Araştırma Makalesi ● Research Article

Exploring the Relationship Between X and Y Generation Employees' Fear of Contracting Coronavirus and Their Holiday Purchase Intention

X ve Y Kuşağı Çalışanların Koronavirüse Yakalanma Korkusu ile Tatil Satın Alma Niyeti Arasındaki İlişki

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Abstract: The study aims to put forward if there are any differences in the of uncertainty, anxiety, and stress levels experienced by X nd Y generation employees as a result of coronavirus as well as their holiday purchase intentions. In order to achieve this goal, 388 people over the age of 20 with a source of income were contacted, and data have been collected using questionnaire forms prepared on google forms. Within the scope of the study, T-Test and One-Way Anova analyses were utilized to evaluate the differences between the X and Y generation employees' fear of contracting coronavirus and their holiday purchase intention. As a result of the analyses, it was revealed that there is a significant difference between the X and Y generation employees at the 0.05 significance level. Simply put, it has been discovered that generation-Y employees are less bothered by thinking about coronavirus than generation-X employees, and generation-Y employees are more inclined than generation-X employees to purchase holidays if they could access to the possibilities in the future. Furthermore, it was asserted that the majority of the participants intend to purchase a holiday if they can afford it, despite the fact that the participants' degrees of uncertainty, anxiety, and stress as a result of coronavirus differ depending on their educational status. Ethics committee approval dated 03.03.2022/76 was obtained from Mersin University Social and Human Sciences Ethics Committee for the study.

Keywords: Generations, Covid 19, Fear of Contracting Coronavirus, Holiday Purchase Intention.

Öz: X ve Y kuşağı çalışanların koronavirüsten kaynaklı belirsizlik, kaygı ve stres düzeyleri ile X ve Y kuşağı çalışanların tatil satın alma niyetleri arasındaki farklılıkları tespit edilmesi çalışmanın temel amacıdır. Bu amaç doğrultusunda google formlar üzerinden hazırlanan anket formları sosyal medya üzerinden 20 yaş üstü ve gelir elde eden 388 kişiye ulaşılarak veriler toplanmıştır. Araştırmanın amacı kapsamında belirlenen X ve Y kuşağı çalışanların koronavirüse yakalanma korkusu ile tatil satın alma niyetleri arasındaki farklılıkları tespit edebilmek için T-Testi ve Tek Yönlü Anova analizlerinden yararlanmıştır. Söz konusu testlerin incelenmesi neticesinde X ve Y kuşağı çalışanlar arasında 0,05 anlamlılık düzeyinde anlamlı bir farklılık olduğu sonucuna ulaşılmıştır. Diğer bir ifadeyle Y kuşağı çalışanlarının X kuşağı çalışanlarına nazaran koronavirüsü düşünmekten daha az rahatsız

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oldukları ve gelecekte imkânları olması durumunda Y kuşağı çalışanlarının X kuşağı çalışanlarına göre daha fazla tatil satın alma niyetinde oldukları sonucuna ulaşılmıştır. Ayrıca katılımcıların koronavirüsten kaynaklı belirsizlik, kaygı ve stres düzeyleri eğitim durumlarına göre farklılık gösterse de katılımcıların büyük bir çoğunluğu imkânlarının olması durumunda tatil satın alma niyetinde oldukları sonucuna ulaşılmıştır. Çalışma için Mersin Üniversitesi Sosyal ve Beşeri Bilimler Etik Etik Kurulundan 03.03.2022/76 tarih ve sayılı etik kurul izni alınmıştır.

Anahtar Kelimeler: Kuşaklar, Kovid 19, Koronavirüse Yakalanma Korkusu, Tatil Satın Alma Niyeti

Introduction

Coronavirus (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus that is still impacting people all over the world, according to the World Health Organization. Coronavirus causes mild to moderate respiratory disease in those who are affected. While those with mild respiratory disease recover without any special treatment, others with moderate or severe respiratory disease may become seriously ill, and thus may require special medical attention (Onat et. al., 2021). Coronavirus attacks older people more than healthy people, especially those with diabetes, chronic respiratory disorders, and diseases such as cancer, and these people are more likely to pass away if they contract the virus. Coronavirus, on the other hand, can impact persons of any age range (WHO, 2020). As a result, in order to avoid the pandemic and limit the danger of COVID-19 transmission, it is required to implement the following guidelines, which can be accessed on the World Health Organization's official website (UNWTO; 2021):

➤ When it is time to vaccinate, you should get vaccine applied.

➤ Even if no indicators of disease are present, social distance regulations (at least 1 meter) should be observed.

➤ When the physical distance is not difficult to preserve, a mask should be maintained, and the environment should be periodically ventilated.

➤ Instead of being in closed environments, you should be in well-ventilated environments.

➤ Your hands should be washed regularly with soap and water and cleaned with alcohol-based hand disinfectant.

➤ When coughing or sneezing, the mouth and nose should be covered.

➤ If you feel unwell, you should stay at home until you recover, and isolation should be observed.

Coronavirus influences all countries in the same way on a global scale, whereas it impacts them in distinct ways (economic, social, lifestyles, quarantine measures, etc.). The underlying reasons for these issues could include elements like people's lifestyles and age. As a result, changes and developments in specific time period or phases have an impact on societies (Yenipnar and Kardaş, 2019), and people's opinions, lives, and preferences overlap common characteristics. These eras, referred to as generations, possess diverse effects on many aspects of social life, causing each generation to adopt behaviors that are compatible with the realities of their particular time zone (Okat et al., 2021: 235). Based on this, the problem of the research has been decided as "Is there any difference between the uncertainty, anxiety and stress levels of X and Y generation employees due to coronavirus and their holiday purchase intention?"

1. Definition of Generation Concept and Historical Development of Generation Concept

Generation is a contemporary concept that has been investigated and debated for many years by philosophers, sociologists, and historians, and it is presently employed by marketers and economists (Çalışkan, 2021). Despite the fact that numerous studies on generations have been published in the literature, no consensus on a definition of generation has yet been reached (Karakuş ve Çamlıca, 2021). In the Dictionary of Philosophy Terms of the Turkish Language Institution, generation is explained as "*a collection of persons born around about the same time, who have encountered the demands of the*

same time they live in, the crises it has engendered, a shared destiny history, and collective tests." (TDK, 2022).

Auguste Comte, known as the father of sociology, initiated the first scientific research on generational studies in the 19th century. Comte stated that "generation change is the force acting in the historical process, social development and progress are only possible with the values and accumulations that one generation will inherit from the next generation." In the years that followed, the Spanish-born philosopher Jose Ortega Gasset maintained Comte's viewpoint in his book, namely, "The Modern Theme," claiming that all generations express their uniqueness by exploring their inner universe, but they are also influenced by the thoughts and values of the previous generation (Kazkondu, 2020: 13-14). Then again, although there is no consensus about the dates between which the generation intervals cover, generational classification studies developed by Festing and Schafer (2014), Washburn (2000), Twenge, Campell, Hoffman and Lance (2010), which turn out that they are generally agreed upon in the literature, have been utilized in this study. In this context, the classifications given in table 1 below were taken as basis during the implementation phase of the study.

Table 1: Classification of Generations

Baby Boomers	Born between 1946-1964
Generation X	Born between 1965-1981
Generation Y	Born between 1982-1999
Generation Z	Born between 2000 and later

People who were born at roughly the same time exhibit similar social character traits and encounter similar occurrences throughout their life (Türk, 2021). The generational effect is how sociologists refer to it. A generation's life span reveals a lot about the challenges and possibilities faced by its members. The generational effect pertains to unanticipated historical events, shifting political conditions, and social and cultural trends, all of which exert a considerable role in the shaping and appearance of generations (Newman, 2013: 217). Within the scope of this research, it was intended to identify whether X and Y generation employees have different levels of anxiety and stress due to the coronavirus, and whether they intend to purchase a holiday in order to alleviate these negative effects to some extent. As it is known, the majority of members of the Z generation (those born after 2000) are excluded from the study because they do not participate actively in business.

2. The Relationship Between X and Y Generation Employees' Fear of Contracting Coronavirus and Their Holiday Purchase Intention

Coronavirus pandemic, which first showed up in China in the latter days of 2019, gradually spread throughout the world, causing substantial changes not only in the domain of health, but also in other aspects of life, including economic, cultural, and social ones. Curfews and "stay at home" orders, which seemed to be vital to limit the spread of the epidemic and uphold social distance, are only a few of the fundamental changes that the pandemic has brought into our lives. The epidemic has triggered tremendous complications for the elderly, who make up a large portion of the population, in addition to the effects it has had on the rest of society (Soysal, 2020: 290). Every momentous incident in history has had a profound impact on the human beings as social creature. When we look back over the years, it can be seen that the cold war, coups, economic crises, famine, and terrorist attacks that took shape after the first and second world wars have had a significant impact not only on the regions where they actually happened, but also on the masses, causing dissimilarities in people's value judgments, standpoints on the world, and lifestyles (Şenel and Yücel, 2020).

In this framework, anxiety, fear, stress, and dislike constituted by coronavirus pandemic have had meaningful implications on both individuals and organizations, and in particular, the sociological and psychological challenges encountered at the individual and societal levels, as well as the economic difficulties faced by businesses and their impact on people, have exacerbated the epidemic's effects. As a result, the epidemic has evolved into not just a major threat to every country, but also an enemy that

generates many fatalities and must be combated as a whole (Demir et al., 2020: 81; Şeker, 2022). In this context, the literature review and the studies carried out so far regarding coronavirus are shown below.

Previous Studies

In the study by Fetzer, T. et al. (2021) titled "Coronavirus Perceptions and Economic Anxiety", they examined the coronavirus cases in the USA and aimed to determine the perceived pandemic threat and economic anxiety levels of the participants. With this study, 914 people were reached through social media, and it was concluded that the US economy may be adversely affected as a result of people living in the USA or their family members contracting the coronavirus, and 90% of the people participating in the research believe that the world economy and the US economy were negatively affected by the coronavirus.

Abu Bakar and Rosbi (2020) conducted a study titled "The Effect of the Coronavirus Disease (COVID-19) on Tourism Industry". In this study, they investigated the impact of COVID-19 on the tourism industries of countries on a global scale. According to the findings, tourism demand has diminished as a result of the coronavirus, and tourism income and the number of visitors to the destinations have plummeted accordingly. From this perspective, it can be judged that people are concerned because they are afraid of contracting coronavirus and because they are uncertain about the prevailing coronavirus.

According to the mentioned facts above*, H1 hypothesis was created as*: "X and Y generation employees' fear of contracting coronavirus affects their uncertainty, anxiety and stress levels regarding the coronavirus."

Acar (2020) did a piece of research named as "The Novel Coronavirus (Covid-19) Outbreak and Impact on Tourism Activities" and aimed to find out the possible effects of the pandemic on tourism activities in the current and future periods, which emerged in Wuhan, China and was diagnosed as "new coronavirus (COVID-19)" (Ministry of Health of Turkey, Covid-19 Guide, 2020: 5; WHO, Coronavirus Disease (COVID-19) Outbreak, 2020). The findings of the study indicated that the effects of the new coronavirus may lead to long-term damage to the national economies, and the tourism sector may be directly impacted by these losses.

Demir, Günaydın and Demir (2020) carried out a study titled "The evaluation of the antecedents, effects, and consequences of Coronavirus (Covid-19) pandemic on tourism in Turkey". With this study, they aimed to reveal the development of coronavirus (Covid-19) pandemic in the tourism sector in Turkey, to analyze its impact and evaluate its results. Therefore, the research was carried out with the top managers/owners of airline companies, hotel businesses, tour operators and travel agencies, yacht and boat businesses, food, and beverage businesses in the field of tourism. The research was conducted using an in-depth interview technique as a qualitative research. According to the evaluation of the research findings, it was obtained that the mutual relations of tourism enterprises with tourism professional organizations and official institutions could not be established at the same level before coronavirus (Covid-19) pandemic period. In addition, it has been inferred that tourism enterprises do not have enough experience in dealing with crisis management, and they cannot make realistic and applicable planning.

In the study named "Coronavirus (Covid-19) Fear of Individuals During the Pandemia: Çorum Sample" by Gencer (2020), the fear levels of individuals regarding coronavirus pandemic were examined according to some variables. The research was carried out with 568 volunteers, including 369 women and 199 men, living in Çorum. It was determined that the mean involving the coronavirus fear scores of the sample group differ significantly depending on gender, age, and marital status characteristics. It was discovered that the mean scores of fear of coronavirus did not differ significantly depending on the variables of education level and chronic disease.

According to Swarbrooke and Horner (2007), the elements controlling the decision to purchase a holiday can be divided into two categories: factors affecting tourists and factors affecting non-tourists. "Personal motivation, expendable income, health, hobbies and interests, lifestyle, attitudes, beliefs, and

views" are examples of tourist-related elements. "Availability of relevant items, suggestions from travel agents, friends and family members, travel restrictions, destination-related health challenges, and vaccine requirements" are examples of non-tourist considerations. Although the intention to purchase a holiday may be characterized as an internal effect, the fear of contracting coronavirus has a strong influence on health problems brought by sources with the exception of the tourist.

Accordingly*, H2 hypothesis was created as:* "The fear of contracting coronavirus among X and Y generation employees negatively affects individuals' holiday purchase intentions."

Reza Farzanegan M. et al. (2021) performed a study named "International Tourism and The Coronavirus Outbreak (COVID-19): A Cross-Country Analysis", and they intended to recognize if there was a relationship between global tourism and COVID-19 cases and deaths in over 90 nations. According to the findings of this study, countries with high levels of international tourism had more cases and higher death rates than other countries.

In the research by McCartney (2020) named "The impact of the coronavirus outbreak on Macao. From tourism lockdown to tourism recovery", the author aimed to explore the key policy and health measures that Macau has set since its first coronavirus case in January. Even though no cases of coronavirus were detected in Macau city in early March, a second wave of the virus erupted due to the marine trade of residents and foreign employees. As a result, the government has designated more than 10% of accommodation businesses as quarantine hotels, and all border crossings have been shut down. In both February and March, this resulted in a reduction in casino revenues, which account for 80% of the government's total tax rate. From this perspective, it is reasonable to conclude that employees' fear and uncertainty about coronavirus have an impact on holiday purchase intentions.

In accordance with the facts mentioned above, *H3 hypothesis was created as:* "There is a positive relationship between the uncertainty, anxiety and stress levels of the X and Y generation employees regarding the coronavirus."

3. Methodology

The goal of this study is to detect "the uncertainty, anxiety, and stress levels of X and Y generation employees due to coronavirus and to determine the differences between X and Y generation employees' holiday purchase intentions". In line with this purpose, quantitative methods were applied in this study, and yet it is a descriptive and explanatory research. The default research model is shown below.
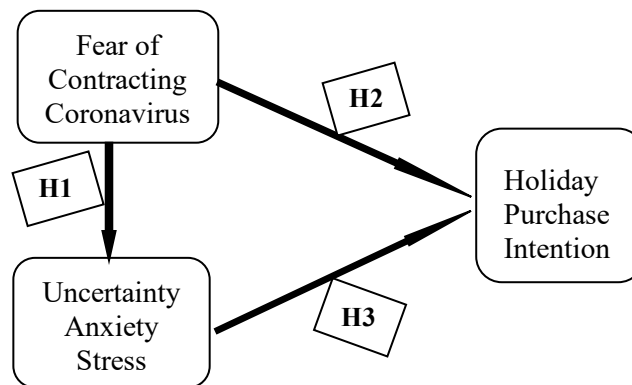

Figure 1: Default Research Model

Population and Sample of the Research

The population of the research consists of Y generation employees aged between 21-40 and X generation employees aged 41 and over. The sample of the research, on the other hand, consists of social media users aged 20 and over who receive direct/indirect income in the province of Ankara. Ankara was considered the most suitable sample because it is the capital city, where the Ministry of Health and the Council of Ministers are headquartered, as well as where crucial decisions are taken, and meetings are held to address the pandemic. As a result, the participants were sent the link to the questionnaire produced in Google forms for the purpose of the study via various social media sites (e.g., WhatsApp, Instagram, and Facebook). A total of 432 participants were reached in this context. Because 17 of them were under the age of 20 and 27 of them lived outside of Ankara, they were not included in the study and were therefore omitted from the analysis. As a result, 388 of them were found to be suitable for analysis. While this number of participants is taken as a constraint in the population, the research results have the ability to represent only the applied sample.

Data Collection and Scales

Questionnaire form was used to collect data in the study. The questionnaire consists of 2 parts. The first part contains demographic and descriptive information. In the second part, there are expressions about fear of contracting coronavirus, uncertainty, anxiety and stress and holiday purchase intention. To measure the fear of contracting coronavirus, the study by Bakioğlu, Korkmaz and Ercan (2020) was employed, while for the measurement of uncertainty, anxiety and stress levels about Coronavirus, the study by Ahorsu et al. (2020) was utilized. Finally, the study of Pavlou and Gefen (2004) was made use of for the measurement of holiday purchase intention. Holiday purchase intention was measured with three expressions, whereas fear of contracting coronavirus was measured with four expressions. Also, uncertainty, anxiety and stress levels related to coronavirus were measured with 3 expressions. The expressions are ranked in a 5-point Likert format and are arranged as 1: Strongly Disagree – 5: Strongly Agree.

The questionnaire was posted on social media (Facebook, Instagram, Twitter, etc.) to approach a wider population and make it easier for social media users to fulfill. The questionnaire was undertaken from March 1, 2022, until March 25, 2022. The convenience sampling method was employed to collect data in this study. The foundation of this strategy is sampling, which entails including all those who responds to the questionnaire. As a result, almost everyone who can be reached and desires to fill out the questionnaire may be able to do so (Coşkun et al., 2015:142).

Reliability Analysis of the Scales Used in the Research

In this research, "Fear of Contracting Coronavirus Scale" consists of four expressions, "Uncertainty, Anxiety and Stress Scale " consists of three expressions, and finally "Holiday Purchase Intention Scale " consists of three expressions. Alpha coefficient was used to measure the reliability of these scales.

Table 2: Results of Reliability Analysis

Scale	Alpha Coefficient (a=)
Fear of Contracting Coronavirus	,759
Uncertainty, Anxiety and Stress	,703
Holiday Purchase Intention	,859

Reliability analysis is the method that determines how strongly a test can identify and reveal the subject under study, and the Alpha value takes values between 0 and 1 and it is accepted that a value of at least 0.70 is accepted (Lorcu, 2015: 207). In this context, when the alpha coefficients in the Table shown above were examined, it was found that Fear of Contracting Coronavirus is (.75), Uncertainty, Anxiety and Stress is (.70) and the Holiday Purchase Intention scale is (.85). Thus, it was concluded that the scales used in the study were reliable.

Analysis Concerning the Validity of the Scales

Explanatory factor analysis was applied to measure the construct validity of the scales.

Table 3: Results of KMO and Bartlett Tests

	KMO	Bartlett test	df.	Sig.
Fear of Contracting Coronavirus	,717	431,008	6	,000
Uncertainty, Anxiety and Stress	,611	305,744	3	,000
Holiday Purchase Intention	,693	603,508	3	,000

According to the table above, it was determined that the Fear of Contracting Coronavirus Scale is (0.717), Uncertainty, Anxiety and Stress Scale is (0.611) and the Holiday Purchase Intention Scale is (0.693). It was verified that the above values were greater than 0.60, making it appropriate for factor analysis. Furthermore, when the results of the Bartlett test were reviewed, it was noted that the values were significant at the 0.01 level. In conclusion, the data is considered to come from a multivariate normal distribution.

Analysis of Data

The data acquired within the scope of the study was processed using relevant analysis programs and diverse statistical methods, as well as reliability, validity, and normal distribution tests to make sure that the data matched the parametric test conditions. T-Test and One-Way Anova analyses were utilized to scrutinize the differences between X and Y generation employees' fear of contracting coronavirus and their holiday purchase intention.

4. Findings

The findings regarding the data obtained as a result of the demographic and descriptive questions directed to the X and Y generation employees are shown in the table below.

Table 4: Information on Gender, Age, Educational Status, Tenure, Tourism Education of the Participants

Educational Level			Tenure	N	%
High school	29	7,5	Less than 1 year	32	8,3
Associate degree	72	18,6	Between 1-5 years	102	26,3
Bachelor's degree	224	57,7	Between 6-10 years	94	24,2
Postgraduate	63	16,2	Between 11-15 years	64	16,5
Total	388	100	16 years and more	96	24,7
			Total	388	100
Gender	N	%	Tourism Education		
Male	214	55,2	Yes	58	14,9
Female	174	44,8	No	330	85,1
Total	388	100	Total	388	100
Age			Type of Sector		
Between 21 - 40	278	71,6	Public	131	33,8
41 and over	110	28,4	Private	257	66,2
Total	388	100	Total	388	100

Male participants (214 people) outnumbered female participants (174 people) according to the demographic data collected, and male participants made up 55.2 percent of the study. When the educational status of the participants was investigated, it was unearthed that the majority of the participants (57.7%) were undergraduate degree holders, while the least number of participants (7.5%) were high school graduates. As a result, it is plausible to argue that the majority of those questioned have graduated from at least one faculty. When the ages of the research participants were analyzed, it was established that the individuals who participated the most were between the ages of 21 and 40 (71.6 percent), with 278 people. From this perspective, it can be inferred that Y generation employees are more engaged in business life than X generation employees in the existing situation. With 257 participants, it was discovered that the majority of those who took part in the study worked in the

private sector. However, it is seen that the majority of the 330 people who took part in the study did not obtain any tourism education.

Normality Test of Scales Used in the Study
Table 5: Test of Normality, Skewness and Kurtosis

	Kolmogorov-Smirnov			Shapiro-Wilk			Skewness		Kurtosis	
	Statistic	df	Sig.	Statistic	df	Sig.	Statistic	Std. D.	Statistic	Std. D.
Kor.	,073	388	,000	,976	388	,000	-,185	,124	-,760	,247
Bel.	,109	388	,000	,945	388	,000	-,180	,124	-,840	,247
TSN	,131	388	,000	,959	388	,000	-,356	,124	-,409	,247

Since the number of observations is over 50, Kolmogrov Smirnov test was employed for Normality distribution analysis (Gürbüz and Şahin, 2018). Looking at the Kolmogrov – Smirnow field in this table, it was gained that all values are greater than alpha (0.05), that is, the data are normally distributed. Skewnes and Kurtosis values, on the other hand, should be between -1.5 and +1.5. After looking at this table, it was established that the Skewnes and Kurtosis values were within this range, implying that the data were regularly distributed.

Difference Analysis Findings

The variances, acknowledged as requirements, were checked for homogeneity before T-Tests and One-Way Anova analyses were completed in the study. It was proven that all variances were homogeneously distributed as a result of T-Tests and One Way Anova analyses undertaken in this context, and Sig. (P) values were taken into account appropriately.

Table 6: T-Test Results of X and Y Generation Employees by Gender

	Gender	N	X	SS	S. Er	F.	Sig.(P)
Fear of Contracting Coronavirus	Male	214	4,92	1,405	,096	3,57	,059
	Female	174	4,87	1,550	,117		
Uncertainty, Anxiety and Stress	Male	214	4,62	1,385	,076	3,37	,055
	Female	174	4,57	1,495	,103		
Holiday Purchase Intention	Male	214	7,75	2,221	,151	,818	,366
	Female	174	8,85	2,239	,169		
Statistical Significance Level: 0,05							

At the 0.05 significance level, it was ascertained that there is no significant difference in the gender of the participants and the expressions on the Fear of Contracting Coronavirus, Uncertainty, Anxiety, and Stress, and Holiday Purchase Intention scales among the X and Y generation employees.

Table 7: T-Test Results by Sector Type of X and Y Generation Employees

	Type of Sector	N	X	SS	S. Er	F.	Sig.(P)
Fear of Contracting Coronavirus	Public	131	4,90	1,476	,128	,290	,590
	Private	257	4,89	1,470	,091		
Uncertainty, Anxiety and Stress	Public	131	4,80	1,466	,121	,283	,583
	Private	257	4,79	1,460	,085		
Holiday Purchase Intention	Public	131	8,54	2,232	,195	,417	,519
	Private	257	8,09	2,312	,144		
Statistical Significance Level: 0,05							

It has been determined that there is no significant difference between the type of sector of the participants and the expressions in the Fear of Contracting Coronavirus, Uncertainty, Anxiety and Stress and Holiday Purchase Intention scales at the 0.05 significance level among the X and Y generation employees.

Table 8: T-Test Results of X and Y Generation Employees by Age

	Age	N	X	SS	S. Er	F.	Sig.(P)
I am very afraid of coronavirus (Covid-19).	Generation-Y	278	2,72	1,088	,065	,207	,650
	Generation-X	110	3,33	1,134	,108		
Thinking about coronavirus bothers me.	Generation-Y	278	2,94	1,203	,072	5,199	**,023**
	Generation-X	110	3,37	1,074	,102		
When I think of coronavirus, I feel hot and cold.	Generation-Y	278	1,68	,636	,038	10,744	**,001**
	Generation-X	110	1,84	,583	,056		
I am afraid of losing my life due to coronavirus.	Generation-Y	278	2,40	1,032	,062	,851	,357
	Generation-X	110	2,64	1,047	,100		
I get tense or worried when I see stories and news about coronavirus on social media.	Generation-Y	278	2,64	1,134	,068	1,705	,192
	Generation-X	110	2,73	1,157	,110		
I can't sleep because of the fear of contracting the coronavirus.	Generation-Y	278	1,63	,620	,037	2,096	,148
	Generation-X	110	1,71	,596	,057		
When I think I'm going to contract the coronavirus, my heart starts beating fast.	Generation-Y	278	1,68	,638	,038	,004	,952
	Generation-X	110	1,91	,724	,069		
If I have the possibilities in the future (in terms of time, money, etc.), I may think of purchasing a holiday.	Generation-Y	278	4,00	1,027	,062	4,154	**,042**
	Generation-X	110	3,51	1,090	,104		
I'll probably be purchasing a holiday soon.	Generation-Y	278	3,40	1,128	,068	3,598	,059
	Generation-X	110	2,88	1,011	,096		
I intend to purchase a holiday soon at the first possibility I get (possibilities such as leave, free time, etc.).	Generation-Y	278	3,56	1,212	,073	,326	,568
	Generation-X	110	3,03	1,161	,111		
Statistical Significance Level: 0,05							

According to the results, there was no significant difference between the X and Y generations in terms of the age of the participants and the following expressions: "I am very afraid of coronavirus (Covid-19).", "I am afraid of losing my life due to coronavirus.", "I get tense or worried when I see stories and news about coronavirus on social media.", "I can't sleep because of the fear of contracting the coronavirus.", "When I think I'm going to contract the coronavirus, my heart starts beating fast." and "I intend to purchase a holiday soon at the first possibility I get (possibilities such as leave, free time, etc.)." Yet, it was observed that there is a significant difference between X and Y generation employees at the 0.05 significance level concerning the following expressions: "Thinking about coronavirus bothers me", "When I think of the coronavirus, I feel hot and cold.", "If I have the possibilities in the future (in terms of time, money, etc.), I may think of purchasing a holiday." Put differently, it can be educed that the Y generation employees are less bothered by thinking about coronavirus compared to the X generation and they intend to purchase a holiday if they have the possibility in the future.

Table 9: Anova Test Results by Educational Status of X and Y Generation Employees

Scale	Educational Status	N	X	SS	S. Er	F.	Sig.(P)
Fear of Contracting Coronavirus	High school	29	5,54	1,088	,202		
	Associate degree	72	4,81	1,524	,179	3,13	**,025**
	Bachelor's degree	224	4,78	1,445	,096		
	Postgraduate	63	5,11	1,577	,198		
Uncertainty, Anxiety and Stress	High school	29	5,65	1,078	,198		
	Associate degree	72	4,72	1,521	,175	3,09	**,024**
	Bachelor's degree	224	4,69	1,437	,091		
	Postgraduate	63	5,03	1,571	,194		
Holiday Purchase Intention	High school	29	7,39	2,051	,380		
	Associate degree	72	8,71	2,445	,288	1,007	,390
	Bachelor's degree	224	8,08	2,322	,155		
	Postgraduate	63	8,24	1,951	,116		
Statistical Significance Level: 0,05							

It was found that there was a significant difference between the education level of the participants and the education of the X and Y generation employees at the 0.05 significance level for the expressions in the fear of contracting coronavirus scale, uncertainty, anxiety and stress scale and holiday purchase intention scale. Nonetheless, it was determined that there was no significant difference between X and Y generation employees at the 0.05 significance level of the participants' expressions in the holiday purchase intention scale. That is to say, the education levels of the X and Y generation employees and the fear of contracting the coronavirus, and the uncertainty, anxiety and stress levels caused by coronavirus differed significantly. Lastly, it can be interpreted that the majority of the participants intend to purchase a holiday if they have the possibility in the future. According to these findings, **H₁, H₂** and **H₃** hypotheses were accepted.

5. Conclusion and Recommendations

Named as the new type of coronavirus (Covid 19), the pandemic broke out in the city of Wuhan, China and has affected the whole world and is continuing to do so. The tourism industry is also one of the hardest hit sectors by the outbreak. Travel restrictions introduced as a part of quarantine procedures intended at controlling and avoiding the spread of pandemic, as well as people delaying their travel plans for fear of contracting the coronavirus are, without a doubt, the most crucial grounds for this effect (Atsız, 2021). Hence, this research aimed to investigate if there are any differences in the X and Y generation employees' levels of uncertainty, anxiety, and stress as a result of the coronavirus along with determining their holiday purchase intentions. To accomplish this objective, questionnaires were received via social media (such as Facebook and WhatsApp) from Y generation employees aged 21-40 and X generation employees aged 41 and over in Ankara province, and the acquired data was tested using the appropriate analysis program.

T-Test and One Way Anova analyses were conducted to evaluate the differences between the X and Y generation employees' fear of contracting coronavirus and their holiday purchase intention. The T-Test results revealed that there is a significant difference between the X and Y generation employees at the 0.05 significance level. In other terms, it has been realized that Y generation employees are less concerned about thinking about coronavirus than the X generation, and that they intend to purchase holiday if the possibility arises in the future. Besides, One-Way Anova Test was applied to determine the differences between the fear of contracting coronavirus and the intention to purchase a holiday by the education level of the participants. The analysis results highlighted that there is a significant difference at 0.05 significance level between the education levels of the X and Y generation employees, the fear of contracting the coronavirus, and the uncertainty, anxiety and stress levels caused by coronavirus. Despite this fact, it has been considered that the majority of the participants intend to purchase a holiday if they have the opportunity in the future.

Notwithstanding, according to the conclusions of the study, tourism activities are projected to accelerate after the coronavirus pandemic has terminated. In this context, businesses will need to take a number of steps to boost their proportion of the tourism bucket. It is possible to list some of these measures: Employees' job safety must be assured. Those suspected of having the disease should be removed from the workplace, and necessary measures should be taken to comply with mask, distance, and hygiene standards. Chronic patients should be separated from their workplaces or, if they must work, placed in settings where they are away from their coworkers. Employees' employment security should be safeguarded because the fear of losing their jobs might sometimes mitigate the coronavirus's detrimental consequences. Since the tourism sector is a labor-intensive sector, job security of employees can positively affect their motivation and cause them to work more efficiently.

Furthermore, the sample of the study includes social media users aged 20 and over who make direct or indirect income in Ankara province. For this reason, 388 questionnaires structured by Google forms and collected via social media were regarded as a constraint, and the research's findings can only depict the applied sample. As a result, it is suggested that future studies should include other provinces.

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