Research Article / *Araştırma Makalesi*

A STUDY TO DETERMINE THE MEDIATING ROLE OF TRAVEL ANXIETY AND HOLIDAY MOTIVATIONS IN THE EFFECT OF FEAR OF COVID-19 ON INTENTION TO TAKE A HOLIDAY

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ABSTRACT

The world is facing the biggest epidemic of the modern age. While the citizens of the world are affected by the epidemic disease economically, socially and psychologically, many sectors such as transportation, accommodation, food and beverage and entertainment, especially the tourism industry, have been negatively affected by this process. In order to prevent the spread of the epidemic, the closing of the borders of countries, the restriction of transportation and socialization opportunities, and the taking of various measures to prevent people from being together created fear, anxiety and stress on individuals. In addition to these negativities, the news presented both in the written and visual media and in the social media have triggered the fear of COVID-19 and related travel anxiety in individuals. In order to eliminate the economic losses experienced by the tourism sector, to determine how individuals are affected by this process and how the factors that determine their behavioral intentions towards vacation are shaped in this process; It is important both to explain consumer behavior and to guide tourism stakeholders. In this study, it was aimed to examine the role of travel anxiety and holiday motivation in the effect of fears experienced by individuals due to COVID-19 on their behavioral intentions to travel during the pandemic process. Within the scope of the research, an online survey was conducted with 685 participants. As a result of the analyzes, it has been determined that the fear of COVID-19 affects the intentions of individuals to take a vacation during the pandemic process and travel anxiety has a mediating role in this interaction. As a result of the research, while some suggestions were made to the researchers for the post-covid period, some inferences were made for the tourism industry.

Keywords: *Fear of COVID-19, Travel Anxiety, Holiday Motivation, Consumer Behaviour, Destination Marketing.*

COVID-19 KORKUSUNUN TATİL YAPMA NİYETİNE ETKİSİNDE SEYAHAT KAYGISININ VE TATİL MOTİVASYONLARININ ARACI ROLÜNÜ BELİRLEMEYE YÖNELİK BİR ARAŞTIRMA

ÖZET

Dünya modern çağın en büyük salgın hastalığı ile karşı karşıyadır. Dünya vatandaşları ekonomik, sosyal ve psikolojik açıdan salgın hastalıktan etkilenmekteyken, başta turizm endüstrisi olmak üzere, ulaşım, konaklama, yiyecek-içecek ve eğlence gibi pek çok sektör bu süreçten ekonomik

açıdan olumsuz etkilenmiştir. Salgının yayılmasını önlemek amacıyla ülkelerin sınırlarını kapatması, ulaşımın ve sosyalleşme olanaklarının kısıtlanması, insanların bir arada bulunmasını engelleyici çeşitli tedbirlerin alınması bireyler üzerinde korku, kaygı ve stres yaratmıştır. Ortaya çıkan bu olumsuzlukların yanında gerek yazılı ve görsel medyada gerekse sosyal medyada sunulan haberler bireylerde COVID-19 korkusunu ve buna bağlı seyahat kaygısını tetiklemiştir. Turizm sektörünün yaşadığı ekonomik kayıpların giderilebilmesi için bireylerin bu süreçten ne şekilde etkilendiği, tatil yapmaya yönelik davranışsal niyetlerini belirleyen faktörlerin bu süreçte nasıl şekillendiğini belirlemek; hem tüketici davranışlarını açıklamak hem de turizm paydaşlarına yol göstermek için önemlidir. Bu çalışmada bireylerin COVID-19 nedeniyle yaşadıkları korkuların pandemi sürecinde seyahat etmeye yönelik davranışsal niyetlerine etkisinde seyahat kaygısının ve tatil motivasyonunun rolünü incelemek amaçlanmıştır. Araştırma kapsamında 685 katılımcıyla online anket gerçekleştirilmiştir. Yapılan analizler sonucunda bireylerin COVID-19 korkularının pandemi sürecinde tatil yapma niyetlerini etkilediği ve bu etkileşimde seyahat kaygısının aracı rolü olduğu tespit edilmiştir. Araştırma sonucunda post-covid dönemi için araştırmacılara birtakım önerilerde bulunulurken, turizm endüstrisi için de birtakım çıkarımlarda bulunulmuştur.

Anahtar Kelimeler: *COVID-19 Korkusu, Seyahat Kaygısı, Tatil Motivasyonu, Tüketici Davranışları, Destinasyon Pazarlaması.*

1. Introduction

The coronavirus disease, known as a severe acute respiratory disease, has spread rapidly around the world after it first appeared in Wuhan, China in December 2019. The disease, which spread as a result of the contact of individuals infected with COVID-19 with healthy people, first affected Asian countries, then many countries in Europe and America. Immediately after the "*pandemic*" was declared by the world health organization following the rapid spread of the COVID-19, the health authorities of the countries where the virus was heavily effective began to prevent people from being together as much as possible by taking some restrictive measures. While many countries have completely closed their air, land and seaway borders, some countries have brought strict measures to minimize international human mobility. With the call of health authorities, practices such as curfews, travel restrictions except for compulsory situations, temporary suspension of the activities of all businesses except for businesses providing basic needs products and services have become widespread in many countries of the world. Despite all the restrictive measures implemented by various authorities around the world and all institutional or individual steps taken to prevent the spread of the disease, more than 200 million people were officially infected with COVID-19 today, while more than 4 million people died due to this disease (Worldmeter, 2021).

The changing lifestyle and fear of getting sick due to the restrictive measures brought by the pandemic process have caused various anxieties and psychological problems in individuals, and the concept of social distance, which is often mentioned in daily life, has also shaped routine habits and behaviors (Bae & Chang, 2020). Shopping, payments, product deliveries, educational activities, online exams, online seminars, various transactions based on technological innovations (online or unattended kiosk applications etc.) made by considering social distance limits have become a part of daily life in the education process (Kim & Lee, 2020). Due to the long-lasting impact of COVID-19, researchers predict that in the near future mainly independent travel, luxury tours, health tourism will gain popularity (Wen et al., 2020). Moreover, Mountain trekking, camping activities, and completely isolated holiday homes,

which are in touch with nature and isolated from other people, have become increasingly common in Turkey, especially on social media.

Epidemics such as avian flu, swine flu, ebola, malaria, plague, and rabies, which have been seen in various countries of the world in the past and partially caused health crises, have affected individuals' travel preferences and holiday intentions (Baker, 2015; Cahyanto et al., 2016; Novelli et al., 2018). As expected, one of the sectors negatively affected by COVID-19 has been the tourism industry (Assaf & Scuderi, 2020; Brouder, 2020; Sigala, 2020). Unlike other epidemic diseases seen in this century, COVID-19 has had a great impact on the tourism sector due to some conditions such as being seen in various destinations in the world almost simultaneously and in close concentration, inter-country or in-country tourism activity, stopping human mobility from time to time. Curfews, intercity and international travel restrictions, the closure of border gates to some countries, some restrictions on the way cafes and restaurants work have negatively affected the profitability of the tourism industry and therefore countries have experienced serious losses in their economic inputs. Apart from these objective situations experienced during the pandemic process, the psychological difficulties experienced by individuals also affected their decisions to travel and vacation. Anxiety disorders have started to occur due to some fears caused by COVID-19 on people, and this has affected individuals' purchasing intentions and behaviors (Boto-Garcia & Leoni, 2021:2).

Although fear is one of the central factors affecting tourist behavior, researchers generally focus on risk perception, service and quality perception, various antecedents leading to travel or not travel behavior, and the effects of fear on tourism and travel behaviors have not been sufficiently clarified (Fennel, 2017). Some studies have examined factors such as stress, fear, anxiety, risk, and anxiety separately in the field of tourism, but no relational inference has been made for the anxieties caused by fear in tourism behaviors. In addition, tourism researches about fear have mostly been limited to studies on adventure tourism (Cater, 2006), studies investigating the effects of fears caused by epidemics on touristic behavior have remained very limited (Magano et al., 2021). In 2012, with the inclusion of infectious diseases in the category of environmental factors that constitute travel health risks by the World Health Organization, researchers focused on examining the effects of various epidemics on tourist behavior (WHO, 2012). For this reason, examining the effects of the COVID-19 epidemic on tourists' travel concerns, holiday motivations and behavioral intentions to travel during the epidemic period will both contribute to the literature and produce practical ideas about the precautions that tourism managers can take in case the pandemic continues or new epidemics are seen in the future.

The purpose of this research is to reveal the mediating role of travel anxiety and holiday motivations during the pandemic process in the effect of the fear experienced by individuals due to COVID-19 on their intention to take a vacation during the pandemic process. The study has three original aspects. Firstly, this study reveals real-time data because it is carried out in the summer period, which is known as the period when individuals spend the most vacation in the field of tourism marketing, and is carried out in the recovery period immediately after the biggest wave experienced after the first official COVID-19 in Turkey. The second unique aspect of the study is that individuals' travel concerns and motivations during the pandemic process are considered together as a mediator variable. The third unique aspect is that it makes inferences about how the fear of COVID-19 and travel anxiety experienced by individuals, their holiday

motivations, and behavioral intentions to take a vacation during the pandemic process will be shaped within the scope of exposure to COVID-19 and the possibility of the continuation and ending of the pandemic. Ethics committee permissions were obtained from official institutions before the data collection phase of this research article, and the publication principles of the article were prepared in accordance with ethics. It is expected that the conclusion obtained as a result of the study will contribute to the literature in terms of explaining the holiday behavior of fears and anxieties in the field of tourism marketing, and determining tourist behavior in the tourism industry in a crisis environment.

2. Literature Review

COVID-19 has significantly affected almost all kinds of economic activities, both at the global and local level. Since the tourism industry is one of the sectors most affected by the pandemic and the negative effects of the pandemic, researchers try to reveal these effects in every aspect. For this reason, it has been seen that many studies have been carried out that deal with tourism and pandemic together since March 2020. In order to determine what these effects are and at what level, the researchers focused on two separate areas. While consumers constitute one wing of the research, the other wing is the actors in the tourism market. Researchers approaching the subject from a consumer perspective have adopted the common goal of revealing the effects of COVID-19 on tourist behavior. Determining risk perception in general (Magano et al., 2021), revealing the effect of perceived risk on tourist behavior (Choi et al., 2020a; Chua et al., 2021; Bae & Chang, 2020; Matiza, 2020; Neuburger & Egger, 2020) focuses on the factors that affect the choice of accommodation during the pandemic process and the determination of the variables that affect these factors (Golets et al., 2020; Han et al., 2020; Huang et al., 2020; Kim & Lee, 2020; Kourgiantakis et al., 2020; Li et al., 2020; Luo & Lam, 2020; Ma et al., 2020). Studies focusing on the actors in the tourism sector focused on the economic and social costs of the pandemic (Gössling et al., 2020; Assaf & Scuderi, 2020; Bakar & Rosbi, 2020; Folinas & Metaxas, 2020; Gil-Alana & Poza, 2020; Hoque et al., 2020; Qiu et al., 2020b; Lee & Chen, 2020). While it remains unclear how long the pandemic will last, studies dealing with possible changes in the tourism paradigm to investigate whether the changes in tourist behavior will be temporary or permanent due to the long duration of the process have also been another subject that has been researched in the past year and a half (Brouder, 2020; Gössling et al., 2020; Hall et al., 2020; Kock et al., 2020; Korstanje, 2011; Zenker et al., 2021).

This research is among the studies that approach COVID-19 from a consumer perspective in the literature in terms of revealing the effects of COVID-19 on tourist behavior. In this context, following the introductory part of the study, inferences obtained from different researches are included in the literature findings about the variables that affect the holiday behavior of tourists.

2.1. COVID-19 and Its Effects on Tourism Industry

After COVID-19 emerged in all countries around the world and became a threat to humanity, the second biggest destruction was on the economies of the countries. Curfews, travel restrictions, closure decisions for certain workplaces have had negative effects in almost every sector, from transportation to trade, from retail to production, especially in the tourism

and entertainment industry. All these negativities have caused the end of 2020 with economic contraction, even in the countries with the greatest economic power in the world. While the future state of the epidemic remains uncertain, health authorities are still putting forward various measures to counter the concern of the emergence and spread of new variants. At the beginning of these measures, the measures aimed at closing the borders of the countries and restricting the travel of individuals between countries are in the first place. As a matter of fact, researches show that one of the important factors affecting the spread of epidemics around the world is travel mobility (Hollingsworth et al., 2007; Baker, 2015). Farzanegan et al. (2021) found that active COVID-19 cases and deaths from coronavirus are high in countries where international travel is relatively high.

Fear is seen as one of the most important factors shaping the tourism and travel behaviors of individuals (Fennel, 2017). It is known that COVID-19, which has been seen so far in this century and has affected the world in many issues, creates fear and panic in individuals, negatively affects their intention to take a vacation, and therefore, the demand in the tourism industry is shrinking (Bakar & Rosbi, 2020:191). Assaf & Scuderi (2020: 731) predict that the first year following 2020, when the COVID-19 pandemic started to spread for the first time around the world, will be a difficult year for the tourism sector, while they predict that the domestic tourism of the countries may recover earlier. In addition to the increasing sterilization costs of tourism enterprises, it is predicted that there may be an increase in prices due to the implementation of capacity limitation in order to comply with social distance rules, and it is estimated that there will be a decrease in the profitability of the tourism industry. As a matter of fact, studies have shown that confirmed COVID-19 cases and deaths negatively affect tourism revenues (Lee & Chen, 2020). In such a case, tourism businesses can reduce the economic difficulties brought by the pandemic and maintain their profitability by emphasizing cleaning, sterilization and safe areas in terms of health, by increasing the effective use of technological products to reduce contact with customers, by taking measures to increase confidence in travel and reduce perceived risk (Assaf & Scuderi, 2020:732).

Another situation that COVID-19 negatively affects is human life. The restriction of many behaviors that are seen as ordinary in daily life due to the pandemic, and the fact that people cannot do some of the actions that they could do freely in the recent past, have negatively affected their psychological health (Buckley & Westaway, 2020). The fact that the pandemic and the process have exceeded one and a half years has made vacation requirements mandatory, as well as negatively affecting the mental health of individuals. Because vacation is a useful activity that helps individuals to protect and improve their mental health with a combination of many motivations such as socializing, taking time for oneself, rest and relaxation (Frumkin et al., 2017; Buckley, 2019). Due to the fear of COVID-19 and various concerns caused by this fear, the intention of individuals to take a vacation has been affected in various ways. People who are worried about the possibility of contagion of the coronavirus disease in crowded and closed environments have started to prefer private vehicles more than public transportation vehicles. (Li et al., 2020). In addition, since the outbreak of the COVID-19, many people have considered it appropriate to completely shelve their holiday intentions, some of them postpone and some of them prefer a different destination (Neuburger & Egger, 2020; Kourgiantakis et al., 2020; Gallego & Font, 2021; Uğur & Akbıyık, 2020; Hoque et al., 2020).

Studies have shown that epidemics, natural disasters, terrorism and similar negativities cause anxiety and fear in individuals, and this situation increases travel anxiety and negatively affects holiday intentions (Reisinger & Mavando, 2005; Nugraha, 2014; Chien et al., 2016; Osland et al., 2017; Wolff et al., 2019). Although the swine flu seen in 2009 was not as effective as COVID-19 worldwide, it caused a decrease in international tourism activity globally and affected the holiday intentions of tourists (Leggat et al., 2010). Cahyanto et al. (2016), on the other hand, found that US citizens' anxiety about travel increased during the Ebola epidemic, which in turn affected their behavioral intentions to take a vacation. Huang et al. (2020) found that tourists exhibit avoidance behavior from touristic activities to avoid health risks. In addition to all these, it has been determined that there are individuals who do not postpone their holiday plans despite the fear of catching an epidemic. For example, Leggat et al. (2010) found that during the H1N1 virus epidemic, a significant portion of travels to the Australian state of Queensland took place despite the epidemic. Lee et al. (2012) also found that perceptions related to H1N1 did not have a significant effect on travel intentions. It is expected that the fear of COVID-19 will increase the anxiety about traveling in tourists and affect behavioral intentions to take a vacation during the COVID-19 process. In this direction, the following hypotheses were formed:

H_1: *Fear of COVID-19 Affects Travel Anxiety.*

H_2: *Fear of COVID-19 Has An Effect on Behavioral Intention to Take A Vacation.*

H_3: *Fear of COVID-19 Affects İmpulsive Holiday Motivation.*

H_4: *Fear of COVID-19 Affects Attractive Vacation Motivation.*

2.2. Travel Anxiety

Anxiety is a set of fear-based responses to stimuli that create fear, stress and pressure in individuals (Cattel, 2013). Wiedemann (2015) pointed out the source of environmental stress as one of the situations that cause anxiety in individuals and emphasized its relationship with the problem of not being able to adapt to any change in the individual's life. Accordingly, the individual is first warned by the threatening stimulus in its external environment. In response, the individual develops a sense of fear in response to the stimulus by exhibiting a normal behavior. From this point of view, fear is a normal type of behavior that is considered normal in daily life. But when the fear is excessive, situations may arise that the individual cannot control. In this case, the individual develops anxiety against the relevant stimulus (Öhman, 1993).

Travel anxiety is one of the most important factors affecting the behavioral intentions of tourists to take a vacation (Reisinger & Mavando, 2005; Gupta et al., 2010). Perceived risks related to travel cause anxiety, and anxiety negatively affects the intention to take a vacation (Baker, 2014; Karagöz et al., 2020). The first studies on travel anxiety were carried out on the basis of fears based on the possibility of accident, injury or death for individuals traveling by public transportation or private vehicle (Mayou & Bryant, 2001; de Jongh, 2011). In addition, there are also studies that reveal the travel anxiety caused by the delay or cancellation of the trip, the service disruptions that may occur during the trip (Li, 2003; Cheng, 2010). Minnaert (2014), on the other hand, explained the relationship between tourism and anxiety on the axis of uncertainty and inexperience, emphasizing that travel anxiety would decrease if uncertainty

was reduced. Later, various travel concerns of tourists, as well as the relationships between risk perceptions and travel intentions were examined (Reisinger & Mavando, 2005; Zenker et al., 2021). On the other hand, there are very few studies investigating the effects of fears caused by negative situations such as epidemics, natural disasters, and terrorism affecting the general public on travel anxiety (Rittichainuwat & Chakraborty, 2009; Choi et al., 2020b; Chua et al., 2021; Luo & Lam, 2020; Zenker et al, 2021).

The fear of COVID-19 has led to the emergence of various anxieties in individuals or to an increase in existing concerns (Qiu et al., 2020a). The fear caused by COVID-19 has also had an impact on individuals' concerns about traveling and their intentions to stay for vacation (Magano et al., 2021; Beck & Hensher, 2020; AHLA, 2020). Zenker & Kock (2020) suggested that fears caused by COVID-19 increase travel anxiety and may negatively affect holiday intention, and that studies in this direction should be intensified and the results should be discussed. Nazneen et al. (2020) found that travel anxiety caused by fear of COVID-19 negatively affects behavioral intentions to take a vacation in the next 1 year. Mangano et al. (2021) determined that fears and anxieties caused by COVID-19 affect their intention to take a vacation. In this direction, the following hypotheses were formed:

H5: Travel Anxiety Affects Behavioral Intention to Take Vacation.

H6: Travel Anxiety Affects Push Holiday Motivation.

H7: Travel Anxiety Affects Pull Holiday Motivation.

2.3. Holiday Motivations

The concept of motivation is expressed as the power that awakens and directs the individual to take action in line with individual's wishes and needs. (Yoon & Uysal, 2005:46). The motivation level of individuals for any situation, product, brand or service varies according to the severity of the need and the difficulty level of meeting the need (İslamoğlu & Altunışık, 2013) and various emotions experienced by the individual affect their motivation (Goossens, 2000; White & Thompson, 2009). There are many theories that explain motivation. Within the scope of the current research, motivations are discussed within the framework of the push-pull approach.

In terms of tourism, motivation is considered in terms of creating customer loyalty of destinations, touristic businesses or various tourism centers, and therefore it is seen as an important factor affecting tourists' holiday intentions. The push and pull motivations approach, on the other hand, is mainly discussed in terms of market segmentation in the field of tourism (Kim & Prideaux, 2005). The push and pull motivations that lead individuals to take a vacation are based on the hierarchy of needs put forward by Maslow & Lewis (1987). Accordingly, individuals who meet their basic and psychological needs need self-actualization creative or relaxing activities that will relieve themselves and are motivated to fulfill them (Dann, 1981). At the source of this motivation, there can be various internal motivations that push the individual, such as physically and spiritually escaping from daily life, relaxing, and getting away from the tiring thoughts of daily life (Khare et al., 2021). In addition, natural, historical, cultural, and social elements related to a destination or dreamed place for a vacation can motivate as external, various factors that attract the individual to a specific destination (Khan et al., 2018).

While push motivations consist of psychological impulses related to the individual's desire to take a vacation (Crompton, 1979), pull factors consist of elements such as the natural, historical attractions and touristic infrastructure of any destination (Dann, 1977). Although there are various studies in the literature to question the relationship between fear and anxiety caused by epidemics and holiday intentions, there are very few studies examining the effects of these fears and anxieties on holiday motivations.

While the internal motivations of individuals for taking a vacation are called push motivations, their external motivations are expressed as attractive motivations of any holiday destination (Yoon & Uysal, 2005; Kim, 2015; Tran, 2021). Push motivations are explained by the classification of needs in Maslow's Hierarchy of Needs. Accordingly, push holiday motivations may include motivations for resting and relaxing, physical health and spiritual satisfaction, as well as psychological needs such as subjective satisfaction, novelty seeking, socialization, or motivations for self-realization (Tran, 2021).

Motivations that shape human behavior can be easily affected by the external environmental conditions of the individual (Hoyer & MacInnis, 2008). Measures to prevent the spread of the pandemic and epidemic that the world is facing have affected the psychological state of individuals, and this has affected their holiday motivations in various ways (Rachmawati & Shishido, 2020, Richards & Wilson, 2020). Travel restrictions and curfews have caused individuals to postpone their vacation travels and to restrict all kinds of social activities outside the home environment (Parady et al., 2020). In the post COVID-19 period, some changes are observed in the motivations that shape the behaviors of individuals about eating out and taking a vacation. Relatively few people can be found in isolation, either by themselves or by vacationers; flexible, spacious, nature-friendly living and holiday areas have become frequently preferred in this process. Tourists have tended to seek ways to protect their physical health and achieve spiritual satisfaction with the help of walking, cycling and similar activities in nature (Alexa et al., 2021). On the other hand, tourists mostly preferred private transportation during this period (Abdullah et al., 2020; Parady et al., 2020; Chen & Pan, 2020). The following hypotheses have been created, as it is estimated that the fears they experience due to COVID-19 and their concerns about traveling during the pandemic process are effective in the change in holiday motivations of individuals:

H8: Push Motivations Affect Behavioral Intention to Take Vacation During the Pandemic Process.

H9: Pull Motivation Affects Behavioral Intention to Take Vacation During the Pandemic Process.

2.4. Holiday Intention

Taking a vacation or traveling is among the most basic needs in today's modern societies. It is a compulsory need to leave routine works in daily life, even if temporarily, or to take a break from continuous work, action or work (Graburn, 1983:11; Etzion et al., 1998; Strauss-Blache et al., 2005). Studies show that vacations after stressful times have a positive effect on the mental health of individuals (Etzion, 2003; Bratman et al., 2019; Buckley & Westaway, 2020). Travel decisions of tourists are affected by many factors (Thornton et al., 1997; Decrop,

2006; Zhang, 2019). One of these factors is the existence of risk factors such as epidemic diseases that can cause physical harm on them (Wilks, 1994; Mansfeld & Pizam, 2006; Chew & Jahari, 2014). Many factors such as health risk, social risk, economic risk affect consumers' holiday intentions (Quintal et al., 2010; Yang & Nair, 2014; Wolff et al., 2019). The effects of the situations that tourists perceive as risky on their intention to take a vacation occur in two ways (Carballo et al., 2017; Bota-Garcia & Leoni, 2021). In the first case, individuals may choose to postpone or cancel their holidays, preferring to avoid risk (Casidy & Wyamer, 2016; Godovyky et al., 2021; Li et al., 2020). In such cases, the individual may try to protect herself physically as a kind of defense mechanism to combat the situation that threatens his or her health (Rogers, 1975). In cases where epidemics (Richter, 2003; Hall, 2006) are seen at a high rate in a particular country, individuals may choose not to travel or to postpone their travels temporarily (Khan et al., 2019) in the presence of a decrease in touristic mobility or another element that threatens life safety, such as terrorism (Law, 2006).

In the second case, it becomes important to what extent the individual is affected by various factors such as epidemics or terrorist events that pose a risk, and how long this effect lasts. In the second case, people prefer to take a vacation as a way to overcome the negativities they experience, to get away from the negative mood they are in, to get rid of the long-term unhappy, anxious and depressive mood, to achieve personal well-being, to achieve life satisfaction, to socialize (Sirgy et al., 2011; Chen & Petrick, 2013; Chen et al., 2014; Bratman et al., 2019; Buckley & Westaway, 2020). There are many studies in the literature showing that tourism activities are perceived as an escape route for individuals to overcome bad experiences, anxiety, stress or distressing events (Fritz & Sonnentag, 2006; de Bloom et al., 2017). In addition, in studies conducted in the field of positive psychology, it has been determined that individuals' freedoms are restricted for various reasons, certain behaviors they always want to do are suppressed, or individuals who are under the influence of factors such as long-term anxiety, stress, and sadness are more willing to take a vacation (Bota-Garcia & Leoni, 2021).

Due to the coronavirus disease, millions of people in many countries of the world are faced with long-term curfews, travel restrictions, and various restrictions on outdoor activities where they can spend their free time. The basis of all these limitations is the aim of preventing the spread of the disease. As a matter of fact, SARS, Avian Influenza, Swine Flu, which have been seen and partially effective in the world since the beginning of the 2000s, spread to other countries mostly as a result of travels by air (Chung, 2015). Studies show that individuals become less socialized due to COVID-19, and they have to face fear, anxiety and various psychological problems due to being in the home environment for a long time (Ahorsu et al., 2020; Fitzpatrick et al., 2020; Cowan, 2020; Qiu, et al., 2020a). It has been determined that the fears of COVID-19 and various anxieties triggered by these fears have increased in individuals who are worried about their own, close family or friends catching COVID-19 (Broche-Perez et al., 2020). Wachyuni & Kusumaningrum (2020) found that travel anxiety due to coronavirus affects individuals' intention to take a vacation. Moreover, although millions of people have been infected with COVID-19 and many have recovered, the epidemic that affects humanity on a global scale continues to carry the negative psychological effects of exposure to the disease. It is foreseen that the pandemic conditions have continued for one and a half years and the process will be prolonged by various variant viruses. So, how will this affect individuals'

holiday-taking behavior? Will tourism activities stop, albeit temporarily, until the pandemic is completely over around the world, or will tourists not give up on their holidays despite the pandemic? The answer to this question is actually hidden in the consumer black box. In the light of the theoretical data obtained from the studies in the literature, it is expected that the fear of COVID-19 will affect the behavioral intentions of individuals for vacation in two different ways. Accordingly, some of the tourists will have a negative impact on their intention to travel because of the fear of catching the disease, while others will prefer to take a holiday with the motivation to overcome the negative situation they experience and to get away from this fear, albeit temporarily. Accordingly, the following hypothesis was formed:

H10: Travel Anxiety Has a Mediating Role in the Effect of Fear of COVID-19 on Intention to Take Vacation.

H11: Push Holiday Motivation Has a Mediating Role in the Effect of Fear of COVID-19 on Intention to Take Vacation.

H12: Pull Holiday Motivation Has a Mediating Role in the Effect of Fear of COVID-19 on Intention to Take Vacation.
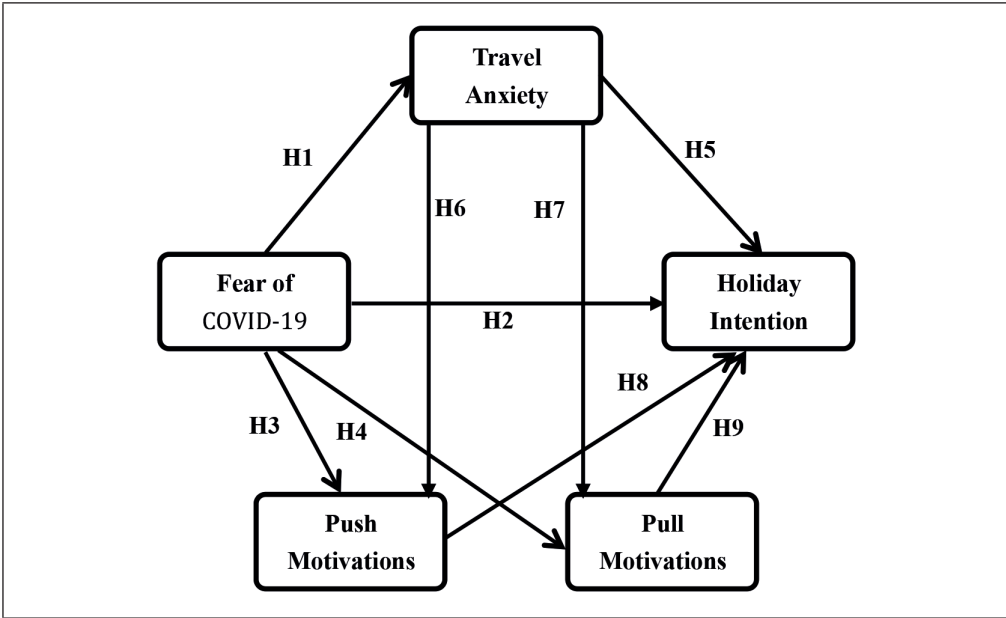
H13: Travel Anxiety Has a Mediating Role in the Effect of Fear of COVID-19 on Push Holiday Motivations.

H14: Travel Anxiety Has a Mediating Role in the Effect of Fear of COVID-19 on Pull Holiday Motivations.

3. Methodology

The main purpose of this research is to determine the components that make up individuals' COVID-19 fears, push and pull holiday motivation, to determine the effect of the COVID-19 fear experienced by individuals on their behavioral intentions towards vacation during the pandemic process, and to reveal the mediating role of travel anxiety and holiday motivations in this interaction. The secondary aim of the study is to determine the possible differences of opinion between the various socio-demographic characteristics of the individuals participating in the research and the variables used within the scope of the research. The research is an explanatory study in terms of structure. Within the scope of the research, firstly, a detailed literature review was made. In the literature, it has been determined that the fear of COVID-19 affects the holiday intentions of individuals. Travel anxiety and holiday motivations were added to the conceptual model confirming this interaction, and the role of new variables in this interaction was explained. In this direction, the research model and hypotheses specified in Figure 1 were formed.

Figure 1: Research Model

The basic research question determined according to the research model was determined as follows:

Do travel anxiety and holiday motivations have a role in the effect of fear of COVID-19 on behavioral intention to take a vacation?

According to the research model and the main research question, it is assumed that fear of COVID-19 affects travel anxiety, holiday motivations and intention to take a holiday, travel anxiety affects holiday motivations and intention to take a holiday, and travel motivations affect holiday intentions. This research has multiple limitations. In addition to the time and cost constraints observed in almost every research and existing in the current research; only the participants with internet access could be included in the research since the research was conducted online within the scope of COVID-19 measures. The research was carried out on individuals living in the province of Istanbul and Aydın, which was heavily affected by the pandemic. Only individuals over the age of 18 could participate in the study. In line with the purpose of the research, while the intentions of individuals to take a vacation during the pandemic process were questioned, the details of the vacation they will take (accommodation preference, choice of certain destination, mode of transportation, person(s) they will go on vacation with, etc.) were excluded from the scope of the research. For this reason, the population of the research was determined as individuals aged 18 and over living in Istanbul and Aydın. Since it was not possible to make a complete inventory in the research, it was decided to collect data from the determined sample. Sample size the calculation method suggested by Aaker et al. (2013:382) was taken into account and the previously targeted sample size was exceeded in order to reduce the sampling error.

While the data collected within the scope of the research was being prepared for analysis, it was determined that there was no data loss, and the appropriate statistical analyzes were selected and the analysis and interpretation of the data was started. In the data analysis phase, firstly, the collected data were divided into descriptive statistics, and then their conformity to the normal distribution was interpreted by considering the kurtosis and skewness measures suggested by Hair et al. (2014) and Byrne (2016). The data, which were determined to be suitable for normal distribution, were then revealed with the help of explanatory and confirmatory factor analysis, and their construct validity was examined. The data with construct validity were then calculated with reliability analysis, and internal consistency coefficients were then analyzed with the structural equation model and the results were interpreted. It is expected that the results obtained from this research will have implications for new research explaining the behavioral intentions of individuals to take a vacation during possible epidemic periods in the near future, and provide useful information based on the cause-effect relationship to the stakeholders in the tourism sector in terms of understanding the tourist behavior during the pandemic process.

3.1. Sampling and Questionnaire Development

COVID-19Within the scope of the field research, an online questionnaire was applied to individuals. Data were collected inAugust 2021. The questionnaire form consists of three parts. In the first part, demographic questions aimed at determining the gender, age, monthly individual income, educational status, marital status and occupational group of the participants were prepared as closed-ended. Since the participants are planned to be individuals over the age of 18, the lowest age range is determined as 18 years old. In addition, the monthly personal income of the participants was determined on the basis of the minimum wage of 2021 in Turkish Lira and the intervals were created accordingly. In the second part of the questionnaire, closed-ended questions were included in which individuals would state whether they were exposed to COVID-19, whether they had a holiday stay during the pandemic process, and whether they were considering taking a vacation depending on the possible situation of the pandemic in the near future. In the third part of the questionnaire, the propositions to be stated by the level of participation in the statements determined by the Likert scale are included. In order to determine the holiday motivation of the participants, various researchers have previously reported in the literature (Kim et al., 2006; Huang & Tsai, 2003; Jang & Wu, 2006; Cehn & Wu, 2008; Yoon & Uysal, 2005; Baloğlu & Uysal, 1996; Uysal et al., 2008; Sangpikul, 2008; Jang & Wu, 2006) and used by Kim (2015) were used. The Fear of COVID-19 scale, developed by Ahorsu et al. (2020) and adapted into Turkish by Bakioğlu et al. (2020), was used to determine participants' fears about COVID-19 within the scope of the study. The travel anxiety scale developed by Reisinger & Mavando (2005) and adapted to the COVID-19 process by Wachyuni & Kusumaningrum (2020) and Luo & Lam (2020) was used to measure the travel anxiety of the participants. In addition, the measurement tool developed by Davis (1989) and used by Lin (2007) was used to determine the behavioral intentions of individuals to take a vacation during the COVID-19 process.

The individuals who will participate in the study were reached by choosing the convenience sampling method. In line with this method, first of all, the questionnaire form was transferred to a site that provides free and online data. A sharing link was obtained to share the questionnaire with the respondents. This link was shared with the people in the close circle of

the researcher in the first place. The people with whom the survey was shared first answered the survey themselves and then shared it with other people in their close circle on social media. A total of 685 people were reached by sharing the survey with the close circle of these people. On the other hand, due to the online collection of data, various measures were taken to ensure data security. Accordingly, first of all, the participants approved the consent form presented to them. Some rules have been defined in the online survey provider system, such as only one response from each IP address, showing the progress of the survey form during the response, and not saving and evaluating the unfinished surveys.

3.2. Demographic Characteristics of the Participants

Of the 685 individuals participating in the study, 71.1% were female and 28.9% were male. 56.8% of the participants are married and 43.2% are single. 9.5% of them were educated at high school level or below, 62.6% had an associate degree or undergraduate education, and 27.9% had a postgraduate education. While 24.5% of the participants have an income of 2.800 Turkish Liras or less, 30.9% of them are between 2,801-5,600 TL, 23.1% are between 5,601-8,400 TL, 9.6% are 8,401-11,200 TL and 11.8% of them had an income of 11,201 TL or more. On the other hand, 29.9% of the individuals participating in the research are civil servants, 21.2% are private sector employees, 11.8% are self-employed, 5.8% are housewives, 8.6% are retired, 17.5% are students and 5.1% are non-working individuals.

3.3. Affected Status of Participants from COVID-19

While 7.9% of the 685 individuals participating in the research stated that they were diagnosed with COVID-19 until the date of the research, 92.1% stated that they did not get COVID-19. While 40% of the participants stated that they stayed at least one night for holiday purposes after March 11, 2020, when COVID-19 officially started to be seen in Turkey, 60% stated that they did not take a vacation in the same period. If the COVID-19 pandemic continues, 42% of the participants stated that they would take a vacation, while 58% stated that they would not take a vacation. On the other hand, 86.4% of the participants stated that they would take a vacation if the COVID-19 pandemic ended, and 13.6% stated that they did not plan to take a vacation.

4. Measures

4.1. Fear of COVID-19 Scale

The Fear of COVID-19 scale, developed by Ahorsu et al. (2020) and adapted into Turkish by Bakioğlu et al. (2020), was used to determine the fears of individuals participating in the study about COVID-19. The original form of the scale consists of 7 items and is graded with a 5-point Likert scale (*1=Strongly Disagree and 5=Strongly Agree*). Ahorsu et al. (2020) observed that the corrected item-total correlation values of the scale were between 0.47 and 0.56, factor loadings were between 0.66 and 0.74, and Cronbach's alpha coefficient as the internal consistency measure of the scale was 0.82. In the explanatory factor analysis performed with varimax rotation in the current study, it was seen that the scale was two-dimensional (*KMO: 0.828, Approx Chi-Square: 1877,892, df:15, p:0.000*). It was observed that 3 items were listed under each dimension. The first dimension with the 1st, 2nd and 5th items is "*psychological*

fear" (*mean: 3.37, st.dev: 1.09*), the second dimension with the 3rd, 6th and 7th items is "*physiological fear*" (*mean: 1.91, st.dev: 1.00*). The corrected item-total correlation values of the scale were found to be between 0.59 and 0.68, and the factor loads were between 0.69 and 0.87. While the psychological fear dimension explained 35.443% of the variance for the fear of COVID-19, it was observed that the physiological fear dimension explained 39.674%. The total explained variance of the scale is 75.117%. The Cronbach's alpha value calculated as the internal consistency coefficient of the scale is 0.855, and this value is 0.809 in the psychological fear dimension and 0.847 in the physiological fear dimension. Since the scale was adapted to Turkish, confirmatory factor analysis was applied. In both confirmatory and explanatory factor analyses, it was observed that item 4 was factored under more than one factor, and therefore it was decided to exclude it from the scale. According to the second order confirmatory factor analysis, the two-dimensional structure of the fear of COVID-19 as psychological fear and physiological fear has been confirmed (*CMIN/df: 2.917, GFI:0.990, CFI: 0.993, TLI: 0.985, RMSEA, 0.053*). The standardized factor loadings obtained as a result of the analysis were found to be between 0.63 and 0.87. To determine construct validity, average variance explained (AVE) and composite reliability (CR) values were calculated with standardized factor loadings obtained by exploratory factor analysis. While the AVE value was 0.53, the CR value was 0.77 for the psychological fear dimension, the AVE was 0.65 and the CR value was 0.85 for the physiological fear dimension, and it was seen that the construct validity of the scale was ensured.

4.2. Travel Anxiety Scale

To measure the travel anxiety of the participants, the travel anxiety scale developed by Reisinger & Mavando (2005) and adapted to the COVID-19 process by Wachyuni & Kusumaningrum (2020) and Luo & Lam (2020) was used. The original form of the scale consists of 6 items and is evaluated with a 5-point Likert scale (*1=Strongly Disagree and 5=Strongly Agree*). Explanatory factor analysis was applied to reveal the factor structure of the scale. As a result of the analysis, it was seen that the scale was unidimensional (*mean: 2.85, st. dev.: 1.15, KMO: 0.822, Approx Chi-Square: 1984,420, df:10, p:0.000*). As a result of the analysis applied using the varimax rotation, the factor loads of the items in the scale were between 0.77 and 0.88, and the total explained variance was 69.412%. It was observed that the Cronbach's alpha coefficient calculated to determine the internal consistency of the scale was 0.889, and the corrected item-total correlation values were between 0.60 and 0.80. Since the scale was adapted to Turkish, confirmatory factor analysis was applied and the single factor structure of the scale was confirmed (*CMIN/df: 3.781, GFI:0.994, CFI: 0.996, TLI: 0.986, RMSEA, 0.064*). Standardized factor loads obtained by confirmatory factor analysis were between 0.70 and 0.91, and the AVE value calculated as construct validity criteria was 0.63 and the CR value was 0.89. Luo & Lam (2020), on the other hand, have standardized factor loads of the scale between 0.78 and 0.84, the Cronbach's alpha coefficient is 0.919, the composite reliability value is 0.92, and the average explained variance value is 0.66. In the explanatory and confirmatory factor analyzes applied in the current study, the 6th item of the scale was excluded from the study because it was under more than one factor and the factor load was below 0.50.

4.3. Pull Motivations Scale

In order to determine the holiday motivations of the participants, a detailed literature review was carried out on the studies carried out in the field of tourism marketing. As a result of the examination, it has been understood that there is no standard accepted scale among researchers to determine which pull motivations factors are affected by the purpose of taking a vacation. Based on this, the pull holiday motivation scale used by Kim (2015), which was developed by different researchers (Kim et al., 2006; Yoon & Uysal, 2005; Baloğlu & Uysal, 1996; Uysal et al., 2008; Sangpikul, 2008; Jang & Wu, 2006), was preferred in the current study. A total of 11 propositions to determine holiday attractiveness were included in the scale, and the participants evaluated these propositions according to a 5-point Likert scale (*1=Strongly Disagree and 5=Strongly Agree*). In the first stage, explanatory factor analysis was applied to determine the factor structure of the scale (*KMO: 0.886, Approx Chi-Square: 2827,628, df:36, p:0.000*). According to the results of the analysis, the scale explains 64.364% of the variance for the pull holiday motivations of the participants. As a result of the analysis using the varimax rotation method, it was decided to exclude the 6th and 9th items from the study by looking at their reliability values, communalities value and factor loading. There are 6 items under the first dimension and this dimension is named as "*Touristic Infrastructure*" (*mean: 4.42, st. dev.: 0.67*). The factor loads of the items under this dimension are between 0.65 and 0.79, and the Cronbach's alpha coefficient is 0.866. The Touristic Infrastructure dimension explains 37.748% of the pull holiday motivations of the participants. There are 3 items under the second dimension and this dimension is named as "*Natural Attractions*" (mean: 3.90, st. dev.: 0.96). It was seen that the factor loads of the items under this dimension were between 0.69 and 0.86, the Cronbach's alpha coefficient was 0.780, and it explained 26.615% of the variance regarding the pull holiday motivations of the participants. The Cronbach's alpha coefficient calculated to determine the internal consistency of the scale was calculated as 0.871. Since the scale was adapted into Turkish, confirmatory factor analysis was applied to determine the construct validity of the factors that emerged. As a result of the analysis, the factor structure of the scale was confirmed (*CMIN/df: 4.558, GFI:0.960, CFI: 0.967, TLI: 0.954, RMSEA, 0.072*). The standardized factor loads of the items in the Touristic Infrastructure dimension range from 0.68 to 0.80, with an AVE value of 0.53 and a CR value of 0.87. The standardized factor loads of the expressions under the natural attractions dimension are between 0.56 and 0.89, with an AVE value of 0.59 and a CR value of 0.81.

4.4. Push Motivations Scale

In order to determine the holiday motivations of the individuals participating in the research, the push holiday motivations scale, which was previously developed and used by various researchers in the literature, was used. (Cehn & Wu, 2009; Huang & Tsai, 2003; Jang & Wu, 2006; Sangpikul, 2008; Kim, 2015). In the past studies, a definite consensus on the motivations that make individuals want to take a vacation has not yet been reached among researchers. For this reason, it was seen that researchers evaluated different push holiday motivations in each of the studies. Within the scope of the current study, a total of 23 push holiday motivations were presented to the participants for evaluation. Participants evaluated the statements in the scale with a 5-point Likert scale (*1=Strongly Disagree and 5=Strongly Agree)*. Explanatory factor analysis was applied to determine the factor structure of the

scale (*KMO: 0.890, Approx Chi-Square: 4404,226, df:91, p:0.000*). In the analysis using the varimax rotation method, it was decided to exclude items 7, 9, 14, 17, 18, 19, 22, and 23 from the analysis by looking at their corrected item-total correlation values, communalities values and factor loadings. There are 5 items under the first dimension and this dimension is named as "*Physical Health and Spiritual Satisfaction*". (*mean: 4.34, st. dev.: 0.75*). The first dimension explains 22.498% of the variance of consumers' push holiday motivation, and the cronbach alpha coefficient of this item was calculated as 0.860. There are 4 items under the second dimension and this dimension is named as "*Novelty Seeking*" (*mean: 4.34, st. dev.: 0.77*). The second dimension explains 20.885% of the variance of individuals' push holiday motivations, and the Cronbach's alpha coefficient was calculated as 0.854. There are 3 items under the third dimension and this dimension is called "*Socialization*" (*mean: 4.00, st. dev.: 0.92*). The third dimension explains 14.772% of the variance of the participants' push holiday motivations, and the Cronbach's alpha coefficient was calculated as 0.754. There are 2 items under the fourth dimension, and this dimension is called "*Subjective Satisfaction*" (*mean: 4.81, st. dev.: 0.42*). The fourth dimension explains 11.874% of the variance of the participants' push holiday motivations and the Cronbach's alpha coefficient is 0.732. Factor loadings in the push holiday motivations scale range from 0.67 to 0.87, and the scale explains 70.028% of the variance of the participants' push holiday motivations. Cronbach's alpha value, which is the internal consistency coefficient of the push holiday motivations scale, is 0.887. Since the scale was adapted to Turkish, the 4-factor structure of the measurement tool was subjected to confirmatory factor analysis and the scale was confirmed (*CMIN/df: 4.384, GFI:0.940, CFI: 0.945, TLI: 0.929, RMSEA, 0.07*). As a result of the analysis, the standardized factor loads were between 0.70 and 0.78 in *Physical Health and Spiritual Satisfaction* dimension, 0.65 and 0.88 in *Novelty Seeking* dimension, 0.66 and 0.80 in *Socialization* dimension and 0.67 and 0.87 in *Subjective Satisfaction* dimension. The average variance explained and composite reliability values, which were calculated as the construct validity measure of the scale, were examined. Accordingly, AVE: 0.55 and CR:0.86 for the first factor, AVE: 0.61 and CR: 0.86 for the second factor, AVE: 0.52 and CR: 0.77 for the third factor, AVE: 0.60 and CR: 0.75 for the fourth factor.

4.5. Holiday Intention Scale

It was measured by adapting the measurement tool used by Lin (2007), developed by Davis (1989) to determine the behavioral intentions of the individuals participating in the study towards taking a vacation during the COVID-19 process. Consumers evaluated their behavioral intentions to take a vacation during the COVID-19 process with a 5-point Likert scale (*1=Strongly Disagree and 5=Strongly Agree*). In Lin (2007)'s study, Cronbach's alpha value was calculated as 0.87 for the behavioral intention factor. As a result of the explanatory factor analysis, it was seen that the factor loads were between 0.69 and 0.86, the AVE value was 0.60 and the CR value was 0.82. Within the scope of the current study, firstly, the one-dimensional factor structure of the behavioral intention to take vacation scale was revealed by explanatory factor analysis using varimax rotation (*KMO: 0.722, Approx Chi-Square: 1765,563, df:3, p:0.000*). The factor loadings of the 3 items in the scale vary from 0.89 to 0.96, and the scale explains 86.784% of the variance of the behavioral intentions of the participants to take a vacation during the COVID-19 process (*mean: 2.47, st. dev.: 1.35*). The Cronbach's alpha coefficient calculated as the internal consistency coefficient of the scale is 0.923. Since

the scale was rearranged according to the COVID-19 process and the scale items were adapted to Turkish, confirmatory factor analysis was performed (*CMIN/df: 1.062, GFI:0.999, CFI: 0.999, TLI: 1.000, RMSEA, 0.01*). As a result of the analysis, it was seen that the standardized factor loads of the scale items were between 0.78 and 0.96. While the AVE value calculated to determine the construct validity of the scale is 0.81, the CR value is 0.93.

5. Results

5.1. Findings Based on Differences Between Research Variables and Participant Profile

It has been determined by independent samples t-test and one-way analysis of variance (ANOVA) that the fears of the individuals participating in the research, travel anxiety, holiday motivations and behavioral intentions to take a vacation during the pandemic differ according to various demographic characteristics. Women ($\bar{x}$=2.78, p=.000) participating in the study have a higher fear of COVID-19 than men ($\bar{x}$=2.30, p=.000). Similarly, women's ($\bar{x}$=2.98, p=.000) travel anxiety is higher than men ($\bar{x}$=2.52, p=.000). On the other hand, it was observed that the push holiday motivation of women ($\bar{x}$=4.39, p=.000) was higher than that of male participants ($\bar{x}$=4.21, p=.000). Similarly, female ($\bar{x}$=4.31, p=.000) participants' pull holiday motivations are higher than male ($\bar{x}$=4.10, p=.000) participants.

It was observed that the push holiday motivations of the participants aged 56 or more ($\bar{x}$=3.96, p=.000) were significantly lower than those aged 18-25 ($\bar{x}$=4.42, p=.000). Similarly, the average pull holiday motivation of individuals aged 56 or over ($\bar{x}$=3.70, p=.000) is lower than those aged 18-25 ($\bar{x}$=4.46, p=.000). In addition, the average for attractive holiday motivations of married individuals ($\bar{x}$=4.32, p=.000) is higher than single individuals ($\bar{x}$=4.19, p=.000). It was observed that the fear of COVID-19 of married individuals ($\bar{x}$=2.74, p=.000) participating in the study was higher than that of single individuals ($\bar{x}$=2.50, p=.000). In addition, it was determined that the travel anxiety of married individuals ($\bar{x}$=2.94, p=.000) was higher than that of single individuals ($\bar{x}$=2.74, p=.000). In addition, it has been determined that the travel anxiety of individuals with high school or lower education level ($\bar{x}$=3.16, p=.000) is higher than individuals with postgraduate education ($\bar{x}$=2.69, p=.000). In addition, it was observed that the average of pull holiday motivation of individuals with high school or below education ($\bar{x}$=4.00, p=.000) was significantly lower than individuals with undergraduate education ($\bar{x}$=4.29, p=.000).

It has been determined that the travel anxiety of the participants with a monthly personal income of 11,201 TL or more ($\bar{x}$=2.54, p=.000) is significantly lower than the individuals with a monthly income of 2,800 TL or less ($\bar{x}$=2.98, p=.000). On the other hand, individuals with a monthly personal income of 11,201 TL or more ($\bar{x}$=2.77, p=.000) have a higher average intention to take a vacation during the COVID-19 process than participants with a monthly income of 2,800 TL or less ($\bar{x}$=2.40, p=.000). According to another interesting result regarding the monthly personal income and holiday motivations of the participants, the average of pull holiday motivations of individuals with a monthly income of 2,800 TL or less ($\bar{x}$=4.38, p=.000) is significantly higher than those with a monthly income of 11,201 TL or more ($\bar{x}$=4.09, p=.000). Among the individuals participating in the research, university graduates ($\bar{x}$=4.36, p=.000) have higher push holiday motivations and intentions to take a holiday during the COVID-19 process compared to individuals who are not university graduates ($\bar{x}$=4.15, p=.000).

It has been observed that housewives ($\bar{x}$=3.08, p=.000), retired ($\bar{x}$=2.81, p=.000) or currently unemployed ($\bar{x}$=2.95, p=.000), individuals participating in the research have higher fears of COVID-19 compared to students or working individuals. Similarly, it has been observed that the travel anxiety of housewives ($\bar{x}$=3.05, p=.000), retired ($\bar{x}$=3.09, p=.000) or currently unemployed ($\bar{x}$=3.09, p=.000) individuals is higher than those who are students or working (civil servants or private sector employees). In addition, it was observed that the push holiday motivations ($\bar{x}$=4.13, p=.000) and pull holiday motivations ($\bar{x}$=4.00, p=.000) of retired individuals were lower than the individuals in other groups. In addition, it was observed that the push holiday motivations ($\bar{x}$=4.39, p=.000) and pull holiday motivations ($\bar{x}$=4.46, p=.000) of the students were higher than the individuals in the other groups.

Among the individuals participating in the study, the fear of COVID-19 of the individuals who stayed at least one night ($\bar{x}$=2.46, p=.000) for holiday purposes during the pandemic is lower than the individuals who did not stay ($\bar{x}$=2.76, p=.000) for holiday during the pandemic. Similarly, those who stayed for at least one night ($\bar{x}$=2.34, p=.000) for vacation during the pandemic had lower travel anxiety compared to the participants who did not stay ($\bar{x}$=3.19, p=.000). On the other hand, the intention of individuals who have stayed ($\bar{x}$=3.41, p=.000) for vacation during the pandemic is higher than those who have not stayed ($\bar{x}$=1.85, p=.000) in this process. As of the date of the current study, individuals diagnosed ($\bar{x}$=2.40, p=.000) with COVID-19 among the participants have a significantly lower fear of COVID-19 compared to individuals who have not yet contracted this disease ($\bar{x}$=2.66, p=.000).

It was observed that the fears of COVID-19 of the participants, who stated that they plan to take a vacation ($\bar{x}$=2.42, p=.000) if the COVID-19 pandemic continues for the next 1 year, are lower than those who do not plan to take a vacation ($\bar{x}$=2.80, p=.000) in such a situation. Similarly, if the pandemic lasts for 1 more year, it has been observed that the travel anxiety of those who plan a holiday ($\bar{x}$=2.25, p=.000) is lower than those who do not plan a trip ($\bar{x}$=3.27, p=.000). On the other hand, if the pandemic continues for another year, it has been observed that the push holiday motivations of the participants who have a holiday plan ($\bar{x}$=4.44, p=.000) are higher than the participants who do not have a holiday plan ($\bar{x}$=4.26, p=.000). Similarly, the average of pull holiday motivations of the participants who stated that they would go on vacation ($\bar{x}$=4.34, p=.000) if the pandemic continued was higher than the participants who stated that they would not go on vacation ($\bar{x}$=4.18, p=.000) during this period. As a matter of fact, if the pandemic continues for another year, the behavioral intentions of individuals who have a holiday plan to take a holiday ($\bar{x}$=3.74, p=.000), are higher than those who do not have a holiday plan ($\bar{x}$=1.55, p=.000), which also supports this view. Participants who plan to take a vacation ($\bar{x}$=4.38, p=.000) in the next year after the pandemic ends have a higher motivation for push vacation than participants who do not plan to take a vacation (v=4.07, p=.000) in such a situation. Similarly, the pull motivation of the participants who plan to take a vacation ($\bar{x}$=4.29, p=.000) in the event of the end of the pandemic is higher than the participants who do not have a vacation ($\bar{x}$=3.98, p=.000) plan in such a situation. If the pandemic is over, those who plan a vacation ($\bar{x}$=2.64, p=.000) have a higher behavioral intention to take a vacation compared to participants who do not have such a plan ($\bar{x}$=1.40, p=.000). In addition, the travel anxiety of individuals who plan to take a vacation ($\bar{x}$=2.82, p=.000) in the event of the end of the pandemic is lower than those who do not have such a plan ($\bar{x}$=2.82, p=.000).

5.2. The Relationships Between Study Variables

The relations between the variables considered within the scope of the research were interpreted by calculating the Pearson correlation coefficient. The relationships between the variables are summarized in Table 1.

Table 1: Relationships Between Study Variables

|	Variables	1	2	3	4	5	Mean	St. Deviation
1	*Fear of Coivd-19*	1					2.64	0.92
2	*Travel Anxiety*	0.647**	1				2.85	1.15
3	*Pull Motivations*	-0.015	-0.030	1			4.25	0.68
4	*Push Motivations*	0.006	-0.027	0.769**	1		4.33	0.59
5	*Holiday Intention*	-0.208**	-0.516**	0.143**	0.175**	1	2.47	1.35

**Correlation is significant at the 0.01 level (2-tailed)

When the relations between the variables are examined, it is seen that there is a statistically significant relationship between the fear caused by COVID-19 and the travel anxiety (r=0.647) and holiday intention (r=-0.208) variables. In addition, there is a significant relationship between travel anxiety and holiday intention (r= -0.516). On the other hand, there are statistically significant relationships between repulsive holiday motivations and holiday intention (r= 0.143), and between attractive holiday motivation and holiday intention (r= 0.175).

5.3. The Effect of Fear Of COVID-19 On Holiday Intention

One of the questions sought to be answered within the scope of this research is whether the fear created by COVID-19 affects the intention to take a vacation during the pandemic process. In this direction, in order to determine the effect of fear of COVID-19 on the intention to take a vacation, a structural regression model was created and the model was tested. As a result of the analysis, it was seen that the model that came out there showed good fit (*CMIN/df: 2.945, GFI:0.978, NFI: 0.981 CFI: 0.987, TLI: 0.981, RMSEA, 0.053*). The analyzed model and the resulting standardized path coefficients are summarized in Figure 2.

Figure 2: The Effect of Fear of COVID-19 on Intention to Take Vacation
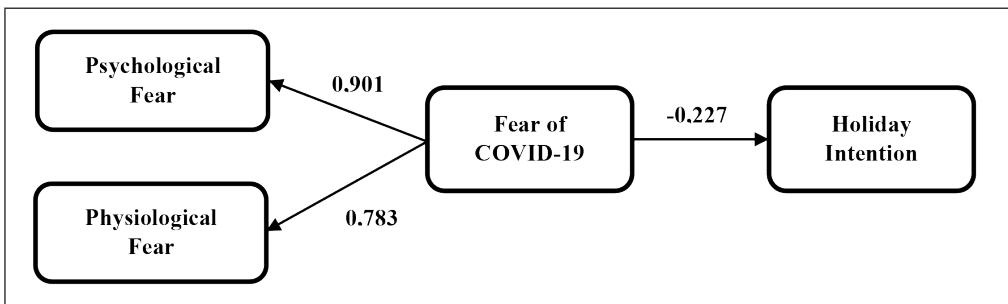
According to the model summarized in Figure 2, the fear of COVID-19 has two dimensions: psychological and physiological fear. According to the results of the analysis, a 1-unit change in the standard deviation of individuals' psychological fears due to COVID-19 causes a 0.901-unit change in the standard deviation of their fears of COVID-19. In addition, a 1-unit change in the standard deviation of the physiological fears caused by COVID-19 causes a 0.783-unit change in the standard deviation of the fear of COVID-19. On the other hand, according to the model summarized in Figure 1, a 1-unit change in the standard deviation of the fear experienced by individuals due to COVID-19 causes a 0.227-unit change in the standard deviation of their intention to take a vacation during the pandemic period.

5.4. Mediating Role of Travel Anxiety and Holiday Motivations

The main research question to be answered within the scope of the research is whether travel anxiety and holiday motivations have a mediating role in the effect of individuals' fears about COVID-19 on their intention to take a vacation during the pandemic process. In order to answer this question, a structural regression model was created that measures the mediation effect of travel anxiety and holiday motivations on the effect of COVID-19 fear experienced by individuals on their intention to take a vacation during the pandemic process. As a result of the analysis, it was determined that the fit indices of the basic research model were within acceptable limits. (*CMIN/df: 4.447, GFI:0.840, AGFI: 0.814 NFI: 0.828 RMSEA, 0.071*).

Table 2: Standardized Regression Coefficients Between Study Variables and Result of Hypotheses

	β	p	Result
Travel Anxiety ← Fear of COVID-19	0.777	***	**H1 Supported**
Holiday Intention ← Fear of COVID-19	0.420	***	**H2 Supported**
Push Motivations ← Fear of COVID-19	0.262	0.007	**H3 Supported**
Pull Motivations ← Fear of COVID-19	0.249	0.035	**H4 Supported**
Holiday Intention ← Travel Anxiety	-0.853	***	**H5 Supported**
Push Motivations ← Travel Anxiety	-0.237	0.009	**H6 Supported**
Pull Motivations ← Travel Anxiety	-0.246	0.029	**H7 Supported**
Holiday Intention ← Push Motivations	0.129	0.001	**H8 Supported**
Holiday Intention ← Pull Motivations	0.020	0.604	**H9 Not supported**
Psychological Fear ← Fear of COVID-19	0.905	***	
Physiological Fear ← Fear of COVID-19	0.795	***	
Subjective Satisfaction ← Push Motivations	0.536	***	
Socialization ← Push Motivations	0.774	***	
Novelty Seeking ← Push Motivations	0.739	***	
Physical Health and Spiritual Satisfaction ← Push Motivations	0.831	***	
Natural Attractions ← Pull Motivations	0.900	0.010	
Touristic Instrafructure ← Pull Motivations	0.717	***	

The standardized regression coefficients obtained as a result of the analysis and the significance of these coefficients are summarized in Table 2. According to the results of the analysis, the fear of COVID-19 consists of psychological and physiological fears. While the factors that constitute the push holiday motivations of individuals consist of four dimensions as subjective satisfaction, socialization, novelty seeking, physical health and spiritual satisfaction, pull holiday motivations consist of two dimensions as natural attractions and touristic construction.

The constructed structural regression model and the path coefficients on the model are summarized in Figure 3.

Figure 3: Test of Research Model
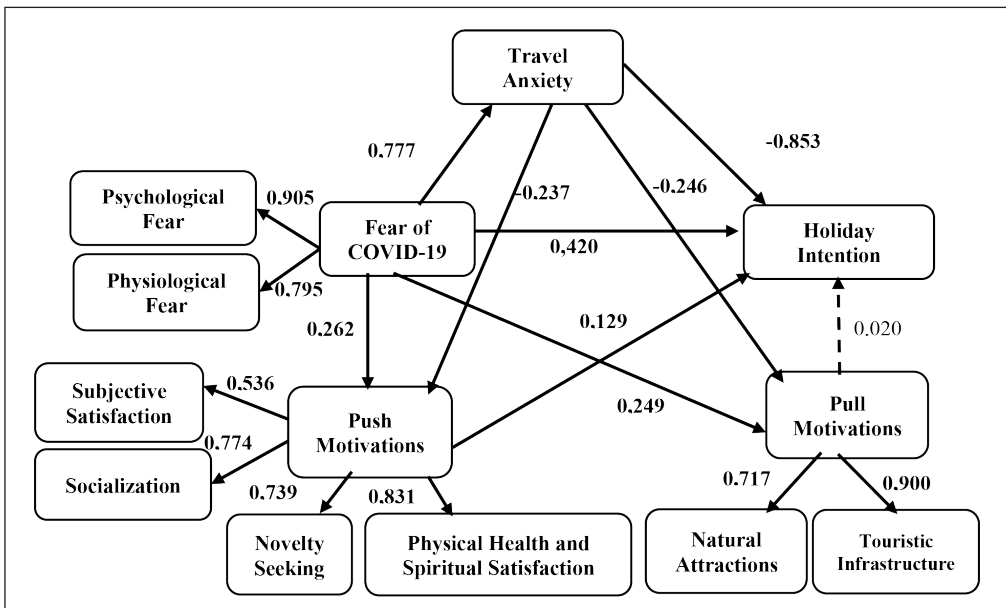
According to the structural regression model summarized in Figure 2, the fear of COVID-19 experienced by individuals has direct and indirect effects on their intention to take a vacation and holiday motivations during the pandemic process. The direct and indirect effects between the variables in the model are summarized in Table 3. As a result of the analysis, the fear of COVID-19 is effective on holiday motivations, travel anxiety and intention to go on vacation during the pandemic process. In addition, travel anxiety affects holiday motivations and intentions to take a vacation during the pandemic process. On the other hand, it is seen that the effect of push holiday motivations on the intention to take a holiday during the pandemic period is statistically significant, while pull holiday motivations do not have a significant effect on the behavioral intention to take a holiday during the pandemic period.

Table 3: Direct, Indirect and Total Effects Standardized Between Study Variables

	Standardized Total Effects				Standardized Direct Effects				Standardized Indirect Effects			
	Fear of COVID-19	Travel Anx	Pull M.	Push M.	Fear of COVID-19	Travel Anx	Pull M.	Push M.	Fear of COVID-19	Travel Anx.	Pull M.	Push M.
Travel Anx.	0.777	-	-	-	0.777	-	-	-	-	-	-	-
Pull M.	0.058	-0.246	-	-	0.249	-0.246	-	-	-0.191	-	-	-
Push M.	0.078	-0.237	-	-	0.262	-0.237	-	-	-0.184	-	-	-
Holiday Int.	-0.232	-0.883	-	0.129	0.420	-0.853	-	0.129	-0.652	-0.031	-	-

According to the structural regression model, travel anxiety and push holiday motivation have a partial mediator role in the effect of fear of COVID-19 on behavioral intention to take a vacation during the pandemic process. In addition, it has been observed that travel anxiety has a partial mediator role in the effect of fear of COVID-19 on push and pull holiday motivations. According to these results, the H_{10}, H_{11}, H_{13} and H_{14} hypotheses were supported, while the H_{12} hypothesis was not supported.

6. Conclusion and Discussion

In this study, COVID-19 it was observed that the individuals participating in the research were predominantly young adults, earning more than the minimum wage, female, married, university graduate and working segment. While most of the participants stated that they were not diagnosed with COVID-19 as of the date of the research, it was seen that nearly half of the participants stayed for vacation during the pandemic process. If the pandemic continues in the next 1 year, 42% of the participants reported that they would stay for vacation, while it was observed that this rate doubled if the pandemic ended.

The differences between the demographic characteristics of the individuals participating in the study and the research variables are compatible with the "Fear of Travel Model" proposed by Fennel (2017), which he argues that the socio-demographic characteristics of the individuals affect the fear of travel and holiday behaviors. The difference in motivation observed between women and men overlaps with the studies of Kiewa (1994) and Whittington (2006). On the other hand, the fact that female participants have higher COVID-19 fears and travel anxiety than males can be associated with higher risk aversion behaviors of females than males, similar to the study of Park & Ressinger (2010). It has been observed that the age variable is an important variable that explains the travel intentions of individuals in past studies (Khan et al., 2018). As a matter of fact, Senbeto & Hon (2020) determined that after the SARS epidemic, the intentions of elderly individuals to take a vacation were more affected. It is noteworthy that similar result observed in the current study is seen in individuals in this age group who are exposed to restrictions for a longer period of time due to COVID-19 or are more affected by the negativities experienced. In addition, according to the other results, it has been interpreted as the fact that married individuals may be worried that their spouse or children may also be infected with COVID-19. In the future, it is thought that increasing the number of studies

investigating the effects of fear of COVID-19 and travel anxiety according to marital status and family structure of individuals will contribute to the literature.

In the past research, it was observed that the behavioral intentions of high-income individuals to take a vacation were high (Floyd et al., 2004; Djeri et al., 2014). Accordingly, in this research individuals in the low-income group are more motivated to take a vacation in a tourist destination with natural attractions and suitable touristic infrastructure. In order to determine the variables that cause this situation, it would be appropriate to investigate the psychological reasons that affect the holiday motivation of individuals according to their monthly income in the new normal period after the pandemic. Because this result suggests that individuals with low income may have gone through the pandemic process in psychologically more difficult conditions due to financial inadequacies.

According to the differences based on the participants' education level, it has been interpreted as that, in parallel with the increase in the education level of highly educated individuals, they can follow scientific publications and current developments more about COVID-19, have more information about the ways of protection from this disease, and have higher health awareness, so their anxiety may be low. It has also been demonstrated in past studies that knowledge about COVID-19 affects behavioral intentions to take a vacation (Han et al., 2020). In previous studies, it has been observed that as the education level of individuals increases, the average of their perceptions of travel risks and concerns decreases, and their holiday motivation increases (Qi et al., 2009; Sönmez & Greafe, 1998). In this regard, the results obtained from the present study were found to be compatible with the literature.

Moreover, according to the differences based on the participants working status it has been interpreted as individuals who do not have to work and therefore do not need to contact other people unless they have to, may have increased their fear of COVID-19. This result is similar to the result of the difference observed between holiday motivations according to the age of the participants. The fact that COVID-19 is frequently observed in individuals over the age of 50, the possibility of a more severe course of the disease in these individuals, and the high death rate in individuals over the age of 50, necessitated the implementation of stricter measures for individuals in this age group during the pandemic process. This situation may have provided the postponement of holiday motivations, which meet the physiological needs of the individuals aged 50 or over, which are in the lowest class of the hierarchy of needs, and which constitute their needs such as socialization, self-actualization, and close relationships with others at higher levels. It is expected that the investigation of the factors affecting the holiday motivation of individuals in the middle age group in future studies in this field will contribute to the literature. This result was associated with the increase in socialization motivation of students who could not continue their education and training activities face-to-face during the pandemic process. In the near future, it will contribute to the literature by examining holiday motivations with the intention of taking a holiday on students in terms of behaviors in the new normal period.

When the COVID-19 fears of the individuals participating in the study who stayed at least one night for vacation during the pandemic were examined, it was seen that the COVID-19 fears of the individuals who took a holiday and their anxiety about traveling during the pandemic period were low despite the uncertainties and restrictions brought by the pandemic period.

Reaching a similar conclusion in a previous study, Rittichainuwat & Chakraborty (2009) found that individuals who revisit a particular destination under the fear of illness or terrorism have less risk perception. In the current study, individuals who have stayed at least once and for at least 1 night during the COVID-19 pandemic have low fears and travel concerns, and high intention to vacation again during the pandemic process, which is associated with low-risk perceptions in this period.

As of the date of the current study, when the differences in the fear of COVID-19 among the participants who were diagnosed with COVID-19 are examined, it is thought that the fear of the disease may have decreased due to the experiences of individuals who have been cured of the coronavirus disease once. In the upcoming period, it is expected that studies to determine what is effective in the difference between the fears of COVID-19 of individuals who have been infected with COVID-19 and those who have not been diagnosed with this disease before are expected to contribute to the literature.

Considering the reasons for the difference between the fears of COVID-19 and travel concerns of the participants, who stated that they plan to take a vacation if the COVID-19 pandemic continues for the next 1 year, it can be considered that the vaccine application and effective treatment methods, which have recently become increasingly widespread, are effective. In addition, it is thought that individuals are less afraid of COVID-19 by increasing their precautions against the disease and they are starting to plan their vacations.

On the other hand, considering the surprising difference between the attitudes of the participants who plan to take a vacation in case the pandemic continues for another year, towards their holiday motivation, it is thought that the factors causing this may mostly be psychological. It was thought that individuals felt bored or overwhelmed by restrictions and prohibitions despite COVID-19, and therefore, it was thought that even though the pandemic continued by taking all necessary precautions, their needs and motivations to take a vacation may have outweighed the fears of COVID-19. As a matter of fact, if the pandemic continues for another year, the high behavioral intentions of individuals who have a vacation plan to take a vacation also support this view. On the other hand, these results are also associated with the "*The Effect-Recovery*" theory of Meijman & Mulder (1998) and the "*Conservation of Resources*" theory of Hobfoll (1998). According to these theories, the fact that individuals go on vacation after a stressful or distressing experience means an opportunity for them to stay away from this stress and distress environment and to reach life satisfaction. When individuals have negative perceptions that the pandemic will continue, their motivation to take a vacation and their intention to take a vacation are positively affected by this situation, suggesting that they aim to get away from stress and problems, as in the studies of Chen et al. (2014).

When the relationships between the research variables are examined in line with the data collected from the participants, it is seen that there is a high level of positive relationship between fear of COVID-19 and travel anxiety, while there is a moderate negative relationship between travel anxiety and holiday intentions. Accordingly, when there is a one-unit increase in individuals' fear of catching COVID-19, there is an increase of 0.647 units in the anxiety of traveling for vacation during the pandemic process. When there is a 1-unit increase in the travel anxiety of individuals, there is a 0.516-unit decrease in their holiday intentions. This situation has been interpreted as the fear of COVID-19 affects travel anxiety, and travel anxiety

affects the intention to take a vacation. In the current study, the perceived risk factors affecting individuals' travel anxiety were not addressed. However, Reisinger & Mavando (2005) revealed that tourists' risk perception increases their travel anxiety. In addition, Chien et al. (2016) stated that fear and anxiety increase risk perception and suggested that this may increase travel anxiety. For this reason, in future studies, studies on the risk perceptions of individuals about taking a vacation during the COVID-19 process will contribute to the literature.

On the other hand, it is observed that there is a negative and weak relationship between the fears experienced by the participants due to COVID-19 and their intention to take a vacation during the pandemic process. Accordingly, the 1-unit increase observed in participants' fears of COVID-19 causes a 0.208-unit decrease in their intention to take a vacation during the pandemic process. This situation has been interpreted as the fear of COVID-19 affects the intention to take a vacation during the pandemic process negatively but to a very small extent. On the other hand, it was observed that there was a high positive correlation between push and pull holiday motivations, while a positive but very weak relationship was found between motivations and intentions to take a vacation.

When the findings in Figure 1 and Figure 2, in which the research model is summarized, and the findings in table-2 and table-3 are considered together, it has been seen that the fears of individuals due to COVID-19 have a positive effect on their anxiety about travels to be made during the pandemic process and their travel motivations. Accordingly, as the fear of COVID-19 increases in individuals, it is seen that travel anxiety and holiday motivation increase. The finding that COVID-19 increases travel anxiety is consistent with the result in the study of Luo & Lam (2020). On the other hand, although Minnaert (2014) reached similar results, it was not possible to examine its effect on travel anxiety since the uncertainty factor caused by COVID-19 was not included in the research model within the scope of the current study. For this reason, it will contribute to the literature to examine the effects of epidemics and the uncertainty caused by the crises in the tourism sector on tourism behaviors in future research.

On the other hand, participants' travel anxiety and fear due to COVID-19 negatively affect their intentions to take a vacation during the pandemic process. The first of the remarkable results in this triple relationship is that although the direct effect of the fear of COVID-19 on the intention to take a vacation is positive, the total effect also becomes negative because the indirect effect is strongly negative. The factor explaining this situation is the partial mediation effect of travel anxiety and push holiday motivations according to the model. Travel anxiety and push holiday motivations are powerful mediating variables that affect both the direction and strength of the effect of individuals' fear of COVID-19 on their intention to take a vacation. Examining the effect of fear of swine flu on travel intentions, Lee et al. (2012) found that perceptions of the epidemic did not have a negative effect on travel intentions, on the contrary, they did not restrict their desire to travel despite the swine flu virus in order to adapt to living with the epidemic and to keep the effects of the disease in daily life at acceptable levels. From this point of view, the reason why the fear of COVID-19 positively affects the behavioral intention to take a vacation during the pandemic process can be explained by the effort to harmonize the negative effects of the pandemic with the wishes and motivations of current life, to ensure subjective well-being, and to keep fear and anxiety at a controllable level. As

a matter of fact, Bota-Garcia & Leoni (2020) found that individuals affected by COVID-19 increased their willingness to travel, especially in the summer period. The authors explained the reason for this with the view that the holiday is seen as an escape route by individuals in order to realize subjective well-being and to eliminate the negative mood brought by the pandemic, and that the emotional and hedonic components outweigh the negative emotional states such as fear and anxiety.

It has been observed that push holiday motivations, which are considered as another mediating variable in the research model, positively affect the intention to take a vacation during the pandemic period, while pull holiday motivations do not affect the intention to take a vacation during the pandemic period. For this reason, attractive factors do not have a mediating effect on the effect of fear of COVID-19 on holiday intention. In addition, travel anxiety has a partial mediation effect on the effect of fear of COVID-19 on push and pull motivations. According to this, although the fear of COVID-19 affects holiday motivations positively, it is seen that the total positive effect has decreased because it triggers travel anxiety and travel anxiety affects holiday motivations negatively. In this regard, travel anxiety is an important mediating variable that governs the effect of individuals' fears of COVID-19 on holiday motivation. The results of the analysis showed that the perceptions towards the epidemic positively affected the holiday motivation and behavioral intention to take a holiday, and therefore, in contrast with the study of Lee et al. (2012), it showed parallelism with the study of Reisinger & Mavando (2005).

The results obtained from the research model are in line with the "*Health Belief Model*" theory proposed by Rosenstock (1974) about 50 years ago. According to the theory, individuals who realize that there is a threat to their health take some measures to eliminate it. These measures may manifest as physically escaping from the threat element, or psychologically in the form of coping with this element. When the current research results are examined in terms of this theory, it is possible to say that individuals exhibit behaviors compatible with both situations. Accordingly, in the first case, individuals experience anxiety disorder due to fear caused by COVID-19, and this negatively affects their intention to take a vacation. In addition to this situation, which can be seen as a physical avoidance, individuals developed holiday motivation in response to the fear they experienced due to COVID-19, and their intention to take a vacation was positively affected in response to this fear. According to Brewer et al. (2004), the conflict between the desire to travel, take a vacation and the anxiety about health risks is a part of the strategy of individually overcoming the negativities experienced. As a matter of fact, in the study of Bota-Garcia & Leoni (2021), in which they investigated the willingness of individuals to take a vacation according to their exposure to COVID-19, they found that individuals who were exposed to coronavirus in various ways were more willing to take a vacation. Similarly, Buckley & Westaway (2020) stated that in the post-COVID-19 period, holiday motivation of individuals will be strengthened in terms of mental health and touristic activities to be done in the open air will provide psychological relief.

According to Folinas & Metaxas (2020), the tourism sector is "sick" due to COVID-19. However, in these days when curfews and travel bans have come to an end, touristic businesses have started to open and vaccines have started to become widespread, tourism has started to show signs of revival, although it has not yet compensated for the economic losses in the past. As emphasized by Fernandes (2020), how the travel habits and holiday behaviors of individuals

will be shaped in the new normal period in countries such as China, Italy and France, which are among the important tourism centers of the world, where the negative effects of COVID-19 on the tourism sector are seen at a high rate, how long will it take for the sector to recover economically? Time will tell if it will. During this time, the outputs based on academic research to be presented to the managers in the sector will be guiding.

Authors' Contribution

The authors declare that they have contributed equally to this work.

Conflict of Interest

The authors declare that they have no conflict of interest.

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