Understanding Travel Constraint: Analysis of Intergenerational Perceptions

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ABSTRACT: The Covid-19 pandemic has caused significant travel constraints whether structural, intrapersonal, or even interpersonal for domestic tourists traveling to local destinations in Indonesia. This study was conducted to determine whether there are significant differences in perceptions among domestic tourists of generations X, Y, and Z towards travel constraints during the Covid-19 pandemic. The online survey was conducted on 606 respondents from all three generations. The collected data were processed using One-Way ANOVA with Tukey post-hoc test. The results indicate that there are significant differences in perceptions of intrapersonal constraints among generations X and Z, as well as generations X and Y. Besides, the biggest travel constraint that hindered generations X, Y, and Z in traveling to local tourist destinations in Indonesia is an intrapersonal followed by structural and interpersonal one.

Keywords: Intrapersonal constraint, structural constraint, interpersonal constraint, generation X, Y, and Z

1. INTRODUCTION

The tourism and hospitality industry appeared to be the industry most directly affected by the Covid-19 crisis (Ivanova et al., 2020). Globally, the major decline in mobility is due to public fears of the severe Covid-19 pandemic impacts (Irawan et al., 2021). This has changed tourists' perceptions of traveling, which initially focused on pleasure, into health threat concerns implemented in the form of travel constraints (Karl et al., 2021). There are changes in consumers' behaviors, ranging from their perceptions, preferences, and travel conduct (Ivanova et al., 2020). Numerous tourists have decided to reschedule or even cancel their trips (Rachmawati & Shishido, 2020) due to travel constraints during the Covid-19 pandemic.

Local tourists are certainly dominated by various generations starting from Baby Boomers, Generation X, Generation Y or Millennials, and Generation Z. Based on the survey results by Bloom Consultant, revealed by Bloom Consulting's Strategy Director Gonzalo Vilar (Kartajaya et al., personal communication, July 29, 2020), generation Y is the most courageous in terms of traveling, compared to their predecessors and successors, namely the Baby Boomers or generation Z. This study aims to discover any significant differences in domestic tourists' perceptions of generations X, Y, and Z regarding the travel constraints during the Covid-19 pandemic in Indonesia.

2. LITERATURE REVIEW

Public concern regarding travel which was labeled a 'high-risk activity' during the Covid-19 pandemic has led to a significant decline in travel demands (Rasoolimanesh et al., 2021). Ferreira et al. (2016) explained that travel constraints could negatively affect travel quality and prevent tourists from making further trips. Obstacles encountered by tourists during Covid-19 can be in the form of travel restrictions and roadblocks mandated by the government and self-isolation policies being implemented at home (Jian et al., 2021). The Covid-19 pandemic may have changed tourists' perceptions of traveling, which initially focused on pleasure, into health threat concerns implemented in the form of travel constraints. Although the health threat due to Covid-19 will most likely dissipate after the pandemic, travel anxiety caused by Covid-19 may become a permanent travel constraint that affects tourists' decision making (Karl et al., 2021).

Travel constraints are factors that hinder tourists from participating in and enjoying leisure activities. There are three dimensions of constraints, namely (1) structural constraint related to cost,

time, and space that hinder and affect tourist travel participation after preferences are formed (2) intrapersonal constraint, which is related to the tourists' psychological conditions (constraints originating internally from themselves) in line with their time activity preferences, including factors such as stress, depression, anxiety and attitudes of relative and non-relative reference groups (3) interpersonal constraint, the constraint on leisure time from social interactions and the tourists' interpersonal relationships (family, partner, friends) which have impacts on the tourists' preferences and travel participations. However, interpersonal constraints could vary depending on the travelers' current life stage, marital status, family size, and forms of recreational activities (Crawford et al., 1991; Khan et al., 2019; Jian et al., 2021).

Zilker et al. (2020) revealed that older travelers are more likely to avoid risk than younger travelers when they are confronted with risky choices. Older tourists will be more worried because of decreased physiological abilities, so they face more obstacles and worries in traveling than younger ones. Thus, safety is one of the primary considerations for older tourists when traveling. On this basis, the following hypothesis is proposed:

There are significant differences in domestic tourists' perceptions of generations X, Y, Z on travel constraints in Indonesia.

3. METHOD

Five Likert-Scale questionnaires were distributed online to 606 Indonesians aged 17 and above. The travel constraint indicators were adapted from Khan et al. (2019) and Jian et al. (2021), divided into three dimensions, namely structural, interpersonal, and intrapersonal constraints. The data obtained were processed using One-Way ANOVA and Tukey HSD Post Hoc Tests.

4. RESULTS & DISCUSSION

Most respondents in this study are women, who comprise 60.6%. In terms of age, it is dominated by Generation Y, aged 25-44 years at 41.7%, and most respondents are single (65.8%). Travel constraints are divided into three dimensions, namely structural, intrapersonal, and interpersonal ones (Crawford et al., 1991; Khan et al., 2019; Jian et al., 2021). Based on the overall mean obtained, it is known that the largest mean is found on the intrapersonal constraint of 3.98. It means the Indonesians agree that the biggest obstacle to traveling to local tourist destinations in Indonesia during Covid-19 is due to the tourists' psychological conditions, such as stress, anxiety, and depression. This is understandable considering that during the Covid-19 pandemic, Indonesians are worried if they will be infected by the Covid-19 virus when traveling to local tourist destinations. The second-largest mean is the structural constraint of 3.78. It means Indonesians agree with the government's recommendations not to travel, along with government rules and regulations, including roadblocks to be considered when someone decides to travel to local destinations within Indonesia. The slightest obstacle for Indonesians in traveling to local tourist destinations is caused by interpersonal constraints with a mean of 3.35, in which family and friends are not the primary consideration in their traveling decisions.

Table 1. One-Way ANOVA

	Indicators	Genera-tion	N	Mean	St. Dev	F-Value	Sig.
Structural Constraints							
TC1	The Indonesian government does not suggest the public to travel to local tourist destinations in Indonesia during Covid-19.	Z	226	3.93	0.950	0.678	.508
		Y	253	3.83	1.103		
		X	127	3.91	0.984		
TC2	During Covid-19, traveling to local tourist destinations in Indonesia is restricted by rules and regulations.	Z	226	4.29	0.780	0.077	.926
		Y	253	4.26	0.820		
		X	127	4.27	0.791		

			N	Mean	SD		
TC3	Traffic controls, such as road-blocks and body temperature checks, have limited my trips to tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	3.69 3.56 3.65	1.144 1.166 1.138	0.772	.463
TC4	There is no information regarding available places of attractions and activities that can be conducted during Covid-19 in tourist destinations in Indonesia.	Z Y X	226 253 127	3.36 3.30 3.35	1.058 1.115 1.131	0.170	.844

Intrapersonal Constraints

			N	Mean	SD		
TC5	It is not safe to travel to local tourist destinations in Indonesia during Covid-19.	Z* Y* X*	226 253 127	3.64 3.73 4.05	1.092 1.069 0.975	6.289	.002*
TC6	I am not sure about health facilities/services at the local tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	4.01 3.94 4.03	1.024 0.941 1.031	0.504	.605
TC7	In my point of view, it is a very risky time to travel to local tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	3.82 3.84 4.02	1.035 0.991 0.976	1.682	.187
TC8	My health condition becomes a consideration for traveling to local tourist destinations in Indonesia during Covid-19.	Z* Y X*	226 253 127	4.25 4.28 4.49	0.854 0.872 0.834	3.443	.033*

Interpersonal Constraints

			N	Mean	SD		
TC9	My family and friends are not interested in traveling to local tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	3.25 3.27 3.27	1.139 1.105 1.087	0.024	.976
TC10	My family and friends do not want to travel with me to local tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	3.09 3.13 3.20	1.176 1.149 1.106	0.332	.718
TC11	No one travels with me to local tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	3.06 2.97 3.18	1.363 1.315 1.178	1.135	.322
TC12	It is not fun traveling alone to local tourist destinations in Indonesia during Covid-19.	Z Y X	226 253 127	4.00 3.84 4.02	1.183 1.148 1.058	1.610	.201

*Significant differences

Based on Table 1, there are significant differences in perceptions of travel constraints among generations X, Y, and Z in intrapersonal constraints, especially for TC 5 (it is not safe to travel to local tourist destinations in Indonesia during Covid-19) and TC 8 (health becomes a consideration for traveling to local tourist destinations in Indonesia during Covid-19).

For TC 5 (it is not safe to travel to local tourist destinations in Indonesia during Covid-19), significant differences occur among generations X and Z, and among generations X and Y, where generation X feels more insecure to travel to tourist destinations in Indonesia compared to generations Y and Z that are younger. This can also be seen from the perception of generation X towards TC5, which shows 4.05, or more significant than the perception of generation Y of 3.73 and generation Z of 3.64. For TC 8 (health becomes a consideration for traveling to tourist destinations in Indonesia during Covid 19), a significant difference occurs among generations X and Z where generation X feels that health problems during Covid-19 are more of an obstacle to traveling compared to generation Z. This is also supported by the perception of Generation X towards TC8 which is 4.49 or bigger than Generation Z with 4.25.

When viewed from each generation, generation X has the biggest obstacle to travel to tourist destinations in Indonesia, followed by generation Z, then generation Y. This is supported by several studies conducted by Alexandris & Carroll, Li et al., and Nyaupane & Andereck (Khan et al., 2019) which found that a person's perception of travel constraints was influenced by age and gender. It is understandable that generation X has the biggest obstacle to travel because generation X is older and more risk-averse than younger generations. Generation X will prefer safety when there are safety and risky choices (Zilker et al., 2020). In addition, according to the Ministry of Health (www.kemkes.go.id) generation X has a greater sense of anxiety; 45–54-year age group is more susceptible to being infected by Covid-19 than the younger group. On the other hand, generation Y has the slightest obstacles to traveling to tourist destinations compared to generations X and Z. This is in line with the results of survey by Bloom Consultant, which found that generation Y has the greatest courage to travel compared to the generations of Baby Boomers, X, and Z. This is considered surprising because logically generation Z is younger than generation Y that should be more willing to take risks to travel (Kartajaya et al., personal communication, July 29, 2020).

For all generations, the biggest obstacle is intrapersonal constraint, followed by structural and interpersonal ones. Intrapersonal constraint is the biggest and most crucial obstacle during the pandemic; with the Covid-19, people are more concerned about their health and always associate traveling with various health risks. Even though someone really wants to travel, a particular individual will doubt whether she/he can travel safely (Aziz et al., 2021). Safety and health become primary considerations in traveling to tourist destinations because of the unexpected situations that can occur when visiting new places and meeting new people (Bratic et al., 2021). Related to structural constraints, the existence of rules and regulations such as roadblocking, antigen and PCR tests, and so on, makes these obstacles important, especially when a person is going to be traveling overseas. When someone feels that the costs incurred to travel to tourist destinations are quite burdening, such as time and money, then someone tends to choose not to travel temporarily (Aziz, 2021). The slightest obstacle is interpersonal constraint, which involves social interaction or relationship with other people, such as family or friends. Even if a person finds it unpleasant to travel alone to tourist destinations, family and friends do not want and are not interested in traveling; this obstacle is not too much of a hindrance if an activity can be carried out without friends. If someone is very interested and really wants to travel to tourist destinations, she/he will still travel even without friends. This can be seen in the increasing number of solo travelers (Aziz, 2021).

5. CONCLUSION & RECOMMENDATIONS

Based on the conducted research, it can be concluded that there are differences in perceptions of travel constraints among generations X, Y, and Z. Generation X has the biggest obstacle in traveling to local tourist destinations in Indonesia during Covid-19 when compared to generations Y and Z. Another finding of this research indicates that sequentially, the biggest obstacles to traveling to local tourist destinations in Indonesia consist of intrapersonal constraints, followed by structural, and lastly, interpersonal ones.

This research has several limitations. First, this research only focuses on the Indonesians' perception of travel constraints. Second, the research data was taken only during the Covid-19 pandemic. It is recommended for further research to expand the research population and carry out investigations after Covid-19 to get deeper insights and information to understand the travel constraints.

The research has broadened the knowledge of the industry, both tourist destinations, and hospitality marketers, and extended the understanding of why someone decides temporarily not to travel to local tourist destinations in Indonesia during Covid-19. The results of this study can be used to develop marketing strategies or increase individual trust towards local tourist destinations in Indonesia.

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