

The Impact of COVID-19 On Tourism From The Perspective of Consumer Groups

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ABSTRACT

Since the COVID-19 of COVID-19, the global tourism industry has been forcibly suspended. As a result, the tourism industry has been hit hard, and businesses have had to close stores or shorten business hours to reduce losses. The sharp decline in the number of tourists has led to a total collapse of the tourism economy. This paper investigates the desire to travel, including the reasons for the decrease in desire to travel and the methods of increasing the desire to travel, and conducts a questionnaire survey and analysis. In the end, it was concluded that the decline in the desire to travel was highly correlated with the COVID-19 epidemic and the uneasiness about the epidemic. Therefore, the reason for the decline in the desire to travel is the COVID-19 epidemic. At the same time, there is only a minimal correlation between ways to increase the desire to travel and the slowdown of the epidemic.

Keywords: Epidemic Tourism Desire Tourism Economy Tourism Recovery

I. INTRODUCTION

The large-scale COVID-19 epidemic has paralyzed the tourism industry and entered a state of national dormancy. Not only tourism but also the impact of the epidemic is also difficult to protect, resulting in small and medium-sized enterprises must not declare bankruptcy and closure to reduce the losses caused by the epidemic. As a result, economic income has been greatly reduced, decreasing the desire to travel. Not only economic problems, but also due to the impact of the epidemic, provinces, and countries have issued their epidemic prevention policies to ensure the safety of the people. Due to the epidemic prevention policy, I had to give up travel, and due to cumbersome procedures and terms, my desire to travel was greatly reduced.

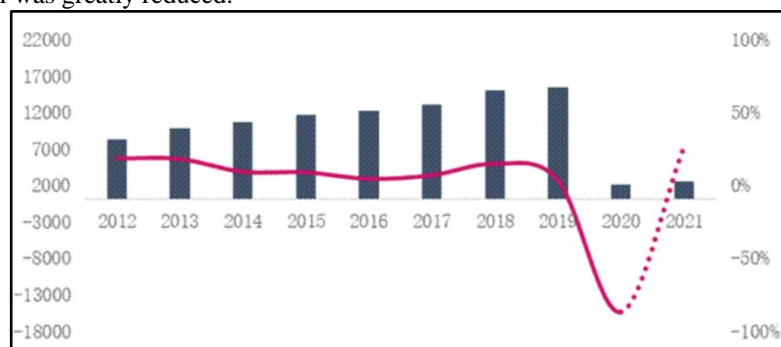


Figure 1 Comparison of China's overseas travel

According to the data of the China Tourism Research Institute (Figure 1), the number of outbound tourists in 2020 was 20.334 million, a year-on-year decrease of 86.9%. In 2021, the number of outbound tourists is predicted to be 25.62 million, a year-on-year recovery of 17% compared with 2019 and a year-on-year increase of 27% compared with 2020. Compared with the scale of more than 100 million trips before the epidemic, outbound tourism is still basically stagnant.

The global disruption of tourism on a global scale due to the pandemic affecting the global economy in addition to covid-19, the prevalence of severe acute respiratory syndrome (SARS) and H1N1 has led to a significant reduction in international tourists estimated to lose 880 Billion dollars. The COVID-19 of SARS in 2003 reduced tourists by 70% across Asia, a major setback for The Asian tourism industry and tourism economy.

Since the COVID-19 the epidemic, the policies of various countries have changed with the changes in the epidemic, so according to the different destinations, it is necessary to understand different policies, which undoubtedly adds to the troubles of travel. Countries have also had to take lockdown measures to ensure the safety of people. Countries have also issued interventions for outbound. On August 1, 2021, at the press conference of the joint epidemic prevention and control mechanism of the State Council of The People's Republic of China, it was proposed that ordinary passports should not be issued for non-urgent and non-essential reasons for exiting the country. Consulates and others have also stopped issuing non-essential entry visas such as tourism. Therefore, timely tourists have a strong desire to travel and have to be forced to give up due to policy epidemics and other reasons.

The overall suspension of tourism has led to a significant decline in the economy of tourist cities in tourist countries. For example, in Thailand and Japan, due to the sharp decline in the number of arrivals, they have reduced the opening hours of shopping malls and closed entertainment venues to reduce losses. In addition, due to the decrease in the number of tourists and the decrease in the demand for local products, the store has closed down or been transformed.

According to the Japan Government Tourism Agency, the number of visitors to Japan was 31.88 million in 2019 and 410,000 in 2020, due to the impact of the epidemic reduced by more than 90%. As can be seen from the NUMERICAL control released by CEIC data (Figure 2), the revenue of The Japanese tourism industry in 2020 was closed in 2009, so it can be seen that the epidemic has a huge impact on the Japanese tourism industry.

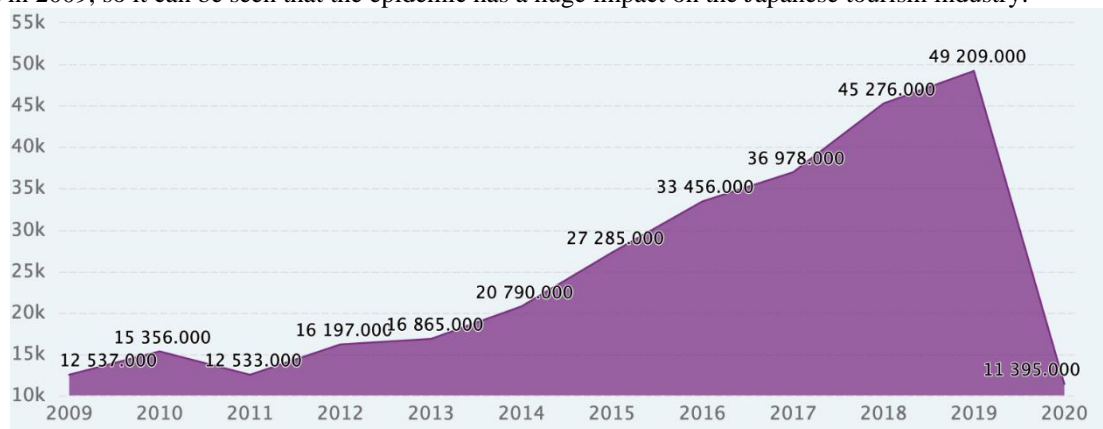


Figure 2 Tourism revenue in Japan

Not only Japan but also various countries have been affected to varying degrees by policy reasons and tourism revenues. The comprehensive suspension of the tourism industry, shopping malls, catering, and other industries has been affected to varying degrees, in addition, the aviation industry has also had to suspend or reduce the number of flights due to local epidemic prevention policies. According to the data of the 2021 annual report released by The Company, the company achieved an operating income of 76,597,727.69 yuan during the reporting period, a year-on-year decline of 64.64%. Although countries have begun to reduce the difficulty of entry so far, the aviation industry cannot quickly return to its original level. The tourism policies of various countries and the travel agency business have been severely hit, JCB headquarters bought 2 office buildings, and by 2020 JCB lost 105.1 billion yen and closed several stores.

Therefore, the epidemic has a huge loss to society and tourism, but some companies are still optimistic about the tourism and accommodation industry after the epidemic. For example, booking still acquires real estate to expand its business despite losing money, so the prospects of tourism after the recovery from the epidemic are still promising.

II. RESEARCH METHOD

The experiment adopted a questionnaire method, using fromms to make a questionnaire and distribute an online questionnaire. The experiment adopted a 5-point questionnaire, which was divided into five parts: gender, age, degree, reasons for the decrease in desire to travel, and methods to improve the desire to travel. A total of 127 valid data were collected, of which 57 were males (45 per cent) and 70 females (65 percent). The data is collected and analyzed by SPSS.

III. DISCUSSION

3.1 Reasons for the decrease in desire to travel

Affected by epidemic prevention and control, tourism has become a matter of uncertainty, and some units and schools have also restricted the travel of students and staff due to epidemic prevention requirements. Therefore, the experiment analyzed the impact of the epidemic and its conditions, social factors, including fear of being infected with the new crown virus during tourism, receiving the impact of epidemic prevention policies, and feeling uneasy about the epidemic; Factors such as economic level and holiday arrangements; Social factors include the ease of transportation. With the development of society, transportation will not become an obstacle, but there are still inconvenient transportation and difficult roads in mountainous areas, so the convenience of transportation still has a certain impact on the reduction of travel desire. In recent years, the popularization of expressways in mountainous areas has gradually been completed, but there are still certain risks.

The questionnaire is analyzed through the three scales of society, the epidemic situation, and itself, and the questionnaire adopts a five-point system for data collection, and it is very agreeable to 5 points, 4 points, 3 points, 2 points, and 1 point for completion.

3.2 Ways to increase the desire to travel

As the epidemic slowly eases, tourism is gradually recovering. However, with the continuous mutation of the epidemic situation and the increase in the number of infected people, provinces and countries have changed their epidemic prevention policies at any time. According to BBC NEWS 2, the Epidemic in Sanya, published on 8 August 2022, has resulted in 80,000 tourists stranded on Hainan Island. According to reports, on August 7, 2022, Sanya added 186 confirmed cases and 2 27 asymptomatic infected people, so Hainan Province requires those who are currently in Sanya or have traveled from Sanya since July 23 not to leave the island for the time being. As a result, a large number of tourists were stranded in Hainan, and a large number of tourists were dissatisfied because of the forced stay. As a result, more unpredictable events are added along the way.

The questionnaire was passed, the local epidemic prevention policy was canceled, the epidemic situation was alleviated, the government supported tourism and provided preferential policies, travel agencies gave suitable travel routes, more holidays could be obtained, and the 5 questions were set to count the methods of improving tourism desire. The questionnaire adopts a five-point system for data collection, and it is very agreeable to 5 points, 4 points, 3 points, 2 points, and 1 point for completion.

3.2.1 Analysis of results

A total of 127 questionnaires were collected, mainly in the 90s, 80s, and 70s, and the results were analyzed by SPSS. The experiment analyzed the importance that men and women attach to their safety and the deterioration of the tourism situation.

3.2.2 Travel with reasons for the decrease

With the COVID-19 of the new crown epidemic, the lives of a large number of people have been severely restricted, and they are often in the normal situation of procurement difficulties, work difficulties, and difficulties in going out. Therefore, tourism is no longer as easy as walking, and tourism is no longer a way to relax and relax, but more to consider the epidemic situation and epidemic prevention policies. So far, there have been a lot of news reports that tourists cannot return as scheduled and are forced to stay due to epidemic control reasons during the tour. Therefore, this experiment obtains the following results by setting the problem and recycling the reasons for the decrease in the desire to travel:

The reasons for the decline in tourism appetite were asked questions about six projects and their reliability was analyzed. The reliability Alpha value for the six reasons shown in Table 1 is .736.

Table 1 Reliability of reasons for reduced desire to travel

Cronbach's Alpha	N of Items
.736	6

Fearing that they will be infected with the new crown virus during tourism, receiving the impact of the epidemic prevention policy, and feeling uneasy about the epidemic, the three answers are set as the cause of the epidemic on average, and the relevance of the epidemic is analyzed, and the results are shown in Table 2.

From Figure 2, it can be seen that the correlation coefficient between the decline in tourism desire and the impact of the epidemic is .969, which has a very strong correlation, so hypothesis 1 the decrease in tourism desire is because of the impact of the epidemic has been verified.

Table 2 COVID-19 Causal Impact Relevance

		Does it feel like tourism travel is on the decline	COVID-19 Causal Impact
Does it feel like tourism travel is on the decline	Pearson Correlation	1	-.003
	Sig. (2-tailed)		.969
	N	127	127
COVID-19 Causal Impact	Pearson Correlation	-.003	1
	Sig. (2-tailed)	.969	
	N	127	127

3.3 There are differences between men and women

The experiment analyzes the differences between men and women. Women are more vulnerable at home and in the workplace than men, so they pay more attention to their safety when traveling. This is t-tested and the results are

shown in Figure 3.

Table 3 Differences in men's and women's perceptions of their own safety

		Levene's Test for Equality of Variances									
		t-test for Equality of Means								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference			
Self-safety	Equal variances assumed	.035	.852	.768	125	.444	.11241	.14635	-.17724	.40205	
	Equal variances not assumed			.765	117.788	.446	.11241	.14696	-.17862	.40344	

From Figure 3, it can be seen that the significant coefficient is $.852 > .05$ is not significant. Therefore, hypothesis 2 that girls are more concerned about their safety problems has not been verified. In today's wanton epidemic situation, both men and women are thinking about their safety. Although they are at a disadvantage in terms of family and work, in the era of the epidemic, everyone is uneasy about their safety. Therefore, it is most important to ensure our safety in the era of the epidemic.

3.4 Ways to increase the desire for travel

Through SPSS, the trustworthiness analysis of 5 questions on ways to increase the desire to travel was conducted. The results are shown in Table 4. From Table 4, it can be seen that the alpha values of the 5 questions are $.728 > .7$, so the problems can be used.

Table 4 Reliability

Cronbach's Alpha	N of Items
.728	5

The correlation analysis results by SPSS are shown in Figure 5. The correlation coefficient is $.429$, which shows that there is only a small correlation between the increase in the desire to travel and the slowdown in the epidemic.

Table 5 Methods of travel desire enhancement

		Do you think the desire to travel will increase?	COVID-19 has eased
Do you think the desire to travel will increase?	Pearson Correlation	1	.071
	Sig. (2-tailed)		.429
	N	127	127
COVID-19 has eased	Pearson Correlation	.071	1
	Sig. (2-tailed)	.429	
	N	127	127

With the persistence of the epidemic, some countries have also opened up their tourism policies and realized the freedom of domestic tourism, but there are still countermeasures to deal with the sudden epidemic. Tourism is achievable to a certain extent, so people's views and perceptions of the epidemic have changed over time.

IV. CONCLUSION

From the experimental results, it can be seen that there is a strong correlation between the reasons for the decline in the desire to travel and the COVID-19 of the epidemic and the uneasiness about the epidemic. Therefore, it can be identified that one of the main reasons for the decline in the desire to travel is the COVID-19 of the epidemic. Therefore, the epidemic has a great problem in people's lives. Both daily life and study and work have a certain degree of influence. As the epidemic continues, countries have begun to develop immune vaccines to fight the invasion of the virus, and a variety of vaccines have been put into use so far, but now the virus people are in an uncontrollable state. Although tourism is gradually opening up, it is still in a state of instability. Therefore, tourism still needs to do more protection and plan to deal with the unexpected situation of the epidemic.

According to Motoyoshi's research, there are differences between men and women who are uneasy about being infected by the epidemic, and women are more worried about being infected, but there is no difference between the importance of men and women in this experiment to their safety during the epidemic period, and as the virus continues to mutate and the number of infected people continues to increase, people's uneasiness about the epidemic has also changed. The existence of the epidemic has brought a lot of trouble to people's lives, but people continue to make efforts to find solutions through changes in their lifestyles and yearning for future lives, and minimizing losses through control.

The epidemic has brought a huge blow to the tourism industry, resulting in a sharp decline in the tourism economy, to accelerate the recovery of tourism, the government will issue preferential rolls and other policies to promote the recovery of tourism. To accelerate the recovery of tourism, Japan has adopted preferential regional policies, and hotels will return part of the shopping volume to reduce the cost of travel and promote the recovery of tourism. However, during the implementation period, the epidemic situation continued to deteriorate, so the government had to stop the preferential policy to prevent people's travel probabilities and slow down the recurrence of the epidemic.

There are many uncertainties in the epidemic, so we need to pay attention to avoid greater losses. Dealing with the epidemic requires everyone to do their best to cooperate and assist so that the virus will disappear as soon as possible and normal life will return to normal life. The desire to travel also changes with the change of time, so there are still many possibilities for the desire to travel waiting to be discovered.

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