

Would it be safe to travel domestically now? The analysis of perceived travel risk across generations

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ABSTRACT: The Covid-19 pandemic has harmed various industries, including tourism. Many individuals prefer staying at home to going on vacation, and this is due to the fright of the existing pandemic situation. This study is aimed to examine the level of travel risk perceptions of domestic tourists among generations X, Y and Z. One-way ANOVA statistical technique was applied to identify the differences in travel risk perceptions among the three generations. A total of 603 samples representing generations X, Y, and Z have participated in the online survey. The result shows that each generation has significantly different perception in viewing various types of travel risks. The findings are expected to offer recommendations for tourism service business managers to create a safe and comfortable quality travel experience.

Keywords: Perceived travel risk, Covid-19, domestic tourism, generations X Y Z

1 INTRODUCTION

The global tourism industry is one of the industries most affected directly by the Covid-19 pandemic (Zhang et al. 2020). Despite the various efforts made by the government, a lot of people are still reluctant to travel because the situation is still perceived unsafe. This is so called as perceived travel risk, which means the perception in tourist's mind of uncertainty and the possible negative consequences of using or choosing a travel offer (Zhang et al. 2020). Previous studies have explored the role of tourist demographic characteristics on perceived travel risk. Age is the most important demographic factor by tourism stakeholders because tourism demand can be predicted effectively through the age of the tourists (Kara & Mkwizu 2020). This study aims to analyze further the perceived travel risk of three different generations in Indonesia, namely X, Y and Z, regarding travel activities in local destinations within Indonesia during the Covid-19 pandemic. The results of this study are expected to contribute to stakeholders in the tourism industry to understand further the changes in domestic tourists' behavior in traveling to local tourist destinations during the Covid-19 pandemic.

2 LITERATURE REVIEW

Perceived travel risk is associated with the perception of uncertainty and the possible negative consequences of using or choosing a travel offer (Zhang et al. 2020). Perceived travel risk is divided into several dimensions, namely health risk, which is the possibility of a risk of contracting certain diseases; safety risk, which is a risk related to the security of particular activities; and social-psychological risk, which is the possibility that a person will be judged negatively based on his/her choice and not according to his self-image (Abraham et al. 2020; Desivilya et al. 2014; Kement et al. 2020; Khan et al. 2019; Liu et al. 2021; Seabra et al. 2020; Sohn et al. 2016; Teeroovendum et al. 2020; Zilker et al. 2020) revealed that older tourists are more risk-averse than younger tourists when choosing risky choices. Older tourists will be more anxious because of

decreased physiological abilities; therefore, they face more obstacles and worries in traveling than younger tourists. Thus, safety is one of the primary considerations for older tourists when traveling. On this basis, the hypothesis is formulated as follows:

There are significant differences in the perception of traveling risk among generations X, Y and Z of Indonesia.

3 METHOD

This study collected sample groups of generations X, Y and Z, living in several cities on Java Island. A total of 606 questionnaires were collected online. One-way ANOVA with the post-hoc technique chosen is the Tukey post-hoc multiple comparison test to examine whether there are significant differences in the perception of travel risk and more precisely, identify the differences in the travel risk aspects among the three generations of X, Y and Z in Indonesia.

4 RESULTS AND DISCUSSION

The participants of this study are dominated by females, as many as 60.6% of the total respondents. When viewed from the age group, this research is dominated by the age group of 25-44 years old or 41.7%, who are also part of generation Y. Table 1 shows that there are significant differences in perceptions among generations X, Y, and Z on the four travel risk indicators. This can be seen from the value because the significant value of the four indicators is smaller than the cut-off value of 0.05. The first indicator with a significant difference is the health risk dimension; The respondents agree to avoid traveling to tourist destinations if there is a risk of contracting Covid-19 virus. The Tukey's post-hoc test results show that a significant difference in risk occurs among generations X and generation Z. Meanwhile, there is no significant difference between generations X and Y, as well as generations Y and Z. It indicates that these generations share the same perception to avoid the risk of contracting the Covid-19 virus. This may be because generation X domestic tourists are in the 45–54-year age range where medically, the older age group (including the elderly) is more susceptible to contracting Covid-19 than the younger age group (www.kemkes.go.id). These results confirm Zilker et al.'s study (2020), which revealed that when faced with choices that posed a health risk, older tourists would think more about travelling and avoid these risks; therefore, this would be a consideration for older tourists to travel.

Table 1. One-way ANOVA for perceived travel risk among three generations.

Indicators	Generation	n	Mean	St. Dev	F value	Sig.
Health Risk						
HR1: Avoid traveling to tourist destinations if there is a risk of contracting Covid-19	X*	226	3.94	0.967	7.469	.001*
	Y	253	4.09	0.849		
	Z*	127	4.31	0.720		
HR2: The visited local tourist destinations in Indonesia have ensured the implementation of health protocols	X	226	4.71	0.597	0.699	.498
	Y	253	4.69	0.625		
	Z	127	4.63	0.699		
HR3: Covid-19 is more dangerous than other viruses; the risk of getting infected is higher	X	226	3.96	0.979	0.387	.679
	Y	253	4.01	0.964		
	Z	127	4.05	0.991		
HR4: Worried about contracting Covid-19 if traveling to destinations in Indonesia	X	226	4.07	0.995	1.495	.225
	Y	253	4.18	0.899		
	Z	127	4.24	0.895		

(continued)

Table 1. Continued.

Indicators	Generation	n	Mean	St. Dev	F value	Sig.
Safety Risk						
SR1: Feeling anxious when seeing other people not wearing the mask at destination	X	226	4.58	0.722	2.042	.131
	Y	253	4.45	0.736		
	Z	127	4.56	0.783		
SR2: Feeling anxious to travel to local tourist destinations in Indonesia due to the pandemic	X*	226	3.89	1.007	3.560	.029*
	Y	253	4.05	0.918		
	Z*	127	4.15	0.817		
Social-Psychological Risk						
SP1: Traveling to local tourist destinations in Indonesia may lead to reputation demise	X*	226	2.42	1.224	9.277	.000*
	Y*	253	2.79	1.275		
	Z*	127	2.98	1.231		
SP2: Traveling to destinations does not fit with self-image	X*	226	2.61	1.200	7.174	.001*
	Y*	253	2.92	1.204		
	Z*	127	3.07	1.183		
SP3: Traveling to local tourist destinations in Indonesia may change other people's view	X	226	2.8	1.294	2.026	.133
	Y	253	3.01	1.276		
	Z	127	3.02	1.282		

Furthermore, in the safety risk dimension, significant differences were found among generations, specifically in the indicator when the respondents felt that it was unsafe to travel to tourist destinations in Indonesia due to the Covid-19 pandemic situation. The post-hoc test showed that based on the indicator 'feeling unsafe to travel to tourist destinations in Indonesia due to the Covid-19 pandemic', there were also differences for generations X and Z with a significant value of 0.033. Meanwhile, the Y and Z generations showed no difference in the perception of traveling. In line with generations Y and Z, generations Y and X also have no difference with a significant value of 0.597. Apart from the age group differences, a study by Neuburger and Egger (2021) explained that tourists were more concerned with their safety, and if they wanted to travel, tourists would consider various risks that existed even if these tourists really wanted to travel. Bractic et al. (2021) revealed that safety would be the primary consideration for tourists to travel because it when they visit new places, they could come across strangers they did not know before.

Third, when viewed from the social-psychological risk dimension, there is a significant difference between generations in the indicator that 'traveling to tourist destinations in Indonesia may lead to reputation demise,' with a significant value of 0.000. In addition, the post-hoc test showed the difference in generation X and Z can be seen in the indicator 'traveling to tourist destinations in Indonesia may lead to reputation demise'. While the Y and Z generations also showed a difference with a significant value of 0.004. Fourth, the indicator of traveling to tourist destinations in Indonesia does not suit the self-image. This has a significant value of 0.001 which means that this indicator also has a significant difference. The post-hoc test results provided data that there were also differences for generations Z and X in the indicators of 'traveling to tourist destinations in Indonesia is not suitable for self-image,' with a significant value of 0.001. Meanwhile, there is also a difference between generations Y and Z with a significant value of 0.013. Next, there is no difference between generation X and Y with a significant value of 0.465. This may be because the respondents from Generation Z are in the age group 17–24 years old, where most of this age group are still at school or studying in college or just entered the field of work; therefore, their reputation or self-image has not been a factor to be considered, especially when associated with tourist activities. On the other hand, the respondents of Generation X and Y, who are older than Generation Z, are mostly working, pursuing careers either through their own business or as a professional in a company. The demands in their field of work, especially as a leader and meeting business colleagues, give a 'social pressure' on generations X and Y to maintain their self-image. Travel decisions and activities while

the pandemic is still ongoing will be perceived as carelessness because of the risk of contracting Covid-19 virus which can lead to personal reputations; even the company's reputation where the respondent works can be adversely affected. On the other hand, Generation Z has characteristics that like to indulge in privacy through social media; thus, when they travel, Generation Z always shares their experiences through social media, even though the risk of contracting Covid-19 virus remains there (Aeni 2022).

On the other hand, there is no significant difference among the three generations in the other five indicators, namely: risk that the destinations do not implement the health protocols; risk of being infected and contracted by the virus; risk of meeting with people without health mask; and risk of being seen by others when traveling during the pandemic. In other words, the three generations have the same level of perceptions in viewing the travel risk of these five indicators.

5 CONCLUSION AND RECOMMENDATIONS

The results of this study reveal that there are significant differences in the perception of the traveling risk among domestic tourists of generations X, Y and Z on the health risk, safety risk, and the social-psychological risk dimensions. Several managerial suggestions are offered. Managers of tourist destinations in Indonesia are expected to consistently maintain the CHSE health protocol standards so that tourists feel comfortable and safe to travel to Indonesia. The management of tourist destinations also needs to think of creative strategies such as providing tour packages that are more private for generation X domestic tourists to increase the number of generation X domestic tourists who are brave and willing to travel. Meanwhile, future research is expected to dig deeper into the perception of the risk of traveling from the baby boomers or the elderly, considering that before the pandemic, the trend in the number of tourists from the baby boomer generation was increasing. However, due to the pandemic, this generation has the most vulnerable health risks due to the virus. Considering that the population of new generations will increase in the coming years, a strategy in providing tourism services must be prepared more carefully, starting from the research on their perceptions of the risks of traveling.

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