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## **TOURMAN 2021 BOOK OF ABSTRACTS**

Restarting tourism, travel and hospitality: The day after

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ISBN: 978-618-84798-9-0



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# Personalities and politics – prospects for tourism in pandemic blurred 2021

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## PURPOSE

Recent tourism research showed that, due to the COVID-19 pandemic, various psychological aspects affected people's decisions and travel behavior (Miao et al., 2021; Yang et al., 2020; Gössling et al., 2020). Tourism has never experienced such a global collapse, fiercely supported by governmental decisions in holding back all tourism-related activities. This research attempts to offer insights into a sounder understanding of tourist behavior and travel patterns by systematically identifying psychological manifestations reflected in the basic human value system. Using statistical tests, hypothesized group divide based on specific value sets related to safety and conformity and on the opposite travel needs, being embedded in the hierarchy of human values. The study further indicated that defined risk-related cluster groups have different sociodemographic characteristics and geographical distribution.

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## RESEARCH METHODS

The post-COVID travel behavior model was constructed by upgrading the Miao et al. (2021) construct, using the universal human values (Schwartz & Bardi, 2001) as principles governing all aspects of people's lives (Terzić et al., 2020). The suggested model strives to divide various risk-related psychological types and foresee their most probable travel behavior in post-pandemic circumstances, relying on value system negotiations. A quantitative approach included statistical analysis of 12 variables chosen from the original set of 21 human values within the core module Round 9 of the European Social Survey (ESS; 2018). A random sample of 45,575 respondents from 29 European countries was evaluated in SPSS 24.0 by performing factor analysis, cluster analysis, and a multiple discriminant analysis. Additionally, in reference to the UNWTO and the Eurostat databases, valuable insights into the common travel patterns of Europeans were provided. In particular, the role of the politics was discussed, being a precondition for outbound tourism prospects, strongly influencing decision-making, tourism choices, and behaviors.

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## RESULTS AND DISCUSSION

The basic human value sets determine motivation and can be used to predict general travel behavior, destination choices, leisure activities, preferences, trip length, etc. (Hedlund, 2012; Salim Saji et al.,

2015; Terzić et al., 2020; Terzić & DemirovićBajrami, 2021). Psychological constructs as determinants of travel behaviors were explored among Europeans. Such constructs might become the dominant factor in making travel decisions in post-pandemic circumstances, as strongly dependent on subjective general health and the foreseen risk-benefit calculations. By extracting two opposed factors labeled as "Openness to change" (self-direction, stimulation, and hedonism) and "Conservatism" (security, conformity, tradition), along with clustering four types of tourists labeled as risk-sensitive, risk-indifferent, risk-tolerant, and risk-resistant, the study revealed anticipated post-COVID travel behavior. Thus, dividing more conservative people whose concerns on personal safety was magnified from those whose intensified travel needs and risk-resistant personalities blurred their risk-perception. Risk-sensibility varies significantly among the groups, being influenced by socio-demographic characteristics, economic status and even differing on regional level among nations and traveling cultures. Additionally, governmental decisions and regulations proved to have an immense impact on traveling opportunities and choices. General trust in governments, economic stability and reliability on the country's health system, tend to become of great importance for outbound tourism and marketing in the proximate future.

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## IMPLICATIONS

The study highlights the need to consider the wider structural factors shaping societies along with a clear understanding of travel behavior in pandemic-induced circumstances. Besides putting a light on national politics as a strong influential factor, the research points that the basic psychological constructs of pre-COVID behavior matters in the prediction of tourist flows and behaviors in the post-COVID era. It can provide some expectations in terms of proximal and distal post-pandemic travel behavior, as basic human value systems are not something to be changed easily. Based on general characteristics of the defined tourist types with different behavioral patterns, their characteristics, and regional distribution, different marketing and management strategies can be developed and directed.

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## KEYWORDS

Travel behavior, Human values, COVID-19, Outbound tourism, Politics

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