



NEGATIVE EMOTIONS AND TRAVEL DESIRE: EXPLORATION OF THE NEW NORMAL COVID-19 STAGE IN INDONESIA

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Abstract

This study aims to explore domestic tourist emotions and their crisis behavioral intention during the stage of new normal phase associated to COVID-19 Pandemic. Using a purposive sampling, this study adopts quantitative exploratory with online survey technique in 34 provinces in Indonesia. A descriptive analysis was employed to explore tourist emotions underpinned by Russel's emotion classification scheme and travel intention during the new normal a part of prodromal phase of COVID-19 crises lifecycle. About 3650 Indonesian "quarantined" resident- a former of active traveller before COVID-19 pandemic-participated in this study. This study found that being alerted, bored, exhausted as the top three main negative emotions developed during the new normal phase associated to COVID-19 pandemic. The result also showed most of tourist felt lack of tourist confidence to travel during the new normal phase. This study limited by single stage of prodromal phase in COVID-19 limited to Indonesian context. This study is one of the first that deeply explored tourist behavior centered on psychological factor in new normal phase- a transition phase between semi lockdown to normal era with COVID-19 health protocol in Tourism Disaster and Crisis Management discipline.

Keywords: Crisis and Disaster, Tourism, Emotions, Travel Intentions, COVID-19

INTRODUCTION

COVID-19 has been declared one of the most prominent crises and disasters of this century. However, during 1997 to 2020, three months after the WHO (World Health Organization) declared COVID-19 as a global pandemic outbreak, tourism was one of the main sectors most affected by and the loss of its ecosystem (United Nation World Tourism Organization, 2020). UNWTO noted that since the first time this virus was discovered, COVID-19 has resulted in a 5–7-year loss of tourist arrivals, caused by a 22% decrease in international tourist

arrivals during the first quarter of 2020 to date (UNWTO, 2020). This impact greatly affects global economic conditions, especially tourism. Following the initiation of lockdown regulations in many countries, as well as travel restrictions and the closure of airports and national borders, arrivals in March saw a significant reduction of 57%, which is equivalent to the loss of 67 million international arrivals predicted to cost approximately \$ 80 billion USD in revenues (exports from tourism).

UNWTO notes that 100% of global destinations continue to have travel

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restrictions in place, and 72% have completely closed their borders to international tourism by 27 April 2020. UNWTO identifies government policies by region found that 83% of destinations in Europe have enforced a complete closure of borders for tourism. international. In America, 80% do so, in Asia and the Pacific 70%, in the Middle East 62% and in Africa 57%.

This impact inevitably leads to changes in travel development and travel emotions into “quarantined tourists” who are unable to travel due to lockdown regulations or at their own risk. In Indonesia itself, for example, since the government first declared a pandemic emergency in the country, most regions have taken action, namely self-quarantine as a preventive measure in facing potential risks to public health. Minangkabau International Airport in West Sumatra recorded that around 60% of passengers disembarked from January to mid-May 2020 due to COVID-19 and travel restriction regulations. All of these regulations are aimed at reducing cases of the COVID-19 virus which continues to grow or what is known as "flattening the curve".

In the crisis and disaster stages, Faulkner (2001) develops a crisis and disaster management framework which is divided into 5 stages, from pre-crises to post-recovery. However, there are still few criticisms in research on crises and disasters that explore individual behavior and psychology (Zheng, Luo, & Ritchie, 2021) in each stage of the crisis (Gössling, Scott, & Hall, 2020). Especially, many individuals face

psychological problems, especially mental health when facing crises and disasters (Yousaf, 2021).

In the context of tourism crises and disasters, many studies have focused on projections of tourist behavior (Jiang, Ritchie, & Benckendorff, 2019) but more focus on travel risks. More research examines the response and behavior predictions during recovery but does not discuss the role of regulating emotions during crises and disasters (Zheng et al., 2021). Emotion is an important factor that determines the transformation of travel decisions due to situational conditions in different individuals (Lenggogeni & Akbar, 2020).

Emotion is one of the factors that plays an important role in the consumption decisions of tourists in the tourism industry (Hosany, Prayag, Deesilatham, Caušević, & Odeh, 2015). This factor has an influence in stimulating tourism experience (Mitas & Bastiaansen, 2018) which is positively mediated by novelty, tourist satisfaction (Hosany & Prayag, 2013) and behavioral intention (Bigné, Mattila, & Andreu, 2008). The measurement of emotional experiences found by Hosany et al. (2015) is referred to as the Destination Experience Scale (DES). These measurements capture the variety and intensity of a tourist's emotional experiences with a destination. The relationship between emotions in crisis or disaster is part of research by Lehto, Douglas, and Park (2008). They emphasize that natural disasters cause negative emotions to tourists which in turn cause them to perceive negatively a





destination affected by a disaster, consequently, avoiding these destinations (Kozak, Crotts, & Law, 2007). Likewise, the occurrence of natural disasters such as tsunamis, hurricanes, and floods in the United States is considered to have the most negative impact on international travel (Park & Reisinger, 2010). In addition, the type of destination and type of travel will determine the formation of tourist behavior towards the destination (Ansofino, Lenggogeni, & Zusmelia, 2019; Devianto, Ridho, Maryati, & Lenggogeni, 2019; Lenggogeni, Slaughter, & Ritchie, 2015).

Chien, Sharifpour, Ritchie, and Watson (2017) revealed that negative emotions using the measurement of concern are important factors for the perception of travel health risks and risk protection behaviors that were tested on 830 Australian international tourists. Thus, due to the influence of crises and disasters, in this case natural disasters, understanding tourists' emotions in tourist behavior in the context of natural disasters is found as a potential research in tourism crisis and disaster studies (Ritchie, 2009).

Emotion is one of the central issues in tourist consumption actions in the tourism industry (Hosany, Prayag, Deesilatham, Caušević, & Odeh, 2015). It is also an important factor in shaping the travel experience (Ma, Scott, Gao, & Ding, 2017; Moyle, Moyle, Bec, & Scott, 2019). Travel experiences are stimulated when mediated by novelty (Mitas & Bastiaansen, 2018). Emotion also increases tourist satisfaction (Hosany & Prayag, 2013) and behavioral intention

(Enrique Bigné, Mattila, & Andreu, 2008).

Understanding the relationship between emotions and disasters will help to better manage the feelings and behavior of tourists towards goals, because negative emotions, such as worry, are more likely to lead to goal avoidance (Kozak et al., 2007). The emotional factor of tourists can also affect the motivation of tourists to travel (Pestana, Parreira, & Moutinho, 2020). In addition, positive emotions can affect the level of tourist satisfaction which mediates the desire to travel. Thus, the emotional variable has an indirect effect on the desire to travel (Sharma & Nayak, 2019). In a crisis or disaster situation, the emotions of tourists who are vulnerable to crisis will shape resilience and influence optimism for future trips (Lenggogeni & Akbar, 2020).

From a tourist perspective, safety in traveling is very important when choosing to visit a destination (Floyd, Gibson, Pennington Gray, & Thapa, 2004; Lenggogeni & Chaira, 2021). In their study of the effect of safety on travel intention, Floyd et al. (2003) support the theory of motivation by protection (Rogers, 1975). This theory states that individuals will engage in protective behavior in conditions of (a) the potential and magnitude of the hazard; (b) high likelihood of a threat occurring; (c) choosing alternatives to avoid threats; and (d) increasing control over the outcome of selected alternatives. According to the results of the study by Teasdale et al. (2012), the perceived severity of the pandemic affects judgment and coping





intentions, such as the intention to stay at home and continue working. It has been shown that the affective reactions of individuals to changing conditions can influence their behavioral intentions. Several studies have also found that risk factors (Lenggogeni, Ritchie, & Slaughter, 2019) affect a person's travel intentions. With the negative emotions regarding the current pandemic conditions, the desire to travel is also greatly affected. Research conducted by Lehto et al. (2008), examined the relationship between emotional conditions using the PAD (pleasure, arousal, dominance) model on the desire to travel. The pleasure factor greatly impacts the positive intention to travel. Previous research conducted by Pestana, Parreira, and Moutinho (2020) also found that emotion is a factor that significantly affects tourists' desire to travel mediated by satisfaction.

The preliminary results of previous research indicate that the emergence of the influence of COVID-19 on negative emotions of domestic tourists and changes in emotional dynamics from the pre-and large-scale social distancing phase (Lenggogeni, 2020). To answer the limitations of research in each crisis phase and to understand more deeply about the affective response or individual emotions related to quarantined travel during the new national period, this study examines the negative emotions of quarantined residents in responding to travel plans in the new normal phase of COVID-19.

RESEARCH METHODS

Research Approach

The study used a quantitative exploratory approach with online survey techniques on 3650 active tourists before the COVID-19 pandemic. This research was conducted from September to October 2020 using google form and distributed online to all provinces in Indonesia.

Samples and techniques

The study population consisted of Indonesian domestic tourists. The sampling technique used was convenience sampling and purposive sampling method. The sample criteria for this study are Indonesian domestic tourists who have traveled at home and / or abroad in the last two years.

Analysis Methods and Instruments

The method used in this research is quantitative descriptive method using SPSS version 21. The data collected is in the form of primary data and the collection method is in the form of an online survey by providing a structured list of statements through Google Forms. Questionnaires were distributed from 21 September 2020 to 3 October 2020. The Likert scale (1-5) was used to measure the assessment of identified variables about the influence of negative emotions felt by quarantined tourists on their desire to travel when they were new to normal. Emotion instrument was modified from Russell (1980) and travel intention was





modified from Lenggogeni and Saito (2018). With a scale statement the respondent is given the freedom to determine an opinion or opinion in accordance with what is experienced with the indicators on the questionnaire. All items are rated from (1) strongly disagree to (5) strongly agree.

RESULTS AND DISCUSSION

Respondent Profile

This study managed to collect a total of 3,650 respondents consisting of 2,961 female respondents with a percentage of 81.12% and 689 male respondents with a percentage of 18.88% who claimed to experience negative emotions in the face of COVID. Respondents came from 159 cities and districts in Indonesia. For the age range, respondents were divided into 5 age groups which were dominated by the 18-24 year age group with a total of 2,806 respondents of 76.88%. Followed by the age range between 25 and 34 years as many as 550 respondents as many as 15.07%. While 5.04% of responses were collected in the age range 35-44 years and 110 respondents were aged or over 45 years.

Table. 1
Respondent Gender

Gender	Amount	Percentage
Male	689	18,88%
Female	2.961	81,12%
Numbers	3.650	

Source: Developed from research

Table. 2
Respondent Ages

No.	Age	Amount	Percentage
1.	18-24 y.o	2.806	76,88%
2.	25-34 y.o	550	15,07%
3.	35-44 y.o	184	5,04%
4.	45-54 y.o	84	2,30%
5.	> 55 y.o	26	0,71%
Numbers		3.650	100%

Source: Developed from research

From the respondent's latest educational background, the data shows that the respondents are dominated by high school degree with a total number of 2,194 at 60.1%. Followed by Diploma (37,61%), undergraduate degree respondents (2,05%) Master and Doctoral degree 0,14 % and 0,08% respectively.

Table. 3
Respondent Education

No.	last education	Amount	Percentage
1.	High School	2194	60.1
2.	Diploma	7	37,61
3.	Undergraduate	75	2,05%
4.	Master Degree	5	0,14%
5.	Doctoral degree	3	0,08%
Numbers		3.650	100%

Source: Developed from research

The occupation background for respondent was dominated by students with a total of 1,915 respondents with a percentage of 52.47%. Followed by private with a total of 791 respondents (21.67%). Then, 273 respondents were entrepreneurs and 168 respondents were students and 118 respondents were households.





Table. 4
Respondent Occupation

No.	Occupation	Amount	Percentage
1.	Civil Servant	70	1,97%
2.	Households	168	4,60%
3.	Private employees	791	21,67%
4.	Students	1.951	52,47%
5.	Entrepreneur	273	7,48%
6.	Private Enterprise employee	18	0,49%
7.	GP	4	0,11%
8.	Part time job	8	0,22%
9.	Fresh Graduate	40	1,10%
10.	Freelancer	26	0,71%
11.	University Staff	13	0,36%
12.	Private	158	4,33%
13.	Other	166	4,55%
Amount		3.650	100%

Source: Developed from research

Negative Emotion

There are 17 indicators of negative emotions due to quarantined travel during the COVID-19 pandemic adapted from Russell's (1980) emotion classification scheme. These emotional indicators were stress, depression, frustration, annoyance, difficulty, confusion, sadness, fear, worry, anxiety, alertness, boredom, tired, pessimistic, angry, disappointed, and depressed.

Tabel. 5
Results of Respondents' Responses to Negative Emotions

Negative Emotion	Strongly Disagree					Average
	1	2	3	4	5	
			Neutral	Agree	Strongly Agree	

Stress	237	530	106	13	456	3,34
	6%	15%	7%	60%		
Depressed	506	118	127	50	179	2,63
	14%	8%	5%	2%		
Frustrated	475	105	121	69	212	2,75
	13%	4%	3%	6%		
Annoyed	151	326	783	15	824	3,70
	4%	9%	21%	43%		
Distressed	87	240	752	17	849	3,82
	2%	7%	21%	47%		
Confused	108	341	914	16	657	3,65
	3%	9%	25%	45%		
Sad	95	323	810	15	868	3,76
	3%	9%	22%	43%		
Afraid	92	293	892	15	824	3,74
	3%	8%	24%	42%		
Worried	59	145	653	17	995	3,96
	2%	4%	18%	49%		
Restless	114	404	112	13	624	3,54
	3%	11%	8%	80%		
Alert	41	61	373	16	1499	4,24
	1%	2%	10%	46%		
Bored	67	163	473	13	1609	4,16
	2%	4%	13%	37%		
Tired	107	371	101	13	818	3,65
	3%	10%	0%	44%		
Pessimism	366	899	127	73	369	2,95
	10%	25%	8%	8%		
Angry	301	750	138	83	375	3,06
	8%	21%	7%	23%		



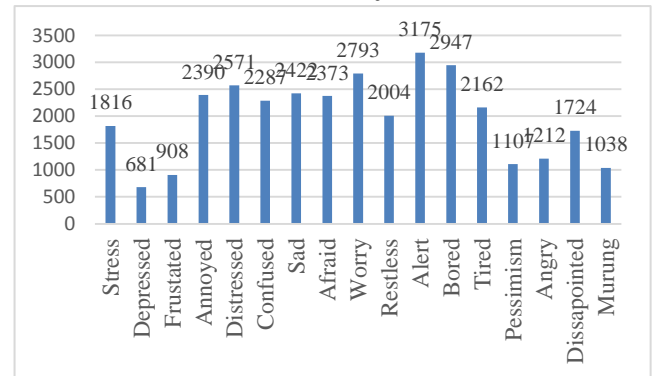


Disappointed	219	591	111	11	610	3.35
	6%	16%	31	31	17%	7
Gloomy	394	869	134	71	319	2.91
	11%	24%	37	20	9%	7

Source: Developed from research

Of the 17 kinds of negative emotions caused by obstacles to travel during the COVID-19 period, there were 5 emotions that were significantly felt by respondents, namely alertness, boredom, worry, difficulty, and fear. The data shows that there are 3,175 respondents who are a group with negative emotions, high alerted or alert to travel when new normal, with a percentage of 87%. Followed by 2,947 respondents with a percentage of 81% feeling bored. In addition, as many as 76% of respondents felt worried, 70% felt difficulties, and 65% of respondents felt afraid during this COVID-19. From these results, it can be concluded that the impact of the COVID-19 pandemic outbreak has a very significant impact on the emotions of tourists. These results support previous research which states that fear and worry are significant things commonly felt by the public during COVID-19 (Khosravi, 2020). In addition, in research conducted by Gerhold (2020) people agree that COVID-19 resulted to individual's worry and fearful of being infected with COVID-19. Thus, the results of this study strongly support the research that has been carried out previously. There are negative emotions that are significantly felt by the public, especially domestic tourists during this pandemic.

Figure 1
Number of Respondents who Agree and Strongly Agree on Emotion Dimensionality



Source: Developed from research

Travel Desire in New Normal Phase

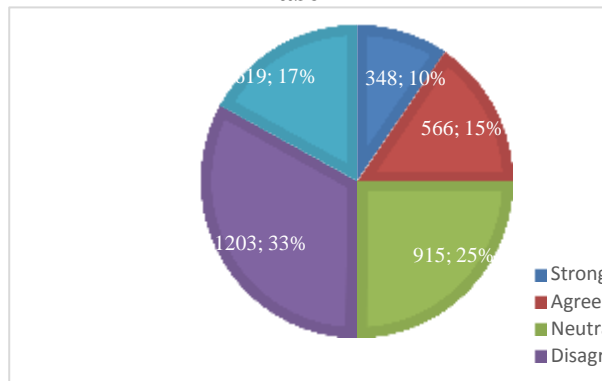
The impact of negative emotions felt by tourists has an impact on their travel desire on new normal phase. From 3,650 respondents, 1,822 respondents or about 50% did not have the desire to travel during this new normal. The result concluded that the negative emotions are formed by form COVID-19 risk. Subsequently it has significant impact to travel desire during the new normal phase. This result consistent with Sharma and Nayak (2019) that showed negative emotions mediated by affective and cognitive images have a positive effect on the desire to travel. In addition, previous research also found that emotion is a pivotal factor of travel desire mediated by tourist's satisfaction (Pestana et al., 2020).





Figure 2

Results of Respondents' Responses to their Desire to Travel in New Normal Phase



Source: Developed from research

CONCLUSION

Conclusion

This study aims to investigate resident's emotions related to travel constraint, travel desire in the prodromal stage of COVID-19. It expands the tourism psychology to provide initial information on coping mechanism for resident during pandemic or health crisis. The five type of tourist emotions; alertness, worry, fear, and boredom elicited during the prodromal stage of COVID-19. Thus, this study indicates a further research in having a better understanding of coping mechanisms to dealt with travel fear during COVID-19 (Gerhold et al., 2020). This study also found that majority of tourist did not have travel desire during the new normal period. Thus, it can be concluded that negative emotions significantly affect tourists' desire to

travel. Where, negative emotions lead to travel reluctant and vice versa, positive emotions more likely to affect the desire to travel.

Research Implications

This study contributes several theoretical and managerial contribution. From theoretical perspective, this study extend the psychological tourism for the tourism crisis and disaster management (Jiang et al., 2019). As to managerial contributions, this research indicates the importance of psychological factor for potential tourist during the crises for the tourism industry in developing a tourism product during pandemic . This study also benefits the post-recovery marketing communication plans for policy makers and destination management organizations. Most importantly, this research helps to provide an insight on managing Indonesia's domestic tourism flows in post-COVID-19 recovery marketing.

Recommendations for Future Research

This research examines the cognitive behavior and psychological aspect when tourists experience negative emotions during the distress situation of early stage of COVID-19. A deeper examination for investigating the relationship between emotions and tourist behavior during the crisis's stages highlighted for potential research in the future. Study with mixed methods or using Structural Equation Modeling (Lenggogeni, 2019) may help to extend future research for psychology tourism





during the crises. Last, future study about crises lifecycle stages may help to understand the phenomena of crises and disasters in tourism.

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