

Impact of COVID-19 On Travel Motivators.

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Abstract

Since the unlock phase 3 the travel industry has started making efforts to come back to new normal. To make it happen, it does not only depend only on the industry but also on travellers and tourist to make a decision to travel. These travelling decisions come from different factors either intrinsic or extrinsic which all together are called as 'travel motivators'.

This paper tried to find out how the COVID-19 and the restrictions laid to tackle the spread of the virus has impacted these travel motivators. This paper considers the travel motivators by Robinson like interpersonal, cultural, leisure, etc. The primary data has been gathered by researchers through gathering the responses to a structured questionnaire and the secondary data has been gathered from journals, articles, reports, white-papers and books. The study shows that COVID-19 has impacted the travel motivators and it also finds out that domestic leisure tourism will boom once the relaxation of the restriction starts. The paper enlists few suggestions and recommendations at the end which can be useful for tourism companies to develop and plan tourism products.

Key Words

COVID-19, Tourism, Travel, Travel Motivators, Impact, Pune City

Introduction

Tourism has seen a tremendous change in past couple of decades from its previous motivations of travel, which include mostly religious interest or regarding a business purpose only. At the same time in developed countries like USA and Europe, travelling is a part of a lifestyle of all income groups. In these countries 4 'S' formula is the main motive for travel namely sun, sea, sand and sex (Patterson, 2014). Motivation is very important for people to travel. Travel motivators basically are those aspects which forms a desire for people to travel. Motivators are the internal psychological influences affecting individual preferences. According to Robinson, Travel motivators are further classified into seven groups. These all motivators are also termed as Pull factors. (Sadhale&Sathe, 2020) This study has considered travel motivators classified by Robinson (Read in Roday et al., 2009) which are as follow:

Relaxation and Refreshment of Mind and Body/ Leisure - In this Modern and techno savvy world people do not find time for themselves. Due to urban development, lot of work pressure, pulls of modern life everyone wants to relax and rejuvenate whenever gets the little time or long holidays. Travel is the best option to relax and refresh away from routine space and visiting a place of interest. Going into the nature gives a mental peace and releases pressure from everyday routine life. Tourism, thus becomes best instrumental in breathing in to a new life or rejuvenating an individuals moral, ethical health and re-establishing the passionate poise. For the purpose of this study, the word used for this motivator is 'Leisure'.

Health – Health of an individual is playing very important part in today's era. Lot of stress, work load, working environment and bad food habits affects the health a lot. Health spas and health resorts are being introduced in this last decade. Ayurveda treatments are also promoted now a day. People love to travel for health treatment and stay in calm and peaceful nature.

Curiosity and culture – World and specially India is blessed with different culture and has diversity in each state. Person from south of India is always curious to understand the culture of North of India and vice versa. Every culture has a different culinary heritage, historical interests, traditional clothing, Fairs, Language, festivals, musical instruments, lifestyle, these all aspects motivate and excites people to travel to different places with cultural differences. (OurEducare, 2019)

Interpersonal reasons – Meeting friends and families, relatives, ancestral places away from hometown have been always the best motivator for tourists to travel. Many family gatherings like

marriages, house warming's, etc. are also been considered in interpersonal motivators. It can be said that

Religious – India is country of Gods and Goddesses and blessed with a number of holy places, Temples, Shrines across the country. Most of tourists would love to travel to these destinations for their peace of mind and they feel a kind of overall comfort by visiting these places. The numbers of people who pursue comfort in such a place are increasing dramatically.

Professional or Business reason – Developing countries are attracting more and more international businesses because of cheap labour and land. People do travel for conferences, seminars, exhibitions, attend meetings, expand businesses, New product launch. MICE is one of the biggest sectors of tourism which mainly serves to the travellers travelling with this particular motivator. (Roday et. Al, 2009)

About COVID-19

COVID-19 outbreak has presented unparalleled situations before the delicate tourism and hospitality industry. The extremely infectious COVID-19 virus continues to thwart the sector and raises serious questions about the present and future survival of the sector. Tourism and hospitality industry thrives on the patterns of visitations and a considerable effort are placed by decision makers to attract visitors to support the sector and enhance the multiplier effect from the industry. But due to the ongoing situation travel restrictions are being observed at national and international levels. These travel bans, border closures, events cancellations, quarantine requirements and fear of spread, have placed extreme challenges on tourism and hospitality sectors. Hospitality and tourism are a very significant factor of the Indian economy, and we need to safeguard bounces back and thrives.

Due to COVID-19, tourism is such a highly affected sector and may remain affected in the long term, approximately more than 1.5 years. Hence, in this scenario, it is necessary to measure the losses due to pandemic so that policies can be redesigned to manage tourism activities. The travel industry, which includes airlines, hotels and restaurants, will shrink by 50% in 2020, which would mean a significant loss of jobs and revenue. According to the International Air Transport Association (IATA), Airlines worldwide are expected to lose a record of \$84 billion in 2020, more than three times the loss made during the Global Financial Crisis (Jaipuriya et Al., 2020). Most of the airlines are undergrounded. Hotels are being closed due to fewer tourists and many five-star hotels turning into quarantine facilities. Most restaurateurs see operating costs rising further because of social

distancing, hygiene, and sanitation-related costs. Therefore, sustaining during this crisis is a challenging task for the tourism industry.

Objectives

1. To understand the concept of travel motivators
2. To study the effect of COVID-19 on travel motivators

Hypothesis

H₁ – COVID-19 has an effect on travel motivators.

H₂ – Leisure tourism will boost after COVID-19.

Review Of Important Literature

The research paper titled “The effect of coronavirus (COVID-19) in the tourism industry in China” by Hoque et al (2020); focuses on how this pandemic affect the stock market as well as GDP of the country & eventually the breakdown of country’s economy. This paper is based on the secondary data. To collect the required information for the study, some pieces of literature, journal articles, research paper, and government documents are considered. Genuine and well-known data sources have been collected for statistical data and Boolean Operators technique is used for the analysis. The meteoric rise of the COVID-19 in China has stopped normal life of people in the country. The inbound & outbound tourism has been completely terminated for the safety purpose. This has affected the economy of the country to a large extent. This paper doesn’t include primary data and author doesn’t consider travel motivators.

The research paper titled “The effects of novel corona virus (COVID-19) in the tourism industry in India” by Patel et al (2020); focuses on how the economy of the country collapse, through crashed stock market and decreasing GDP because of this virus. This paper is based on the secondary data. To run the study, textbook reviews, encyclopedia, news articles, web pages are observed. Genuine & authorized data sources such as government database, historical records have been observed for statistical data. The tourism industry is majorly impacted as the lockdown is executed by the government to break-off the spread of COVID-19. This leads to economic falloff of the country and it remains for few more time. This research doesn’t consider primary data.

The research paper titled “Systematic review of smart tourism research” by Haobin Ye et al (2020); focuses on the evaluation of smart tourism and the improvement of tourism industry through technology. This research is completely based on the secondary data. To perform the research,

complete articles are observed, with the help of SSCI (Social Science Citation Index) and SCI (Science Citation Index). The research oversees the currents, commercial execution, concepts through which they understand technology is evolving at an unusual rate which automatically changes the life of people and henceforth tourism is not secluded from it. New technologies improve tourism industry day-by-day and eventually it progresses smart tourism. This research paper doesn't include primary data as well as scholarly convention affairs.

The research paper titled "The impact of COVID-19 on tourist satisfaction with B&B in Zhejiang, China" by Hong et al (2020); addresses on the COVID-19 influence on B&B in tourism industry. This research is based on the primary data. To perform the research, questionnaire is created and data is collected with the help of it. B&B is the key factor for tourism industry in many countries but after the outbreak it has been affected on a large extent because tourist's mindset is completely changed in the pandemic. Hence adequate recognition must be given to it after COVID-19 to change the current scenario. This paper excluded secondary data and is restricted for a specific area only.

The research paper titled "The effect of travel motivation on satisfaction: the case of older tourist" by Vigolo et al (2018). This research examines the impact of aged tourist's fulfillment with destinations through travel motivators. This paper is completely based on the primary data, hence to collect necessary data, questionnaire was created and circulated it to the aged tourist in Sirmione, Italy. This collected data were analyzed with the help of illustrative data and linear regression. The study shows that the satisfaction with the destination differs according to the age group to which aged tourist belong. Some prefer cultural places and physical motivation while others prefer relaxation as they believe in spending their time in nature. This study is only limited to aged tourist within a specific area hence the result is not applicable to overall aspects.

The research paper titled "Travel motivations and behaviour of tourists to a South African resort" by Vuuren and Slabbert (2011); focuses on the travel aspects and habits of tourists going to resorts in South Africa. This research is based on the primary data i.e. questionnaire was created and circulated to the tourists visiting resorts. It can help in promotional activities and evolution of tourism products to attract tourists. The research states that leisure, health, companionability, individual worth, etc. are the main motives of these tourists. This research excludes the secondary data and is only focuses on the area which was set by the authors.

The research paper titled "Hospitality, tourism, Human rights and the impact of COVID-19" by Baum and Hai (2020); focuses on on-going consequences of COVID-19 on hospitality and tourism and its threat to tourism. Hospitality and tourism rights have been affected due to this pandemic. This is a real-time analysis based on the review of current events assesses on the basis of human rights. To

collect the required theoretical information for the study, paper by Baum T. And Nguyen titled ‘applying sustainable employment principles in the tourist industry. Hospitality and tourism industry are undergoing solid impact of COVID-19’ was referred as base. Hence employment in the travel & tourism and hospitality industry will take time to reach the level prior to the pandemic. In this paper only human rights, related to travel tourism and hospitality are considered, but the impact on public health or why travel tourism and hospitality industry have been kept closed has not taken into consideration. The reason behind keeping hospitality and tourism closed should have been taken into consideration.

Research Methodology

The primary data was collected through formal questionnaires. Likert’s scale was used to collect the responses for better accuracy. Simple random sampling was adopted by researchers to gather the responses. 142 responses were gathered from the travellers from Pune city.

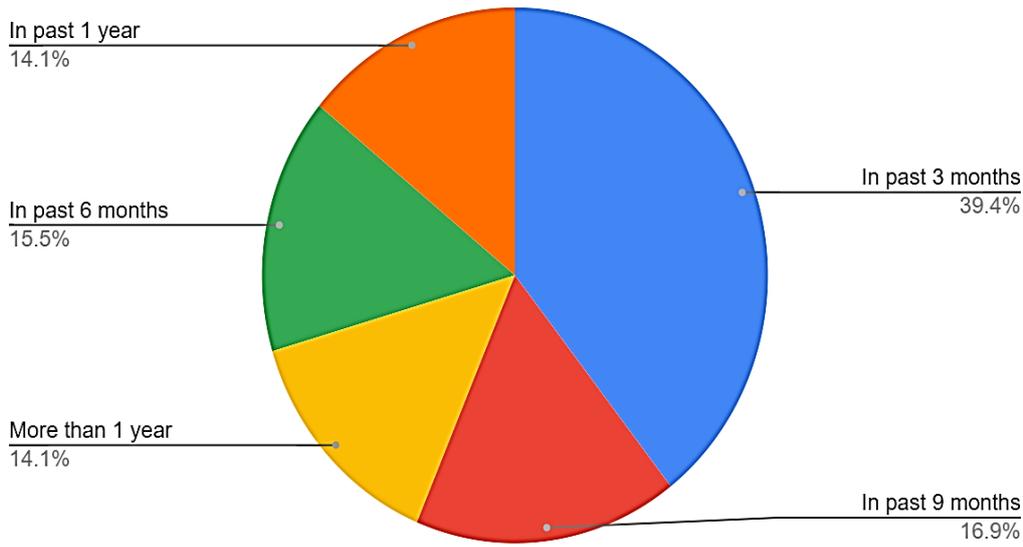
Secondary data was collected through different journals, books, news articles and white papers. The secondary data was mainly used for establishing the concept and theoretical base for the research work. Some of the data from secondary sources was used to understand the base for the research work.

Data Interpretation & Analysis

Pre COVID-19

The first question was about the leisure travel motivator. It was found that 39.4% of people have travelled within three months on pandemic. Three months before the COVID-19 pandemic lockdown was a period of holidays and festival so leisure was the most inducing motivator for this period. People travelled between 6 months and 9 months is 15.5% & 16.9% respectively. 14.1% of respondents have travelled between 9 months to 1 year before lockdown and 14.1% of respondents responded they did not travel in a year for any leisure purposes. (Chart 1)

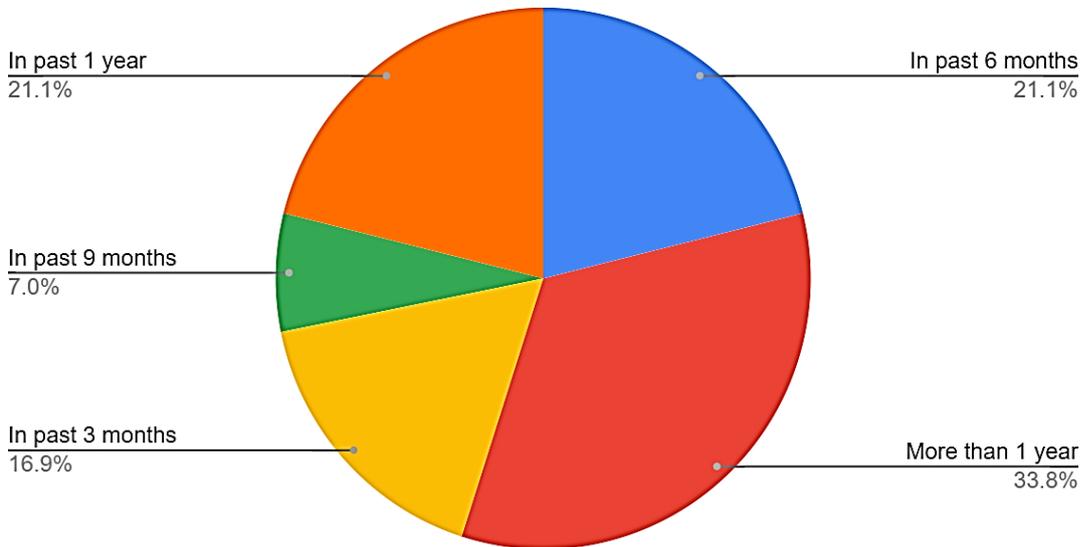
Count of How often did you travel for leisure purpose before COVID-19 ?



(Chart 1: Count of

how often did you travel for leisure purpose before COVID-19)

Count of How often did you travel for business or professional purpose before COVID-19 ?



(Chart 2 –

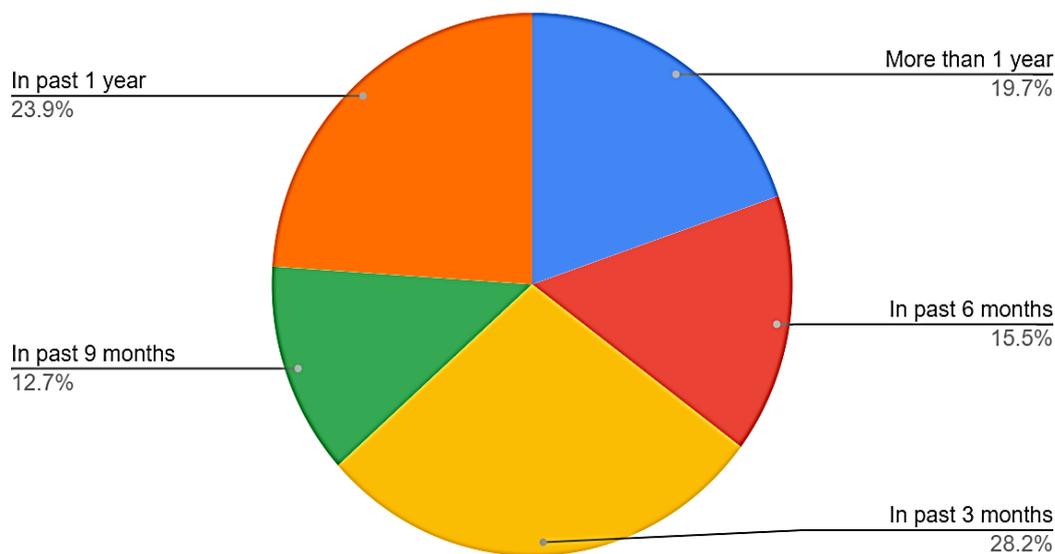
Count of how often did you travel for business or professional purpose before COVID-19)

It can be seen in chart 2 that only 16.9% of respondents travelled for business or work related purposes in 3 months just before the lockdown was forced. People who travelled within 6 months and between 9 months to 1 year were 21.1% and only 7% respondents travelled within 9 months. The

majority of people (33.8%) travelled for work related activities even before a year. Travel motivators included the business trips, travelling for training, conferences or seminars, etc. Most of these travellers earned between 40k – 60k per month and were aged between 31 to 50 years.

Chart 3 shows the responses about the religious motivator. For the purpose of easy understanding it was framed as holy places in the questionnaire. Majority of the respondents (28.2%) travelled within 3 months of the beginning of the lockdown. People travelling between 3-6 month were 15.5% and 6-9 month was 12.7%. 23.9% of the respondents travelled between 9 months to 1 year and 19.7% respondents travelled even before 1 year of the starting of the lockdown. It was seen that people who travelled between 9 months to 1 year were most from the age group of 50 years and above. Most of these tourist opted for domestic destinations.

Count of How often did you visit holy places before this pandemic ?

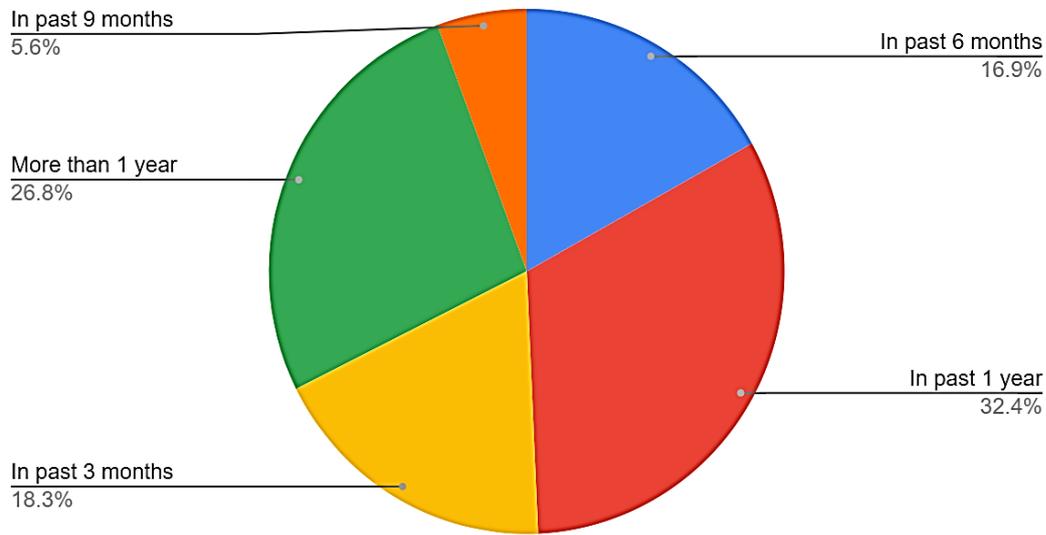


(Chart 3 –

Count of how often did you visit holy places before this pandemic)

It can be seen in chart 4 (Motivator – culture) that majority of the respondents travelled within 1 year (32.4%). 26.8% people travelled even before 1 year of starting of the lockdown. It can be seen that people travelling for cultural purposes were fewer than 20% for within 3 months and 6 months. Only 5.6% people travelled between 6-9 months. Cultural motivator includes activities like attending different cultural gathering like music or dance festivals, film festivals, and also exploration off culture as well.

Count of How often did you travel to seek different cultures before the rise of COVID-19 ?

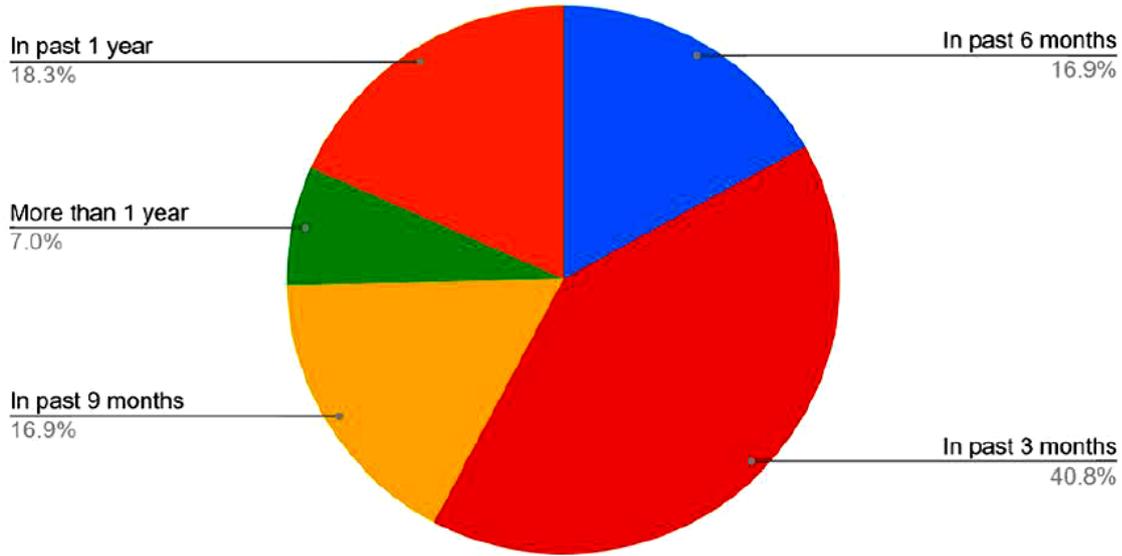


(Chart 4 –

Count of how often did you travel to seek different cultures before COVID-19)

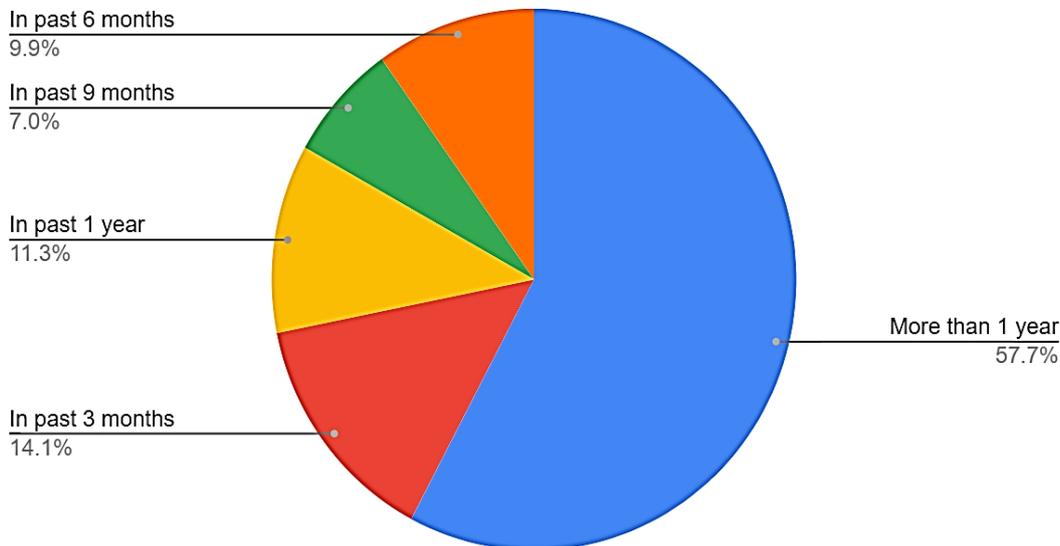
Chart 5 shows the preference of the respondents taking a travel for interpersonal reasons with family and friends. These motivators are also termed as VFR. It can be seen that majority of the respondents (40.8%) have travelled as recently as 3 month before the lock down was imposed. People travelling between 3-6 months and 6-9 months were equal at 16.9%. 18.3% of respondents responded that they have travelled with family and friends between 9 months to 1 year and 7% respondents have travelled even before one year.

Count of How often did you plan a get together with your friends, family members before this pandemic ?



(Chart 5 – Count of how often did you plan a get together with your friends, family members before this pandemic)

Count of How often did you travel outside the city for medical purpose before COVID-19 ?



(Chart 6 – Count of how often did you travel outside the city for medical purpose before COVID-19)

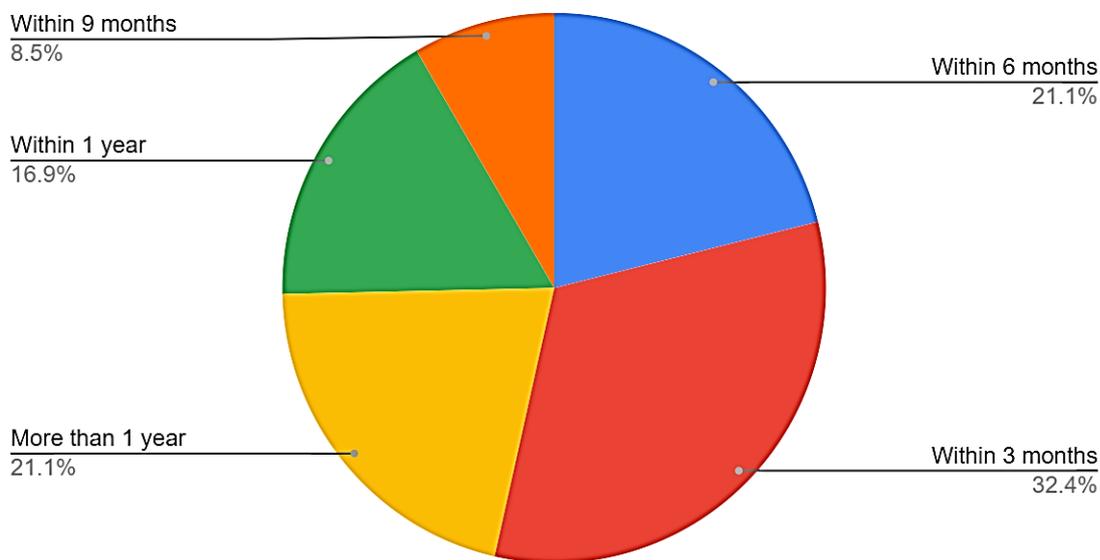
Chart 6 is about the Health/ medical purpose as a travel motivator. It can be seen that the highest number of respondents (57.7%) travel even before 1 year of the lockdown. People who travelled in 3 months just before COVID-19 restrictions were 14.1% of the sample size, followed by respondents

who travelled between 9 months to 1 year (11.3%). Only 9.9% people travelled between 3-6 months & people travelling between 6-9 months before the start of the lockdown were only 7%.

Post Unlock

For the ease of understanding of the respondents instead of using the term ‘after unlock’, the termed used was ‘after COVID-19’.

Count of How often would you take a leisure travel after COVID-19 ?

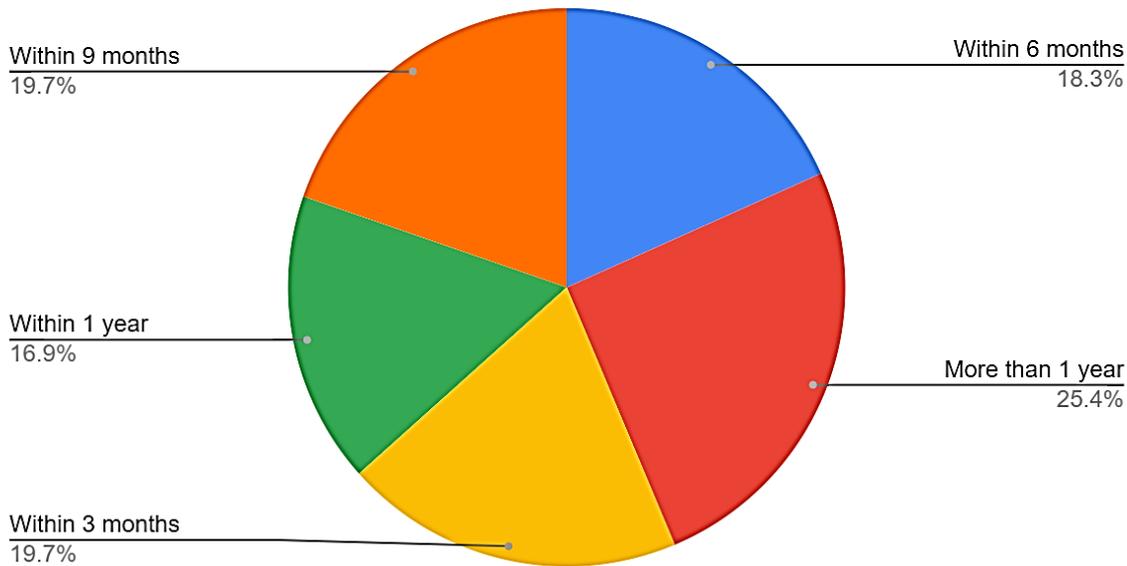


(Chart 7 –

Count of how often would you take a leisure travel after COVID-19)

This part of the questionnaire gives a futuristic view about the travel respondents would take or have taken since the travel restrictions were relaxed. It can be seen from the data gathered that 32.4% of the respondents would take up a travel for leisure purpose within 3 months. People opting for travel within 6 months and after 1 year after the travel restrictions are completely relaxed is at par with 21.1%. 16.9% respondents responded that they will travel between 9 months to 1 years after the relaxation of the restrictions and only 8.5% people responded that they will travel between 6-9 months. Most of the respondents who opted to travel for leisure purposes were aged between 20 – 40 years and most of them responded they will travel with friends and family within 3 months. (Chart 7)

Count of How often would you prefer to travel for business or professional purpose post COVID-19 ?



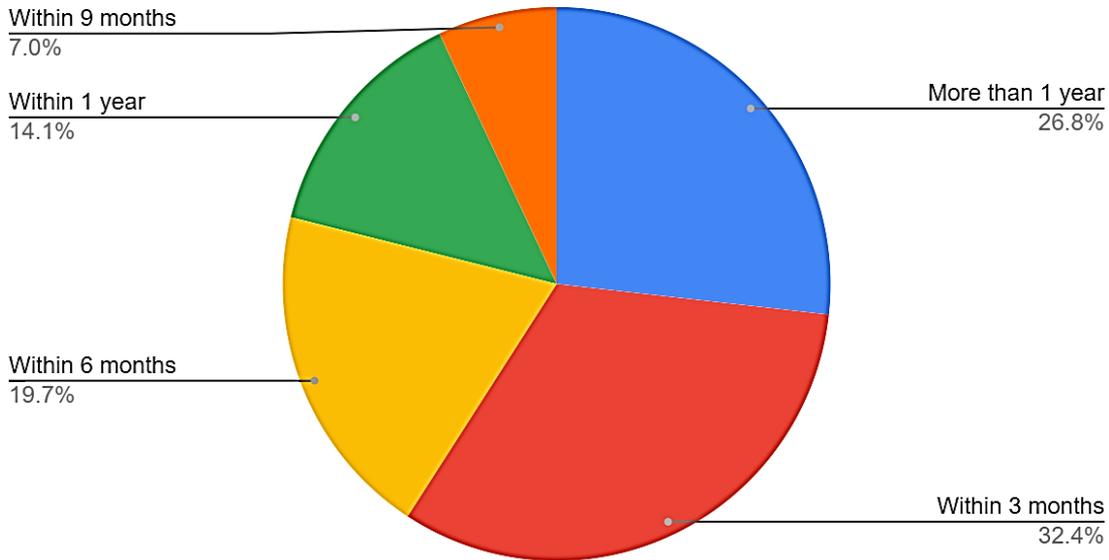
(Charts 8

– Count of how often would you prefer to travel for business or professional purpose post COVID-19)

It can be seen from chart 8 that the even if there is no much difference between the distribution of the data, people have opted to travel for business after 1 year tops with 25.4%. People travelling within 3 months and between 6-9 months are same at 19.7%. This is mostly due the policies most of the companies have chalked during the time of the pandemic where companies have asked their employees to work from home and conduct online meetings. Only 18.3% people would be expected to travel between 3 – 6 months for business purpose and only 16.9% people would travel between 9 months to 1 year.

Chart 9 shows the preference of the respondents taking up a travel for religious purposes. 32.4% of the respondents responded that they will travel to various religious places within 3 months of unlock. 92% of these people fall between the age group of 50 years and above. On other hand 26.8% people responded that they will travel after 1 year. People who would travel to these places of worship between 3–6 months were 19.7%. 14.1% people responded that they will travel to holy places between 9 months to 1 year and only 7% people responded that they will travel between 6-9 months.

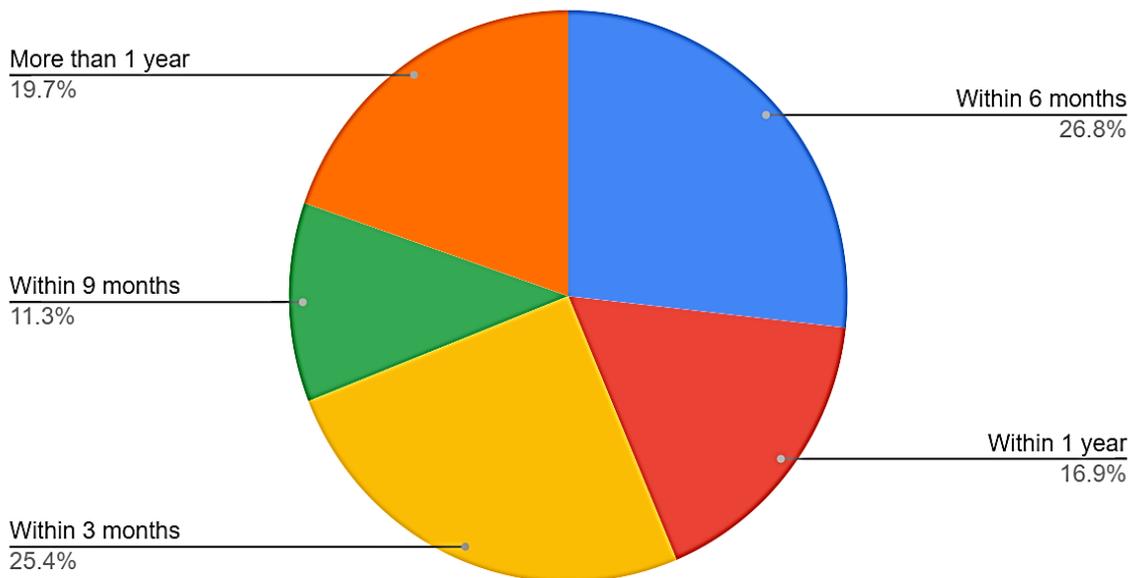
Count of How often would you prefer to visit holy places after COVID-19 ?



(Chart 9 –

Count of how often would you prefer to visit holy places after COVID-19)

Count of How often would you like to explore different cultures after this pandemic ?



(Chart 10

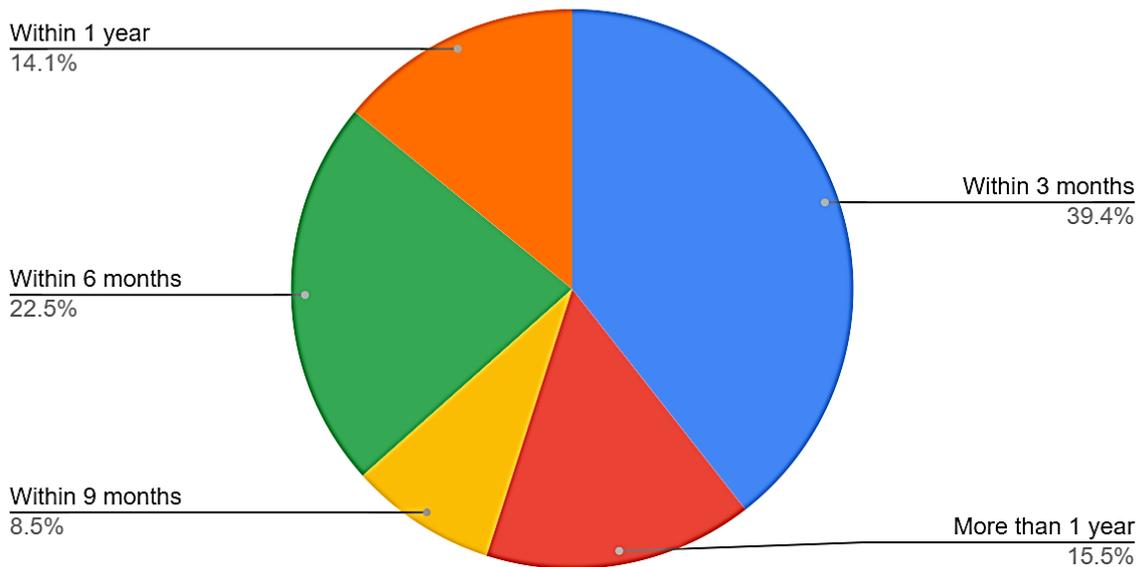
– Count of how often would you like you explore different cultures after this pandemic)

It was observed that respondents travelling between 2-6 months topped with 16.8% and respondents travelling within 3 months of Unlock were 25.4%. Only 11.3% respondents responded that they will

travel between 6-9 months and 16.9% people will travel between 9 months to 1 year. 19.7% people prefer travelling even after 1 year of unlock. Many of the places at such destinations as well as many of the cultural events are still not open for the people to visit and hence it can be seen that the percentage has gone down considerably when a cultural motivators are considered.

Chart 11 talks about interpersonal motivator. It can be seen from the pie diagram that 39.4% of respondents will travel for interpersonal reasons within 3 months. 86% of these respondents who opted to travel within 3 months fall between 18 years to 40 years. It can also be observed that 42% of these people earn between 20k to 60k per month. People travelling between 3-6 month ranked second with 22.5% and the group travelling after 1 year of first unlock phase ranked third with 15.5%.

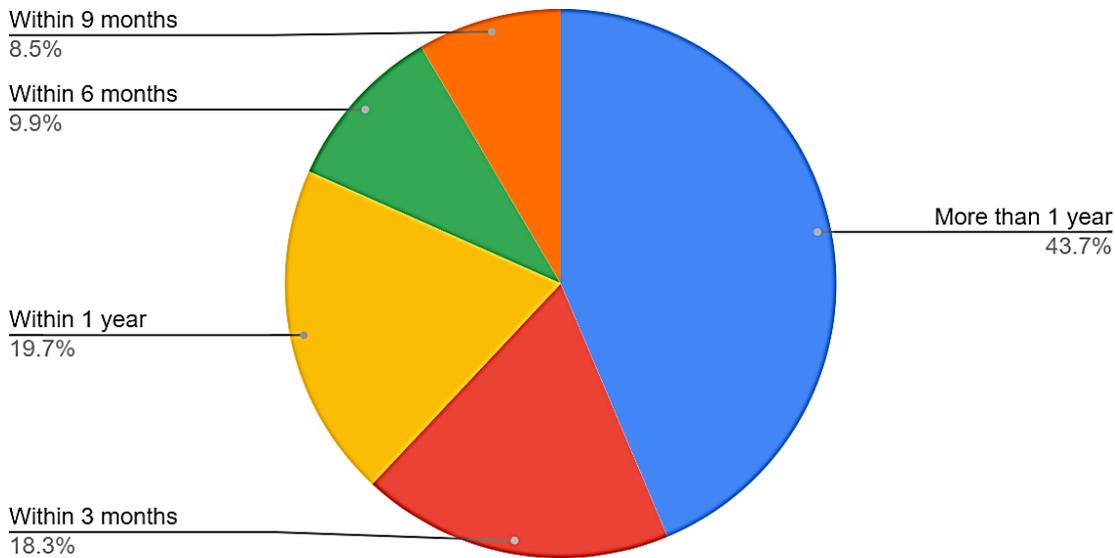
Count of How often would you like to plan a get together with your friends, family members after the COVID-19 ?



(Chart

11 – Count of how often would you like to plan a get together with your friends, family members after the COVID-19)

Count of How often would you travel out of city for medical purpose post COVID-19 ?

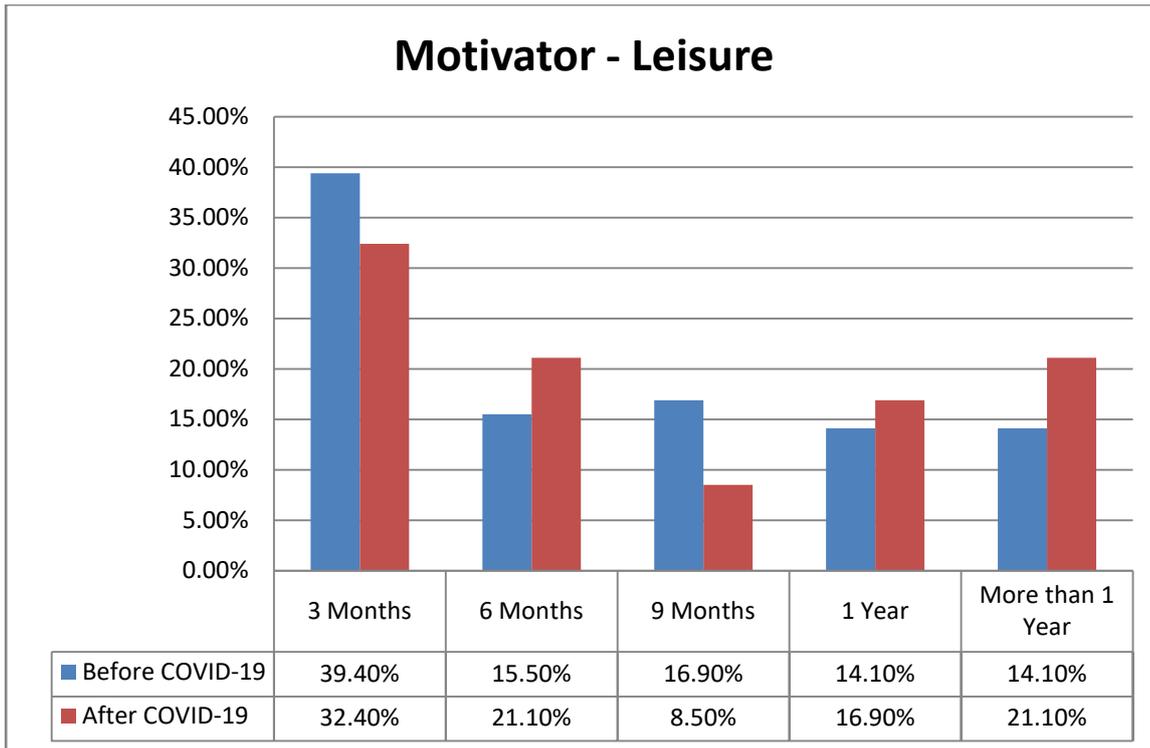


(Chart 12

– Count of how often would you travel out of the city for medical purpose post COVID-19)

Health was one of the prominent travel motivators before COVID-19 which has changed considerably. 43.7% of the respondents responded that they will travel even after 1 year for any medical purpose. People travelling within 3 months were 18.3%. Most of the people travelling within 3 months were aged above 50 who need immediate medical attention or who had some kind of medical treatments planned before lockdown was imposed. 19.7% people responded that they will travel between 9 months to 1 year and only 8.5% would take up a travel between 6-9 months.

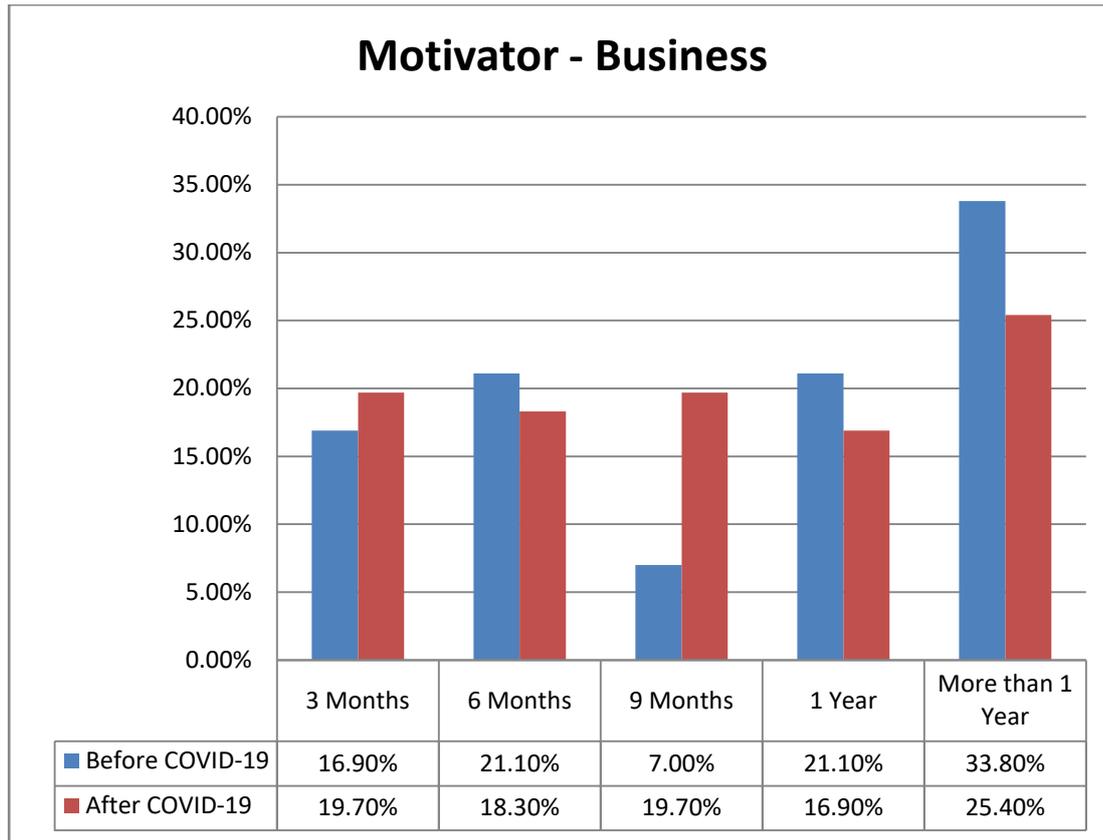
Comparative Analysis



(Chart 13 –

Motivator – Leisure)

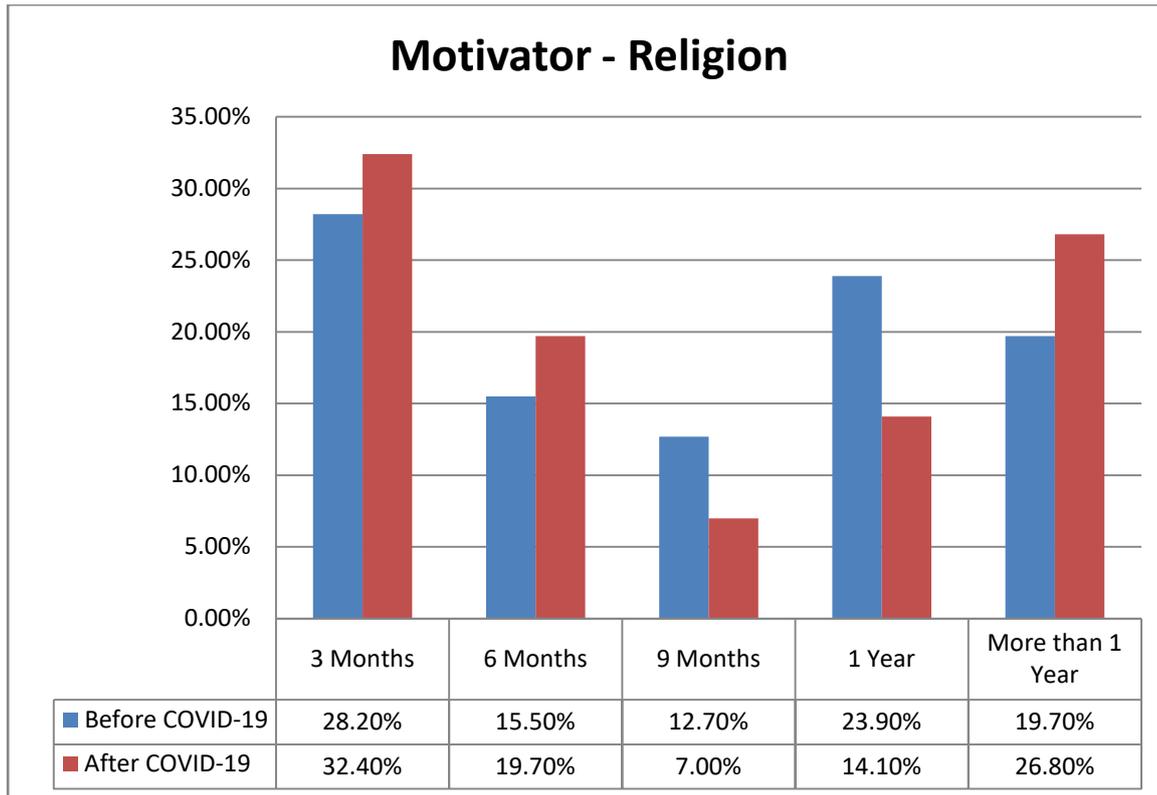
Data given in chart 13 shows that the respondents who selected Leisure as travel motivator before COVID-19 were 39.40% which after Covid -19 has dropped by 17.66% for the frequency of 3 months and has increased after COVID-19 by 36.12% for the frequency of 6 months. For the frequency of 9 months has again decreased after COVID-19 by 49.70%. In the frequency of 1 year it has increased after COVID-19 by 19.85%, in the frequency of more than 1 year has increased by 49.64% reaching it up to 21.10%. It can be summed up that the increase is due to the relaxation of lockdown rules.



(Chart 14 –

Motivator – Business)

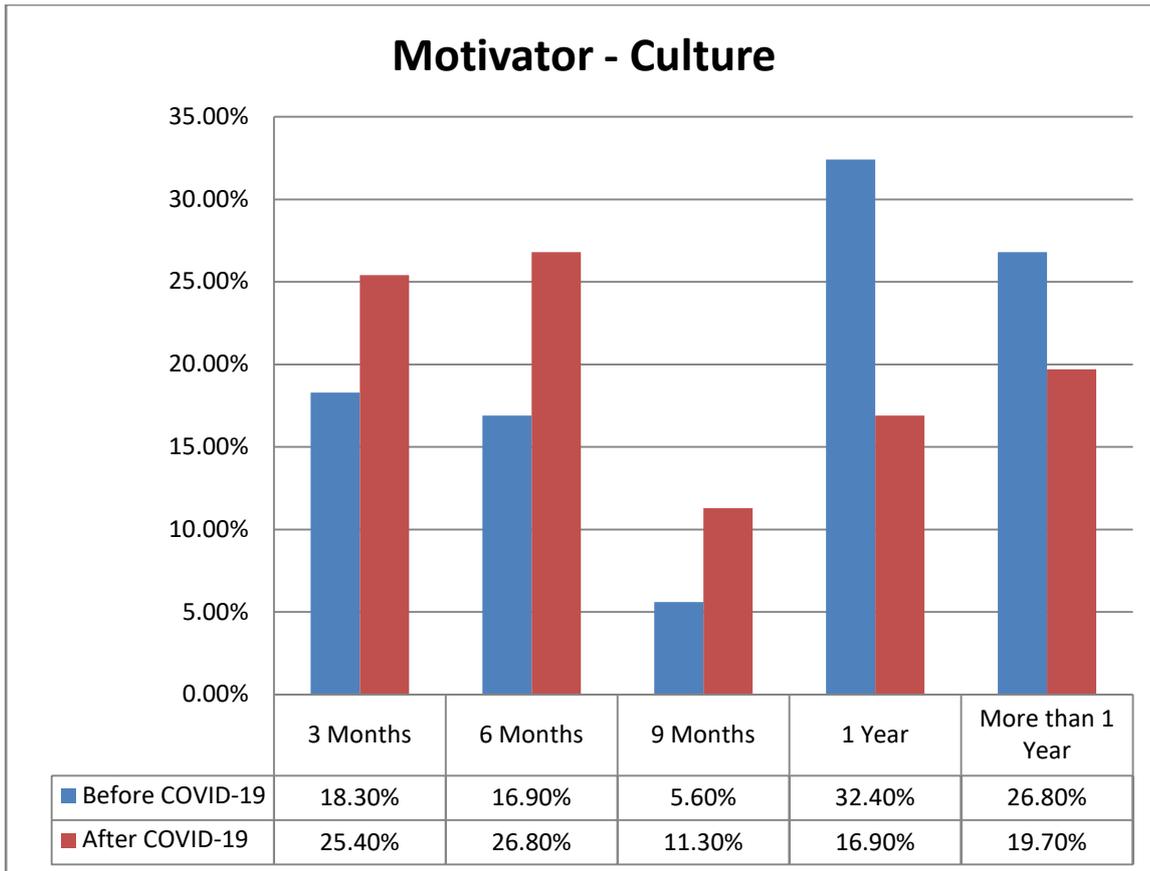
Data given in chart 14 shows that, the participants who selected Business as travel motivator before COVID-19 were 16.90% in the frequency of 3 months which has increased by 16.56%. In the frequency of 6 months before COVID-19 it was 21.10% which has dropped by 13.27% to 18.30%; in the frequency of 9 months before COVID-19 it was 7% and it has drastically jumped by 181.42%. While the frequency of 1 year before COVID-19 which was 21.10% has dropped by 19.90% & in the frequency of more than 1 year before COVID-19 was 33.80% after COVID-19 has decreased by 24.85%. Most of the businesses are carrying out their day to day activities through online platforms which has led to the dropping percentage of business travellers.



(Chart 15 –

Motivator – Religion)

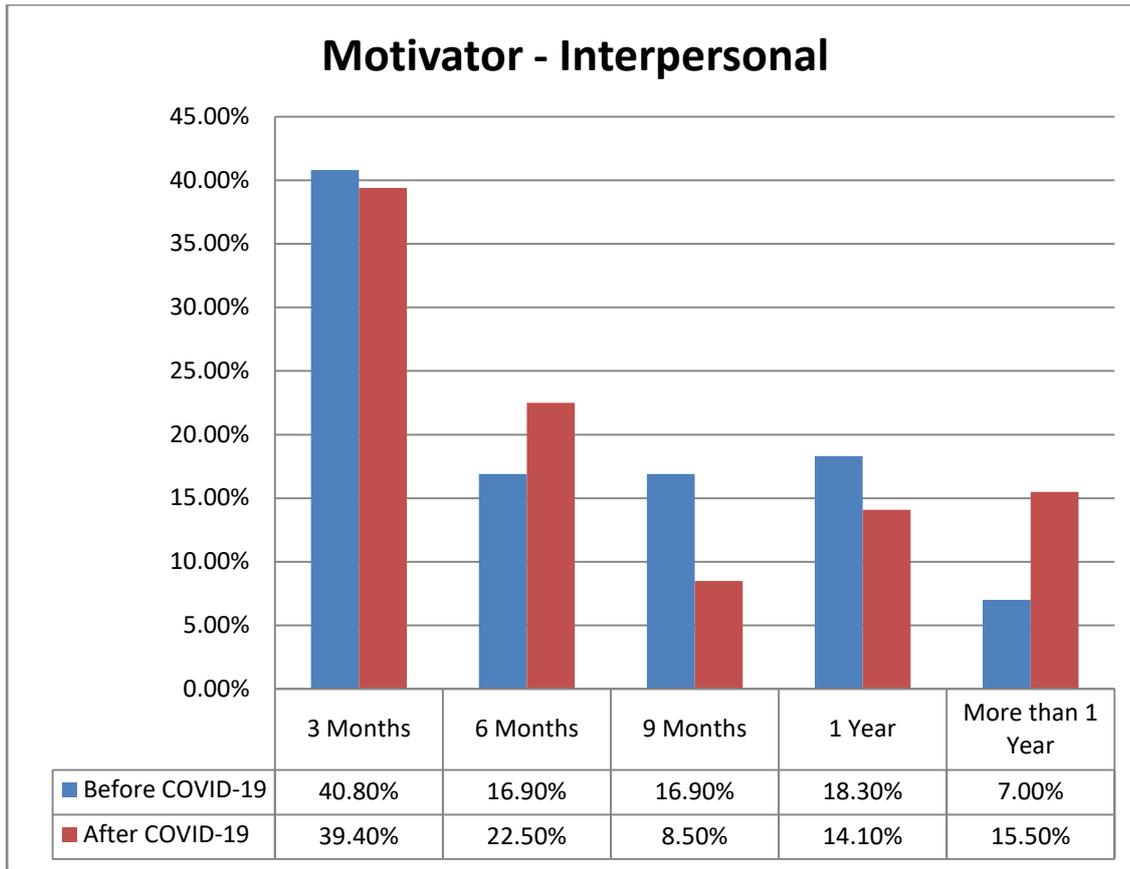
Data given in chart compares Religious reasons as travel motivator. It can be seen that those participants who selected Religion as travel motivator before COVID-19 were 28.20% which has increased by 14.89% after COVID-19. In the frequency of 6 months before COVID-19 was 15.50% which has increased by 27.09% whilst the frequency of 9 months before COVID-19 was 12.70% which has decreased by 44.88%, in the frequency of 1 year before COVID-19 was 23.90% which has decreased by 41%, in the frequency on more than 1 year before COVID-19 was 19.70% which has increased by 36.04%. Most of the religious places were under lock and key until Unlock 3. With the relaxation of the rules, many of the religious destinations are welcoming tourists at the places of worship. Therefore it can lead to surge in visiting such places in first few months of the unlock phases.



(Chart 16 –

Motivator – Culture)

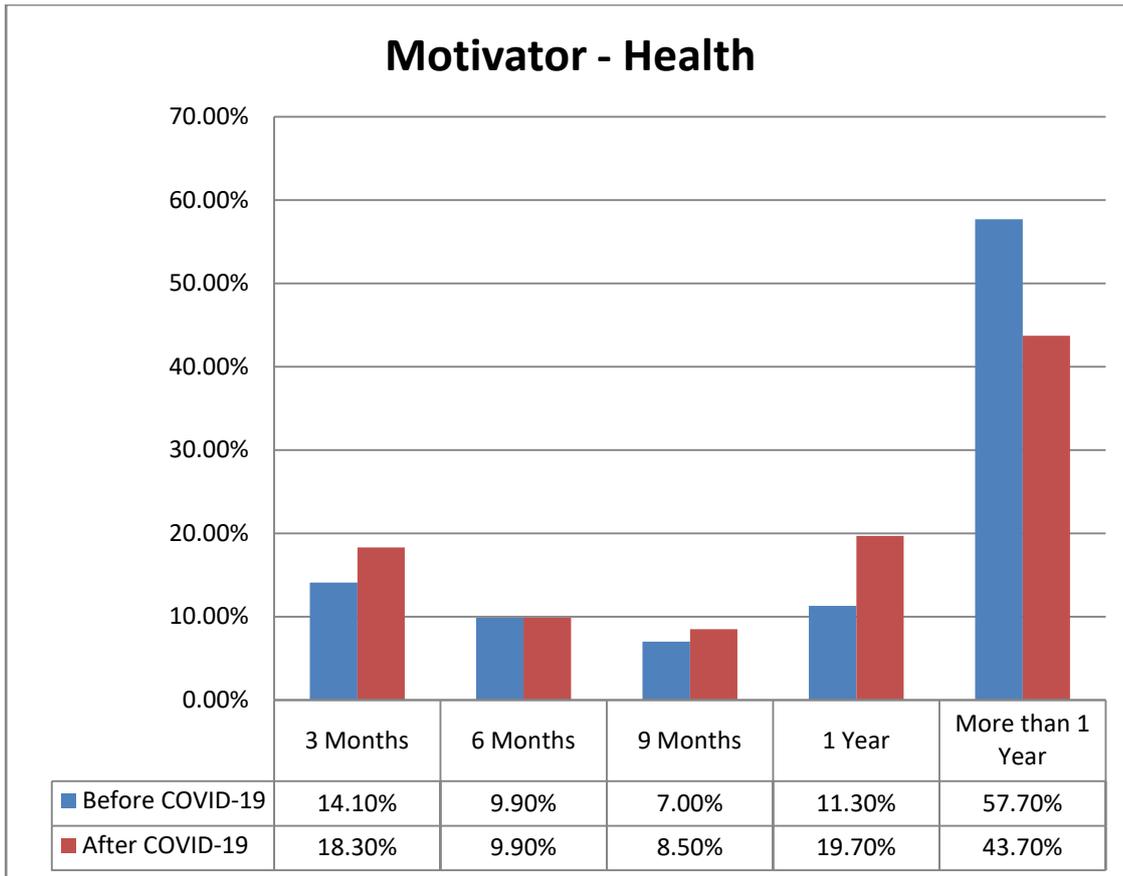
Data given in chart 16 shows that the respondents selected Culture as travel motivator before COVID-19 were 18.30% which has increased by 38.79% after COVID-19. In the frequency of 6 months before COVID-19 it was 16.90% which has increased by 58.57% after COVID-19 reaching to 26.8%; in the frequency of 9 months before COVID-19 was 5.60% which has drastically increased by 101.78% after COVID-19. In the frequency of 1 year before COVID-19 was 32.40% which has decreased by 47.83% after COVID-19, in the frequency of more than 1 year before COVID-19 was 26.80% which has decreased by 26.49% after COVID-19. The upward surge is due to many destinations organising different cultural festivals and activities at the destination as their contingency strategy. It can also be seen that the government has allowed the theatres and cinemas to run the shows; as an effect of which various cultural organisations have started organising the cultural festivals like Theatre festivals, Film festivals, etc.



(Chart 17 –

Motivator – Interpersonal)

Data given in chart shows that the participants responded with interpersonal reasons as travel motivator for the frequency of 3 months before COVID-19 was 40.80% which has decreased by 3.43% after COVID-19. In the frequency of 6 months before COVID-19 was 16.90% which has increased by 33.13% after COVID-19 whilst the frequency of 9 months before COVID-19 was 16.90% which has drastically decreased by 49.70% after COVID-19 dropping to 8.50%. In the frequency of 1 year before COVID-19 it was 18.30% which has decreased by 22.95 % after COVID-19 and in the frequency of more than 1 year before COVID-19 was 7.00% which has increased by 54.83 % after COVID-19.



(Chart 18 –

Motivator – Health)

Data given in chart shows that the respondents who selected Health as travel motivator for the frequency of 3 months before COVID-19 were 14.10% which has increased by 29.78% after COVID-19. In the frequency of 6 months before COVID-19 was 9.90% which has remained same 9.90% after COVID-19. While the frequency of 9 months before COVID-19 was 7.00% which increased by 21.42% after COVID-19 reaching it to 8.50% & in the frequency of 1 year before COVID-19 was 11.30% has increased by 77.33% after COVID-19. In the frequency of more than 1 year before COVID-19 was 57.70% which decreased by 24.26% after COVID-19.

Hypothesis Testing

- H_0 – COVID-19 does not have an effect on travel motivators.

H_1 – COVID-19 has an effect on travel motivators.

One way ANOVA was the test used to test this hypothesis. This test compares the means of different treatments. This test determines if there is a significant difference between the means. So to test whether COVID-19 has affected the travel motivators of not, this test has been used by researchers. The results are as follow -

Summary of Data						
	Treatments					
	1	2	3	4	5	Total
N	142	142	142	142	142	710
$\sum X$	472	332	396	346	512	2058
Mean	3.3239	2.338	2.7887	2.4366	3.6056	2.899
$\sum X^2$	1880	1036	1416	1162	2188	7682
Std.Dev.	1.4854	1.3573	1.4867	1.504	1.5572	1.5561
Result Details						
Source	SS	df	MS			
Between-treatments	173.3183	4	43.3296	$F = 19.7925$		
Within-treatments	1543.3803	705	2.1892			
Total	1716.6986	709				

The f-ratio value is 19.7925. The p-value is < .00001. The result is significant at $p < .05$.

The results show that the f-ratio is 19.7925 for which the p value is 0.00001. It can be concluded that p value is less than 0.05, so the result is significant. So the null hypothesis (H_0) is rejected and alternate hypothesis (H_1) is accepted. It can be further concluded that **COVID-19 has an effect on travel motivators.**

- H_0 – Leisure tourism will not boost after COVID-19.

H_2 – Leisure tourism will boost after COVID-19.

t-test has been used to test this hypothesis. This test is used to test whether a certain variable has affected the population of interest or not. Considering the same thing, t-test has been adopted by researchers to see whether COVID-19 has an effect on leisure tourism or not. The results are as follow –

$$t = \frac{(\sum D)/N}{\sqrt{\frac{\sum D^2 - \frac{(\sum D)^2}{N}}{(N-1)(N)}}$$

Difference Scores Calculations

Mean: 0.25

$\mu = 0$

$S^2 = SS/df = 202.87/(142-1) = 1.44$

$S^2M = S^2/N = 1.44/142 = 0.01$

$SM = \sqrt{S^2M} = \sqrt{0.01} = 0.1$

T-value Calculation

$t = (M - \mu)/SM = (0.25 - 0)/0.1 = 2.52$

The value of t is 2.518579. The value of p is .0129. The result is significant at $p < .05$.

It can be seen that the t-value for the test is 2.518579 for which the calculated p-value is 0.0129. The calculated p value is less than tabulates value. So null hypothesis (H_0) is rejected and alternate hypothesis (H_2) has been accepted. It can further be concluded that **Leisure tourism will boost after COVID-19.**

Suggestions and Recommendations

After careful analysis of the data the suggestions and recommendations were developed by researchers. It can be seen that leisure tourism will boom after unlock and another motivator which will be in boom will be interpersonal reasons. So travel agents, operators can focus more on leisure tourism destination where they can develop the tourism products where friends, families can spend time together. This will also help the short trips and weekend tourism for the reasons like get-togethers, family gatherings and family events. COVID-19 has impacted cultural motivators to a considerable extent as most of the cultural events or festivals are not planned in near future. But it can be seen that these festivals, fairs will be in boom after 1 year, so it can be taken an advantage after a year of unlocking. More focus can be given on developing tourism products considering the people aged between 30-50 years as it can be seen that they are the ones who are expected to take travel as soon as the restrictions are relaxed.

Limitations

Following are the limitations of this study –

1. The study has considered motivators developed by Robinson. No other motivators have been considered for this study.
2. The samples have been chose from Pune City only.
3. No psychological factors have been studied by the researchers.

Conclusion

COVID-19 has deeply impacted the tourism industry. Will the lockdown and travel restrictions, the moment of people has halted since March 2020 and it's not yet resumed completely as it was before pandemic. As the new strains of the virus are discovered and more and more destinations are going back to lockdown, it is harder for tourism industry to get back to normal. The new normal has slowed down this process as well. But it can be seen that the industry has taken this as a challenge and is coming up with new products fiercely than before. More focus has been given to short trips and weekend tourism. It can be concluded that even after the challenges posed by the scenarios, tourism is emerging with rapidly than ever before.

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