

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

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# 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 to stay home rather than 4 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 revealed is expected to offering recommendations for tourism service business managers to create a safe and comfortable quality travel experience. Doing so would enhance trust from domestic tourists to travel and revive the Indonesian tourism industry post-pandemic.

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

## 1. INTRODUCTION

10 The global tourism industry is one of the industries most affected directly by the Covid-19 pandemic (Zhang et al., 2020). The tourism sector in Indonesia has become very undemanding since the implementation of government regulations for physical restrictions, social distancing and staying at home. 14 the situation progresses toward improvement, to revive the tourism industry in Indonesia, the Ministry of Tourism and Creative Economy has established a CHSE (Cleanliness, Health, Safety, and Environment) policy that all Indonesian tourism services must follow as part of adaptation in the new normal. However, despite the various efforts made by the government, it is undeniable that many people are still reluctant to travel because the situation is still perceived as unsafe. A person's perception of a decision taken in various behaviors 13 that may be detrimental to them is referred to as perceived risk. According to Khan et al. (2019), perceived risk is a person's perception of the uncertainty and adverse consequences of using products or services. Meanwhile, in tourism context it is called perceived travel risk, which means the perception of 3 uncertainty and the possible negative consequences of using or choosing a travel offer (Zhang et al., 2020).

Previous studies have explored 12 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 & 18 wizu, 2020). Kara (2016) wrote that younger tourists travel more than adults. With the current Covid-19 pandemic, it is important for tourism industry holders to be able to convince domestic tourists to 22 vel. In order to support the tourism industry holders in convincing domestic tourists to travel, this study aims to analyze further the perceived travel risk of three different gene 2 ions 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 Covid-19. In addition, this research is expected to help provide

recommendations to Indonesian tourists in packaging quality tourism products and services to boost their travel confidence. For tourism industry holders, this study's results can contribute to increase the competitiveness of their businesses in Indonesia's tourism industry.

## 2. LITERATURE REVIEW

In the context of tourism, perceived risk is called perceived travel risk, which 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 itself 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 (Liu et al., 2021; Abraham et al., 2020; Kement et al., 2020; Seabra et al., 2020; Teeroovendum et al., 2020; Khan et al., 2019; Sohn et al., 2016; Desivilya et al., 2014).

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. Based on the explanation above, the hypothesis in this study was formulated as follows:

*There are significant differences in the perception of the risk of traveling 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. By conducting an online survey, 606 questionnaires were collected and could be further processed for this research. The data analysis technique used descriptive statistical analysis, One-way ANOVA with the post-hoc technique chosen is the Tukey post-hoc multiple comparison test. One-way ANOVA statistical technique is applied to see if there are significant differences in the perception of travel risk in generations X, Y and Z in Indonesia. At the same time, the Tukey post-hoc multiple comparison test is used to identify more precisely the differences in the travel risk aspects among the three generations.

## 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.

When considering the nine types of travel risks, the three groups of generations have the same perception – the local tourist destinations in Indonesia they visited have ensured the implementation of health protocols. It indicates that all respondents strongly agree that the local tourist destinations in Indonesia have implemented suitable health protocols and are following government directives. In addition, the second most considerable mean value is found in the statement of 'feeling anxious at seeing other people not wearing masks in tourist destinations,' which is 4.52%. This means that domestic tourists strongly agree that if there are tourists who do not apply health protocols properly, consistency in the use of masks can create anxiety for other tourists when traveling.

Table 1. One-way ANOVA for mean difference in the perceived travel risk among three generations

Indicators	Generation	N	Mean	St. Dev	F-Value	Sig.
<b>Health Risk</b>						
HR1: Avoid traveling to tourist destinations while 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; thus, 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 local tourist destinations in Indonesia	X	226	4.07	0.995	1.495	.225
	Y	253	4.18	0.899		
	Z	127	4.24	0.895		
<b>Safety Risk</b>						
SR1: feeling anxious when seeing other people not wearing the mask in tourist destinations	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 Covid-19 pandemic	X*	226	3.89	1.007	3.560	.029*
	Y	253	4.05	0.918		
	Z*	127	4.15	0.817		
<b>Social-Psychological Risk</b>						
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 local tourist destinations in Indonesia is not suitable for 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	2.80	1.294	2.026	.133
	Y	253	3.01	1.276		
	Z	127	3.02	1.282		

Based on the one-way ANOVA test results in Table 1, it can be seen 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 comes from the health risk dimension; respondents agree to avoid traveling to tourist destinations if there is a risk of contracting Covid-19. With a significant value of less than 0.001, 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 Z, 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 the previous study of Zilker et al. (2020), which also revealed that when faced with choices that pose a health risk, older tourists will think more about and avoid these risks; therefore, this will be a consideration for older tourists to travel.

Furthermore, in the safety risk dimension, significant differences were also found among generations, specifically in the indicator observing that respondents felt it was unsafe to travel to tourist destinations in Indonesia due to the Covid-19 pandemic situation with a significant value smaller than the cut-off value of 0.029. The Tukey's post-hoc test results found 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 also show 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, the results of the research by Neuburger and Egger (2021) explain that tourists are more concerned with their safety, and if they want to travel, tourists will definitely consider various risks that exist even if these tourists really want to travel. In his study, Bratic et al. (2021) also revealed that safety will be the primary consideration for tourists to travel because it is possible that tourists will visit new places and 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, from Tukey's post hoc test results, the difference in generation X and Z also can be seen in the indicator 'traveling to tourist destinations in Indonesia may lead to reputation demise', with a significant value of 0.000. While the Y and Z generations also have a difference with a significant value of 0.004. Fourth, indicator of traveling to tourist destinations in Indonesia is not suitable for self-image. This has a significant value of 0.001 which means that this indicator also has a significant difference. Tukey's post-hoc test results provide data that there are 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 among generations Y and Z with a significant value of 0.013. Next, generation X and Y, there is no difference 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 yet to be a demand that must 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, put '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 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 remains there (Aeni, 2022). This is supported by Lev (2021), who states that Generation Z is a selfish generation, eager to be in the spotlight by sharing what is being done through social media.

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 pandemic. In other words, the three generations have the same level of perceptions in viewing the travel risk of these five indicators.

## 15 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 dimension,



specifically on the indicator 'Avoid travelling to tourists' destinations while there is the risk of contracting Covid-19'. In addition, a significant difference in perception is also seen in the safety risk dimension, especially in indicators where respondents perceive that 'traveling to tourist destinations in Indonesia is still unsafe while the Covid-19 pandemic is still ongoing'. Last, a significant difference in perception among the three generations also appears on the social-psychological risk dimension, particularly through the following two indicators, namely: 'traveling to tourist destinations in Indonesia may lead to reputation demise' and 'traveling to tourist destinations in Indonesia is not suitable for self-image' of the respondents.

Based on the results above, several managerial suggestions need attention. Managers of tourist destinations in Indonesia are expected to consistently maintain the CHS<sup>21</sup> health protocol standards set by the government so that tourists feel comfortable but still safe to travel to tourist destinations in Indonesia. In addition, 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. Still, due to the pandemic and post-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, an approach that the services provided must be prepared more carefully is highly necessary, starts with research on their perceptions of the risks of traveling.

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