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ADVANCES IN GLOBAL SERVICES AND RETAIL MANAGEMENT

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The Effect of COVID-19 Phobia on Holiday Intention

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Abstract

Since the day of human existence, millions of people have traveled from their places to different regions for many reasons. A number of negative factors such as war, natural disasters and epidemics damaged this ongoing dynamic structure of tourism with varying extensions. The new type of coronavirus (Covid-19) epidemic that emerged in December 2019 has also affected tourism activities and individuals' intentions and motivations to go on holiday. The main purpose of this research is to measure the effect of Covid-19 phobia on individuals' holiday intentions. The sample of the study was 388 people. In the research, a questionnaire form was chosen as the data collection tool. The questionnaire form generally consists of two parts. In the first part of the questionnaire form, statements that help to determine the demographic characteristics of the individuals participating in the study, and in the second part, to measure the levels of individuals' Covid-19 phobia and their intention to go on holiday are included.

Keywords: tourism, holiday intention, COVID-19 phobia

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Introduction

The tourism sector, which keeps social, political and economic relations alive on an international scale, is quickly affected by the developments in the world. Events such as terrorism, war and natural disasters in the world affect the tourism movements of countries negatively. One of them is epidemic diseases. Cases such as sars virus, mers virus, ebola, cholera, and swine flu that emerged in the past years have also negatively reflected on the tourism of the countries (Kıvılcım, 2020). Plague, which left its mark in the 14th century and called black death, Cholera, which was one of the diseases that caused the most deaths in the 19th and 20th centuries, SARS (Severe Acute Respiratory Syndrome), which was first seen in Hong Kong in 2003 and 2012 MERS (Middle East Respiratory Syndrome), which was identified in Saudi Arabia in 2011 and is specified as an infectious respiratory disease caused by a new coronavirus, are just a few of them. In December 2019, with the reporting of an undetected pneumonia case in China to the World Health Organization, the whole world met a new virus called Covid-19 and started to spread rapidly (Akmeşe and Ilgaz, 2020). The world has experienced a series of major epidemics in the last 40 years, but none of them has similar consequences to the global economy as the novel Coronavirus Disease (Covid-19). Coronavirus disease (Covid-19) is a crisis that attacks the very core of social and economic human existence. The Covid-19 pandemic has affected all segments of the population, especially vulnerable groups such as the elderly, the weak, and the disabled. In response to the epidemic, leaders of many countries have decided to save lives before saving the economy by declaring sudden or gradual quarantines in their countries, or have

implemented policies such as "social distancing" and "staying at home". The spread of the coronavirus (Covid-19) has caused a serious stagnation in the global economy, and many commercial sectors have been unable to operate for weeks. This situation affected many businesses in different sectors, but seriously damaged the sectors operating in the field of tourism (Çavuşgil Köse, 2020). This virus, which was first seen in Wuhan, China and started to spread rapidly to other countries, has come to a standstill all over the world due to its high spreading rate and its feature of being a deadly virus. In the face of this situation, which has turned into a universal public health crisis, some countries have reduced their commercial relations with other countries, and many countries have even introduced international travel restrictions. International tourism activities in particular have lost their dynamism as almost all countries close their borders to each other and stop international travels (Akmeşe and Ilgaz, 2020). On the other hand, many people have decided to postpone or cancel many activities they want to carry out due to the coronavirus. In addition, Covid-19 has revealed a complex, constantly evolving and changing situation in the world. In addition to the fear that people will lose themselves or their relatives, this situation includes the fear of not reaching health institutions, the fear of food shortages, the fear of being infected at any time or infecting someone else, fear of being unemployed, etc. causes people to experience fears. Such thoughts threaten people's physical health and lives, increase their stress levels, and trigger a wide variety of psychological problems such as anxiety and depression (Gencer, 2020).

Epidemics cause some changes in the short, medium and long term in individuals' decision-making for their vacation, choosing travel destinations and determining their behavior. Under normal conditions, economic and social preferences come to the fore in consumers' travel decision-making, and it is assumed that people will make rational choices and display a stable trend. In this context, it is expected that individuals will turn to alternatives within a framework limited by their time and income. However, during pandemic periods, psychological preferences become apparent and fear, anxiety, trauma and panic begin to dominate people. Therefore, the effects of the decisions made often occur in the long term and may leave permanent damage. However, it should not be forgotten that individuals are like biological organisms and adaptable structures. It can get out of the complicated situation it is in and create a new normal. Undoubtedly, just as people adapt themselves to new normal, tourism is like a system that can produce new solutions and constantly renew itself according to the conditions, an organism that constantly renews its social and technological infrastructure. The intense human interaction and experience that distinguishes tourism from other sectors still puts it at a disadvantage compared to other sectors. In this context, it can be said that Covid-19 affects more or less all sectors. However, it is accepted that tourism, which is a labor-intensive sector, is one of the sectors most affected by this process. In times of epidemics, the first reaction people give is largely to get themselves safe. Because psychological and health concerns, which are dominant in decision-making in this period, manifest themselves primarily with travel and holiday cancellations, and as a result, interest in tourism decreases. Undoubtedly, studies have shown that the duration of the pandemic and the rate of killing the virus cause differentiation in vacation behavior (Alaeddinoğlu and Rol, 2020: 236). Although the policies implemented within the scope of the measures taken due to the coronavirus epidemic take health priority and human life into account, they cause the tourism sector to suffer economically and cause a serious decrease in tourist arrivals and incomes. The coronavirus epidemic also causes serious changes in supply and demand. In one hand the demand for tourist destinations, businesses and products is falling rapidly, on the other hand the demand for basic needs food, medical aid and other living supplies

is increasing. While their personal care and clothing needs are delayed, tourists cancel their trips to both local areas and different destinations. In other words, the desire to spend, to enjoy and to travel in this period is replaced by the desire to survive, save and be prepared for the future. Even though large-scale tourism enterprises spend with less loss, especially during these crisis periods, with high capital assets and effective savings policies, the same is not true for small-scale tourism enterprises. Because of the coronavirus epidemic, supply and demand changes in all areas of the tourism industry have been negatively affected (Çakır and Barakazı, 2020: 316).

Literature Review

Kabadayı and Kardeş Çolakoğlu (2020) aimed to determine the effects of COVID-19 on the attitudes and behaviors of potential local tourists and their travel trends. In the study, data were collected from 731 people using the questionnaire technique, one of the quantitative research methods. Research findings revealed that most of the people reduced or postponed their travel plans, their preferred touristic products started to differ and hygiene sensitivity increased significantly.

Şanlı, Erdem and Unur (2020) aimed to examine the relationship between individuals' perceptions of the coronavirus epidemic, the measures they took against the coronavirus and their level of interest in the coronavirus epidemic with their holiday purchase intentions. For this purpose, a questionnaire was applied to the participants on the internet. Analyzes were carried out over 440 available questionnaires. According to the results of the analysis applied, it was concluded that there was a negative relationship between the danger of coronavirus perception and the intention to purchase vacation. As a conclusion of the research, it was determined that the holiday purchase intention showed significant differences according to the holiday price expectation of the participants and the level of coronavirus dangerousness perception.

Pappas (2021) examined the impact of the Covid-19 pandemic on vacation intention. The sample of the study consisted of 385 permanent residents in Greece. In conclusions of the research, it was mentioned that the holiday risk and Covid-19 affect the holiday intention.

Akbaba (2020) aimed to determine the impact of tourist fatigue on tourists' intention to buy, recommend and pay more in the context of the COVID-19 outbreak. As a result of the research, it was determined that the tourists' level of fatigue and consequently purchase intention, intention to recommend, and intention to pay more was found to be at a low level.

Kourgiantakis, Apostolakis and Dimou (2021) discussed the relationship between holiday intention and Covid-19 through the example of Greece Crete. As a result of the research, two main issues were mentioned. The first of these; in this period, the only alternative is domestic tourism, and the second is that more attention should be paid to hygiene and safety.

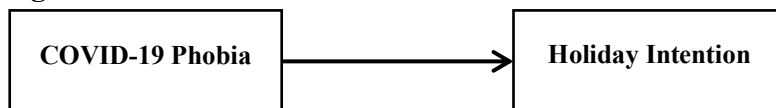
Methods

The main purpose of this study is to shed light on the effect of sub-dimensions (psychological, somatic, economic and social factors) that make up the Covid-19 phobia on individuals' holiday intentions. In this context, in the research developed by Arpacı, Karataş and Baloğlu (2020) titled "The Development and Initial Tests for the Psychometric Properties of the Covid-19 Phobia Scale (C19P-S)"; a scale called Covid-19 phobia with 4 factors and 20 expressions was used.

Arpacı and others calculated the internal consistency coefficient (Cronbach's alpha) of the factors they determined in their scales that they used in their research as $\alpha = ,876$ for psychological factors, $\alpha = ,899$ for psycho-somatic factors, $\alpha = ,903$ for economic factors, and $\alpha = ,851$ for social factors. Another scale used in the study is the holiday intention scale, which is used to measure the desires of individuals to go on vacation. The study titled "Covid-19: Holiday Intentions During a Pandemic" published by Nikolaos Pappas in 2021 was used in the creation of the holiday intention scale. The internal consistency coefficient of the scale consisting of 5 statements in the study was calculated as $\alpha = ,913$. The questionnaire form of this research generally consists of two parts. In the first part of the questionnaire form, questions that are used to determine the demographic characteristics of the people participating in the research, and in the second part, questions to measure the Covid-19 phobias and vacation intentions of the individuals. 430 participants answered the questionnaire form prepared for the research, but 42 questionnaires, which were found to be filled in incorrectly, incompletely and carelessly, were not included in the evaluation. The analysis of the data obtained within the scope of the research was carried out through the SPSS 23 package program.

The research model created with the assumption that Covid-19 phobia will affect the intention of tourists to go on vacation is depicted in Figure 1:

Figure 1. Research Model



Findings

Within the scope of the research, firstly, frequency analysis was applied to determine the demographic characteristics of the participants. Analysis results are given in Table 1:

Table 1. Results Regarding the Demographic Characteristics of the Participants

Gender	N	%
Woman	103	26,5
Man	285	73,5
Total	388	100
Marital Status	N	%
Married	247	63,7
Single	141	36,3
Total	388	100
Age Range	N	%
18-30 years old	132	34
31-40 years old	109	28,1
41-50 years old	86	22,2
50 years and older	61	15,7
Total	388	100

As can be understood from Table 1, 73.5% of the participants in the study are men and 26.5% are women. 63.7% of the participants are married and 36.7% are single individuals. On the other hand, 34% of the participants were between the ages of 18-30, 28.1% were between 31-40 years old, 22.2% were between 41-50 years old, and 15.7% were 50 years old and over.

After determining the demographic characteristics of the individuals participating in the study, the internal consistency coefficients of the scales used in the study were calculated and the results in Table 2 were obtained:

Table 2. Coefficients Related to the Reliability of the Scales Used in the Study

Scale	Cronbach's Alpha
Covid-19 Phobia	0,955
Holiday Intention	0,955

According to the results in Table 2, it was determined that the internal consistency coefficients of the scales used in the study were quite high. The exploratory factor analysis method was applied to reveal the construct validity of the scales used in the study and the results in the following tables were obtained:

Table 3. Factor Analysis Results of Covid-19 Phobia Scale

Statement	1	2	3	4
The fear of catching the coronavirus worries me a lot.		,840		
I am extremely afraid that someone in my family might have a coronavirus.		,812		
The news of coronavirus death worries me tremendously.		,806		
Uncertainties regarding the coronavirus worry me seriously.		,848		
The speed at which the coronavirus spreads makes me extremely panic.		,809		
I argue (or want to) furiously with those around me because of the indifference of people to the coronavirus.		,786		
My stomach hurts due to coronavirus.	,934			
My chest hurts due to the coronavirus.	,919			
My hand and foot are shaking due to the coronavirus.	,921			
I am having a sleep problem due to the fear of coronavirus.	,911			
The coronavirus makes me so nervous that I cannot even do the things I normally do.	,928			
I am worried about running out of food due to the coronavirus.				,909
I am concerned about running out of cleaning agents due to the coronavirus.				,912
I am stocking food for fear of coronavirus.				,881
After the coronavirus, I do not feel comfortable if I do not check the supplies at home.				,887
When I see people coughing, I am extremely worried about the suspicion of coronavirus.			,911	
I run away from sneezing people with suspicion of coronavirus.			,875	
I am aware that due to the coronavirus, we spend too much time cleaning my hands.			,908	
My social relationships are seriously disrupted due to the fear of getting caught coronavirus.			,864	
I cannot help myself for fear of catching coronavirus from others.			,857	
Total variance explained (%)		90,739		
% of variance	54,729	18,076	10,699	7,234
Eigenvalues	10,946	3,615	2,140	1,447
KMO		,886		
Bartlett's Test of Sphericity	A. Chi-Square	12910,901		
	df	190		
	Sig.	,000		
Cronbach's Alpha coefficients of scale dimensions	,982	,974	,957	,980
Cronbach's Alpha coefficient of the whole scale		,955		

As a result of the Kaiser-Meyer-Olkin (KMO) test ($KMO = ,886 > ,60$), it was determined that the sample size was sufficient for the application of factor analysis. Upon the result of the factor analysis, it was seen that the variables were grouped under four factors (psychological, psychosomatic, economic and social) with a total variance value of 90.739 %.

Table 4. Factor Analysis Results of the Holiday Intention Scale

		1
COVID-19 will affect my decision whether to go for holidays in 2021.		,923
COVID-19 will affect my decision whether to go for holidays in future years.		,891
Due to COVID-19, I would prefer to go for holidays somewhere in Turkey rather than abroad.		,932
COVID-19 has had a greater impact upon my holiday intention than the recession.		,926
I do not think of going on holiday in 2021.		,933
Total variance explained (%)		84,846
KMO		,906
Bartlett's Test of Sphericity	A. Chi-Square	2058,448
	df	10
	Sig.	,000
Cronbach's Alpha coefficient of the whole scale		,955

As a result of the Kaiser-Meyer-Olkin (KMO) test ($KMO = ,906 > ,60$), it was determined that the sample size was sufficient for the application of factor analysis. As a result of the factor analysis, it was seen that the variables were gathered under a single factor with a total variance value of 84.846 %.

After the factor analysis applied to the scales, it was observed that the Covid-19 phobia scale was composed of four dimensions and the holiday intention scale was composed of one dimension. Before proceeding to the regression analysis, the four dimensions of the covid-19 phobia scale and the arithmetic means of the holiday intention scale were calculated, and then the analysis was employed. The results of the regression analysis are given in Table 5.

Table 5. Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-,239	,084		-2,831	,005
Psychological	,364	,024	,419	15,317	,000
Psycho-somatic	,252	,017	,320	14,668	,000
Economic	,208	,021	,221	9,746	,000
Social	,233	,021	,236	11,030	,000

Dependent Variable: Holiday Intention; R Square= ,880, Adjusted R Square= ,879, F=700,785

As can be observed from Table 5, it is apparent that the research model is significant as a result of the regression analysis ($F=700,785$; $p=,000 < ,05$). According to the model, the sub-dimensions that make up the Covid-19 phobia significantly affect the holiday intention. It was concluded that psychological factors mostly affect the holiday intention among the sub-dimensions that make up the Covid-19 phobia ($\beta=,419$, $p=,000 < ,05$). According to the results, the factor affecting the holiday intention at least is the economic factors ($\beta=,221$, $p=,000 < ,05$).

Conclusions

The novel coronavirus, which emerged in the last months of 2019, has managed affecting the whole world rapidly. All countries have taken some measures against this epidemic, which is expressed as a pandemic, with travel restrictions and even with curfews. The increasing number of patients day by day and the unavoidable mortality rates have been effective in understanding the severity of the epidemic. The Kovid-19 outbreak has caused radical changes all over the world. People's social relations, business relations, shopping habits, participation in social environments, education and learning activities have been greatly affected by this situation. In addition to its negative economic effects, the epidemic negatively affected all people both

socially and psychologically, and the fear of Covid-19 began to dominate almost the whole world. In order not to be affected by the disease, many people have started to be content with only their compulsory needs. The fear of being sick in people has seriously changed many habits, desires and behaviors. In this study, the effect of Covid-19 phobia on holiday intention was tried to be examined. According to the analysis results, it might be concluded that each of the sub-dimensions that make up the Covid-19 phobia significantly affected the holiday intentions of the people. According to the results, the factors that most affect the holiday intention are psychological, psycho-somatic, social, and economic ones. According to the results of the analysis, it might be clearly stated that psychological factors were the most influential factors that make up the Covid-19 phobia.

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