



The Tourism Management Information Searching During Pandemic COVID-19

Yosephine Angelina Yulia*, Tri Widiyanto, Terrensia Sekar Pamastutiningtyas and Lukman Ahmad Imron P

Management Study Program, STIE Adi Unggul Bhirawa, Surakarta-Indonesia

*Email: yosephineangelina@stie-aub.ac.id

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Abstract- Tourism is one of the sectors hardest hit by the COVID-19 pandemic. Based on BPS data (2021), there was a significant decrease in the number of tourists. This study aims to find out how consumers face the fear of the Covid-19 pandemic when they are going to travel through online applications. The research indicators are measures of health, personal, financial stressors, use of travel research and applications and intentions, social media, travel avoidance. The population of this study is potential tourists during the COVID-19 pandemic. The research sample was 105 respondents with a minimum sample size of 5 times the estimated parameters. This research uses the convenience sampling method. The measurement scale used is a Likert scale of 1-5. The data analysis technique used multiple linear regressions. The results of this study revealed that health stressors have a significant effect on the use of research and travel applications. Personal stressors variable and financial stress have no effect on consumers in the use of research and travel applications. The effect of health and personal stress on social media searches is not proven. The use of research and travel applications had no effect on the intention for future book research. While the searches for tourist information on social media affect the intention to book the next search the use of travel research and applications has a significant effect on travel avoidance. This study provides insight into the role of stressors and their influence on tourist information seeking during the pandemic.

Keywords: Covid-19; Intention to Book Travel; Social Media; Stressor; Travel Avoidance

I. INTRODUCTION

Tourism is one of the sectors that has been badly affected by the COVID-19 pandemic. Based on BPS data (2021), there is a significant decrease in the number of local and foreign tourists. The total number of foreign tourist visits to Indonesia in 2020 is 4.02 million visits. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. Meanwhile, the Deputy for Destination and Infrastructure Development at the Ministry of Tourism and Creative Economic explained that the number of local tourists fell by 61 percent compared to the previous year. This significant decrease in tourists greatly affected economic conditions because tourism played an essential role in

increasing state income, foreign exchange, and employment. The pandemic threatens 13 million workers in the tourism sector and 32.5 million workers indirectly related to the tourism sector (BPS, 2020).

Foreign exchange receipts from the tourism sector have also decreased significantly. According to the Minister of Tourism and Creative Economy, Sandianga Uno, on the Republika site page, the projection of foreign exchange earnings from tourism in 2020 is between the US \$ 4-7 billion. Before the pandemic, tourism foreign exchange revenue in 2020 was targeted at the US \$ 19-21 billion.

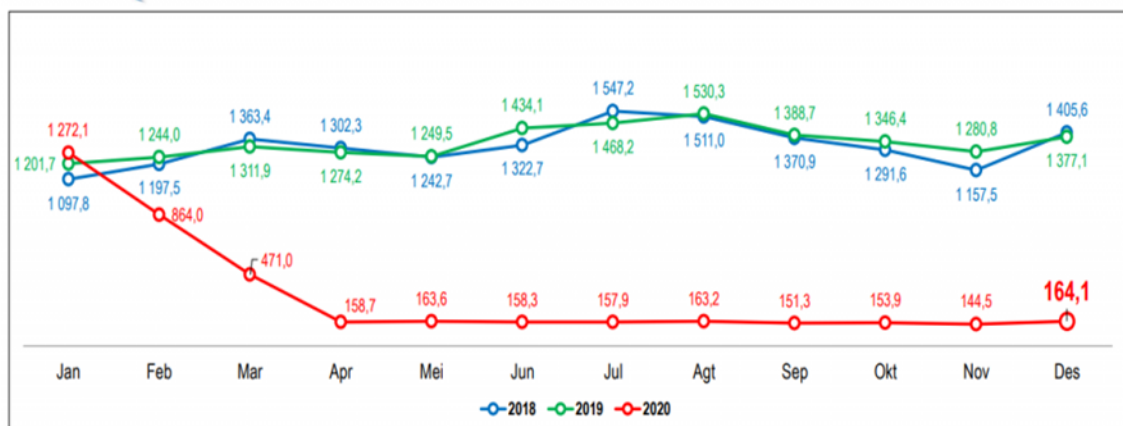


Figure 1. Foreign Exchange

Prior to the pandemic, tourism foreign exchange revenue in 2020 was targeted at US \$ 19-21 billion. When compared to 2019, the decline that occurred was quite significant because tourism foreign exchange earnings in the previous year had almost reached US \$ 20 billion. The tourism sector is the second largest source of foreign exchange contribution for Indonesia, but since the emergence of the COVID-19 pandemic in Indonesia, this has changed everything. The tourism sector has become sluggish, this sluggishness was felt before Indonesia announced that there were positive COVID-19 patients in early March 2020.

All indoor and outdoor sectors related to tourism and economic activity have been postponed temporarily since the issuance of a circular from the government on March 18, 2020, to reduce the spread of the COVID-19 virus. All indoor and outdoor activities in all tourism and the creative economy sectors have been delayed or closed temporarily to reduce the spread of the COVID-19 virus. The existence of this pandemic has caused a significant decrease in the number of tourists, both local and foreign. This condition causes the tourism industry to suffer considerable losses due to the closure of access for foreign tourists and the enactment of the policy to close the tourist attraction itself. The procedure of closing tourist objects was carried out to minimize the presence of new clusters of the spread of COVID-19.

Crisis management research on tourism in terms of estimating the impact on tourist behavior has been discussed (Cahyanto et al., 2016; Cartier & Taylor, 2020). They argue that the pandemic that hit at that time created fear for tourists who wanted to travel, thus making the tourism industry look for ways to visit without worrying about endangering health.

One of the ways that tourism industry players do is by utilizing the use of the internet. As we know, internet usage has increased sharply since the COVID-19 pandemic. The internet is used by businesses to improve their business processes, such as upgrading services from offline to online-based services. One of them is in the aviation industry. Before applying information technology and the internet in the aviation industry, several things were less efficient for consumers, such as price comparisons, booking tickets to airports or agents, non-transparent prices, and limited information by consumers themselves. However, with the application of information technology and the internet in its business processes, the airline ticket purchase system can be done online through its website without going to the airport or sales agent (Ahorsu et al., 2020).

Apart from the aviation industry, information technology is also applied in its business processes in the hotel and lodging industry. Previously, consumers had to contact the hotel by telephone to get information about room availability and hotel room rates. However, after applying information technology, hotel owners provide a website that consumers can access to get various information, such as available rooms and hotel room rates. In addition, reservations can also be made directly by consumers through the hotel website. Based on this online business process, a new business model has emerged that offers airline ticket prices, hotel room prices, and direct online bookings.

Several studies have previously been examined about tourism management information searching. A similar study with this present study has been conducted by Sun et al. (2020). Sun et al. (2020) in their study examined the diverse channels for travel-

related information search from the perspective of consumers by conducting a questionnaire survey among Generation Y respondents. Then, the impact of Internet use on tourists' perception is analyzed through cluster analysis and one-way ANOVA. The results of this study showed that international online travel agencies are perceived as the most important channel for searching hotel information. Meanwhile, social media sites are perceived as the most important channel for searching travel information (e.g., destination selection). In addition, [Rahman et al. \(2021\)](#) also conducted a similar study that examined the impact of the Covid-19 pandemic on tourists' travel risk and management perceptions. The results of this study revealed that Covid-19 pandemic has greatly affected travel risk and management perceptions. Travel risk and management perception had a significant association with risk management, service delivery, transportation patterns, distribution channels, avoidance of overpopulated destinations, and hygiene and safety. The results also identified the mediating effect of travel risk and management perceptions. [MacSween & Canziani \(2021\)](#) also conducted a study that examined consumers' use of information sources and intentions to book future travel in the early stages of the COVID-19 pandemic. The results of this study showed that differences existed in the impact of three stressors (health, personal and financial) on the use of information sources (general news and travel sources) and ultimately on booking intentions. Based on the background and the previous studies above, it can be mentioned that tourism management information searching can be varied. Thus, this study aims to find out how consumers face the fear of the COVID-19 pandemic when travelling through online resources

I. CONCEPT AND HYPOTHESIS

Tourism in Pandemic Era

Pandemic refers to a highly contagious disease that can quickly spread among humans; pandemic disease causes fear and panic in the community to cause stress ([Zheng, Luo, & Ritchie, 2021](#)). Due to the COVID-19 pandemic, many new policies issued by the local government could compel the tourism industry to decline drastically. Fear of transmission can occur for a long time, triggering stress caused by anxiety and communication behavior during and after a pandemic outbreak ([Bali, Stewart, & Pate, 2016](#)). As tourists face high risks and lack

medical precautions and care during a pandemic outbreak, their fear of infection and death can lead to a sense of helplessness and long-term travel anxiety.

Given the prevalence of social media in the last decade, past research has also found that fear can increase significantly by examining other people's reactions and experiences to the pandemic through online searches ([Young, Dalrymple, & Tully, 2016](#)). In addition, protection motivation theory explains how people assess threat evaluation and engage in protective behavior ([Bhati et al., 2021](#)).

In tourism studies, they especially applied protection motivation theory to realize tourist perceptions and protective behavior towards risky goals and activities ([Wang, Liu-Lastres, Ritchie, & Mills, 2019](#)). Tourists usually search for information through search sites or social media before purchasing ([Sotiriadis, 2017](#)). By searching for information about the protective behavior of tourists, there will be two choices whether it will cause an intention to book a trip or make tourists avoid travelling.

Stressor and Information Search during Pandemic Era

Psychological stress can affect many things, such as the economic situation due to the current Covid 19 pandemic, which is related to personal stress. Research on responses to risky situations can influence consumer sentiment due to uncertainty about the future ([van Giesen & Pieters, 2019](#)). Events that make stressful for each individual are different in the circumstances. Each individual responds differently, such as the desire to stop thinking about the information obtained or vice versa, increasing thinking about the current state of knowledge ([Michl, McLaughlin, Shepherd, & Nolen-Hoeksema, 2013](#)). Related to this, consumers' assessment of the tourism industry also raises concerns and can cause personal stress.

In today's digital era, it is straightforward to find information. The behavior of consumers who want to do counselling can also search for information via social media or online application platforms. Likewise, consumers who wish to travel on tourism in this pandemic era will seek the information they need online ([Prestin & Nabi, 2020](#)). Social media sees the main effect in tourism, especially in how tourists use (access) information ([Ebrahimi, Hajmohammadi, & Khajeheian, 2020](#)). This study wants to see whether stress triggers can influence

consumers' travel behavior by seeking good information through social media application platforms. Therefore, it can be accepted as follows:

H1: health stressors have a significant effect on the use of travel research and applications,

H2: personal stressors have a significant effect on the use of travel research and applications,

H3: financial stressors have a significant effect on the use of travel research and applications,

H4: health stressors have a significant effect on social media during COVID-19,

H5: personal stressors have a significant effect on social media during COVID-19,

H6: financial stressors have a significant effect on social media during COVID-19.

Information Search

Advances in technology and the introduction of new communication methods have changed consumer behavior. Besides, the security and privacy arrangement connected to trust is necessary for each user to share information vital in behavior (Husain & Budiyantera, 2020). As a result, the internet has become the first choice of consumers seeking information on destinations and tourism providers and has become an essential tool for marketing tourism services (Zhao, Wang, Guo, & Law, 2015). Diverse opinions about hotels, tourist destinations, and travel services are often articulated in the form of online consumer reviews (Filiari, Acikgoz, Ndou, & Dwivedi, 2021). There are two main types of studies on the internet: reviews by consumers and reviews by professional editors (Filiari, 2016). These two types of product reviews don't offer the same information online, and consumer reviews can include important information that the public is reluctant to apply for products.

Information provided by the company is usually found in tourism applications, while reviews from consumers themselves are usually through social media owned by consumers. Online travel information is increasingly important for consumers and businesses looking to attract tourists (Sotiriadis, 2017). During the COVID-19 pandemic, information about tourism on the internet is very helpful for consumers to find out. Therefore, we can posit the following hypotheses:

H7: online travel information has a significant effect on the intention to book future travel,

H8: social media travel information have a significant effect on the intention to book future travel.

Travel Avoidance

In exceptional circumstances, whether due to an outbreak of disease or other events, consumers usually reduce the risk of travelling (Law, 2006). Previous studies have frequently shown that the tourism industry is often vulnerable due to direct or indirect incidents that can hinder visitor safety (Ruan, Kang, & Song, 2020). In their study, Viglia & Dolnicar (2020) found that visitors often become anxious and rely heavily on destinations and host communities for support when things go wrong. To date, few studies have been conducted in travel risk and decision-making that show a decline in tourism demand. For example, sars and avian flu in Asia, the tsunami in Southeast Asia, the Olympics in London, and ebola in America (Cahyanto et al., 2016) have all been studied. Regarding the risk of travel and destination.

Therefore, the information obtained significantly influences the travel avoidance of tourists and careful travel intentions after a pandemic outbreak and tends to have avoidant behavior in post-pandemic travel. Thus, we propose the following hypothesis:

H9: online travel information has a significant effect on travel avoidance,

H10: social media travel information have a significant effect on travel avoidance.

Overview of Model

In general, it is necessary to formulate the study aims into a model. Modelling is everything is acquired through definite parameters that quantify both in form, content, number, structure, and meaning with limitations (Husain, 2019). In this study, consumer behavior influences the stress of COVID-19, the role of searching for tourist information on applications and social media, and its effect on the desire to travel or the avoidance of travel. The hypothetical model is depicted in figure 2. This model adopts MacSween & Canziani, 2021; Rather, 2021; Zheng et al., 2021.

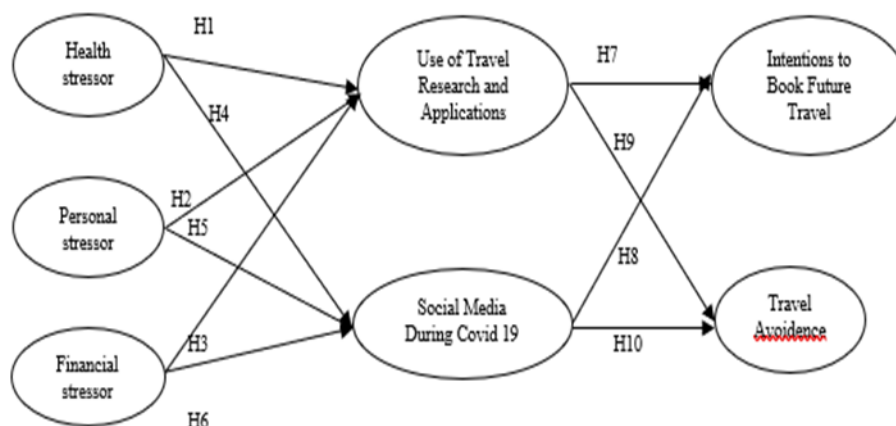


Figure 2. Conceptual Model

(MacSween & Canziani, 2021; Rather, 2021; Zheng et al., 2021)

III. METHOD

The population of this study chooses consumers who have travelled and who have plans to travel during the COVID-19 pandemic. According to Hair et al. (2018), the sample is part of the number and characteristics of the population. The selection of this study is part of the population taken as a data source. The sample size is a minimum of 5 times the estimated parameter. If the estimated parameter is 20, the minimum number of samples is 100 (Hair et al., 2018). Based on this opinion, the number of pieces needed is 5 times the number of parameters, namely 105 respondents. In this study, the method used is the convenience sampling method. This method is chosen because to collect data efficiently and publicly in a short time and cost-effective manner (Hair et al., 2018). Therefore, choose this sampling method because it is essential to reach consumers using the Google Docs platform to maximize response rates. All the constructs in the survey questionnaire were adapted from existing scales available in the extant literature. The health, personal, financial stressor, Use of Travel Research and Applications, and Intention to book future travel adapted from (MacSween & Canziani, 2021). The measures of Social Media during COVID-19 adapted from (Rather, 2021). The efforts of Travel Avoidance adapted from (Zheng et al., 2021). The measurement scale used is the rating scale. The scale range carried out is numbers 1-5 with information from strongly disagree to agree strongly. The data analysis technique

uses Regression with the help of the SPSS program.

IV. RESULT AND DISCUSSION

The analysis used in this study is multiple linear regression. In addition, the hypothesis was carried out using the F test and t-test with a significance level of 5% to determine whether or not there was a significant effect between the variables tested. This research is divided into two substructures, i.e.:

4.1 Sub-structure 1 discusses the influence of Health Stressors, Personal Stressors, Financial Stressors on Intentions to Book Future Travel and Travel Avoidance through Use of Travel Research and Applications.

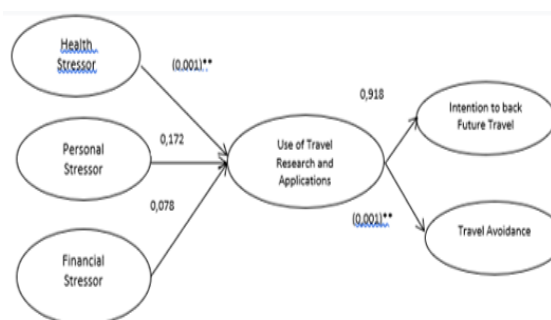


Figure 3. Sub-structure 1

The results showed:

Health Stressors affect the Use of Travel Research and Applications. The regression results of the first equation show that the t-count of the Health Stressor variable is 3.285 with a significant value of 0.0001 < 0.05, meaning that the Health Stressor variable has a significant effect on the Use of Travel Research Applications so that hypothesis 1 is

supported.

Personal Stressors affect the Use of Travel Research and Applications. The results of the regression of the first equation show that the t-count of the Personal Stressor variable is 1.377 with a significant value of $0.172 > 0.05$, meaning that the Personal Stressor variable has no significant effect on the Use of Travel Research and Applications, so the hypothesis 2 is not supported.

Financial Stressors affect the Use of Travel Research and Applications. The regression results of the first equation show that the t-count of the Financial Stressor variable is 1.782 with a significant value of $0.078 > 0.05$, which means that the Financial Stressor variable has no significant effect on the Use of Travel Research and Applications, so hypothesis 3 is not supported.

Use of Travel Research and Applications affects Intention to back Future Travel. The regression results of the first equation are the t-count of the Use of Travel Research and Applications variable is 0.103 with a significant value of $0.918 > 0.05$, meaning that the Use of Travel Research and Applications variable has no significant effect on Intention to back Future Travel, so hypothesis 7 is not supported.

Use of Travel Research and Applications affects Travel Research. The regression results of the first equation show that the t-count of the Use of Travel Research and Applications variable is 3.523 with a significant value of $0.001 < 0.05$, meaning that the Use of Travel Research and Applications variable has a significant effect on Travel Research, so hypothesis 9 is supported.

4.2 Sub-structure 2, which discusses the influence of health stressors, personal stressors, financial stressors on Intentions to Book Future travel and Travel Avoince through Social Media During COVID-19.

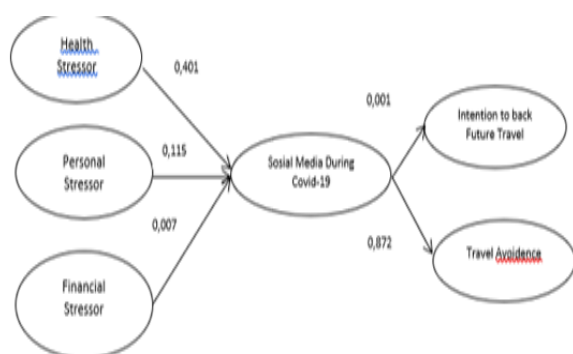


Figure 4. Sub-structure 2

The results showed:

Health Stressor Affects Social Media During COVID-19. The regression results of the first equation show that the t-count of the Health Stressor variable is 0.844 with a significant value of $0.401 > 0.05$, meaning that the Health Stressor variable has no significant effect on Social Media During COVID-19, so hypothesis 4 is not supported.

Personal Stressor Affects Social Media During COVID-19. The regression results of the first equation show that the t-count of the Personal Stressor variable is 1,590 with a significant value of $0.115 > 0.05$, meaning that the Personal Stressor variable has no significant effect on Social Media During COVID-19, so hypothesis 5 is not supported.

Financial Stressor Affects Social Media During COVID-19. The regression results of the first equation show that the t-count of the Financial Stressor variable is 2.777 with a significant value of $0.007 < 0.05$, meaning that the Financial Stressor variable has a significant effect on Social Media During COVID-19, so hypothesis 6 is supported.

Social Media During Covid-19 is significant to Intention to back Future Travel. The regression results of the first equation show that the t-count of Social Media During Covid-19 is 3,472 with a substantial value of $0.001 < 0.05$, meaning that the variable Social

Media During COVID-19 has a significant effect on Intention to back Future Travel so that hypothesis 8 is supported. Social Media During COVID-19 has no significant effect on Travel Avoidance. The regression results of the first equation show that the t-count of Social Media During COVID-19 is - .161 with a considerable value of $0.872 > 0.05$, meaning that the variable Social Media During Covid-19 has no significant effect on Travel Avoidance so that hypothesis 10 is not supported.

Discussion

This study aims to determine natural phenomena during the COVID-19 pandemic from the point of view of personal stress. The results showed that health stressors had a positive and significant effect on research and travel applications. This is in line with the expectations of the literature from [MacSween & Canziani \(2021\)](#) that consumers use travel research and applications on the types of stress related to safety and health-related completeness. Consumers travel by looking for information in advance whether there are

facilities/clinics available to ensure their health before doing a swab test. However, the research results on personal stress and financial stress have not been shown to affect consumers in the use of research and travel applications. This contradicts the literature from (MacSween & Canziani, 2021). This is probably due to the fulfillment of consumer priority needs.

Personal stressors and financial stress are closely related to primary/physiological needs. During this pandemic, consumers are faced with the condition that enhances development in the family. The burden of thinking about children's work and school assignments is a problem in itself, so that consumers may not prioritize travelling shortly (Budosan, 2020). Consumers are also faced with a lot of stress about work, where they also lost their jobs due to the pandemic, so work is the key to financial security today (Ettman et al., 2021).

Next, health and personal stressors do not affect the search for tourist information on social media during the COVID-19 pandemic. Health is critical during this pandemic (Hamouche, 2020). If consumers have problems with health, then this problem is also a personal thought for consumers. This causes consumers not to be interested in information about people travelling on social media. On the other hand, financial stressors affect searching for tourist information on social media during the COVID-19 pandemic. Consumers who feel financially secure tend to look for travel information on social media first if their friends or idols travel on their social media.

The use of travel research and applications does not affect Intentions to book travel in the future. This is different because consumers may have different perceptions about information seeking. The information perceived by consumers is not following the information contained in the tourism application (Xiang & Gretzel, 2010). In comparison, the search for travel information on social media affects the intention to book the following travel book because consumers who seek travel information on social media usually see the experiences of friends or influencers who provide reviews so that consumers have the intention to book a trip. In the future (Burgess, Sellitto, Cox, & Buultjens, 2011), this is related to travel avoidance, where travel research and applications have a significant effect on travel avoidance. After consumers search for travel information on the application, consumers delay the decision to travel during the COVID-19 pandemic (Zheng

et al., 2021). Searching for travel information on social media during COVID-19 has no significant effect on travel avoidance. This may be due to young consumers who like challenges and try new things (Mura, 2010) even though they are still in a pandemic condition.

V. CONCLUSION

Based on the results obtained, it can be concluded that the level of stress triggers in individuals is different, and each individual also has a different priority scale. Therefore, the existing tourist information search and application should contain the information consumers need. Meanwhile, information on social media is sought after by consumers because of experiences from other people who have given good or bad reviews, which can influence consumers to cause travel intentions or otherwise have an impact on avoiding travel. By integrating stressors, searching for travel information and applications, searching for travel information on social media, intention to book travel future, and travel avoidance in theoretical models, this study contributes to the literature on intention to travel, social media, and travel avoidance. First, this study provides insight into the role of stressors and their influence on the search for tourist information during a pandemic. Second, this study also offers an understanding of stressors during the COVID-19 pandemic in the world of tourism, which expanded into travel intentions or otherwise avoidance of travel (MacSween & Canziani, 2021; Rather, 2021; Zheng et al., 2021). Third, empirical insights about the relationship of the proposed model concepts are still rare, especially in the context of social media-based tourism in times of crisis/pandemic. Finally, tourism industry marketers can pay attention to the information that will provide to consumers. Marketers must know consumer perceptions regarding stress during the pandemic and its relationship with the desire to travel. Marketers can provide information that offers a sense of calm, safety, comfort, and affordability for consumers. Based on the results of this study and discussions that have been carried out, the researchers suggested that (1) it is recommended to further researchers to add other variables such as the Use of General News Sources and Protection motivation. (2) It is recommended that further researchers increase the sample and research period so that the research results can be more accurate.

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