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Travel Intention and Behavioural Changes during COVID-19 Pandemic: Empirical Implication for the Travel and Tourism Industry

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Abstract

The COVID-19 outbreak has miserably disrupted the tourism industry and the travelling lifestyle of people. Since the outbreak is still ongoing, it is presumed that the intention and behaviour of people towards travelling will change. Thus, in this context, the study employs empirical research to examine the travel intentions of travellers during the COVID-19 pandemic and identifies the behavioural changes that travellers may have experienced while visiting any destination during the pandemic. For this purpose, primary data was collected from 121 travellers randomly and analyzed using descriptive statistics, regression analysis, independent sample t-tests, and ANOVA, The result indicates that the travel intentions of the respondents are influenced by perceived behavioural control. It is also revealed that the respondents will only choose such destinations that have taken all the precautionary measures. The study concludes that the COVID-19 pandemic has significantly influenced the travel behaviour of travellers.

Keywords: *behaviour, COVID-19, intentions, pandemic, travel, travellers*

Introduction

In late December 2019, a new disease called COVID-19 was recognized in China, which spread to all parts of the world. The infection is assessed as a transmission illness that spreads through individual-to-individual contact. The World Health Organization (WHO) determined the global pandemic status on March 11, 2020; the virus has spread globally (Wachyuni, Kusumaningrum, 2020). In 2003, a similar disease caused by SARS-CoV or SARS-CoV-1 was discovered and reported for the first time, infecting more than 8,000people, of which more than 750 died (Chan-Yeung, Xu, 2003; Singh et al., 2020; Zhang et al., 2005). World leaders have taken many steps to stop the spread of the infection, but the pandemic continues. Several analysts worldwide have joined forces in bringing immunization against infections, which

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will help reduce infections. In addition, which advises the public, medical personnel, quarantine personnel, children, the elderly, and people with underlying health problems (Singh et al., 2020) to maintain social distancing, use disinfectants and masks, isolate themselves and avoid gatherings (Wachyuni, Kusumaningrum, 2020). Finally, a lockdown was embraced to control the spread of the infection.

Around the globe, societies are on lockdown, and citizens are asked to respect social norms and stay home. However, for social beings, isolation may not be the solution (Cacioppo Hawkley, 2009). It may lead to loneliness, depression, and sensitivity to social threats (Donthu, Gustafsson, 2020). Another consequence of the lockdown is excessive internet and social networks use, which has made lonely people more inclined to use social media rather than physical interaction (Nowland et al., 2018). The impact of the COVID-19 crisis has also been observed in the world's population and has affected people's mental health (Zandifar, Badrfam, 2020; Singh et al., 2020). Furthermore (Siu, 2008; Person et al., 2004), have studied that people infected by the SARS outbreak find it difficult to follow their typical daily life. Further, health workers are more likely to develop these types of diseases. All sectors of the economy have suffered from closures, isolation, and border closures (Goodell, 2020), including tourism and hospitality, which seem to be the biggest and most immediate losers in this crisis (Gössling et al., 2020). The closed border prevents scheduled flights and government-implemented quarantine measures, significantly limiting travel opportunities (Nicola et al., 2020).

As in many countries, India has also implemented a nationwide lockdown to control the spread of COVID-19 (Kumar, Nataraj, 2020; Kumar et al., 2020; Singh et al., 2020). Residents in the quarantine zone have no social life, leisure, or sports activities. Also, most of them are told to work or study from home. Due to various reasons, such as coming from the quarantine area, close contact with the infected person, and symptoms, some other people were also sent to the quarantine area (Singh et al., 2020). However, we have also seen the positive behaviour caused by social distancing, such as people have started to rest, develop new skills, and take better care of their lives. By staying home, they have learned how to bake, try to get fit, read more, and do many indoor activities.

Goa, a small state in India, is poorly impacted due to the COVID-19 pandemic. Lockdown restrictions are imposed in the entire country, including the state of Goa. The tourism industry is the primary source of income for the Goan people. Many residents are entirely dependent on tourism activities. According to the Travel and Tourism Association of Goa (TTAG), the tourism industry produces about 40% of the state's GDP. However, due to the COVID-19 pandemic, many things have been halted. Through observation, it is identified that one of the main passions of Goan citizens is travelling, as they like to visit and explore new places either in the state, outside the states, or in foreign countries. However, people from Goa have stopped moving around due to the lockdown and other restrictions. Although there have been many pandemics and epidemics, the world has not faced COVID-19, which has enormously impacted people. Therefore, it becomes imperative to study and assess the travel intention and behavioural changes of people in travel during COVID-19.

Literature Review

Impact of COVID-19 on the Tourism Industry

Since the beginning of January, the COVID-19 outbreak in Wuhan, China, has spread rapidly around the world and negatively impacted the tourism industry (Li et al., 2020). It has unprecedentedly impacted global tourism (Gössling et al., 2020). Tourism has been recognized as one of the highly vulnerable sectors affected by earthquakes, forest fires, volcanic eruptions, tsunamis or floods, and global disease pandemics (Noel Scott, Eric Laws, 2008). However, the emergence of the COVID-19 pandemic constitutes a special shock event, the most prominent travel challenge since the 2008 global financial crisis (Cheer, 2020). Qualitative research methods used by (Yeh,2020) to study the Tourism Crisis and Disaster Management (TCDM) during the current crisis revealed that open communication would be the key to successfully combating this epidemic. Other studies have been found to estimate the negative impact of COVID-19 on the tourism industry(Sigala, 2020; Bakar, Rosbi, 2020; Chinazzi et al., 2020; Rogerson, Rogerson, 2020; Abdullah et al., 2020). Studies such as tourism during starting phase of COVID-19 in APEC (Asia-Pacific Economic Cooperation) Economies with a particular focus on the SARS experience (Tran et al., 2020), an overview of ongoing crises and changes (Gössling et al., 2020), the impact of China's travel (Jun et al., 2020) are also carried out. In addition, (Brouder, 2020) has also conducted a study on the evolutionary trajectory of the global tourism industry COVID-19 and has discovered industries that hurt travel and tourism. Moreover (Brouder et al., 2020), has also discussed tourismin the new normal post COVID-19, and highlights some conflicts between stakeholders due to confusion over the department and changing policies.

Travel Intention

The behavioral intention to travel is an individual's expected or planned future behaviour (Çelik, 2019). It indicates consumers' positive reviews, recommendations to other consumers, repurchasing products and services, and spending money. The intention to travel is related to the desire to travel (Wachyuni, Kusumaningrum, 2020). In contrast (Beerli, Martín, 2004), affirmed that the main factors driving the willingness to travel are personal and information source factors. The research concluded that the source of information is more critical than personal factors in the formation of tourist destination perception. The willingness to travel is also affected by risk factors, which can generate anxiety in the minds of travellers, worrying about what may happen to them when they travel.

Numerous authors have studied behavioural intentions in different fields, including tourism such as (Rossi, Armstrong, 1999) pointed out that the attitude to travel significantly influences the intention to behave, while, (Li et al., 2016) concluded that attitude does not affect behavioural intentions. On the other hand, (Çelik, 2019) covers other dimensions to examine relationships, such as personality characteristics, motivation to travel, perceived quality of the destination, overall destination satisfaction, and behavioural intentions. The study found a significant relationship between the factors. A prior study (Ajzen, Fishbein, 1972) found that behavioural intention is one of the most popular topics in tourism. It is a prediction of the future behaviour of an individual. Moreover, (Jalilvand, Samiei, 2012; Lam, Hsu, 2004a; Lam, Hsu, 2006b) mentioned that the behaviour of tourists is based on the intention of choosing the destination, while(Kozak, 2002; Moutinho, 2011), found that travel behaviour is based on behavioural intentions after purchase.

Many studies on the behavioural intention of destination choice have been inspired by the theory of planned behaviour (TPB), which believes that behavioural intention is not only the result of behavioural attitudes but also restricted by normative subjective and perceived behaviour control (Ajzen, 1991). Subjective norms are the perceived social pressure of performing or not performing the behaviour. Perceived behaviour control is the difficulty performing an individual's perceived behaviour (Ajzen, Fishbein, 1972). Many recent studies have investigated the understanding of travel intent during and after COVID-19, such as (Lew et al., 2020), which studies how things have changed, while, (Kourgiantakis et al., 2020)understand the impact of COVID-19 and Greece's holiday intentions. Another researcher (Wachyuni, Kusumaningrum, 2020)concluded that respondents planned and intended to visit the destination immediately after the pandemic. Using TPB, (Li et al.,2020) found differences in the respondents' perception of the importance of intra-pandemic perception to post-pandemic. These people are more likely to shorten their holiday destinations after the pandemic and are therefore identified as crisis-sensitive tourists.

Travel Behaviour

The term travel behaviour studies the physical movement of people out of their reference location for any purpose. Previous studies have determined the short and long-term effects of COVID-19 on the behaviour of people's trips. It is influenced by the mental health risk of many people infections (Troko et al., 2011). A study by (Chen et al., 2020) reveals that young, single, and middle-class travelers are expected to make their first leisure trip in September-October, while (Wu et al., 2020)evaluated behavioural changes in Chinese people. They revealed that there was an 80% of reduction in out-of-home activities such as working, eating, shopping, taking public transportation, and travelling during the peak period of COVID-19, except for the medical personnel. Another study by (Jun, et al.,2020) examined how the outbreak may alter the Chinese tourist lifestyle choice, travel behaviour, and preference in the short and long term. The study revealed that COVID-19 would likely affect Chinese travellers' consumption and lifestyle, health, and wellness tourism. Online research conducted by (Oliver et al., 2020)to analyze the awareness of citizens on the effect of COVID-19 has found that many respondents come out of their homes to buy their daily needs, and very few households did not leave their houses at all. Whereas, (Parady et al.,2020), using a panel web survey among residents in the Kanta region, analyzed the factors that affect the change in the travel behaviour of the Japanese people. The study showed that the degree of self-restriction of others is constantly associated with a decrease in anyactivity. In addition to this, several studies have been held around the world, such as Chicago (Shamshiripour et al., 2020), Vantaa (Madubuike, 2020), India (Chakraborty et al., 2020), China (Wu et al., 2020; Li et al., 2020), Bulgaria (Ivanova et al., 2020). In India (Singh et al.,2020) studied the psychological impacts on travel behaviour in post-COVID-19, and found that there exist significant changes in travellers' behaviour after the pandemic in terms of travelling again, frequencies of travel after COVID-19, travelling lifestyle, and hence also changes their actual behaviour to visit. The pandemic is still ongoing. These challenging times have never had a dramatic impact and thus also affected our travel lifestyle. This period of the pandemic and all uncertainties remain around the results, especially in future predictions; there may be a change that requires consumer mindset attitude, travel intention, and behaviour, which we need to learn, understand and consider in any future predictions, especially when it relates to the recovery of the travel and tourism industry (Choufany, 2020).

World Travel and Tourism Council (WTTC) estimates that the tourism industry will take 10 to 35 months to return to normal. Therefore, researchers must study how the COVID-19 pandemic affects and leads to changes in travel behaviour and their intention to go to more places (including abroad) during the pandemic. During the COVID-19 period, no detailed research was found to observe travel intentions (Yang et al., 2020; Bakar, Rosbi, 2020). Therefore, this research will provide more information for understanding travel intentions and changes in travellers' behaviour so that the tourism industry can formulate new plans, policies, and marketing strategies based on the needs and demands of travellers to revitalize the tourism industry. Therefore, this study will first examine travel intentions to visit the host country during the COVID-19 pandemic. Second, study the behavioural changes that travellers may experience when visiting any destination during the pandemic. Based on previous researchers such as Higgins-Desbiolles (2020), Gössling et al. (2020), Hoque et al., (2020), the hypotheses framed for this study are as follows:

H_1: Attitude to visit a destination has no significant influence on travel intention.
H_2: Subjective norms to visit destination has no significant influence on travel intention.
H_3: Perceived behavioural control to visit a destination has no significant influence on travel intention.
H_4: Travel behaviour is not significantly different during the COVID-19 pandemic across demographic profiles.

Methods and Data

Survey Instrument

For the present study, a questionnaire was designed, which was developed based on previous literature and distributed as a Google form via social media. This made it possible to get many responses while covering a wider geographical area. The questionnaire was divided into three sections. In the first section, questions were asked about the demographic characteristics of the respondents. It includes age, gender, monthly income, occupation, marital status, and district. The second section aimed to get the opinion towards intention to travel during the COVID-19. For this purpose, a 7-point Likert rating scale was used, where 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, 7 = strongly agree. In contrast, the third section focused on evaluating the importance associated with the factors that will be considered by the travellers while choosing a destination and understanding the possible changes that may have occurred in their travel behaviour due to COVID-19. For this purpose, respondents were asked to express their opinion on a scale of 1-10, where 1 = least important and 10 = most important.

Data Collection

Primary data was collected from 121 travellerstravelling worldwide, including India, within the last two years. A snowball sampling method is followed to collect the data from the respondents. The study was conducted in Goa from December 2020 to February 2021.

Selection of Study Variables

The selection of variables was made based on a review of the documentation produced on the subject. A content analysis of various publications related to general concerns about COVID-19 and its effects was conducted in identifying and selecting the variables. Studies such as (Ivanova et al., 2020; Chebli, Ben Said 2020; Wachyuni, Kusumaningrum, 2020;Vos, 2020), are referred which represent the variables that are related to changes in travellers' behaviour and intentions induced by COVID-19.

Data Analysis

The data were subjected to both descriptive and inferential tests using SPSS 21.0. Firstly, a descriptive analysis of the demographic profile of the travellers is presented. Descriptive analysis has also been applied to know whether significant changes exist between the travel preferences of travellers before and during a pandemic, followed by the output of reliability tests carried out to describe and check the reliability of the variables identified from literature to study travel intentions and their influencing factors. Secondly, regression analysis was used to determine the effect of factors influencing the travel intentions of the travellers. Moreover, lastly, independent sample t-test and ANOVA is used to understand the changes in travel behaviour concerning the demographic profiles of the travellers.

Results

Descriptive Analysis

The descriptive analysis has yielded information about the demographic variables of travellers, as shown in Table 1, and travel preferences of travellers before and during the COVID-19 pandemic, as shown in Table 2. Table 1 analysis shows that, concerning gender, the sample is almost equal to male and female respondents, with 50.4% female and 49.6% male. Most of the respondents, i.e., 87.6%, belonged to the 18-27. Most respondents, i.e., 73.6%, have a monthly income of less than Rs. 20000. A significant portion of the sample consisted of students (39.7%) and persons employed in the private sector (48.8%). The majority, i.e., 89.3% of respondents, are found to be married. The sample consisted of many travellers from the districts, i.e., North Goa (57%) and South Goa (43%).

Tables 1. *Demographic profiles of Travellers*

Variables		Frequency	Percent (%)
Gender	Male	60	49.6
	Female	61	50.4
Age	18-27	106	87.6
	28-37	11	9.1
	38-47	4	3.3

Variables		Frequency	Percent (%)
Monthly Income (In Rs.)	Less than Rs. 10k	40	33.1
	Rs. 10k1-20k	49	40.5
	Rs. 20k1-30k	16	13.2
	Rs. 30k1-40k	9	7.4
	Rs. 40k1 and above	7	5.8
Occupation	Student	48	39.7
	Pvt. Employee	59	48.8
	Govt. Employee	10	8.3
	Entrepreneur	3	2.5
	Homemaker	1	0.8
Marital Status	Married	108	89.3
	Unmarried	13	10.7
District	North-Goa	69	57
	South-Goa	52	43
Total		121	100

Source: Authors

Table 2 analyses travel preferences before and during the COVID-19 pandemic. Firstly, 95.9% of respondents have travelled within the country before COVID-19. In contrast, only 38.8% of travellers would wish to travel within the country during the pandemic period, and the majority, i.e. 52.9%, do not want to travel during the COVID-19 crisis. Secondly, differences are also found in the frequency of travel before and during the pandemic. Of respondents who travelled at least once before the COVID-19 pandemic, 62% would not think of travelling during COVID-19. Thirdly, the purpose of travelling before COVID-19 was found to be highest concerning meeting family and friends (34.7%), followed by leisure and recreation (28.1%). Finally, the study shows that only 18.2% would travel to meet their family and friends during COVID-19 if necessary. Lastly, regarding choosing the mode of transport, the majority, i.e.,45.5% of respondents, have travelled using both public and private transport before COVID-19, followed by 38.8% have travelled in their vehicle. However, it was found that around 42.1% of travellers would not think of travelling during the COVID-19 pandemic.

Tables 2. *Respondents' Travel Preferences Before and During COVID-19 Pandemic*

Particulars	Before COVID-19		During COVID-19	
	Frequency	Percent	Frequency	Percent
Where did/would you like to travel?				
Within the Country	116	95.9	47	38.8
Foreign Country	3	2.5	1	.8
Both	2	1.7	9	7.4
No Wish to Travel	-	-	64	52.9
Frequency of travel				
0 time	-	-	75	62.0
One time	54	44.6	21	17.4
Two times	23	19.0	19	15.7

Particulars	Before COVID-19		During COVID-19	
	Frequency	Percent	Frequency	Percent
Three times	17	14.0	1	.8
Four times	27	22.3	5	4.1
Purpose of travel				
Business Trip	10	8.3	7	5.8
Leisure and Recreation	34	28.1	9	7.4
Meet family and friends	42	34.7	22	18.2
Education	30	24.8	17	14.0
Escape from the state	5	4.1	2	1.7
No wish to travel during COVID-19	-	-	64	52.9
Mode of Transport				
Own vehicle	47	38.8	55	45.5
Other transport	19	15.7	5	4.1
Both public and private transport	55	45.5	10	8.3
No wish to travel during COVID-19	-	-	51	42.1
Total	**121**	**100.0**	**121**	**100.0**

Source: Authors

Descriptive Statistics and Reliability Test

Table 3 denotes the descriptive statistics and output of reliability tests carried out to study travel intentions and their influencing factors. It shows that the mean values range from 2.54-4.00, and the standard deviation ranges from 1.613-2.001. This indicates that the responses of the travellers vary across the variables. The reliability test was done by using Cronbach's alpha. According to (Weeraratne, 2016), the data is highly reliable if Cronbach's alpha value falls between 0.7 and 0.9. In this study, Cronbach's alpha value ranges between 0.796-0.943, indicating the data is highly reliable.

Tables 3. *Descriptive Statistics and Reliability Test*

Attributes	Mean	Std. Deviation	Cronbach's Alpha
Travel Attitude			
Taking a tour during the pandemic is not scary	2.99	1.981	0.796
Going on a tour during the pandemic will be less troublesome than usual	2.79	2.001	
Subjective Norms			
Seeing people go on a tour again, I become more excited to do the same	3.81	1.925	0.943
Seeing my relatives planning the tour, I also plan my trip	3.81	1.925	
Seeing my closest friends planning for the tour, I also plan the same	4.00	1.987	
Perceived Behaviour Control			
During the pandemic, it is still a good idea to go on a holiday to the city. I intended to visit	3.12	1.867	0.855
During the pandemic, I am very much excited about going on a holiday to the city I intended to visit	2.96	1.881	
During the pandemic, I will travel wherever I want	2.60	1.805	

Attributes	Mean	Std. Deviation	Cronbach's Alpha
Travel Intention			
I intend to travel during COVID-19	2.55	1.732	0.798
I am willing to travel more frequently during the COVID-19	2.54	1.613	

Source: Authors

Regression Analysis

In this section, the four elements studied in table 3 are then analyzed using multiple regression analysis. Here, travel intention is considered a dependent variable, and factors such as travel attitude, subjective norms, and perceived behavioural control that influence travellers are considered independent variables.

Table 4 shows that the regression model has an adjusted r-square value of 0.460, indicating that the independent variables explain 46% of variations in the dependent variable. Further, it is noticed that two of the factors, i.e., travel attitude, and subjective norms, show an insignificant p. value of (0.347) and (0.854) at 0.05 level of significance. This implies that travel attitudes and subjective norms do not significantly influence the travel intentions of the travellers to visit any destination. Hence, it failed to reject the null hypothesis. On the other hand,the p. value of perceived behaviour control shows below 0.05 at a 5% level of significance. Hence, we reject the null hypothesis and conclude that the travel intention of the respondents is significantly influenced by perceived behaviour control. The regression coefficients of perceived behaviour control (0.642) indicate that perceived behavioural control directly impacts the travel intentions of the travellers.

Table 4. *Effect of factors influencing travel intention*

	Unstandardized Coefficients		t	Sig. Value
	B	Std. Error		
(Constant)	.481	.339	1.419	.159
Travel Attitude	.055	.059	.943	.347
Subjective Norms	.012	.067	.184	.854
Perceived Behavioural Control	.642	.074	8.719	.000
R Square	0.474			
Adjusted R Square	0.460			

Source: Authors

Analysis of Independent Sample t-Test and ANOVA Test

Table 5 indicate that respondents who will plan to travel during COVID-19 will check for sanitary condition (M=7.79), be informed about the quality of the healthcare system in the host destination (M=7.64), follow social distancing (M=7.94), disinfection control of rooms and facilities (M=7.7), provision of masks and sanitizers (M=7.9), and hence are found to be the most significant characteristics of the travel behaviour since they are underlined in other studies as well (Wachyuni, Kusumaningrum, 2020; Kourgiantakis et al., 2020). In addition, avoiding group travel (M=6.93) and stopping shopping and eating outside during travel (M=6.78) are

essential factors. On the other hand, other factors such as choosing a destination that is near to their place of residence (M=6.26), choosing a less known destination where there are fewer travellers (M=6.03), staying at a small hotel rather than a big one (M=6.27), and staying at a remote/isolated hotel (M=6.16) do not matter much as compared to other factors.

The independent sample t-test and ANOVA test have been applied to understand the importance of travel decision factors during COVID-19.The t-test is applied to examine the significant differences in variables across the demographic profiles of the travellers. The study shows that the selected factors were insignificant across gender, marital status, district, and age, as the p. value is above 0.05 significance level. This indicates that we failed to reject the null hypothesis and conclude that there are no differences in the travel behaviour of the travellers across gender, marital status, district, and age.

On the other hand, variables such as health care system and disinfection control are significant at 0.05 level of significance across monthly income. Hence, we refute the null hypothesis and conclude that there are substantial differences in the travellers' opinions concerning these variables across the income groups. The highest mean value found with a monthly income group between Rs.10001-20000 indicates that these respondents will be more cautious when travelling during the COVID-19 pandemic. Similarly, variables such as healthcare system in the host destination, remote/isolated hotel, and disinfection control were statistically significant at 0.05 level of significance. This results in rejecting the null hypothesis and indicates substantial differences in the travellers' opinions concerning these variables according to their occupation. Furthermore, as shown in the table, the mean value was found to be highest in the case of government employees. This means that government employees will associate more importance to these variables while visiting the destination during the COVID-19 pandemic.

Tables 5. *Travel behaviour during the COVID-19 pandemic across the demographic profile*

Demographic Variables		1	2	3	4	5	6	7	8	9	10	11
Gender	Male	5.9	6.1	6.9	7.8	7.6	8	6.8	6.1	6.4	7.9	7.9
	Female	6.7	6	7	7.8	7.7	7.9	6.8	6.4	5.9	7.5	7.9
	t-Stat	**-1.4**	**0.2**	**-0.2**	**0.1**	**-0.3**	**0.3**	**-0.1**	**-0.5**	**0.8**	**0.6**	**-0.1**
	Sig. Value	**0.2**	**0.8**	**0.8**	**1**	**0.8**	**0.7**	**0.9**	**0.6**	**0.4**	**0.5**	**0.9**
Marital Status	Married	6.3	6.1	7.2	7.9	7.7	8	6.8	6.3	6	7.7	8
	Unmarried	5.5	5.5	5	6.9	7.1	7.1	6.8	6.4	7.2	7.4	7.5
	t-Stat	**0.9**	**0.6**	**1.8**	**1**	**0.7**	**1.1**	**-0.1**	**-0.1**	**-1.3**	**0.4**	**0.6**
	Sig. Value	**0.4**	**0.5**	**0.1**	**0.3**	**0.5**	**0.3**	**0.9**	**0.9**	**0.2**	**0.7**	**0.6**
District	North-Goa	6.4	6	7.1	7.8	7.7	7.9	7	6.4	6.6	7.8	7.9
	South-Goa	6.1	6.1	6.7	7.8	7.5	7.9	6.5	6.1	5.6	7.6	7.9
	t-Stat	**0.6**	**-0.2**	**0.7**	**-0.1**	**0.3**	**0**	**0.7**	**0.7**	**1.7**	**0.3**	**-0.1**
	Sig. Value	**0.6**	**0.8**	**0.5**	**0.9**	**0.8**	**1**	**0.5**	**0.5**	**0.1**	**0.8**	**0.9**
Age	18-27	6.4	6.1	7.1	7.9	7.7	8	6.7	6.3	6.1	7.7	8
	28-37	5.1	4.9	5.7	7.3	7.1	7.6	6.9	5.6	6.6	7.5	7.3
	38-47	6.3	7.3	6.3	7.5	8	7.8	7.8	6.5	7.5	8	8.3
	F-Stat	**0.8**	**0.8**	**0.9**	**0.2**	**0.2**	**0.1**	**0.2**	**0.3**	**0.5**	**0.1**	**0.3**
	Sig. Value	**0.4**	**0.4**	**0.4**	**0.8**	**0.8**	**0.9**	**0.8**	**0.8**	**0.6**	**0.9**	**0.7**

Demographic Variables		1	2	3	4	5	6	7	8	9	10	11
Monthly Income	Less than Rs. 10k	6.5	5.8	6.9	7.3	7.1	7.5	6.5	6	5.8	7	7.5
	Rs. 10k1-20k	6.2	6.3	7.3	8.8	8.7	8.9	7.3	6.6	6.4	8.8	8.8
	Rs. 20k1-30k	6.3	6.1	7.1	7.4	6.6	7.6	7.4	6.6	6.1	7.3	7.4
	Rs. 30k1-40k	5.3	5.1	5.7	6.4	6.3	6.6	4.4	5.6	6.2	6.3	6.4
	Rs. 40k1 and above	6.6	6.7	5.9	6.3	6.9	6.6	6.4	6.3	6.6	6.6	6.9
	F-Stat	**0.2**	**0.4**	**0.7**	**2.4**	**2.9**	**2.4**	**1.8**	**0.4**	**0.3**	**3.4**	**2.3**
	Sig. Value	**0.9**	**0.8**	**0.6**	**0.1**	**0**	**0.1**	**0.1**	**0.8**	**0.9**	**0**	**0.1**
Occupation	Student	6.5	5.9	7	7.5	7.4	7.7	6.7	6.2	5.9	7.2	7.7
	Pvt. Employee	6	6.1	6.5	7.8	7.6	8	6.9	6.3	6.1	8	7.9
	Govt. Employee	7.9	8.1	9.2	9.7	9.9	9.8	7.9	8.3	9.1	9.4	9.6
	Entrepreneur	2.7	2	7	7	6	6.7	3.7	3.3	4	6.3	7
	Homemaker	2	2	2	2	2	2	2	2	2	2	2
	F-Stat	**2.3**	**2.3**	**2**	**1.9**	**2.5**	**2.2**	**1.7**	**2.3**	**3.6**	**2.7**	**2**
	Sig. Value	**0.1**	**0.1**	**0.1**	**0.1**	**0**	**0.1**	**0.2**	**0.1**	**0**	**0**	**0.1**

Source: Authors

Note: 1=Choose a destination which is closer to my region of origin, 2=Choose less known destination where there are fewer travellers, 3=Avoid group travel, 4=Check on sanitary conditions such as hygiene, cleanliness, etc., 5=Be informed about the quality of the healthcare system in the host destination, 6=Follow social distancing, 7=Stop shopping and eating outside during travel, 8=Stay at a small hotel rather than a big one, 9=Stay at a remote/isolated hotel, 10=At the accommodation there should be reasonable disinfection control of rooms and facilities, 11=There should be masks and hand sanitizers provided for the passengers.

Discussion, Conclusion, and Implications

The COVID-19 pandemic only affects some businesses alike. Some were deemed essential and survived, while others were forcibly shut down due to increased COVID-19 cases. Due to global panic caused by COVID-19, the pandemic is affecting both the travel intention and behaviour of travellers while significantly impacting the tourism industry. COVID-19 is still ongoing. Therefore, the tourism industry has yet to recover from the pandemic. All companies involved in the tourism industry must listen to travellers' voices and consider the demand for travel according to their intentions and behaviour changes. All tourism stakeholders must be resistant and consider how to overcome apocalyptic predictions. Hence, this study investigated the willingness and preparedness of Goan travellers to resume travelling during the COVID-19 pandemic.

The significant insights of the study are that most of the respondents (52.9%) do not want to travel in any country, whereas, (38.8%) of respondents plan to travel in their own country during the pandemic period. It is also found that (62%) has not at alltraveled during the COVID-19 pandemic. On the other hand, a few (18.2%) may think of travelling to meet their family and friends during the pandemic, and (45.5%) travel nationwide by their vehicle. The study also found that travel attitude and subjective norms do not influence travel intentions, but the perceived behaviour of travellers significantly influences travel intentions. This indicates that even though attitude and subjective norms are positive, their behaviour will always be controlled by their personal choices. In addition, it is revealed that travellers from the income group of Rs.10001-20000 will take more precautionary measures during their visits, such as using masks and hand sanitizers, social distancing, and sanitary conditions. These travellers may be the ones who wish to travel to

meet their family and friends and thus will need more income to spend unnecessary besides their daily expenditures. Similarly, a government employee would select the destination in the remotest area with reasonable disinfection control and a quality healthcare system.

Thus, it is concluded from the study that COVID-19 has influenced people's travel habits by avoiding travel in groups and deciding the destination based on their own choices. This pandemic has drawn the general public's attention to hygiene and health issue. Hygiene and health conditions in the host destination have become essential factors in travel decisions. Faced with a worried clientele, tourism businesses (transport, accommodation, catering, and tourist attraction facilities) should improve their hygiene conditions to regain confidence among travellers. It is agreed that due to the COVID-19 crisis, travellers would be more cautious about travelling during the pandemic. Thus, to avoid abandoned destinations, even after the crisis, it is essential to consider attractive and reasonably priced offers that could attract tourists as soon as the offer is adapted to their financial situation. Respondents say they will refrain from eating outdoors, shopping outside, staying in crowded hotels and restaurants, and travelling in groups. Hence, this crisis is seen as an opportunity to transform their consumption practices. For their next trip, tourists would also be more information-seeking.

Therefore, every destination tourism manager should focus on a rigorous media strategy, cultivating positive images, and stimulating tourism during and after the crisis. Furthermore, motivating travellers to travel during the low season is an opportunity for managers to raise awareness of the low season by presenting the advantages of such travel and the opportunities it offers (attractions, activities, services, etc.). It is also an opportunity for managers to build customer loyalty by changing their perception of travel in the low season. Hence, tourism managers can prepare their new plans and policies to attract travellers by considering such travel behaviour and intention, which will boost the travel and tourism industry soon.

Even though the current study offers several implications, this study also has certain limitations. Firstly, the study was conducted during the COVID-19 pandemic in Goa. It might so happen that the travel intention and behaviour of the respondents may change if there is a severe effect of COVID-19 due to the rise in the death rate. Secondly, responses for the present study are collected via social networksthat could not physically capture the present reaction. Thus, the result may differ when responses collect in some other mode. Therefore, future studies can be undertaken by considering this limitation and adding more insight into this area of research work.

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