

The Influence of Tourism Activities on Tourism Decisions in The New Normal Era

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Abstract

After surviving the covid-19 epidemic, civilization must eventually adjust to a new normal. Currently, certain situations are unpredictable and cannot be anticipated or projected based on previous historical data. After enduring the lengthy quarantine and the tremendous mental stress brought on by the complicated circumstances, the priority for most individuals is to take vacations. Traveling to various locations that provide a variety of holiday experiences becomes a viable option to selecting. What attribute of a destination has become more important to individuals when they decide to travel? This study investigates the significance of destination attributes to travel decisions in the new normal. In this study, the spearman rank correlation is employed to analyse data collected randomly from 150 respondents. The study's results indicate that activity has significant relationship to travel decision. The findings of this research will aid the tourism sector in developing strategies for visitor-oriented activities. Another critical advantage is recognizing that customer behaviour directly impacts a company's long-term success.

Keywords: destination attributes; traveling decision; new normal.

INTRODUCTION

Background

The coronavirus disease 2019 (COVID-19) pandemic has had a significant impact on various sectors of life (Wilson & Chen, 2020). Tourism is one of the sectors hardest hit by various restrictions imposed by the government as a policy to deal with the pandemic (Abu-Rayash & Dincer, 2020; Nagaj & Žuromskaitė, 2021), particularly the economic sector of Bali tourism (Widawati et al., 2023).

Moreover, the Covid-19 outbreak affected the level of visits by foreign and local tourists in 2020, which has decreased drastically and continuously compared to the last 5 years (Widawati et al., 2023).

The ongoing COVID-19 pandemic has made people consider details when making decisions to travel (Wilson & Chen, 2020). The pandemic has limited interpersonal interactions and has affected many industries, including the tourism industry (Seyitoğlu & Ivanov, 2020). Since the outbreak of COVID-19, the crisis has

become very large due to restrictions on the use of transportation by state authorities around the world, and global mobility has stopped (Abu-Rayash & Dincer, 2020). Travel restrictions and social restrictions force every individual to survive the pandemic (Sharma et al., 2021). There is no doubt that COVID-19 has had two major impacts on the tourism industry. The first is travel restrictions that discourage people from traveling, and the second is increased travel anxiety due to perceived risk (Brtić et al., 2021).

The tourism industry must respond to the disaster caused by COVID-19 because Tourism is a popular recreational activity, which has a major impact on the economic growth of a country or nation (Chahal & Devi, 2015). Tourism is an industry that cannot survive without tourist mobility (Sharma et al., 2021). First, tourists are driven by their needs, wanting to decide '*whether to go*', and then drawn by destination attributes to make a '*where to go*' decision (Singh & Tiwari, 2016).

Destination attributes consist of all the location elements that attract tourists away from their homes (Kerdpitak, 2019). The factors 'what to do' (activities) and 'how to get' (accessibility) have influenced visitors' decision making (Björk & Jansson, 2008). Other research also proves that destination attributes are factors that can direct individual tourists to choose one destination over another after making a decision to travel (Singh & Tiwari, 2016). Destination attributes also have a significant influence on tourist satisfaction. This also shows that the destination attribute dimensions are considered important by tourists when deciding on a trip (Rajul Balmukund Mistry, 2018).

Travel decisions by tourists begin with gathering information about several aspects of their trip (Fodness & Murray, 1998). Previous research explains that tourists who have higher perceptions of destination attributes tend to have positive memorable experiences. This increases the behavioral intention to revisit (Shuib et al.,

2015). Destination attributes also have an important role in supporting tourism performance and significantly influencing the destination image (Chahal & Devi, 2015).

Activity is one of the destination attributes that is the focus of research in this article. Activities are what tourists do to enjoy their time while they stay at a tourist attraction (Taecharungroj & Tansitpong, 2017). Previous research states that activity is one of the attributes that potential visitors consider important in addition to other attributes such as facilities and tourist attractions (Suasapha, 2022). Previous research also shows that tourists' shopping activities can influence their level of satisfaction and can make them stay longer at tourist attractions (Wong & Wan, 2013). Outdoor activities also have a positive impact on the sustainability of tourism and also the mental health of tourists (Hanna et al., 2019; Winter et al., 2020). Based on the phenomena that occur, this article aims to determine the significant relationship between activity attributes and travel decisions in this new normal era.

LITERATURE REVIEW

Destination activities are all the activities available at the destination and what tourists will do during their visit (Dimitrios, 2000). There are many choices that can be prepared for tourists with relaxing activities as well as adventurous and active forms of activity (Björk & Jansson, 2008). Apart from recommendations, tourists search on the internet before travelling which reflects a change in looking an information about travel services, media promotion, advertising and other prints (Arismayati et al. 2022). Relaxing activities include relaxing with family, visiting certain objects in tourist destinations, shopping for souvenirs, cycling in the open air and culinary delights in open restaurants, sightseeing, taking photos, socializing with other tourists, resting and relaxing (Ball & Giakoumis, 2003).

Other outdoor activities such as walking, tracking, camping, even difficult adventures such as mountain biking, exploring caves or white water rafting can also be options for activities at tourist attractions (Hanna et al., 2019; Pomfret & Bramwell, 2016). Other research divides activities into the following categories: Land activities: walking, cycling, and running; Water activities: swimming and other

types of water sports; Beach activities : visiting the beach, sunbathing and rowing; Activities on the land: shooting, hunting, fishing, horse riding and animal watching; Eating and drinking activities as well as picnics (Downward et al., 2020). Furthermore, measurements are presented through dimensions based on a review of previous research which appears in the table 1.

Table 1. Dimensions of Destination Activity Measurement

Destination Activities	Author
1. Soft adventure activities, (walking, tracking, or camping)	Hanna et al. (2019);
2. Hard adventure activities (mountain biking, rock climbing, caving, white water rafting, and sky diving)	Pomfret & Bramwell (2016)
1. Shopping for souvenirs,	Ball & Giakoumis (2003); Wong & Wan (2013)
2. Cycling in the open air around,	
3. Culinary in the open-air restaurants	
4. Sightseeing tours,	
5. Taking photographs,	
6. Socializing with other tourists,	
7. Rest and relaxation,	
8. Activity for children,	
9. Activities for entire family	
1. Active land: walking, cycling, running	Downward et al. (2020); Björk & Jansson (2008)
2. Active water: swimming, water sports, visit to a beach, sunbathing or pad	
3. Beach: visit to a beach, sunbathing or padding	
4. Field: shooting, hunting, fishing, horse-riding, wildlife watching	
5. Eat, drink and picnicking	

Based on the data in table 1, several measurements are known, but for the current research, adjusted measurements are used. The measurements for the dimensions of destination activities used include outdoor and indoor activities and leisure activities or those that are challenging in nature.

The decision to visit is the beginning of tourism activities, the type of tourist destination and the characteristics of different tourism activities are the main factors that influence travel decisions, tourists' backgrounds such as daily work life,

environment and travel habits are also key factors that influence travel decisions (Liu et al., 2015). The stages of tourist decision making consist of the stages of problem recognition, information search, alternative evaluation, product choice, and results. The activities that will be carried out during the trip are also one of the factors that tourists consider when making decisions (Björk & Jansson, 2008). In measuring the decision to visit, several indicators are used, including the decision to select tourist attractions, the results of activities at tourist attractions.

The focus of this research is activities which are attributes of tourism destinations, based on previous analysis that activities are the main factor influencing travel decisions (Liu et al., 2015). The indicators used include Rest and relaxation, Sightseeing tours, Shopping for souvenirs, cycling in the open air around, Culinary in the open-air restaurants, Doing outdoor sport, Activities for entire family.

Based on previous research analysis, this research used hypothesis testing with the following design:

H0: Destination activities have a significant relationship on travel decisions.

H1: Destination activities do not have a significant relationship on travel decisions.

METHODS

The research method used in this study is spearman's rank correlation analysis that involve 150 respondents within

three months period of time by distributing questionnaires through random sampling. Filling out the questionnaire is divided into two stages. The first stage is to obtain respondents' demographic data and the second stage is to obtain respondents' answers about destination activity attributes and tourists' visiting decisions. All statistical calculations, including the Spearman rank correlation analysis, were performed using SPSS.

The questionnaire was divided into two stages, the first to capture the demographic profile of respondents and the second to capture responses related to the main variables. The variables measured in this study used a Likert scale which was adapted to research needs. Research variables measured using this scale have a scale from positive (highest) to negative (lowest). For testing purposes, the mentioned variables need to be translated into operational variables. The operational variables in this research are as follows.

Table 2. Operational Variable

Construct	Item
Activities	Rest and relaxation
	Sightseeing tours
	Shopping for souvenirs
	Cycling in the open air around
	Culinary in the open air restaurants
	Doing outdoor sport
	Walking with family in open air
Travel Decision	I did my leisure activity in tourism place
	I did sport in tourism place
	Being active in tourism destination makes me more refreshed

RESULTS AND DISCUSSIONS

The questionnaire is a 4-point Likert – survey scale consisting of 20 items. The

Cronbach's alpha test carried out shows that the overall score is 0.772 as shown in table 3.

Table 3. Reliability Statistics

Cronbach's Alpha	No of Items
.772	10

Since the Cronbach's alpha value is 0.772 > 0.159, as is the basis for decision making in the reliability test, it can be concluded that the 10 question items are reliable as shown in table 4.

Table 4. Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1 – Activity	28.0733	5.948	.491	.745
Q2 – Activity	28.0333	5.858	.588	.733
Q3 – Activity	28.2133	5.941	.409	.758
Q4 – Activity	28.0400	6.106	.498	.746
Q5 – Activity	28.1067	6.203	.366	.763
Q6 – Activity	27.8933	6.297	.397	.758
Q7 – Activity	27.9933	6.463	.348	.764
Q8 – Travel Decision	27.9333	6.371	.374	.761
Q9 – Travel Decision	27.8533	6.019	.480	.747
Q10 – Travel Decision	28.0600	6.070	.439	.753

Furthermore, table 5 shows the demographic respondent that majority of respondents were female (58%), with the highest education being a bachelor's degree. (54.67), most respondents were over 22 years old (74%), in terms of

employment the highest score was students (38%) and the preferred destination was still in the city (41.33%). This means that they still think that traveling within the city is safer than going to other provinces or abroad.

Table 5. Respondent Demographic Profile

Demographic Profiles	Amount (n)	Percentage (%)
Gender		
Male	63	42%
Female	87	58%
Age		
> 22 years old	111	74,00%
12-18 years old	4	2,67%
19-22 years old	35	23,33%
Education		
Diploma	7	4,67%
Undergraduate	82	54,67%
Master	15	10,00%
Senior high school	46	30,67%
Occupation		
BUMN	2	1,33%

Demographic Profiles	Amount (n)	Percentage (%)
Lecturer	3	2%
Freelancer	1	0,67%
Teacher	1	0,67%
Honorary workers	1	0,67%
Housewife	17	11,33%
State civil servants	8	5,33%
Private Employee	48	32%
Students	57	38%
Entrepreneur	12	8%
Residence		
Jabodetabek	108	72%
West Java	22	14,67%
Central Java	11	7,33%
East Java	2	1,33%
Outside Java	7	4,67%
Tourist destination area		
Inside and outside the province	2	1,33%
In the city	62	41,33%
Within the Province	38	25,33%
Abroad	1	0,67%
Another province	47	31,33%

The results of the Spearman rank correlation test in table 6 prove a positive and significant correlation between activity and travel decisions at the 0.01 and 0.05 error levels. Furthermore, the influence between the activity variable and the travel

decision was determined using the R-Square value, the square of the Spearman rank correlation ($0.762^2 = 0.580$). This means that activity contributes 58% to explaining travel decisions.

Table 6. Rank Spearman Correlation

		Activities	Travel Decision
Spearman's rho	Activities	Correlation Coefficient	1.000
		Sig. (2-tailed)	.762**
		N	.000
			150
			150

** . Correlation is significant at the 0.01 level (2-tailed).

This means that more and more visitors are carefully considering the activities they should do during their holidays in the new normal. These results can be a recommendation for the tourism industry to provide improvements in this regard, also supported by the results of previous research which shows outdoor adventure activities

as a form of sustainable tourism have potential implications for understanding, involvement, sustainability for mental health and well-being (Hanna et al., 2019). Recommendations from several previous studies explain that there is a good relationship between activity attributes and travel decisions.

CONCLUSION

After more than two years, the community has been faced with the Covid-19 outbreak, with the gradual opening of several tourist attractions, the industry most heavily impacted by Covid-19 is starting to gradually recover. Without ignoring health protocols, people are starting to visit tourist attractions with the aim of eliminating boredom during the work from home period which has been going on for almost two years. From the research results, it is explained that destination activities are important factors that influence tourists' visiting decisions.

The diversity of destination activities, both indoor and outdoor, both relaxing and challenging, has a significant influence on tourists' decision to visit. It is hoped that the results of this research can provide recommendations for tourism business managers in providing activity options for tourists, while still paying attention to the number of visitors and the implementation of health protocols. It is hoped that the results of this research can become recommendations for further research development, for example research that focuses on other destination attributes such as accessibility, amenities, and destination attractions.

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