



البحث الخامس - مشترك

عنوان البحث

Travellers' Attitude and Intention towards post Covid-19 Travel: The Moderating Role of Traveller Personality Type.

Mohamed Abou-Shouk, Mohamed Bayoumy, Nidal Alzboun, Saleh Muhammad Zeki Al-Leheabi & Marwa Abdel-Jalil.

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Abstract

COVID-19 has crucially changed the motivations, attitudes, and behaviours of travellers. This study explores the shifts in travel attitudes after the COVID-19 pandemic and how these changes affect the intention for upcoming travels. It investigates the moderating role of the traveller's personality in forming the relationships between travel attitudes' antecedents and future travel intentions. The study adopts a deductive approach and employs the quantitative method to achieve its aim. It compares the perceptions collected via a questionnaire from random travellers from three countries: the UAE, Egypt, and Jordan. PLS-SEM is used for data analysis. It is revealed that protection motivation intentions, destination selection factors, and travel patterns and arrangements predict travel attitudes post-pandemic. Cautious travellers are highly concerned with protection intentions and destination selection post-epidemic compared with normal travellers. Findings help us understand the shifts in travel attitudes and intentions after the pandemic. Understating the influence of the epidemic on tourists' attitudes and intentions to travel post-pandemic is strongly needed to accelerate tourism recovery and ensure a safe travel environment for tourists. Theoretically, the study responds to the research calls for examining the changes in travel motivations, attitudes, and behaviours. Practically, the study profiles travellers based on their travel personality (i.e., cautious versus normal travellers) and identifies the characteristics of each category. This will help destination marketers and service providers adopt the relevant strategies to meet tourists' needs, expectations, and fears in the post-pandemic new normal.

Keywords: Travel attitudes, Intentions, post-COVID-19, protection motivation, destination selection, Travel patterns