Promoting Local Tourism: Accessible Amenities and Travel Plans in East Nusa Tenggara After the Pandemic

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Abstract

The COVID-19 pandemic has wrought considerable effects on the tourism sector. Given this context, the main aim of this study is to apply the Theory of Planned Behavior (TPB) in a conceptual framework to elucidate the travel choices made by domestic tourists in the aftermath of the pandemic. The TPB, a well-established socio-psychological theory for forecasting human decision-making, serves as the basis for this research. By employing quantitative research methods, we have extended the TPB model to encompass tourists' awareness of inclusive amenities. This theoretical framework considers tourists' intentions to visit East Nusa Tenggara, a destination they view as comfortable and secure. The level of knowledge tourists has regarding inclusive facilities plays a pivotal role in improving the predictability of their intentions. The connection between subjective norms, attitudes, and intentions is substantially influenced by tourists' awareness of inclusive amenities. To sum up, the results of this study make a meaningful contribution to our understanding of how tourists make travel decisions in the post-pandemic period.

Keywords: tourism; inclusive facilities; CHSE; theory of planned behavior.

INTRODUCTION

Background

The World Health Organization (WHO) officially declared a Public Health Emergency of International Concern on January 30, 2020. The International Health Regulation (IHR) defines such an emergency as an event that poses a public health risk to multiple countries due to the international spread of a disease, requiring a coordinated international response. This definition emphasizes events that occur beyond the control of their place of origin and then spread (Maher and Bellizzi, 2020). In response to the pandemic, the government established the National Task Force, officially known as the Task Force for the Acceleration of Handling COVID-19. This task force, detailed on its official website, categorizes COVID-19-affected areas into different zones based on 15 public health

indicators, comprising 11 epidemiological indicators, two public health surveillance indicators, and two health service indicators (Danung, 2020).

The outbreak of COVID-19 since late 2019 has created uncertainty across various industries worldwide, with tourism and hospitality among the hardest-hit sectors. According to the UNWTO's definition, tourism involves people moving outside their usual environment for personal, business, or professional purposes. Additionally, the International Recommendation for Tourism Statistics (2008) considers someone a tourist if they travel to a destination outside their usual environment for less than one year. Focusing on domestic tourism in this study, UNWTO defines it as tourist activity primarily within one's country of residence, which can include personal or business purposes unless working for an entity in the visited destination. As a sector dependent on mobility and human interaction, the tourism and hospitality industry has been profoundly affected by the pandemic (Gallen, 2020).

Since the pandemic was declared in March 2019, UNWTO reported a decline of up to 78% in tourist arrivals. As per UNWTO data until February 2021, Indonesia had maintained travel restrictions and flight bans on foreign tourists (UNWTO, 2021). The Indonesian Ministry of Maritime Affairs and Fisheries noted that the country relies significantly on domestic tourists, accounting for 55% of the total (KKP Go, 2020). The Ministry of Tourism and Creative Economy initiated tourism recovery in 2021 by implementing a CHSE-based health protocol focusing on Cleanliness, Health, Safety, and Environmental sustainability, along with outreach and partnership programs involving various stakeholders.

Following the theory proposed by Ajzen (1991), this research employs components like attitude toward behavior, subjective norm, and perceived behavioral control for analysis within the Theory of Planned Behavior (TPB). Attitude toward behavior is used to ascertain tourists' intentions and decisions, while the subjective norm measures social pressure's influence on tourists' destination choices. The intention of tourists to travel is closely related to the perceived control they have over their behavior. In this study, behavioral control centers on tourists' intention to visit East Nusa Tenggara as a perceived comfortable and safe destination with regard to knowledge of inclusion facility provision in the post-pandemic era. These three variables collectively contribute to shaping tourists' intentions to visit specific destinations area.

LITERATURE REVIEW

Knowledge Inclusive Facility Provision

The effectiveness of TPB has been demonstrated in numerous research studies. However, previous research findings indicate the need to enhance its predictive capacity by refining the framework (Kim and Hwang, 2020). TPB is not entirely able to account for the influence of perceived knowledge in elucidating the decision-making process, particularly in the context of purchasing products deemed safe (Kim and Hwang, 2020). Knowledge can be approached from various angles, encompassing its characterization as a mental state, an object, a process, and a condition facilitating an individual's access to information and abilities (Alavi and Leidner, 2001). Furthermore, it was found that tourists tend to avoid certain situations, where their knowledge to lead to specific actions is considered insufficient (Chan et al, 2014). In other words, tourists tend to reduce the possibility of uncertainty in travel by not practicing certain actions, when their knowledge is insufficient.

Attitude Towards Behavior

Attitude refers to an individual's favorable or unfavorable perception of a specific behavior, which involves assessing the potential outcomes of that behavior.

This evaluation subsequently influences decision-making, leading to different choices (Shan et al., 2019). In alignment with the Theory of Planned Behavior (TPB), attitudes have been widely recognized as a robust predictor of an individual's conduct (Buckley et al., 2010). When considering the interplay of these theories, various factors collectively impact a person's intention to engage in particular actions, which are considered as close indicators of actual behavior (Ajzen, 1991).

Scholars concur that attitudes toward a behavior positively affect an individual's intent to carry out that behavior (Baker et al., 2007). These attitudes toward behavior are shaped by factors such as the functionality of the product, the number of beliefs held, and the assessment of potential outcomes (Gu et al., 2019). In the context of tourism, tourists form attitudes toward tourist sites or the overall tourism experience based on their ideological awareness, which subsequently influences their intentions regarding travel behavior (Shan et al., 2019).

Subjective Norm

Norms represent established guidelines for behavior that are recognized to apply to specific situations, and individuals tend to adhere to them as conditional preferences or empirical expectations (Edberg and Krieger, 2020). Subjective norms, on the other hand, pertain to the perceived social pressure exerted on individuals to engage in particular behaviors (Ajzen, 1991). Moreover, Ajzen (1991) elaborates in his article that the presence of subjective norms is often measured by individuals' perception of others, such as family or friends, and their expectations regarding compliance with specific behaviors. Subjective norms play a role in shaping an individual's cognitive response to external factors, helping them decide whether to adopt a certain course of action or not (Shan et al., 2019).

Additionally, subjective norms can encompass normative beliefs or the perceived social standards held by significant reference groups, serving as incentives for tourists to align their actions with these influential references (Shan et al., 2019). In this context, subjective norms refer to an individual's perception of the social pressure to either engage in or abstain from particular behaviors (Ajzen and Kruglanski, 2019).

Travel Behavior Control

Behavioral control has a direct impact on one's behavioral intentions (Ajzen, 2001). Perceived behavioral control can be understood as an individual's assessment of the level of difficulty associated with taking a particular action. In the context of the Theory of Planned Behavior (TPB), it is assumed that a person's intention to engage in a specific behavior is directly influenced by the person's perceived control over that behavior (Ajzen, 1991). Furthermore, Ajzen explains that attitudes and subjective norms contribute to the formation of intentions, and the greater the perceived behavioral control, the stronger the intention to follow through with the behavior.

Previous research has indicated that perceived control depends on the availability of resources, such as economic costs, effort, and time that individuals believe they need to invest in a purchasing process (Shan et al., 2019). Behavioral control also plays a significant role in shaping tourist intentions (Kim and Hwang, 2020). Consequently, it is evident that when individuals have a higher actual level of control over their travel behavior, the social environment is more likely to anticipate that they will act on their intention to travel when the opportunity arises.

Intention to Travel to East Nusa Tenggara

The Theory of Planned Behavior (TPB) has found widespread application within the hospitality sector for examining tourist intentions in various contexts, including the selection of travel destinations (Lam and Hsu, 2006), restaurant choices

(Cheng et al., 2006), transportation preferences (Bamberg et al., 2003), and participation in meetings (Lee and Back, 2007). Behavioral intention, as defined, measures the degree of a person's willingness to attempt a specific behavior (Ajzen, 1991).

Research indicates that the expanded TPB framework, incorporating connections between social and attitudinal aspects, has proven to be more effective in capturing the overall variability in guest behavioral intentions concerning hotel and service products than the original TPB model (Han et al., 2020). The presence of travel intentions among tourists can be examined by gaining insights into factors such as perceptions and attitudes towards the destination, the primary influencers, constraints, and the perceived level of personal control over the resources required to execute the desired behavior (Sparks and Wen, 2009).

Hypothesis

The predictive roles of attitudes toward behavior and subjective norms have been extensively documented in previous studies (Kim and Hwang, 2020; Wu et al., 2016; Song et al., 2016). The determination of an individual's intention to engage in a behavior is reliant on their attitude and subjective norms (Fishbein and Ajzen, 1977). In their research, Han et al. (2020) demonstrated a relationship between subjective norms and attitudes toward hospitality products. Consequently, this study redefines the following hypotheses:

H1: There is a positive impact of attitude towards travel behavior on the intention to travel to East Nusa Tenggara.

Referring to the Theory of Planned Behavior (TPB) framework, an individual's intention is the primary factor influencing their engagement in a specific behavior (Ajzen, 1991). Moreover, TPB posits that social influence is embodied in the concept of subjective norms (White et al., 2009), emphasizing the perception of external influence and pressure on individual behavioral intentions (Ajzen, 1991). Han et al. (2020) specifically found that subjective norms play a significant role in destination selection. Thus, this research is formulated as:

H2: There is a positive influence of subjective norms on the intention to travel to East Nusa Tenggara.

Positive correlations among attitudes, subjective norms, perceived behavioral control, and behavioral intentions have been consistently tested in subsequent research within the domains of tourism and consumer behavior (Hwang et al., 2020; Kim and Hwang, 2020; Wu et al., 2017). Furthermore, behavioral control encompasses not only factors related to control and difficulty but also situational constraints, such as a lack of facilities, and personal constraints, like a lack of knowledge (Lizin et al., 2017). Prior studies have confirmed the TPB concept that intention is influenced by attitudes, social pressures, and perceived capability to undertake specific actions (Ajzen, 1991). Therefore, based on this discussion, the research is formulated as:

H3: There is a positive influence of travel behavior control on the intention to travel to East Nusa Tenggara.

The TPB framework, as developed, involves the relationship between social dimensions and attitudinal dimensions (Han and Kim, 2005). Subjective norms refer to individual perceptions of social pressure to either engage or abstain from certain behaviors (Guerin and Tolland, 2020; Ajzen and Kruglanski, 2019). The social pressure felt by individuals from their surroundings contributes to shaping their attitudes towards specific behaviors (Han et al., 2020). Meanwhile, attitude represents an individual's evaluation of behavior as either favorable or unfavorable (Irianto, 2015). Consequently, the formulation for this research

is:

H4: There is a positive influence of subjective norms on attitudes toward travel behavior.

Perceived knowledge among tourists and their particular attention to the safety, social, and environmental aspects of tourism destinations are crucial concepts for explaining behavior (Boo and Park, 2013). Perceived knowledge is a cognitive factor of significant importance in the selection of products, brands, or tourist destinations within the international tourism industry (Chan et al., 2014; Han and Hyun, 2017; Verma, 2019). Tourists tend to reduce uncertainty by refraining from certain actions when they perceive their knowledge to be insufficient as a reference (Han and Hyun, 2017). Given the preceding discussion, this research is formulated as:

H5: There is a positive influence of knowledge of inclusive facilities on attitudes toward travel behavior.

McKercher et al. (2003) found that people with disabilities in Hong Kong faced issues with travel agents for attitudinal and structural reasons. These reasons were a lack of concern for disabled individuals' needs and a preference for selling package tour products. Yau et al. (2004) identified five stages in becoming a travel-active person, highlighting the importance of understanding these stages for meeting the tourism needs of people with disabilities. These stages were personal, reconnection, analysis, physical journey, implementation, and recollection. They also pinpointed various constraints faced by disabled individuals during each stage, including societal attitudes, a lack of specialist travel companies, safety concerns, information accuracy, caregiver availability, transportation inconveniences, added caregiver costs, and limited facility choices. More recent studies by Poria et al. (2009, 2010) emphasized that non-physical aspects of the tourism environment, such as staff attitudes and knowledge about disabilities and limited social interaction opportunities, were significant obstacles to a complete tourism experience. It is widely acknowledged that removing obstacles faced by individuals with disabilities in tourism would boost their participation in travel. Therefore, this research is reformulated as:

H6: There is a positive influence of knowledge of inclusive facilities on attitudes toward subjective norms.
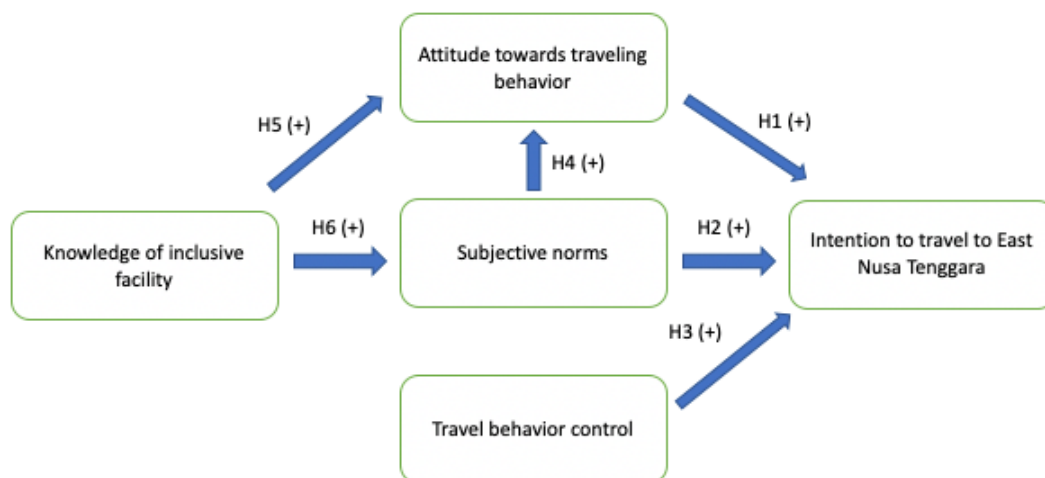

Figure 1. Conceptual Framework

METHODS

This study draws inspiration from previous research conducted by Han, Heesup (2020). The primary objective of this research is to examine the positive impact of the Theory of Planned Behavior (TPB) on the intention of domestic tourists to travel. Specifically, it aims to evaluate the applicability of the TPB in the context of choosing East Nusa Tenggara as a destination perceived as comfortable and safe for inclusive tourists in the post-pandemic era. The study also considers the importance of knowledge about inclusive facilities.

The research adopts a quantitative approach utilizing a survey method. This method was selected for its ability to provide accurate and precise numerical data in addressing research inquiries. The questionnaire used in the study comprises 15 measurement items, forming an integral part of the data collection process. The survey will be administered to adult Indonesians aged 19 to 60 who are not residents of East Nusa Tenggara.

The questionnaire instrument employed in this study consists of statements that manifest latent variables. A Likert scale is utilized in the questionnaire to facilitate respondents' selection of values that best represent their responses. Furthermore, the Likert scale serves as a means to quantitatively assess respondents' attitudes. In this context, the Likert scale proves valuable for measuring respondents' intentions to travel to East Nusa Tenggara as a destination perceived as comfortable and safe for inclusive tourists in the post-pandemic era.

The questionnaire is organized into five sections, beginning with an explanation of the research objectives, followed by information about the researcher, respondent details, instructions for completing the questionnaire, and the content of the questionnaire itself. The third section of the questionnaire includes a screening question to ensure that respondents do not reside in East Nusa Tenggara and have not visited East Nusa Tenggara during the post-pandemic. In cases where respondents do not meet these criteria, their questionnaires will be automatically excluded from the study. Each completed questionnaire represents specific variables that will be examined and assessed using a five-point Likert scale.

Table 1. Measurement Items

Measurement Items	Factor Loading	Cronbach Alpha	Composite Reliability
Attitude towards Traveling Behavior			
I would love to take a short trip to East Nusa Tenggara, in this post-pandemic situation	0.812		
I feel interested in taking a short trip to East Nusa Tenggara, in this post-pandemic situation	0.819	0.856	0.894
I feel positive by taking a short trip to East Nusa Tenggara, in this post-pandemic situation	0.941		
Subjective Norms			
Most of the people closest to me think that, I should travel to East Nusa Tenggara for my next vacation plan	0.945		
		0.941	0.962
Most of the people closest to me, want me to travel to East Nusa Tenggara for my next vacation plan	0.944		

Measurement Items	Factor Loading	Cronbach Alpha	Composite Reliability
People whose opinion I value, would prefer if I chose East Nusa Tenggara as my next vacation plan	0.948		
Travel Behavior Control My decision to travel to East Nusa Tenggara, is completely my personal decision	0.784		
I'm sure to take a trip to East Nusa Tenggara, as my next vacation plan	0.841	0.658	0.816
I have sufficient resources, time, and opportunity to visit East Nusa Tenggara as my next vacation plan	0.648		
Knowledge of Inclusive Facility I know the facts regarding inclusive facilities, when compared to most people	0.907		
I know the facts about the inclusive facilities, when compared to my friends	0.949	0.911	0.943
I know the facts about inclusive facilities, when compared to people who travel a lot	0.905		
Intention to Travel to East Nusa Tenggara I'm planning to visit East Nusa Tenggara for my next vacation plan	0.911		
I will try my best to travel to East Nusa Tenggara for my next vacation plans	0.852	0.796	0.881
I am willing to visit East Nusa Tenggara for my next vacation plan.	0.762		

Source: Primary Data (2023)

The research methodology employed in this study is characterized as explanatory quantitative. In the realm of business research, quantitative studies are frequently utilized to quantify consumer behavior, knowledge, opinions, and attitudes (Cooper and Schindler, 2014). This study aims to explore the relationships between variables and assess the strength of their influence. The focal point of investigation in this study is the intention to travel to East Nusa Tenggara, with a focus on its perception as a comfortable and safe destination for inclusive tourists. The research adopts an explanatory approach, which seeks to elucidate the connections between variables and address research questions by testing hypotheses derived from relevant theories.

Within this study, there exist six structural pathways, necessitating a minimum sample size of 60. Notably, in Structural Equation Modeling (SEM), a minimum of 200 samples is typically recommended to provide a robust foundation for estimation (Hair et al., 2010). The total number of respondents in this research amounts to 207, with only 200 respondents deemed reliable.

The assessment of the measurement model in this study is conducted using SMART-PLS®23 software. It is essential to highlight that the evaluation of the Partial Least Squares (PLS) model does not presuppose specific distributions, such as a normal distribution, for parameter estimation and the prediction of relationships between variables (Hartono, 2019; Hair et al., 2010). Simultaneously, Outer Model

evaluation is employed to gauge construct validity and instrument reliability (Hartono, 2016). This step is crucial to ensure the quality of the research's measurement tools. The validity test serves to ascertain the instrument's capacity to measure

effectively (Cooper and Schindler, 2006), while the reliability test is utilized to assess the degree of consistency between a measuring instrument and the consistency of responses from respondents (Hartono, 2006).
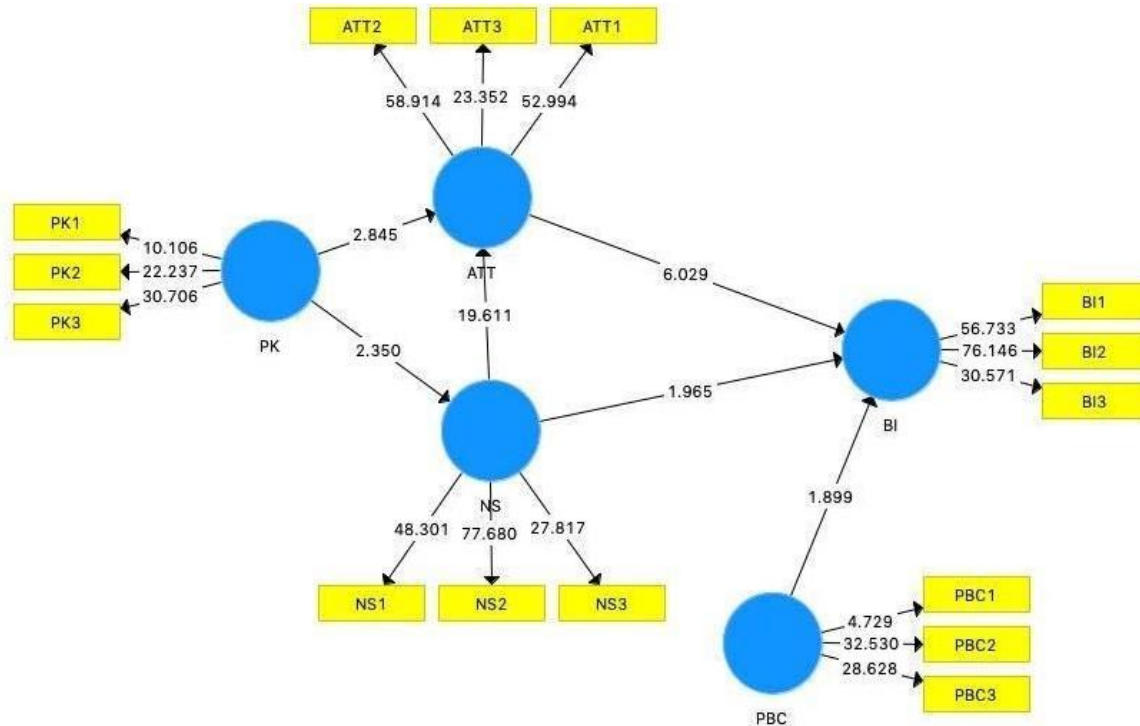

Figure 2. Structural Equation Model

RESULTS AND DISCUSSION

Data analyzed using the structural equation model (SEM) showed that six proposed hypotheses in this study are supported. A P-value of Hypothesis 1 is 0.000<0.05, with T-statistics of 6.029, showing that the correlation between the two variables (0.690) is significant. This implies that attitude toward traveling behavior positively influences tourists' intention to travel to East Nusa Tenggara. In the second hypothesis, the value of p-value 0.025<0.05 with T-statistic 1.965 proved to be significant and the value of β 0.234 shows the positive influence of subjective

norms towards tourists' intention to travel to East Nusa Tenggara. In the third hypothesis, the p-value of 0.029 and T-statistic 1,899 proved to be significant.

The coefficient correlation between travel behavior control and tourists' intention to travel to East Nusa Tenggara is 0.043. The result implies that travel behavior control positively influences tourists' intention to travel to East Nusa Tenggara. Results from the test of hypothesis 4 were also found to be significant. P-value of the second hypothesis is 0.000<0.05, with T-statistics of 19,611. The coefficient correlation between subjective norm and attitude is 0.813.

Table 2. Hypothesis Test Result

	T Statistics	**P Values**	**β**	**Results**
ATT-BI	6.029	0.000	0.690	H1 supported
NS-BI	1,965	0.025	0.234	H2 supported
PBC-BI	1,899	0.029	0.043	H3 supported
NS-ATT	19,611	0.000	0.813	H4 supported
PK-ATT	2.845	0.002	0.104	H5 supported
PK-NS	2.350	0.010	0.170	H6 supported

Source: Primary Data (2023).

This finding implies that subjective norms positively influence tourists' attitudes toward traveling behavior. In the fifth hypothesis, the p-value of $0.002<0.05$, with T-statistic 2.845 is proven significant. The coefficient correlation between knowledge of inclusive facilities and attitude towards traveling behavior is 0.104. The result implies that knowledge of inclusive facilities positively influences attitudes toward traveling behavior. In the sixth hypothesis, the p-value of $0.010<0.005$ is proved significant and the value of β 0.170 shows the positive influence of knowledge of inclusive facilities on the subjective norm. The coefficient correlation between knowledge of inclusive facilities and the subjective norm is 0.170. The result implies that knowledge of inclusive facilities positively influences subjective norms.

CONCLUSION

Drawing from the findings of this research, there are significant managerial implications for destination organizers and accommodation managers. It is essential for them to gather up-to-date information on the evolving of the post-pandemic situation towards the tourism industry. Effective coordination among organizers, managers, and local authorities is crucial for disseminating new information and policies through marketing channels. This study can serve as a valuable reference point for organizers and accommodation managers, guiding them in offering optimal services based on the insights gained from this research.

This study has limitations in that the distribution of respondents' characteristics is not evenly distributed because the data obtained do not show a balanced proportion between the number of respondents aged under 30 years and above 30 years. Meanwhile, data collection was carried out only in one period, namely in May and July 2023, so the data collected had the potential not to describe the overall condition of domestic tourism during the post-pandemic as a whole. Thus, the researcher only tested the direct effect between the independent and dependent variables and did not examine the effect of variables that might mediate the relationship between these variables.

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