| JHMT   Editorial

International Journal Of Health Management And Tourism

THE INVESTIGATION OF THE CONSUMERS' TOURISM PREFERENCES IN THE COVID-19 PANDEMIC[*]

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Abstract

Aim: The new coronavirus (COVID-19) which is rapidly spreading and affecting the whole world, has had significant effects on consumer behavior as in almost every society and industry. Especially, it is expected the fact that the global panic that occurs during the pandemic will impact the tourism sector in this process,

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[*] The study was presented as a verbal, summary report with the title of " The Effect of COVID-19 on the Tourism Preferences of Consumers" at the Congress named "5th Internatıonal EMI Entrepreneurship Social Sciences Congress (29.06.2020-30.06.2020).

change the holiday tourism preferences of the consumers, that consumers will be more selective. The study aims to determine the impact of the COVID-19 pandemic on tourism preferences of the consumers.

Methods: Within the scope of the research, 403 people were reached with the online survey application and the data were analyzed with the Jamovi (version 1.2.12.0) statistical program.

Findings: In the correlation analysis, it was found that there are significant relationships between expressions. The items with the highest relationship are "Infirmary and Medical Services (Doctor) at the Facility" and "Hospitals and Other Medical Institutions in the Region Where the Facility is Located." (r= .764); "Health Precautions Taken for Pandemic in the Facility/Area" and "Cleaning and Hygiene of the Facility" (r= .523).

Conclusion: According to the results, the participants think that cleaning/hygiene and health precautions in the facility/area are more important than entertainment and activities in holiday preferences during the COVID-19 pandemic.

Keywords: COVID-19, Pandemic, Consumer Behavior, Consumers' Tourism Preferences

Introduction

The change that is a part of our lives and takes place unpredictably, shows its effect on consumer behavior as in every field. The attitudes that arise with the internal and external factors used by the consumer when making a purchase decision against goods and services constitute the behavior of the consumers. Therefore, it is not only enough to consider the current needs and wishes of the consumers, but also the likely needs and requests that may arise should also be predicted (Muter, 2002). Thus, it is more difficult to perform this nowadays, when production and consumption experience stagnation like never. This stagnation process started with the detection of a new coronavirus infection called COVID-19 (Corona Virus Disease 2019) in patients presenting with an unexplained pneumonia outbreak in Wuhan, China in December 2019 (Huang et al., 2020; Fang et al., 2020). It can be said that the tourism sector is of the sector most affected by the COVID-19 epidemic, which has shaken many sectors and the world economy. As a matter of fact that, the World Travel and Tourism Council showed the seriousness of the situation by saying that 50 million jobs serving in the travel and tourism sector may be at risk (Kumar, 2020). Similarly, it was observed that it affects the tourism sector negatively in previous outbreaks (Pine and McKercher, 2004; Zeng et al. 2005). The principal reason for this risk is the change in the tourism

preferences of the consumers with the pandemic. There are several factors that people take into consideration when their intentions to have a vacation arise. According to their economic situation, the popularity of the area that they will holiday in, the charm, the price of the hotel, the quality/comfort of the property, animation shows, night entertainment, children's activities for families, and the richness of the facility's kitchen are some of the factors they consider. As a matter of fact, along with the contagious feature of the pandemic, the holiday preferences, and the features they seek during their vacation will also change in line with the changing needs and expectations of individuals. It is expected that individuals used to living with the isolation rules for a long time also take into consideration the crowded place of the holiday place in their holiday preferences, and because of the importance of hygiene rules is known since the first day of the virus, individuals are expected to take more precautions against hygiene and health.

1. Literature

1.1. Consumer Behavior

Consumer behavior, which is one of the primary topics of marketing, has become a new and significant important behavioral science that has entered our lives with the development of modern economies and technology. While this branch of science, at first at the macro level examines the sociological and economic status of the consumer, today in addition to these, it examines special topics such as psychology, organizational behavior, economics, and statistics (Durukan, 2006). Consumer behavior has been defined as an area that explores how individuals, groups, and organizations select, Purchase, and use goods, services, experiences, or products to meet their needs and desires (Kotler, 2000). According to another definition, "the person's decisions and purchasing activities principally in economic products and services." defined as (Türk, 2004).

1.2. Consumer Purchase Process

Although there is a general agreement that consumer behavior refers to the act of purchasing a particular product or service, this is not the only stage that draws the attention of disciplines interested in consumer psychology (Ajzen, 2014). The purchasing process of the consumer is defined by a five-stage model. These stages, which are not under the control of businesses, but they are effective in consumer behavior, are factors that should be taken into account during the organization of marketing studies (Keskin and Baş, 2015) and benefit from a marketer's

understanding of the buyer's behavior at every stage and what effects are dominant (Kotler, 2000). These factors are:

a.   The Emergence of Need (Awareness / Problem Recognition): Problem recognition is the first stage of the consumer decision process. The need arises when the consumer thinks that there are some differences between their situation and their desired or ideal state (Bakshi, 2012). At this stage, the need can be triggered by internal stimuli (such as hunger) or external stimuli (such as advertising awareness) (Kotler, 2002).

b.   Determining Alternatives (Gathering Information): A consumer that is in need will tend to obtain more information. At this stage, the person will be actively seeking information by browsing the internet, visiting shops, talking to family, friends, and neighbors (Kotler, 2000). In this factor, word-of-mouth marketing and information exchange is very important. The impact of word-of-mouth marketing has increased even more, with communication being easy and fast via social media (Erdoğan Tarakçı and Göktaş, 2020b)

c.   Evaluation of Alternatives: The consumer, who intends to meet a need, sees each product as a variety of features with distinct qualities to meet this need. Since many successful marketers know that they are looking for features that will meet the needs of consumers, they divide their markets according to distinct consumer groups and uncommon features (Kotler, 2000).

d.   Purchase Decision: There are four types of purchase decisions (Keskin and Baş, 2015):

•   *Planned purchasing behavior being specific:* It is the purpose of the consumer to make the purchase in a planned manner with the specific brand and product, without going to the store or examining other available opportunities.

•   *Planned purchasing behavior being general:* It is the purchasing behavior that the consumer determines the product group before going to the store but does not determine the brand and the product features.

•   *Purchasing behavior being substitution:* It is the purchase of a product or brand that can replace the general or specially planned product or brand with the properties of the product.

•   *Unscheduled purchasing behavior*: It is the purchasing behavior that the consumer does not intend to buy consciously while entering the store, but that he/ she is affected by in-store stimulants.

e.   Post-Purchase Behavior: At this stage, which constitutes the last stage of the purchasing process, consumers will experience certain levels of satisfaction or dissatisfaction. Therefore, the

marketer should especially monitor post-purchase satisfaction status, post-purchase actions, and post-purchase product uses (Kotler, 2000).

That consumer behavior is constantly changing and people have different expectations and preferences makes it difficult to reflect and follow consumer behavior in a standard pattern.

1.3. Tourism Preferences of Consumers

Despite the increasing consumer base, tourism enterprises have entered a hard race with the increase of competition and technological developments. It is significant to understand consumer behavior and thus to offer tourism products in line with the wishes of the consumers and to be ahead in this hard race (Demir and Kozak, 2011).

When looking at the factors affecting the tourist to buy a certain tourism product, there are motivation tools that encourage the tourist to want to buy a particular product and there are determining factors the extent to which the tourists can buy the product they want. Personality, lifestyle, experiences, how they want to be perceived by others are the main motivational factors. Although every tourist and the factors that motivate them are different, the motivation tools of individuals change within the framework of conditions such as income change, deterioration of health status, and having children. The determining factors are the factors that determine the extent to which tourists can buy the product they want and include the destination point of the trip, how to make the trip, the duration of the trip, the accommodation type when to make the trip (Horner and Swarbrokee, 2007). In other words, economic factors (income of individuals and the price of the holiday they want to make), social factors (personal characteristics, time constraints, lack of information, education, profession, and settlement unit) and psychological factors (learning, perception, attitude, and belief) in determining the tourism preferences of consumers play an active role (Demirhan, 1999).

1.4.   Effects of COVID-19 on Tourism

COVID-19 was first announced in Wuhan, China at the end of December 2019, and was adopted as a new coronavirus in January 2020 (Kumar, 2020). The virus, which started on 12 December 2019, caused 11,327,790 cases, which resulted in 532,340 deaths worldwide until 6 July 2020. In Turkey, the first case was seen on March 11, 2020, and so far has caused 205,758 laboratory-approved cases, resulting in 5,225 deaths (WHO, 2020).

Large-scale quarantines travel restrictions, and social distance rules applied throughout the COVID-19 pandemic, which is rapidly spreading all over the world, cause a sharp decline in consumption and production, thereby creating significant effects on economic development (Bakar and Rosbi, 2020). Indeed, in many countries, it has led to the closure of international and internal borders, and the tourism industry has been affected to an unprecedented extent outside of wartime (Prideaux et al. 2020) and it has been one of the sectors worst affected by pandemic (Nicola et al. 2020). It is expected that the profitability will decrease and the prices will increase since the tourism regions work far below the maximum occupancy rate with the applications that reduce the capacity due to social distance (Assaf and Scuderi, 2020).

With the pandemic, the above-mentioned consumers' tourism preferences are expected to gain a different dimension. It is foreseen that consumers will primarily consider hygiene conditions, crowded state of the facility, way of serving food, hospitals, and other medical institutions in the region where the facility is located, infirmary, and medical services (physician) in the facility.

As a matter of fact, the perception of consumers can be changed with the strategies to be implemented in this process. Reducing the occupancy rate of the facility, providing food needs with room service rather than crowded areas, limiting the activities offered for the guests to the activities carried out only in open-air environments, maybe a few of the strategies to be applied to change the perception of the consumers in this process (Assaf and Scuderi, 2020).

This study was carried out to examine the change in the tourism preferences and consumption behaviors of the consumers because of the COVID-19 pandemic, thus contributing to tourism businesses by providing ideas.

2. Research Methodology

2.1. The Universe and the Sample of the Research

The universe of the study is composed of people included in the population of Turkey. Since the universe contains many people, it is impossible to reach the entire universe due to reasons such as cost and time limit, so it was preferred a sample from the universe. When analyzed the literature, it is seen that a sample of 384 people represents a population between 1,000,000-100,000,000 people with a %95 confidence interval and % 5 error margin (Yazıcıoğlu and Erdoğan 2004).

2.2. Limitations of the Study

Since the study is prepared and distributed online, people who do not use the internet and cannot reach the web link of the google forms are among the limitations of the research. Also, the study is limited to the date of 10.06.22020 to 23.06.2020.

2.3. Data Collection

To collect data related to the study, the survey method was used. The questionnaire used consists of two parts. In the first part, there are 20 questions and items to determine both the personal and professional characteristics and tourism preferences of the participants. In the second part, there is a scale about which factors are important in participants' holiday preferences during the COVID-19 pandemic, and that developed by researchers, comprising 13 items and prepared in a 5-point Likert type (1 = Does not matter, 5 = Very important).

The questionnaire was sent to one academician and one tourism marketer who were experts in the field before the final form was given, and after some statements were removed and some statements were corrected, the scale became final. The data collection tool that created was delivered to the participants using the online survey method (Google Forms) and filled in by the participants. The total number of participants surveyed is 403.

2.4. Analysis of Data

Jamovi program (version 1.2.12.0) were used in the analysis of data. Firstly, it was analyzed socio-demographic characteristics of the participants and secondly, frequency of shopping, the shopping environment, pre-cautions of COVID-19, health expenditures, instruments used in hotel reservation, and holiday planning for this summer of them in COVID-19 pandemic process.

The normality test were used to determine whether the data show normal distribution. The relationship between items was analyzed by the Spearman correlation test.

3. Analysis

Table 1. Socio-Demographic Characteristics of the Participants

Age	*n*	*%*	*Gender*	*n*	*%*
18-24	156	38,7	Female	278	69,0
25-34	151	37,5	Male	125	31,0
35-44	61	15,1	*Marital status*	*n*	*%*
45-54	27	6,7	Married	140	34,7
55-64	6	1,5	Single	263	65,3

65 +	2	,5	*The Status of Your Home*	*n*	*%*
Education	*n*	*%*	Rent	126	31,3
Primary-middle school	9	2,2	Housing	10	2,5
High school	25	6,2	Self-house	118	29,3
Undergraduate	47	11,7	Family house	144	35,7
Bachelor	212	52,6	Other	5	1,2
Master/doctorate	110	27,3	*Number of Households*	*n*	*%*
Occupation/Working status	*n*	*%*	1	18	4,5
Student	171	42,4	2	50	12,4
Worker	33	8,2	3	85	21,1
Manager	27	6,7	4	122	30,3
Officer	71	17,6	5	69	17,1
Tradesman	7	1,7	6	29	7,2
Academician	22	5,5	7 +	18	7,4
Housekeeper	12	3,0	*Individual monthly income (TL)*	*n*	*%*
Teacher	11	2,7	1-1000	120	29,8
Retired	7	1,7	1001-2000	30	7,4
Architect-Engineer	10	2,5	2001-3000	65	16,1
Unemployed-Not working	7	1,7	3001-4000	48	11,9
Others	25	6,2	4001 +	140	34,7

TL=Turkish Lira

As seen socio-demographic characteristics of the participants;

The rate of young people is rather high (76.2%). Female participants are higher than male. Those who bachelor degree are more than half of the participants. The proportion of students in the occupation/ working situation is quite high among others. The rate of female participants is higher than that of men, and the rate of singles is higher than married people (Table 1).

Table 2. Frequency of Shopping Before and With the COVID-19 Pandemic

How often did you shop online?	before the COVID-19 pandemic		with the COVID-19 pandemic	
	N	%	N	%
More than 4 times a month	22	5,5	75	18,6
2-3 times a month	63	15,6	111	27,5
Once a month	80	19,9	87	21,6
1 or less in 2-3 months	191	47,4	83	20,6
Never	47	11,7	47	11,7

The rate of those who shop more than 4 times a month before the COVID-19 raise about 13% with the COVID-19 pandemic. Those who shop 2-3 times a month before the COVID-19 raise about 12% with the COVID-19. Those who shop once a month before the COVID-19 raise about 2% with the COVID-19. But the rate of those who shop 1 or less in 2-3 months before the COVID-19 has decreased about 27% with the COVID-19 pandemic. It has shown that people tend to shop online. We can say that online shopping is the most popular method for shopping (Table 2).

Table 3. The shopping environment

Do you shop more in the virtual market or in the real environment?	n	%
Virtual	79	19,6
Real	324	80,4

The participants think real shopping in the COVID-19 process (Table 3).

Table 4. Pre-cautions of COVID-19

I find ……….. measures taken in the COVID-19 pandemic process.	n	%
Totally enough	36	8,9
Enough	111	27,5
Partly Enough	189	46,9
Insufficient	52	12,9
Totally inadequate	15	3,7

About half of the participants think that measures taken in the COVID-19 pandemic process are partly enough. Those who totally enough are higher than totally inadequate (Table 4).

Table 5. Health expenditures in the COVID-19 process

Did your health expenditures increase in the COVID-19 pandemic process?	n	%
Yes	235	58,3
No	168	41,7

More than half of the participants (58.3%) think there is an increase in health expenditures (Table 5).

Table 6. Instruments used in hotel reservation

Where do you make your holiday reservations?	n	%
1. Going to the tourism agency	**44**	**10,9**
1, 2, 3, 4	1	,2
1, 2, 4	1	,2
1, 3	2	,5
1, 4	5	1,2
2. By calling the hotel itself	**107**	**26,6**
2, 3	6	1,5
2, 3, 4	3	,7
2, 4	9	2,2
3. From the hotel website	**42**	**10,4**
3, 4	6	1,5
4. Via the Internet (like tatilsepeti ..)	**177**	**43,9**
Total	403	100,0

1. Going to the tourism agency; **2.** By calling the hotel itself; **3.** From the hotel website; **4.** Via the Internet (like tatilsepeti ..)

The participants mostly use via the Internet (like tatilsepeti ..) in hotel reservation (Table 6).

Table 7. Holiday planning for this summer

Are you planning to go on holiday this summer?	n	%
Yes	70	17,4
No	333	82,6
If you do not plan to go on vacation, for what reasons do you not think?	N	%
1. Because of the pandemic	166	0.50
1, 2	61	0.18
1, 2, 3	3	0.01
1, 3	5	0.02
1, 4	1	0.00
2. Because of the economic reasons	83	0.25
2, 3	3	0.01
3. Since I cannot get permission from the workplace	4	0.01
4. Other	7	0.02
Total	333	100,0

    1. Because of the pandemic; **2.** Because of the economic reasons; **3.** Since I cannot get permission from the workplace; **4.** Other

The vast majority of the participants (82.6%) do not plan to go on holiday this summer. The half of them do not think to go on vacation because of the pandemic. The quarter of whom do not think to go on vacation because of the economic reasons (Table 7).

Table 8. Descriptive Statistics and Normality Test for the Scale

The Factors that are Important in Participants' Holiday Preferences During the COVID-19 Pandemic	Mean	sd	Shapiro-Wilk
13. Cleaning and Hygiene of the Facility	4,84	0,503	,000
5. Health Precautions Taken for Pandemic in the Facility/Area	4,74	0,624	,000
4. Being that holiday destination is crowded	4,45	0,828	,000
2. Comfort/quality of facility	4,35	0,743	,000
11. Infirmary and Medical Services (Doctor) at the Facility	4,3	0,915	,000
12. Hospitals and Other Medical Institutions in the Region Where the Facility Is Located	4,28	0,864	,000
1. Price	4,11	0,887	,000
3. Attraction of holiday destination	4,07	0,858	,000
9. The Richness of the Kitchen	4,01	0,992	,000
10. Wellness services	3,4	1,226	,000
6. Activities for Children	3,15	1,522	,000
8. Night Entertainment	2,54	1,355	,000
7. Animation Shows	2,48	1,297	,000

Seen to all items cleaning and hygiene of the facility is high score ($\bar{x}$=4.84). Animation Shows is low score ($\bar{x}$=2.48). According to the descriptive results, the participants think that

cleaning/hygiene and health precautions in the facility/area are more important than entertainment and activities in holiday preferences during the COVID-19 pandemic (Table 8).

Table 9. The Correlation Analysis among the Scale Items

The Factors that are Important in Participants' Holiday Preferences		1	2	3	4	5	6	7	8	9	10	11	12	13
1. Price	r	-	.144 **	.130 **	.186 **	.176 **	.046	-.020	-.038	.095	.054	.057	.111 *	.119 *
2. Comfort/quality of the facility	r		-	.391 **	.369 **	.383 **	.232 **	.097	.014	.387 **	.164 **	.272 **	.277 **	.359 **
3. Attraction of holiday destination	r			-	.228 **	.166 **	.103 *	.085	.106 *	.311 **	.097	.147 **	.180 **	.199 **
4. Being that holiday destination is crowded	r				-	.407 **	.133 **	.004	-.065	.167 **	.096	.256 **	.314 **	.348 **
5. Health Precautions Taken for Pandemic in the Facility/Area	r					-	.180 **	.091	.069	.323 **	.253 **	.428 **	.374 **	.523 **
6. Activities for Children	r						-	.519 **	.117 *	.300 **	.241 **	.329 **	.317 **	.193 **
7. Animation Shows	r							-	.437 **	.329 **	.251 **	.185 **	.179 **	.091
8. Night Entertainment	r								-	.300 **	.238 **	.157 **	.103 *	.048
9. The Richness of the Kitchen	r									-	.374 **	.334 **	.277 **	.312 **
10. Wellness services	r										-	.359 **	.265 **	.192 **
11. Infirmary and Medical Services (Doctor) at the Facility	r											-	.764 **	.378 **
12. Hospitals and Other Medical Institutions in the Region Where the Facility is Located	r												-	.370 **
13. Cleaning and Hygiene of the Facility	r													-

Correlation is significant at the 0.01 level (2-tailed).**
Correlation is significant at the 0.05 level (2-tailed).*   n= 403

The strength of the relationship between the items in the scale is given in Table 9. According to this; 0-20 is too low; low from 21 to 40; medium 41-60; high from 61 to 80 and very high between 81-100.

When looking at the correlation between expressions, it was found that there is a relationship between expressions. The items with the highest relationship are "Infirmary and Medical Services (Doctor) at the Facility" and "Hospitals and Other Medical Institutions in the Region Where the Facility is Located." (r= .764). This is followed by "Health Precautions Taken for Pandemic in the Facility/Area" and "Cleaning and Hygiene of the Facility" (r= .523) (Table 9).

4. Conclusion and Recommendations

Because of its dynamic nature, consumer behavior constantly changes depending on environmental changes. Especially the changes that affect the life and lifestyles of the society completely transform the buying habits and consumption preferences of the consumers. The pandemic process, which has experienced internationally has deeply influenced all societies around the world. Consumer behaviors have changed with the development of awareness of consumers in the field of health as individuals of society.

In a study conducted to owners in the travel industry in Montana, the majority of respondents said that this will be a long and slow recovery, and if so continues, their business will be able to not withstand for over six months. In case of business reopening, new cleaning practices, working hours adjusted to keep employees and customers safe are among the innovations to be introduced (Hartman and Nickerson, 2020).

Today, family structures have changed because women are more involved in business life, business complexity on the one hand and the speed of urban life on the other hand, and time has become the most important factor for reasons such as crowding of cities and traffic problems. Because of all these changes, consumption habits have changed, physical stores have been replaced by virtual stores and the online shopping culture has developed. Online shopping habit, which is becoming more and more popular in the new digital age, which is constantly digitalized by globalization and technological developments, has become more widespread in the pandemic process and has become a must in some product groups.

As can be seen from the data of the study, the online shopping rates have increased to a large extent in the pandemic process. In addition to online shopping, the percentage of shoppers that shop 2-3 times a month or more has increased by 25% and the rate of shoppers that shop once a month is 2%, while the 27% decrease in the number of shoppers that shop once in 2-3 months indicates that the frequency of shopping is greatly increased. Although measures are taken during the pandemic process, curfews and warnings encouraged consumers to make their purchases through online channels, the increase in the total amount of shopping reveals that consumption habits also changed in this process.

On the other hand, when consumers were asked whether they prefer virtual stores or physical stores, 80.4% of consumers stated that they prefer physical stores to virtual stores. The reasons for this may be that the consumers are not yet experienced in online shopping or they cannot give up their old habits, on the other hand, they may also have problems in shipping processes, lack of

visual content of the web pages, trust or failure to send the products in the desired way. At this point, it will be appropriate for brands to constantly update their web pages, ensure the security of personal data of consumers and try to catch the effectiveness of face-to-face communication by communicating more strongly with consumers in this process.

The precautions taken during the pandemic process are found to be partially sufficient by almost half of the participants, but the number of those who find it completely sufficient is more than the number of those who find it insufficient. This demonstrates that the process is managed correctly in the eyes of consumers. Since the lack of uncertainty and confidence will cause consumers to limit their spending in this direction, considering the process to be managed well has economically positive results, preventing the consumption restrictions and chaos environment.

The pandemic process also led to the development of awareness in the field of health. In this process, while 58.3% of consumers discarded health expenditures to a large extent, it remained stable in 41.7%. In addition to preventive measures such as disinfectant, mask, disposable gloves, it has been observed that immune-strengthening vitamins and food supplements are highly preferred and started to be consumed. The increase in these product groups reveals that the awareness of the consumers about health has developed and they have started to make purchasing decisions accordingly.

When consumers were asked whether they made a vacation plan during the summer months when the pandemic continued, 82.6% stated that they would not go and 17.4% stated that they would go on vacation. While the pandemic continues with a rate of 50% in the first place among the reasons for not going on vacation, economic reasons come in the second place with a rate of 25%. Especially when it is evaluated in terms of health tourism, planning of vacation plans to be realized in camp, chalet or rural areas is a new opportunity to be evaluated in terms of health tourism. Considering the well-being awareness of the consumers and the social distance rules required by the pandemic, it can be said that camping, villas, or VIP accommodation type facilities that can be intertwined with nature and where there will be no contact with other people can turn this process into an advantage. Since the rate of those who state that they will not go on vacation for economic reasons is too high to be ignored (25%), the mentioned holiday alternatives, which can be considered as a luxury before the pandemic, should be diversified by taking into account the lower-income groups and make them accessible for lower-income groups. This will benefit both in terms of social responsibility, the mental health of the society, and total tourism revenues.

43.9% of the participants stated that they make their hotel reservations through holiday booking sites on the internet. 26.6% stated that they made a reservation by calling the hotel. On the other hand, the rate of those who book through the hotel's website is 10.4%. The increase in online shopping, especially in the pandemic process, shows that the internet has started to take an important place in the shopping of consumers. With the holiday reservation sites, it has become easier for consumers to plan their vacations, make reservations and get information with the fact that information can be easily shared on the internet (Erdoğan Tarakçı and Göktaş, 2020b). Therefore, it would be appropriate for hotel operators and online holiday reservation sites to enrich the visual content of their websites, focus on advertising and promotion activities through their web pages, provide more effective communication and online support opportunities with their customers through corporate websites, social media, and other communication channels and offer personalized product alternatives to create a competitive advantage.

In the pandemic process, the cleaning and hygiene of the facility come to the fore as the most important determinant factor in vacation preferences. This is followed by a small margin, the measures taken by the facility for the pandemic, whether the holiday area is crowded, or the comfort/quality of the facility. Night entertainment and animation shows are the least important elements. Correlation analysis also shows similar results. The infirmary and the medical services provided at the facility, as well as the presence of the hospitals and health institutions in the region where the facility is located, were identified as the factors with the strongest relationship. This is followed by the measures taken for pandemic at the facility and the cleaning and hygiene of the facility.

In the light of the data obtained from the study, it can be said that the awareness of the consumers about health increased in the pandemic process, this reshaped the consumption habits and affected the purchasing decisions. Especially in countries such as Turkey that have a very advantageous location and opportunities in terms of health tourism, it is very important to take this awareness into consideration to diversify their services, to make many services that was considered luxurious in previous periods more accessible and also to develop facilities and tourism alternatives for consumers who are outside the high income group.

According to the data of previous studies, the use of the internet is increasing day by day (Yavuz, 2019), and considering that online shopping habits increase with Pandemic and the total amount

of consumption has increased, it can be said that this disadvantageous period can be turned into an advantage for businesses that can reach their customers and communicate effectively over the internet. In today's market structure, where competition increases day by day and differences between brands decrease, businesses that can turn this period into an advantage with innovative initiatives and catch the opportunities on time will make a difference to their competitors, and the fastest will win in this process.

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