Volume 20 Issue 48
Originally issued as F3

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 20 Issue 3 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Post-COVID-19: Potential Effects on Egyptians' Travel Behavior

By Mrs. Yasmine Elsayeh
Faculty of Tourism and Hotels Alexandria University

Abstract- The tourism industry has been seriously suffering from the coronavirus disease (COVID-19) crisis ever since its outbreak, the purpose of this paper is to provide insight into the on-going COVID-19 pandemic and its potential influence on Egyptians' travel behavior and shifting trends in traveling after the end of Covid-19 pandemic, this research is a quantitative descriptive study, data collection using survey methods by distributing online questionnaires (Google Form), The sample includes 118 respondents from Egypt, The findings show that there are enthusiasm and optimism that tourism will revive faster because the majority of respondents in this study planned when and where they would travel immediately after COVID-19 pandemic end with new travel preferences.

Keywords: COVID-19 pandemic; coronavirus; travel intention; tourist behavior; travel anxiety egyptians' travel behavior.

GJMBR-F Classification: JEL Code: L83



Strictly as per the compliance and regulations of:

© 2020. Mrs. Yasmine Elsayeh. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Post - COVID-19: Potential Effects on Egyptians' Travel Behavior

Mrs. Yasmine Elsayeh

Abstract- **The tourism industry has been seriously suffering from the coronavirus disease (COVID-19) crisis ever since its outbreak, the purpose of this paper is to provide insight into the on-going COVID-19 pandemic and its potential influence on Egyptians' travel behavior and shifting trends in traveling after the end of Covid-19 pandemic, this research is a quantitative descriptive study, data collection using survey methods by distributing online questionnaires (Google Form), The sample includes 118 respondents from Egypt, The findings show that there are enthusiasm and optimism that tourism will revive faster because the majority of respondents in this study planned when and where they would travel immediately after COVID-19 pandemic end with new travel preferences.**

Keywords: COVID-19 pandemic; coronavirus; travel intention; tourist behavior; travel anxiety egyptians' travel behavior.

I. Introduction

Since its earliest case was detected in December 2019, the coronavirus disease, which is formally known as COVID-19, has rapidly spread around the world (Vos, 2020). It is estimated that COVID-19 has affected more than 213 countries/regions across the globe (Worldometer, 2020). As of 25 May 2020, there have been more than 5,206,614 confirmed cases of COVID-19 globally, which includes 337,736 deaths (WHO, 2020).

The COVID-19 pandemic has had an unprecedented effect on peoples' mobility worldwide. By the end of March 2020, more than a hundred countries had implemented some of mobility restriction, ranging from full or partial mandatory quarantines (usually referred to as lockdowns) to non-binding requests for activity restrictions, such as stay-at-home requests, closing certain types of businesses, canceling events, etc. (BBC, 2020).

The Covid-19 pandemic has changed all aspects of human life, including tourism. Policies and travel restrictions implemented in several countries have influenced the perception of tourist during a pandemic or after the pandemic have ended. Based on research in Indonesia, the majority of respondents in this study have an interest in traveling after the pandemic and show a negative response to anxiety, have planned when and where they will travel, with a period (0-6) months after the Covid-19 pandemic ends and nature tourism as a favorite choice (Wachyuni & Kusumaningrum, 2020).

Author: Master's degree in Tourism Studies Faculty of Tourism and Hotels Alexandria University. e-mail: yasmineelsayeh@gmail.com

Other studies have revealed that safety, security, and health risks that are considered negatively can affect tourists' perceptions of tourist destinations so that they are more likely to look for tourist destinations that are equipped with the quantity and quality of infrastructure that follows the required health protocols (Wen, Kozak, Yang, & Liu, 2020).

In Egypt, several studies have examined the impact of the COVID-19 pandemic on tourism in general, studies about examine general perspectives regarding coronavirus outbreaks towards the future of travel and tourism in the world, As well as, there are studies about the effect of COVID-19 on economic changes in the tourism industry for affected countries around the world including Egypt, Also, the studies about the impact of COVID-19 on the Egyptian tourism industry, Based on some of these studies, there is no clear observation about the Intention of Egyptian tourists to travel on a tour after the pandemic ends.

II. Literature Review

a) Tourist Behavior

Tourist behavior is important to know for the development of tourism businesses that discuss the choice of tourist destinations, evaluation of tourist destinations, and intentions of future tourist behavior (Zhang, Fu, A. Cai & Lu, 2014). The stages of tourist behavior are divided into five phases: 1) tourist recognizes the need for tourism; 2) tourist gathers information related to tourism; 3) tourist determines the tourist decision, 4) which is followed by a tour; the last stage tourist evaluates the trip that has been made. (Mathieson & Wall, 1982).

The tourism industry needs to understand tourist behavior to forecast the sustainability of their businesses. Based on numerous studies several factors affect tourist behavior in determining tourist destinations. First, Age, gender, marital status, income, education, lifestyle, personal values, and motivation for tourism are specific factors in tourist decision making. Second, Specific factors for alternative tourist destinations, such as tourist destination characteristics, including tourist attractions, tourist infrastructure, facilities, services, and tourist destination accessibility. The third is situational factors, including weather, cultural conditions of tourist destinations, and social conditions such as political

© 2020 Global Journals

circumstances when selecting a tourist destination. (Wu l, Zhang J & Fujiwara A, 2011).

b) Post-crisis travel behavior

Perceived risk as a multi-dimensional construct may have heterogeneous implications for tourists in their decision-making, By which one or more risk dimension(s) can modify the assessment of a destination by a tourist and their intention to travel (Karl & Schmude, 2017), as well as Wolff et al. (2019) Determine that perceived risk exacerbates anxiety and other negative affective behavior that may negatively influence a tourist's intention to travel. Prior research also argues that disasters–natural or human-made–typically have a negative effect on destination image, and that visitors generally prefer to avoid destinations that they believe are dangerous. This avoidance of specific tourism destinations may be attributed to Cognitive Dissonance (CD) arising from the moderation of a tourist's intrinsic travel motives by the perceived risk associated with travel and tourism.

The seminal theory establishes that CD is primarily a psychological state that occurs as a result of inconsistencies associated with divergent (often positive versus negative) perceptions whose consequences include decision-making behavior aimed at mitigating the adverse effects of consumptive decisions (Menasco & Hawkins, 1978). To this end, when confronted by risk, Tourists may postpone their travel plans, reassess their choice of destination and attempt to mitigate perceived risks or cancel their trips altogether. (Gregory E., Robert & Marleen, 2017).

Therefore, personal and physical safety issues have a direct effect on the decisions and choices made by tourists (Novellia et al., 2018). For example, the 2009 H1N1 influenza virus outbreak resulted in a 4% decrease in international tourism arrivals worldwide (Leggat et al., 2010).

c) Travel intention

Travel intention is described as one's intent to travel or commitment to travel. Travel intention has two sources: personal and information source. Sources of information are stated to be more important than personal factors in forming of tourism destination perceptions (Beerli & Martín, 2004). In addition to personal and information sources, Intention to travel is often affected by the risk factors that tourists feel and their sense of safety. Risk is associated with anxiety because of what may happen during a trip. For example, the possibility of terrorism in a destination will commonly form a perception of danger. This perception will result in a corresponding decision. Under such circumstances, people prefer to select less dangerous destinations (Sönmez & Graefe, 1998) (Zhu & Deng, 2020). When a destination is perceived as "unsafe," people may develop a negative impression (George, 2003). This form of perception is formed by information sources, such as the news from mainstream and social media. For example, As mass media reports on the number of people infected, the number of deaths, the number of businesses closed, and the enterprises bankrupt as a result of COVID-19, people begin to worry about their jobs. People will grow worried and their perceived level of safety at the destination will decrease; thus, travel intentions will be reduced. (Wachyuni & Kusumaningrum, 2020).

d) Travel Anxiety

Anxiety, loosely speaking, is an emotional response to stress, potential risks, or actual risks. Gudykunst and Hammer (1988) defined anxiety as fear of negative consequences. Dowling and Staelin (1994) argued that when people buy something risky, the unknown consequence creates anxiety. McIntyre and Roggenbuck (2017) extended this definition to include the feeling of being nervous, apprehensive, stressed, vulnerable, uncomfortable, disturbed, scared, or panicked

Travel anxiety about tourist self-anxiety about travel. Anxiety is a subjective feeling that occurs due to being exposed to an actual or potential risk; it is a feeling of nervousness, anxiety, stress, vulnerability, discomfort, disturbance, fear, or panic (McIntyre & Nature, 1998).

Traveling to any destination entails risk and uncertainty; thus, people need to consider several variables, such as attributes of the products or destination, potential negative results, necessity, and values. However, people have different evaluations of many products. For example, some people may consider one destination to be terrifying and dangerous, while others may consider the same destination as fun and enjoyable.

Anxiety increases, the perception of tourists about safety and intention to travel will decrease. Travel intentions are determined by the level of travel anxiety and the perceived level of security (Reisinger Y. & Mavondo F., 2015). Bakioğluet al. (2020) found a positive relationship between the fear of COVID-19 and hospital anxiety. when people are constantly exposed to local and international news on fatalities and the infection rate of COVID-19, the degree of fear and anxiety increases.

So, Tourists can have a negative perception of a tourist destination if they feel their safety will be at risk when visiting the destination (George R., 2003). This perception relates to information that tourists get from various sources. Mass and social media exposure have effects on tourists' intentions to visit tourist destinations. (Koo, Joun, Han & Chung, 2016). Hot headlines in various online mass media today about the COVID-19 pandemic that has spread to almost every country in the world. This news effect on the perception of travelers.

© 2020 Global Journals

Therefore, we examine tourist travel intentions after the end of the pandemic.

III. Methodology

This research is a quantitative descriptive study. It follows current problems or updates, studies changes in phenomena, and aims to present and describe the characteristics of the subject under study (Rebuya, Lasarte, Amador, & Roca, 2020). The Covid-19 pandemic changes all aspects of life, including tourism, which is related to change the mentality of tourists in dealing with the Covid-19 pandemic.

A questionnaire-based survey method was used. The survey method is one of the many tools used by researchers in the tourism sector. Data collection was carried out by distributing online questionnaires (Google Form). An online survey was conducted responses and was beneficial for capturing from various areas of Egypt. A survey with a questionnaire is suitable for gathering information about individual characteristics, perceptions, attitudes, and behavior. (Clifford, Cope, Gillespie, & French, 2016).

The first stage is designing a structured questionnaire containing statements related to tourists and their behavior, intention, and anxiety after the pandemic, which is rated on a 5-point Likert scale ranging from strongly disagree to agree strongly. The questionnaire is divided into four parts: the profile of respondents, the tourist behavior, and travel intention and travel anxiety. The results will then be analyzed in simple quantitative terms such as frequency distribution, percentage, and mean value.

The research time was during October-November 2020, when the whole world, especially Egypt, was experiencing the Covid-19 pandemic. The second stage of selecting the chosen survey strategy is the online survey method that allows reaching various respondents in various regions, especially in this crisis. There are restrictions on physical contact that are applied in all regions in Egypt.

The third stage is the selection of respondents. The sample comprises people who will be given a questionnaire representing the population (Clifford et al., 2016). The sample was obtained by simple random sampling of 115 Egyptian respondents.

IV. Results and Discussion

a) Profile of survey respondents

Based on online survey results, the number of respondents who filled in the form responses was 118 people. Respondents were dominated by women by (52%). The age range of respondents at most was 21-30 years at (30%), followed by 31-40 years at (45%).

Respondents were dominated by millennial generations. Millennials are a person who was born in 1981-2000. The millennial generation is very active in using the internet in their life (Reeves TC. & Oh E., 2007).

The latest education for a bachelor degree is (65%), postgraduate is (20%), and high school equivalent is (15%). The respondents' occupations were mostly employees at 70%, followed by students at 15%. Profile data and respondent characteristics can be seen in Table 1.

Table 1: Profile and Characteristics of Survey Respondents

Demography	Option	Percentage (%)
Gender	Male	48
	Female	52
Age	17-20 years old	9
	21-30 years old	30
	31-40 years	45
	> 40 years	16
Education Background	High School	15
	Bachelor Degree	65
	Postgraduate	20
Occupation	Students	15
	Employee	75
	Others	10

b) Travel References

Traveling has become a necessity of society today. With the Corona Virus global pandemic, there is no human movement to travel. However, based on Table 2, the survey results of respondents in this study, as many as (68%) of respondents will travel after the pandemic ends, only (9%) who said they would not return to travel, and (23%) of them said it was possible. Researcher then gave further questions related to the selection of tourist destinations, the survey results showed (48%) of respondents wanted to visit domestic destinations, while only (12%) of respondents said they wanted to visit foreign destinations, and (30%) wanted to visit both. Then, if this pandemic ends and is declared safe, how long will the respondent return to travel. (65%) of which stated 3-6 months, and only (13%) said more than six months. Desired travel time of respondents more to travel with a short period of 1-4 days by (66%),

© 2020 Global Journals

5-7 days by (25%), and only (9%) stated more than seven days.

Table 2: Respondent's Travel References

Questions Item	Option	Percentage (%)
Will you travel again after the Pandemic COVID-19 has ended?	Yes	68
	No	9
	Maybe	23
The tour you want to visit after Pandemic COVID-19?	Domestic	58
	Overseas	12
	Both	30
How long after this Pandemic ends do you intend to travel?	0-3 month	22
	3-6 month	65
	> 6 month	13
Desired trip time	1-4 days	66
	5-7 days	25
	> 7 days	9

c) Tourist behavior

The pandemic will undeniably have an impact on travel behavior and the choice of a destination or an accommodation establishment. Findings from Table 3 indicate that respondents will visit a tourist destination that has fewer COVID-19 patients during the pandemic (m=3.42)

Respondents will take extra hygiene precautions in their future trips (m=4.50), will avoid crowds whenever possible (m=4.61), and will consider the health/safety of the destination when choosing a trip (m=4.47) so; Safety and cleanliness seem to be the most significant "new" characteristics of the travel behavior.

Table 3: Respondent's Travel behavior

Tourist behavior	Mean Value
I will visit a tourist destination that has fewer COVID-19 patients during the pandemic	3.42
Most people who are important to me think I should travel to a country that is not seriously affected by the COVID-19 outbreak for my next vacation trip.	3.58
I will choose my trips depending on the health safety of the destination	4.47
I will take extra hygiene precautions in my future trips	4.50
I will avoid crowds whenever it is possible	4.61
In the future I will no longer attend crowded events due to the fear of the new coronavirus	3.77

d) Travel Intention

Based on Table 4, it can be seen that the attitude of respondents towards travel after the pandemic ended was very positive; the majority of respondents disagrees that traveling would not be fun but scary (m=3.45), The next statement related to attitude is that the average respondent strongly disagree that the tour after the pandemic ends will be more troublesome than usual (m=4.49).

The average respondent states fair that recognizing that seeing people go back on a tour when the pandemic ends also fosters the spirit of the respondent (m=2.90). Also, the average respondent states agree that they will look for holiday possibilities within their own country (m=3.83), and they will avoid travelling abroad for at least a year (m=3.48).

The highest average answer was (m= 4.66), where the majority of respondents strongly agreed that their traveling activity was to relax their body and mind or was called physical or physiological motivation.

Looking at the frequency of travel after the pandemic, The average respondent states fair that will travel more after the pandemic, and they will travel extensively to make up for a lost time (m = 3.33).

© 2020 Global Journals

Table 4: Respondent's Travel Intention

Travel Intention	Mean Value
Taking a tour after the pandemic ends is not fun but scary	3.45
Going on a tour after a pandemic will be more troublesome than usual	4.49
Seeing people go on a tour again, I became more excited to do the same	2.90
I will travel more than in the period before the pandemic	3.33
Once the problems are over, I will travel extensively in order to make up for a lost time	3.33
I will be avoiding travelling abroad for at least a year.	3.48
I will travel after the Covid-19 Pandemic because I want to relax my body and mind	4.66
This year I will rather look for holiday possibilities within my own country.	3.83

e) Travel Anxiety

Travel anxiety is the opposite of travel intention. Travel anxiety measures the respondents' concern in going on a tour after the pandemic corona is declared over. Based on Table 5, The average respondent stated disagree about discomfort and negative effects on the body after thinking of going on a tour after Covid-19 pandemic (m=3.91). The average respondent also disagrees with going on a tour after this pandemic ends; they become panic and scared (m= 3.48). Likewise, with the physical aspect, the average respondent also disagrees that their anxiety affects the body response, such as dryness and irregular heartbeat (m= 3.52). But the average respondent fair with watching news and stories about novel coronavirus on social media or any other media (i.e., TV, Radio), they become nervous or anxious (m= 3.12), and sometimes they feel they will lose their life because of COVID-19 if they were going on a tour (m=2.85).

Table 5: Respondent's Travel Anxiety

Travel Anxiety	Mean Value
I feel uncomfortable after thinking of going on a tour after a pandemic I will afraid to go on a tour after this pandemic	3.91
I will panic when I travel after the COVID-19 pandemic ends	3.48
I feel an irregular heartbeat when I think of going on a tour even though this pandemic is over	3.52
when I think of going on a tour , I am afraid of losing my life because of COVID-19	2.85
When watching news and stories about novel coronavirus on social media or any other media (i.e., TV, Radio), I become nervous or anxious	3.12

V. Conclusion

This research provides empirical predictions of Egyptians' tourist behavior after the end of this pandemic. Based on the findings of this research, there is enthusiasm and optimism that tourism can be resurrected more rapidly because the majority of respondents in this study have planned when and where they will travel, immediately (3-6) months after the COVID-19 pandemic ends. Safety and cleanliness seem to be the most significant "new" characteristics of the travel behavior. The next phenomenon is short-time period tourism. Also, this study provides the view that travel is essentially a human need at this time. Respondents showed a positive response to interest in traveling after a pandemic and showed a negative response to travel anxiety. Also, Based on the research results, the number of tourist visits will be affected by a significant number of cornonavirus patients in the destination. Therefore, after the pandemic ends, health issues to be considered as a factor that influences destination choice. Therefore, the strategy needs to be built to enhance the tourists' trust in the security and health of the destination.

VI. Limitations

The limitation of this research is only used a quantitative descriptive study; the research results will be more comprehensive if equipped with qualitative data, such as in-depth interviews with respondents. In-depth interviews are expected to be able to dig up more

© 2020 Global Journals

information related to changes in tourism trends after the Covid-19 Pandemic.

References Références Referencias

1. Alister Mathieson, Geoffrey Wall. (1982). *Tourism Economic, Physical and Social Impacts.* Harlow: Longman.
2. AsunciònBeerli , Josefa DMartín. (2004). Factors influencing destination image. *Annals of Tourism Research, 31*(3), 657-681.
3. BBC. (2020). *Coronavirus: The World in Lockdown in Maps and Charts*. Retrieved from https://www.bbc.com/
4. Chulmo Koo, Youhee Joun, Heejeong Han, Namho Chung. (2016). A structural model for destination travel intention as a media exposure: Belief-desire-intention model perspective. *International Journal of Contemporary Hospitality Management*, 1338-1360.
5. Clifford, N., Cope, M., Gillespie, T., & French, S. (2016). *Key Methods in Geography (Third Edition).* Glasgow.
6. Fuad Bakioğlu,Ozan Korkmaz and Hülya Ercan. (2020). Fear of COVID-19 and Positivity: Mediating Role of Intolerance of Uncertainty, Depression, Anxiety, and Stress. *Int J Ment Health Addict*, 1–14.
7. George, R. (2003). Tourist's perceptions of safety and security while visiting Cape. *Tourism Management, 24*(5), 575-585.
8. George, R. (2003). Tourist's perceptions of safety and security while visiting Cape Town. *Tourism Management, 24*(5), 575-585.
9. Grahame R. Dowling, Richard Staelin. (1994). A Model of Perceived Risk and Intended Risk-handling Activity. *Journal of Consumer Research, 21*(1), 119–134.
10. Gussing Burgess L,Marina Novelli, Liv Gussing Burgess, Adam Jones,and Brent W. Ritchie. (2018). The ebolainduced tourism crisis. *Annals of Tourism Research, 70*, 76-87.
11. Hongmei Zhang, Xiaoxiao Fu, Liping A.Cai, Lin Lu. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management, 40*, 213–223.
12. Hui Zhu, Fumin Deng. (2020). How to Influence Rural Tourism Intention by Risk Knowledge during COVID-19 Containment in China: Mediating Role of Risk Perception and Attitude. *International Journal of Environomental Research and Public Health, 17*, 3514.
13. Jian Ming Luo & Chi Fung Lam. (2020). Travel Anxiety, Risk Attitude and Travel Intentions towards "Travel Bubble" Destinations in Hong Kong: Effect of the Fear of COVID-19. *International journal of enviromental research and public health, 11*, 7859.
14. Jun Wen, Metin Kozak, Shaohua Yang, Fang Liu. (2020). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review ahead-of-print*, 1-16.
15. Karl & Schmude. (2017). Understanding the role of risk (perception) in destination choice literature review and synthesis. *Tourism research , 65*(2), 138 -155.
16. lKatharina Wolff,Svein Larsen,Torvald gaardb. (2019). How to define and measure risk perceptions. *Annals of Tourism Research, 79*, 102759.
17. MB Menasco, DI Hawkins. (1978). Menasco, M.B. and Hawkins, A field test of the relationship between A field test of the relationship between cognitive dissonance and state anxiety. *Journal of Marketing Research, 15*(4), 650-655.
18. McIntyre N, Roggenbuck J. Nature. (1998). transactions during an outdoor adventure experience: A Multi-Phasic Analysis. *Journal of Leisure Research, 30*(4), 401-422.
19. Niño R. Rebuya, Emy S. Lasarte, Mericia Mila A. Amador, Gina R. De la Roca. (2020). Assessing Religious Tourism Motivational Factors and Experiences of Visitors to Selected Religious Sites in Camarines Sur, Philippines. *Scientific Research, 7*, 1-10.
20. Norman McIntyre & Joseph W. Roggenbuck. (2017). Nature/Person Transactions During An Outdoor Adventure Experience: A Multi-Phasic Analysis. *Journal of Leisure Research*, 401-422.
21. Osland Gregory E., Mackoy Robert, McCormick Marleen. (2017). Perceptions of personal risk in tourists' destination choices: nature tours in Mexico. *European Journal of Tourism, Hospitality and Recreation, 8*(1), 38-50.
22. Peter A. Leggat,Lawrence H. Brown, Peter Aitken, Richard Speare. (2009). Level of concern and precaution taking among Australians regarding travel during pandemic (H1N1): results from the 2009 Queensland social survey. *Journal of Travel Medicine, 17*(5), 291-295.
23. Reisinger Y. & Mavondo F. (2015). Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research., 43*(3), 212–222.
24. Sevil F. Sönmez, Alan R. Graefe. (1998). Influence of terrorism risk on foreign tourism decisions. *Recreation, Park and Tourism Management, 25*(1), 112-144.
25. Suci Sandi Wachyuni , Dewi Ayu Kusumaningrum. (2020). The Effect of COVID-19 Pandemic: How are the Future Tourist Behavior? *British Journal of Education, Society & Behavioral Science,, 33*(4), 67-76.
26. Thomas C. Reeves, Eunjung Oh. (2007). *Generational Differences. Handbook of Research on*

© 2020 Global Journals

Educational Communications and Technology. Abingdon: Routledge Handbooks Online.
27. Vos, I. D. (2020). The effect of COVID-19 and subsequent social distancing on travel behavior. *Transportation Research Interdisciplinary Perspectives*, 1-3.
28. WHO. (2020). *WHO (World Health Organization) Coronavirus Disease (COVID-19) Dashboard.*. Retrieved from https://covid19.who.int/
29. Worldometer. (2020). *COVID-19 Coronavirus Pandemic Dashboard*. Retrieved from https://www.worldometers.info/coronavirus/?utm_campaign=homeAdTOA?
30. Wu I, Zhang J, Fujiwara A. (2011). Representing tourists' heterogeneous choices of the destination and travel party with an integrated latent class and nested logit model. *Tourism Management, 32*, 1407-1413.

© 2020 Global Journals