

## COVID-19 POLLUTION AND TOURIST BEHAVIOUR

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### ABSTRACT

Coronavirus brings the “Individuals, environment, and the community” all together in the same stage. The Indian travel industry is one of the main sources of income for many people who are directly or indirectly connected to the travel industry but the epidemic period of COVID-19 has affected the travel industry very badly. Delhi, the capital city of India is well known for producing the number of outbound traveller every year. In this paper, research is carried out to measure the perception of the traveller on travelling abroad as well as the impact of COVID-19 on Outbound travels. The results reveal that the psychological and health factors due to COVID-19 have negatively affected the tourist perception for choosing the outbound travel in future. This study proposes that the COVID-19 have a direct adverse effect on choosing outbound travel and directly affected the economy of the nation.

**KEY WORDS :** International tourism, COVID-19, Perception, Delhi, Factor analysis.

### INTRODUCTION

Every service industry was stopped due to this pandemic. India's and world's travel industry is the most influenced because the travellers are not permitted to visit any district or any country (Patel, Sharma *et al.*, 2020). The travel industry is a spine of the economy for some nations of the world. The travel industry is a major source and consistently supportive in creating a foreign exchange, a means of trade, and employability (Deb and Naf, 2020). As we are probably aware, when we harm nature, nature repays us. So the effect of the Coronavirus will give a positive impact on the environment, so this can be a brilliant chance to promote nature travel post-COVID-19 as a unique selling point of many states and countries (Chen *et al.*, 2016).

COVID-19 is spreading quickly at a phenomenal scale across the world and has risen as the single biggest dangerous pandemic on the planet has looked in current occasions. This paper (Kumar, 2020) centres on the COVID-19 issue in India and its effect on the travel industry and hotel industry, the paper has some centrality, as the travel industry and lodging industry extraordinarily influenced by the

COVID-19 emergency around the world. India is the seventh biggest nation in the world and rich with different tourism assets and a huge number of vacationers show up yearly, which adds to the nation's GDP (Kumar, 2020). The health risk positions generally at a high against different kinds of danger recognition (Jonas *et al.*, 2011) while facilitating mega-events carries different advantages to the host places from the expanded number of vacationers, one of the principal factors that dissuade sightseers is the different kinds of dangers related to worldwide voyages.

The United Nations World Tourism Organization has assessed that 120 million direct travel occupations could be in danger because of this COVID-19 pandemic and which has affected travel like no other situation in the history did and this could a big loss (Nazneen *et al.*, 2020). A minimum of 1.2 trillion US \$ loss of income could be the result of this pandemic in the worldwide travel industry as well as 850 to 1.1 billion lesser tourists can appear for the vacation in 2020 (Ghosh, 2020). Nations around the globe have begun to loosen up lockdown limitations, yet are being encouraged to proceed with inescapable testing. The pandemic has put

wellbeing frameworks under extreme strain, and there have been deficiencies of basic supplies. The active cases in Delhi on Tuesday moved to 31,263 from 30,941 on the earlier day. There is presently no treatment for this pandemic, however investigating groups from all over the globe have joined the competition to build up a safe and effective antibiotic (Keelery, 2020). The loss of life from COVID-19 in Delhi remained at 5,014. The news said that the loss of life due to the COVID-19 contamination has ascended to 5,051 and the complete number of active cases has move to 2,53,075 (News18, 2020).

### Literature Review

Many investigators (Hajibaba *et al.*, 2015) have recognized a few classifications of travel threats. There is a need for more survey is required on explicit travel threats that are seen by vacationers. The little examination has been found on the intellectual and full of feeling factors related to the view of danger in decisions making for destinations. Besides, ground research has required that watches and investigates travellers while going in areas full of risk (Hajibaba *et al.*, 2015). The Author has characterized travel security from a political stance. Mentioning this definition, SARS and the tsunami in Phuket can be seen as wellbeing incidents (Hall *et al.*, 2004). The travel industry is in danger around the world and will likewise influence employment unfavourably. The Indian travel industry is the source of income for many people as well as employs many individuals who are directly or indirectly connected to the travel industry. Without government mediation, it will be hard to beat this circumstance where the travel industry is even from a pessimistic standpoint stage in the 21st century (Kumar, 2020).

Even though Covid-19 carries a ton of difficulties to the accommodation and tourism businesses however then it will make us remember to maintain the wellbeing, cleanliness, and neatness for every single service industry (Dengming *et al.*, 2020). Prior we caused a mission to don't decimate your legacy, presently including that we should more cautious about the neatness. So alongside securing the heritage, tidiness and cleanliness' ought to be more organized (Rath, 2020). The potential traveller will be supposed to cancel or drop their plan for a location that is tormented by a pandemic, particularly when there is no antivirus, medications, and immunizations are available for that pandemic

(Li *et al.*, 2019). This fast spread of the infection can harm the tourist physically and mentally. In this pandemic, tourist cancels their tour plan for that suspect places which are affected or going to be affected soon. The similar case was the outbreak of SARS in 2002 which was also a pandemic had affected the tourism and service industry and tourist feel scared to travel (Folinas and Metaxas, 2020). Numerous kinds of perceived threats were revealed, including insects borne disease, accidents, budgetary misfortunes, and unattained objectives (Osland *et al.*, 2017).

### Objectives

To find out the significant factors influencing the tourist behaviour for outbound travel post-COVID-19.

## RESEARCH METHODOLOGY

### Data Collection

For collecting the data from 200 respondent based on Delhi, the researcher has used non-probability convenience sampling technique through an online structured questionnaire. After collecting the data, factor analysis was used to recognise the noteworthy aspects which affect outbound travel. And Chi-square analysis is used to identify the relationship between tourists' perception and demographic characteristics. The total of 200 questionnaires was finished from Delhi, with a reaction pace of roughly 85%.

### Participants

From the total 200 respondents, 62.6% were male and 37.4% were female. As the information depended on the outbound explorer, 34.3% of the members were comes under the age group of 18 and 30 years, 29.3% came under the age group of 31 and 43, 17.8% came under the age group of 44 and 56, 12.1% comes under the age group of 57 and 69, with the staying 6.5% were 70 or more. And 65.9% of respondents had voyaged global destinations at least one times. As indicated by (Cohen, 1972) traveller role typology, 24.3% grouped themselves as an organized mass traveller, 25.7% as an independent mass traveller, 30.8% as explorers, and 19.2% as drifters. From the enterrespondents, 38.6% had gone to any sort of global activities once before and an extra 16.7% respondents said that they had gone to any global tourism eventstwo times previously; on the other hand, practically 44.7% had

never gone to any kinds of global events.

### Data Analysis

For analysing the received data, the researcher has used SPSS version 21.0. Descriptive analysis was considered for analysing demographics profile and perception variables. Chi-square analysis was conducted to know the different perception based on the different demographic profile of the tourist from Delhi can face while choosing for International Tourism destination after COVID-19.

To direct the data extraction and examine the dimensionality of the threat factors that were associated with a worldwide destination and global travel activities, factor analysis with principal component extraction and Varimax rotation was used. This survey is the exploratory in nature because the factor analysis statistical tool investigates the dimensionality of the risk factor depended on the tourist's perception. The literature review related to the risk associated with international tourism and events to some extent, but no precise study had been discovered that was explicitly identified with Indian Tourist's Perception towards the Impact of COVID-19 on Outbound Travel to an international tourist destination and to host country of international tourism events.

## RESULTS

### Descriptive Statistics

After analysing the data through descriptive

statistics tool exposed that participants were strongly agreed with the factor 'Appropriate cleanliness and sanitization in the outbound destination become more important than ever.' (M=5.09; SD=0.97) and 'Principles of health care in outbound destination worry me.' (M=4.98; SD=0.97). Yet, they strongly disagreed that 'I prefer travelling to outbound destination if I knew something about it' (M= 1.98; SD=0.99) and 'If I travel to the outbound destination it will negatively affect my image in society.' (M=2.48; SD= 0.93).

The complete threat linked with travelling to an outbound destination was a mean equal to 4.27 (SD=0.85) on a 5-point Likertscale, with 5 as 'not very safe'. Over 68% of the contributors measured travelling to the outbound destination after a pandemic is very risky or not safe; 21% of the participants considered travelling to outbound destinations after the pandemic was neither 'safe' nor 'risky', and 11% respondents indicated, it's safe to travel outbound destination after COVID-19.

The Descriptive analysis (Table 1) demonstrated the mean and standard deviations of 13 factors which showing the perception of the tourist for post-COVID outbound travel. Many of them were most likely to agree that the Appropriate cleanliness and sanitization in the outbound destination become more important than ever and Principles of health care in the outbound destination are the main concern in this pandemic for choosing and travelling outbound destination after the epidemic and meanwhile, the most of the tourist (respondents) has

**Table 1.** COVID-19 Risk Variables

Variables	Mean	SD
Appropriate cleanliness and sanitization in the outbound destination become more important than ever.	4.79	0.87
Principles of health care in outbound destination worry me.	4.58	0.67
I would not travel to any international destination if that destination was facing some health-related issues.	4.35	1.39
COVID-19 and other communicable diseases are now risk factors for choosing an international destination.	4.25	0.78
I would have worries about pastoral/primaeval lodgings if I go for international tourism	4.19	0.65
Interaction with the tourist of other nationalities while travelling may cause health problems.	4.07	1.10
I would not travel to any international destination if that destination was not following the standard health protocol for the prevention of COVID-19.	3.39	0.79
There is a chance of friends/family/associates opposing my decision to travel international destination.	3.27	1.04
I may be dissatisfied if I go for an international tour since the world has suffered from COVID-19.	3.22	1.06
If I travel to the outbound destination it will negatively affect my image in society.	2.37	0.73
I will choose only known international destination to travel after this pandemic.	1.68	0.89

inclined to disagree with outbound destination will negatively affect their image in society and they will choose those outbound destinations which is well known by them after this epidemic.

**Factor Analysis**

Conducting the factor analysis (Table 2), two factors emerged when adopting the criterion of an eigenvalue equal to or greater than 1.0, concerning the scree plot. A total of 56.9% of the variance among the variables were explained by the factors. Following the criteria of a factor loading equal to or greater than .70 and without double loading (Nunnally and Bernstein, 1994). Only the items “I will choose only known international destination to travel after this pandemic” and “I choose familiar food to eat while travelling to the outbound destination” “I would have worries about pastoral/primeval lodgings if I go for international tourism” were eliminated due to low factor loading values. The factors were labelled as Personal Safety Threat (Factor Mean= 3.15;  $\alpha = 0.78$ ) and Psychological Threat (Factor Mean = 3.34;  $\alpha = 0.71$ ), where weighted factor mean scores and Cronbach’s alpha coefficient are included in the asides. All two factors displayed acceptable internal consistency.

**DISCUSSION AND CONCLUSION**

The travel industry was one of the world’s most prominent business sectors; until the world met a

pandemic in the 21st century, COVID-19. The outcomes uncover that the travel industry area is handily influenced by worldwide emergencies. It is practically the exact day that explorers choose to drop or defer their outings, with the spread of the news of pandemic. The dread of COVID-19 prompted huge vulnerability and disordered conditions in numerous ventures. The travel industry has encountered forcefully falling incomes and is a monetary area among those most seriously influenced by the pandemic. The pandemic influences both the demand side (limitations on an exploration of destination, closing of borders, visitors’ dread of disease) and the supply side (closing of hotel and restaurants as well as recreational activities in tourism). Risk factors related to tourism is the main predictor of their decision-making process towards accepting or rejecting any destination for their future travel plan (Cooper, 2008). Their safety and security plays an important role and gives a strong impact on their conduct to travel (Zou and Meng, 2019). Adaptability and fickleness are two basic highlights required in the travel industry. Later on, it is normal that the requirement for versatility, utilization, and opportunity will stay high, yet a reflection will shape it on the neighbourhood setting (Wen *et al.*, 2005). Alongside endeavours to standardize, the travel industry area needs to give certainty to voyagers against the dangers. Updates to the tourism protection, discount, and plan change

**Table 2.** Factor Analysis of Variables

Variables/ Factors	Factor 1	Factor 2
<b>Factor 1 – Personal Safety Threat</b>		
Appropriate cleanliness and sanitization in the outbound destination become more important than ever.	<b>0.843</b>	0.022
I would not travel to any international destination if that destination was not following the standard health protocol for the prevention of COVID-19.	<b>0.806</b>	0.154
Interaction with the tourist of other nationalities while travelling may cause health problems.	<b>0.774</b>	-0.054
Principles of health care in outbound destination worry me.	<b>0.763</b>	0.109
COVID-19 and other communicable diseases are now risk factors for choosing an international destination.	<b>0.702</b>	0.27
<b>Factor 2 – Psychological Threat</b>		
I would not travel to any international destination if that place is facing some health-related issues.	0.674	<b>0.865</b>
If I travel to the outbound destination it will negatively affect my image in society.	0.385	<b>0.746</b>
There is a chance of friends/family/associates opposing my decision to travel international destination.	0.283	<b>0.728</b>
Eigenvalue	3.87	3.12
% of Variance explained	16.76	11.83
Cumulative variance explained	16.76	56.92



arrangements are required so that undertakings can present with full dependability and adaptability. In like manner, to regenerate the interest and supply of the travel industry, there is a need to more clarity of mind or worry about the tidiness and contactless activities or services and should guarantee the safety measures for the tourist, lodgings, cafés and the public properties in a standard premise and utilize the web-based media stage to guarantee the explorer around the world concerning the cleanliness and wellbeing. Since online media is one of the critical highlights that support the effective way of transmitting positive and negative elements (Yu *et al.*, 2020). The investigation infers that the travel industry is extraordinarily influenced by this pandemic. Voyagers should ensure their arrangements are protected a lot to temp to put resources into the travel industry. In this specific situation, travel protection and the chance of a change of date or area without paying a charge contrast can urge voyagers to make future travel arrangements and guarantee traveller versatility.

Nowadays personal safety has become a more significant or major concern for the tourist. That's why, most of the respondents has mentioned that they will look for secure shelter to stay, rather than those places that have been suffering from any kind of emergencies or threats for experiencing the thrill and ready to take a risk. The result of this survey suggests that the Sightseers has made their mind that pandemic has created a big tension, made travel unsafe especially to the overpopulated destination and because of that, they have decreased their itinerary plans for the next few months or years. The observational after effects of the current investigation show that COVID-19 has significantly influenced sightseers to travel choice and their opinion of cleanliness and wellbeing.

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