

An Empirical Study on the Public Views of Tourist Travel Risk and Crisis Management: A Case of South Sulawesi, Indonesia

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ABSTRACT

The goal of this study is to see how the Covid-19 outbreak has affected travellers' perceptions of travel risk and management. Using a sample of 156 respondents, we study visitors' perceptions of travel risk and management, as well as the impact of the epidemic on society. The data was acquired using a representative sampling strategy on social media networks and analysed using the PLS-SEM tool. According to the data, the Covid-19 epidemic has had a significant impact on travel risk and management views. The perception of travel risk and management was linked to risk management, service delivery, transportation patterns, distribution channels, avoiding overcrowded places, and hygiene and safety. The findings also revealed that travel risk and management attitudes have a moderating influence. This study's findings contribute to tourism crises and provide future research insights in the travel and tourism sector, as well as responses to improve visitors' views of travel risk and management in the post-covid recovery period.

keywords: travel risk, crisis management, tourist public view, structural equation modeling

I. INTRODUCTION

The global tourist sector is being impacted by the Covid-19 epidemic. Tourists' views of travel risk and management are critical factors in their choice of travel locations during the continued uncertainty of the Covid-19 pandemic. Tourists' views of travel risk and management might impact their psychological behaviour when traveling to locations. Due to the spread of the current pandemic, tourists may have a new perspective on travel risk and management concerns. Tourists will avoid visiting locations if they believe they are unsafe. Tourists' travel risk and management are linked to tourist locations, which are complex and have unpredictable consequences owing to the influence of Covid-19. As a result, identifying the common risk and management aspects for building a theoretical basis based on visitors' risk and management perceptions and incorporating their findings is challenging (Xie et al., 2021).

However, because travel risk was a critical topic during the Covid-19 epidemic, this study focused on exploring and evaluating visitors' travel risk and management views linked with tourism attractions. The tourism industry has been impacted by the COVID-19 pandemic, which has resulted in travel restrictions and a drop in demand among travellers. The tourism industry has been severely harmed by the spread of coronavirus, which has resulted in many countries imposing travel restrictions to stem the virus's spread (Dzisi & Dei, 2020). The Indonesia government announced the four phases of Movement Control Order (MCO) to fully contain the virus, as they expected the

number of COVID-19 cases to continue to rise. The prohibitions imposed during the MCO will exacerbate the contraction of South Sulawesi's tourism industry, necessitating effective policies to assist industry players.

All prior development narratives have been destroyed by the Covid-19 epidemic. Governments throughout the world have implemented the largest-scale lockdowns in human history to control the spread of the epidemic. The repercussions of this pandemic might alter many facets of human life and commerce, including tourist management, since almost half of the world's population imposed unprecedented limits on mobility. Covid-19 is an infectious illness caused by a novel coronavirus strain. It has a variety of consequences, and nations all over the globe are searching for ways to reduce its harmful impact through sustainable development. The epidemic is disastrous for every country's economy, the tourism industry, and social aspects like as long-term health difficulties in those infected and the death of friends and relatives. Covid-19 has mental impacts, and it appears to be critical to identify and address these difficulties to directly limit the spread of infection (ILO, 2020).

In the world, everybody was affected by the global pandemic not just only for the tourism industry. This would be a huge impact for all the country that has the benefits as a country that has a lot of tourism attraction. That is why the government suggest that by doing the new normal business environment will helps shift towards more localisation and greater use of technology, labour replacement and cost cutting, emphasis on finance and supply chain resilience (McAler, 2020). These may have significant impact on the tourism industry and business operations. Given the uncertainty surrounding the COVID-19 pandemic's future course and its socioeconomic, political, and health-related consequences, making predictions about the Southeast Asian tourism industry's future is difficult without empirical evidence or deeper insights from travellers' and industry players' perspectives. Specifically, there is a need to learn more about changes in travel behaviour and preferences, as well as relevant strategies and measures to help the tourism industry recover post-pandemic from tourism players.

II. LITERATURE REVIEW

The theories are intended to explain "how" and "why" things happen in the way that they do. This study uses the concept of pathogen-stress theory to evaluate the travel risk and management perception due to the Covid-19 uncertainty and determining human behaviours in societal issues. Most countries all over the world are instituting short-term travel restrictions to stop the spread of infection which increase the concern caused by the Covid-19 pandemic. Tourists prefer an inclusive tourism package, safety and security when travelling to popular destinations. So, tourist will be fear to travel during the pandemic (McAler, 2020).

Covid-19 is a new pandemic that first appeared in China in December 2019 and is rapidly spreading around the world via human-to-human transmission. Most countries around the world have imposed short-term travel restrictions to prevent the spread of infection, raising concerns about the impact of the Covid-19 pandemic on the tourism industry globally. The current COVID-19 pandemic has created global challenges, economic and healthcare crises, and has had spill over effects on global industries, including tourism and travel, which is a major contributor

to the global service industry. The tourism and leisure industry has been hit the hardest by COVID-19 tourism impacts, and it is one of the world's most damaged industries. There are more effects that affected all parts of the hospitality value chain. This has been shown that many countries, tourism business worldwide went from being relatively stable in terms of operation and financial but now facing with bankruptcy by they are reducing of workers and negotiated pay cuts for others. Some of the supply chain affiliates in the tourism industry is accommodation and hotels, transportation and travel agents and tour operators (Sigala, 2020).

Understanding travel behaviour is crucial in marketing and stimulating travel demand. It is expected that travel behaviour before and during the COVID-19 pandemic will be different (Abdullah et al., 2020). Furthermore, different countries have adopted varying degrees of restrictions to prevent and control the spread of the virus. These will affect other people lifestyle, social interactions, and economic conditions. To overcome this problem, the Indonesia government has suggested several initiatives targeted promoting domestic travel in the state to restore back the position of tourism position. Financial incentives, marketing and promotion, product development, partnerships, market intelligence, and capacity building and training are just a few of the options. However, a more comprehensive and sound approach to assessing the potential of domestic tourism is required, including data on tourist behaviour and preferences, as well as the extent to which domestic tourism can help the industry recover (Grais, Ellis, & Glass, 2003).

A. Tourist Travel Risk And Management Perception

Travel risk and management perception refer to the evaluation of a situation concerning the risk to make travel decisions in destinations. Traveller's risk and management perception is a key component for tourism destinations. Risk management refers to the practice of recognizing potential risks of the travel and tourism industry due to the current pandemic in analysing, improvement and taking preventive steps to reduce the risk. Many countries of the world started to recover from the crisis of tourism events. Tourists travel arrangement should be organized to minimize the risk and stress of tourists. For example, tourists should purchase insurance when they booked trips to destinations.

Besides that, one of the risks that travellers need to face with others is when surrounding with person that is not fully vaccinated yet. Fully vaccinated is, when possible, required to have at least 2 or 3 dose and wait for 2 weeks after getting the second vaccine dose to travel. If the vaccine requires only one dose, do not travel for at least two weeks after receiving the vaccine. Any vaccination takes time for your body to develop protection. You'll be less likely to spread COVID-19 once you've been fully vaccinated, and you'll be able to travel more safely both within the states and internationally once you've been fully vaccinated. To prevent the risk of travelling is travellers need to know where they are headed. They must make sure that the location that they are going are in the red zone risk or just a normal cases zoning (Narayan, Phan, & Liu 2021).

To ensure a safe management, only certain transportation is allowed to use during the Covid-19 pandemic. One of the safest ways to travel is by air travel. But crowded flights make social distancing difficult. Plus, air travel

involves spending time in security lines and airport terminals, which can bring you in close contact with other people. We can overcome the risk if every person obeys the rules and regulation that has been given and announced from the government to must wear mask every time when we are going out, avoid crowded places, maintain a safe distance from others at least 1 metre and stay home if feel unwell. We must be responsible to helps stop the disease to spread more easily towards others.

The evaluation of a scenario about the risk to make travel decisions in destinations is referred to as travel risk and management perception. The perception of risk and management among travellers is an important factor in the tourism industry. The evaluation of a scenario about the risk to make travel decisions in destinations is referred to as travel risk and management perception. The perception of risk and control among tourists is an important factor for tourism locations. Risk management is the process of identifying potential dangers to the travel and tourist business because of the present epidemic, analysing them, improving them, and taking preventative measures to mitigate them. Many countries throughout the world have begun to recover from the tourism event issue (Yu, Lin, Lo, Tseng, & Hsu, 2021).

Tourist travel arrangements should be planned in such a way that tourists' risk and stress are minimized. Tourists, for example, should acquire insurance when booking excursions to destinations. According to the researchers, the travel and tourism business is exposed to risks such as crises, epidemics, pandemics, and other dangers that endanger tourists' safety. Previous research has shown that risky travel has a detrimental impact on tourism demand. Risk management is the process of identifying potential dangers to the travel and tourist business because of the present epidemic, analysing them, improving them, and taking preventative measures to mitigate them. Many countries throughout the world have begun to recover from the tourism event issue. Tourist travel arrangements should be planned in such a way that tourists' risk and stress are minimized. Tourists, for example, should acquire insurance when booking excursions to destinations. According to the researchers, the travel and tourism business is exposed to risks such as crises, epidemics, pandemics, and other dangers that endanger tourists' safety.

Tourists' travel risk and management perception have a significant impact on risk management.

The term "travel risk" refers to flight cancellations caused by tourist travel restrictions, travel risk, and management attitudes. Tourists experience negative emotions, anxiety, and disappointment because of the travel cancellation. As a result, service delivery or service efficiency is critical to the success of a tourism venture. Failure to provide service could have a detrimental influence on vacation destinations. Tourists' travel risk and management perceptions could be reduced by professional service delivery and fast response. According to studies, several restaurants refuse to deliver food to Chinese customers. This racial prejudice may contribute to increased travel risk and management perceptions of places among tourists. According to a study, public health crises can influence travellers' dining habits. Tourists should avoid eating in restaurants and instead order takeout to prevent unwanted social interaction and contact with individuals during the pandemic. As a result, the researchers hypothesized that:

Tourists' travel risk and management perception have a significant relationship with service delivery.

People's travel behaviour alters on an individual basis because of the global Covid-19 outbreak. It is tough to change the country's crowded public transit systems and traffic patterns. In the aftermath of the Covid-19 outbreak, it was reported that bike or ride-sharing services could offer an alternative to more crowded transit choices. Because social distance is vital for avoiding crowded areas, the availability of various transit choices within the country might assist tourists in deciding which tourism destinations to visit. According to another study, the transportation network is susceptible to disruption owing to mobility limitations (Hasan, Ismail, & Islam, 2017). This study proposed the following hypothesis:

Tourists' travel risk and management perception are positively related to travel pattern.

When purchasing tour packages, booking hotels, and purchasing tickets, the distribution channel refers to traditional travel agencies as well as online agents. The middlemen via which a product or service reaches its final users are known as distribution channels. Customer behaviour is linked to purchasing behaviour, location choice, experience sharing, and information searches, according to the study. Individuals' travel risk and management in person-to-person contact can be easily reduced with information technology. For example, people can work from home without going to the office, engage in distance learning, order products and services online, and conduct banking transactions virtually. People use technology for travel -related purposes such as booking vacations, offering instant vendor feedback, and comparing travel destinations, resulting in a reduction in travel risk and management perceptions (Karim, Haque, Anis, & Ulfy, 2020). Therefore, we recommend that:

Tourists' travel risk and management perception have a significant influence on distribution channels.

Because Covid-19 spreads through human-to-human transmission, it's critical to stay away from densely populated areas. The neologism "overpopulated destination" refers to a holiday location that is overwhelmed with people. Pathogen threats make individuals cautious and avoid overcrowded destinations, according to a team study. This trend will cause a shift in people's travel behaviour, lowering visitors' travel risk and management perception of overcrowding in overcrowded destinations. It has been suggested that social separation can help to prevent Covid-19 outbreaks. According to various studies, tourism destinations are afflicted by overloaded tourists. As a result, tourism operators can determine the best strategy to manage tourist flows to ensure visitor safety, well-being, and risk perception (Zenker & Kock 2020). This study proposes that:

Tourists' travel risk and management perception have a significant impact on the avoidance of overpopulated destinations during Covid-19 pandemic.

People have become more aware of cleanliness and safety because of the Covid-19 outbreak. In public transportation, hotels, and recreational sites, people are concerned about their safety and hygienic needs. The usage of face masks to lessen the symptoms of Covid-19 outbreaks can be beneficial to people's cleanliness and safety.

The Covid-19 pandemic has had a significant impact on tourist travel decisions, as well as their health and hygiene (Karim, Haque, Anis, & Ulfy, 2020). It means that tourists' perceptions of travel risk and management are influenced by safety and hygiene. Because most of the risk is related to safety and hygiene concerns, including health-related concerns. During the Covid-19 pandemic, potential visitors are looking for venues that offer safety and hygiene, sanitation, established infrastructure, and high-quality medical services. As a result of this research, it was hypothesized that:

Tourists' travel risk and management perception have a significant impact on destinations' hygiene and safety.

Based on the existing theoretical and empirical assessment, this study proposes a framework.

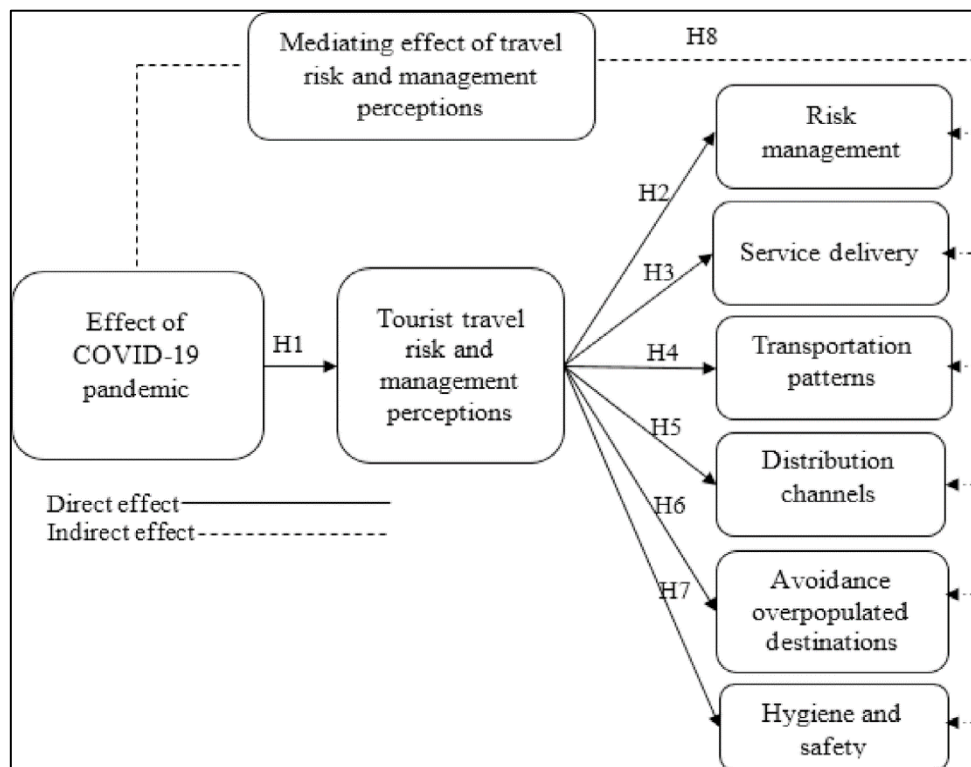


Figure 1. Research Framework

III. METHODOLOGY

Based on the scope and concept of this research, primary data is used for analytical purposes. Primary data is all about collecting first-hand data that is required for the information in the research study regardless of the approach taken when gathering information (Kumar, 2014). The respondents' responses to the specified variables of the Covid-19 epidemic, tourists' travel risk and management beliefs, and their social qualities are measured using an explicit statement in this study. According to studies, this strategy is appropriate for respondents to understand the survey measurement items. Due to the limitations of employing a single item, this study uses multi-measurement items for all constructs.

The data were collected from a self-administered questionnaire to examine the conceptual model of this study. The total of respondent that we gather in our questionnaire is 156 respondents. The questionnaire of this study was pretested to certify the validity of the survey instrument. The questionnaire was delivered through an online survey using the Google platform tools and highlighted the main purpose of this study. This research used the online questionnaire as the survey instrument to gather all the data regarding the impact of the Covid-19 epidemic on public views of tourist travel danger and management. We were using online platform because it is easy to gather the respondents from different age during this social distancing and it is more cost saving as well as time efficient. This questionnaire consists of a total of 3 section which involve 20 questions. Section A describe is more towards demographic section that provides us the demographic profile of every respondent. Some of the question that we ask in the questionnaire in section A is variables about age, gender, occupation, income, and what type of person of you before lockdown. Section B will consist varies of question are about does Covid-19 affects your financial, stress during work from home and travel behaviour. The last section C consist of question that involve open ended question that we ask our respondent opinion on travel risk during the pandemic.

We described the procedure of the survey to the respondents before participating in this study. The researchers of this study politely requested respondents through the online platform, explained the purpose of the study and asked for their consent to be part of participants in this study. We ensured to the respondents that the data would be collected for academic only and no other authorities would have access to this information. Also, we confirmed to the respondents that they would remain anonymous because participants were not required to provide their name, address, and mobile numbers. The survey questionnaire of the Google platform link was shared on social media like WhatsApp and Instagram for collecting data. We employ a simple sampling approach for this mechanism, which is a sort of non-probability sampling in which a sample is taken from a group of people who are easy to contact or reach. A convenience sample would be a WhatsApp group such as a batch group, class group, subject group, or neighbourhood group. This is a quick and low-cost technique to collect preliminary data, but there's no way of knowing if the sample is representative of the entire population.

In this study, we have used SmartPLS3.0 software for testing the hypothesis relationship among the indicators. The partial least square (PLS) method is a more appropriate statistical technique since it can prevent specification errors and improve the reliability of the results, as well as provide better outcomes and minimize structural errors. This method is suitable for examining the hypothesis relationships of the study. The PLS method consists of 2 steps, for example, measurement model and structural model, which has been analysed in this study. SPSS aids in the discovery of data insights that may be used to solve commercial and research problems. SPSS, or Statistical Package for Social Sciences, is a comprehensive statistical software platform. It comes with a comprehensive range of capabilities that enable your company to derive actionable insights from its data. Through a user-friendly interface, you can simply analyse and better understand your data, as well as solve complicated business and research problems.

IV. FINDING AND DISCUSSION

In the demographic section, it consists of 6 questions: age, gender, occupation, marital status, income, and what type of person of you before lockdown. The respondents gender distribution is 60.9% males and 39.1% females. The outcome reveals that most respondents aged 20-30 years old, representing 78.2% of the overall sample. The second highest group is aged from 31 to 40 years old, comprising 17.9% of the entire sample. The lowest percentage that represents the age is 51 years old and above that are least to go out during the pandemic to travel. Apart from that, among the 156 respondents in the sample, most of the respondent of their occupation are student that represents 70.5% which is the highest, second highest is person that are business represent 12.2% of the data. So, based on the demographic data type of person that travel before lockdown are people that out-going that represent 34.6% and the lowest of person is family oriented represent 7.7% among the sample.

The Cronbach's alpha reliability test was used to determine if the questionnaire was accurate enough to be asked and if the respondents understood the questions clearly. It also tests whether the items or variables are reliable to analyse the hypothesis. To deprive the accuracy of the measuring instrument in measuring the variable, the reliability analysis is performed. Based on (Wulan & Husaeni, 2015), all variables used in this analysis were internally consistent and accurate, as according to the reliability test, the Cronbach's Alpha for all variables were greater than 0.70. Based on the cronbach alpha bar chart, we can conclude that all of the variables are in good position and have above 0.7 of cronbach alpha. As there are no factor loading that are below than 0.5, there will be no eliminated factor loading. Distribution Channel (Dc-1) shows the highest value with 0.912. It indicates that this model is a good model. The other models also have the value that more than 0.7. We can assume that almost all models reach the level of good model and this structured really represents observed data.

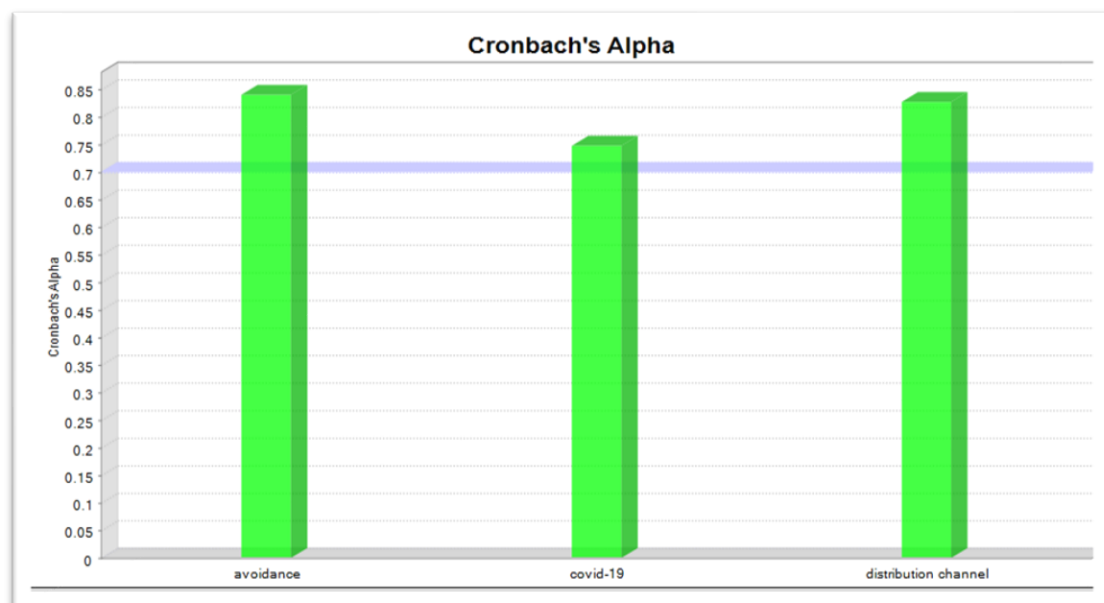
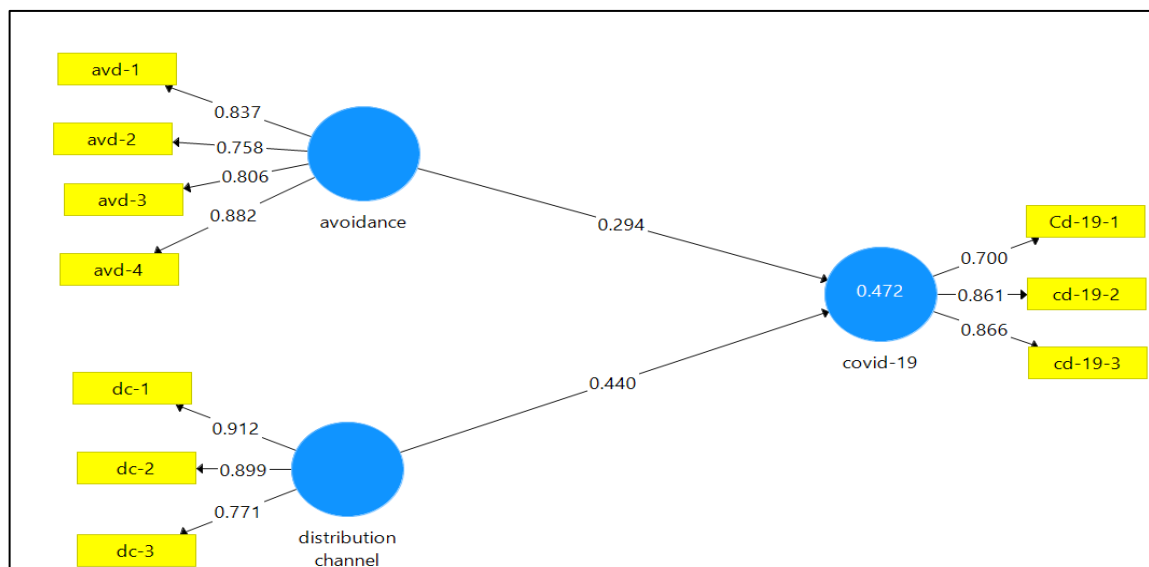


Figure 2: Cronbach Alpha

Table 5: Overall Cronbach's Alpha result for all Variables

Variables	Cronbach's Alpha	Items	Factor loading	Interpretation
Covid-19 Pandemic	0.75	Cd-19-1	0.861	Very Good Reliability
		Cd-19-2	0.866	
		Cd-19-3	0.700	
Avoidance of overpopulated destinations	0.84	Avd-1	0.837	Very Good Reliability
		Avd-2	0.758	
		Avd-3	0.806	
		Avd-4	0.882	
Distribution Channel	0.83	Dc-1	0.912	Very Good Reliability
		Dc-2	0.899	
		Dc-3	0.771	



Based on the figure above we found that there will be no eliminated factor loading since no factor loading is less than 0.5. The highest score is 0.912 for Distribution Channel (Dc-1). It shows that this model is effective. The value of the other models is similarly more than 0.7. We can suppose that practically all models achieve good model

status, and that this framework accurately captures observable data. In the other hand, for the avoidance we found that avd-2 with 0.758 is the lowest and have a lot of space to improvement. Based on the figure above we found that there will be no eliminated factor loading since no factor loading is less than 0.5. The highest score is 0.912 for Distribution Channel (Dc-1) which is Do you prefer online platforms while purchasing tickets, booking hotels, and buying a tour package. Here clearly shows that the respondent as a citizen has his own awareness to stop the chain of covid19 virus and want to vacation in the safest way that is by reducing physical contact. It shows that this model is effective. The value of the other models is similarly more than 0.7.

We can suppose that practically all models achieve good model status, and that this framework accurately captures observable data. In the other hand, for the avoidance we found that avd-2 which is How often do you avoid unnecessary interaction with crowds in public spaces with 0.758 is the lowest and have a lot of space to improvement. Although at first, we found the respondents to have self-awareness but there were also a handful who refused to follow the instructions of the social distancing. Perhaps because they are accustomed to a normal life of free movement here and there and are not accustomed to living life now in line with the new norms introduced by the government. This can also be influenced by the stress faced by those who are tired of being at home and want to go out to meet friends or relatives.

V. CONCLUSIONS & RECOMMENDATIONS

Covid-19 has influenced visitors' views of travel risk and management, as well as its impact on risk management, service delivery, transportation patterns, and distribution channels, avoidance of overcrowded sites, hygiene, and safety, according to this study. Tourists fear that the Covid-19 outbreak has caused health anxiety among visitors, causing many to cancel their holiday plans. These findings may aid policymakers and healthcare providers in managing maladaptive levels of anxiety caused by the Covid-19 epidemic, as well as determining who is more likely to react negatively to the pandemic.

In the post-pandemic phase, tourists are concerned about the impact of the Covid-19 pandemic on their travel activities and preferences. With the significant impact of the Covid-19 pandemic, this study provides key insights to help tourism policymakers and practitioners improve effective strategies to boost tourists' confidence after experiencing a health risk crisis, as well as their risk and management perceptions of travel destinations. Because travel has become more selective, independent travel and health tourism have become increasingly important. Tourists can take fewer journeys but spend more time in their chosen destinations by taking fewer trips. These patterns will mitigate the travel industry's negative consequences and reduce tourists' travel risk and management perceptions. Due to the emergence of the Covid-19 outbreak, travel attributes may change in the present based on tourists' views of trip risk and management, as well as travel recovery mechanisms. The pandemic of Covid-19 has taught us not to visit overcrowded areas, and those who do must assess and enhance their travel plans to ensure long-term viability. Because of the Covid-19 epidemic, travellers choose calm areas for their tourism activities, the worldwide travel and tourism business could benefit by catering to these desires. As a result, practitioners and

policymakers in the travel and tourism sector should examine tourist behaviour, travel industry policies and regulations, tourism operators' markets, and tourism product development to ensure long-term sustainability

The first recommendation is to create powerful cleaning and sanitation treatments that inspire the use of reusable designs. Because single-use plastic goods and packages must be sanitised, their use did not exempt an organisation from simply following cleaning and sanitization protocols. Cleaning and sanitization operations must begin to address the health and safety hazards of the chemicals and methods used. For example, the World Health Organization (WHO) recommends using the correct dose of cleaning and disinfection agents. WHO advises the use of such non-medical masks that should really be cleansed often for working settings that put the worker in regular communication with anyone else? By using all the methods suggested, the tourism industry can convince people to go on vacation in a safe way and enjoy the holiday peacefully without any worries.

Apart from that, Clear and effective communication with workers and guests is required. It is suggested that organisations convey rules to clients, either online or in person. Customers must be updated about how the intended steps are all being executed and educated about using components properly. Persistent and honest communication skills are essential for achieving successful minimum health and safety policies and rebuilding customers' trust. Finally, if there are any symptoms of COVID-19, examine the health of your personnel and customers on a regular basis. Encourage employees to stay at home if they have the flu or a cold-like illness. Workers with upper respiratory tract infections must stay at home and not return to work until they are fever-free and free of any other symptoms within 24 hours, without the use of fever-reducing or other common side-effect medications. If an employee gets ill, they should contact their supervisor and stay at home.

Most of the participants in this research are students, so the results of the research are based on how students experienced the impact of the COVID-19 epidemic on public views of tourist travel danger and management. According to the data, more than 40% of students prefer to go on vacation rather than stay at home before lockdown. The eagerness in them to go back and travel back was strong after a long time of being isolated. Most of the participants showed how stressed their lives were during lockdown due to work from home, financial problems, and online classes. Lockdown had a lot of impact on people, such as losing their job, the tone of their assignment, and working environment changes. The impact was not only on working people but also on students who had problems with internet connections, bad connections in their families and others. To resume normal life, most of them trust in government strategies in a decreasing number of cases. An example of action is social distancing, which involves avoiding crowded places and always keeping a mask on your face. The new norms introduced by the government will be a great way to prevent COVID-19 infection. If people follow the policies, then step by step, the government will re-open the tourism industry, and people can go on vacation and meet their loved ones with the new norms.

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