# The impact of travel constraints on travel intention

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ABSTRACT: Rapid mass transportation has enabled people to travel from one place to another easily. However, tourists have some constraints that affect their intention to travel, like interpersonal constraints (interaction factors or the relationship between individual' characteristics), intrapersonal constraints (individual psychological states and leisure preferences) and structural constraints (intervening factors between leisure preference and participation). The study is to find the impacts of the trilogy of constraints on travel intention. Factor regression analysis is used to analyze data of 159 respondents. The results of the study show interpersonal constraints have positive but insignificant impact on travel intention; while intrapersonal and structural constraints have negative and significant impacts on travel intention. Thus, it is very useful for tourism and travel industries to accommodate tour packages to minimize the constraints.

## 1 INTRODUCTION

Rapid mass transportation has enabled people to travel from one place to another easily. A lot of people travel from one destination to others. Based on governmental data (Statistik Wisatawan Nusantara 2018, 2019), 43.3% out of 100% domestic tourists travel for visiting families/ relatives or friends and 42.9 % for leisure; and the rest are for pilgrimage (4.6%), shopping (2.4%), healthcare (1.8%), business (1.5%), training (0.7%), Meetings Incentives Conferences Exhibitions/ MICE (0.5%), sports (0.3%0 and others (2%). By the end of 2019, domestic tourist movements reached 275 million trips, lower than the number of domestic tourist trips in 2018 which had reached 303.4 million trips. This is due to airline prices that were still high enough (Zuhriyah, 2019). In addition, the number of foreign tourists coming to Indonesia in January 2020 increased by 5.85 percent compared to the number of visits in January 2019. However, when compared to December 2019, the number of foreign tourist visits in January 2020 has decreased by 7.62 percent ("Jumlah kunjungan wisman ke Indonesia Januari 2020 mencapai 1.27 juta kunjungan", 2020).

Travelling has become one of the entertaining activities to do. By travelling, tourists learn a lot of from the new surroundings, like culture and nature in the proposed destination. Apart from that, tourists can also enjoy themselves, relax and move out from their day-to-day activities. However, tourists have different constraints that may affect their intention to travel.

Constraints refers to conditions that may hinder tourists to participate in leisure activities. These include lack of time and information, financial conditions, transportation, and others.

Crawford and Godbey (1987) proposed a trilogy of travel constraints, namely interpersonal constraints, intrapersonal constraints and structural constraints. First, interpersonal constraints have something to do with interpersonal interaction or the relationship between individual' characteristics, for example spouse companionship that may affect joint preference for specific leisure activities. Second, intrapersonal constraints involve individual psychological states and leisure preferences, for example stress, anxiety, religiosity and the like. Third, structural constraints refer to intervening factors between leisure preference and participation, for example family life-cycled stage, financial resources, season, climate, availability of opportunity, and others.

Many studies have been taken using the trilogy model to study tourist travelling behavior in different parts of the world. However, there is a little study about travel constraints in relations with travel intention of Indonesian tourists to proposed destinations. So in this study the writers would like to find out the impacts of the three dimensions of travel contraints on travel intention of Indonesian tourists. This study could help managers to accommodate tourists' packages and necessities

when tourists are travelling either by themselves or with others.

## 2 LITERATURE REVIEW

### 2.1 *Travel constraints*

Constraints are some conditions that may hinder one's freedom, desires and participation. So, travel constraints include factors or barriers that affect individuals or tourist to participate in leisure activities, either locally or internationally. The trilogy of travel constraints, originally conceptualized by Crawford and Godbey (1987) and further developed by Crawford, Jackson, & Godbey (1991), have made significant contributions to further studies.

The model involves three dimensions of constraints: interpersonal, intrapersonal, and structural constraints (Crawford & Godbey, 1987; 1991). Interpersonal constraints occur when individuals have no one to travel with. Thus, it may prevent them to participate in leisure activities as there is no friend, spouse/ mate, or family members to take part with. Intrapersonal constraints refers to individual psychological states or conditions that affect them to participate in the activities of interest. Individuals experience this constraints due to lack of interest, stress, anxiety, depression and religiosity. This kind of constraints are not relatively stable and may change across life stages depending on individual maturity. Structural constraints represent as the intervening factors between leisure preferences and participation. These include lack of time, money, opportunity, climate, information and access (Walker & Virden, 2005; Nyaupane & Andereck, 2007).

The indicators of interpersonal constraints in this study includes no one to travel with, family and friends not interested, not fun to travel alone. Intrapersonal constraints connsists of indicators like: traveling is risky, not interested at activities in the intended destination and not interested to travel in the intended destination. Then, for the indicators of structural constraints are no money to travel, no time to travel, no sufficient information to travel, unfavourable weather in the intended destination and insufficient transportation in the intended destination.

### 2.2 *Travel intention*

Behavioral intention reflects individual planned future behaviors. It includes individual positive statements, product or service purchase and even recommendations about product or service being purchased to others. One of these intentions, in leisure and tourism, is the intention to travel or visit a destination (Nunkoo & Ramkissoon, 2010). Travel intention is a perceived likelihood of tourists to visit a particular destination in a specific period of time (Ahn, Ekinci, & Li, 2013)

Jang, Bai, and Hu's (2009) study toward senior travellers in Taiwan suggested that travel intention represents a mental process that leads to travel motivation and transformed into behavior. The behavior to travel is also affected by tourists' attitudes and preferences; and these include travel options like destinations, travel modes and patterns, frequency, companions, duration, and budget (Beerli & Martin, 2004).

In addition, Wu (2015) stated that individual behavior to travel is also affected by rational as well as effective product evaluation. Rational evaluation involves the needs which can be fulfilled by the features or environments in the destination; whilst, effective evaluation represents emotions which develop feelings about the destination (Prayag & Ryan, 2012). The indicators of travel intention in this study involves being aware of the intended destination, interested in visiting the intended destination and wanting to visit the intended *destination.*

### 2.3 *The relationship between travel constraints and travel intention*

The trilogy of travel constraints has been adopted by many studies in tourism and leisure. A study towards under-graduate students to join cruise tourism indicates that travel constraints are taken as one of variables that may influence individual or tourist decision in join cruises. The results of the study show that travel constraints have negatively influenced tourists travel intention (Hung & Petrick, 2012)

Age, income and life stage have significant effect on travel intention (Kattiyapornpong & Miller, 2009). Some demographic attributes within structural constraints, like place attributes, lack of time, and lack of money have emerged that prevent tourists to travel. That is why some strategies are needed to overcome the constraints (Nyaupane & Andereck, 2007).

Another research finding shows that four determinants shaping the Portuguese south-eastern residents' traveling decisions are travel companion (interpersonal constraints), motivations (intrapersonal constraints), time and money (structural constraints). Travel companion is the strong determinant for travel decision as individuals dislike traveling alone and decide to join a trip only if they have someone to participate with (Silva & Correia, 2008).

Moreover, Khan, Chelliah, and Ahmed's study (2019) to Malaysian university students intending to visit India indicates that among three dimensions of travel constraints, interpersonal and intrapersonal constraints have influenced travel intention negatively and significantly; whilst, structural constraints have negative and insignificant impact on travel intention. The findings suggest that tourists having high interpersonal and intrapersonal constraints demonstrated low intention to visit India. While, the insignificant impact of structural constraints on travel intention can be explained by the respondents' profile in this research who are mostly young and educated. So, it's easy for these young respondents to find a lot of information of the proposed destina-

tions, especially climate, travel modes, and places to visit via internet. These were partly similar to the results of previous study (Hung & Petrick, 2012) in which vital information about places to visit, climate, modes of transportation, and the like is not a problem for young travellers as this kind of information can be easily searched in the internet.

Based on the previous findings, the writers propose further hypotheses:

H1 : There is a negative impact of interpersonal constraints (InterC) on travel intention (TI).
H2 : There is a negative impact of intrapersonal constraints (IntraC) on travel intention (TI).
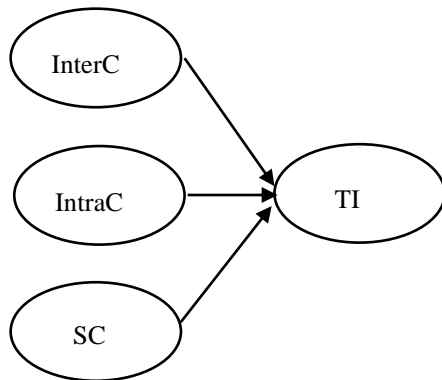H3 : There is a negative impact of structural constraints (SC) on travel intention (TI).



Figure 1. Research Model

## 3 RESEARCH METHOD

Online questionnaires were distributed via google forms from March, 12 to April 25, 2020. A five-point Likert scales were used in the questionnaire ranging from 1) strongly disagree, 2) disagree, 3) neutral, 4) agree, and 5) strongly agree. The first part of the questionnaire consists of respondents' demographic data, such as age, gender, education, occupation, and the like. The second part includes 14 items related to travel constraints and intention. The criteria of the respondents are those who have ever travelled at least once within the last one year since March 2020, either by themselves or with others.

The google forms were spread via WhatsApp and LINE groups; but only 159 respondents returned their responses. Due to pandemic Covid-19, it was very difficult to get more respondents as many people didn't do any activities outdoor. Then, data were processed with using descriptive, classic assumption test and regression analysis.

All 14 items in the questionnaires are valid as their correlation significances are 0.00 (less than 0.05). In addition, the values of Cronbach Alpha for interpersonal constraints is 0.319 (low), intrapersonal constraints is 0.560 (moderate), structural constraints is 0.716 (sufficient), and travel intention is 0.906 (perfect). These data have also fulfilled classic assumption tests like normality, heteroscedasticity and multicollinearity tests.

## 4 FINDINGS AND DISCUSSIONS

### 4.1 *Findings*

Most of 83 respondents (52.2%) have ever traveled alone and the rest 76 respondents (47.8 %) have traveled with others. As much as 85.5% respondents have traveled solo once up to twice within the last year; and 47.8 % respondents mostly have traveled with others, especially with their families (63.5%), friends (31.4%). They mostly traveled by plane (81.1%) and car (13.2%). The places they visited were Java, Bali, and Asian countries (Singapore, Malaysia, Hongkong, Japan, Thailand, Korean, China, Taiwan), USA, Europe and Australia. Their purposes to travel are to enjoy nature and culinary as well as for fun and leisure, like going to theme parks and shopping.

Furthermore, the mean values of travel constraints can be seen in the following table.

Table 1 The results of mean values

|  | Mean | St Dev |
|---|---|---|
| *Interpersonal constraints* | | |
| No one to travel with | 1.89 | 1.059 |
| Family and friends not interested | 1.88 | 1.052 |
| Not fun to travel alone | 3.33 | 1.395 |
| **Average mean** | **2.37** | |
| *Intrapersonal constraints* | | |
| traveling is risky | 3.48 | 1.321 |
| not interested at activities in the intended destination | 2.02 | 0.971 |
| not interested to travel in the intended destination | 1.87 | 0.994 |
| **Average mean** | **2.46** | |
| *Structural constraints* | | |
| no money to travel | 2.46 | 1.184 |
| no time to travel | 2.78 | 1.154 |
| no sufficient information to travel | 2.28 | 1.171 |
| unfavourable weather in the intended destination | 2.47 | 1.030 |
| insufficient transportation in the intended destination | 2.18 | 0.986 |
| **Average mean** | **2.43** | |
| *Travel intention* | | |
| aware of the intended destination | 4.28 | 0.888 |
| interested at visiting the intended destination | 4.35 | 0.886 |
| wanting to visit the intended destination | 4.38 | 0.832 |
| **Average mean** | **4.34** | |

The average mean of interpersonal constraints is 2.37. It shows that the respondents do not think that having no one to travel with, having no family or friends interested in traveling, and traveling alone become their constraints. The respondents still want to travel, no matter by themselves or with others. The average mean of intrapersonal constraints is 2.46. This also indicates that the respondents do not feel that this becomes their barriers to travel. Even though traveling is risky, but they are still interested in the activities as well as visiting the intended des-

tination. Moreover, the average mean of structural constraints is 2.43. This represents that respondents do not agree that money, time, sufficient information about climate and transportation in the intended destination become their hindrance. Nowadays people can find any information via internet easily. The average mean of travel intention is 4.34. This shows that respondents are aware, interested and willing to visit the intended destination.

In addition, the value of R is 0.467 showing that the relation among independent variables (interpersonal, intrapersonal, and structural constraints) with dependent variable (travel intention) is good enough. The value of adjusted R square is 0.203 meaning that the three independent variables has influenced travel intention as much as 20.3 %, whereas the rest is influenced by other variables that are not examined in this study.

The regression model is also considered fit as its significance value is 0.000 and F count is higher than F table (14.830 > 2.610). The results of regression analysis can be seen in the following table:

Table 2. The results of regression analysis

| Model | Unstandarized Coefficient | t | Sig. |
|---|---|---|---|
| Constant | -4.118 | 0.000 | 1.000 |
| Interpersonal constraints | 0.121 | 1.474 | 0.143 |
| Intrapersonal constraints | -0.372 | -4.560 | 0.000 |
| Structural constraints | -0.217 | -2.495 | 0.014 |

So, the multiple regression equation is as follows:
$TI = -4.118 + 0.121 InterC - 0.372 IntraC - 0.217 SC$

This equation indicates that the higher constraints the respondents encounter, the less intention they have to visit the intended destination or vice versa.

## 4.2 *Discussions*

The results in table 2 show that interpersonal constraints have positive impact (coefficient 0.121) on travel intention insignificantly (sig. 0.143 > 0.05). Thus, the first hypothesis is not supported. The result is not in line with the previous studies. This is due to the fact that most respondents in this study are solo travelers (52.2%), so they do not worry too much if they have no one or friends to travel with. Or even when their families are not interested to travel. They use to travel alone and still have fun. The mean value of interpersonal constraints also indicates that these are not their barriers to travel. With or without anyone or friends and families. the respondents still want to travel and still enjoy themselves.

Furthermore, intrapersonal constraints have negative impact (coefficient -0.372) on travel intention significantly (sig. 0.000). Therefore, the second hypothesis is supported. The respondents realized that traveling is risky. So, the less interests the respondents have in participating in the activities in the intended destination, the higher possibilities they are reluctant to travel. This result provided further support of earlier studies by Silva and Correia (2008) and Khan, et al. (2019) showing that tourists who have high intrapersonal constraints have low intention to visit some destinations.

In addition to this, structural constraints have negatif impact (coefficient -0.217) on travel intention significantly (sig. 0.014). So, the third hypothesis is supported. The respondents who have enough time, money, sufficient information as well as favourable climate and transportation in destinations will have higher intention to travel rather than those who haven't had such information. The higher structural constraints the tourists have, the lower intention they want to travel. This result is also in line with previous studies by Nyaupane and Andereck (2007) as well as Hung and Petrick (2012) demonstrating that the less structural constraints the tourists have, the more intention they have to travel.

Among those three constraints, structural constraints have biggest impact on travel intention. Traveling involves well planned actions especially those related with financial support and quality time. Tourist having enough financial support is not enough, if they do not want to spare some time to enjoy themselves. Even, when they have already had both money and time, it's not enough. They should have sufficient information, weather or climate as well as transportation in the intended destination in order to have fun.

## 5 CONCLUSION AND RECOMMENDATIONS

Among three hypotheses in this study, only two (the second and third hypotheses) are supported; whilst, the first hypothesis is not supported. Thus, it may provide some feedbacks for tour operators to provide complete and detailed information and pictures in their marketing tools regarding the weather or climate and activities the tourists can participate in. So, they can prepare what clothes to wear to do suitable activities in the intended destination. Besides that, it is also important to provide complete modes of transportation in the destination. By doing so, the tourists can have complete picture to anticipate any emergencies that might appear. For those traveling in groups, it would be advisable to have some pre-departure briefing with all participants to enable them to have questions and answers with tour operators. This also enhances all participant to get to know each other well.

The limitation of this study relies on the values of Cronbach Alpha for interpersonal and intrapersonal constraints which are low to moderate, it is suggested to have more samples for further research. Apart from that some other variables (like travel motivation, financial literacy and perceived risk) can be employed.

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