Study of Tourism Travel Intention in the New Normal Period (Case Study of the Old City of Semarang)

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ABSTRACT : This study aims to examine the travel intention of tourists in visiting tourism objects in the old city of Semarang. This research uses a qualitative approach and a case study. The informants used in this study were tourists who visited the old city of Semarang during the new normal period. This research was conducted for three months. The results of this study indicate that the travel intention of tourists is influenced by the perceptions and attitudes of tourists related to risk attitudes and travel anxiety. The results of this study also show that in the new normal period, tourists already have awareness in taking care of themselves and are aware of the importance of health protocols.

Keywords – tourism, travel intention, new normal era

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1. INTRODUCTION

Tourism is one of the attractions of a country or a tourist destination that can attract tourists to visit (Bascha et al., 2020). argues that tourism is a travel activity that aims to get pleasure, satisfaction, and fulfillment of curiosity about a particular place. Hunziger (2008) argues that tourism is the entire network and symptoms associated with the stay of foreigners in a place provided that the individual does not carry out an important work (major activity) that can provide permanent or temporary benefits. Meanwhile, according to the World Tourism Organization (WTO) tourism is an image stereotype in carrying out vacation activities, as explained below. "Tourism comprises the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purpose".

The tourism sector is one of the important sectors for the Indonesian economy. The contribution to the tourism sector has increased significantly in recent years (Utami and Kafabih, 2021). This is reinforced by research conducted by Wiwin (2018) which says that tourism is one of the leading industries that has fairly fast economic growth. This can be seen from the contribution of the tourism sector to total exports of goods and services, which experienced a significant increase from 10% in 2005 to 17% in 2012. The tourism sector contributed directly to GDP of 4.8% in 2019, this value increased by 0.30 points from 2018 which was 4.5% (Kemenparekraf, 2020). This increase in contribution was due to the increasing number of foreign and domestic tourist visits as well as the increasing number of investments in the tourism sector in Indonesia.

Travel Anxiety or Anxiety when traveling can occur due to several factors such as the type of tourism, situational factors, or personal characteristics possessed by each tourist (Fennell, 2017). Anxiety that arises when traveling is also caused by uncertainty, not knowing the destination, not knowing what to do at the

destination, and feeling insecure when in a tourist destination (Ozascilar et al., 2019). Lemee et al. (2019) states that tourists will find it very difficult to adapt to a new environment when experiencing anxiety due to the uncertainty that occurs or the risks that arise due to the decisions made.

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Weber (2010) defines that risk preference (attitude) is a series of avoiding risk (risk avoiding) to seeking risk (risk seeking). Meanwhile, according to Rohrmann (2008) Risk Attitude is a person's intention to evaluate a risk situation in a favorable or unfavorable way and act appropriately in accordance with the provisions. The underlying characteristics of risk tendencies and risk aversion, namely prudence. It is a reflection on the mindset of risk-taking behavior under an uncertain or risky environment. With this risk, someone will mitigate or reduce the risk in whole or in part from the risk that has the potential to occur. While complete risk aversion is sometimes possible, this option is less likely to be selected. Instead, people usually take action, such as creating a backup plan or a flexible plan according to the nature of the risk. Perception of risk is important to consumer decisions and judgments. Risk perception is a complex perception formed by individuals on the basis of negative impacts and the environment. Researchers argue that people tend to optimize their risk-taking behavior by balancing expected gains and losses (Kozak, 2007). Meanwhile, other researchers argue that people form their perceptions of fear of Covid-19 and anxiety when traveling (Luo and Lam, 2020).

Meanwhile, travel intention literally emphasizes a person's intention to travel or a commitment to travel. Intention to travel is the result of mental processes that lead to an action and change motivation into behavior. Travel intention is related to the desire to do a tourist trip. There are studies that state that the main driving factors for travel intentions are personal sources and information. Sources of information are stated to be more important than personal factors in the formation of perceptual tourism destinations (Beerli and Martin, 2014). Travel intention is also influenced by the risk factors perceived by tourists and their perception of safety. Risk factors can create anxiety in potential travelers about what might happen to them while traveling. The tourism industry must respond to the tourism disaster caused by Covid-19. The world of tourism has experienced an unprecedented significant impact. On these problems, research needs to be carried out to determine changes in consumer behavior patterns in tourism in order to become recommendation material for tourism stakeholders so that they can adapt to the circumstances that occur.

Based on the description above, the researchers are interested in conducting research on Study Of Tourism Travel Intention In The New Normal Period (Case Study Of The Old City Of Semarang). This research aims to find out and analyze how the travel intention of tourists from the old city of Semarang is related to risk attitude and travel anxiety.

2. LITERATURE REVIEW

Tourism Marketing

Tourism marketing is a management process in which tourism organizations and business entities engaged in the tourism sector are able to understand the market by identifying the needs and satisfaction of tourists through the provision of tourist destinations and other facilities in an integrated manner. actual and potential. Thus, organizations or business entities engaged in tourism must be able to formulate and adapt tourism products in order to communicate to meet needs, motivate, and attract tourists to visit.

Tourism marketing aims to identify the tourism potential of an area and then process it as well as possible to attract tourists. Tourism marketing is inseparable from how to understand consumers. Consumers travel based on various motivations that must be understood by tourism service providers. Meanwhile, according to Kertajaya (2014) tourism services are more focused on customer experience by creating entertainment and various attractions. The memorable experience that customers get after enjoying what a tour service provider has to offer will build a better relationship in the long term. An unimpressive experience on the other hand will

reduce customer interest in dealing with tourism service providers. Based on this, the study of customer experience in tourism marketing is very important for business actors in the tourism sector.

new normal era

New normal or new normal is a term used in various activities related to a difference that was previously unusual or considered abnormal. The new normal era has become an effort to optimally prepare for activities that are forced to be carried out outside the home. Therefore, society must be able to adapt in changing behavior patterns in the new normal era. Changes in people's behavior patterns must of course be carried out by complying with health protocols in an effort to prevent the spread of the Covid-19 virus. The government will take more innovative steps to prepare for the new normal. Solutions and measurable benefits are what the community really needs in government policies in dealing with Covid-19. The government is committed to building good and human relations with the community, but activities between communities need to be limited to prevent the transmission of Covid-19 (Nugroho, 2020).

Risk Attitude

Avoiding risk, facing risk, tolerance for risk and a neutral position towards risk are forms of response to uncertainty driven by perception (Hillson & Murray-Webster, 2005). This response is called the attitude to risk. A risk attitude is an action that is used based on thinking about uncertainty that has a positive or negative influence on goals (Hillson & Murray-Webster, 2006).

Risk attitude, in simple terms, can be interpreted as an attitude towards risk. Risk attitude can be interpreted as a chosen response to uncertainty and has consequences that allow it to occur (Hillson & Murray-Webster, 2006). The response can be a positive response or a negative response, and has an effect on the goals to be achieved. It is a mindset about risk-taking behavior under an uncertain environment (Hillson & Murray-Webster, 2006). Risk attitude affects the risk management process because in order to be able to master individual risk management, one needs to first know their risk attitude. What individuals need to know to manage risk is that each individual must make decisions and judgments.

People usually act rationally under risk or uncertain circumstances. They may hedge or reduce risk in whole or in part. While complete risk aversion is sometimes possible, this option is less likely to be selected. Instead, people usually take action, such as creating a backup plan or a flexible plan according to the nature of the risk (Kozak, 2007). Risk perception or risk perception is important for consumer decisions and judgments (Luo and Lam, 2020). Risk perception is a complex perception formed by individuals on the basis of negative impacts and the environment. Researchers argue that people tend to optimize their risk-taking behavior by balancing expected gains and losses (Luo and Lam, 2020).

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Travel Anxiety

Anxiety is a deep thought pattern that causes a sense of worry about conditions or threats that may occur (Stein and Sareen, 2015). Anxiety, loosely, is an emotional response to stress, potential risk or actual risk (Luo and Lam, 2020).

Dowling and Staelin (in Luo and Lam, 2020) argue that when individuals carry out activities that contain elements of risk, the unknown consequences will cause feelings of anxiety. McIntyre and Roggenbuck (in Luo and Lam, 2020) expanded this definition to include feelings of nervousness, worry, stress, vulnerability, discomfort, annoyance, fear or panic. Since the Covid-19 pandemic, the fact that information related to the increasing number of people exposed to the COVID-19 virus, the number of deaths, and the restrictions on social activities has allowed each individual to experience anxiety. Research conducted by Ahorsu et al. (2020) concluded that everything related to covid-19 does cause psychological effects such as fear and worry in many people.

Anxiety that arises when a person travels is caused by several factors. These factors include the type of tourism, situational factors, or personal characteristics possessed by each tourist (Fennell, 2017). Anxiety experienced by tourists when traveling is also influenced by uncertainty, not knowing the destination, not

knowing what to do at the destination, and feeling insecure when visiting a tourist destination (Ozascilar et al., 2019). Lemee et al. (2019).

3. METHOD

This research uses qualitative research with a case study approach. Informants in this study were tourists who visited the old city of Semarang in 2021. This research was conducted for 3 months. The data approach used is primary data collected through open interviews with informants. The focus of this research is to look at travel intentions in the new era which are related to risk attitude and travel anxiety.

4. RESULT AND DISCUSSION

The results of this study are in accordance with research conducted by Luo and Lam (2020) which states that there is a direct influence of tourists' attitudes towards the risks they will face during the Covid-19 pandemic. Meanwhile, another study conducted by Zenker & Gyimothy (2021) explains that tourists' attitudes towards the risks they will face when traveling indirectly affect their intention to travel in the future. This means that this research is also in accordance with the research conducted by Zenker & Gyimothy.

In this study, the risk attitude will have an impact on the travel intention of tourists. This shows that the risk attitude affects the travel intention of tourists to visit the old city of Semarang. This is because they feel happy when taking a vacation physically compared to virtual.

The research of Zenker & Gyimothy (2021) explains that the attitude of tourists to the risks they will face when traveling indirectly affects their intention to travel in the future. This is different from the research by Luo and Lam (2020) which states that there is a direct influence of tourists' attitudes towards the risks they will face during the Covid-19 pandemic.

In this study, based on the characteristics of the respondents based on the comfort distance with other visitors and the majority of respondents chose the safe distance with other visitors was > 1 meter. This shows that tourists have quite a good understanding related to carrying out health protocols at tourist attractions, one of which is by implementing physical distancing or maintaining a distance between visitors at tourist destinations. With the attitude of tourists in the face of this risk will affect the intention to visit tourists.

The results of this study are in accordance with research conducted by Luo and Lam (2020) which states that tourist anxiety when traveling during the Covid-19 pandemic affects tourists' intentions to travel in the future. This shows that the existence of travel anxiety affects travel intention in tourists to visit the old city of Semarang. In another study conducted by Zenker & Gyimothy (2021), it was also stated that the anxiety of tourists in traveling during the Covid-19 pandemic affected the intention of tourists to visit tourist destinations.

In this study, travel anxiety will also have an impact on travel intention, some tourists admit that they are uncomfortable when they think about planning a tour or trip during a pandemic. On the other hand, tourists feel happy when they take a physical vacation compared to traveling virtual. . The majority of respondents answered that they experienced boredom due to limitations in community activities so that they needed refreshing with excursions to the old city of Semarang.

Figure captions appear below the figure, are flush left, and are in lower case letters. When referring to a figure in the body of the text, the abbreviation "Fig." is used. Figures should be numbered in the order they appear in the text.

5. CONCLUSION

The results of this study indicate that the travel intention of tourists is influenced by the perceptions and attitudes of tourists related to risk attitudes and travel anxiety. The results of this study also show that in the new normal period, tourists already have awareness in taking care of themselves and are aware of the importance of health protocols.

With the pandemic conditions not over yet, the Semarang city government and related agencies are expected to continue to monitor and provide strict action for tourism managers who violate the rules related to travel

health protocols in the new normal era. The Regional Government and the Department of Tourism and Culture can continue to collaborate with all parties in a synergistic and collaborative manner in an effort to monitor and disseminate safe travel during the pandemic. The Semarang city government and the Tourism and Culture Office can also optimize technology development with the aim of being a support for tracing visitors or the Covid-19 tracer, which currently has not been applied to tourist destinations in the old city of Semarang. This is quite important considering that in this new normal era, tourist mobility is quite high, so tracing efforts are important as a preventive effort in implementing risk management processes at tourist destination locations.

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