

## **Tourism Post COVID-19: What's New in Indonesian Tourism Demand Trends?**

**Suci Sandi Wachyuni<sup>a\*</sup>, Murhadi<sup>b</sup>, Kadek Wiweka<sup>c</sup>  
and Irwanda Wisnu Wardhana<sup>d</sup>**

<sup>a</sup> Postgraduate Tourism Studies Programme, Gadjah Mada University and Sahid Polytechnic, Indonesia.

<sup>b</sup> École Doctorale Sociétés, Temps, Territoires (EDSTT) Université Angers, France and Sahid Polytechnic, Indonesia.

<sup>c</sup> Sahid Polytechnic, Indonesia.

<sup>d</sup> National Research and Innovation Agency, Indonesia.

### **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

### **Article Information**

DOI: 10.9734/SAJSSE/2022/v15i430414

### **Open Peer Review History:**

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/91898>

**Original Research Article**

**Received 09 July 2022**  
**Accepted 18 September 2022**  
**Published 01 October 2022**

## **ABSTRACT**

**Purpose of the Study:** The purpose of this research is to determine Indonesian tourism demand trends and gather understanding into how to restore tourism following the Covid-19 pandemic.

**Methodology:** This study employs a quantitative approach and was conducted in Indonesia in March-April 2020. Data was collected using a survey method via social media broadcast messages, with 100 respondents. Descriptive statistics were utilized in the data analysis technique.

**Main Findings:** According to the findings of this study, the decrease in the number of domestic tourists is less than that of foreign tourists. Natural and culinary tourism destinations in the country are the most popular, particularly for short trips. This study also discovered that after the Covid-19 pandemic, tourists have positive travel intentions.

**Implication/Applications:** This study's theoretical implication is that catastrophic diseases like Covid-19 have a significant impact on tourist visits and demand. The practical implication of this research is that destination managers, governments, and business stakeholders could utilize this information to develop a tourism development strategy following the Covid-19 pandemic.

**The Originality of the Study:** The limitation of this research is the data collection method which is dominated by surveys. Therefore, further research is expected to conduct an in-depth study related to the reasons tourists are interested in post-covid traveling.

*Keywords: Covid-19; pandemic; tourism; tourists demand; travel intention.*

## 1. INTRODUCTION

Corona Virus Disease 2019 (Covid-19) was discovered in Wuhan City, Hubei Province, China, and quickly spread throughout the world [1]. Many countries, including Malaysia, Vietnam, Thailand, France, and Australia, have imposed regional quarantine to combat this [2]. As a result of the lack of tourist movements both within and outside the country, the tourism sector has stalled. This is undoubtedly a major issue for tourism businesses, including airlines, hotels, tourist destinations, and cafes and restaurants.

Tourism is one of the most important sectors of the Indonesian economy. According to data from the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the tourism sector contributed 4.80% of GDP in 2019, an increase of 0.30 percentage points from the previous year. The COVID-19 pandemic, which began in early 2020, has had a significant impact on the domestic tourism supply chain [3].

Several efforts have been made around the world, together with vaccination programs to reduce the increase in Covid-19 patients, including in Indonesia. The Indonesian government's attempt to eradicate Covid-19 is the large-scale social restriction (PSBB) policy. Covid-19 began to gradually decline over time, requiring the development of a strategy to revitalize the tourism industry. Adapting to the new normal is critical due to the undoubtedly be changes in tourist behavior trends in post-disaster tourism.

According to George [4], tourists can have a negative opinion of a destination if they believe their personal safety is put at risk while visiting that site. Many factors will influence tourist patterns and behavior. As a result, during the recovery period, tourism business actors must pay special attention to health protocols, which are implemented as a form of health insurance, security, and consumer safety. The efforts of business actors must, of course, be supported by trust, since confidence in transactions in the tourism sector must be built by both the

government and business actors, as well as consumers themselves [3].

In this study, the impact of Covid-19 on the level of visits by foreign and domestic tourists will be examined. The study will then examine Indonesian tourism demand trends following the pandemic. Better understanding of the demographics, characteristics of tourists, travel patterns, and travel intentions can guide the government, destination managers, business actors, and other tourism stakeholders develop a post-disaster tourism recovery strategy.

## 2. LITERATURE REVIEW

### 2.1 The Policy Response of the Indonesian Government to COVID-19 and Tourism Industry

Restriction policies in several pandemic epicentre areas to prevent Covid-19 transmission have a direct impact on the number of domestic tourist trips. The government's policy response to the emergence of Covid-19 was Large-Scale Social Restrictions (PSBB) in Jakarta. PSBB is in effect for 14 days and was extended regarding to the conditions improve, from April to June 2020. PSBB is being implemented in accordance with DKI Jakarta Governor Decree Number 380 of 2020. PSBB integrates distance learning, restricts public transportation, closes tourist attractions, and encourages businesses to enforce work-from-home policies. Following the evaluation, PSBB is thought to have a significant reduction impact. As a result, DKI Jakarta relaxed social restrictions and implemented a transitional PSBB policy. Furthermore, this policy continues to be adapted to changing circumstances.

PSBB is not implemented in all regions of Indonesia; some regions impose regional quarantine. Regional quarantine does not correspond to PSBB. According to Article 1 paragraph 11 of Law Number 6 of 2018 on Health Quarantine, PSBB is a restriction on certain activities of residents in an area suspected of being infected with a disease

and/or contaminated in order to prevent the spread of disease or contamination. Meanwhile, regional quarantine, according to Article 1 paragraph 10 of Law Number 6 of 2018 Concerning Health Quarantine, is a restriction on the population in an area including the entrance area and its contents suspected of being infected with disease and/or contaminated in such a way as to prevent the possibility of disease or contamination spreading [5].

According to Garjito and Aditya [6], six regional governments, including West Sumatra, Tegal, Papua, Bali, Tasikmalaya, and Aceh, imposed a regional quarantine. Regional quarantine is being implemented in order to stop the spread of Covid-19. People in the area are not permitted to enter the area arbitrarily. The implementation of the regional quarantine is expected to intensify the response of Covid-19 cases in Indonesia. During the period of regional quarantine, these areas close the entrance either through flight, land, or shipping routes.

Furthermore, the condition deteriorated once more in July 2021, as the number of patients detected by Covid-19 increased. In response to this condition, the Enforcing Restrictions on Community Activities policy was implemented. PPKM was initially implemented in Java and Bali. The implementation of PPKM is based on the Minister of Home Affairs' Instruction No. 15 of 2021 on the Enforcement of Restrictions on Emergency Community Activities for Corona Virus Disease 2019 in the Java and Bali Regions. Furthermore, it is based on Immendagri Number 27 of 2021 concerning the Enforcement of Community Activity Restrictions Level 4, Level 3, and Level 2 Corona Virus Disease in the Java-Bali Region. The Emergency PPKM was then expanded to 15 regions outside of Java-Bali, encompassing districts and cities in several provinces. It is made up of the cities of Tanjung Pinang and Batam (Riau Islands), Singkawang and Pontianak (West Kalimantan), and Padang Panjang and Bukittinggi (West Sumatra). Following that, Bandar Lampung (Lampung), Manokwari and Sorong (West Papua), Bontang City, Balikpapan, Berau Regency (East Kalimantan), Padang City (West Sumatra), Mataram (NTB), and Medan City (North Sumatra) were frequented [7].

In addition to limiting efforts, the government is working on a mass vaccination program for all levels of society. However, the Covid-19 rate in February 2022 exceeded the highest peak of

daily cases in July 2021. This is due to some relaxation of restrictions that allow people to interact again, such as the implementation of work from home in turns, the reopening of several shopping locations, and the relaxation of restaurant operations. The development of Covid-19 is still being monitored as a reference for the government to implement policies. As of May 15, 2022, the vaccination program for doses 1 and 2 had reached 100%, and it is hoped that Covid-19 will not re-infect people [8].

The government has spent the last two years focusing on the Covid-19 pandemic. In an effort to mitigate the impact of the Covid-19 pandemic in Indonesia, the Ministry of Tourism and Creative Economy has also developed programs. Sandiaga, Minister of Tourism and Creative Economy, has identified three priority programs: skill development, new approaches to types of tourism in Indonesia, and budget optimization. The Ministry of Tourism and Creative Economy will focus solely on stimulating the economy and MSMEs [9].

The accommodation industry, like the tourism industry, has been severely impacted by the pandemic. According to reports, the average hotel room occupancy rate in Indonesia reached 12.7% in April 2020 and will remain below 20% until June 2020 [10]. This is a very noticeable situation because many hotels must shut down their operations in order to sell their properties. According to Saputra et al [11], in Bali, 45% of 3-star hotels were in poor condition and had to be marketed to third parties.

As a result, the Ministry of Tourism and Creative Economy offers three strategies for use in the accommodation sector: pivoting, positioning, and contactless experience strategies. Pivoting is the process of changing business strategy by introducing new services or products, such as limited meetings or events. The positioning strategy is to orient the hotel as a comfortable place to travel and work rather than as a place to stay. Then there's the contactless experience, which uses digital technology in its operations, such as online booking and providing outdoor space to grant their guests a sense of security.

## 2.2 Travel Intention

Several policy responses were implemented as part of mitigation efforts and post-pandemic tourism preparations. The pandemic forces people to remain in their homes until conditions

improve. Tourists will return for delayed tourism activities once conditions are declared to be improving. This is evidenced by the increasing number of tourist movements in October 2021 immediately when tourism destinations begin to open with the adaptation of health protocols. Travel from Java-Bali dominates domestic tourism [12]. Then, in March 2022, foreign tourist arrivals in Bali increased by 1,016.03% [13]. As the tourism industry recovers, a survey of travel preferences and post-pandemic travel intentions is required to determine tourist demand for post-pandemic tourism. Many previous studies have used Theory of Planned Behavior (TPB) to understand the thoughts of tourists while traveling. Ajzen [14], identifies three factors that influence travel intentions:

- **Behavioural attitude**

Sulistomo [15] defines attitude toward the behavior as a person's assessment when witnessing or learning that a behavior is being carried out. Someone will provide an evaluation of a person's behavior. The assessment given can be either positive or negative. Individuals will choose to behave in their lives based on their positive attitudes toward behavior.

- **Subjective norm**

Subjective norms are the environmental conditions that determine whether or not an individual accepts or rejects a demonstrated behavior. So that someone will exhibit acceptable behavior to the people or environment around them. Subjective norms, according to Jogiyanto [15], are a person's perception or view of the beliefs of others that influence the intention to perform or not perform the behavior under consideration.

- **Behavioral control as perceived**

Perception of behavioral control is how a person understands that the behavior he exhibits is the result of self-control. Ghufon & Risnawati [16] define behavioral control as an individual's ability to read the situation of oneself and the environment.

### 3. METHODS

Because it deals with trend and survey data, this study takes a quantitative approach. The survey

was carried out via online questionnaires and WhatsApp broadcast messages. The online questionnaire includes all variables in this study, namely demographic information, travel patterns, and tourist travel intentions. The statements in the questionnaire were rated on a 5-point Likert scale ranging from strongly disagree to strongly agree. The analyzed data on foreign and domestic tourist visits was then obtained from the Central Statistics Agency of Indonesia's data portal. This study's population consists of tourists who visit Indonesia. Meanwhile, the survey data's research sample consists of domestic tourists in Indonesia. The sample size in this study is expected to be at least 100 people, according to the researchers. Most studies, according to Roscoe in Sekaran [17], require a sample size of more than 30 but less than 500. Data was collected in March and April of 2020. Descriptive statistics, such as mean, percentage, and frequency distribution, were used to analyze the data.

## 4. RESULTS

### 4.1 Trends in International Tourist Visits to Indonesia

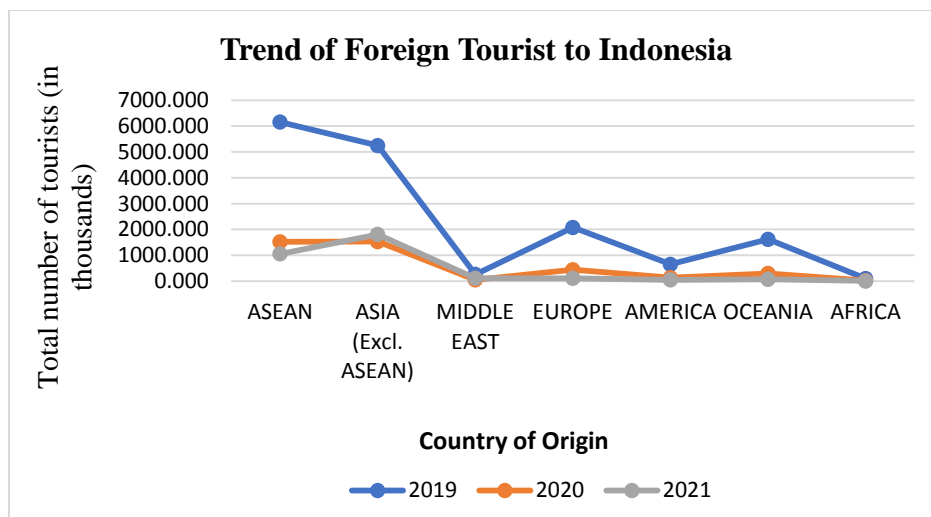
The widespread spread of Covid-19 throughout the world, including Indonesia, has resulted in a decrease in the number of tourists, particularly foreign tourists. Travel restrictions that limit travel between countries contributed to the decline in tourist numbers. The impact of Covid-19 on the mobility of foreign tourists to Indonesia can be seen in trend data from 2019, when Covid-19 did not enter Indonesia until 2021, when the pandemic had spread. Table 1 and Fig. 1 show the data.

According to Table 1, there has been a significant decrease in the number of foreign tourists from 2019, 2020, to 2021. Covid-19 cases were discovered in several countries in 2019, but not in Indonesia. On March 2, 2020, President Joko Widodo declared the first case of Covid-19. As a result, the data shows that the number of foreign tourists has decreased by 75.23%. It then fell by 19.38% in 2021, with only 3,216,562 foreign tourists visiting Indonesia. The majority of tourists who visit Indonesia come from neighbouring countries, specifically ASEAN and Asia. This information may also reveal the number of tourists who are still in Indonesia and unable to return home.

**Table 1. Number of foreign tourists to Indonesia by country of origin in 2019-2021**

| Countries                 | Total number (In thousands) |          |          |
|---------------------------|-----------------------------|----------|----------|
|                           | 2019                        | 2020     | 2021     |
| ASEAN                     | 6157,190                    | 1521,447 | 1056,452 |
| Asia (Excl. ASEAN)        | 5244,922                    | 1529,037 | 1809,682 |
| Middle East               | 263,923                     | 49,781   | 112,780  |
| Europe                    | 2075,864                    | 441,179  | 111,812  |
| America                   | 648,903                     | 134,072  | 50,146   |
| Oceania                   | 1617,233                    | 297,786  | 71,008   |
| Africa                    | 98,919                      | 16,621   | 4,682    |
| Total of foreign tourists | 16106,954                   | 3989,923 | 3216,562 |
| Percentage                | -                           | -75,23%  | -19,38%  |

Source: Adapted from (BPS, 2021)



**Fig. 1. Graphic of foreign tourist in Indonesia**  
(source: research data based on BPS, 2021)

Fig. 1 depicts the trend of foreign tourists to Indonesia as a decreasing linear line from 2019 to 2021. It can also be seen that the majority of foreign tourists visiting Indonesia come from ASEAN, Asia, and Europe countries, as they outnumber other countries. Meanwhile, African tourists are the fewest.

According to the most recent data from the Ministry of Tourism and Creative Economy [18], foreign tourist arrivals through the entrance in January 2022 totalled 143,744, a 13.62% increase over January 2021. This demonstrates hope for the revival of national tourism. According to BPS data in 2022, foreign tourist arrivals in Bali increased by 1,016.03% in March 2022. This is consistent with the slowing of Covid-19 cases and the reopening of international entry points in Bali beginning in February 2022 [13].

#### 4.2 Indonesian Tourist Travel Trends

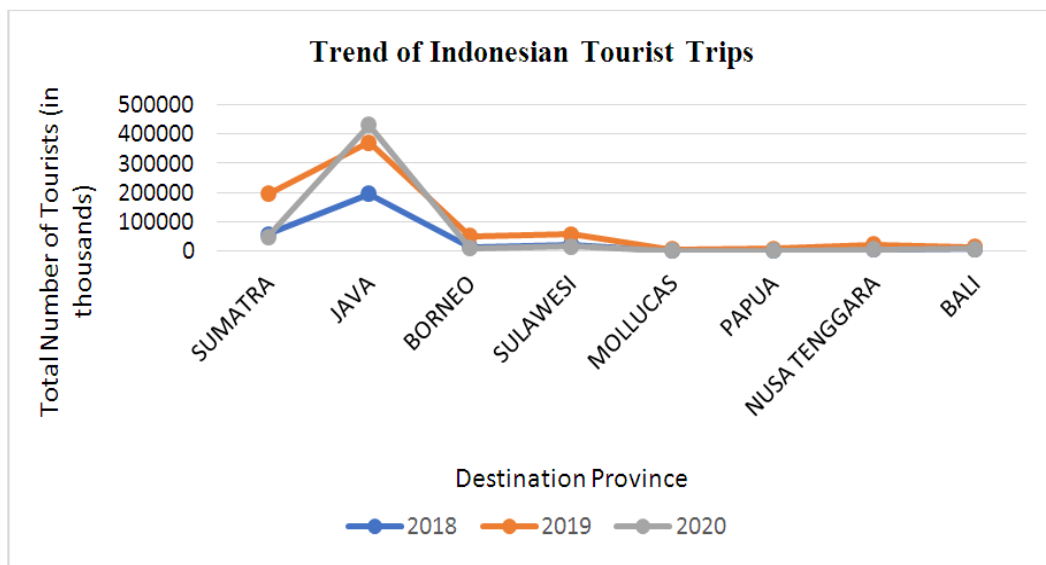
Covid-19 has had an impact on national tourism as well. In order to understand the trend of domestic travel, Table 2 and Fig. 2 present data on the number of domestic tourist trips from 2018 to 2020.

Table 2 presents data from the Central Statistics Agency on the trend of domestic tourists visiting Indonesian islands from 2018 to 2020. Domestic tourism increased 138% in 2019 compared to 2018. The increase in tourists in 2019 shows that national tourism is expanding, but it was hit by a pandemic in 2020. According to data, the number of domestic tourist trips fell by 28.19% in 2020. This is because of the government's Large-Scale Social Restriction (PSBB) policy, which was implemented to regulate community mobility. The PSBB is being implemented in an attempt to reduce COVID-19 transmission.

**Table 2. Indonesian tourist travel trends**

| Province                   | Total number (In thousands) |            |            |
|----------------------------|-----------------------------|------------|------------|
|                            | 2018                        | 2019       | 2020       |
| Sumatra                    | 55908,006                   | 195466,783 | 48041,215  |
| Java                       | 195658,614                  | 371133,662 | 429978,257 |
| Borneo                     | 13771,077                   | 50341,352  | 9878,164   |
| Sulawesi                   | 21441,338                   | 57610,143  | 16016,666  |
| Maluku                     | 1821,912                    | 5269,869   | 663,478    |
| Papua                      | 2041,362                    | 7043,511   | 832,433    |
| Nusa Tenggara              | 6139,962                    | 21525,836  | 5360,359   |
| Bali                       | 6621,617                    | 13767,578  | 7818,391   |
| Total of domestic tourists | 296782,271                  | 708391,156 | 510770,572 |
| Percentage                 | -                           | 138%       | -28,19%    |

Source: Adapted from (BPS, 2021)



**Fig. 2. Trend of Indonesian Tourist Trips**  
(source: research data based on BPS, 2021)

Furthermore, the downward trend of domestic tourist travel on Indonesian islands can be seen in Fig. 2. The island of Java had the most trips, followed by Sumatra, Sulawesi, and Kalimantan. Meanwhile, trips to Papua, Maluku, and Nusa Tenggara were the lowest.

Several destinations reopened in October 2021, and Indonesians' mobility to tourist attractions returned to normal, dominated by domestic tourists from Java and Bali. According to BPS data and calculations using Mobile Positioning Data, the estimated number of foreign tourists in 2021 is 525 million, with a projected increase to 550 million in 2022. This estimate depicts the role of domestic tourists in the recovery of Indonesia's tourism sector and creative economy [12].

### 4.3 Tourist Demand and Travel Intention Post-COVID-19 Pandemic

A survey of 100 respondents with the following profiles and travel preferences was conducted to understand regarding domestic tourists' travel intentions.

According to the results of the survey presented in Table 3, an overwhelming majority of the respondents were female (58.8%). In the meantime, based on their ages, members of Generation Z make up 50.8% of the population, followed by Generation Y. After the Covid-19 pandemic, the preference for tourist destinations is domestic tourism, which accounts for as much as 52.3% of the market. Despite this, a few of them continue to assert that they yearn for

international travel. Nature tourism is the type of vacationing that is enjoyed by the majority of people (66%) the most, followed by cultural tourism and culinary tourism. In addition, the vast majority of respondents (56.3% of them, to be exact) stated that they favor shorter vacations of one to four days. In addition to this, the results of a survey regarding people's plans for future travel following the COVID-19 pandemic are presented in Table 4.

According to Ajzen's theory of planned behavior, which states that behavioral intentions are determined by three indicators—attitude, subjective norm, and control behavior—an

examination of travelers' intentions to go on vacation was carried out. The answers provided by the majority of respondents are in agreement with the statement regarding all three indicators. According to the average attitude indicator, travelers have a favorable outlook on post-pandemic travel, which can be seen from the value of 3.69. After the pandemic, the vast majority of travelers feel that vacationing is still an enjoyable activity. Tourists are in agreement that traveling after the pandemic will require special preparations. These preparations include the use of personal protective equipment and other travel provisions; however, tourists tend to maintain a positive attitude.

**Table 3. The respondent profile and travel preferences**

| Demography                            | Option              | Percentage (%) |
|---------------------------------------|---------------------|----------------|
| Gender                                | Male                | 41,4           |
|                                       | Female              | 58,8           |
| Age                                   | <20 years old       | 9,4            |
|                                       | 21-30 years old     | 50,8           |
|                                       | 31-40 years old     | 34,4           |
|                                       | > 40 years old      | 14,8           |
| Destination preference                | Domestic            | 52,3           |
|                                       | Overseas            | 47,7           |
| Type of tourist attraction preference | Natural tourism     | 66,0           |
|                                       | Culinary tourism    | 16,0           |
|                                       | Cultural tourism    | 9,0            |
|                                       | Religious tourism   | 4,0            |
|                                       | Urban tourism       | 2,0            |
|                                       | Others              | 4,0            |
| Length of stay preference             | Short (1-4 days)    | 56,3           |
|                                       | Moderate (5-7 days) | 32,8           |
|                                       | Length (>7 days)    | 10,9           |

**Table 4. Tourist's travel intention after Covid-19**

| Travel Intention   | Average |
|--|---------|
| <b>Attitude</b>  |         |
| Traveling is a fun thing after the pandemic is over                                | 4,34    |
| Travel after the pandemic requires special preparation, different from usual trips | 3,05    |
| Mean   | 3,69    |
| <b>Subjective Norm</b>   |         |
| I'm getting more and more excited to see people return to travel                   | 4,03    |
| I also participate in planning travel trips like my friends                        | 3,77    |
| Mean   | 3,9     |
| <b>Control Behavior</b>  |         |
| I will travel whenever I want after this pandemic is over                          | 4,08    |
| I will travel wherever I want after this pandemic is over                          | 4,12    |
| Mean   | 4,1     |

Indicators that describe social influence on a person's behavior also tend to be positive, with an average value of 3.9. These indicators are associated with subjective norms and tend to have a positive outlook. The vast majority of respondents concurred with the statement that they had gained a newfound enthusiasm for making travel plans and taking trips after witnessing the return of travelers following the pandemic. The control behavior indicator receives a positive response as well, with the average corresponding to a value of 4.1. The vast majority of respondents are in agreement that they will plan their vacations around the tourist spots and times that they most want to visit.

## 5. DISCUSSION

### 5.1 COVID-19 and its Impact on Domestic and International Tourist Visits

According to the findings of the analysis of this study, the number of tourists coming from both the United States and other countries experienced a very significant drop. There are, without a doubt, travel restriction rules in place in a number of countries that do not allow for the free movement of tourists either within or beyond the borders of the country. Therefore, as a result of this circumstance, there has been a significant drop in the number of tourists coming from both abroad and within the country. On the other hand, when compared to the decline in the number of domestic tourists, the number of international tourists experienced a larger decline. This occurs as a direct result of the stringent regulations that are in place in the countries of origin of tourists, such as Europe, the United States, and Oceania, which are the primary markets for the Indonesian tourism industry. China, Italy, Spain, France, France, Ireland, Belgium, Poland, Argentina, and Jordan are just some of the countries that fall into this category [19].

A lockdown is described as "a situation in which people are not permitted to enter or leave a building or area freely because of some emergency," as defined by the Cambridge dictionary. Although conditions began to improve and many destinations began to receive tourists after the lockdown, many tourists were still afraid to travel abroad in 2020, as stated by the United Nations Conference on Trade and Development (UNCTAD). In addition, issues with the economy

make it difficult for tourists to travel to other countries [20,21]. In a number of countries, lockdown has proven to be an effective method for preventing the spread of the Covid-19 virus. Nevertheless, the lockdown has also had a significant impact on the precipitous decline in revenues to the state from the tourism industry. Depending on whether the borders are opened in July, September, or December of 2020, the UNWTO [22] estimates that there will be a loss of 850 million to 1.1 billion international tourist arrivals, \$910 million to \$1.1 trillion in export revenues, and 100-120 million jobs. In addition, there will be a loss of international tourist arrivals.

This research is also supported by research that was conducted in 2020 by the airline industry IATA, which states that the number of international flights has decreased by 80% in April 2020 when compared to the same period in 2019 [23]. This demonstrates that Covid-19 has had a significant impact on the economy of the entire world, particularly in the tourism industry. However, according to data provided by BPS, the number of tourists who visited the country started to increase in 2022 as a direct result of the opening of new tourist destinations in Indonesia, such as Bali. This provides reason for cautious optimism regarding tourism following COVID-19 [24,25].

Even though domestic tourist arrivals have decreased, the rate of decline is still less severe than that of international tourist arrivals. This demonstrates that despite the social events that are taking place, tourists are still traveling throughout the country. Domestic tourism in 2019 reached a 138% increase from the previous year, indicating that it was on its way to becoming a growing industry. However, as a result of the Covid-19 pandemic, the number of domestic tourists has decreased due to the PSBB policy that the government has implemented to prevent the virus from spreading further. According to the findings of the study, Java Island received the greatest number of international visitors, while Papua Island received the fewest domestic visitors. The island of Java receives the highest rating and is ranked as the best destination in the world by Dialeksis's Travel + Leisure version [26]. This is due to the fact that the island's diversity is an appealing aspect for vacationers. According to the findings of the survey, a large number of visitors feel that the island of Java provides a diverse range of activities and sights that together constitute an all-inclusive vacation package.



A total of 112 volcanoes and 35 of them are still actively offered as tourist attractions that can be enjoyed by tourists so that they match tourist demand during the Covid-19 pandemic. The island of Java is home to a wide variety of tourist destinations, including those focused on marine tourism, nature tourism, culinary tourism, cultural tourism, and more. According to Wachyuni & Kusumaningrum 's research [2], travelers made nature tourism a popular choice for post-pandemic vacations. In addition to this, it is supported by a report on the trend of the tourism industry that was published in 2001 by the Ministry of Tourism and Creative Economy [10]. This report identifies NEWA (Nature, Eco, Wellness, and Adventure) as a post-pandemic tourism concept. According to the findings of this study, it is possible to assert that the effect of the COVID-19 pandemic on the number of domestic and international tourists visiting the United States has diminished significantly. However, when measured against domestic tourists, the decline was significantly greater than that of international tourists.

## 5.2 Changes in Travel Trends after the Pandemic

According to the findings of the study, 58.8% of the respondents are female, which indicates that women make up the majority of the characteristics of these people. The majority of tourists, particularly women, are interested in going abroad while the COVID-19 pandemic is ongoing. Research conducted by Omar [27], found that gender had an effect on travel patterns, preferences, and experiences while traveling. In terms of age, the majority of those who participated in this survey were members of generations Y and Z, specifically those between the ages of 21 and 30 and between 31 and 40. According to Wachyuni [28], this generation is the largest proportion today. Additionally, generations Z and Y are generations that pose a low risk of infection if they are exposed to the COVID-19 virus. According to the findings of Wachyuni & Kusumaningrum 's study [2], Millennials are more likely to be willing to take risks while traveling and to plan their activities only after it has been determined that it is safe to do so.

The majority of tourists, according to the findings of this study, have a preference for domestic destinations over international ones. This is because of the health risks associated with the COVID-19 pandemic, but if you travel from a

closer distance, it will be safer for you to go. According to Wachyuni [2], fear has an effect on the mind, causing anxiety that can manifest in a variety of ways, including anxiety, stress, being disturbed, and panicking. The choice of choice also falls on natural tourism, which is regarded as having a low risk of injury or death. According to Wachyuni & Kusumaningrum 's research [2], aspects of travel destinations that are a priority for tourists after the Covid-19 pandemic are cleanliness, safety, and attractiveness. This also contributes to the decreased amount of time that tourists spend traveling.

The average tourist gave a fairly positive response related to post-pandemic travel in terms of attitudes, subjective norms, and control behavior. This can be inferred from the fact that they intend to travel in the future. Tourists are in agreement that travel can still be enjoyable even if it is confirmed that the pandemic is on the mend, and they are also in agreement that travel following the pandemic will require special preparation. This is due to the fact that following the pandemic, we will be required to implement health protocols. This new routine will become a legacy that will be carried on even after it has been determined that conditions are no longer hazardous. As a measure in this direction, the Ministry of Tourism has introduced the CHSE certification [29]. According to the Ministry of Tourism and Creative Economy's findings [10], one of the things that has changed in terms of customer behavior at tourist attractions is an increased focus on CHSE.

In addition, the vast majority of tourists have already begun making travel plans because they are pleased to discover an increase in the number of people traveling. Even after only two months of being able to travel in their own country, tourists in Bulgaria report that they are already planning their next trip abroad. Ivanova et al. predict that first-time visitors will make their initial excursion within the country with members of their family while riding in a private automobile [30]. After the pandemic is over, travelers have stated that they will go wherever and whenever they wish, regardless of the location. This is corroborated by the research that was conducted by Pramono et al [20], which found that the majority of respondents from generation Z agree that they are free to select when and where they travel.

In addition, Wachyuni [28] asserts that the characteristics of post-pandemic tourists are

exemplified by members of the information-focused generation Z and the millennial generation. Because most people's lives cannot function without the internet and various forms of technology, the majority of tourists are dependent on the information that may be found in digital media. Post-pandemic travelers are driven to travel by the need to satiate their fantasies as well as their bodily, social, and interpersonal requirements.

Because they are better able to satisfy the requirements of tourist motivation in the post-pandemic era, places that focus on natural beauty and culinary tourism are gaining in popularity. Wachyuni & Kusumaningrum [2] noted that the personality traits of visitors frequently resemble those of explorers and drifters. Driftliners and explorer-type visitors have a strong desire to see locations that are not well known by the general public. Explorer-type tourists want to plan their own journeys. In the meanwhile, it is hoped that all of the actors in the tourism industry would be able to react to the needs of tourists by having knowledge of the pattern of post-pandemic tourism. This will ease efforts to restore the tourism sector.

## 6. CONCLUSION

It is possible to generate the following conclusion from the findings of this study: Covid-19 has had a significant effect on the number of tourist visits. However, the findings of this study put a spotlight on the phenomena that the drop in the number of domestic tourists is still less severe than the drop in the number of visitors from other countries. This is due to the fact that visitors start traveling within their own country whenever government laws linked to social restrictions are lifted. This is because visitors still have a high demand for travel but are hampered by social restrictions. This study also established that tourists' trip intentions following Covid-19 received a positive response from visitors. This finding was found to be significant. The majority of those who responded indicated that they want to travel as soon as it is determined that the conditions are safe to do so. This research has the potential to prove that catastrophic diseases like Covid-19 have a major impact on the number of people who visit tourist destinations and the demand for tourism in those locations. As a result of this research, destination managers, government officials, and business stakeholders are in a better position to get reliable recommendations due to the practical consequences of this

research. Tourism stakeholders have the ability to adapt and develop post-pandemic tourism development strategies. These strategies can be distinguished by natural tourism attractions and culinary tourism, and they can target tourist segments from the millennial and Z generations who take short trips of less than four days.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

## REFERENCES

1. QL, XG, PW, XW, LZ, Tong Y. Early transmission dynamics in Wuhan, China, of novel coronavirus-infected pneumonia. *E Engl J Med*. 2020;382(13):1199–1207.
2. Wachyuni S, Kusumaningrum D. The Effect of COVID-19 Pandemic: How are the Future Tourist Behavior? The Effect of COVID-19 Pandemic: How Are the Future Tourist Behavior?. 2020;33(4).
3. Effendi J. National Tourism in a Pandemic Period; 2022.  
Available:<https://bpkn.go.id/uploads/document/316aad2184fddd226cd1a7bd3f7b74dff0e503d5.pdf>.
4. George R. Tourists' perceptions of safety and security while visiting Cape Town. *Tourism Management*. 2003:575–585.
5. Nurhanisah Y. What is the difference between PSBB and Regional Quarantine?; 2021.  
Available:<https://indonesiabaik.id/infografis/beda-psbb-dan-karantina-region-apa-saja> 15 May 2022
6. Garjito D, Aditya R. 6 Regions in Indonesia Implement Regional Quarantine to Prevent the Spread of Covid-19; 2020.  
Available:<https://www.voice.com/news/2020/03/29/154459/6-region-di-indonesia-apply-karantina-territory-prevent-spread-covid-19?page=3>
7. Idris M. PPKM is the abbreviation of Enacting Activity Restrictions; 2022.  
Available:<https://money.kompas.com/read/2021/07/10/092118826/ppkm-dalam-abbreviation-dari-perberlaku-restriction-activities>
8. Wachyuni SS, Kusumaningrum DA. The Effect of Covid-19 Pandemic: How Are The Future Tourist Behavior? *Journal of*

- Education, Society and Behavioral Science. 2020;33(4):67–76.  
DOI:10.9734/JESBS/2020/v33i430219
9. Fauzan HA. These are the 3 priority programs of the Ministry of Tourism and Creative Economy to deal with the pandemic after Eid; 2021.  
Available:<https://kabar24.bisnis.com/read/20210511/15/1392653/ini-3-program-prioritas-kemenparekraf-to-facing-pandemi-after-Lebaran>
  10. Kemenparekraf. Tourism Industry Trends 2021. Ministry of Tourism and Creative Economy; 2021a.
  11. Saputra KWA, Purnantara MH, Juniarta PP, Wachyuni SS. Crisis Management Strategy in Bali Hotel Industry during the COVID-19. *South Asian Journal of Social Studies and Economics*. 2022; 13(2).
  12. Sabri H. Indonesian Tourism Rises, Potential 550 Million Wisnus to Generate Nation's Economy; 2022.  
Available:<https://bisniswisata.co.id/pariwisata-indonesia-bangkit-potensi-550-juta-wisnus-pembangkit-ekonomi-bangsa/>
  13. Dihni V. Foreign Tourist Visits to Bali Soared by 1,000%; 2022.  
Available:<https://databoks.katadata.co.id/datapublish/2022/05/10/kunjungan-turis-asing-ke-bali-melonjak-1000-pada-maret-2022>
  14. Ajzen I. Attitudes, personality and behavior. Second edition. McGraw-Hill Education UK; 2005.
  15. Jogiyanto. Behavioral Information System. Revised Edition. Andi Offset; 2007.
  16. Ghufroon M, Risnawati R. Psychological Theories. Ar Ruz Media; 2010.
  17. Sekaran U. Business Research Methods. Salemba Four; 2006.
  18. Kemenparekraf. Statistics of Foreign Tourist Visits; 2022.  
Available:<https://kemenparekraf.go.id/statistik-wisatawan-mancanegara/statistik-kunjungan-wisatawan-mancanegara-bulan-januari-2022>
  19. Aida N. Update, here are 15 countries that apply lockdown due to the Corona Virus; 2020.  
Available:<https://www.kompas.com/tren/read/2020/03/22/183000465/update-berikut-15-negara-yang-berlakukan-lockdown-akibat-virus-corona?page=all>.
  20. Pramono R, Juliana J, Maleachi S, Pramezuary A, Djakasaputra A, Purwanto A. Gen Z Explorative Study on Tourism Activities in the COVID-19 Pandemic. *Turkish Journal of Physiotherapy and Rehabilitation*. 2021; 32(3):2261–2266.
  21. Available: [www.corona.jakarta.go.id](http://www.corona.jakarta.go.id) Covid-19 Vaccination in Jakarta; 2022.  
Available: <https://corona.jakarta.go.id/id>.
  22. UNWTO. International Tourist Numbers Could Fall 60-80% in 2020, UNWTO Reports; 2020.  
Available:<https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020>
  23. Aldila N. IATA Predicts that 2022 Aviation Industry Losses will not be as severe as this year; 2021.  
Available:<https://ekonomi.bisnis.com/read/20211005/620/1450569/iata-prediction-kerugian-industri-pererbang-an-2022-not-separah-tahun-ini>
  24. Kemenparekraf. Tourism Industry Trends 2021; 2021b.  
Available: [https://s3-kemenparekraf.s3-ap-southeast1.amazonaws.com/Buku\\_Tren\\_Pariwisata\\_2122\\_825b87ea0f.pdf](https://s3-kemenparekraf.s3-ap-southeast1.amazonaws.com/Buku_Tren_Pariwisata_2122_825b87ea0f.pdf)
  25. Sulistomo A. Accounting Students' Perceptions of Disclosure of Fraud (Empirical Study on Accounting Students UNDIP and UGM). Diponegoro University, Semarang; 2012.
  26. Dialectics. Java Island World's Best Destinations 2018 Travel+Leisure Version; 2018.  
Available:<https://dialeksis.com/nasional/isl-and-jawa-destinasi-terbaik-dunia-2018-versi-travelleisure/>
  27. Omar SI, Aboali G, Mohamad D, Mohamed B. A study of gender differences: international tourists behavior and the perception of Penang's attributes. The 2015 International Conference on Hospitality, Leisure, Sports, and Tourism (ICHLST 2015). 2015:59–73.
  28. Wachyuni S. Tourism Post Covid-19 Pandemic. In Introduction to Tourism Science. Dotplus Publisher; 2022.
  29. Kemenparekraf. Know What is CHSE Certification?; 2020.

- Available: <https://chse.kemenparekraf.go.id/>
30. Ivanova M, Ivanov I, Stanislav I. Travel behavior after the pandemic: the case of Bulgaria. An International Journal of Tourism and Hospitality Research. 2021;32(1): 1–11. Available: <https://doi.org/10.1080/13032917.2020.1818267>.

---

© 2022 Wachyuni et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

*Peer-review history:*

*The peer review history for this paper can be accessed here:*  
<https://www.sdiarticle5.com/review-history/91898>