



UNIVERSIDADE CATÓLICA PORTUGUESA

The impact of Covid-19 on tourist's consumer behaviour:

How the pandemic affects the way how people
choose their next travel destinations

by

Ana Filipa Duarte Rodrigues dos Santos

Católica Porto Business School
April 2022



UNIVERSIDADE CATÓLICA PORTUGUESA

The impact of Covid-19 on tourist's consumer behaviour

How the pandemic affects the way how people
choose their next travel destinations

Master's Final Work in the modality of Dissertation presented to
Universidade Católica Portuguesa to fulfil the requirements for the Master
degree in Marketing

by

Ana Filipa Duarte Rodrigues dos Santos

under the supervision of

PhD Carla Martins and PhD Joana César Machado

Católica Porto Business School
April 2022

“A goal without a plan is just a wish”

Antoine de Saint-Exupéry

Acknowledgements

This dissertation marks the end of my master's degree in Marketing at Católica. During this journey, I had the opportunity to learn and to grow both academically and personally. There are many people that have contributed to this final work. I would like to express my gratitude here.

I would like to thank my supervisors, professor Carla and professor Joana, to their guidance and advice through all the stages of writing my project. For always being supportive and sharing their wise knowledge.

To all the interviewees and respondents whose contribution was essential to the good development of the work.

To all my friends, for all the words of strength and encouragement, especially to Bárbara, Bida, Francisco, Guida, Joana and Ricardo, for their unconditional support in one of the most decisive phases of this work. Also, to my masters' partners, Bárbara, Joana, Mafalda e Liliana for all the support and spirit of mutual help throughout these 6 months.

To two of the people I admire the most, my parents, Ângela e Filipe. It was thanks to their unconditional support and motivation that I was able to successfully overcome this stage. Mom and Dad, a big thank you.

To Manuel for believing in me, for all the support, strength and presence that helped me to overcome the most difficult moments with confidence.

To all of you, I express my deep gratitude.

Abstract

Since the COVID-19 outbreak worldwide, the tourism industry has been one of the most affected industries. With limits on mobility, due to government prevention measures and people's reduced interest in traveling, tourism has to rethink its interactions with our societies and understand how tourists are behaving.

This study aims to explore the impact of COVID-19 pandemic on tourist's consumer behaviour. More specifically, it seeks to understand the travel decision making process in the post-pandemic scenario in comparison to the previous period. A review of the literature on tourist's consumer behaviour and tourist's decision-making process was done. Then, a mixed-method approach was followed based on data collected from short interviews and an online survey to fully understand what variables tourists are now considering during their travel decision-making process. This relied on a final sample of 353 respondents selected on a non-probabilistic basis. Data collected were subjected to descriptive analysis and statistical tests (Wilcoxon test) using SPSS.

Results demonstrated that the current COVID-19 pandemic has an impact on traveller behaviour decisions in terms of motivations, frequency of trips made, information sources, valued factors, advance in which trips are booked, displacement level and type of destination sought. These findings provide valuable insights about tourism industry's future and indicate the need for tourism companies to redesign their strategies for an effective recovery of the industry.

Key-Words: Covid-19, Tourist's Consumer Behaviour, Travel Decision-Making Process, Travel risk

Number of Words: 8994

Resumo

Desde o surto da pandemia COVID-19 no mundo, a indústria do turismo tem sido uma das mais afetadas. Com limites impostos à mobilidade devido a medidas de prevenção do governo, e com a redução do interesse das pessoas em viajar, o turismo precisa de repensar as suas interações com as sociedades e entender como os turistas se estão a comportar.

Este estudo visa explorar o impacto da pandemia COVID-19 no comportamento de compra do turista. Mais especificamente, procura perceber o processo de decisão de escolha de destino de viagem no cenário pós-pandemia em comparação ao período anterior. Foi feita uma revisão da literatura sobre o comportamento do compra do turista, o processo de tomada de decisão e a consciência do risco de viagens. Em seguida, foi conduzido um estudo misto com base em dados recolhidos em entrevistas curtas e num questionário online para perceber quais as variáveis agora consideradas pelos turistas no processo de tomada de decisão de destino. A amostra final contou com 353 inquiridos selecionados de forma não probabilística. Os dados recolhidos foram submetidos a uma análise descritiva e a testes estatísticos (teste de Wilcoxon) através do SPSS. Os resultados demonstraram que a atual pandemia COVID-19 tem impacto no processo de decisão do turista em termos de motivações, frequência de viagens realizadas, meios de informação, fatores valorizados, antecedência com que as viagens são agendadas e tipos de destino procurados. Estas descobertas fornecem informação valiosa para o futuro da indústria do turismo e indicam a necessidade das empresas turísticas redesenharem as suas estratégias para uma recuperação efetiva.

Keywords: Covid-19, Comportamento de compra do turista, Processo de decisão de viagem, Risco de viagem

Número de palavras: 8994

Index

Acknowledgements.....	vi
Abstract	viii
Resumo.....	xi
Index	xiv
Figures Index.....	xvii
Table Index	xix
Chapter 1.....	21
Introduction.....	21
Chapter 2.....	24
Literature Review	24
2.1. Travel and Tourism	24
2.2. Consumer Behaviour in Tourism	26
2.2.2. The Impact of Covid-19 on Tourists Decision Making Process	30
2.2.2.1. Stage 1: Need Awareness	30
2.2.2.2. Stage 2: Information Search and Analysis.....	32
2.2.2.3. Stage 3: Final Decision	33
Chapter 3.....	35
Methodology	35
3.1. Survey Design and Data Collection Techniques	36
3.2. Data Analysis.....	39
3.3. Sample Characterization.....	40
Chapter 4.....	43
Results	43
4.1. Exploratory Study - Semi-structured Interviews	43
4.2. Survey Descriptive Analysis	46
Chapter 5.....	53
Discussion.....	53

Chapter 6.....	57
Conclusion	57
6.1. Summary and Implications	57
6.2. Limitations and Future Research.....	59
References	61
Appendixes.....	71
Appendix 1 – Interview Guide.....	71
Appendix 2 – Survey Structure.....	73

Figures Index

Figure 1: The Travel Decision-Making Process	27
Figure 2: Number of Trips made by Tourists according to motivation.....	31
Figure 3: Methodology Steps	36

Table Index

Table 1: Survey Structure	39
Table 2: Survey Sample Characteristics Summary	42
Table 3: Interview's Summary	45
Table 4: Motivations to travel before and after the pandemic.....	46
Table 5: Frequency of trips before and after the pandemic.....	47
Table 6: Communication tools used in the destination choice before and after the pandemic	47
Table 7: Statistical Test 1.....	48
Table 8: Factors in consideration before and after the pandemic.....	49
Table 9: Statistical Test 2.....	50
Table 10: Displacement level before and after the pandemic	50
Table 11: Advance in which trips were booked before and after the pandemic	51
Table 12: Type of destination sought before and after the pandemic	52
Table 13: Statistical Test 3.....	52

Chapter 1

Introduction

Tourism has grown steadily over the last few decades and is one of the world's fastest growing economic sectors. This industry is responsible for boosting the development of both local community and the economy of a country, creating thousands of jobs, and planting a sense of cultural exchange between foreigners and citizens (Bunghez, 2016).

However, this growth has been stopped in 2020 with the global COVID-19 pandemic appearance. With airplanes on the ground, hotels closed, and travel restrictions enforced, travel and tourism became one among the foremost affected sectors since the very start of the virus spread (Aref, 2020). As a result, the forecast for tourism economy recovery remains highly uncertain, as the COVID-19 pandemic continues to hit the sector. To effectively control the pandemic disease, China and many other countries have taken unprecedented measures to limit population mobility (Zheng, Luo & Ritchie, 2021). Companies are trying to respond to this new reality by adapting the way they operate in the market and countries are also developing measures to build a more resilient tourism economy in the post COVID-19 environment.

Many studies have already been conducted to investigate the effects of Covid-19 on marketing practices, consumer behaviour and consumption in the tourism

industry (Toubes et al., 2021, Chen et al., 2021). However, to the author's best knowledge, there are few studies regarding the impact of COVID-19 pandemic on the way tourists choose their next travel destination.

This dissertation addresses this gap in the literature by identifying changes in destination choice patterns and by exploring the variables considered by tourists when choosing their travel destinations and accommodation in a pandemic context, that inevitably changed the tourist's consumer behaviour. Results have the potential to help companies in the tourism industry to adapt its strategies to the new trends in the tourist's consumer behaviour.

To achieve this, a both exploratory and descriptive study was conducted based on a mixed-method approach. Data was collected from a set of short interviews and from questionnaires in order to understand what changed from the pre-COVID-19 period to the post-COVID19 period in terms of tourist's decision-making process.

This dissertation is divided into six chapters that cover the developed work.

In this present chapter a brief introduction of the study is made. The second chapter corresponds to a review of the existing literature that has been developed over the years on this research topic. More precisely on topics such as travel and tourism, tourist's consumer behaviour and decision-making process. On the third part of this study, the methodological approach and procedures are explained in detail. An exploratory and descriptive study of a mixed nature is carried out. In chapter 4 the results from a set of short interviews and answers from a survey are presented. Chapter 5 presents the discussion of the results and establishes the comparison between them and other studies regarding the main topic of this dissertation. Lastly, chapter 6 concludes this dissertation and presents a proposal for future works based on work done.

Chapter 2

Literature Review

2.1. Travel and Tourism

Tourism can be described as an activity which includes several other industries, such as hospitality and transportation. Collins (1994) defines hospitality as a service which ensures guests' well-being.

For decades, tourism has been seen as one of the world's most significant and fastest-growing economic sectors (Lean et al., 2014), accounting for 10% of the world's GDP, 7% of international trade and 30% of service operations (Chebli, 2020). More specifically, Lee & Chen (2020) claim that one of the most important sectors for a country's economic development is travel and leisure, given that they play an important role on the economy and on customer satisfaction. Globally, travel and tourism are significant contributors to a leading sector for job creation, socio-economic and cultural development worldwide (McCabe and Qiao, 2020). This is why tourism organisations highlight the conspicuous importance of research in this field.

Thus, understanding consumer behaviour is vital for marketing activities which are very important for the efficiency of a company. It enables service providers to better understand their motivations and activities, so as to manage

them towards their accomplishment, which will contribute to develop services which will meet consumer needs in the long term (Cuculeski et al., 2015).

The tourism industry is particularly vulnerable to events like crises or disasters (Cró & Martins, 2017). In fact, over the last decade, crises have been challenging many tourist destinations, ranging from natural incidents such as natural disasters (volcanic eruptions, tsunamis) or even health crises (COVID-19) to man-made incidents involving terrorist attacks (Chebli and Ben, 2020). In 2020, with the global COVID-19 pandemic emergence, travel and tourism were among the most affected sectors. Because COVID-19 is transmitted through human-to-human contact (Chan et al., 2020), many countries have announced short-term travel restrictions. According to the World Tourism Organization (2022), global international tourism arrivals fell by 73% in 2020. COVID-19 is of a much greater magnitude than previous crises due to the global scale and the widespread stoppage of travel, business and daily activities (Higgins Desbiolles, 2020), impacting the state of the economic, political and sociocultural systems (Sigala, 2020). Many travel restrictions were imposed, people were forced to stay at home, and destinations had to rethink and redesign their entire business model. All of this resulted in a change in consumer behaviour (Chebli, 2020).

The UNWTO World Tourism Barometer (2021) states that international tourist arrivals (overnight visitors) increased by 58% in July-September 2021 compared to the same period of 2020. This improvement was supported by the reopening of many destinations to international travel and the relaxing of travel restrictions for vaccinated travellers (UNWTO, 2021). However, international arrivals in December 2021 were 65% below 2019 levels because of the impact of the Omicron variant and the re-introduction of travel restrictions in several destinations. International tourism grew 130% in January 2022, but remained 67% below pre-pandemic levels (UNWTO, 2022). During March 2022, 12 destinations had no COVID-19 related restrictions in place and an increasing number of destinations

were easing or lifting travel restrictions. Most experts (about 64%) expect international arrivals to return to 2019 levels only in 2024 (UNTWO, 2022).

At the same time, the virus was not eliminated but rather controlled. Therefore, companies must learn to co-exist with the virus, manage the risk, offering a safe travel experience based on the new trends on consumer behaviour in tourism.

2.2. Consumer Behaviour in Tourism

Consumer Behaviour studies the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas, activities or even experiences which seek to satisfy consumer needs and wants (Solomon et al., 2019). It is one of the most studied areas in the marketing and tourism fields, with the terms 'travel behaviour' or 'tourist behaviour' on top of this area of inquiry (Cohen et al., 2014).

Tourism consumer behaviour is related to travel planning, travel decision-making, purchase, and post-travel tourist behaviour (Cohen et al., 2014). The analysis of consumer behaviour in tourism requires the consideration of various internal (motivation, attitudes, beliefs) and external (economic environment, safety, sociocultural) processes (Andrades et al., 2015). Consumers are subject to a set of stimuli that, combined with their psychological aspects and personal characteristics, will influence their decision-making process (Kotler and Keller, 2016).

To know the behaviour of tourists is a crucial element in assessing the work of planners and tourist services providers so far, as well as in the planning and implementation of tourist services in the future (Juvan, Omerzel and Maravić, 2017). Then, it is vital to understand how tourists think, feel, select, and evaluate

services and brands (tourist psychology), how and why they are motivated to travel and to choose specific destinations and services and the impact of the environment in their decisions (Andrades et al., 2015). The success of organisations based on marketing decisions, travel agencies and other stakeholders requires extensive information about the tourist's decision making process (Cuculeski et al., 2015).

2.2.1. Tourist's Decision Making Process

The consumer choice process is a common topic of study in consumer behaviour in tourism. This process is associated with the creation and maintenance of demand for destinations and tourist services offered (Saito and Strehlau, 2018).

Sirakaya and Woodside (2005) assessed the most common tourism decision-making models in the literature. They concluded that most of them assume the selection process (or choosing process) as a funnel through which travellers remove alternatives based on socio-psychological and non-psychological elements using rational behaviour. Therefore, the travel decision-making process is divided into four stages, as can be seen in the following figure: (1) need awareness/ tourist motivations, (2) information collection and analysis, (3) the final decision and (4) evaluation.

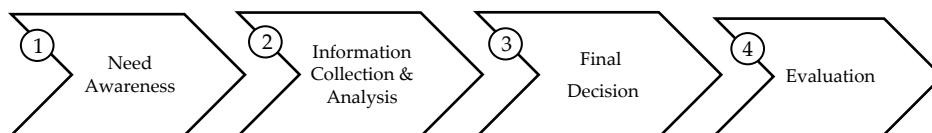


Figure 1: The Travel Decision-Making Process

The need awareness/ tourist motivation is the first stage of the travel decision-making process and it starts when a consumer realises a need. Needs come about because of two reasons: internal stimuli (physiological or emotional needs) and external stimuli (environment), which act as tourist motivations (Dune et al., 2011). According to March and Woodside (2005), tourist motivations can be considered one of the most important psychological factors affecting tourist behaviour. Motivation is a person's internal state which forces them to act or behave in a particular way. Therefore, it is important to understand and fully know the motivations that influence tourists' travel behaviour because of their direct impact on tourists' decisions (Decrop, 2006; George, 2004). In this stage, companies can find out the need of the consumer and create marketing strategies (Kotler & Keller, 2016). Once consumers recognise a want, it is necessary to search for information to identify the different alternatives that can fulfil consumer needs and wants.

The information collection and analysis stage consist on searching for internal and external information for identifying the different alternatives that satisfy consumer needs. Tourists' pre-purchase travel decisions depend on the quality of online tourism information and its availability on multiple online platforms (Huang et al., 2019). This stage has a significant impact over tourists given that it substantially influences the tourist destinations' image and risk perception and affects potential tourists' destination choices (Amara, 2012). Health-related risks, such as the risk of viral infection, play a significant role in the choice of destination and tourism provider (Chew and Jahari, 2014). Tourists may decide not to visit specific destinations if they consider them potentially dangerous to their well-being and safety (Rahman, Gazi, Bhuiyan, 2021). Destinations can only attract visitors if they provide a safe and secure environment, where travellers feel protected from threats during their stay (Yousaf, Amin, & Santos, 2018). Tourist perceptions can therefore be shaped by harmful and misleading

information or media broadcasting others' reactions and fear towards crises (Zheng et al., 2021).

The third stage of the decision-making process is connected to the final decision. This stage is when consumers decide to buy a product/service and choose their destination after collecting information from several sources and analysing it (Qazzafi, 2019). What matters to the tourists' choices are the perceived risks of travelling to and staying at a destination (Garg, 2015; Liu et al., 2015). It is thought that the destination with the most substantial positive images will have a higher probability of being included and chosen in the process of decision-making (Aktas et al., 2007). In the competition for tourists, richer countries with sound healthcare systems and hygiene practices would have advantage (Bhati, 2020). A study conducted by Reintinger and Schmude (2015), also reveals that restrictions related to the destination play an essential role in the selection or rejection of destinations in the final decision.

Finally, the last stage of the decision-making process is related to the evaluation. On this stage, consumers evaluate their level of satisfaction or dissatisfaction with the product or service (Usman, 2015). More specifically, after the holidays, the consumer evaluates the trip, and this will affect the first stages of the next travel decision-making process and determines whether or not the consumer will come back or recommend the destination to others (Tertunen, 2017).

Understanding how tourists make all these decisions and what is influencing them on each stage of their decision-making process is very interesting for marketers because only in this way can they effectively target customers and improve the products and services of a company (Stankevich, 2017).

2.2.2. The Impact of Covid-19 on Tourists Decision Making Process

The decline in travel and tourism associated with the COVID-19 pandemic is due to both external compulsory measures, such as travel restrictions (Tang et al., 2020), and internal motivations (Chen et al., 2021). Tourists' behavioural motivation under risky situations that may cause physical harm, such as the COVID 19 pandemic, may significantly impact travel decision-making (Chew et al., 2014; Matiza, 2022). Because the COVID-19 situation is different from ordinary times, selecting a specific destination demands special considerations, such as safety, security, and health care facilities, other than during ordinary times (Abdullah et al., 2020). This made a new and fundamental dimension in the tourism product appear: health security (Wilson and Chen, 2020). Awareness of the need for pre-travel advice and intervention may arise (Kain et al., 2019).

Extant literature pinpoints some important changes in the way tourists planned their trips during pandemic times. The impact of COVID-19 on post-evaluation stage was not addressed due to a lack of information on the literature.

2.2.2.1. Stage 1: Need Awareness

Although the COVID-19 pandemic may have profoundly impacted tourists' perceptions and feelings, the importance of travelling remains strong and requires some changes (Yu et al., 2020). These changes may first of all be reflected in the motivations which lead people to travel during the uncertain post-pandemic environment (Falahuddin et al., 2020), once they might have been affected by this health crisis (Aebli et al., 2021). The primary concern of tourists is feeling healthy and safe, thus, their willingness to travel is modelled by their risk awareness (Falahuddin et al., 2020). Several tourists' motivations are related

to escape and relaxation, novelty-seeking, self-development, and relationships (Borges et al., 2021) but, even though the pandemic is under control and economic activities have re-opened with success, people may be less willing to travel, especially long-distance, due to their larger risk aversion tendency than before (Li et al., 2021). Another possible explanation for this reduction in the motivation to travel could be the fact that lockdown and travel restrictions caused by COVID-19 made it a lot more difficult to travel (Niewiadomski, 2020).

The results of vaccines being administered in 2020 and 2021 clearly show their efficacy against the infection with SARS-CoV-2 and allowed the lifting of many restrictions (Viana et al., 2021). However, the rise in COVID-19 cases and the Omicron variant are set to disrupt the recovery and affected tourists' confidence during the first months of 2022, as some countries re-introduce travel bans and restrictions for specific markets (UNTWO, 2022).

A study conducted by INE, showed that in 2019, leisure, recreation and holidays were the main reason for tourists to travel (12,1 milion - 49.4%), followed by visiting family and friends. Travels made for professional reasons were not so significant although the decrease on the number of trips made for all reasons in 2020 with the emergence of COVID-19 as presented in Figure 2.

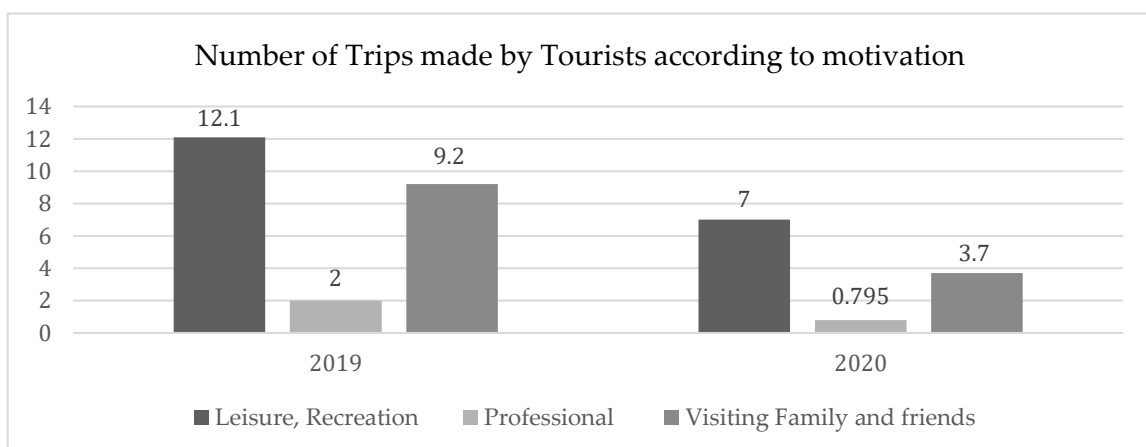


Figure 2: Number of Trips made by Tourists according to motivation

Source: INE,2020

2.2.2.2. Stage 2: Information Search and Analysis

The trip planning/pre-purchase travel decisions have assumed a new configuration, considering the travellers' perceived risks and new travelling patterns in terms of information search and evaluation (Abdullah et al., 2020). In fact, within the contemporary travel and tourism context, the perceived health risk is one of the most critical to the decision-making process of tourists (Huanga et al., 2020). Chemli et al. (2020), who investigated the influence of intra-pandemic media coverage, found that media coverage significantly affects potential travellers' awareness of the pandemic. Throughout the decision-making process, there was an increase in the use of the Internet concerning the search and exchange of information (Watanabe and Omori, 2020) and recommendations among users through electronic word of mouth (eWOM) (Khwaja and Zaman, 2020). On this subject, the roles of social networking websites, online reviews, and electronic word of mouth act as motivators and incentives for tourists to visit destinations by providing real-time information and proper guidance which help people make travel decisions (Nilashi et al., 2021; McLean et al., 2020).

Social media has also become a relevant information source for consumers, especially for tourists researching their destinations' health guidelines and restrictions (Hu et al., 2021).

Regarding the evaluation of different destinations, several studies indicate that tourists have changed the factors that they valued the most (Chebli, 2020, Garcez et al., 2021, Abdhull, 2020). Concerns about safety and hygiene, cleanliness, established infrastructure, and high-quality medical facilities may be on the top of the list as a key factor when seeking potential destinations (Rahman, Gazi, Bhuiyan, 2021). Factors such as price, travel time saving and comfort remain important but are not a priority (Abdhul, 2020).

According to a global survey conducted in January 2022 by the World Tourism Organization, the main factors that could contribute to an effective recovery of international tourism are the rapid and widespread vaccination roll-out, major lifting of travel restrictions, coordinated action among countries on travel protocols, clear information about health protocols and entry requirements, affordable coronavirus testing, and the use of digital tools to enhance safe mobility. Combining these factors will lead to a safe choice of travel destination.

2.2.2.3. Stage 3: Final Decision

Because of the sensitive nature of the tourism industry, it was found that people tried to cancel or postpone their trips as soon as they became aware of the latest updates regarding the imposition of new restrictions or the advancement of the pandemic (Ugur and Akbıyık, 2020). Moreover, macro study conducted by Travel Consul (2021) in twenty countries shows that in the last two weeks of September, clients are either waiting to decide when to travel (48%) or are booking an international trip less than a month in advance (21%).

Given the uncertainty, there is a tendency for tourists to buy travel insurance, so as to guarantee coverage in case of changes in the state of the pandemic or possible illness (Rahman et al., 2021).

According to the literature, the preference for destinations closer to nature has grown as well, due to the avoidance of over-crowded destinations (Kupi and Szemerédi, 2021). The pandemic has changed tourists' preferences for visiting low-density areas and nature-based travel options such as these are perceived as safer destinations concerning the potential risk of infection (McGinlay et al., 2020; Wen et al., 2020). Therefore, tourists tend to prefer an inclusive tourism package, safety, and security when they decide to choose a destination. They want to avoid risk and crowded tourism destinations (Rahman et al., 2021).

In terms of the displacement level of the trips, a study conducted by Trends and Tourism stated that people are likely to very likely to choose domestic holidays once travel restrictions have been lifted. In accordance, most respondents are unlikely or very unlikely to go on an international holiday once travel restrictions have been lifted. The suspension of international flights and the restrictions imposed at the borders also motivated travel on the national level (Prideaux et al., 2020) boosting domestic tourism (Kupi and Szemerédi, 2021).

Chapter 3

Methodology

This research is both exploratory and descriptive and follows a mixed-methods approach. Mixed methods research is characterized by the 'mixing' of qualitative and quantitative components within the study (Simons and Lathlean, 2010, Maudsley, 2011). This means that qualitative and quantitative elements are interlinked to obtain more accurate results about the problem to be investigated (Glogowska, 2011, Zhang and Creswell, 2013). This research relies both on qualitative data from short interviews and quantitative data from a questionnaire.

Exploratory research is characterised by a flexible and evolving approach to understand marketing phenomena that are inherently difficult to measure. The research outcomes can be used to gain additional insights before going on to confirm findings using a conclusive design (Naresh and Birks, 2007). The initial exploratory nature of this research is justified by the lack of existing research on the subject under analysis in the Portuguese context, which, in this case, consists of understanding how covid-19 affected Portuguese tourists' destination choices.

The second part of the present study is mainly descriptive. The primary purpose of descriptive research is to explain the set of circumstances as it is present. In this type of study, there is no control over the variables, and it only reports what is happening or what has happened (Mishra and Alok, 2017). In this

case, the descriptive research thoroughly describes the destination choice phenomenon through the analysis of data collected by means of a questionnaire that assesses a set of variables that were established relying on the outcomes of the previous exploratory study.

The design of this study is presented in the following diagram.

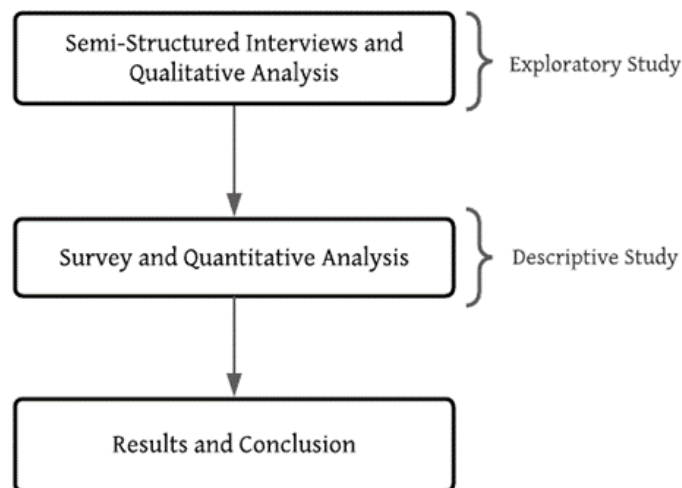


Figure 3: Methodology Steps

3.1. Survey Design and Data Collection Techniques

As previously mentioned, the qualitative data was collected through short semi-structured interviews, that grounded the basis to understand the general changes in the tourist's consumer behaviour due to the pandemic. The data collected was also essential to develop the survey that generated more detailed information about this new consumer's decision-making process.

Semi-structured interviews can be defined as “interviews with the purpose of obtaining descriptions of the life world of the interviewee in order to interpret the meaning of the described phenomena” (Brinkmann & Kvale, 2015, p. 6). The

order of discussion of each question may not follow precisely in the way outlined between interviews, depending on the response to a specific question used to focus the discussion (Jennings,2005). Questions not included in the guide may be asked to probe things said by the interviewees that need further clarification. However, all the questions were asked and similar wording was used from interview to interview. The questions mostly intended to capture changes in the way tourists chose their travel destinations after the outbreak of COVID-19. The interview covered topics such as hospitality, health security and travel planning. The interview guide is available in the Appendix 1.

For the first part of the study, a set of 11 semi-structured interviews, with 17 open-ended questions, were conducted in October 2021. This sample was selected on a non-probabilistic basis and corresponds to a judgemental sampling once the population elements are selected based on judgement of the researcher (Naresh and Birks,2007). The selection of the participants had to meet to requirements: age equal or greater than 18 years old and people who had preferably travelled at some point in the post-COVID period. Thus, participants' ages vary between 23 and 64 years old, of which 3 are men, and 8 are women. 5 of the 11 interviews were conducted in person, while the remaining were conducted online through Google Meets. All interviews lasted between 7 and 24 minutes and were recorded with the participants' permission and later transcribed. Before starting the interview, people were asked to provide some sociodemographic data, including their name, age and profession. Only then interviewees were questioned about their choices when travelling and their journey during the process of choosing a destination in this pandemic.

The interviews were content analysed according to the Tourist's Decision Making Process, which corresponds to a more deductive reasoning (Chen et.al, 2021), in which the researcher applies the codes found in data to pre-defined themes identified through literature review.

In the second part of the study, data were collected through an online survey, administered during January of 2022. The questionnaire, written in Portuguese (since it was only distributed in Portugal) was designed on Google Forms and the corresponding link was shared through social media (Facebook, Instagram and WhatsApp). Besides answering to the questionnaire, participants were also asked to disseminate the link with their social network/contacts. The questionnaire had only as exclusion criterion – participants with less than 18 years should not participate.

The questionnaire was divided into two distinct sections. Section 1 was named pre-COVID and was designed to evaluate tourists' habits/attitudes before COVID 19. Section 2 was called post-COVID and included the travel habits of tourists in the first two years of the pandemic, 2020 and 2021. Questions were identical in the two sections to compare the era pre- and post-COVID 19. The questions regarding the post-purchase stage were not included once the qualitative study didn't suggested changes on tourist's behaviour at this level. Table 1 depicts the structure of the survey, whose full version can be consulted in Appendix 2.

A total of 360 answers were collected but only 353 were considered valid answers once 7 of them were not fully completed until the end or were invalid.

Table 1: Survey Structure

Section	Question Topic	Type of Question
1. Pre-COVID	1.1. Frequency of Trips	Closed question
	1.1.1 Number of trips	Open ended question
	1.2. Displacement Level	Closed question
	1.3. Type of destination	Likert-scale
	1.4. Travel Motivations	Closed question
	1.5. Travel factors	Likert-scale
	1.6. Advance on travel booking	Closed question
2. Post-COVID	1.7. Information Sources	Likert-scale
	2.1. Frequency of Trips	Closed question
	2.1.1. Number of trips	Open ended question
	2.2. Displacement Level	Closed question
	2.3. Type of destination	Likert-scale
	2.4. Travel Motivations	Closed question
	2.5. Travel factors	Likert-scale
2.6. Advance on travel booking	Closed question	
	2.7. Information Sources	Likert-scale

3.2. Data Analysis

Qualitative data was analysed using thematic analysis method. Thematic analysis is the process of identifying patterns or themes within qualitative data. (Braun & Clarke, 2006). It can be used to develop a detailed descriptive account of a phenomenon or some aspect of a phenomenon. In this specific case, the interviews' analysis entailed three main stages. The first stage involved the synthesis of information, which refers to selecting and simplifying the data collected through notes taken from transcripts of interviews and relevant literature. In a second stage, the information was divided and organized

according to the different stages of the Tourist's Decision Making Process to understand in more detail the changes and patterns resulting from the impact of covid-19. Finally, all this information was synthesized in a table in the third step.

Quantitative data obtained through survey administration was subject to statistical analyses with IBM SPSS statistical software. Each variable was descriptively analysed, and comparisons were made between tourists' attitudes and behaviours before and after COVID-19 using Wilcoxon signed-ranks test. The Wilcoxon signed-ranks test is a non-parametric test designed to compare the median of the same participants on two occasions by converting the variable scores into ranks and comparing them from time one and at time two (Pallant, 2011). In this specific case, time one corresponds to pre-COVID and time two corresponds to post-COVID.

3.3. Sample Characterization

As previous mentioned, a set of 11 semi-structured interviews were conducted. The sample was only made up of portuguese participants, of which 8 were female (72.7%) and 3 were male (27.3%). Participants' ages vary between 23 and 64 years old, with an average of 37.45 years. 6 of these participants were full-time workers (54.5%), 4 were students (36.4%) and 1 was working-student (9.1%).

Then, a convenience sample of 353 valid questionnaire responses was collected. In this sample, 237 respondents were female (67.1%) and 116 were male (32.9%). The respondent's age varied between 18 and 85, with an average age of 38.68 years. Considering that the questionnaire was written in Portuguese, 98.9% of the respondents lived in from Portugal (349). Two respondents were from Brasil and Angola. The sample had highly educated respondents, as 180 had a

bachelor's degree (50.9%), 111 had either a master's degree, a post-graduation or MBA (31.5%). There were also 18 respondents who had a Phd (5.1%), 42 who completed high school (11.9%) and 2 who completed basic education (0.6%). In what regards the professional situation of the respondents, 249 were employed (70.5%), 241 (68.3%) were full-time workers and 8 were part-time workers (2,3%), 72 were students (20.4%) and 5 were working-students (1.7%). From the remaining 27 answers, 10 were retired respondents (2.8%), 8 unemployed respondents (2.3%) and 9 had "other" situation (2,5%). More detailed information regarding respondents' sociodemographic characteristics can be seen in Table 2.

Table 2: Survey Sample Characteristics Summary

Gender	Frequency (N=353)	Percentage (%)
Male	116	32,9%
Female	237	67,1%

Age	Frequency (N=353)	Percentage (%)
18-34	167	47,3%
35-64	91	25,8%
65+	95	26,9%

Nationality	Frequency (N=353)	Percentage (%)
Portuguese	349	98,9%
Other	4	1,1%

Education	Frequency (N=353)	Percentage (%)
Elementary School	2	0,6%
Secondary School	42	11,9%
Bachelor's Degree	180	50,9%
Master's Degree	109	30,9%
Phd	18	5,1%
Other	2	0,6%

Profession	Frequency (N=353)	Percentage (%)
Full-Time Worker	241	68,3%
Part-Time Worker	8	2,3%
Student	72	20,4%
Working-Students	5	1,4%
Unemployed	8	2,3%
Retired	10	2,8%
Other	9	2,5%

Chapter 4

Results

4.1. Exploratory Study - Semi-structured Interviews

According to respondents, there was a reduction on their motivation to travel, especially in the beginning of the pandemic. As a consequence, the frequency of trips taken has undoubtedly decreased in 2020 due to the restrictions imposed, concerns about sanitary hygiene, the need to carry out COVID-19 tests and the reduced level of safety felt. However, people felt more confident in 2021 than 2020, due to the lifting of some restrictions and the advances in the vaccination rates, and gradually returned to travel.

In choosing the final destination, a significant change in consumer behaviour is visible in the decision-making process. It was evident that the choice of the final travel destination was a much more thoughtful process than before. The evaluation of alternatives was more considered than in previous situations and this became a slower process as people take more time to choose the optimal destination that fulfils all their requirements. In general, it can be said that the consumer's decision-making process begins with the search for restrictions and information regarding the state of the pandemic in certain countries that are potential travel options. During this process, according to the interviewees, the

use of the internet and search engines increased significantly in order to have access to the most up-to-date information regarding the state of the pandemic. Official websites of each country were the research medium used par excellence. The interviewees also stated that they have started to give value to factors such as safety, the need or not to present tests, degree of vaccination, the safety of a particular country and, restrictions in terms of curfew, when they existed and can influence. Issues such as flight prices remain important for the consumer but are no longer a priority.

After carefully evaluating all the options and finding the optimal solution, the consumer decides to make his purchase. Trips are booked much less in advance due to the state of uncertainty characteristic of the pandemic. In cases where trips were made, these took place within Portugal for the most part. In other cases, many of the interviewees were forced to cancel their trips in 2020, and only a small number made trips internationally, namely for academic and work reasons.

In terms of hospitality, people who travelled back in 2020 feel bothered to research all the information they could search about accommodation before making this decision. It was important to know if the hotel have a big dimension, had irregular mealtimes to avoid large concentrations of people, and complied with all hygiene standards. By 2021, this research need has diminished as people expect hotels to have already adapted to new circumstances, and restrictions are eased. The fact that hotels have the option of free cancellation was also a feature preferred by consumers.

After returning from their trip, and contrary to what would be expected, the consumer does not properly assess their entire journey since, according to most respondents, this assessment is carried out during the trip itself. So, there are no significant changes at this point.

Table 3 summarizes the main topics collected from the interviews.

Table 3: Interview's Summary

Factors	Evidence	References
Motivation to travel	"I already had to cancel a trip due to restrictions"; I've decided not to travel in the first year of the pandemic because of the reduction on the flights number and the destination's limitations".	Li et al. (2021); Niewiadomski (2020)
Frequency of Trips	"Now I travel much less often"; "In the first year of the pandemic I didn't travel, in the 2021 I only went for 7 days with all the care and contingencies of the pandemic";	INE (2020); UNTWO, (2020)
Information Search and Evaluation	"I always went to the companies' websites and then to the websites of the governments of each country to find out about the restrictions they had and about the conditions and requirements to be able to enter the country and be able to enter there."	Gössling et al. (2020); McLean et al. (2020); Nilashi et al. (2021); Watanabe et. al (2020)
Valued Factors	"Restrictions in general, opening hours, what is and is not open, what services are available."; "I value the services available in a country or city"; "the possibility of, upon arriving at the place, being obliged, or not, to comply with quarantine.";" a place that was not very frequented by people to avoid contagions"; "destinations with better hygiene and safety conditions".	Abdhull (2020); Chebli (2020); Garcez et al. (2021); Rahman et al. (2021); UNTWO (2022);
Purchase Decision	"We considered postponing the trip for a little longer and, in the meantime, traveling within Portugal".	Watanabe et. al (2020)

4.2. Survey Descriptive Analysis

The data collected from a convenience sample of 353 valid questionnaires generally indicates that travel preferences have changed after the COVID emergence.

Regarding the reasons that lead people to travel (Table 4), no differences were noted when comparing the pre-COVID and post-COVID periods. The great motivation to travel continues to be leisure and cases where people travelled for study purposes were rare. Moreover, results indicate a significant decrease in the proportion of work and academic trips in post-COVID times.

Table 4: Motivations to travel before and after the pandemic

	Pre-COVID (N=351)	Post-COVID (N=303)	Wilcoxon Test	
	X (%)	X (%)	Wil. Z	p
Leisure	79,9	80,9	- 0,124	0,901
Work	16,4	12,9	- 3,156	0,002
Academic	9,8	8,9	- 2,011	0,044
None	3,8	3,9	- 0,917	0,359

Regarding the frequency of trips (Table 5), results indicate that there was an increase of 13,6 percentage points (pp) in the number of respondents who report they never travelled compared to the pre-pandemic period (0,5%). Before the pandemic, most people travelled on average twice or three times a year (25,2% and 22,1%, respectively). After the pandemic, the majority says that they have travelled only once or twice a year (39,9% and 23,5%, respectively). Wilcoxon test indicates that the decrease in travel frequency from pre-COVID to post-COVID times is statistically significant ($z = -13,3$; $p < 0,01$).

Table 5: Frequency of trips before and after the pandemic

Frequency	Pre-COVID (N=353)	Post-COVID (N=353)	Wilcoxon Test
	%	%	
Never	0,6	14,2	Wilcoxon Z = -13,279 p < 0,001
Once a year	15,6	39,9	
Twice a year	25,2	23,5	
Three times a year	22,1	7,6	
Four times a year	8,8	4,5	
Five times a year	11,9	6,2	
More times a year	15,9	4,0	
Total	100	100	

In the process of choosing a travel destination before COVID, the information sources preferred by tourists (“often” and “always” chosen) were the testimonies of other people, the airlines websites and word of mouth (WOM). After the pandemic, testimonies of other people remain the most used information source. The big difference is an increase in the use of official websites, social media and television, although the latter remains the least used source (“never” chosen) both before and after the pandemic (41,3% and 45,9% respectively). Table 7 summarizes the results of the Wilcoxon test that was conducted to compare the information sources used before and after COVID-19. The results indicate marginally significant differences, but only in terms of official websites ($z = -5,266$; $p < 0,00$) social media ($z = -5,596$; $p < 0,05$) and television ($z = -2,074$; $p < 0,05$).

Table 6: Communication tools used in the destination choice before and after the pandemic

		Never	Sometimes	Often	Always
		%	%	%	%
	Official Website	24,2	1,1	26,8	17,9
	Airlines Website	23,9	26,5	32,5	17,1
	Social Media	27,9	31,6	29,1	11,4

Pre-COVID (N=351)	Testimonies	6,3	23,9	46,2	23,6
	WOM	24,5	30,8	32,8	12,0
	Television	41,3	42,5	12,8	3,4
Post-COVID (N=303)	Official Website	22,8	15,5	30,7	31,0
	Airlines Website	29,4	15,8	29,4	25,4
	Social Media	28,4	25,4	30,0	16,2
	Testimonies	8,9	17,8	44,6	28,7
	WOM	26,1	31,0	28,1	14,9
	Television	45,9	27,7	18,2	8,3

Table 7: Statistical Test 1

	Official Web.	Airline Web.	Social Media	Testimonies	WOM	Television
Wilcoxon Z	-5,266	-1,444	-5,596	-0,840	-1,809	-2,074
p	<0,001	0,149	0,041	0,401	0,070	0,038

People were asked about the factors that weighed in the decision-making process to find the final destination (Table 8). Before COVID-19, the most important factors were firstly the hygiene level of the accommodation (62,7%), followed by the country's security (55,8%) and the prices of the trip (53,8%). Among the least important factors were the country's health system with 46,4% of people classifying this factor as not important or unimportant. The speed of travel was also one of the factors undervalued by tourists. After the pandemic, the hygiene level of the accommodation remains the most important factor even when compared with the number of COVID-19 cases and the vaccination level on a specific country.

The Wilcoxon test indicates that there are marginally significant differences from pre-COVID period to post-COVID period, but only on factors such as health security ($z = -10,189$; $p < 0,001$), rapidity of trip ($z = -5,209$; $p < 0,001$), inherent bureaucracy ($z = 3,708$; $p < 0,001$), available services ($z = -5,374$; $p < 0,001$), accommodation size ($z = -4,934$; $p < 0,001$) and free cancellation option ($z = 7,742$; $p < 0,05$) (Table 9).

Table 8: Factors in consideration before and after the pandemic

		Not Important	Little Important	Important	Very Important
		%	%	%	%
Pre-COVID (N=351)	Prices	2,0	6,3	37,9	53,8
	Country's Security	2,6	9,1	32,5	55,8
	Health's System	14,5	31,9	37,6	16,0
	Rapidity in the trip	10,0	33,6	41,9	14,5
	Inherent bureaucracy	11,4	30,2	35,6	22,8
	Available Services	6,6	22,8	44,4	26,2
	Accommodation size	9,7	39,9	41,9	8,5
	Accommodation hygiene	0,6	6,0	30,8	62,7
	Free cancellation option	11,1	27,6	31,3	29,9
Post-COVID (N=303)	Prices	22,8	15,5	30,7	31,0
	Country's Security	4,3	7,6	32,0	56,1
	Health's System	8,9	12,5	32,7	45,9
	Rapidity in the trip	8,3	23,8	42,9	25,1
	Inherent bureaucracy	10,2	20,0	37,6	31,4
	Available Services	5,0	13,5	44,9	36,6
	Accommodation size	8,6	34,3	40,3	16,8
	Accommodation hygiene	1,3	4,6	26,7	67,3
	Free cancellation option	7,6	12,2	25,7	54,5

	No. covid cases	7,6	11,9	33,7	46,9
	Vaccination Level	10,9	19,1	31,0	38,9

Table 9: Statistical Test 2

	Prices	Count. Sec.	H. S.	Rapidity	Bureau.	Av. S	Acc.Size	Acc.Hy.	Free canc.
Wilcoxon Z	-1,739	-0,462	-10,189	-5,209	-3,708	-5,374	-4,934	-1,185	-7,742
p	0,082	0,664	<0,001	<0,001	<0,001	<0,001	<0,001	0,236	<0,001

Also, regarding the type of destination (Table 10), changes between pre-COVID and post-COVID time were observed and statistically supported by Wilcoxon test ($z = -9,8$; $p < 0,05$). In the three years before the pandemic, the trend was to travel both internationally and nationally. In total, more than 80% of the respondents reported they did both national and international trips in the years before the COVID pandemic. After the pandemic, 52,7% of the same respondents say they only travelled at the national level.

Table 10: Displacement level before and after the pandemic

Displacement Level	Pre-COVID (N=353)	Post-COVID (N=353)	Wilcoxon Test
	%	%	
None	0,6	14,2	Wilcoxon Z = -9,804 p < 0,001
Just nationally	15,6	52,7	
Both, but mainly nationally	44,8	19,5	
Both, in the same proportion	20,4	9,6	
Both, but mainly internationally	15,9	4,5	
Just Internationally	2,8	2,0	
Total	100	100	

Regarding the advance in which people used to book their trips (Table 11), it can be noted that trips were mainly booked between 2 to 5 months (41,9%) in advance but now, after the pandemic, it is clear that the trend is for trips to be booked much less in advance, between 1 to 2 months or even in the current month (68,5,3%). Using the Wilcoxon test, it is possible to see that the difference between the advance in which trips are booked in pre-COVID and the advance in which trips are booked on post COVID is statistically significant ($z = -6,956$; $p < 0,05$).

Table 11: Advance in which trips were booked before and after the pandemic

Advance	Pre-COVID (N=351)	Post-COVID (N=303)	Wilcoxon
	%	%	
Much in advance (at least 5 months)	4,8	4,6	Wilcoxon Z = -6,956 p < 0,001
Some advance (2 to 5 months)	43,0	26,4	
Little advance (1 to 2 months)	39,3	37,6	
Almost no advance (in the current month)	12,8	31,4	
Total	100	100	

Regarding the type of destination sought by tourists (Table 12), there was also a change in travel trends. Aligned with previously presented results, Wilcoxon test (Table 13) points to a significant reduction in the demand for all types of destinations, except for the beach, whose reduction in demand was not statistically significant. It is still interesting to note that before COVID-19 emergence, the destinations preferred by tourists (“often” and “always” chosen) were beach destinations followed by the countryside and large cities. In the period after pandemic, small cities take the second place in the preferences of tourists, after the beach.

Table 12: Type of destination sought before and after the pandemic

Frequency	Pre-COVID (N=351)				Post-COVID (N=303)			
	Large Cities	Small Cities	Countryside	Beach	Large Cities	Small Cities	Countryside	Beach
	%	%	%	%	%	%	%	%
Never	12,3	13,7	20,2	10,0	32,3	20,1	17,0	11,9
Sometimes	30,5	49,3	19,6	26,2	30,7	30,7	41,2	19,5
Often	43,3	31,9	36,5	45,3	22,1	35,3	32,5	39,9
Always	14,0	5,1	23,7	18,5	14,9	13,9	9,4	28,7
Total	100	100	100	100	100	100	100	100

Table 13: Statistical Test 3

	Large Cities	Small Cities	Countryside	Beach
Wilcoxon Z	-6,783	-2,709	-5,596	-1,551
p	<0,001	0,007	<0,001	0,121

Chapter 5

Discussion

The outbreak of COVID-19 is having severe economic consequences worldwide, which has led to dramatic changes in the way companies act, and consumers behave (Donthu & Gustafsson, 2020).

In fact, the previously presented results reinforce that, with the pandemic, tourists changed their consumer behaviour, more precisely, how they choose their final travel destinations. These changes are visible in motivations, in the frequency of trips made, in the different sources of information available to search for destinations, in the valued factors when analysing and evaluating a potential destination, in the advance in which trips are booked, in the displacement level of these same trips and in the type of destination sought.

A clear division was made between two distinct periods, the pre-COVID period and the post-COVID period, to be able to compare and specify the differences in tourists' behaviour over this time. Firstly, and concerning tourist motivations variables – leisure, work, academic, and none, the COVID-19 pandemic had only a statistically significant impact in terms of the proportion of work and academic trips, which suffered a decrease. This is somehow in line with previous research that confirmed the existence of changes promoted by the pandemic, namely the decrease in motivation (Aebli et al., 2021). However, there

is a lack of research linking the COVID-19 pandemic and the changes in possible motivation variables such as the ones under investigation.

According to the survey results, the number of trips made during the post-COVID is considerably lower than those made in pre-COVID. The number of people who did not travel at all during the two first years of the pandemic increased compared with previous years and, in general, people have decreased the number of times they travel per year. Through the analysis of the interviews previously done, this decrease may be justified by restrictions imposed, the need to take tests or comply with quarantine, and the fear of the risk of infection. Several previous studies intended to explore the effects of the COVID-19 pandemic on human travel behaviour. The majority of them have highlighted that individuals tended to cancel or delay international trips or flights, air travel, and domestic land travels due to the perceived risk of infection during pandemics (Abduhlla, 2020).

Concerning information sources used by tourists, previous results show significant changes from the pre-COVID period to the post-COVID period in terms of official websites, social media, and television. With the pandemic and in terms of international travel, the preference for using official websites in each country has only increased, as they provide detailed information on possible mandatory documentation for entry into certain countries and inform tourists about the restrictions in force. These results are aligned with the studies of Watanabi and Omori (2020), Nilashi et al. (2021), and Hu et al. (2021) that have highlighted the growing importance of using the internet and social media to search for information during the pandemic. The changing in tourists' consumer behaviour and the increasingly more straightforward access to information seems to have an impact on the way companies must communicate with tourists now more than ever.

In line with relevant literature (Chebli,2020; Abdhull, 2020; Garcez et al., 2021) which seeks to understand the transformations in tourist consumer behaviour caused by the COVID-19 pandemic, the results of this study also show that the pandemic changed the factors more valued by tourists when choosing a destination. It became evident that even before and after the pandemic, the main factor in consideration is the hygiene level of the accommodation. For their next trip, travellers would be more concerned about the cleanliness of airports, public spaces, hotels, restaurants, tourist attractions, and daily necessities, but also about the conditions of access and the quality of the care offered, by the destination. Thus, safety and hygiene are key factors influencing the decision to travel. On the contrary, tourists put significantly less priority on prices. Tourists are still looking for the best price, but are now willing to pay a little more if it means greater safety and convenience.

Regarding the advance in which travels are booked, the uncertainty caused by the pandemic led tourists to delay their purchase decision until the last moment. Travel contracts made months in advance, which have been common until now, have plummeted due to the high risk of cancellation. These results are supported by the study of Travel Consul (2020) which shows that tourists were booking their trips for the immediate moment or with less than a month in advance.

This study has also shown that before the pandemic tourists mainly combined international and national trips, but after the COVID-19 outbreak, most have travelled only nationally. This result is reinforced by data collected from interviews in which respondents stated that they were mainly travelling at a national level since this did not imply so many constraints in terms of restrictions and bureaucracies. Also, in many cases trips were only made nationally due to the high-risk perception of some destinations as the results from other studies show (Prideaux et al.,2020; Kupi and Szemerédi, 2021).

The rapid spread of the virus and the fear of infection also lead tourists to change their preferences regarding the type of destination. The present study indicates that the demand for monumental cities has decreased due to tourists' insecurities regarding crowded destinations and, therefore, a higher risk of contagion. Tourists' preferences for beach destinations remain, being this the only type of destination that has not undergone significant changes. This decrease may be due to the fact that this is considered an open-air destination and therefore entails fewer health concerns. Although there are some recommendations regarding the frequency of these places, they do not present a great risk to society. In addition, the number of COVID-19 cases suffered a significant reduction during summer 2020, the holiday period par excellence where generally people travel the most. These results are to some extent in line with McGinlay et al. (2020), and Wen et al. (2020) who find out that the pandemic had a positive effect on tourists' motivation for visiting low-density areas and destinations near nature where risk perceptions are lower.

These changes can be an opportunity to build a more resilient tourism industry. Some destinations can reconsider the nature of the tourism industry and focus on their local and more sustainable ways.

Chapter 6

Conclusion

This chapter summarizes the main results of this research and highlights the achieved objectives. Additionally, the main limitations of this study are discussed alongside some suggestions for further research.

6.1. Summary and Implications

Pandemics are an important issue for society and tourism. The world faces a global social, economic and health emergency arising from the COVID-19 pandemic. The travel and tourism sector suffered an abrupt drop in international demand due to restrictions imposed to control the spread of the virus (UNWTO, 2020). Tourists are changing their consumption habits, and companies are still trying to adapt their strategies to offer customers the best offer they can to correspond and fulfil their needs.

In this sense, the main goal of this research was to understand the impact of COVID-19 on tourists' consumer behaviour by understanding the main differences in the process of choice of travel destinations between the period immediately before and the period immediately after the pandemic outbreak.

Therefore, this thesis contributes to the literature in several ways by identifying significant changes in tourists' consumer behaviour. These changes were visible in terms of: **(1) motivations** that lead people to travel, **(2) frequency of trips** made before and after the pandemic, **(3) information sources** used in the destination choice, **(4) valued factors** in the evaluation of the different travel alternatives, **(5) advance in which trips are booked**, **(6) displacement level** and **(7) type of destination sought**.

These results are in line with previous studies, which reveal the sensitivity of the tourism industry and tourists to crises (Chebli and Ben,2020). However, some gaps in the investigation have been found and addressed by confronting the results with the existent literature. To the author's best knowledge, some variables such as the motivations for people to travel, the advance in which trips are booked and the post purchase behaviour have not yet been deeply analysed in previous studies.

This was a study developed in the Portuguese context and the main results of this research could thus serve as a good basis for reflection for destination marketers, crisis managers and tourism companies once over the last years Portugal has been seen as a very touristic detitanation had being elected for the fourth year in a row, as the Europe's Leading Destination at the 2020 World Travel Awards. So, Portugal can be used as a reference for those companies that seek to adapt their strategies considering the new trends in the tourist's consumer behaviour after the pandemic. Tourism officials must comprehend tourists' anxieties and concerns to design measures and tactics tailored to the new reality and be capable of promptly responding to the requirements and aspirations of new customers without putting them at risk. Also, is important to notice that although the world is slowly beginning to readjust to a new normal as the pandemic is in a stabilization phase, many of the changes that have taken place in the tourist's consumer behaviour will last over time. The consumer will

possibly remain more conscious and more demanding about their decisions and will continue to make use of all available means of communication.

6.2. Limitations and Future Research

During the development of this thesis, several ideas emerged that could not be implemented due to time constraints. Thus, this study has some limitations that are required for the reader to take into consideration. The main one focuses on how this study is being conducted as the pandemic situation changes. This dissertation started in October 2021, and since then, many factors related to the pandemic have changed, making it challenging to keep up with all the updates.

Moreover, this research was developed in a context where there was not many information regarding the impact of COVID-19 on tourist's consumer behaviour, the Portuguese context. So, as information collected was based on a convenience sample, it does not guarantee that the sample is truly representative of the Portuguese population as can be seen from the age distribution. In future research, a good idea would be also to create a survey in English to enable people worldwide to participate in the research. This way, the results would be more representative and would possibly lead to more accurate conclusions. The small size of the sample does not allow us to generalize these results to the Portuguese population as a whole.

Additionally, some results show that further study of several details is recommendable for the progress and completeness of this investigation. Ritchie and Jiang (2019) recommended that tourism crisis management researchers to focus on conceptual model building, empirical testing, and adaptation of models from other disciplines.

This research had been developed through different pandemic stages, which could also have influenced the results. For instance, the habits that people had at the beginning of the pandemic can be different from those that are now having and even the direction that the research followed can now be outdated as restrictions are all being lifted. Also, data for this study were collected after the first weekend of lifting the ban; therefore, the answers at that point may not totally correspond to the scenario described in the literature review as people's perception of risk varies over time.

In future research would be interesting and helpful to test the possible relationship between the variables in question and demographic aspects such as gender and age as this could give companies more detailed information regarding tourism segments that would lead to more effective and efficient marketing strategies.

Finally, since this study was conducted during COVID-19, it may not provide a complete picture of the changes in consumer behaviours after the pandemic. Thus, future studies can also focus on changes that will remain the same in consumer behaviours and the changes that will taper off once the pandemic ends.

References

- Abdullah, M., Dias, C., Muley, D., & Shahin, M. (2020). Exploring the impacts of COVID-19 on travel behavior and mode preferences. *Transportation Research Interdisciplinary Perspectives*, 8, 100255. <https://doi.org/10.1016/j.trip.2020.100255>
- Aebli, A.; Volgger, M.; Taplin, R. (2021) A two-dimensional approach to travel motivation in the context of the COVID-19 pandemic. *Curr. Issues Tour.* 1–16. <https://doi.org/10.1080/13683500.2021.1906631>
- Amara, D. (2012). Tourists' risk aversion and willingness to take risks: the case of tourists visiting Egypt after 25th January revolution. 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure. 22. Routledge.
- Andrades, L., Dimanche, F., & Ilkevich, S. (2015). In book: *Tourism in Russia: A management handbook*: Emerald Editors. 101-130
- Aref, M. (2020, September 28). How COVID-19 Impacted Travel & Tourism Industry Globally. Infomineo. <https://infomineo.com/covid-19-impacted-travel-tourism-industry/>
- Bhatti, A., Akram, H., Basit, H. M., Khan, A. U., Raza, S. M., & Naqvi, M. B. (2020). Ecommerce trends during COVID-19 Pandemic. *International Journal of Future Generation Communication and Networking*, 13(2), 1449-1452.
- Borges, T., Silva, S., Avelar, S., Couto, J.P., Mendes-Filho, L., Tiago, F. (2021). Tourism and COVID-19: The Show Must Go On. *Sustainability*, 13, 12471. <https://doi.org/10.3390/su13221247>
- Braun, V., Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3, 77–101.

- Brinkmann, S., & Kvale, S. (2015). *Interviews: Learning the Craft of Qualitative Research Interviewing.*, SAGE Publications, 3.
- Bunghez, C. L. (2016). The Importance of Tourism to a Destination's Economy. *Journal of Eastern Europe Research in Business and Economics*, 1–9. <https://doi.org/10.5171/2016.143495>
- Chan, I. C. C., Ma, J., Ye, H., & Law, R. (2021). A Comparison of Hotel Guest Experience Before and During Pandemic: Evidence from Online Reviews. In *Information and Communication Technologies in Tourism*. Springer International Publishing, 549–556. https://doi.org/10.1007/978-3-030-65785-7_52
- Chebli, A., Said, F. B. (2020). The Impact of Covid-19 on Tourist Consumption Behaviour: A Perspective Article. *Journal of Tourism Management Research*, 7(2), 196–207. <https://doi.org/10.18488/journal.31.2020.72.196.207>
- Chemli, S., Toanoglou, M., & Valeri, M., (2022) The impact of Covid-19 media coverage on tourist's awareness for future travelling, *Current Issues in Tourism*, 25(2), 179-186. <https://doi.org/10.1080/13683500.2020.1846502>
- Chen, X.; Duan, Y.; Ali, L.; Duan, Y.; Ryu, K. (2021). Understanding Consumer Travel Behaviour during COVID-19. *Sustainability*, 13, 13330. <https://doi.org/10.3390/su132313330>
- Chew, E. Y. T, Jahari, S. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*. 40. 382-393. <https://doi.org/10.1016/j.tourman.2013.07.008>
- Cohen, S. A., Prayag, G., Moital, M (2014) Consumer behaviour in tourism: Concepts, influences and opportunities, *Current Issues in Tourism*, 17(10), 872-909. <https://doi.org/10.1080/13683500.2013.850064>
- Collins English dictionary. (1994). Glasgow: HarperCollins Publishers.

- Cró, S., Martins, A. (2017). Structural breaks in international tourism demand: Are they caused by crises or disasters? *Tourism Management*, 63, 3-9. <https://doi.org/10.1016/j.tourman.2017.05.009>
- Cuculeski, N., Cuculeski, V., Tashkov, N. (2015). *The influence of the factors of consumer behavior in tourism*. LAP Lambert Academic Publishing, Germany. ISBN 978-3-659-81466-2
- Decrop, A. (2006). *Vacation Decision-Makin*. Wallingford, CABI-Publishing.
- Donthu, N., Gustafsson, A. (2020). Effects of COVID-19 on business and research. *Journal of business research*, 117, 284–289. <https://doi.org/10.1016/j.jbusres.2020.06.008>
- Falahuddin, A.F.; Tergu, C.T.; Brollo, R.; Nanda, R.O. (2020). Post COVID-19 Pandemic International Travel: Does Risk Perception and Stress-Level Affect Future Travel Intention. *J. Ilmu Sos. Ilmu Polit*, 24, 1–14. <https://doi.org/10.22146/jsp.56252>
- Garg, A. (2013). A study of tourist perception towards travel risk factors in tourist decision making. *Asian Journal of Tourism and Hospitality Research*, 7(1), 47-57.
- George, R. (2004). *Marketing South African Tourism and Hospitality* (2nd ed.) Oxford: Oxford University Press.
- Glogowska, M. (2011). Paradigms, pragmatism and possibilities: Mixed-methods research in speech and language therapy. *International journal of language & communication disorders / Royal College of Speech & Language Therapists*, 46, 251-60. <https://doi.org/10.3109/13682822.2010.507614>
- Gössling, S., Scott, D., Hall, M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19, *Journal of Sustainable Tourism*, 29, 1-20, <https://doi.org/10.1080/09669582.2020.1758708>

- Higgins-Desbiolles, F. (2020). Socialising tourism for social and ecological justice after COVID-19. *Tourism Geographies*, 22 (3), 610-623. <https://doi.org/10.1080/14616688.2020.1757748>
- Hu, F., Teichert, T., Deng, S., Liu, Y., Zhou, G. (2021). Dealing with pandemics: An investigation of the effects of COVID-19 on customers' evaluations of hospitality services. *Tourism Management*, 85, [104320]. <https://doi.org/10.1016/j.tourman.2021.104320>
- Huanga, X., Dai, S., & Xu, H. (2020). Predicting tourists' health risk preventative behaviour and travelling satisfaction in Tibet: Combining the theory of planned behaviour and health belief model. *Tourism Management Perspectives*, 33, 100589. <https://doi.org/10.1016/j.tmp.2019.100589>
- Huang, Y.-C., Chang, L. L., Yu, C.-P., and Chen, J. (2019). Examining an extended technology acceptance model with experience construct on hotel consumers' adoption of mobile applications. *J. Hosp. Market. Manag.*, 28, 1–24. <https://doi.org/10.1080/19368623.2019.1580172>
- INE. (2019). Statistical Yearbook of Portugal (Edition Year: 2020). Retrived April 4, 2022. https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_publicacoes&PUBLICACOESpub_boui=444301590&PUBLICACOESmodo=2
- Jennings, G. (2005). Interviewing: A focus on qualitative techniques. *Tourism Research Methods: Integrating Theory with Practice*, 99-117
- Juvan, E., Omerzel, D. G., & Maravic, M. U. (2017). Tourist Behaviour: An Overview of Models to Date. In *MIC 2017: Managing the Global Economy; Proceedings of the Joint International Conference, Monastier di Treviso, Italy, 24–27 May 2017* (pp. 23–33). University of Primorska Press. <https://ideas.repec.org/h/prp/micp17/23-33.html>

- Kain, D., Findlater, A., Lightfoot, D., Maxim, T., Kraemer, M., Brady, O. J., Watts, A., Khan, K., Bogoch, I. I. (2019). Factors Affecting Pre-Travel Health Seeking Behaviour and Adherence to Pre-Travel Health Advice: A Systematic Review. *Journal of travel medicine*, 26(6), taz059. <https://doi.org/10.1093/jtm/taz059>
- Khwaja, M., & Zaman, U. (2020). Configuring the Evolving Role of eWOM on the Consumers Information Adoption. *Journal of Open Innovation Technology Market and Complexity*. 6 (4). 125. <https://doi.org/10.3390/joitmc6040125>
- Kotler, P. and Keller, K., (2016). *Marketing management*. 15th ed. Harlow: Pearson.
- Kupi, M., Szemerédi, E. (2021). Impact of the COVID-19 on the Destination Choices of Hungarian Tourists: A Comparative Analysis. *Sustainability*, 13(24), 13785. <https://doi.org/10.3390/su132413785>
- Lean, H., Chong, S.H., Hooy, C.W. (2014). Tourism and economic growth: Comparing Malaysia and Singapore. *International Journal of Economics and Management*. 8. 139-157.
- Lee, C. C., & Chen, M. P. (2022). The impact of COVID-19 on the travel and leisure industry returns: Some international evidence. *Tourism Economics*, 28(2), 451–472. <https://doi.org/10.1177/1354816620971981>
- Naresh, M., and Birks, D. (2007) *Marketing Research: an applied approach: 3rd European Edition*, Harlow, UK. Pearson Education, 835.
- March, R. G., Woodside, A. G. (2005), *Tourism Behaviour: Travellers' Decisions and Actions*, CABI Publishing, 7, 280. <https://doi.org/10.1080/09669580802159750>
- Matiza, T. (2022), "Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk", *Journal of Tourism Futures*, 8 (1), 99-108. <https://doi.org/10.1108/JTF-04-2020-0063>

- Maudsley, G. (2011). Mixing it but not mixed-up: mixed methods research in medical education (a critical narrative review). *Medical teacher*, 33(2), e92–e104. <https://doi.org/10.3109/0142159X.2011.542523>
- McCabe, S., Quiao, G. (2020). A review of research into social tourism: Launching the Annals of Tourism Research Curated Collection on Social Tourism. *Annals of Tourism Research*, 85, 103103. <https://doi.org/10.1016/j.annals.2020.103103>
- McGinlay, J., Gkoumas, V., Holtvoeth, V., Fuertes, R. F. A., Bazhenova, E., Benzoni, A., Jones, N. (2020). The impact of COVID-19 on the management of European protected areas and policy implications. *Forests*, 11, 1214. <https://doi.org/10.3390/f11111214>
- McLean, G., Osei-Frimpong, K., Wilson, A. and Pitardi, V. (2020), “How live chat assistants drive travel consumers' attitudes, trust and purchase intentions”, *International Journal of Contemporary Hospitality Management*, 32 (5), 1795-1812. <https://doi.org/10.1108/IJCHM-07-2019-0605>
- Mishra, S. B., Alok, S. (2017). *Handbook of Research Methodology*. Educreation Publishing.
- Nilashi, M., Asadi, S., Abumalloh, R., Samad, S., Ghabban, D., Ahani, A. (2021). Recommendation agents and information sharing through social media for coronavirus outbreak. *Telematics and Informatics*, 61, 101597. <https://doi.org/10.1016/j.tele.2021.101597>
- Niewiadomski, P. (2020) COVID-19: from temporary deglobalisation to a re-discovery of tourism? *Tourism Geographies*, 22(3), 651-656. <https://doi.org/10.1080/14616688.2020.1757749>
- Pallant, J. (2011). *SPSS survival manual: A step by step guide to data analysis using the SPSS program*. 4th Edition, Allen & Unwin, Berkshire.

- Prideaux, B., Thompson, M., Pabel, A. (2020). Lessons from COVID-19 can prepare global tourism for the economic transformation needed to combat climate change, *Tourism Geographies*, 22 (3), 667-678. <https://doi.org/10.1080/14616688.2020.1762117>
- Qazzafi, S. (2019). Consumer Buying decision Process Toward Products, *International Journal of Scientific Research and Engineering Development*, 2(5), 5.
- Rahman, M. K., Gazi, M.A.I., Bhuiyan, M.A., Rahaman, M.A. (2021) Effect of Covid-19 pandemic on tourist travel risk and management perceptions. *PLoS ONE* 16(9), e0256486. <https://doi.org/10.1371/journal.pone.0256486>
- Ritchie, B. W. & Jiang, Y, (2019). "A review of research on tourism risk, crisis and disaster management: Launching the annals of tourism research curated collection on tourism risk, crisis and disaster management". *Annals of Tourism Research*, 79. <https://doi.org/10.1016/j.annals.2019.102812>
- Saito, C., Strehlau, V. (2018). Tourist destination choice: A bibliometric study, 13(1), 17-31. <https://doi.org/10.18568/1980-4865.13117-31>
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312-321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Simons, L. & Lathlean, J. (2010) *Mixed Methods*. In Gerrish, K. & Lacey, A. (Eds.) *The Research Process in Nursing*. 6th ed. London, Wiley-Blackwell.
- Sirakaya, E. and Woodside, A. 2005. Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), 815-832. <https://doi.org/10.1016/j.tourman.2004.05.004>
- Solomon, M., Gary, B., Askegaard, S., Hogg, M. K. (2019), *Consumer Behaviour - A European Perspective*, 7th edition, Pearson.

- Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing*, 2(6), 7-14. <http://dx.doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
- Tang, B., Wang, X., Li, Q., Bragazzi, N. L., Tang, S., Xiao., Wu, J. (2020). Estimation of the transmission risk of the 2019-ncov and its implication for public health interventions. *Journal of Clinic Medicine.*, 9(2), 462. <https://doi.org/10.3390/jcm9020462>
- Toubes, D. R., Araújo Vila, N., & Fraiz Brea, J. A. (2021). Changes in Consumption Patterns and Tourist Promotion after the COVID-19 Pandemic. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1332–1352. <https://doi.org/10.3390/jtaer16050075>
- Travel Consul: New Global Study Reveals that Destination Health Certifications Inspire Confidence among Travel Advisors and their Clients. (n.d.). Pacific Asia Travel Association. Retrieved January 20, 2022, from <https://www.pata.org/member-chapter-news-1/travel-consul-new-global-study-reveals-that-destination-health-certifications-inspire-confidence-among-travel-advisors-and-their-clients>
- Terttunen, A. (2017). The influence of Instagram on consumers' travel planning and destination choice. 83.
- Uğur, N. G., Akbıyık, A. (2020). Impacts of COVID-19 on global tourism industry: A cross-regional comparison. *Tourism Management Perspectives*, 36, 100744. <https://doi.org/10.1016/j.tmp.2020.1007444>
- UNWTO. (2022). Tourism grows 4% in 2021 but remains far below pre-pandemic levels | UNWTO. Retrived March 28, 2022. <https://www.unwto.org/taxonomy/term/347>

- UNTWO. (2021). Global Tourism upturn in Q3 but recovery remains fragile. World Tourism Organization. Retrived December 15, 2021. <https://www.unwto.org/news/global-tourism-sees-upturn-in-q3-butrecovery-remains-fragile>
- UNWTO. (2021). Tourism and COVID-19 – unprecedented economic impacts | UNWTO. (n.d.). Retrieved December 8, 2021, from <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>
- Usman, U. (2015). Measuring of Satisfaction and Post-Purchase Process in Services. <https://doi.org/10.13140/RG.2.1.2656.4004>
- Viana, J., van Dorp, C. H., Nunes, A., Gomes, M. C., van Boven, M., Kretzschmar, M. E., Veldhoen, M., & Rozhnova, G. (2021). Controlling the pandemic during the SARS-CoV-2 vaccination rollout. *Nature Communications*, 12(1), 3674. <https://doi.org/10.1038/s41467-021-23938-8>
- Watanabe, T., Omori, Y. (2020). Online Consumption During the COVID-19 Crisis: Evidence from Japan, Working Papers on Central Bank Communication No. 023, 32, 208-241.
- Wen, J., Me, K., Yang, S. & Liu, F. (2020). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, 12. <https://doi.org/10.3389/fpsyg.2021.655860>
- Wilson, M. E., & Chen, L. H. (2020). Re-starting travel in the era of COVID-19: Preparing anew. *Journal of Travel Medicine*, 27(5), taaa108. <https://doi.org/10.1093/jtm/taaa108>
- Yousaf, A., Amin, I. & Santos, J. (2018). Tourist's Motivations to Travel: A Theoretical Perspective on the Existing Literature. *Tourism and Hospitality Management*, 24 (1), 1-15. <https://doi.org/10.20867/thm.24.1.8>

Yu, M., Li, Z., Yu, Z., He, J., Zhou, J. (2020). Communication related health crisis on social media: a case of COVID-19 outbreak. *Current Issues in Tourism*, 24 (19), 2699-2705. <https://doi.org/10.1080/13683500.2020.1752632>

Zhang, W., Creswell, J. (2013). The Use of "Mixing" Procedure of Mixed Methods in Health Services Research. *Medical care*. 51(8), e51–e57. <https://doi.org/10.1097/MLR.0b013e31824642fd>

Zheng, D., Luo, Q., & Ritchie, B. W. (2021). The Role of Trust in Mitigating Perceived Threat, Fear, and Travel Avoidance after a Pandemic Outbreak: A Multigroup Analysis. *Journal of Travel Research*, 61 (3), 581-596. <https://doi.org/10.1177/0047287521995562>

Appendixes

Appendix 1 – Interview Guide

Bem-vindo! Antes de mais muito obrigada pela sua disponibilidade para participar nesta entrevista.

Irei colocar—lhe algumas perguntas sobre o impacto da pandemia do Covid-19 nas suas escolhas quando viaja. Todos os dados recolhidos serão utilizados apenas para fins académicos, nomeadamente para o trabalho final do mestrado em marketing na Universidade Católica.

Antes de iniciarmos as perguntas propriamente ditas, gostaria de lhe pedir que se apresentasse e que me desse o seu consentimento para a gravação da entrevista.

1. Lembra-se da última vez que viajou, em lazer, antes da pandemia? (termo de comparação)
2. Com que frequência costumava viajar?
3. Com que frequência viaja agora?
4. Desde o aparecimento, em 2020, da pandemia mundial, vimo-nos sujeitos a um conjunto de restrições que sem dúvida influenciaram as nossas vidas a começar pela circulação, que durante algum tempo esteve condicionada. Desde o início da pandemia já viajou?
5. Se sim, para onde é que viajou porque razão escolheu esse destino? Se não, a pandemia teve alguma influência nessa decisão? (Nota: no caso do entrevistado não ter voltado ainda a viajar, as perguntas a partir de aqui terão que ser colocadas, pedindo ao entrevistado para se referir a uma experiência de viagem futura)

6. Sente que a pandemia influenciou a sua escolha de destino ou até mesmo de alojamento no local? De que forma?
7. Já teve necessidade de alterar o destino de viagem devido aos efeitos da pandemia? Se sim, que alterações fez?
8. Sentiu que a pandemia influenciou o seu envolvimento no processo de decisão de escolha do destino? Terá a decisão sido mais ponderada?
9. Terá a pandemia influenciado, por exemplo, o modo como procurou informação. Se sim, de que forma? (se necessário, ajudar com dicas: as fontes de informação que utilizou, o tempo que dedicou à pesquisa, etc.)?
10. Durante a procura de informação sobre possíveis destinos de viagem que aspetos teve em consideração?
11. Os aspetos referidos anteriormente eram os mesmos que tinha em consideração antes da pandemia ou acha que de alguma forma se alteraram?
12. Que tipo de experiência procurou (hotel, turismo rural, turismo de habitação, etc.)? Houve alguma alteração a este nível em resultado da pandemia? Optaria pelo mesmo tipo de experiência se não estivéssemos em circunstâncias de pandemia?
13. O que mais valoriza atualmente, quando viaja?
14. Fez uma avaliação mais cuidadosa das diferentes alternativas que considerou, tendo em conta a sua capacidade para lhe oferecer esses aspetos que valoriza?
15. Perdeu mais tempo a escolher o destino final de viagem?
16. Depois da viagem, notou que fez uma avaliação mais cuidadosa sobre se teria feito ou não a melhor escolha de férias?
17. Considera que as alterações que referiu anteriormente no seu processo de decisão de escolha do destino se irão manter para futuro, mesmo quando os efeitos da pandemia não se sentirem de forma tão intensa?

Appendix 2 – Survey Structure

Jornada do Consumidor e Decisão de Viajar

Este questionário foi elaborado no âmbito do trabalho final do Mestrado em Marketing pela Católica Porto Business School. O objetivo consiste em recolher dados que permitam avaliar quais os impactos do Covid-19 nas escolhas do consumidor quando viaja. Não existem respostas certas ou erradas, e estas são fundamentais para o desenrolar deste estudo. Este inquérito é anónimo e confidencial, pelo que as respostas serão exclusivamente utilizadas para fins académicos. O preenchimento deste inquérito não demorará mais de 5 minutos. Obrigado desde já pela sua colaboração!

1. Pré-Pandemia

Pense no período pré-pandemia e relembre os seus hábitos de viagem até então, respondendo às seguintes questões. Use como referência os três anos anteriores à pandemia (2017-2019).

1.1. Com que frequência costumava viajar? (Entende-se aqui por viajar ir de um lugar para outro, quer seja fora, quer seja dentro do país de residência. Pressupõe pernoitar fora de casa pelo menos uma noite e exclui a ida de férias para casa de família).

- Nunca
- Uma vez por ano
- Duas vezes por ano
- Três vezes por ano
- Quatro vezes por ano
- Cinco vezes por ano
- Mais vezes por ano

1.1.1 No caso de ter respondido “Mais vezes por ano”

Indique quantas vezes

1.2. Estas deslocações eram realizadas:

- _ Apenas a nível nacional
- _ Apenas a nível internacional
- _ Ambos, na mesma proporção
- _ Ambos, mas maioritariamente a nível nacional
- _ Ambos, mas maioritariamente a nível internacional

1.3. Que tipos de destino procurou? Utilize a escala de 4 pontos em que 1 significa "nunca", 2 "às vezes", 3 "frequentemente" e 4 "sempre".

	1	2	3	4
Grandes Cidades				
Pequenas Cidades				
Campo/Montanha				
Praia				

1.4. Quais os principais motivos que o levavam a viajar? Atribua a cada motivo uma percentagem que retrate, aproximadamente, a sua importância (a soma deve dar 100).

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Lazer											
Trabalho											
Estudo											
Nenhum											

1.5. Que fatores considerava mais importantes quando viajava? Utilize a escala de 4 pontos, em que 1 significa “nada importante”, 2 “pouco importante”, 3 “importante” e 4 “muito importante”

	1	2	3	4
Preços				
Segurança do país				
Sistema de Saúde				
Rapidez na viagem				
Burocracia Inerente				
Serviços disponíveis no destino				
Dimensão do Alojamento				
Higiene do alojamento				
Opção de cancelamento gratuito no alojamento				

1.6. Com que antecedência costumava comprar e agendar as suas viagens?

Muita antecedência (no mínimo 5 meses)

Alguma antecedência (2 a 5 meses)

Pouca antecedência (1 a 2 meses)

Quase nenhuma antecedência (no próprio mês)

Outra opção

1.7. Que fontes de informação costumava usar para escolher o seu destino de viagem. Utilize a escala de 4 pontos, em que 1 significa “nunca”, 2 “às vezes”, 3 “frequentemente” e 4 “sempre”

	1	2	3	4
Websites oficiais de cada país				
Websites de companhias aéreas				
Redes Sociais				
Testemunhos de outros viajantes				
Word-of-mouth				
Televisão				

2. Pós-Pandemia

Centre-se agora no período pós-pandemia, mais especificamente nos dois últimos anos (2020 e 2021) e responda às seguintes questões acerca das suas viagens.

2.1. Depois do surgimento da pandemia de COVID 19, com que frequência costuma viajar?

- Nunca
- Uma vez por ano
- Duas vezes por ano
- Três vezes por ano
- Quatro vezes por ano
- Cinco vezes por ano
- Mais vezes por ano

2.1.1. No caso de ter respondido “Mais vezes por ano”

Indique quantas vezes

2.2. Depois do surgimento da pandemia de COVID 19, as suas deslocações têm sido realizadas:

- _ Apenas a nível nacional
- _ Apenas a nível internacional
- _ Ambos, na mesma proporção
- _ Ambos, mas maioritariamente a nível nacional
- _ Ambos, mas maioritariamente a nível internacional

2.3. Depois do surgimento da pandemia de COVID 19, que tipos de destino tem procurado? Utilize a escala de 4 pontos em que 1 significa "nunca", 2 "às vezes", 3 "frequentemente" e 4 "sempre".

	1	2	3	4
Grandes Cidades				
Pequenas Cidades				
Campo/Montanha				
Praia				

2.4. Depois do surgimento da pandemia de COVID 19, que motivos o/a têm levado a viajar? Atribua a cada motivo uma percentagem que retrate, aproximadamente, a sua importância (a soma deve dar 100).

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Lazer											
Trabalho											
Estudo											
Nenhum											

2.5. Depois do surgimento da pandemia de COVID 19, qual é a importância que atribui aos seguintes fatores? Utilize a escala de 4 pontos em que 1 significa "nada importante", 2 "pouco importante", 3 "importante" e 4 "muito importante".

	1	2	3	4
Preços				
Segurança do país				
Sistema de Saúde				
Número de Casos Covid				
Grau de Vacinação				
Rapidez na viagem				
Burocracia Inerente				
Serviços disponíveis no destino				
Dimensão do Alojamento				
Higiene do alojamento				
Opção de cancelamento gratuito no alojamento				

2.6. Depois do surgimento da pandemia Covid-19, com que antecedência costuma comprar e agendar as suas viagens?

- Muita antecedência (no mínimo 5 meses)
- Alguma antecedência (2 a 5 meses)
- Pouca antecedência (1 a 2 meses)
- Quase nenhuma antecedência (no próprio mês)
- Outra opção

2.7. Depois do aparecimento da pandemia Covid-19, que fontes de informação usa para escolher o seu destino de viagem? Utilize a escala de 4 pontos, em que 1 significa “nunca”, 2 “às vezes”, 3 “frequentemente” e 4 “sempre”

	1	2	3	4
Websites oficiais de cada país				
Websites de companhias aéreas				
Redes Sociais				
Testemunhos de outros viajantes				
Word-of-mouth				
Televisão				

2.8. Numa escala de 1 a 5, até que ponto concorda com a seguinte afirmação: "As minhas preferências relativamente ao destino de viagem alteraram-se".

	1	2	3	4	5	
Discordo Totalmente						Concordo Totalmente

3. Dados Demográficos

3.1. Género

Feminino

Masculino

3.2. Nacionalidade

Portuguesa

Outra

3.3. Idade

3.4. Habilitações Literárias

- Ensino Básico
- Ensino Secundário
- Licenciatura
- Mestrado
- Doutoramento
- Outra Opção

3.5. Ocupação

- Emprego a tempo inteiro
- Emprego a tempo parcial
- Estudante
- Em estágio
- Desempregado
- Reformado
- Outra opção