

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

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## 6 **Abstract**

7 The tourism industry has been seriously suffering from the coronavirus disease (COVID-19)  
8 crisis ever since its outbreak, the purpose of this paper is to provide insight into the on-going  
9 COVID-19 pandemic and its potential influence on Egyptians' travel behavior and shifting  
10 trends in traveling after the end of Covid-19 pandemic, this research is a quantitative  
11 descriptive study, data collection using survey methods by distributing online questionnaires  
12 (Google Form), The sample includes 118 respondents from Egypt,

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14 **Index terms**— COVID-19 pandemic; coronavirus; travel intention; tourist behavior;

## 15 **1 Introduction**

16 Since its earliest case was detected in December 2019, the coronavirus disease, which is formally known as COVID-  
17 19, has rapidly spread around the world (Vos, 2020). It is estimated that COVID-19 has affected more than 213  
18 countries/regions across the globe (Worldometer, 2020). As of 25 May 2020, there have been more than 5,206,614  
19 confirmed cases of COVID-19 globally, which includes 337,736 deaths (WHO, 2020).

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

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

## 30 **2 S**

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

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

41 **3 II.**

42 **4 Literature Review a) Tourist Behavior**

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

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

55 **5 b) Post-crisis travel behavior**

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

64 The seminal theory establishes that CD is primarily a psychological state that occurs as a result of  
65 inconsistencies associated with divergent (often positive versus negative) perceptions whose consequences include  
66 decision-making behavior aimed at mitigating the adverse effects of consumptive decisions (Menasco & Hawkins,  
67 1978). To this end, when confronted by risk, Tourists may postpone their travel plans, reassess their choice  
68 of destination and attempt to mitigate perceived risks or cancel their trips altogether. (Gregory E., Robert &  
69 Marleen, 2017).

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

73 **6 c) Travel intention**

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

87 **7 d) Travel Anxiety**

88 Anxiety, loosely speaking, is an emotional response to stress, potential risks, or actual risks. ??udykunst and  
89 Hammer (1988) Traveling to any destination entails risk and uncertainty; thus, people need to consider several  
90 variables, such as attributes of the products or destination, potential negative results, necessity, and values.  
91 However, people have different evaluations of many products. For example, some people may consider one  
92 destination to be terrifying and dangerous, while others may consider the same destination as fun and enjoyable.

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

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

## 103 **8 Global Journal of Management and Business Research**

104 Volume XX Issue III Version I Year 2020 ( ) F Therefore, we examine tourist travel intentions after the end of  
105 the pandemic.

## 106 **9 III.**

### 107 **10 Methodology**

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

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

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

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

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

129 IV.

## 130 **11 Results and Discussion**

### 131 **12 a) Profile of survey respondents**

132 Based on online survey results, the number of respondents who filled in the form responses was 118 people.  
133 Respondents were dominated by women by (52%). The age range of respondents at most was 21-30 years at  
134 (30%), followed by 31-40 years at (45%).

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

137 The latest education for a bachelor degree is (65%), postgraduate is (20%), and high school equivalent is  
138 (15%). The respondents' occupations were mostly employees at 70%, followed by students at 15%. Profile data  
139 and respondent characteristics can be seen in Table 1.

### 140 **13 b) Travel References**

141 Traveling has become a necessity of society today. With the Corona Virus global pandemic, there is no human  
142 movement to travel. However, based on Table 2, the survey results of respondents in this study, as many as  
143 (68%) of respondents will travel after the pandemic ends, only (9%) who said they would not return to travel,  
144 and (23%) of them said it was possible. Researcher then gave further questions related to the selection of tourist  
145 destinations, the survey results showed (48%) of respondents wanted to visit domestic destinations, while only  
146 (12%) of respondents said they wanted to visit foreign destinations, and (30%) wanted to visit both. Then, if  
147 this pandemic ends and is declared safe, how long will the respondent return to travel. (65%) of which stated  
148 3-6 months, and only (13%) said more than six months. Desired travel time of respondents more to travel with  
149 a short period of 1-4 days by (66%),

150 **14 c) Tourist behavior**

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

154 **15 Respondents**

155 will take extra hygiene precautions in their future trips ( $m=4.50$ ), will avoid crowds whenever possible ( $m=4.61$ ),  
156 and will consider the health/safety of the destination when choosing a trip ( $m=4.47$ ) so; Safety and cleanliness  
157 seem to be the most significant "new" characteristics of the travel behavior. 4, it can be seen that the attitude  
158 of respondents towards travel after the pandemic ended was very positive; the majority of respondents disagrees  
159 that traveling would not be fun but scary ( $m=3.45$ ), The next statement related to attitude is that the average  
160 respondent strongly disagree that the tour after the pandemic ends will be more troublesome than usual ( $m=4.49$ ).

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

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

167 Looking at the frequency of travel after the pandemic, The average respondent states fair that will travel more  
168 after the pandemic, and they will travel extensively to make up for a lost time ( $m = 3.33$  ). Taking a tour after  
169 the pandemic ends is not fun but scary 3.45

170 **16 Global**

171 Going on a tour after a pandemic will be more troublesome than usual 4.49

172 Seeing people go on a tour again, I became more excited to do the same 2.90 I will travel more than in the  
173 period before the pandemic 3.33 Once the problems are over, I will travel extensively in order to make up for  
174 a lost time 3.33 I will be avoiding travelling abroad for at least a year. This year I will rather look for holiday  
175 possibilities within my own country.

176 **17 e) Travel Anxiety**

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

186 **18 Conclusion**

187 This research provides empirical predictions of Egyptians' tourist behavior after the end of this pandemic. Based  
188 on the findings of this research, there is enthusiasm and optimism that tourism can be resurrected more rapidly  
189 because the majority of respondents in this study have planned when and where they will travel, immediately  
190 (3-6) months after the COVID-19 pandemic ends. Safety and cleanliness seem to be the most significant "new"  
191 characteristics of the travel behavior. The next phenomenon is short-time period tourism. Also, this study  
192 provides the view that travel is essentially a human need at this time. Respondents showed a positive response  
193 to interest in traveling after a pandemic and showed a negative response to travel anxiety. Also, Based on the  
194 research results, the number of tourist visits will be affected by a significant number of coronavirus patients in  
195 the destination. Therefore, after the pandemic ends, health issues to be considered as a factor that influences  
196 destination choice. Therefore, the strategy needs to be built to enhance the tourists' trust in the security and  
197 health of the destination.

198 **19 VI.**

199 **20 Limitations**

200 The limitation of this research is only used a quantitative descriptive study; the research results will be more  
201 comprehensive if equipped with qualitative data, such as in-depth interviews with respondents. Indepth interviews  
202 are expected to be able to dig up more <sup>1</sup>

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Figure 1:

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

Figure 2: Table 1 :

2

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

Figure 3: Table 2 :

## 20 LIMITATIONS

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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	

Figure 4: Table 3 :

4

Travel Intention	Mean Value

Figure 5: Table 4 :

5

Travel Anxiety	Mean Value
I feel uncomfortable after thinking of going on a tour after a pandemic	3.91
I will afraid to go on a tour after this pandemic	
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

Figure 6: Table 5 :

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