Hospitality & Tourism
Systems

Motivators and Inhibitors of Inbound Tourists to Select India as a Travel Destination During COVID-19 Pandemic

Dinesh Dhankhar*, Lakhvinder Singh**

Abstract   *Tourist behavior is extremely susceptible to disruption by crisis and pandemics at the destination. Currently, tourism is rigorously encountering novel coronavirus (Covid-19) pandemic. Hence, it is crucial to understand the behavior of tourists in such a pandemic situation to comprehend the strategic planning for the survival of the industry. The present research, therefore, investigates the travel behavior of inbound tourists to India following the outbreak of the Covid-19 pandemic with emphasis to understand factors motivating and inhibiting tourists select India as a tourist destination. The study also examined the difference in tourist perception regarding these factors based on demographic features.*

The study used tourists' responses conveniently collected through a web-based self-administered survey questionnaire. The collected data processed and analyzed by using suitable statistical tools with the help of statistical package for social sciences (SPSS). The study discovered important motivators such as accessibility enrichment, media coverage, and sympathy & courage, whereas the inhibitors were noticed as accessibility breakdown, inherent discomfort, and extrinsic affairs along with the significant difference in perception as per demographic features of respondents. The study provides implications for industry players that help in search of revival and resilience strategies for the comeback of the tourism sector of the country.

Keywords: Tourist Behavior, COVID-19, Motivator, Inhibitors, Revival

INTRODUCTION

Tourism is considered as one of the emerging sectors for the development of the global economy. The advancement in tourism infrastructural facilities and amenities exaggerates the pace of tourism and its allied sectors (Goeldner, Ritchie, & McIntosh, 2006). But besides its rapid development, this growing industry also faced certain challenges caused by fluctuation in the economy, changes in a social environment, cultural alteration, ecological imbalances, and infectious diseases. Such barriers resulted in declining growth and risk intensity at tourist places (Murthy, 2008; Robinson & Jarvie, 2008). Hence, the pandemic caused by the spread of diseases and crisis reported a well-known issue in managing tourist destinations.

Recent research agendas also detected tourism as more prone to pandemics and diseases as it involves frequent movement of tourists from one place to another place (Wen, Kozak, Yang & Liu,2020). The spread of pandemics such as H1N1 (Pratt,2011) and SARS (Mao et al., 2010; Zhang et al., 2005; Henderson,2007) also noticed as the cause of prohibitions of traveling and vacationing activities.

In recent times, the spread of pandemic caused by a novel coronavirus (COVID-19) also enforced terminal of travel services. The pandemic of coronavirus (COVID-19) handed with certain challenges to the travel industry. According to a report (WTTC, 2020) global tourism sectors expected to bear the loss of more than USD 20 billion with further decline up to 25% during the current year with a thrashing of nearly 50 million jobs. Similar to these overseas tourists'

*   Assistant Professor, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, Haryana, India.
     Email: dd.dhankhar@gmail.com
**   Assistant Professor, Department of Tourism, Government College, Kaithal (Haryana), India.
     Email: lakhvindersingh.kuk@gmail.com

visits also reduced 1-3 percent during the same year resulting in an approximate loss of USD 30-50 billion in global tourist spending (UNWTO, 2020). As far as India is concerned, recent research noticed about 10-15 shrinkage in employment opportunities provided by this sector was expected (Agarwal, 2020). Due to massive spread of COVID-19 pandemic in countries of China, Germany, United States and United Kingdome (WHO, 2020), the international tourism traffic to India also declined as all the four were major source country to India in terms of tourist traffic from the world, whereas nation contributing more than 60% to foreign tourist arrivals in India during previous years (Ministry of Tourism, Government of India, 2020). The adversity of this pandemic is considered even more terrible in contrast to the effect of SARS caused in 2003 and the global economic crisis faced in 2009 (UNWTO, 2020). Hence, it has been observed that the extent of loss to the Indian tourism sector crashed adversely and resulted in a setback to the industry. Therefore, it is demanding to manage tourist destinations strategically and attract potential tourists as an endeavor to recover and resilience to damage given by this pandemic.

Recently, crisis and pandemics were found responsible for bouncing back of the tourism sector, and similarly, coronavirus (COVID-19) noticed as a giant driver of decline of the industry along with damage to economic development (Jamal & Budke, 2020). On the other hand, besides economic shutdown, this pandemic also triggered a paradigm shift in tourist behavior and travel pattern throughout the world as reported by the latest research (Irwin, 2020). Some earlier studies in the field of tourism also illustrated risks and dangers associated with pandemic and diseases as influencers of tourist behavior regarding the selection of denying visits to a particular destination (Henderson, 2007). This is considered by some researches (such as Hall, Timothy & Duval, 2003; Ritchie, 2008; Orchiston, 2012) and noticed a sudden change in tourist behavior and intentions towards selecting a tourist destination during the pandemic situation.

More briefly, in recent research (STR, 2020) examination of change in tourist behavior during the pandemic of Covid-19 taken into consideration at four leading tourism markets including U.S., Canada, U.K., and Australia. The analysis of pre and post-pandemic behavior of tourists brings some fascinating changes swings in travelers' intention for visiting a particular destination. Surprisingly it has been observed that although the pandemic suspended all travel and tourism, nearly 3/5th of tourists still intend to go on a vacation in the next year. The report finds Canada with the highest visiting intention among tourists even after pandemic followed by America, the United Kingdom, and Australia. The report conclusively suggested a further investigation in the area.

Consequently, the recent literature frames the connection amid pandemics and travel decisions of tourists (Wen & Huang, 2019). It also forced travel professionals and marketers to ensure the adequate consideration of tourists' intention in such pandemics and diseases situation to the survival of the destination (Henderson, 2007; Jin et al., 2019). Therefore, analysis of tourist behavior in this pandemic situation proved interesting to different stakeholders of the tourism industry as a timely revival and resilience strategies in case of pandemic situations. Thus, the current research study finds it imperative to understand tourist behavior and intention regarding selection or denying travel to a particular destination. So, in pursuit of revival and survival strategy, the present research aims to answer the following questions in terms of selection of India as a travel destination during COVID-19 pandemic:

- To identify the major motivators among tourists to select India as a travel destination during the pandemic of COVID-19.
- To identify the major inhibitors among tourists to select India as a travel destination during the pandemic of COVID-19.

LITERATURE REVIEW

A disaster and pandemic were understood as causing events to any prospective momentous alteration (Henderson, 2007). The tourism and travel industry is highly vulnerable and highly affected by risk intensity caused by various disasters and epidemics for shore period (Cochrane, 2008). Thus, perceived risk at the destination as a result of crisis and pandemic is the primary factor concerning the selection of destination (Suvantola, 2002). Accumulatively, the present research determined to investigate the behavior of inbound tourists in India during the post-Corona Virus pandemic period. Likewise, the research attempts to go through existing literature for developing a theoretical framework and identifying gaps to support the study.

According to Mansfeld and Pizam (2006) during pandemic and crisis, the so-called tourists usually go for cancellation of tourism services or modify their travel plans to ensure a safe and convenient stay at the destination. The spread of the SARS pandemic adversely impacted more than 30 nations throughout the globe and brought collapse to the inbound tourism sector as alteration or cancellation of travel plans by tourists in Asian nations (Haider & Leslie, 2008). Almost similar results are observed in case of a global outbreak caused by Swine flu in 2009 (Haider & Leslie, 2008) and speeded infectious diseases resultantly negatively perceived by tourists while selecting a destination to visit during a specific time (Cochrane, 2008) thus resulted into massive cancellation of tour programs by tourists planned to visit Mexico and moderate decline travel plans by tourists also detected in Argentina and Cuba due to the pandemic.

In recent times, the outbreak caused by Novel Corona Virus (COVID-19) brings a sudden decline in traveling and demands of tourism services throughout the world and observed change in tourist behavior towards the selection of destination and consumption of several products and services. Some researchers (such as Khan et al., 2017; Loureiro & Jesus, 2019) also discovered risk and danger such as safety and health hazards associated with the destination resulted in a harsh image of destination among tourists.

Swarbrooke and Horner (2007) elaborate the topic more comprehensively and identified different segments of tourists as; do not travel to any destination under pandemic situation; travel but with certain personalization related to the selection of safe destination, accessibility channels, and dining areas and finally belongs to tourists intend to continue their visit according to their vacation planning and not provoked to cancel their trip because of any crisis and pandemic. Recent researchers also consider this fact; therefore, Garg (2013) in study empirically investigated perceptions of tourists in Malaysia, India, China, Indonesia, Australia, and France. The study discovered a negative perception of destination image among tourists due to crises caused by natural disasters, pandemics, diseases, and terrorism. Resultantly tourists' intention to visit reduced suddenly in case of an outbreak caused by disasters and crises. Wen et al. (2020) in a study observed tourists in China suddenly reduced the length of their trip, travel individually instead of with any companion to experiencing a safe visit to destinations. The study, therefore, conversed that tourists consider several factors and behave cautiously in selecting a destination for traveling in the future to diminish the danger coupled with visiting amidst and post Novel Corona Virus pandemic.

Researchers (such as Zhang et al., 2005) noticed the transformation of the dining behavior of tourists in the case of the SARS epidemic during 2003 and noticed intention to avoid shared food, a limited buffet among tourists at places visited during the tour. Rittichainuwat and Chakraborty (2009) in a similar study, empirically discovered negligence of traveler in cancellation of their trips but the finding of travel alternatives was identified as the habitual practice among tourists. However, the acuteness of risk and danger associated with crises and epidemics resulted in adjustment or delay in travel plans instead of cancellation of trips.

On the other hand, Kuo et al. (2008) noticed that the effect of any pandemic on global tourism is not adverse to every country. As reported by the study that demand for international travel was considerably declined in-country affected by severe acute respiratory syndrome (SARS), but no decline in global tourism was observed in national influenced by the avian influenza pandemic. Hence, the discussion regarding the reaction of tourists during and after pandemic remains vague (Kuo et al., 2008). Kuo and Li (2013) investigated travel intention among tourists in

the post crises period caused by earthquakes during 2008 at a famous tourism site in Sichuan. The study empirically discovered major factors as relaxation intention and empathy towards a destination that highlights the potential of disaster and crisis sites as a step towards the revival of tourism at the destination. Even so, the unending risk associated with pandemic and health hazards cannot fully prevent the desires among tourists to travel to a destination. Hence, it requires investigating different factors responsible for the change in tourist behavior during the pandemic situation.

The earlier literature discovered certain factors as drivers of tourist behavior alternation during crises and pandemics. Sonmez and Grafef (1998) found accessibility and transportation as significant factors by as perceived by tourists while selecting a destination to be visited equipped with risk and poor safety concerns. Recent research studies (Topham & Harvey, 2020; Kaufman, 2020) likewise consider that travelers' decisions regarding the visit to destination in a pandemic situation, probably influenced by infrastructural facilities including high-class healthcare services. The intensity of risk is also described as crucial parameters to influence tourists' intention towards a destination in consideration of risk and danger (Garg,2013). The variation in reaction during pandemic and crises is influenced by some internal factors such as harmony with locals at the destination, increased or decreased of the transformation of tourism infrastructural facilities (Swarbooke & Horner 2007). The political position of the country is also recognized as an important factor contributing to the denying or planning of tourists towards a particular destination concerning risk and danger associated with the visit (Hall, Timothy & Duval, 2003). Many travelers considered travel information about risk and danger as important factors before selecting a destination to visit (Hall, 2003; Lakhsman, 2008). Thus the literature also noticed intention to visit or cancellation of trips to a destination during crisis and pandemic period is influenced by publicity, broadcasting, and advertisement campaigns being run by different media channels (Lennon & Foley, 2000; Sharpley & Stone, 2009; Garg, 2013). Surprisingly, inconvenience caused to travel services, the previous visit to a destination, and infection transmission noted as predictor tourists' behavior and intention towards a destination in crisis and pandemic (Rittichainuwat & Chakraborty, 2009). Therefore, the practices and habits of consumers are also identified as a crucial factor to observe tourist perception to a destination.

In recent research, Vos (2020) observed although travel and tourism activities are declined due to Novel Corona Virus in several nations, still, some factors such as enhanced parking spaces, less congested routes, reduced wait period at public places as major attracting factor and boredom, intention to be in social contact were some of driving factors responsible for positive intention among travelers to visit during a

pandemic. On the other hand unavailability of recreational facilities, shutting of tourist sites, missing food venues and decline in disposable income were noticed as influencing factors for demotivating tourists towards performing a visit to a destination. Hence, the topic remains vague and jumped into understanding travel behavior and intention of tourists to go ahead with travel plans or to cancel prospective visits to a destination during pandemic like Novel Corona Virus. The current research considers this dilemma and intends to identify major motivators and inhibitors to choose India as a travel destination by incoming international tourists.

The academic literature in the field of tourism identified that travelers' behaviors and intention to the selection of destination is largely influenced by the presence of risk due to crisis and pandemic and further influenced by their demographical and other background factors (Mansfeld & Pizam 2006). A noticeable variation in terms of age and gender as a predictor of tourists' intention towards a visit to a particular destination (Romsa & Blenman, 1989; Pizam & Sussman,1995; Lepp & Gibson 2003). Literature also produces empirical shreds of evidence to revealed cultural background and country of residence as a vital factor to influence tourists' intention towards a destination (Fuchs & Reichel 2011; Resinger & Mavondo, 2006; Carlson & Hughes, 2007; Garg, 2013). So, far researchers (Mansfeld & Pizam 2006) also discovered travel companionship and age are crucial factors to observe their travel behavior during crises and pandemics.

Thus, so far, the extensive review of the literature finds pandemic in the travel industry is novel and interesting topic and Covid-19 as the most hazardous pandemic of the 21st century that forced present and potential customer for transform travel behaviors. The literature also finds considerable efforts of researchers to understand impacts, challenges as well as recovery strategies for dealing in a pandemic situation. Nevertheless, the count of studies remained limited (Ralli & Saloranta, 2005s; Swarbook & Horner, 2007) in case of transforming tourist behavior during pandemic particularly in terms of novel coronavirus (COVID-19) and Indian tourism scenario. As well as the literature also reported vague discussion on the influence of demographic features on travel behavior during pandemics. Hence, there exist a research gap in this area, so, the current research attempts to fill this gap by analyzing tourist behavior towards India as a destination to visit or cancellation of trips during the post-COVID-19 pandemic period and assumed following hypothesis to investigate:

- H0: There is no significant difference in tourist perception towards motivators and inhibitors across their demographic factors.
- H1: There is no significant difference in tourist perception towards motivators and inhibitors across their demographic factors.

RESEARCH METHODOLOGY

The present research used both qualitative and quantitative data sources. To get insight into the topic, the foundation of the theoretical framework, and understanding of methodology applied by earlier research, available literature was reviewed by researchers.

The current study has been planned to investigate motivation and prohibition factors among tourists during the COVID-19 pandemic in India. The study selected all the respondents having at least 20 years of age. As unexpected circumstances caused by a novel coronavirus, particularly due to restrained movement and instructions to maintain social distancing, the data for the study has been collected by using a web-based survey (Google forms). The survey for the study has been conducted during April-May 2020 just after the announcement of the pandemic outbreak in the country. The responses of participants were collected through a convenience sample technique.

The survey instrument in the form of a questionnaire designed in different parts. The first part of a questionnaire designed to record information about demographic characteristics (gender, age, educational status, household income per annum and travel experience to India), and other information about travel plan, motivation to visit, travel party, budget, length of the tour, and many more. The second part focuses o measure tourist responses towards different factors that motivate them to visit even after the spread of novel coronavirus (COVID-19). The third part of the questionnaire asked tourists to report reaction towards different factors forced them not to visit India and cancel trips due to spread of Novel Corona Virus. Next two sections of the survey form designed by using a five-point Likert scale (strong disagreement as 1 score and strong agreement as 5 scores).

The target group was tourists having the presence of social medial platforms and connect through e-mail to researchers and planning to visit India were conveniently contacted through digital platforms like e-mail and social media channels like Facebook, Whatsapp, telegram app, messenger, etc over April to June 2020. The application online channels for data collection is justified as most of the movement and traveling activities were suspended throughout the world, so it is safe and convenient to use this method. Moreover, online data collection channels are frequently used during outbreaks caused by pandemics and crises subject to internet connectivity of the target population over different digital channels. Research (such as Heikkila, 2008) also described a web survey as an effective tool for speedy collection of respondent's responses. Its suitability also increased due to user-friendly interfaces such as automatic data save options and make calculations very easy. Although it is useful to conduct a web-survey, but also has certain challenges such

as the precision of the responses is uncertain. Due to a lack of physical meetings with respondents, it seems difficult to draw supplementary conclusions from facial expressions and gestures. As well as the chances of misunderstandings in the questions increased, hence, careful drafting and designing of the questionnaire are required (Hirsjärvi et al. 2007). Conclusively, a web-based survey form to collect data opted due to its utility in reaching wider areas and exposure to larger population groups. The current study intends to collect at least 1000 samples to conduct a valid survey, but only 387 filled in questionnaires were submitted over selected digital channels by tourists with a low response rate.

The collected data tabulated and coded and analyzed by using suitable statistical techniques the help statistical package for social science (SPSS) to investigate tourists' responses to the post-pandemic travel plan to India. The researchers used descriptive analysis to understand demographic features and background information of tourists. The study carried factor analysis by applying principal component analysis to identify the major motivators and inhibitors towards visiting India as a travel destination. Finally, for investigation of differences in tourist opinion towards motivators and inhibitors as per their demographic features, one way ANOVA was applied by researchers.

RESULT OF THE STUDY
Demographic and Background Analysis

The descriptive analysis reported the majority of male respondents in contrast to their female counterparts. The study also noticed an almost similar number of young travelers i.e. up to the age of 35 years (47.1) and above 35 years (52.9) which indicates India as a destination to all age groups. Exactly 3/5th of tourist respondents indicated their yearly household earning level ranging from USD 15000-60000. In terms of an earlier visit to India, almost 1/4th of tourists were never been to India in the last 5 years. From the analysis, the study noticed more than half of the tourists traveled to India for recreation with its natural and physical attraction and just above 1/5th of the respondents preferred to visit here for experiencing rich cultural and heritage attraction followed by a visit for natural scenery and landscape. Furthermore, nearly 3/4th of the respondents traveled with their family and preferred to stay at the destination for up to five to seven days.

IDENTIFICATION OF INHIBITORS AND MOTIVATORS

The survey instrument was used for measurement of opinion and reaction towards factors compelling tourists not to visit India as well as attracting them to select India as a travel destination during the post-COVID-19 pandemic outbreak.

For identification of factors causing intention or unwillingness to visit, principal component analysis along varimax rotation used by the study. In proviso of inhibitors causing the cancellation of travel plans to India were resulted in 3 dimensions and explained 70.2% of total variances. The Kaiser-Meyer-Olkin measure was reported as 0.66, indicated sound acceptance value. The Bartlett's test of Sphericity was also reported as significant (p<0.001). The value of Cronbach's alpha was also noticed with good reliability (0.73 to 0.86) indicating internal consistency was adequate.

Factor one identified as 'accessibility breakdown' and integrates two variables namely cancellation of flight book to travel India and cancellation of tour programs organized travel agency. The factor exhibited nearly 28% of the total variance. The next factor is described as 'inherent discomfort' and integrated four statements based on individual worries of tourists observing this pandemic as outflow for the tourism industry. The factor explained more than 22% of the overall variance. The last factor defined as 'extrinsic affairs' that integrated three variables including the admiration of the Indian economy, the increase of airfare due to fuel tax and political conflict, and explained the almost similar percentage of variance as factor number two reported.

Table 1: Inhibitors to Not Travel to India After the COVID-19 Pandemic

Dimensions/ Variables	Factors Loading	Explained Variance	Cronbach α Value
Factor 1: Accessibility Breakdown		27.8	0.86
Cancellation of flight bookings due to pandemic	0.88		
Tour program arranged by travel agent got the cancellation	0.87		
Factor 2: Inherent Discomfort		22.3	0.79
Worrying about after-effects of Covid-19	0.73		
I was nervous regarding the life-threatening situation in India due to Covid-19 pandemic	0.79		
I was anxious about the increase in infected cases in India	0.85		

Dimensions/Variables	Factors Loading	Explained Variance	Cronbach α Value
I was upset and bother about infected and unhygienic food & eatables in India due to Covid-19	0.81		
Factor 3:Extrinsical Affairs		20.1	0.73
Admiration of the Indian economy	0.79		
Increased airfare due to the increase in fuel price	0.85		
Unhealthy Political relation of India with my own country	0.74		
Total variance explained	70.2		

Similarly, regarding motivators of tourists to select India as a travel destination even in the post-pandemic period, the principal component analysis reported with the same number of factors and almost the same percentage of variance as explained by different items. More importantly, it is noticed that the Kaiser-Meyer-Olkin (KMO=0.9) measure of sampling adequacy and Bartlett's test of sphericity (p<0.001) is also found in confirmation of appropriateness of factor analysis. However, the internal consistency of the factors was noticed slightly better (0.81 to 0.91) than in the case of the result of inhibitors as reported by Cronbach's alpha values.

Table 2 demonstrates different aspects of principal component analysis and reported the inclusion of five variables under the first factor i.e. accessibility enrichment. All these items were found associated with reduced cost and convenient accessibility. The factor accounted for 27.5% of the total variance. The next factor identified as 'media reporting' with 24.8% variance and integrated five variables linked to advertising, recommending, and media reporting emerged as major motivating items. The third and last factor is notified as 'sympathy & courage', that reported with 21.7% of the total variance.

Table 2: Motivators to travel to India after the Covid-19 pandemic

Dimensions/Variables	Factors Loading	Explained Variance	Cronbach α Value
Factor 1: Accessibility Enrichment		27.5	0.87
Reduction in cost of travel packages due to pandemic	0.85		
Reduced airfare due to Covid-19 pandemic	0.89		
Availability of direct air connectivity from my area	0.64		
Availability of low-cost airlines from my country to India	0.72		
Ease of getting Visa during the post-pandemic period	0.68		
Factor 2: Media Reporting		24.8	0.81
Advertisement on television, newspapers, and magazines	0.71		
Word of mouth from my peers about safe travel to India	0.85		
Recommended on social media platforms	0.86		
Influenced by a promotional video on India's uniqueness	0.75		
The media campaigns to safe travel reduced my worry and anxiousness caused by Covid-19 pandemic	0.68		
Factor 3: Sympthy & Courage		21.7	0.91
Eager to know-how Covid-19 pandemic affect	0.69		
Courageous to contribute to the revival of the Indian tourism sector	0.84		
Travel as sympathy with Indians affected from the pandemic	0.79		
Intention to tender some support	0.86		
The appearance of guilt by not traveling and helping the tourism sector	0.86		
Total variance explained	74.0		

The difference in Inhibitors and Motivators As per Demographics and Background Characteristics

The researchers carried out a one-way ANOVA technique to examine the variation in behavior of tourists towards intention to visit and unwillingness to visit according to their demographic features in the post-COVID-19 pandemic period in India. ANOVA table was placed below and noticed significant variation among various groups. Particularly, although, among a male group of travelers the factors accessibility breakdown and extrinsic affairs were considered influencer of tourist behavior, whereas among female groups of travelers consider inherent discomfort as the strong influence of their behavior. In the case of age-wise classification, significant variation noticed, and with an increase in age, the influences of accessibility breakdown and inherent discomfort decreases, and the influence of external event factor increases.

Table 3: ANOVA Results for Inhibitors for not Traveling to India

Demographic Factors	Accessibility Breakdown	Inherent Discomfort	Extrinsic Affairs
Gender	F=10.9**	F=5.81**	F=6.85**
Male	2.09	3.38	2.46
Female	1.61	4.10	2.04
Age	F=7.87**	F=6.63**	F=10.85**
Less than 30 years	2.09	4.18	1.85
30-40 years	1.75	4.08	2.33
Above 40 years	1.41	3.87	2.47
Educational status	F=4.71**	F=0.72	F=0.80
Graduation or more	1.86	4.10	2.25
Less than Graduation	1.46	3.83	2.29
Visit India Before	F=14.5**	F=7.32**	F=3.83*
No	1.46	4.21	2.04
One time	2.23	3.61	2.07
More than one time	2.37	3.53	2.52
Purpose to visit	F=7.35**	F=8.33**	F=2.46*
Nature	1.42	4.35	2.37
Cultural	1.47	3.87	1.82
Souvenir & Craft	1.67	4.36	2.03
Friends & relatives	1.32	4.47	1.83
Mice	1.81	4.34	1.75
Travel party	F=0.87	F=4.35**	F=1.31
Alone	1.78	3.68	2.32
With family	1.85	4.10	2.32
With friends	1.80	4.07	1.82
Others	1.74	3.74	2.41

In terms of tourists with different travel experience to India, results show that repeat tourists are more likely to be influenced by accessibility breakdown and extrinsic affairs, while first time tourists are more likely to be influenced by inherent discomfort. Tourists with different traveling purposes also show a significant difference. Accessibility breakdown has a relatively higher influence on business trips; inherent discomfort has a lower influence on tourists with the motivation of culture; extrinsical affairs have a larger influence on tourists with the motivation of nature,

culture, or shopping. As for different travel party, it shows that tourists who travel with family or friends are more likely

to cancel their trip because of inherent discomfort.

Table 4: ANOVA Results for Motivators for Traveling to India

Demographic Factors	Accessibility Enrichment	Media Coverage	Sympathy & Courage
Gender	F=1.01	F=8.10**	F=5.32**
Male	2.83	3.10	2.39
Female	2.78	3.47	2.01
Age	F=0.34	F=8.42**	F=4.07**
Less than 30 years	2.83	3.29	2.12
30-40 years	2.89	3.09	2.18
Above 40 years	2.82	2.83	2.24
Educational status	F=6.78**	F=11.26**	F=3.27*
Graduation or more	2.52	3.11	2.33
Less than Graduation	2.83	2.56	1.64
Visit India	F=2.88*	F=4.40**	F=6.25**
No	2.57	3.23	1.63
One time	2.65	2.75	1.78
More than one time	3.27	2.61	2.57
Purpose to visit	F=0.77	F=2.80**	F=5.62**
Nature	2.84	3.20	2.34
Cultural	2.66	3.32	2.34
Souvenir & crafts	2.59	2.81	1.53
Friends & relatives	2.91	2.61	1.90
Mice	2.43	2.58	2.46
Travel party	F=1.41	F=3.11**	F=0.53
Alone	2.53	2.36	2.36
With family	2.77	3.10	2.38
With friends	2.43	2.80	1.89
Others	2.73	2.47	2.33

Table number 4 presents empirical findings of tourists' motivators behind visiting India after the COVID-19 pandemic. The analysis of one way ANOVA result, revealed that the factor accessibility enrichment is more effective to promote repeat tourists to visit India; media reporting is found to be a more significant factor to motivate different groups of tourists including female group, young age group, first-timer, and group interested in nature and culture as well group in the companionship of a family towards visiting India during the pandemic. Whereas, the factor sympathy & courage found significant and strong motivator for tourist groups including male groups, senior age group tourists,

repeaters, group visited to explore nature and culture towards choosing India to travel during the COVID-19 pandemic.

RESULT OF HYPOTHESIS

The table value of one-way ANOVA shown in table numbers 3 and 4, a signification variation was noticed in tourists' perception regarding motivators and inhibitors towards India as a travel destination during the COVID-19 pandemic according to the demographical background of tourists with almost all the factors. As a result, based on empirical evidence indicated by ANOVA tables, H_0 is rejected and

supported the H1 by summarizing a significant difference as per demographic characteristics of tourists concerning motivators and inhibitors about the selection of India as a tourist destination during COVID-19 pandemic.

DISCUSSION OF MAJOR FINDINGS

The research used different demographical factors like gender, age, a household earning, educational status, an earlier visit to India, purpose, and travel companion for investigation of any difference in motivators and inhibitors among tourists for selection of India as a travel destination during post-pandemic period. The result of the study reported overseas visitors to India reported household earning as a significant factor to influence their behavior towards a visit to India during the COVID-19 pandemic. Interestingly, it has been revealed that upper-income groups are less prone to termination of traveling to India even during this pandemic that indicates increased adaptive aptitude (such as wide travel mode) while traveling to a destination affected by any pandemic or disaster. For domestic tourists, educational status was noticed as a highly influential factor to affect tourist behavior during the post-pandemic period and hence, suggested fewer chances of trip cancellation by highly educated tourists after COVID-19 pandemic.

Earlier traveling experience to India during the last five years also noticed as a significant factor and it has been observed that repeat visitors to India were reported fewer chances of cancellation of trips during the post-pandemic period. This indicates privileged knowledge about India and its places and high coping up abilities during pandemic among tourists.

Tourism behavior during a post-pandemic period is also influenced by the different purposes of travel and resulted in the cancellation of trips by most of the tourists as reported by analysis of different traveling purposes. Interestingly, traveling for business purposes to India is noticed as a more resilient segment even during the post-pandemic period.

From the results, it has been ascertained that international tourists perceived India as unsafe due to adversity imposed by the COVID-19 pandemic, thus inclined towards canceling the trip. And for domestic tourists, destinations in India are perceived as inaccessible to reach the destination and places due to COVID-19 pandemic hence caused greater chances to cancellation of trips.

CONCLUSION

The study observed that pandemics are difficult to predict and the future of business like tourism always uncertain as it is more prone to any unexpected changes in social, cultural, environmental, and biological conditions. Due to the highly competitive environment, the tourism sector is competent to tackle pandemics, though it has only limited or no access to manage pandemics. The spread of novel coronavirus (COVID-19) is an exceptional and new form of pandemics that adversely hampered the image of the tourism sector of not only India but to the entire world. Moreover, inadequate attempts from the literature were noticed towards the investigation of the behavior of tourists towards novel coronavirus, particularly in Indian contexts. This calls for more comprehensively overview reactions of present and potential customers towards India as a destination.

The study has investigated the behavior of tourists during a post-pandemic period and discovered variation in tourist behavior particularly in two groups; one in favor to cancel the trip to India and later in favor to travel India even during post-pandemic period. The study discovered important motivators such as accessibility enrichment, media coverage, and sympathy & courage, whereas the inhibitors were noticed as accessibility breakdown, inherent discomfort, and extrinsical affairs along with the significant difference in perception as per demographic features of respondents. Furthermore, the behavior of tourists in the post-pandemic period revealed diversity in terms of different demographic and background aspects of tourists. Hence, the study recommends adopting a segmentation-based approach to design tourism products and services to match the shifting demands and desires of tourists during pandemic like COVID-19 for the sake of economic survival.

The result of research provides useful inferences towards the recovering and resiliency tourism industry in India and useful for tourism planners to assess the alteration inflicted by this pandemic to the travel industry. Therefore, the study is helpful in strategic planning and management to tackle such pandemic by formulating effectual policies for developing tourism more sustainably.

REFERENCE

Agarwal, V. (2020, March 30). COVID-19 and tourism (travel, hospitality & civil aviation). Retrieved July 26, 2020, from from https://home.kpmg/in/en/blogs/home/posts/2020/03/covid-19-and-tourism-travel-hospitality-and-civil-aviation.html

Carlson, J., & Hughes, M. (2007). Tourism market recovery in the Maldives after the 2004 Indian Ocean Tsunami. *Journal of Travel & Tourism Marketing*, 23(2), 139-149. doi:10.1300/J073v23n02_11

Cochrane, A. (2008). *Asian tourism: Growth and change,* (1st ed). Elsevier: Amsterdam.

Fuchs, G., & Reichel, A. (2011). An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visitors to a highly volatile destination. *Tourism Management*, *32*(2), 266-276. doi:http://

doi.org/10.1016/j.tourman.2010.01.012

Garg, A. (2013). A study of tourist perception towards tourist risk factors in travel decision making. *Asian Journal of Tourism & Hospitality Research, 7*(1), 47-57.

Goeldner, C., Ritchie., B., & McIntosh, R. (2006). *Tourism principles, practices & Philosophies.* John Wiley & Sons: New York.

Haider, M. & Leslie, T. (2008). Challenges for Bangladesh to conquer avian influenza. *International Journal of Pharmaceutical and Healthcare Marketing, 2*(4), 273-283.

Hall, C. M., Timothy, D. J., & Duval, D. J. (2003). *Safety & security in tourism: Relationships, management, and marketing.* Haworth Hospitality Press: New York.

Hall, M. C. (2003). *Tourism issues, agenda-setting, and the media.* Retrieved May 11, 2021, from http://canterbury-nz.academia.edu/CMichaelHall/Papers/75234/Tourism_issues_agenda_setting_and_the_media. Accessed the 11th of May 2011 at 10:21.

Henderson, J. (2007). *Tourism crises. Causes, consequences & management.* Elsevier Inc.: Oxford.

Hirsjärvi S., Remes P., & Sajavaara P. (2007). *Investigation and write* (13th ed.). Otava: Keuruu.

Irwin, N. (2020, April 20). It's the End of the World Economy as We Know It. Retrieved May 24, 2020, from https://Www.Nytimes.Com/#publisher.https://www.nytimes.com/2020/04/16/upshot/world-economy-restructuring-coronavirus.html

Jamal, T., & Budke, C. (2020). Tourism in a world with pandemics: Local-global responsibility and Action. *Journal of Tourism Futures, 6*(2), 181-188. doi:10.1108/JTF-02-2020-0014

Jin, X, Qu, M. & Bao, J.(2019). Impact of crisis events on Chinese outbound tourist flow: A framework for post-events growth. *Tourism Management, 74*(1), 334-344. Doi:doi.org/10.1016/j.tourman.2019.04.011.

Kaufman, A. C. (2020, March 24). *If we bail out airlines, it better come with climate rules.* National Observer. Retrieved June 4, 2020, from https://www.nationalobserver.com/2020/03/24/news/if-we-bail-out-airlinesit-better-come-climate-rules

Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travelers: Role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Travel Research, 22*(11), 1139-1155. doi:10.1080/10941665.2017.1374985

Kuo, H., Chen, C. C., Tseng, W. C., Ju, L. F., & Huang, B. W. (2008). Assessing impacts of SARS and Avian Flu on international tourism demand to Asia. *Tourism Management, 29*(5), 917-928.

Kuo, Z., & Li, Z. (2013). Post-disaster tourist behavior: Motivation and intention. *International Academic Workshop on Social Science* (pp. 1067-1072), Atlantis Pres.

Lakshman, K. (2008). *Tourism development - Problems & prospects.* ABD Publishers: India.

Lennon, J., & Foley, M. (2000). *Dark tourism: The attraction of death and disaster.* Continuum: London.

Lepp, A., & Gibson, H. (2008). Sensation seeking and tourism: Tourist role, perception of risk, and destination choice. *Tourism Management, 29*(4), 740-750.

Loureiro, S. M. C., & Jesus, S. (2019). How perceived risk and animosity towards a destination may influence destination image and intention to revisit: The case of Rio de Janeiro. *Anatolia - An International Journal of Tourism and Hospitality Research. 30*(4),497-512. doi:10.1080/13032917.2019.1632910.

Mansfeld, Y., & Pizam, A. (2006). *Tourism, security & safety: From theory to practice.* Burlington, USA: Elsevier Ltd.

Mao, C. K., Dingh, C. G., & Lee, H. Y. (2010). Post-SARS tourist arrival recovery patterns: An analysis based on catastrophe theory. *Tourism Management, 31*(6), 855-861.

Ministry of Tourism, Government of India. (2020). *Annual Report 2019-20 of Ministry of Tourism, Government of India.* Retrieved from http://tourism.gov.in/sites/default/files/annualreports/Annual%20Report%20Tourism%202019_20_Final.pdf. Accessed the 20th of July 2020, at 14:15.

Murthy, E. (2008). *Introduction to tourism & hospitality ethics.* ABD Publisher: India.

Orchiston, C. (2012) Seismic risk scenario planning and sustainable tourism management: Christchurch and the Alpine fault zone, South Island, New Zealand. *Journal of Sustainable Tourism, 20*(1), 59-79.

Pizam, A., & Sussman, S. (1995). Does nationality affect tourist behavior? *Annals of Tourism Research, 22*(4), 901-917.

Pratt, M. K. (2011). *Pandemics.* ABDO Publishing Company: North Mankato, Minnesota, USA.

Ralli, T., & Saloranta, J. (2005). *Importance of security perceptions and security threats in the tourism industry* (Bachelor thesis submitted to JAMK University of Applied Sciences, Finland).

Reisinger, Y., & Mavondo, F. (2006). Cultural differences in travel risk perception. *Journal of Travel & Tourism Marketing, 20*(1), 13-31. doi:10.1300/J073v20n01_02

Ritchie, B. (2008). Tourism disaster planning and

management: From response and recovery to reduction and readiness. *Current Issues in Tourism*, *11*(1), 315-348.

Rittichainuwat, B. N., & Chakraborty, G. (2009). Perceived travel risks regarding terrorism and disease: The case of Thailand. *Tourism Management, 30*(3), 410-418. doi:http://doi.org/10.1016/j.tourman.2008.08.001

Robinson, L., & Jarvie, J. (2008). Post disaster community tourism recovery - The Tsunami and Arugam Bay, Sri Lanka. *Disaster, 32*(4), 631-645.

Romsa, G., & Blenman, M. (1989). Vacation patterns of the elderly German. *Annals of Tourism Research, 16*(2), 178-188.

Sharpley, R., & Stone, P. R. (2009). *The darker side of travel. The theory and practice of dark tourism*. Channel View Publications: Bristol.

Sonmez, S., & Grafef, A. R. (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, *25*(1), 112-144. doi:10.1016/S0160-7383(97)00072-8

STR. (2020, April 23). *How COVID-19 has affected intentions to travel and perceptions in key global markets*. Retrieved June 22, 2020, from https://www.hospitalitynet.org/news/4098273.html

Suvantola, J. (2002). *Tourist's experience of a place*. Ashgate Publishing: England.

Swarbooke, J., & Horner S. (2007). *Consumer behavior in tourism*. (2nd ed.). Elsevier Ltd. Oxford.

Topham, G., & Harvey, F. (2020, April 8). *Airlines lobby to rewrite carbon deal in light of coronavirus*. Retrieved June 12, 2020, from:https://

www.theguardian.com/business/2020/apr/08/airlines-lobby-torewrite- carbon-deal-due-to-coronavirus

United National World Tourism Organization. (2020). *Impact Assessment of the COVID-19 Outbreak on International Tourism*. Retrieved April 11, 2020, from www.unwto.org/tourism-covid-19-coronavirus

Vos, J. D. (2020). The effect of COVID-19 and subsequent social distancing on travel behavior. *Transportation Research Interdisciplinary Perspectives, 5*(20), 1-3.

Wen, J., & Huang, S. (2019). Chinese tourists visiting volatile destinations: Integrating cultural values into motivation-based segmentation. *Journal of China Tourism Research*, *15*(4), 520-540.

Wen, J., Aston, J., Liu, X., & Ying, T. (2020). Effects of misleading media coverage on public health crisis: A case of the 2019 novel coronavirus outbreak in China. *Anatolia: An International Journal of Tourism and Hospitality Research*, *31*(2), 331-336. doi: 10.1080/13032917.2020.1730621

World Health Organization. (2020). *World health organization (WHO) COVID-19 figures*. Retrieved April 25, 2020, from https://covid19.who.int/

World Travel & Tourism Council. (2020). *Coronavirus puts up to 50 million Travel and Tourism jobs at risk says WTTC*. Retrieved March 20, 2020, https://wttc.org/News-Article/Coronavirus-puts-up-to-50-million-Travel-and-Tourism-jobs-at-risk-says-WTTC

Zhang, W., Gu, H., & Raphael, R. (2005). The impacts of SARS on the consumer behavior of Chinese domestic tourists. *Current Issues in Tourism*, *8*(1), 22-38.