DOI : 10.18843/rwjasc/v15i2/05
DOI URL : http://dx.doi.org/10.18843/rwjasc/v15i2/05

Exploring the Changes in Domestic Tourist Behavior During a Pandemic: A Case of KwaZulu-Natal

Miss Sisanda Soyikwa
Department of Hospitality and Tourism, Durban University of Technology, 7 Ritson Rd, Musgrave, Berea, South Africa.

Dr Rekha Maniram
Department of Hospitality and Tourism, Durban University of Technology, 7 Ritson Rd, Musgrave, Berea, South Africa.

ABSTRACT

Purpose: The pandemic stirred significant economic losses in the tourism sector, due to limited tourism consumption. However, the shift to domestic travel offered some respite, which strengthened local economies and encouraged tourists to support and enjoy their local tourism destinations. **Purpose:** This study intends to explore the nexus between domestic tourist behaviour and unforeseen events such as a pandemic. **Methodology**: Using Non-probability snowball sampling, this study advocated a quantitative method for data collection, and primary data was obtained through online questionnaires. **Findings:** The quantitative data presented changes in domestic tourists' behaviour. Domestic tourists demonstrated risk-averse behaviour as they preferred less crowded natural destinations. Furthermore, they opted for travelling intra-provincially using private transportation, due to health reasons.
Implications: The findings of this study have implications for a nuanced understanding of the interim effect of infectious diseases on domestic travel behaviour and responses by the travel industry over time. **Originality:** This study is original in its focus on the immediate behavioural changes in domestic tourists due to the COVID-19 pandemic, a topic that has not been extensively explored in existing literature. It uniquely combines insights from tourism and health economics to understand how a global health crisis can reshape travel preferences and economic outcomes. By examining the specific preferences for less crowded, natural destinations and the increased use of private transportation, this research provides novel insights into the evolving risk perceptions and travel behaviours of tourists in the face of a pandemic. This study also highlights the resilience of the tourism industry and the potential for domestic tourism to mitigate some of the economic impacts of global crises.

Keywords: *Domestic, tourist behavior, COVID-19, travel behavior, domestic travel, domestic tourism, pandemic, risk management*

INTRODUCTION:

Globally, the tourism sector is widely recognized for its significant contribution to economic development (López-Bonilla et al., 2019). However, Rogerson and Rogerson (2020) contend that despite its economic importance, the tourism industry is greatly affected by various unforeseen circumstances that may be both internal and external, such as natural disasters and disease outbreaks (Donaire et al., 2021). The emergence of the COVID-19 pandemic, for instance, brought tourism activities worldwide to a standstill (Kwok & Koh, 2021). Ivanova et al. (2021) highlight the financial hardships faced by tourism service providers, leading to some businesses completely shutting down as a result of reduced consumption and changes in tourist behavior. Arbulú et al. (2021, along with Hassan and Soliman (2021) note that governments globally were compelled to make challenging decisions affecting both international and domestic tourism. They implemented significant policy decisions, with an emphasis on promoting domestic tourism while waiting for international tourism to recover. Mutinda and Mayaka (2012) further support the aforementioned authors by asserting that domestic tourism is beneficial to the host destination both socio-culturally and economically. Furthermore, domestic tourism constitutes a substantial portion of approximately 80% of the

global tourism industry, providing a stabilizing factor to economies amidst the volatility of international tourism (Chang et al., 2020; World Travel and Tourism Council, 2021). However, despite its significant role, governments and destination managers often prioritize international tourism due to its associated benefits, such as foreign exchange and higher spending patterns by international tourists compared to domestic ones. Nevertheless, while these advantages are recognized, they do not have the same widespread economic impact as domestic tourism, which helps to minimize leakages from the economy.

The COVID-19 pandemic brought about unprecedented and drastic changes as governments worldwide implemented restrictive measures in an attempt to contain its spread, including restrictions on travel (United Nations World Tourism Organization, 2020). These measures resulted in significant financial losses, with international arrival in South Africa plummeting by 72% from January 2020 to October 2020 (UNWTO, 2020). Z. Li et al. (2020) state that the tourism industry relies on tourists' mobility, which is influenced by their perceptions and behavior in response to various situations. The COVID-19 outbreak caused an inexorable shift in both the travel behavior of international and domestic tourists. This is driven by concerns for their safety and well-being (Bratić et al., 2021). While there is a growing body of research on international tourist behavior during crises (Karabulut et al., 2020), there is a scarcity of studies focusing on domestic tourist behavior, particularly within the context of KwaZulu-Natal, South Africa (Matiza & Kruger, 2022). Recognizing the importance of understanding tourist behavior, especially during unforeseen events such as the COVID-19 pandemic that pose threats to their lives, the current study seeks to address this gap by examining the changes in domestic tourist behavior in KwaZulu-Natal during the COVID-19 pandemic era.

Literature Review

The onset of the COVID-19 pandemic ravaged the world, severely affecting the tourism industry since various restrictions were imposed upon travel such as the closure of borders and limitations on both outbound and inbound travel. The National Department of Tourism (NDT) (2020) highlighted that domestic tourism was not exempt from these restrictions, as national lockdowns were enforced to constrain domestic movements (Matiza & Kruger, 2022). The NDT (2020) emphasizes that domestic tourism serves as a crucial driver of the economy, offering essential support to sustain tourism businesses throughout the year. Consequently, the pandemic halted domestic tourism leading to a drop in domestic expenditure ofR68.5 billion (from R160 billion to R91.5 billion) between 2019 and 2020 alone. Moya Calderón et al. (2022) state that from the beginning, the pandemic resulted in an inevitable shift in tourists' attitudes toward travel. Furthermore, Sigala (2020) points out different approaches aimed at curbing the spread of COVID-19 and addressing changes in travel behavior and travel patterns. Zhang et al. (2020) argue that disease outbreaks generate fear of infection among travelers, leading to alterations in travel plans and behavior, thus reducing both outbound and inbound tourism.

Travelers as transportation of pathogens

Many studies have highlighted the historical impact of various diseases, such as HIV and AIDS, Ebola, foot and mouth disease, chikungunya (CHIKV), Zika, and SARS, on tourist behavior and their travel choices (Deyshappriya, 2020; Neuburger & Egger, 2021). These outbreaks have significantly influenced tourist behavior, disrupted daily routines, and induced some financial losses that discouraged participation in tourism. Given the dependency of the tourism industry on the movement of tourists, their behavior during unforeseen events like disease outbreaks plays a crucial role (Z. Li et al., 2020).
Ironically, Hall et al. (2021) state that tourists are the main disease vectors as they move infectious organisms from one place to another, especially because tourists are changing their travel behavior as they seek more nature-based destinations that are mostly isolated, exposing them to species, which may lead to the re-emergence of old and new disease outbreaks (Mao et al., 2010). Bakar and Rosbi (2020) confirm this by stating that nowadays people are engaging more in outdoor activities and travel to far remote areas, which makes it easier for pathogens to move into humans and spread across the globe as they travel to separate places using varying modes of transportation. Park (2021) asserts that the advancement in transportation, especially air transportation, which enables tourists to travel across the globe in less than 24 hours, enables the pathogens to move faster than before. According to Mao et al. (2010), the discovery of new destinations, large travel groups and travel distances may increase the transmission of diseases.

Understanding tourist behavior

Tourist behavior encompasses the total consumption of tourists' interactions with tourism services and products, including their purchase, consumption, and eventual abandonment of these offerings (Saloni, 2019). As highlighted by Juvan et al. (2017), the process of making tourism-related purchases differs from other transactions due to several unique factors. These factors include the intangible nature of tourism offerings, making it challenging for tourists to evaluate them prior to purchase, thus associating tourism purchases with investments. Moreover, understanding tourist behavior is significant for the tourism service providers as it enables them to anticipate future tourist behaviors, with the actions of one tourist potentially influencing the behaviors of others. According to a study by Chang and Gibson (2015), leisure can be categorized into two factors, namely, the universal and situational. Universal factors pertain to personal psychological aspects and socio-economic factors, influencing individuals' leisure preferences; on the other hand, situational factors look into social resources and the physical environment. Moreover, the universal factors are linked to the characteristics of individual tourists, and people with different characteristics will exhibit differing preferences for leisure tourism activities Diener et al. (2003). Understanding these factors is crucial for designing tourism offerings that cater to the diverse preferences and needs of tourists.

Scherer (1993) states that the cognitive appraisal theory (CAT), which includes both internal and external factors, significantly determines the behavior of tourists. The effects of these factors lead to tourists experiencing different emotions in certain situations they face, and over the years tourists behavior has been shaped by their emotions (Qiao et al., 2021). Emotions are considered to be one of the fundamental factors when it comes to tourists travels and their preferred destinations, thus making it important to understand tourists' emotions as they influence their behavior at all the different purchasing stages prior to travel and post travel (Prayag et al., 2013). When seeking to better understand tourist behavior, it is significant to consider trust, loyalty, attitudes, motivation, values, personality, and decision-making of tourists (Cohen et al., 2014). According to Saloni (2019), attitudes, as the study revealed, have a paramount impact on the way travelers view the world around them. This, consequently, impacts the way they behave, and these perceptions are mostly their mental impressions concerning tourism offerings. In addition, Toubes et al. (2021) state that to better understand tourist behavior, we need to take into consideration tourist behavioral phenomena, such as travel insurances, group travels, and trust and loyalty towards a destination, as these factors help reduce perceived risks for tourists. The COVID-19 pandemic compelled a transition to new buying patterns and consumer demand; as a result, tourism companies had to implement innovative marketing strategies as a means to survive (Toubes et al., 2021). This stresses the dynamic nature of the tourists' behaviors and the need for adaptability in the tourism sector in the face of changing conditions.

According to a study by Fan et al. (2023), risk is the possibility of being exposed to danger; however, tourists' decisions are affected by their own risk perception compared to the actual risk. Moreover, behavioral sociologists believe that the subjective perceived risk is the one that influences the behavior of tourists and their consumption of tourism offerings. According to Chebli et al. (2020), tourists are most likely to stop visiting destinations with poor safety and security, poor hygiene, and health issues and would rather choose destinations that are better equipped with necessary facilities aligned with safety protocols (Kusumaningrum & Wachyuni, 2020). Juvan et al. (2017) declare that nowadays tourists are more experienced regarding travel, thus making their travel choices and decisions more complex and demanding as they seek enhanced tourism services to meet their desires. Chebli et al. (2020) opine that tourists' intellect regarding their travel destination impacts their behavior; for instance, perception is often associated with obstructive factors like safety and security, crime, and disease outbreaks. Lu et al. (2021) assert that tourists' perceptions about their destinations can either fulfil, not unfulfil, or surpass their anticipations. These expectations are based on word of mouth, marketing bodies, motivations, and past experiences. Saito and Strehlau (2018) point out that numerous internal and external factors can impact tourist behavior, and these include social, economic, personal and situational factors. This study will focus on personal and situational factors as they seem to impact each other.

Personal Factors

Personal factors are inclusive of beliefs, self-image, characteristics, lifestyle, and perceptions (Saito & Strehlau, 2018). These psychological factors play a significant role in the decision-making process when

tourists are choosing which tourism offerings to utilize (Çelik & Dedeoğlu, 2019). López-Bonilla et al. (2019) attest that individuals' personal behaviors are related to their routines, capabilities, and attitudes. The reaction of tourists may vary according to their attitudes at that given moment. The literature in a study led by Bratić et al. (2021) makes evident that because of the COVID-19 pandemic, tourists proved to be reluctant towards international travel; instead, they showed a willingness towards domestic tourism because travelers avoid destinations that will compromise their safety. As a result, due to the pandemic, tourists changed the tourism activities, and accommodation and destination choices as they sought isolated and less crowded places (Adeloye & Brown, 2018; Saloni, 2019). Furthermore, Morar et al. (2021) reported that amid the COVID-19 disease outbreak, it was evident that personality plays an important role in travel preferences and the way tourists perceive risk because individuals with negative affectivity and psychoticism experienced severe emotional consequences, especially just after the outbreak. As per the study by Fratu (2011), tourism offerings consumed by travelers are mainly influenced by their personalities. Moreover, tourists' actual and ideal self-images are other important factors that influence their destination choices (S. Li et al., 2020). The self-image of tourists will provide them with different ways in which they view themselves, and that will lead them to behave in a certain way.

Situational factors

Situational factors encompass external variables such as physical surroundings and temporal situations such as the COVID-19 pandemic that significantly influence tourists' decision-making processes (Aziz et al., 2022). Furthermore, understanding and predicting situational factors can better explain consumer behavior. The components of situational factors generally cover the details of a physical environment, preliminary state, anticipatory activities, social contexts, and task definition. Additionally, Zhang, Woo Park, and Cole (2012) highlight the fact that situational factors constitute a major part of the experience, and these causal factors are the main drivers of dependency on tourism services, which will indirectly impact tourists' satisfaction levels. For example, mobility-disabled tourists find necessary things to do with amenities and services at destination on their trips is very important.

Methodology

According to Schindler (2022), quantitative research makes use of numbers and graphs to better understand the phenomena under study. Quantitative research is based on positivism, ensuring the existence of only one reality for the hypothesis being tested. As per Claydon (2015), quantitative data collection can answer whether something either exists or does not exist. Moreover, quantitative research is distinctly set apart from facts and judgement. The population represents the whole group or object that is associated with the topic under study (Sekaran & Bougie, 2016). According to Asiamah, Mensal, and Oteng-Abayie (2017), when conducting research with the aim of utilizing primary data, the researcher is required to attain the data from participants who belong to a particular population according to their characteristics. This study included one study population— the South African domestic leisure tourists. It is impossible to reach the entire population; therefore, a sample, as a finite part of the population, was used to represent the whole population (Sekaran & Bougie, 2016). This study employed a non-probability snowball sampling technique to target a sample of 90 leisure tourist respondents.. However, data from 89 respondents proved sufficient for the study. The study employed online self-administered questionnaires to collect the primary data, which took about 30 minutes to complete. The collected data was analyzed using the Statistical Package for Social Sciences (SPSS) version 23.

Findings

Attitudes and beliefs regarding travel behavior and COVID-19

The data in Table 1 represents the 89 responses to a series of statements designed to gauge their attitudes and beliefs regarding travel behavior and COVID-19.

Table 1 :Attitudes and beliefs regarding travel behavior and COVID-19

Questions:	Level of agreement (n = 89)					Mean (SD)	t	df	P value
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		23.065	88	<,001
I avoid traveling since the outbreak of COVID-19.	15.7%	6.7%	18.0%	10.1%	49.4%	3.71 (1.517)	26.568	88	<,001
People around me do not travel often due to COVID-19.	13.5%	7.9%	12.4%	52.8%	13.5%	3.45 (1.225)	28.187	88	<,001
I only travel out when necessary.	11.2%	3.4%	11.2%	24.7%	49.4%	3.98 (1.331)	22.178	88	<,001
I prefer traveling within my local town than going to another province.	13.5%	18.0%	24.7%	16.9%	27.0%	3.26 (1.386)	27.801	88	<,001
Using private transport is much safer now during the pandemic.	12.4%	3.4%	6.7%	21.3%	56.2%	4.06 (1.376)	19.620	88	<,001
I do not mind even if I use public transport for traveling.	29.2%	25.8%	29.2%	12.4%	3.4%	2.35 (1.129)	30.728	88	<,001
I know that there is a greater chance of contracting COVID-19 if I use public transport.	3.4%	13.5%	15.7%	24.7%	42.7%	3.90 (1.197)	38.924	88	<,001
There are lesser chances of me contracting the virus if I travel using private transportation.	3.4%	3.4%	13.5%	36.0%	43.8%	4.13 (1.002)	30.959	88	<,001
When traveling to other provinces, I follow each and every rule of COVID-19 in order to protect myself.	3.4%	14.6%	10.1%	27.0%	44.9%	3.96 (1.205)	32.721	88	<,001
I believe that when traveling to other provinces, the	4.5%	12.4%	25.8%	46.1%	11.2%	3.47 (1.001)	28.527	88	<,001

pandemic is dangerous and can kill me if I contract it.									
There are higher chances that I will get COVID-19 if I travel to other provinces.	7.9%	13.5%	9.0%	47.2%	22.5%	3.63 (1.200)	19.101	88	<,001
I have good knowledge about how I may contract COVID-19.	3.4%	0%	9.0%	43.8%	43.8%	4.25 (.883)	39.503	88	<,001
I am aware of the coronavirus symptoms.	0%	10.1%	12.4%	33.7%	43.8%	4.11 (.982)	30.920	88	<,001

A one-sample t-test was done to determine if there is significant agreement or disagreement with each item. The average agreement score was evaluated against the central score of '3' to determine if it differed significantly from '3'.

The results indicated that a significant 59.5% of the respondents agreed (49.4% strongly agreed and 10.1% agreed) that they avoided traveling since the outbreak of COVID-19, indicating a substantial impact of the pandemic on travel behaviour. This sentiment is further underscored by the mean score of 3.71 (out of 5) and the low p-value (< 0.001), suggesting a statistically significant agreement.

The results also showed that many respondents (66.3%) agreed (52.8% strongly agreed and 13.5% agreed) that people around them do not travel often due to COVID-19 concerns, aligning with the prevailing cautious approach to travel. The mean score of 3.45 and the low p-value (< 0.001) reaffirm the shared perception of reduced travel among the participants. In terms of the necessity of travel, respondents showed a tendency to prioritize essential travel, with 74.1% in agreement that they only travel out when necessary. The high mean score of 3.98 and the low p-value (< 0.001) highlight the general consensus on limited and purposeful travel.

In terms of preference for local travel, nearly half (43.9%) of the respondents agreed (27.0% strongly agreed and 16.9% agreed) that they prefer traveling within their local town over venturing to another province. The mean score of 3.26 indicates a moderate level of agreement, with a notable proportion favoring local travel. A significant majority (77.5%) agreed (56.2% strongly agreed and 21.3% agreed) that using private transport was much safer during the pandemic. The high mean score of 4.06 and the low p-value (< 0.001) reflect a strong consensus on the perceived safety of private transportation.

Respondents held varied opinions about using public transport. The majority (55%) expressed disagreement with using public transport, with 29.2% strongly disagreeing, 25.8% disagreeing, and 15.8% not minding and in agreement with using it.The mean score of 2.35 suggests a moderate level of disagreement regarding public transport safety. Regarding the perceived risk of public transport, a substantial portion of the respondents (67.4%) agreed (24.7%) or strongly agreed (42.7%) that there was a greater chance of contracting COVID-19 when using public transport. The mean score of 3.90 and the low p-value (< 0.001) emphasized the shared concern about infection risk associated with public transport.

Regarding the safety of private transportation, many respondents (79.8%) believed (agree = 36%; strongly agree = 43.8%) that traveling using private transportation offers lesser chances of contracting the virus. The high mean score of 4.13 and the low p-value (< 0.001) highlight the strong agreement on the protective aspect of private travel. More so, many of the respondents (71.9%) demonstrated a commitment to following COVID-19 rules when traveling to other provinces, with 44.9% strongly agreeing and 27% agreeing with this statement. The mean score of 3.96 and the low p-value (< 0.001) suggest a collective emphasis on adhering to safety measures.

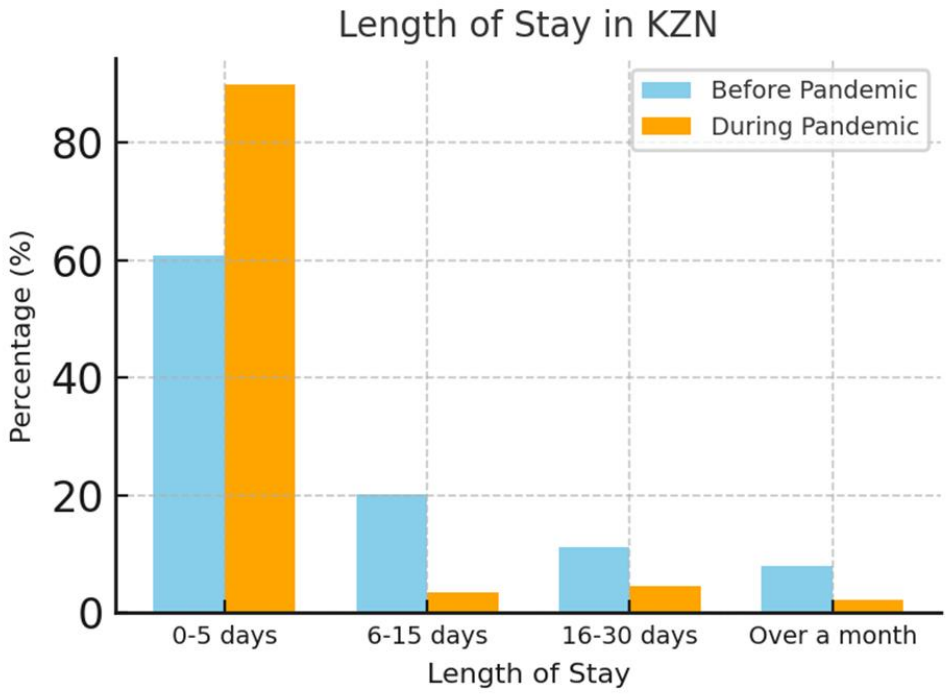
The above may be attributed to the perceived danger of traveling to other provinces. A substantial proportion (57.3%) believed (agree = 46.1%; strongly agree = 11.2%) that traveling to other provinces during the pandemic is dangerous and can be fatal if they contract the virus. The mean score of 3.47 and

the low p-value (< 0.001) indicate a notable perception of risk associated with interprovincial travel. This may be attributable to the heightened risks of contracting COVID-19. This is supported by 67.7% of the respondents who agreed (47.2%) or strongly agreed (22.5%) that there are high chances of getting COVID-19 when traveling to other provinces. The mean score of 3.63 and the low p-value (< 0.001) suggest a prevalent perception of infection risk during interprovincial travel.
The result shows that a substantial proportion (87.6%) were in agreement (agree = 43.8%; strongly agree = 43.8%) that they have good knowledge about how they may contract COVID-19. The mean score of 4.25 and the low p-value (< 0.001) suggest a widespread awareness of the modes of virus transmission.
Further to the above, many of the respondents (77.5%) were well aware (agree = 33.7%; strongly agree = 43.8%) of the symptoms associated with COVID-19. The mean score of 4.11 and the low p-value (< 0.001) underscore the high level of symptom awareness. A notable percentage (77.5%) were in agreement (agree = 44.9%; strongly agree=32.6%) that they have access to testing facilities if they experience symptoms. The mean score of 3.87 and the low p-value (< 0.001) indicate a strong emphasis on readiness for testing.

The length of stay at destinations in Kwazulu-Natal before, during and post-pandemic.

The data presented in table 2, below, demonstrates their length of stay at local destinations in Kwazulu-Natal before, during and post-pandemic.

Table 2: Length of stay in KZN



According to Table 2 above, prior to the pandemic, most respondents indicated shorter stays at destinations in KZN, with 60.7% staying for 0–5 days. However, a substantial number also experienced comparatively longer stays, with 19.1% staying for 6–15 days, 11.2% staying for 16–30 days, and 7.9% staying for over a month. Nevertheless, the data indicate that the COVID-19 pandemic caused a significant shift in tourist behaviour, influencing visitation patterns during the pandemic. A substantial majority (89.9%) of respondents reported short stays of 0–5 days at destinations in KwaZulu-Natal.

Discussion

The data collectively highlights the intricate web of perceptions, beliefs, and behaviors regarding travel and COVID-19 among the participating respondents. The primary data collected affirms the study by Mataković and Cunjak Mataković (2019), as the responses revealed a cautious approach to travel, as the majority of the respondents and those around them avoided traveling during the pandemic. The study also revealed a reliance on essential trips and a preference for perceived safer modes of transportation. Furthermore, participants favored private transportation over public transportation because they believed

that chances of them contracting the pandemic are higher when using public transportation due to lack of hygiene and ventilation compared to private transportation. Research conducted by Bratić et al. (2021) found that people were reluctant to travel internationally and instead showed willingness to travel within the borders of their own countries of residence. However, the study data shows that tourists were not as receptive to domestic travel; they preferred intra-provincial travel. The respondents also demonstrated a strong awareness of COVID-19 symptoms, knowledge of transmission risks, and readiness for testing. Domestic travellers also showed willingness for tourism service offerings that ensured their safety by following all the regulations implemented by the government, and they also wanted places with technological applications to reduce human contact. Affordability also remains an important factor that people are looking for even amidst the COVID-19 pandemic, owing to the fact that it impacted the financial situations of individuals. Prior to the pandemic, 60.7% of respondents had shorter stays (0–5 days) at KZN destinations, and 19.1% had longer stays between 6–15 days. However, with the pandemic, there has been a significant shift, as a vast proportion (89.9%) is said to be having shorter days (0–5) at destinations in KwaZulu-Natal.

CONCLUSION:

The aim of this study was to determine the changes in domestic tourists' behavior toward KwaZulu-Natal in the context of the COVID-19 pandemic. It was discovered that domestic tourists did change the way in which they behaved during the pandemic as they prioritized their safety. This research provides novel insights into the evolving risk perceptions and travel behaviors of tourists in the face of a pandemic by examining the specific preferences for less crowded, natural destinations and the increased use of private transportation. This study also highlights the resilience of the tourism industry and the potential for domestic tourism to mitigate some of the economic impacts of global crises. There is still much research of this nature that needs to be conducted. Future research should focus on other provinces and explore the travel motivations of domestic tourists, more especially during a surge of unforeseen circumstances. Moreover, domestic tourism proved to be the protector of the tourism industry. Considering the seasonality of international tourism, this research calls for Destination Marketing Organizations' (DMOs)and service providers to start understanding, encouraging, and setting prices that will best suit domestic markets.

Author contributions

Main Author:
Ms Sisanda Soyikwa
This paper was conceptualized by Ms Sisanda Soyikwa, the primary author who, collected and analyzed the data, and wrote the initial draft of the manuscript. This paper was extracted from her master's thesis.

Secondary Author:

Dr Rekha Maniram
Dr Rekha Maniram supervised the research project, provided guidance throughout the study, and assisted in securing funding. She further contributed to the literature, review and editing of the manuscript, ensuring its intellectual content and overall quality. Dr Maniram is also the corresponding author of this paper.

REFERENCES:

Adeloye, D., & Brown, L., 2018. Terrorism and domestic tourist risk perceptions. *Journal of Tourism and Cultural Change*, *16*(3), 217-233.

Arbulú, I., Razumova, M., Rey-Maquieira, J., & Sastre, F., 2021. Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain. *Journal of Destination Marketing & Management*, *20*, 100568.

Aziz, N. A., Long, F., Bhuiyan, M. A., & Rahman, M. K. (2022). Travel decision making during and after the COVID-2019 pandemic: Revisiting travel constraints, gender role, and behavioral intentions. *Frontiers in Psychology*, *13*,

961464. https://doi.org/10.3389/fpsyg.2022.961464[1](https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.961464/full).

Asiamah, N., Mensah, H. K., & Oteng-Abayie, E. (2017). General, Target, and Accessible Population: Demystifying the Concepts for Effective Sampling. The Qualitative Report, 22(6), 1607-1621. https://doi.org/10.46743/2160-3715/2017.2674

Bakar, N. A., & Rosbi, S., 2020. Effect of Coronavirus disease (COVID-19) to tourism industry. *International Journal of Advanced Engineering Research and Science*, *7*(4).

Bratić, M., Radivojević, A., Stojiljković, N., Simović, O., Juvan, E., Lesjak, M., & Podovšovnik, E., 2021. Should I stay or should I go? Tourists' COVID-19 risk perception and vacation behavior shift. *Sustainability*, *13*(6), 3573.

Çelik, S., & Dedeoğlu, B. B., 2019. Psychological factors affecting the behavioral intention of the tourist visiting Southeastern Anatolia. *Journal of Hospitality and Tourism Insights*, *2*(4), 425-450.

Chang, C.-L., McAleer, M., & Ramos, V., 2020. The future of tourism in the COVID-19 era. *Advances in Decision Sciences*, *24*(3), 218-230.

Chang, S., & Gibson, H. J., 2015. The relationships between four concepts (involvement, commitment, loyalty, and habit) and consistency in behavior across leisure and tourism. *Tourism Management Perspectives*, *13*, 41-50.

Chebli, A., Othmani, M. C., & Said, F. B., 2020. Market segmentation in urban tourism: Exploring the influence of personal factors on tourists' perception. *Journal of Tourism and Services*, *11*(20), 74-108.

Claydon, L. S., 2015. Rigour in quantitative research. *Nursing Standard (2014+)*, *29*(47), 43.

Cohen, S. A., Prayag, G., & Moital, M., 2014. Consumer behavior in tourism: Concepts, influences and opportunities. *Current issues in Tourism*, *17*(10), 872-909.

Deyshappriya, N., 2020. Economic impacts of COVID-19 macro and microeconomics evidences from Sri Lanka. *Economic Impacts of COVID-19 Macro and Microeconomics Evidences from Sri Lanka (May 10, 2020)*.

Diener, E., Oishi, S., & Lucas, R. E., 2003. Personality, culture, and subjective well-being: Emotional and cognitive evaluations of life. *Annual review of psychology*, *54*(1), 403-425.

Donaire, J. A., Galí, N., & Camprubi, R., 2021. Empty summer: International tourist behavior in Spain during COVID-19. *Sustainability*, *13*(8), 4356.

Fan, X., Lu, J., Qiu, M., & Xiao, X., 2023. Changes in travel behaviors and intentions during the COVID-19 pandemic and recovery period: A case study of China. *Journal of Outdoor Recreation and Tourism*, *41*, 100522.

Fratu, D., 2011. Factors of influence and changes in the tourism consumer behavior. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, *4*(1), 119.

Hall, C. M., Scott, D., & Gössling, S., 2021. Pandemics, transformations and tourism: Be Careful what you wish for. In *Global Tourism and COVID-19* (pp. 123-144). Routledge.

Hassan, S. B., & Soliman, M., 2021. COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, *19*, 100495.

Ivanova, M., Ivanov, I. K., & Ivanov, S., 2021. Travel behavior after the pandemic: the case of Bulgaria. *Anatolia*, *32*(1), 1-11.

Juvan, E., Omerzel, D. G., & Maravić, M. U., 2017. Tourist behavior: An overview of models to date. Management International Conference,

Karabulut, G., Bilgin, M. H., Demir, E., & Doker, A. C., 2020. How pandemics affect tourism: International evidence. *Annals of tourism research*, *84*, 102991.

Kusumaningrum, D. A., & Wachyuni, S. S., 2020. The shifting trends in travelling after the COVID 19 pandemic. *Int. J. Tour. Hosp. Rev*, *7*, 31-40.

Kwok, A. O., & Koh, S. G., 2021. COVID-19 and extended reality (XR). *Current Issues in Tourism*, *24*(14), 1935-1940.

Li, S., Wei, M., Qu, H., & Qiu, S., 2020. How does self-image congruity affect tourists' environmentally responsible behavior? *Journal of Sustainable tourism*, *28*(12), 2156-2174.

Li, Z., Zhang, S., Liu, X., Kozak, M., & Wen, J., 2020. Seeing the invisible hand: Underlying effects of COVID-19 on tourists' behavioral patterns. *Journal of Destination Marketing & Management*, *18*, 100502.

López-Bonilla, J. M., Reyes-Rodríguez, M. D. C., & López-Bonilla, L. M., 2019. Interactions and relationships between personal factors in pro-environmental golf tourist behavior: A gender analysis. *Sustainability*, *12*(1), 332.

Lu, C. Y., Dean, D., Suhartanto, D., Hussein, A. S., Suwatno, Kusdibyo, L., Chen, B. T., & Gunawan, A. I., 2021. Predicting tourist loyalty toward cultural creative attractions the moderating role of demographic factors. *Journal of Quality Assurance in Hospitality & Tourism*, *22*(3), 293-311.

Mao, C. K., Ding, C. G., & Lee, H. Y., 2010. Post-SARS tourist arrival recovery patterns: An analysis based on a catastrophe theory. *Tourism Management*, *31*(6), 855-861.

Mataković, H., & Cunjak Mataković, I. 2019. The impact of crime on security in tourism. *Security and Defence Quarterly*, *27*(5), 1-20.

Matiza, T., & Kruger, M., 2022. Profiling the South African recreational domestic tourist in the Era of COVID-19. *Leisure Sciences*, 1-22.

Morar, C., Tiba, A., Basarin, B., Vujičić, M., Valjarević, A., Niemets, L., Gessert, A., Jovanovic, T., Drugas, M., & Grama, V., 2021. Predictors of changes in travel behavior during the COVID-19 pandemic: The role of tourists' personalities. *International journal of environmental research and public health*, *18*(21), 11169.

Moya Calderón, M., Chavarría Esquivel, K., Arrieta García, M. M., & Lozano, C. B., 2022. Tourist behavior and dynamics of domestic tourism in times of COVID-19. *Current Issues in Tourism*, *25*(14), 2207-2211.

Mutinda, R., & Mayaka, M., 2012. Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi, Kenya. *Tourism Management*, *33*(6), 1593-1597.

National Department of Tourism (NDT)., 2020. *Tourism Industry Survey of South Africa: COVID-19: Impact, Mitigation and the Future*. https://www.tourism.gov.za/CurrentProjects/Tourism_Relief_Fund_for_SMMEs/Documents/Tourism%20Industry%20Survey%20of%20South%20Africa%20-%20%20COVID-19.pdf

Neuburger, L., & Egger, R., 2021. Travel risk perception and travel behavior during the COVID-19 pandemic 2020: A case study of the DACH region. *Current issues in tourism*, *24*(7), 1003-1016.

Park, M.-B., 2021. The effect of advances in transportation on the spread of the coronavirus disease: The last is Africa and endemic. *Journal of Public Health Research*, *10*(3), jphr. 2021.2058.

Prayag, G., Hosany, S., & Odeh, K., 2013. The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, *2*(2), 118-127.

Qiao, G., Zhang, J., Pabel, A., & Chen, N., 2021. Understanding the factors influencing the leisure tourism behavior of visually impaired travelers: An empirical study in China. *Frontiers in Psychology*, *12*, 684285.

Rogerson, C. M., & Rogerson, J. M., 2020. COVID-19 and tourism spaces of vulnerability in South Africa. *African Journal of Hospitality, Tourism and Leisure*, *9*(4), 382-401.

Saito, C. S., & Strehlau, V. L., 2018. Tourist destination choice: A bibliometric study. *Revista Eletrônica de Negócios Internacionais (Internext)*, *13*(1), 17-31.

Saloni, B., 2019. *Project on models of consumer decision making behavior in tourism industry*. https://www.slideshare.net/salonibansal21/models-of-consumer-decision-making-behavior-in-tourismindustry?next_slideshow=156762242

Scherer, K. R., 1993. Studying the emotion-antecedent appraisal process: An expert system approach. *Cognition & Emotion*, *7*(3-4), 325-355.

Schindler, S., 2022. *Business research methods*. Mcgraw-hill.

Sekaran, U., & Bougie, R., 2016. *Research methods for business: A skill building approach*. John Wiley & Sons.

Sigala, M., 2020. Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of business research*, *117*, 312-321.

Toubes, D. R., Araújo Vila, N., & Fraiz Brea, J. A., 2021. Changes in consumption patterns and tourist promotion after the COVID-19 pandemic. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(5), 1332-1352.

United Nation World Tourism Organisation., 2020. IMPACT ASSESSMENT OF THE COVID-19 OUTBREAK ON INTERNATIONAL TOURISM. https://www.unwto.org

World Travel and Tourism Council., 2021. *Tourism and Tourism Economic Impact 2021* https://wttc.org/Portals/0/Documents/Reports/2021/Global%20Economic%20Impact%20and%20Trends%202021.pdf

Zhang, K., Hou, Y., & Li, G., 2020. Threat of infectious disease during an outbreak: Influence on tourists' emotional responses to disadvantaged price inequality. *Annals of Tourism Research, 84*, 102993.

******