

ECONOMIC RECESSION AND COVID-19: THE IMPACT OF TWO DIFFERENT CRISES ON HOLIDAY INTENTIONS IN THE POST-COVID-19 ERA

EKONOMİK DURGUNLUK VE COVID-19: COVID-19 SONRASI İKİ FARKLI KRİZİN TATİL NİYETİNE ETKİSİ

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ABSTRACT

Although COVID-19 is no longer considered a pandemic, it remains the largest epidemic experienced by the modern world. The events that transpired have influenced many behaviors across global societies. One of these behaviors pertains to intentions related to vacationing. Furthermore, the global economic downturn that followed the pandemic has played a significant role in shaping these behaviors. This study examines the effects of the global economic crisis that emerged post-COVID-19, along with perceived risks concerning destinations or accommodation, from various perspectives on individuals' intentions to go on vacation. Grounded in the Theory of Planned Behavior, data collected from 576 participants (Female N = 382, Male N = 194) were analyzed. The findings indicate that the economic crisis following the pandemic directly influences vacation intentions, as much as the perceived risks associated with destinations and accommodations, and that the adaptation of the Pandemic Anxiety Travel Scale is both valid and reliable. This research aims to extend the Theory of Planned Behavior from a different perspective by considering the traces of the economic crisis and the tangible risk perceptions in the post-pandemic period.

ÖZ

COVID-19 her ne kadar artık bir pandemi olmasa da, modern dünyanın şimdiye kadar deneyimlediği en büyük salgın hastalıktır. Yaşananlar dünya toplumlarının pek çok davranışını etkilemiştir. Bu davranışlardan biri de tatil yapma ile ilgili niyetlerdir. Dahası, pandemi sonrası yaşanan global ekonomik bunalım, bu davranışların şekillenmesinde çok önemli bir paya sahiptir. Bu araştırma, COVID-19 sonrası dönemde ortaya çıkan küresel ekonomik krizin ve gidilecek destinasyon veya konaklama yerlerine ilişkin farklı açılardan ele alınan algılanan risklerin bireylerin tatile çıkma niyetleri üzerindeki etkilerini incelemektedir. Planlı Davranış Teorisi'ni temel alan araştırmada 576 kişiden (Kadın N = 382, Erkek N = 194) toplanan veriler analiz edilmiştir. Araştırma sonuçları, pandemi sonrası dönemde yaşanan ekonomik krizin destinasyon ve konaklama riskleri kadar tatil yapma niyetini de doğrudan etkilediğini ve Pandemi Kaygısı Seyahat Ölçeği uyarlamasının geçerli ve güvenilir olduğunu göstermiştir. Araştırma, ekonomik krizin izleri ve pandemi sonrası dönemdeki somut risk algıları dikkate alınarak Planlı Davranış Teorisi'ni farklı bir bakış açısıyla genişletmeyi amaçlamıştır.

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Introduction

In the last two years, the world has witnessed many problems arising from the pandemic affecting daily life, both individually and socially. This effect was mainly reflected in individuals' leisure activities. While the measures taken by health authorities to prevent the spread of the epidemic were somewhat successful, the developed vaccines also significantly slowed the spread of the disease. At its 15th meeting, held after March 11, 2020, when the World Health Organization (WHO) first declared the coronavirus as a global epidemic, on May 5, 2023, it was declared that COVID-19 was no longer dangerous to humanity. However, when WHO made this statement, XBB, one of the sub-variants of COVID-19, had spread silently and got out of control in China, and the number of weekly cases had already exceeded 65 million (De Guzman, 2023). Will this announcement by the WHO be enough to erase the effects of the nightmare and the fearful times at once? Will it be possible for individuals who have been in voluntary or compulsory quarantine for a long time due to fear of life to live an utterly everyday life for the first time after three summer seasons? How will this announcement, made as the northern hemisphere, where approximately 90% of the world's population lives, approach the autumn season and shape tourist activity and tourist behavior? The answers to these questions, which are wondered both in academic research and in sectoral business managers' decisions regarding their activities, are hidden in the attitudes of individuals that emerge due to very complex mental processes.

Many studies have been conducted on the negative impact of the pandemic on the tourism sector. An in-depth literature review has shown that these studies are concentrated in two focal points. Certain studies examine the economic impact of the pandemic on the tourism industry (Arbulú et al., 2021), while others delve into perceived risks (Sánchez-Cañizares et al., 2020), vacation intentions and types of tourism (Bae & Chang, 2021; Das & Tiwari, 2020), and travel-related anxiety (Zenker et al., 2021). In addition, studies are conducted during the pandemic process based on individuals' travel motivation (Khare et al., 2021) and escape motivation (Kim et al., 2021). Studies examining in detail the risks individuals perceive due to COVID-19 remain limited (Pappas, 2021). In addition, in studies conducted during the COVID-19 period, attempts were made to determine the behavioral intentions of tourists, mainly based on the Theory of Planned Behavior (TPB) (Fan et al., 2023; Das & Tiwari, 2021; Bae & Chang, 2020; Sánchez-Cañizares et al., 2020), while some studies have explained this in the context of the Health Belief Model (HBF) (Shmueli, 2021; Huang et al., 2020). Many factors affect tourism mobility and the purchase of tourism products. Perceived cognitive or sensory risks (Cien et al., 2017), perception of uncertainty (Oreja-Rodríguez & Yanes-Estévez, 2007; Quintal et al., 2010), health risk (Jonas et al., 2011; Godovykh et al., 2021) It is known that various factors such as economic difficulties (Fratu, 2011), economic anxiety (Kirillova et al., 2017), travel anxiety (Wachyuni, 2020) negatively affect individuals' motivation for vacation. During various leisure activities such as vacations, tourists generally expect to release the accumulated stress and forget the things that upset or tire them (Robinson, 2020).

In research conducted during the pandemic period, individuals' health concerns were frequently discussed on the axis of uncertainty, and their risk perceptions regarding their travels were frequently examined in terms of cognitive, emotional, and health risks. However, the economic concerns caused by COVID-19 and specific and comparative concerns regarding destination and accommodation have not been addressed based on the TPB model.

This study not only looks at the economic impact of the global recession following the COVID-19 pandemic and the adverse effects of COVID-19 but also examines travel anxiety and perceptions of risk related to destinations and accommodations. It is based on the Theory of Planned Behaviour (Ajzen, 1991) and explores the intentions of potential tourists. The study has three unique aspects. The first unique point in the study is that more concrete and specific risks have been added to the TPB model, which has been tried to be expanded many times by focusing on cognitive and emotional risk perception. The "Pandemic Anxiety Travel Scale" scale developed by Zenker et al. (2021) was adapted to a different language (Turkish) for the first time, which is the second unique point in the study. As the third unique aspect of the study, this research includes real-time participant data comparing the effects of the economic crisis and the health crisis caused by COVID-19.

Literature Review

COVID-19 has not only affected the daily lives of individuals but also economically destroyed some businesses and even some sectors (Song et al., 2022). One of the areas most affected by the negativities caused by the pandemic, especially in the service sector, was tourism activities (Barkas et al., 2020). Tourism is highly sensitive to crises that affect political, economic, environmental, or public health (Jin et al., 2019). The spread of the coronavirus worldwide, through both human mobility and various product mobility, has primarily affected the leisure activities of individuals, which has brought the tourism movement to a halt (Jaskulska et al., 2022; Hussain et al., 2021).

Crises affecting the tourism sector are extraordinary developments that negatively affect the activities of touristic enterprises, cause losses in the tourism revenues of countries, and negatively affect both tourists and tourism employees economically and psychologically. Predicting how long and severe any crisis, whether locally or globally, will affect the tourism industry is complicated. The tourism crisis refers to travelers' challenges during vacations (Hall, 2010). It influences tourists' decision-making and destination choices based on their perceptions of security and risk (Khan et al., 2019).

Accommodation risk includes more specific venues than the destination, which is a concept that describes a restaurant, bar, hotel, or place where one can stay for a day (Hsieh et al., 2022). While the risk perception regarding the destination risks individuals to compare a region, country, city, or district where they can spend their holidays with its counterparts, the risk perception regarding accommodation is related to the various tourist places (disco, bar, cafe, restaurant, hotel, hostel, holiday village, etc.) where individuals will stay or spend time during the time they will spend at the destination, causes them to make comparisons (Fuchs & Reichel, 2004; 2006).

One of the factors that tourists consider in their holiday planning is the perception of trust and resilience of the holiday destination against extraordinary conditions such as crises and natural disasters (Paraskevas & Altinay, 2013). This concept, also expressed as the perceived risk of the destination, is related to individuals choosing the most reliable option among potential holiday destinations. In addition, individuals' security perceptions regarding where they will stay and the destination where they will spend their holidays can be another factor that may be effective in their holiday plans (Pappas, 2021).

As one of the crises that can negatively affect the tourism sector, it emphasizes the existence of a negative situation, such as a health crisis and an epidemic that can negatively affect tourism demand (Bahar & Kozak, 2018). Various health crises experienced since the beginning of this century have caused tourists to contract diseases during their travels and transmit diseases to the societies of the countries they visit (Li et al., 2020). Many studies have addressed the changes in demand caused by crises in the tourism sector, filling numerous research gaps in the recent literature. (Mason et al., 2005; Novelli et al., 2018; Wen et al., 2021). Research agrees that tourists' perceptions of health risks affect human mobility, and therefore, touristic travel is also affected by pandemics (Zenker & Kock, 2020). The joint inference in the research that the pandemic negatively affects tourist travel is that the main factor causing this negativity is increased anxiety as a temporary and situational reaction and fear (Zenker et al., 2021).

The widely accepted view in the fight against epidemic diseases is that the disease spreads more easily in crowded environments, poorly ventilated closed areas, and public vehicles where long-term journeys are made. Because of this view, many people worry more about getting sick, especially during long international trips, and their anxiety levels increase (Reisinger & Mavando, 2005; Zenker et al., 2021). In fact, according to Cakar (2020), travel anxiety generally affects travel decisions.

Particularly in extraordinary conditions where epidemic diseases are intensely observed on a regional scale, perceived risks related to domestic or international travel and accommodation are affected by travel anxiety in different ways (Reisinger & Mavando, 2005). Global epidemics are one of the critical factors that directly affect people's risk perception and travel decisions on various issues (Novelli et al., 2018). Domestic travel is safer for tourists than international travel, especially in times of crisis (Hajibaba et al., 2015), and affects holiday decisions. Housing concerns of individuals who will leave their safe home environment affect their holiday decisions (Page et al., 2012). In addition, the tourist establishment where the accommodation will be held may also affect the

anxiety regarding accommodation (Lee et al., 2012). It has been determined that destination anxiety about places where the COVID-19 epidemic is intense affects accommodation-related anxiety (Zhan et al., 2022).

The economic crisis is another extraordinary development that could harm tourism. Expenditure on tourism activities represents direct income for the destination (Nicolau & Masiero, 2013). Considering the impact of tourism on the regional economy, tourism expenditures are critical for destinations (Valdés et al., 2007). Tourism demand, which is directly related to the economy, is affected by the economic recession (Gul, 2019). The rapid growth of the economic crisis inevitably hurts the tourism industry (Smeral, 2009). Boukas and Ziakas (2014) noted that economic crises could affect tourists' behavior. Consumption behaviors also change according to budget constraints resulting from economic crises (Nicolau & Masiero, 2013).

TPB is a widely researched approach to understanding tourists' consumption behavior (Meng & Cui, 2020; Quintal et al., 2010). The Theory of Planned Behaviour (TPB) is a framework that explains how individuals make decisions, and it has been studied across various disciplines within the social sciences. The Theory of Reasoned Action (TRA), which precedes TPB, states that an individual's intention to take action is influenced by their attitude toward the behavior and subjective norm. Ajzen (1991) expanded the Theory of Planned Behaviour (TPB) by adding perceived behavioral control, the third crucial element influencing behavioral intention, to the model. Perceived behavioral control refers to people's beliefs about their ability to perform a specific behavior and the factors that can help or hinder it. Conceptually, TPB comprises attitude, subjective norms, and perceived behavioral control, explaining the decision-making process (Ajzen, 1985, 1991). Attitude pertains to the assessment of behavior as positive or negative. Subjective norm is the perceived social pressure to engage in a specific behavior. In addition, perceived behavioral control refers to perceptions about the difficulty level of performing the behavior. TPB has also been frequently addressed to investigate tourists' consumption behavior during the COVID-19 pandemic (Bae & Chang, 2021; Das & Tiwari, 2020; Han et al., 2020; Sánchez-Cañizares et al., 2020)

Methodology

This study aims to test theories by exploring the connection between variables that quantify human experiences and can be analyzed using statistical methods. In other words, we want to see if the data supports our hypothesis. (Creswell, 2014). In this context, a quantitative research method based on the relational screening method was used in the study (Christensen et al., 2014). This research has descriptive features as it is one of the pioneering studies aiming to reveal tourists' holiday intentions and the effects of the economic crisis that emerged after the health crisis caused by COVID-19 within the scope of TPB in the context of concrete perceived risks (Swedberg, 2020). The research model has been structured according to the research aim and summarised in Figure 1.

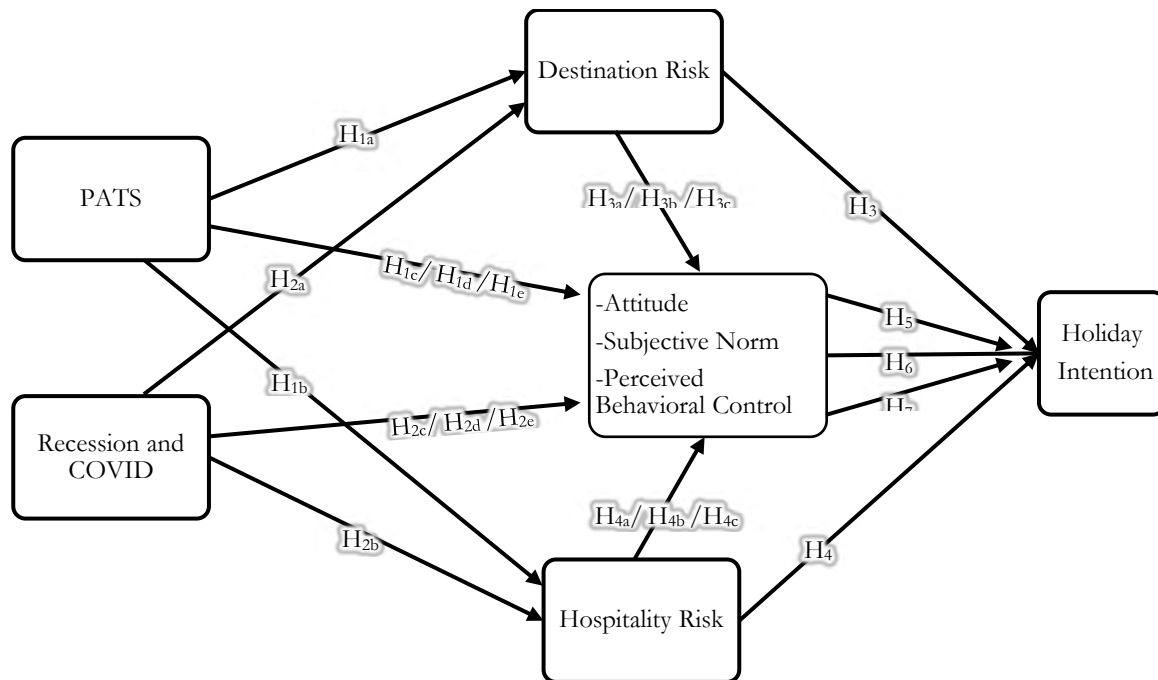


Figure 1. Research Model

The study was conducted in two phases. In the first stage, for the "Pandemic Anxiety Travel Scale (PATS)" scale, which was adapted within the scope of the study, the steps following the cross-cultural scale adaptation method suggested by Capik et al. (2018) were followed. In the first stage, the scale items were changed from English to Turkish by taking the opinions of Turkish and English language experts. It was then translated back into English. In the next stage, pilot tests of the measurement tools were conducted by taking the opinions of two tourism professionals and two marketing academics who are experts in their fields. In each pilot test, the item reliability of the measurement tools was examined, and the corrected items with a total item correlation above .3 were included in the final form of the survey. (Nurosis, 1994). In the second stage of the study, the final survey form was uploaded to the online data collection platform, and the participants were asked to participate in the survey voluntarily. Since the participants were expected to be human, the necessary ethical permissions were obtained before the study, and the participant's explicit consent was obtained during the data collection phase.

Sampling Procedure

While determining the sample size for the study, we carefully examined different perspectives proposed by various researchers in studies on COVID-19 in the field of tourism marketing. First, since the mediator variable effect will be measured in the research model, the minimum and maximum sample size recommended by Fritz and MacKinnon (2007) was considered in studies where mediator variable measurements were made. Not content with the suggestion of Krejcie and Morgan (1970), which has been frequently used in field studies in the field of social and behavioral sciences for years, the number of items and sub-dimensions in the study were examined separately for each scale. Finally, the minimum sample size required for statistical analysis recommended by Hair et al. (2019) was also considered.

The method by which the sample should be selected was decided in the following research stage. At this stage, the sample's representativeness was first considered (Rahman, 2023). Then, it was decided to collect the data using the convenience sampling method, considering factors such as the geographical distribution of the sample (Alvi, 2016), time, and cost constraints (Taherdoost, 2016). In line with all these decisions regarding the research sample, 576 people were included in the study free of charge and voluntarily through an online survey method. The data collected in the research were primarily divided into descriptive statistics. Then, the validity and reliability of the collected data were tested. At this stage, it was decided that the most accurate analysis should

be confirmatory factor analysis since, in many studies, the measurement tools whose factor structure was revealed were translated into a language different from their original language (Thompson, 2004).

Participants

The study population is individuals over 18 who are potential tourists in Turkey. Since the study was carried out during the pandemic (between March and July 2023) and due to constraints, such as time and cost, the sample was chosen instead of the complete count. In this study, the convenience sampling method was used, and the data was collected voluntarily using the online survey method. The mean age of 576 (Female N= 382, Male N= 194) participants was 40.27 (between 18 and 78), and the standard deviation was 10.85. While 71% of the participants are married, 10.9% were in high school or less, 52.8% were in bachelor's degrees, and 36.3% were post-graduate. The average monthly income of the participants varied between 0-150.000 Turkish Liras, which is 7.790,5 Turkish Liras, and the standard deviation is 10.284,72 Turkish Liras. 69.4% of the participants have children. While 23.5% of the participants stated that they were not working, 75.4% of those who were not working were females.

Based on the results, 16.8% of the participants reported being infected with COVID-19 up to the research date. Additionally, 96.4% indicated receiving the recommended full-dose COVID-19 vaccine. 64.4% of the participants mentioned having accommodations during the COVID-19 pandemic. Furthermore, 64.4% stated they would continue to stay for holiday purposes even if the pandemic persisted, and 93.8% expressed their intention to stay for holiday once the pandemic ended.

Validity and Reliability of the Measures

The measurement tools Ajzen (1991) developed are based on the assumption that attitude, subjective norm, and perceived behavioral control variables affect behavioral intention. These tools were used in studies dealing with tourism and COVID-19 by Bae and Chang (2021) and Das and Tiwari (2020). The accommodation risk perceived by the participants regarding the destination they plan to vacation to the comparisons of the destination risk with the economic recession and COVID-19 were adapted from the study of Pappas (2021). The Turkish adaptation of the "Pandemic Anxiety Travel Scale (PATS)" developed by Zenker and Gyminothy in 2021 was conducted to assess participants' travel anxiety during the pandemic. In the adaptation process of the scale, the necessary procedures and methods were followed, expert opinions were taken, and the measurement tool was given its final shape.

CFA was applied to the scales used in the study. Table 1 summarises standardized factor loads, AVE, CR, Cronbach's Alpha coefficients, and descriptive statistics. According to the validity and reliability test results summarised in Table 1, the measurement tools are acceptable at an acceptable level (Nunnally, 1978). At the same time, the collected data and the scales show structural validity (Hair et al., 2019).

Table 1. Validity and Reliability of the Scales

Statements	Factor Loads	AVE	CR	Alpha	Mean	SD	Skewness	Kurtosis
<i>Attitude</i>		.73	.94	.95	4.49	1.64	-.29	-.70
“I think that traveling is positive.”	.76							
“I think that traveling is useful.”	.76							
“I think that traveling is valuable.”	.75							
“I think that traveling is dynamic.”	.93							
“I think that traveling is attractive.”	.94							
“I think that traveling is delightful.”	.95							
<i>Perceived Behavioural Control</i>		.79	.88	.88	4.8	1.66	-.64	-.29
“I am capable of traveling.”	.90							
“I am confident that if I want, I can travel.”	.88							
<i>Subjective Norm</i>		.72	.88	.87	3.68	1.63	-.72	-.62
“Most people who are important to me think it is okay for me to travel.”	.88							
“Most people who are important to me support me when I travel.”	.96							
“Most people who are important to me understand that I travel.”	.67							
<i>Pandemic Anxiety Travel Scale</i>		.73	.93	.93	5.7	1.46	-1.32	1.13
“COVID-19 makes me worry a lot about my normal ways of traveling.”	.85							
“It makes me uncomfortable to think about COVID-19 while planning my vacation.”	.76							
“I am afraid to risk my life when I travel because of COVID-19.”	.93							
“When watching the news about COVID-19, I become nervous or anxious in regards to travel.”	.88							
“I do not feel safe to travel due to COVID-19.”	.83							
<i>Destination Risk</i>		.53	.70	.70	4.13	1.65	-.10	-.77
“Considering COVID-19, I believe that Türkiye is a safe destination.”	.75							
“Considering COVID-19, I believe going for a holiday somewhere in Türkiye is safer than traveling abroad.”	.72							
<i>Hospitality Risk</i>		.62	.86	.87	4.27	1.68	-.22	-.89
“I would be reluctant to sit and eat in a restaurant due to COVID-19.”	.93							
“I would be reluctant to sit in a cafe/bar due to COVID-19.”	.86							
“Due to COVID-19, during my holidays, I would prefer to prepare my food (meals, drinks etc.)”	.65							
“I would be afraid to stay in accommodation I had paid for due to COVID-19.”	.68							
<i>Recession and COVID-19</i>		.61	.82	.82	4.16	1.78	-.13	-.93

“COVID-19 has affected me more than the economic crisis.”	.84
“COVID-19 has changed my consumption patterns more than the economic crisis has.”	.85
“COVID-19 has affected my job more than the economic crisis has.”	.65
Intention	.88 .93 .93 5.9 1.88 -.72 -.62
“COVID-19 will affect my decision to go on holiday in 2022.”	.96
“COVID-19 will affect my decision to go on holiday in future years.”	.91

The suitability of the data set to the normal distribution was evaluated according to the kurtosis and skewness measures to decide on the appropriate statistical analyses for the research. The skewness value for each scale was between .17 and -1.32. Since the kurtosis value was between 1.13 and -.93, it was determined that the data showed a normal distribution (Tabachnick & Fidell, 2019).

Data Analysis and Results

Relations between Study Variables

The associations between the variables used in this research are shown in Table 2.

Table 2. Relations Between Study Variables

	1	2	3	4	5	6	7	8
AT	1							
PBC	.53**	1						
SN	.51**	.46**	1					
PATS	-.25**	-.32**	-.21**	1				
DR	.19**	.20**	.26**	-.08*	1			
HR	-.25**	-.40**	-.11**	.58**	-.04	1		
RCOV	-.07	-.20**	.03	.36**	.06	.39**	1	
INT	-.26**	-.34**	-.15**	.58**	.03	.51**	.40**	1

Note **, p < 0.01 AT: Attitude, PBC: Perceived Behavioral Control, SN: Subjective Norm,
 * , p < 0.05 PATS: Pandemic Anxiety Travel Scale, DR: Destination Risk, HR: Hospitality Risk,
 RCOV: Recession and COVID-19, INT: Intention

Based on the relationships between the research variables, there is a negative linear relationship between attitude ($r = -.26$), perceived behavioral control ($r = -.34$), subjective norm ($r = -.15$), and the intention to take a vacation. On the other hand, there is a positive relationship between pandemic anxious travel ($r = .58$), hospitality risk ($r = .51$), and the recession and COVID-19 ($r = .4$).

Test of Research Model

Regression-based mediator effect analysis was applied to the structural equation program to test the theoretical model determined within the scope of the research. According to the results of the study, it was determined that the model fit well [$\chi^2 = 805.75$, $df = 297$, $p < 0.001$; $\chi^2 / df = 2.71$; RMSEA = .06; CFI = .96; IFI = .96; NFI = .94; TLI = .95; GFI = .91; AGFI = .89]. The standardized regression coefficients resulting from the analysis are presented in Table 3.

Table 3. Standardized Regression Coefficients of Study Variables and Result of Hypotheses

	β	p	Result
DR \leftarrow RCOV	.28	.02	H2a Supported
DR \leftarrow PATS	-.31	***	H1a Supported
HR \leftarrow DR	-.00	.98	H3d Unsupported
HR \leftarrow RCOV	.19	***	H2b Supported
HR \leftarrow PATS	.60	***	H1b Supported
SN \leftarrow PATS	-.06	.51	H1d Unsupported
PBC \leftarrow PATS	.11	.23	H1e Supported
AT \leftarrow PATS	.40	.64	H1c Unsupported
SN \leftarrow DR	.69	***	H3b Supported
PBC \leftarrow DR	.71	***	H3c Supported
AT \leftarrow DR	.69	***	H3a Supported
SN \leftarrow HR	.00	.97	H4b Unsupported
PBC \leftarrow HR	-.36	***	H4c Supported
AT \leftarrow HR	-.16	.05	H4a Supported
SN \leftarrow RCOV	-.06	.42	H2d Supported
PBC \leftarrow RCOV	-.25	***	H2e Supported
AT \leftarrow RCOV	-.15	.04	H2c Supported
INT \leftarrow SN	-.14	.17	H6 Supported
INT \leftarrow PBC	-.33	.02	H7 Supported
INT \leftarrow AT	-.22	.02	H5 Supported
INT \leftarrow PATS	.46	***	H1 Supported
INT \leftarrow DR	.55	.07	H3 Supported
INT \leftarrow HR	.10	.30	H4 Supported
INT \leftarrow RCOV	.07	.49	H2 Supported

Note: ***p<0.001

Path coefficients that were statistically significant in the research model are presented in Figure 2.

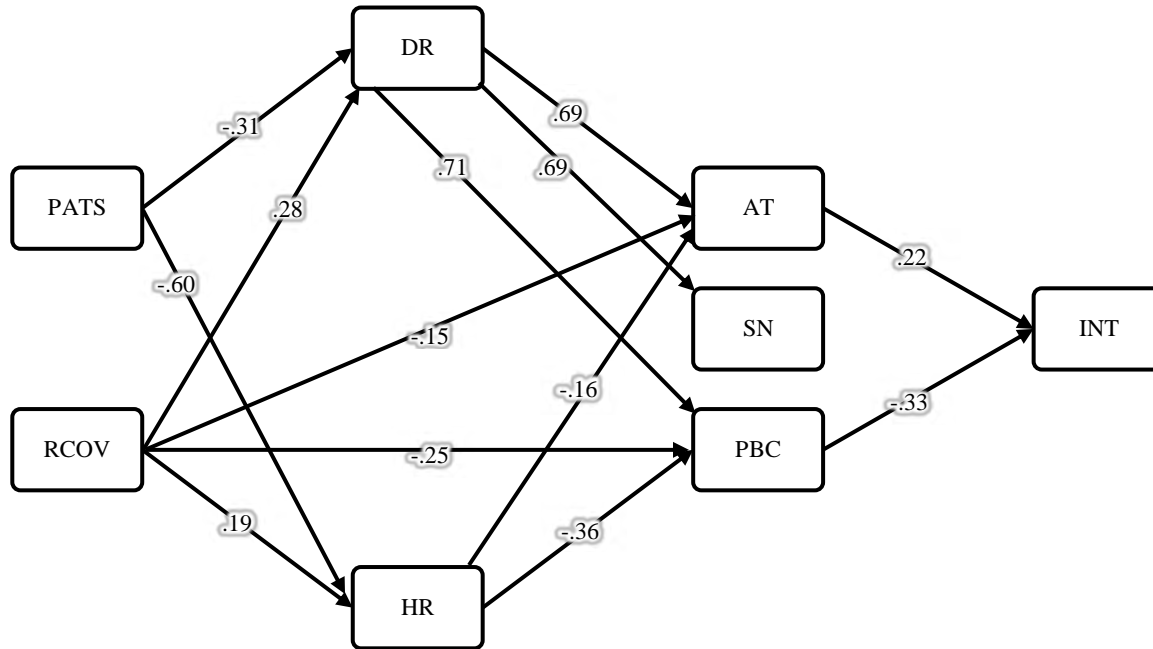


Figure 2. Path Coefficients of the Research Model

Based on these findings, the anxiety related to traveling during the pandemic significantly impacts people's willingness to go on vacation. Furthermore, concerns about the destination and accommodation during pandemic travel also influence individuals' attitudes toward vacation. It is evident that the economic downturn and the direct impact of COVID-19, which have affected people's lives more than the financial crisis resulting from the pandemic, directly influence attitudes toward vacationing.

Based on Figure 2, the impact of COVID-19 indirectly influences people's willingness to take a vacation despite the economic challenges they face and the anxieties they experience while traveling. Additionally, perceptions of risk related to the destination and accommodation indirectly influence people's intention to take a vacation during the pandemic.

Discussion and Conclusion

This study examines the influence of travel and the economic recession during the pandemic on individuals' future holiday decisions. It also explores the impact of destination risk and accommodation risk within the framework of TBP. Participants' attitudes towards taking vacations during the COVID-19 pandemic and the perceived difficulty of vacationing have been observed to impact their future vacation decisions, decreasing their intention to consider COVID-19 in their vacation plans. The effect of individuals' attitudes toward taking a break on behavioral intention Chen and Tung (2014) and Park et al. (2017) is in line with the results of their study. In addition, similar to the results of Bae and Chang's (2021) study, attitude is the second PDT dimension that has the most impact on behavioral intention after perceived behavioral control.

Yuzhazin and Fisher (2016) suggest that tourism's attitude, subjective norm, and perceived behavioral control dimensions may not consistently or equally explain behavioral intention in determining individuals' holiday intentions based on the Theory of Planned Behaviour (TPB). In this study, the subjective norm dimension, which expresses the social pressure individuals perceive during COVID-19, is impractical for behavioral intention to take a vacation.

When there is an increase in participants' desire to spend their holidays in Turkey, they develop a positive attitude toward vacation during the COVID-19 pandemic. In addition, the negative relationship between attitudes towards vacation and risk perceptions regarding accommodation supports the findings of Quintal et al. (2010) that individuals' risk perceptions regarding accommodation decrease, and their attitudes towards vacations increase. The effect of risk perceptions regarding destination and accommodation on their attitudes toward a

vacation is similar to Bae and Chang's (2021) study results. In addition, according to Ajzen (1985) and Floyd et al. (2004), while the risks perceived by individuals before the holiday were also influential on behavioral control, unlike the findings of Lee's (2009) study, it was seen that risk perception regarding accommodation was not adequate on subjective norms. As emphasized by Stefani et al. (2008) and Visschers and Siegrist (2008), the indirect effect of participants' risk perceptions regarding destination or accommodation on their behavioral intentions can be explained by the impact of risk perception on the decision-making process. In addition, the indirect effects of the perceived risk related to the destination and accommodation on holiday intention Quintal et al. (2010) and Sánchez-Cañizares et al. (2020) support the findings.

When the anxiety experienced by individuals during the travel process increases, their thoughts that COVID-19 affects them more than the economic crisis also gain weight. In addition, as the anxiety experienced by participants during their travels during the pandemic increases, the risk they perceive regarding the accommodation they plan to make also increases. According to another result that is in direct agreement with the findings of Zenker (2021), a positive relationship was found between the anxiety experienced by participants during their travels during the pandemic and their intentions to consider or not consider COVID-19 when planning their future travels. It is also possible to explain the increase in vacation attitudes due to expectations that the pandemic will continue and that COVID-19 will be taken less seriously with the Escape Motivation Theory (Mannel & Iso-Ahola, 1987). Accordingly, it can be expected that people will want to go on vacation despite the pandemic to overcome the psychological difficulties caused by COVID-19, achieve happiness, return to the past, improve weakened family and social circle relationships, and have hedonic pleasure motivations. Accordingly, it is possible to say that as the anxiety felt during travel increases, individuals will travel by considering COVID-19 more during their future holidays. On the other hand, as the risks perceived by participants regarding their accommodations during the pandemic increase, their thoughts that COVID-19 affects them more than the economic crisis gain weight, and their intentions to consider or not consider COVID-19 in their future travels also increase. Similarly, as the participants' thoughts that COVID-19 affects them more than the economic crisis become more robust, their intentions to consider COVID-19 when planning their future holidays also increase. Therefore, the indirect effect of the potent effects of COVID-19 on holiday intentions compared to the economic recession is consistent with the emphasis of Das and Tiwari (2020).

Limitations and Implications

In this study, the discussion focused on the factors that influence individuals' attitudes and intentions regarding taking a vacation during the COVID-19 pandemic. The research was carried out based on the TPB, and the positive or negative thoughts that individuals develop towards taking a vacation, the effect of the social environment, and the effect of proficiency on vacation on behavioral intention were examined under the particular conditions brought about by COVID-19 conditions.

The research results showed that TPB is affected by various variables related to multiple concerns, risk perceptions, and attitudes toward the economic crisis that affects the general population. In addition, it was determined that the subjective norm dimension did not affect the intention to consider COVID-19 for vacation since this study was conducted on special conditions such as COVID-19, which most of the society experienced for the first time. In future research, considering COVID-19 and TPB, variables such as intolerance to uncertainties, death anxiety, holiday motivations, life satisfaction, or different antecedent variables that may affect consumers' holiday intention other than destination and accommodation risk may affect TPB will enrich the literature.

This study discusses the attitudes and intentions of individuals who make holiday decisions while the COVID-19 process continues regarding tourism potential in the context of TPB. In future studies, especially with studies based on escape theory, revealing the attitudes and intentions of individuals with tourism potential during the pandemic will provide theoretical and practical contributions.

Within the scope of this research, the study discusses individuals' intentions to take a vacation in general terms without examining specific destinations, types of tourism, or tourism businesses. However, considering that COVID-19 poses a greater risk in areas where it is not possible to maintain social distancing, and this is known

by individuals, in future research, different tourism types such as camping tourism, ecotourism, nature tourism, rural tourism, cultural tourism, and security are a high and perceived risk. Examining it regarding tourism centers advertised with their relatively low level will also provide theoretical and practical contributions.

According to the research findings, it has been observed that people generally consider vacationing in Turkey less risky and more reliable during the COVID-19 pandemic. In addition to being a favorable situation in terms of the country's image, it can be said that it is crucial data regarding the country's tourism potential and the success of health management in the pandemic process. For this reason, individuals are negatively affected not by the economic depression caused by COVID-19 but by COVID-19 itself. However, they still find it safe to do tourism activities in their own country instead of in different countries.

In future studies, it is important to compare results obtained from different countries and produce practical outcomes in tourism and health management. Furthermore, comparative studies considering the varying effects of different crises are believed to enrich the literature on predicting tourist behavior. This includes considering the impact of COVID-19 on vacation intentions following the lifting of measures in our country and the extent of the economic crisis.

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At the beginning of this research, the original articles in which the scales used as measurement tools were published were reached, and the scale usage permissions were obtained by contacting the corresponding authors in these articles.

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GENİŞLETİLMİŞ ÖZET

Turizm; politik, ekonomik, sağlık ve çevresel kriz olaylarına karşı oldukça hassastır. Yaşanabilecek tüm bu kriz olayları turizm talebini de etkileyecektir. Çünkü turizm talebi ekonomik, sosyal, politik, psikolojik pek çok faktöre aşırı derecede duyarlıdır. Ekonomik faktörlerden gelir dağılımı ve kişi başına düşen gelir ile sağlık faktörleri bu çalışmanın konusunu oluşturan faktörlerdendir.

Tüketicileri turizm ürünleri satın alma konusunda motive eden çok sayıda faktör vardır. Motive ediciler, her birey için zaman içinde değişiklik gösterebilmektedir. Bu koşullar arasında gelirden bir artış veya azalma ile sağlık da yer almaktadır. Turizm talebindeki bu tür belirleyicilerin, turistler üzerinde kolaylaştırıcı veya kısıtlayıcı etkisi olabileceğini belirtmek önemlidir. Örneğin, yüksek harcanabilir gelir bir kolaylaştırıcı olurken, sınırlı ve düşük harcanabilir gelir bir kısıtlayıcı olacaktır. Çünkü harcanabilir gelir, tatil kararını etkileyen bir faktördür. Sağlık faktörü kapsamında tatil destinasyonu olarak belirlenen bir ülke veya bölgede yaşanan herhangi bir salgın hastalık vb. olumsuz bir durumun söz konusu olması da talebi olumsuz bir şekilde etkileyecektir. Bir diğer ifadeyle, herhangi bir dış uyarının varlığı (kısıtlar) bireyin tatil planlamasını, bir tatilin öncesi, esnası ve sonrasını etkileyebilmektedir. Bu çalışmada bu kısıtlar, ekonomik durgunluk ve sağlık krizi olarak ele alınmaktadır.

COVID-19'un turizm sektörü üzerindeki etkisi, genel olarak ekonomik açıdan incelenmiş ve araştırmalar genel olarak, pandeminin sektörü ekonomik açıdan nasıl etkilediği üzerine odaklanmıştır. Bu araştırma, COVID-19 pandemisi ve ekonomik durgunluk ortamında turistlerin tatil davranışlarını analiz etmektedir. Bu amaçla, mevcut iki farklı kriz ortamında planlanan seyahat davranışlarında herhangi bir değişikliğin söz konusu olup olmadığını araştırmak için Planlı Davranış Teorisi dikkate alınmıştır. Bu çalışma, tüketici konumunda olan turistin tatil yapma niyetinde ülkede yaşanmakta olan mevcut ekonomik durgunluğun mu, yoksa COVID-19 krizinin mi daha etkili olduğunu tahmin etmede Planlı Davranış Teorisi'ni (PDT) uygulamayı amaçlamaktadır.

Turizm krizi, tüm turizm paydaşlarını olumsuz etkileyebilecek, turizm kuruluşlarının faaliyetlerini aksatabilecek, turizmin geleceğini etkileyebilecek, turistleri ve turizm çalışanlarını fiziksel ve zihinsel olarak tehdit edebilecek, nedenleri ve etkileri tahmin edilemeyecek belirsizlikleri içeren planlanmamış bir durumu ifade eder. Bu tanımdan da anlaşılacağı üzere, kısmen turistlerin tatil esnasında karşılaşabilecekleri zorlukları ifade eden turizm krizi, turist kararlarını ve destinasyon seçimlerini, kişisel ve fiziksel güvenlik algılarından dolayı etkileyebilmektedir.

Kriz ve afetlere karşı oldukça savunmasız bir endüstri olan turizm, genel itibarıyla bir yerden bir yere seyahati ifade eden turistlerin yer değiştirmesini içerdiğinden dolayı salgın hastalıkların da kolaylıkla yayılabilmesinde etkisi olacaktır. Bu nedenle salgın hastalıklar gibi sağlıkla ilgili krizler turizmi doğrudan önemli ölçüde olumsuz etkileyebilir. Son yıllarda artan sayıda çalışma turizm krizleri ve değişimine odaklanmıştır. Sağlıkla ilgili birçok kriz, özellikle salgın hastalıklar, SARS, Ebola ve COVID-19 gibi bölgesel veya uluslararası düzeyde turizm sektörünün ciddi bir şekilde olumsuz olarak etkilenmesine sebebiyet vermiştir.

Finansal ve ekonomik krizin hızlı bir şekilde büyümesi de turizm endüstrisi üzerinde kaçınılmaz olarak ciddi bir olumsuz etki yaratmaktadır. Ekonomik krizler turistlerin davranışlarını etkileyebilir. Tüketimde gelir önemli bir faktördür ve kişi başına düşen gelirin azalması, birçok mal ve hizmetin tüketiminde değişikliğe yol açabilmekte ve bazı mal ve hizmetlerin tüketimini azaltabilmektedir. Bir diğer ifadeyle, tüketim davranışları bütçe kısıtlamalarına ve zevklere bağlı olarak değişebilmektedir.

Bu durumu anlamak turizm endüstrisinin geleceği için oldukça önemlidir. Çünkü birey haricinde, turizm faaliyetlerine yapılan harcamalar düşünüldüğünde, destinasyon için doğrudan gelir anlamına gelmektedir. Çünkü turistlerin yapacağı her türden harcama, turizmin bölgesel ekonomi üzerindeki etkisi göz önüne alındığında destinasyonlar için kritik bir öneme sahiptir. Turizm talebi de ekonomi ile doğrudan ilişkilidir ve ekonomik durgunluktan etkilenmektedir. Bu doğrultuda, ekonomik durgunluğun turistin tatil yapma niyetinde nasıl bir etkisi olduğunun ortaya çıkarılması önem arz etmektedir.

Planlı Davranış Teorisi (PDT), turistlerin tüketim davranışlarını anlamak için yaygın olarak araştırmalara konu olan bir yaklaşımdır. COVID-19 salgını döneminde de PDT turistlerin tüketim davranışlarını araştırmak için sıklıkla ele alınmıştır. Kısaca PDT, karar verme sürecini açıklayan tutum, öznel normlar ve algılanan davranış kontrolünü içerir. Tutum, davranışın olumlu veya olumsuz olarak değerlendirilmesini; öznel norm, davranışı gerçekleştirmek için algılanan sosyal baskıyı; algılanan davranış kontrolü ise, davranışı gerçekleştirmek için zorluk seviyesi algılarını ifade etmektedir.

Bu çalışmada, insan deneyimini sayısal kategorilerde temsil eden, istatistiksel prosedürler kullanılarak ölçeklerle ölçülebilen ve analiz edilebilen değişkenler arasındaki ilişkiyi, bir diğer ifadeyle, verilerin belirlenen hipotezleri destekleyip desteklemediğini inceleyerek teorileri test eden nicel araştırma yöntemine dayalı ilişkisel tarama methodu kullanılmıştır. Bu araştırma Türkiye’de COVID-19’un neden olduğu sağlık krizi sonrasında ortaya çıkan ekonomik krizin etkilerinin, PDT’ni kullanarak, turistlerin tatil yapmaya yönelik niyetlerini ortaya koymayı amaçlayan öncü çalışmalardan biri olduğundan açıklayıcı özellikler taşır. Kolayda örnekleme yöntemiyle 576 katılımcıdan online anket tekniği kullanılarak toplanan veriler önce tanımlayıcı istatistiklerine ayrılmış, güvenilirlik analizi yapılmış, ardından da doğrulayıcı faktör analizi uygulanarak yapı geçerliği kontrol edilmiştir. Son aşamada ise araştırma modelinin yapısal eşitlik analiziyle testi gerçekleştirilerek, elde edilen bulgular yorumlanmış ve bu alanda yürütülen benzer çalışmalarla kıyaslanmıştır.

Çalışma sonuçları bireylerin pandemi sürecinde tatil yapmaya yönelik tutumları ile tatil yapma konusunda COVID-19’u dikkate alma niyetleri arasındaki negatif ilişkiyi ortaya çıkarmıştır. Katılımcıların COVID-19 sürecinde tatil yapma davranışına yönelik geliştirdikleri tutumun ve tatile gitmek için algıladıkları zorluk seviyesinin, gelecekteki tatil kararlarında COVID-19’u dikkate almaya yönelik niyetlerinde azalışa neden olduğu görülmüştür. Bu çalışmada da bireylerin COVID-19 sürecinde algıladıkları sosyal baskıyı ifade eden öznel norm boyutu, tatil yapmaya yönelik davranışsal niyet üzerinde etkili değildir. Katılımcıların tatil öncesindeki algıladıkları riskler davranışsal kontrol üzerinde de etkili iken, konaklamaya ilişkin risk algısının öznel normlar üzerinde etkili olmadığı görülmüştür. Katılımcıların destinasyona veya konaklamaya ilişkin risk algılarının davranışsal niyetlerine olan indirekt etkisini ise, risk algısının karar verme sürecine olan etkisiyle açıklamak mümkündür. Öte yandan katılımcıların pandemi sürecinde gerçekleştirmeyi düşündükleri konaklamalarına ilişkin algıladıkları riskler artınca, COVID-19’un, kendilerini ekonomik krizden daha fazla etkilediğine yönelik düşünceleri ağırlık kazanmakta ve gelecekte gerçekleştirmeyi planladıkları seyahatlerinde COVID-19’u dikkate alıp almamaya yönelik niyetleri de artış göstermektedir. Benzer şekilde katılımcıların COVID-19’un, kendilerini ekonomik krizden daha fazla etkilediğine yönelik düşünceleri güçlendikçe gelecek tatillerini planlarken COVID-19’u dikkate alıp almamaya yönelik niyetleri de artış göstermektedir. Bu nedenle ekonomik resesyona kıyasla COVID-19’un güçlü etkilerinin tatil niyeti üzerindeki dolaylı etkisine yönelik bulgular literatür ile uyumludur.

Araştırma sonuçları, PDT’nin toplumun genelini etkileyen çeşitli kaygılardan, risk algılarından ve ekonomik krize yönelik tutumlarla ilgili çeşitli değişkenler tarafından etkilendiğini göstermiştir. Bunun yanında bu çalışma COVID-19 gibi toplumun büyük bir çoğunluğunun yaşamında ilk defa deneyimledikleri özel koşullar üzerinde yürütüldüğü için öznel norm boyutunun tatil yapmaya yönelik olarak COVID-19’u dikkate alma niyetini etkilemediği belirlenmiştir.