

# Travel Motivations, Expectations and Intention to Travel Post COVID-19

Vinay Chauhan\*, Suvidha Khanna\*\*, Sandeva Khajuria\*\*\*

**Abstract** *The 2019 corona virus disease (COVID-19) is a human tragedy and has a growing impact on the societies, economies, and the businesses around the world. In addition to the various types of the impacts, this outbreak has also led to the feelings of fear and anxiety related to health systems. Pandemic response resulted in to limiting to the non-essential activities including travel unless absolutely urgency involved. Though individual differences in emotional and personality-based variables vary yet, the perception of risk associated with the travel is going to have significant impact on travel behaviour of the tourists. Thus, the associated demand and the future scope of the tourism industry needs research investigation on the behavioural pattern of the tourists as a input variable for resilient strategy.*

*With this backdrop, the present study aims to investigate the tourists' expectations, motivations and intentions to travel post COVID19 outbreak. COVID-19 pandemic has devastated the economy of the world, hitting tourism industry the hardest and disrupting both travel supply and demand. As the consequence of such global adversity, tourists fear and no more wish to travel, especially to the suspected places (Nicholl, 2006). Followed by lockdown of most of the nations impacted by COVID-19 travel restrictions have eased around the world and people are hoping to slowly inch back to their normal lives (Raavya Bhattacharyya,2020). But if they are ready to travel or not still remains a question. Fliggy, Alibaba's online travel platform surveyed a group of people in China to understand their travel expectations and the results show that 59% wanted to travel in 2020 and 14% in 2021. Yet those who want to travel would have some expectations and possess some or other kind of motivations to travel. Therefore, the present study is an attempt to draw upon an expectation, motivation, and intentions (EMI) model in lieu of these variables post COVID-19 situation. The partial least squares structural equation modelling (PLS-SEM) technique has been employed to process and analyze the data. The study has investigated the effect of individual factors on travel intention as in EMI model.*

**Keywords:** *Travel Motivations, Tourists' expectations, intention to travel, COVID-19*

## INTRODUCTION

The 2019 corona virus disease (COVID-19) is a human tragedy and has a growing *impact* on the societies, economies, and the businesses around the world. In addition to the various types of the impacts, this outbreak has also led to the feelings of fear and anxiety related to health systems. Pandemic response resulted in to limiting to the non-essential activities including travel unless absolutely urgency involved. The worldwide outbreak of this COVID-19 has brought the world to a standstill, and tourism has been the worst affected of all major economic sectors. Though individual differences in emotional and personality-based variables vary yet, the perception of risk associated with the

travel is going to have significant impact on travel behaviour of the tourists. Thus, the associated demand and the future scope of the tourism industry needs research investigation on the behavioural pattern of the tourists as a input variable for resilient strategy.

As the consequence of such global adversity, tourists fear and no more wish to travel, especially to the suspected places (Nicholl, 2006). Followed by lockdown of most of the nations impacted by COVID-19 travel restrictions have eased around the world and people are hoping to slowly inch back to their normal lives (Raavya Bhattacharyya,2020). But if they are ready to travel or not still remains a question. Fliggy, Alibaba's online travel platform surveyed a group of people in China to understand their travel expectations

\* Professor, The Business School, University of Jammu, Jammu & Kashmir, India. Email: chauhan\_vinay1@rediffmail.com.

\*\* Assistant Professor, SHTM, University of Jammu, Jammu & Kashmir, India. Email: suvidha.shtm@gmail.com

\*\*\* SHTM, University of Jammu, Jammu & Kashmir, India. Email: sandeva\_khajuria@yahoo.co.in.

and the results show that 59% wanted to travel in 2020 and 14% in 2021. Yet those who want to travel would have some expectations and possess some or other kind of motivations to travel. On the contrary, it is also expected that people would travel to reduce their anxiety as one of the major motivation after the tentacles of this pandemic would lower down. Travel motivation has gained considerable attention from tourism academia since the 1960s to better understand and predict factors that influence travel decision-making (Kim, et al., 2007). This driving force has dominated travel patterns to protect and satisfy one's desire, and to increase the self-value of an individual (Lee and Chen, 2005) and especially after this pandemic in which people restricted their movements to their houses only, this is resulting to even more desire to travel and move out of their homes.

The present study makes use of EMI (Expectations, Motivations and Intention to travel) model. Expectation is important in the study of tourists' behavior because the importance of tourism activities can be evaluated not only on the basis of need but also on the basis of expected outcomes. The relationship between expectation and attitude was supported by Hsu et al. (2010), and the relationship between attitude and behavior intention has long been established (Ajzen, 1991). Landry (2003) explored the relationships among self-efficacy, motivation, outcome expectations, and intention certainty. Intention and motivation are closely correlated as both are important to a traveler's decision in choosing a destination.

## REVIEW OF LITERATURE

Understanding tourist psychology remains a key requisite for determining success of a destination Swarbrooke and Horner (2001). This point towards the importance of tourist expectations in accomplishment of any travel product or service (<https://edepot.wur.nl/343833>). Expectations of the customers have been considered as an influential factor in the service sector (Sadeh, et al., 2012). Lather, Singh & Singh (2012) also support that studying expectations at the tourists' end is significant for sustained development of a destination. Though the researchers have not concluded any single definition for "tourist expectations", they concur that tourists have expectations from any tourism product or service before using or consuming it (Akama and Kieti, 2003). They insisted that if tourist have low expectations, it is less likely that they will go to a certain destination or participate in a certain activity. Further, Huh, Uysal & Mcleary (2006) assessed expectation of tourists with a cultural/heritage destination. Realizing the role of tourist expectation in the success of tourist destination, Del Bosque and Martin (2008) emphasized on the measurement of expectations for every attribute of the destination for making the destination occupy a favorable position for the customer's choice

process. Aksu, Icige and Ehtiyar (2010) also endorsed that tourists will have expectations from tourism destinations, in terms of attractiveness and sources. They stated that these expectations can be increased or decreased by various factors and tested levels of expectations among the tourists visiting Antalya Region of Turkey. In their attempt to check the usability of hotels' websites of Malaysia in managing tourist expectations, (Cheng, & Hamid, 2011) acknowledged that expectations ultimately led to guest retention and loyalty. Wang, Qu and Hsu (2016) proposed a theoretical model of tourist expectation formation towards a travel destination, exploring the gender perspective of Chinese tourists to Morocco. In 2017, Narangajavan et. al, utilized multiple indicators multiple causes model (MIMIC) and a structural equation model (SEM) to understand the tourists' destination expectation building particularly through user generated content (UGC). Azhagan & Vigneswari, 2018 pointed that expectation are based on factors including the customers' past buying experiences, opinion of others, information provided by the marketers etc. De Lima, Mainardes & Rodrigues (2020) studied the formation of tourist expectations around a tourist destination and the existence of a knowledge gap between this group and perceptions of tourism service providers using a five-construct theoretical model including tourism expectations, destination image, social media, word-of-mouth communication and past experiences. The study acknowledged social media and destination image to influence tourists' expectations.

Travel motivation that has been conceptually seen as a state of need (Backman, 1995) or a condition that make people exhibit different behaviors for certain activities making them choose one thing over the other. This driving force also directs travel patterns of tourists (Lee and Chen, 2005). Since 1960s, travel motivation has been researched upon widely, as a factor that influence travel decision-making (Kim, et al., 2007). Various theories including Maslow's (1943); Sunlust and wanderlust typology (Gray, 1970); Types of tourists (Cohen, 1972); Push and pull theory of tourist motivation (Dann, 1977); Socio-psychological motivations to travel (Crompton, 1979); Social psychology model of tourism (Iso-Ahola, 1982); Travel career ladder (Pearce, 1988); Travel Career Patterns (Pearce and Lee, 2005). Maslow's Hierarchy of Needs (Maslow, 1943) identified two types of motivation which were tension-reducing motives and arousal-seeking motives. Gray (1970) gave the typology of 'sunlust' and 'wanderlust' to explain different motives for travelling. As per this typology, sunlust tourists are those who seek relaxation and leisure where as the wanderlust tourists seek adventure. Cohen (1972) classified tourists based on their travel behaviours and groups them as organised mass tourists, individual mass tourists, explorers and drifters. In 1977, Dann's push and pull theory suggested that push forces represent 'whether to go' (i.e., the desire to travel), while pull forces represent

'where to go' (i.e., the choice of destination). Crompton, 1979 identified seven socio-psychological motives and two cultural motives that drive individuals to travel. Dann (1981) also came up with seven different approaches towards tourist motivation including travel being response to something that is lacking yet desired; destination 'pull' being a response to motivational 'push'; motivation as fantasy; motivation as classified purpose; motivational typologies; motivation and tourist experiences and motivation as auto-definition and meaning. Iso-Ahola (1982) says that tourists will switch roles while on holiday, and that over time different needs will arise. Single motivation may not always act as the determining factor for travel. If within the holiday, the initial needs are satisfied, other motivations might emerge. Pearce (1988) as cited in Ryan (1997) lists five travel motivations which he calls travel career ladder' where tourists develop varying motivations of relaxation, stimulation, relationship, self-esteem and development, fulfillment. In Pearce's model, the motivations listed can be divided into two categories: self-centered or directed at others. Scholars' interest in investigating the antecedents of travel motivations and their impact upon other travel aspects is illustrated in studied like Kim, Chulwon, and Lee (2000) suggesting that cultural characteristics play a role in creating distinctive differences in tourist motivation; Awaritefe (2004) indicting motivation as a consideration for destination choice. Other literature that took up travel motivation in relation with other parameters include Meng, Tepanon and Uysal (2008); Fowler, et al., (2012); Kong & Chang (2016); Lin & Nawijn (2020).

Visiting intention, also referred to as engaged behavior (Oliver, 1997), indicates taking up of tourism activities. In tourism marketing, intention mean tendency of the tourists to be interested in tourism activities and in the research world, intention means the willingness of tourists towards buying or consuming tourism products (Woodside & Lysonski, 1989). Different scholars have used different terms like destination choice, Travel purchase decision, Loyalty, revisiting intentions, willingness to visit, travel demand patters etc. for the concept of visiting intentions. Visiting intentions make a part of tourists' behavioral intentions and understanding them is a major goal for the scholars (Kim & Kwon, 2018). According to Fishbein & Ajzen (1977), how strong the intentions of a person are depicted by the probability that he will perform the behaviour. Intentions to travel have been well researched upon. Kucukkurt (1982) took up intentions to visit investigating its relationships with demographics, travel motivations and destination attributes. Yau & Chan (1990) studied the intention of visit among the tourists visiting Hongkong. The visit intentions of the tourists toward a destination have been seen to be influenced by the image of the destination. (Tapachai & Waryszak, 2000; Kim & Richardson, 2003; Beerli & Martin, 2004; Chen & Tsai, 2007). Again the theory of Fishbein & Ajzen (1977) explains the correlation between destination

images and destination decision choice. Whereas, Chalip, Green & Hill (2003) while studying the impact of sport events on destination image and visiting intentions, in case of Gold Coast, Australia, concluded that beside destination image, other dimensions which varied among the tourists from different nations made a significant impact upon their intentions to visit. A lot of other studies conducted were aim to measure visiting intention (Chen dan Tsai, 2007; Çorbacı et al., 2008; Allameh et al., 2014; Pratminingsih, Rudatin dan Rimenta, 2014; Hallmann, Zehrer dan Müller, 2015; Tan dan Wu, 2016). More recently, Biraglia, Gerrath & Usrey (2018) attempted to explore if Corporate Social Responsibility motivations influenced the visiting intentions of the tourists. Sharif & Mura (2019) investigated the role of online page popularity and message valences of user-generated content in social media in influencing behavioural intention of the tourists visiting Iran.

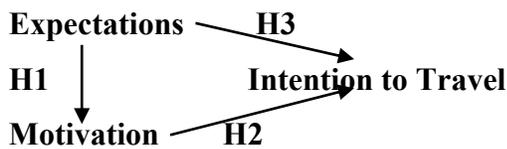
### Theoretical linkage of the constructs in the research study

Gnoth (1997) presented a model of tourism motivation and expectation formation indicting relationship between the two. Poria, Reichel & Biran (2006) found that expectations and motivations are key aspects of tourist behavior. Hsu, Cai, & Li (2010) modeled the Chinese outbound tourists' behavior incorporating their expectation, motivation, and attitude, concluding direct relationship between expectation and motivation and that motivation has a direct effect on attitude toward visiting the destination. Luo & Ye (2020) has also hinted the relationship between experience expectation, motivation and visit intention among museum visitor. Wong, Cheung & Wan (2013) noted a significant correlation between expectations and motivation of outbound tourists of Hong Kong.

Huang & Hsu (2009) examined the effects of mainland Chinese visitors' travel motivation long with other factors on their intention of revisiting Hong Kong. They found that travel motivation, especially shopping has a crucial role in making the tourists revisit Hong Kong. Xu, Li & Weaver (2010) further investigated the travel motivation, travel satisfaction, revisit intentions, and recommendation intention of Chinese tourists visiting the United States and found that tourists those motivated by knowledge recommend the destination to others. Undertaking the intention to engage in ecotourism, Hultman, Kazeminia & Ghasemi (2015) investigated its determinants. The study was based upon Swedish and Taiwanese tourists and revealed that intention to engage in ecotourism and pay premium prices also depends upon motivation of the tourist long with other determinants. In Lu et al., (2016) Chinese senior tourists were analyzed to test the link between travel motivation and travel intention and the results showed that future perspectives and travel

intention were mediated by travel motivation. Further, Ketwadee, Basri & Noor (2017) attempted to evaluate the impact of the determinants, such as external motivation, internal motivation, word of mouth and perceived risks on intention to visit, undertaking International tourist visiting Phuket, Thailand. The study noted significant impact of external motivation, internal motivation upon on intention to visit.

### Proposed EMI Model Hypothesis Formulation



- H1: There exists a significant impact of Tourist’s expectations in their motivation to travel.*
- H2: Tourist’s motivation to travel significantly impacts their Intention to travel after the COVID-19 pandemic.*
- H3: The expectations of tourists have a significant positive impact upon their intention to travel.*

## METHODOLOGY

### Sampling

The target population was the potential tourists who are given the survey instrument. A total of 360 respondents were approached to participate in the survey. Since the questionnaire was online, and because the personal touch was missing, only 326 respondents replied back and out of these 326 responses, 283 were useable.

### Operationalization of Scale Items

In order to get a reliable questionnaire, the use of both primary and secondary data is required. So the study made use of

### Impact Analysis

both the data. All the items used in the survey questionnaire (second data) i.e the first construct (Expectation), the second Construct (Motivation to travel) and the third construct (Intention to Travel) were all drawn from the previous studies. All the study variables and its measurement are discussed as follows:

- *Expectation:* Using Divia Thani (2020) statements at Conde Nest Traveler related to how people will travel again. Overall, the 13 items demonstrated traveler’s expectations post COVID-19. All these items were scored on 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5).
- *Motivation:* To measure motivation to travel, 7-item scale by Dayour and Adongo (2015) was used. Items were scored on 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5).
- *Intention to Travel:* Intention to travel was measured by a 5-point scale with one statement. The item was scored on a 5 –point Likert scale ranging from “1= definitely not going to visit to 5= definitely going to visit. The statement is taken from the study by Dayour and Adongo (2015).

### Data Collection form

The primary data for the study has been collected online. The questionnaire was generated as ‘Google form’ which was sent to potential tourists via e-mail and social media platforms. The filled forms were submitted online and the responses so obtained were further utilized for analysis.

## DESCRIPTIVE ANALYSIS

### Demographic profile of the respondents

The respondent of the study comprises of potential tourists. Out of the 282 respondents, 153 were males and the rest 129 were females. Maximum of the respondents (193) fall in the age group of 20-40 followed by 72 who belonged to the age group of 40-60 years; 174 of the total respondents were post-graduate; and majority (152) of them said that they would prefer Road as the mode of travel followed by airlines.

**Table 1: Regression coefficients for Expectations and Motivations to Visit after COVID-19**

Constant	Variable	R	R <sup>2</sup>	Adj R <sup>2</sup>	Std. Error	Beta	t-value	Sig.
Expectations	Motivation to Visit	<b>0.797</b>	<b>0.636</b>	<b>0.635</b>	<b>0.364</b>	0.7230	6.749	0.000

Table 1 show the results of regression analysis between the independent variable (constant) and dependent variable. The results show that there lies a significant impact of Expectations upon the tourist Motivations to visit after COVID-19 ( $p < 0.05$ ). 0.635 being the value of  $R^2$  indicates that Expectations accounts for 63.5% change in motivation

to visit. Further, the value of coefficient of correlation ( $R = 0.797$ ) indicates a positive relationship former upon the later. Also  $\beta$  and t-values are statistically significant. Therefore, it can be concluded that expectations has a positive and significant impact upon Intention to visit a destination after COVID-19. Therefore hypothesis 1 is vindicated.

**Table 2: Regression coefficients for Motivation and Intentions to Visit after COVID-19**

Constant	Variable	R	R <sup>2</sup>	Adj R <sup>2</sup>	Std. Error	Beta	t-value	Sig.
Motivation	Intention to Visit	0.671	0.449	0.447	<b>0.364</b>	0.645	1.831	0.000

Impact of Motivations on Intentions to visit a destination is evaluated in Table 2. The show the results of regression analysis between the independent variable (constant) and dependent variable show that there lies a significant impact of Motivation upon the tourist intention to visit after COVID-19 ( $p < 0.05$ ). 0.449 being the value of  $R^2$  indicates

that Motivation accounts for 44.9% change in motivation to visit. Further, the value of coefficient of correlation ( $R = 0.671$ ) indicates a positive relationship Between Motivation and intentions to visit. Also  $\beta$  and t-values are statistically significant. Therefore hypothesis 2 is vindicated.

**Table 3: Regression Coefficients for Expectation and Intention to Visit after COVID-19**

Constant	Variable	R	R <sup>2</sup>	Adj R <sup>2</sup>	Std. Error	Beta	t-value	Sig.
Motivation to visit	Intention to Visit	0.562	0.316	0.314	0.719	0.735	4.467	0.000

Table 3 shows the results of regression analysis between Expectation and intention to visit. The results show that there lies a significant impact of Expectations upon the tourist Intentions to visit after COVID-19 ( $p < 0.05$ ). 0.316 being the value of  $R^2$  indicates that Expectations accounts for 31.6% change in intention to visit. Further, the value of coefficient of correlation ( $R = 0.562$ ) indicates a positive relationship former upon the later. Also  $\beta$  and t-values are statistically significant. Therefore, it can be concluded that expectations has a positive and significant impact upon Intention to visit a destination after COVID-19. Therefore hypothesis 3 is vindicated

them, 282 responded in relevant manner, 54.24% of the respondents were males while 45.76% were females. Most of them (68.4%) belonged to the age group of 20-40years, 61.7% were post graduates and 53.9% preferred road travel over other modes of travel.

Further, the regression results revealed that Expectations of the tourists reveal that Expectations of the tourists from their travel post COVID-19 has a significant impact upon their motivations to travel. Expectations have also shown a significant impact on tourist's intentions to visit. The study also showed that tourist's motivation to travel significantly impact their intention to travel.

## DISCUSSION

The outbreak of COVID-19 has almost ceased social activities that are not compulsory. The fear of the virus is keeping people from stepping out for taking up any 'not so' necessary activity. Tourism being an exception is undergoing severe downfall. Antecedent by lockdown and travel restrictions, tourism activity has rapidly slowed down, even after the restrictions have been lifted. Yet, seeking the revival of tourism process, the current study is aimed to investigate the expectations, motivations and travel intentions of the potential tourist, who are likely to travel post COVID-19. The study utilized EMI model (Expectations, Motivations and Intention to travel) and tested it with regression.

The research sample comprised of 360 respondents and a structured questionnaire was sent to them online. Out of

Taking into consideration the results of this study, it can be concluded that if the expectations of the tourists are met, they are likely and willing to travel in the coming future as also pointed out by Kourgiantakis, Apostolakis and Dimou (2020). The empirical results in their study indicated a strong preference patterns towards safety and privacy during holidays. Issues pertaining to personal hygiene standards at hotels, as well as ensuring a secluded environment seem to weight considerably upon participants' decisions during the pandemic outbreak. The present research also concludes that most of the people are very much eager to travel as also evident in the study which provides the view that basically travelling is a human need at this time and the respondents in the research showed a positive response to interest in travelling after a pandemic and showed a negative response to travel anxiety (Wachyuni & Kusumaningrum, 2020). Therefore, a conclusion can be drawn in this study

that Expectations of the tourists have a significant impact upon building their motivations to travel and finally their Intentions to travel.

## REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Akama, J. S., & Kieti, D. M. (2003). Measuring tourist satisfaction with Kenya's wildlife safari: a case study of Tsavo West National Park. *Tourism Management*, 24(1), 73-81.
- Aksu, A., İçiğen, T. E., & Ehtiyar, R. (2010). A comparison of tourist expectations and satisfaction: A case study from Antalya region of Turkey. *Turizam*, 14(2), 66-77.
- Allameh, S. M., Pool, J. K., Jaberi, A., Salehzadeh, R., & Asadi, H. (2014). Factors influencing sport tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*.
- Awaritefe, O. (2004). Motivation and other considerations in tourist destination choice: A case study of Nigeria. *Tourism Geographies*, 6(3), 303-330.
- Azhagan, C. T., & Vigneswari, S. (2018). A study on customer expectation and perception towards tourism industry in trichy district.
- Backman, K. F., Backman, S. J., Uysal, M., & Sunshine, K. M. (1995). Event tourism: An examination of motivations and activities. *Festival Management and Event Tourism*, 3(1), 15-24.
- Berli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Biraglia, A., Gerrath, M. H., & Usrey, B. (2018). Examining how companies' support of tourist attractions affects visiting intentions: The mediating role of perceived authenticity. *Journal of Travel Research*, 57(6), 811-823.
- Butler, J., & Kern, M. L. (2016). The PERMA-profiler: A brief multidimensional measure of flourishing. *International Journal of Wellbeing*, 6(3).
- Chalip, L., Green, B. C., & Hill, B. (2003). Effects of sport event media on destination image and intention to visit. *Journal of Sport Management*, 17(3), 214-234.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115-1122.
- Cheng, A. Y., & Ab Hamid, N. R. (2011). The usability of hotel websites in managing tourist expectations: A customer relationship perspective. Retrieved from <http://www.ipedr.com/vol10/9-E00016.pdf>
- Cohen, E. (1972). Toward a sociology of international tourism. *Social Research*, 164-182.
- Corbaci, K., Tetik, D., Agdag, G., Celik, N. (2008, November 19-22). A study of Arab tourist chooses and revisiting intention for holiday on Mersin, Turkey destination. *Mersin Symposium Proceedings Book, 1*, 2571-2585.
- Crompton, J. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Dann G. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187-219.
- Dayour, F., & Adongo, C. A. (2015). Why they go there: International tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, 4(1), 7-17.
- De Lima, M. M., Mainardes, E. W., & Rodrigues, R. G. (2020). Tourist expectations and perception of service providers: A Brazilian perspective. *Service Business*, 14(1), 131-166.
- Del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551-573.
- Thani, D. (2020). How will we travel when we travel again? Retrieved from <https://www.cntraveller.in/story/future-of-travel-10-ways-things-will-change-post-covid-19-lockdown-india-world/>
- Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.
- Fowler, D. C., Yuan, J. J., Kinley, T. R., Forney, J. A., & Kim, Y. K. (2012). Travel motivation as a determinant of shopping venue. *International Journal of Culture, Tourism and Hospitality Research*.
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283-304.
- Gray, H. P. (1970). *International travel--international trade*. Heath Lexington Books.
- Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit. *Journal of Travel Research*, 54(1), 94-106.
- Hsu, C. H., Cai, L. A., & Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*, 49(3), 282-296.
- <http://staging.thedope.news/the-birth-of-a-new-traveller-anxieties-and-expectations-post-covid-19/>
- Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), 29-44.
- Huh, J., Uysal, M., & McCleary, K. (2006). Cultural/heri-

- tage destinations: Tourist satisfaction and market segmentation. *Journal of Hospitality & Leisure Marketing*, 14(3), 81-99.
- Hultman, M., Kazemina, A., & Ghasemi, V. (2015). Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation. *Journal of Business Research*, 68(9), 1854-1861.
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262.
- Ketwadee, M., Basri, R., & Noor, A. Z. (2017). Determinants of intention to visit Phuket, Thailand. *Ottoman: Journal of Tourism and Management Research*, 2(1), 31-43.
- Kim Lian Chan, J., & Baum, T. (2007). Motivation factors of ecotourists in ecolodge accommodation: The push and pull factors. *Asia Pacific Journal of Tourism Research*, 12(4), 349-364.
- Kim, C., & Lee, S. (2000). Understanding the cultural differences in tourist motivation between Anglo-American and Japanese tourists. *Journal of Travel & Tourism Marketing*, 9(1-2), 153-170.
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216-237.
- Kim, S. B., & Kwon, K. J. (2018). Examining the relationships of image and attitude on visit intention to Korea among Tanzanian college students: The moderating effect of familiarity. *Sustainability*, 10(2), 360.
- Kong, W. H., & Chang, T. Z. (2016). Souvenir shopping, tourist motivation, and travel experience. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 163-177.
- Kourgiantakis, M., Apostolakis, A., & Dimou, I. (2020). COVID-19 and holiday intentions: the case of Crete, Greece. *Anatolia - An International Journal of Tourism and Hospitality Research*. doi: <https://doi.org/10.1080/13032917.2020.1781221>.
- Kucukkurt, M. (1982). Factors affecting travel destination choice: An expectancy theory framework for studying travel behavior.
- Landry, C. C. (2003). Self-efficacy, motivation, and outcome expectation correlates of college students' intention certainty. Retrieved from <http://etd.lsu.edu/docs/available/etd-0409103-084327/>
- Lather, A. S., Singh, R., & Singh, K. A. (2012). Comparing the levels of expectation and satisfaction of Indian and foreign adventure tourists visiting India. *APSTRACT: Applied Studies in Agribusiness and Commerce*, 6(1033-2016-84097), 5-14.
- Lee, Y., & Chen, T. (2005). Traveling motivation and satisfaction of tourists: An empirical study of Taroko National Park in Taiwan. *The Business Review*, 4(2), 175-181.
- Lin, Y. K., & Nawijn, J. (2020). The impact of travel motivation on emotions: A longitudinal study. *Journal of Destination Marketing & Management*, 16, 100363.
- Lu, J., Hung, K., Wang, L., Schuett, M. A., & Hu, L. (2016). Do perceptions of time affect outbound-travel motivations and intention? An investigation among Chinese seniors. *Tourism Management*, 53, 1-12.
- Luo, J. M., & Ye, B. H. (2020). Role of generativity on tourists' experience expectation, motivation and visit intention in museums. *Journal of Hospitality and Tourism Management*, 43, 120-126.
- Marsh, (1986). Negative item bias in ratings scales for pre-adolescent children: a cognitive-development phenomenon. *Dev. Psychol.*, 22(1), 37-49.
- Marsh, H. W., & Jackson, S. A. (1986). Multidimensional self concepts, masculinity, and femininity as a function of women's involvement in athletics. *Sex Roles*, 15, 391-415.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-96.
- Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing*, 14(1), 41-56.
- Mura, P., & Pahlevan Sharif, S. (2019). Iran on the news-exploring videos' effects on potential tourists. *Journal of Tourism and Cultural Change*, 17(2), 208-221.
- Narangajavana, Y., Fiol, L. J. C., Tena, M. Á. M., Artola, R. M. R., & García, J. S. (2017). The influence of social media in creating expectations. An empirical study for a tourist destination. *Annals of Tourism Research*, 65, 60-70.
- Nicoll, A. (2006). Personal (non-pharmaceutical) protective measures for reducing transmission of influenza—ECDC interim recommendations. *Weekly Releases (1997–2007)*, 11(41), 3061.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York ' NY: Irwin-McGraw-Hill.
- Pearce, P. (1988). *The Ulysess factor: Evaluation visitors in tourist settings*. New York, NY: Springer-Verlag.
- Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226-237.
- Porath, C., Spreitzer, G., Gibson, C., & Garnett, F. G. (2012). Thriving at work: Toward its measurement, construct validation, and theoretical refinement. *Journal of Organizational Behavior*, 33(2), 250-275.
- Poria, Y., Reichel, A., & Biran, A. (2006). Heritage site management: Motivations and expectations. *Annals of Tourism Research*, 33(1), 162-178.
- Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung-Indonesia. *International Journal of Innovation, Management and Technology*, 5(1), 19.

- Ryan, C. (1997). Similar motivations—diverse behaviours. In C. Ryan (Ed.), *The Tourist Experience* (pp. 25-47). London: Cassell
- Sadeh, E., Asgari, F., Mousavi, L., & Sadeh, S. (2012). Factors affecting tourist satisfaction and its consequences. *Journal of basic and applied scientific research*, 2(2), 1557-1560.
- Seligman, M. E. (2011). Flourish: a visionary new understanding of happiness and well-being. *Policy*, 27(3), 60-1.
- Swarbrooke, J., & Horner, S. (2001). *Business travel and tourism*. Routledge.
- Tapachai, N., & Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research*, 39(1), 37-44.
- Wachyuni, S. S., & Kusumaningrum, D. A. (2020). The effect of COVID-19 pandemic: How are the future tourist behavior? *Journal of Education, Society and Behavioural Science*, 33(4), 67-76.
- Wang, C., Qu, H., & Hsu, M. K. (2016). Toward an integrated model of tourist expectation formation and gender difference. *Tourism Management*, 54, 58-71.
- Wong, M. M. C., Cheung, R., & Wan, C. (2013). A study on traveler expectation, motivation and attitude. *Contemporary Management Research*, 9(2).
- Woodside, A. G., & Lysonski, S. (1989). A general model of traveler destination choice. *Journal of Travel Research*, 27(4), 8-14.
- Xu, Y., Li, X., & Weaver, P. A. (2010). Examining the dimensions of travel behavior: A case of Chinese tourists visiting the United States. *Tourism Analysis*, 15(3), 367-379.
- Yau, O. H., & Chan, C. F. (1990). Hong Kong as a travel destination in South-East Asia: A multidimensional approach. *Tourism Management*, 11(2), 123-132.