that it didn't matter, and wanted to wait and see; 13.86% clearly said they did not want to travel, as shown in Table 4.3. It shows that tourists' willingness to travel is still suppressed by the epidemic for the time being, it is difficult to have a tourism boom in a short period of time, and the process of resuming the development of tourism is difficult, and more efforts are still needed.

Table 4.3 Willingness to travel in the near future

Willingness to travel in the near future	Frequency	Percentage	Effective Percentage	Cumulative percentage
I want to, it's urgent	59	22.10	22.10	22.10
Want, but not very urgently	104	38.95	38.95	61.05
It doesn't matter, wait and see	67	25.09	25.09	86.14
Don't want to	37	13.86	13.86	100.00
Total	267	100.00	100.00	-

4.3.1 Motivation for travel

Travel motivation has a significant impact on travelers' behaviour and the direction and content they choose. According to the survey, in the post-epidemic era, relaxation (19.31%), culture (19.16%), knowledge (18.73%), health preservation (18.01%), and sightseeing (15.99%) have become the main motivations for tourists, as shown in Table 4.4. Fitness can be achieved at home or near the surrounding area, so the proportion is small. In the special context of the current epidemic, the maintenance of safe distance between people and the rapid development of social media have gradually weakened the influence of communication as a travel motivation.

Table 4.4 Motivation for traveling

Motivation for traveling	Number of response cases	Percentage	Percentage of cases
Just relax	134	19.31	50.19

Culture	133	19.16	49.81
Knowledge	130	18.73	48.69
Health	125	18.01	46.82
Sightsee	111	15.99	41.57
Fitness	35	5.05	13.11
Social intercourse	26	3.75	9.74
Total	694	100.00	259.93

4.4 Analysis of tourists' spatio-temporal behavior intentions in the post-epidemic era

4.4.1 Travel time behavior intention

The suddenness and persistence of the epidemic affect the length of time tourists continue to travel. According to the survey, due to the impact of the epidemic, and the fact that most of the respondents are employees/students of enterprises/companies, most of them are young and middle-aged, and their leisure and continuous time are limited, so the duration of the trip is mainly concentrated within 7 days (75.66%). It can be seen that short-term travel schedules are favored by most people in the post-epidemic era, as shown in Table 4.5.

Table 4.5 Behavioral intentions during travel time

Travel time behavior intention	Frequency	Percentage	Effective percentage	Cumulative percentage
Within 1 day	43	16.10	16.10	16.10
2-3 days	61	22.85	22.85	38.95
4-5 days	63	23.60	23.60	62.55
About 7 days	35	13.11	13.11	75.66
About 10 days	18	6.74	6.74	82.40
About 15 days	12	4.49	4.49	86.89
About 30 days	35	13.11	13.11	100.00
Total	267	100.00	100.00	-

4.4.2 Tourism space behavior intention

In the post-epidemic era, the spatial distance of people's travel shows obvious short-range and administrative division. Most of the respondents' tourism space intentions were concentrated in the city (32.21%), and the distance of tourism space was relatively short. Due to the administrative division of the epidemic prevention and control policy, the overall tourism space intention of the



respondents is concentrated in intra-provincial tourism (70.04%), as shown in Table 4.6.

Table 4.6 Behavioral intentions in tourism space

Behavioral intentions in tourism space	Frequency	Percentage	Effective percentage	Cumulative percentage
Near the perimeter of the home	39	14.61	14.61	14.61
City	86	32.21	32.21	46.82
Provincial	62	23.22	23.22	70.04
Places in the country where there is no epidemic can do it	77	28.84	28.84	98.88
Outside or abroad	3	1.12	1.12	100.00
Total	267	100.00	100.00	-

4.5 Analysis of tourists' travel intentions in the post-epidemic era

4.5.1 Intention to travel companions

According to the survey, due to the impact of the epidemic, individual travelers are becoming more and more popular, while group tours are on a downward trend. Among the respondents, 91.39% of individual tourists traveled, of which 32.96% were family members who were the most ideal companions for travel. 25.09% wanted to travel alone, 26.6% were willing to travel with friends, and 6.74% were willing to travel with their classmates and colleagues. Group tours accounted for only 8.61% of them, as shown in Table 4.7.

Table 4.7 Intention to travel companions

Tourist companion intentions	Frequency	Percentage	Effective percentage	Cumulative percentage
Individual	67	25.09	25.09	25.09
Family	88	32.96	32.96	58.05
Friend	71	26.60	26.60	84.65
Classmates, colleagues	18	6.74	6.74	91.39
With a group	23	8.61	8.61	100.00

Total	267	100.00	100.00	-
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4.5.2 Intention of tourism mode of transportation

In the post-epidemic era, tourists travel short distances, mostly short-distance travel, concentrated in the provinces where they live. Therefore, at this time, tourists' travel transportation intentions tend to be casual, flexible, and free, including walking, cycling or battery cars and self-driving, which account for 71.91% of the total. Public transportation such as high-speed rail, trains, and airplanes accounted for only 28.09%, as shown in Table 4.8.

Table 4.8 Intentions of Tourist Transportation Modes

Intention of travel mode of transportation	Frequency	Percentage	Effective percentage	Cumulative percentage
Walk	41	15.36	15.36	15.36
Bicycles or battery cars	56	20.97	20.97	36.33
By car	95	35.58	35.58	71.91
High-speed rail or train	43	16.10	16.10	88.01
Plane	32	11.99	11.99	100.00
Total	267	100.00	100.00	-

4.6 Analysis of tourists' travel and accommodation intentions in the post-epidemic era

The booming development of B&Bs in recent years, as well as its unique style and flexibility, have made it the first choice for many tourists to travel and stay. According to the survey, the majority of respondents choose to live in homestays (26.97%). However, due to the hotel's long-term strength, it has a relatively considerable loyal customer base and has a good public health emergency response capability, so as to win the trust of most tourists, accounting for 25.84%. Due to the continuous impact of the epidemic, the shortening of people's travel space and time distance has led to an upward trend in one-day travel, of which 12.36% of the respondents said that they would not stay in the hotel, as shown in Table 4.9.

Table 4.9 Tourist Accommodation Intentions

Intention to stay in a tourist	Frequency	Percentage	Effective percentage	Cumulative percentage
Hotel	69	25.84	25.84	25.84
B&B	72	26.97	26.97	52.81
Youth hostel	60	22.47	22.47	75.28



RV	33	12.36	12.36	87.64
Non-accommodation	33	12.36	12.36	100.00
Total	267	100.00	100.00	-
Bring your own toiletries	157	58.80	58.80	58.80
Don't bring your own toiletries	110	41.20	41.20	100.00
Total	267	100.00	100.00	-

5 Conclusion and discussion

5.1 Conclusions

First, although tourists' willingness to travel is not very strong, they still have travel plans.

The outbreak of the new crown epidemic has had a very serious impact on all walks of life, and people have to stop work for a long time, and people can only isolate at home. Although China responded quickly and was the first to recover from the epidemic, all walks of life have gradually resumed work and production. However, the persistence and recurrence of the epidemic, especially in the beginning of 2022, the large-scale recurrence of the epidemic in some areas, and the mutant strains have exacerbated the contagiousness of the new crown epidemic, making some people accustomed to living at home without going out. The uncertainty of the epidemic has made people have travel plans, but due to the epidemic, this willingness is no longer strong and slowly weakens.

Second, tourists pay more attention to safety, health, and personal protection.

Deeply affected by the pandemic, coupled with the continuous mutation of the strain, it is more contagious. And under the government's vigorous promotion of epidemic prevention, people will pay more attention to the safety and hygiene of travel and personal protection for their own health and safety. For example, in terms of accommodation, more tourists will choose homestays in order to have a more private space and avoid contact with too many people; Or choose a hotel with better epidemic prevention and hygiene, and some tourists will also carry disinfectant items with them.

Third, tourism is short-range, and the pace of tourism is slowing down.

In the post-epidemic era, tourists prefer intra-provincial travel with shorter time and shorter distances. Due to the recurrence of the epidemic, the administrative division of the prevention and control policy is always carried out on a provincial basis. Therefore, it is relatively safe and stable to travel within the province, and it is easy to deal with emergencies, and it is very difficult to go home

due to the sudden epidemic and be isolated in other provinces. And most tourists travel for relaxation, culture, knowledge, health, sightseeing, and other slow-paced travel states. It shows that people are more likely to enjoy and attach importance to the sense of experience.

Fourth, individual travelers are becoming more and more popular among tourists.

Due to the impact of the epidemic, social distancing is deeply rooted in the hearts of the people. In order to reduce the spread of the epidemic, tourists will reduce contact with strangers as much as possible, so group and closed group tours are no longer popular. There has been a significant increase in the number of solo travel, travel with family and friends, and self-driving travel. In addition, this kind of individual travel has strong freedom and flexibility, can quickly respond to emergencies, and travel is more convenient.

5.2 Recommendations

First, we should increase tourism marketing and publicity, innovate marketing methods, and enhance tourists' willingness to travel.

Although tourists' willingness to travel is not strong, the survey also shows that as long as the epidemic situation improves, most people are willing to travel and have travel plans. Therefore, the domestic tourism industry should enhance its confidence, improve the reception capacity of tourism services on the basis of strengthening epidemic prevention and control, increase marketing and publicity of the tourism market through various new media platforms, and enhance tourists' willingness to travel, so as to attract many tourists from just waiting and seeing to taking action.

Second, strengthen the control of tourism health and safety, strengthen prevention and control measures, and enhance tourists' trust in the tourism industry.

First of all, it is necessary to strictly implement the responsibility of the main body, establish and improve the epidemic emergency mechanism, improve the emergency plan, advance the possible epidemic emergency situation, and strictly prevent the rebound of the epidemic and all kinds of safety accidents caused by the resumption of operations. Secondly, it is necessary to conduct systematic and professional training for the staff and learn to conduct effective tourist guidance, so as to avoid tourist gathering; Correctly and strictly implement epidemic prevention measures, such as regular disinfection, temperature screening, indoor ventilation, etc. And strengthen the details of public health services, such as public facilities at least twice a day disinfection, crutches, wheelchairs, umbrellas, and other equipment items, to achieve "one customer one disinfection." Finally, some scenic spots can be appropriately limited and limited time open.

5.3 Research Limitations and Prospects

First, the limitations of the sample range. Due to the continuous impact of the epidemic, the method and time of the survey are limited, and it is difficult to conduct a wider survey of various age groups through different research channels, and the number and variety of samples are not rich enough. Most of them are young and middle-aged, which will affect the accuracy of the data to a



certain extent, but the research conclusions will not change greatly. And when filling in the questionnaire, due to the different environments in which the questionnaire is filled, the respondents will be affected by external factors to varying degrees, which may not be able to accurately reflect their most real travel behavior intentions. In the case of a future easing of the epidemic, the sample group can be enriched and the scope of the survey can be expanded.

Second, the diversity of respondents. Due to individual factors such as personality characteristics, education level, and environment, there are great differences among respondents, which will also lead to deviations in respondents' understanding of them when filling in the questionnaire, as well as differences in their intentions towards travel behavior due to these factors, which will also affect the accuracy of the data to a certain extent. Therefore, in future research, we can appropriately increase the research on sample differences, pay attention to more variable factors, and respect individual differences.

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