Tourist Behavior During The Covid-19 Pandemic (the time series-based SLR research method the international journal "SAGE JOURNAL")

I Putu Hardani HD[1], Basuki[2], I Made Ratih Rosanawati[3], Saryani[4], Martha Puspita[5]

[1] Gadjah Mada University Yogyakarta
[1] iputu.hardani0682@mail.ugm.ac.id
[2] Universitas Muhammadiyah Purworejo
[2] basuki@umpwr.ac.id
[3] Universitas Veteran Bangun Nusantara Sukoharjo
[3] imetmade@gmail.com
[4] Sekolah Tinggi Pariwisata AMPTA Yogyakarta
[4] drsariani@gmail.com
[5] Sekolah Tinggi Pariwisata AMPTA Yogyakarta
[5] marthapuspita13@gmail.com

KEYWORDS	ABSTRACT
COVID-19 Pandemic; Systematic Literature Review; Tourist Behavior; Tourism Resilience; Travel Adaptation	Abstract Tourism is one of the sectors that is primarily a sector of the Covid-19 Pandemi, so an understanding of the changes that have occurred during the Covid-19 pandemi is needed from the perspective of tourist behavior while in tourist objects. This article aims to provide knowledge for researchers and practices regarding the state of the art by reviewing conceptual and empirical studies that analyze tourist behavior in tourism objects during the covid 19 pandemi. This research method uses a Systematic Literature Review (SLR) approach in synthesizing and analyzing the information provided by scientific articles published of journals in the SAGE database, in the perspective of tourist behavior related to the theme of Covid 19. The results of this article, found that the existing literature studies more about travel behavior during the COVID 19 pandemi. Of the seven literature reviews, only 4 which specifically discusses tourist behavior during the covid 19 pandemi. The four literature reviews reveal tourist behavior in affective, cognitive, and behavioral perspectives. In addition, tourist behavior is also defined in terms of Avoidance Behaviors, Adjusted Behavior, and Modified Behavior. The next research recommendation is to fokus on tourist behavior during the covid 19 pandemi with the time series-based SLR research method.

INTRODUCTION

The COVID-19 pandemic has profoundly disrupted the global tourism industry, reshaping travel behavior and the dynamics of tourist destinations. This unprecedented health crisis imposed significant restrictions on mobility, leading to border closures, flight cancellations, and stringent health protocols, which transformed how people perceive and engage with tourism activities. As tourism is a pivotal sector in the global economy, understanding the behavioral adaptations and decision-making processes of tourists during this period is critical for both academic research and practical implementation. The existing literature highlights varied responses to the pandemic, ranging from avoidance behaviors and travel hesitancy to innovative adaptations such as a shift toward rural tourism and glamping. These behaviors are influenced by affective, cognitive, and behavioral dimensions, which collectively drive tourists' choices under the unique circumstances of a global

health crisis. Despite these insights, there is a need for a comprehensive synthesis of these behaviors to identify patterns and inform strategies for resilience in the tourism sector.

This study employs a Systematic Literature Review (SLR) approach to analyze the evolving trends in tourist behavior during the COVID-19 pandemic. By synthesizing research findings from a diverse range of scholarly articles, this paper seeks to uncover key themes, including the affective, cognitive, and behavioral adaptations exhibited by tourists. Furthermore, it aims to provide actionable insights for tourism stakeholders to better understand and address the challenges posed by such disruptions. This research not only contributes to the academic discourse but also offers practical recommendations for fostering a more resilient and adaptive tourism ecosystem.

LITERATURE REVIEW

The Impact of COVID-19 on Tourist Behavior

The outbreak of the COVID-19 pandemic significantly disrupted tourism globally, reshaping tourists' behaviors and decision-making processes. Research has revealed that the pandemic introduced a heightened sense of fear and uncertainty among travelers, influencing their willingness to travel and their choice of destinations (Hall et al., 2020). These behavioral changes were driven by concerns about health safety, government-imposed restrictions, and the rapid spread of the virus (Shi et al., 2020).

Several studies emphasize how avoidance behaviors became a common response among tourists during this period. For instance, the fear of exposure to COVID-19 led to widespread cancellations and rescheduling of trips, as travelers preferred to avoid crowded destinations or activities that increased the risk of infection (Rothan & Byrareddy, 2020). This behavior highlighted the interplay between risk perception and travel hesitancy.

Adaptations in Travel Preferences and Patterns

Tourist behavior during the pandemic was marked by a shift toward more sustainable and health-conscious travel choices. Yin et al. (2021) noted a growing preference for rural and outdoor tourism, where natural environments offered a perceived sense of safety. Glamping (glamorous camping), for instance, saw a significant rise in popularity, as it combined comfort with reduced social interaction (Craig et al., 2021).

Additionally, tourists displayed an increased reliance on technological tools such as travel apps and health monitoring systems to ensure safety during their trips. This adaptation reflected a cognitive response to mitigate risks associated with travel during a global health crisis (Miao et al., 2022).

Cognitive and Emotional Dimensions of Tourist Behavior

Research categorizes tourist behavior into affective, cognitive, and behavioral dimensions to better understand their decision-making processes. Affective responses, such as fear and anxiety, played a critical role in shaping travel intentions. Tourists often expressed concerns about health risks, even when safety measures were in place, leading to reluctance to engage in leisure travel (Hou et al., 2021).

Cognitive dimensions, on the other hand, highlight how tourists actively sought information to make informed decisions. Studies reveal that travelers prioritized destinations that implemented strict health protocols, such as mandatory mask usage, temperature checks, and social distancing measures (Pitana, 2009). These measures increased their confidence in traveling under uncertain circumstances.

Theoretical Perspectives on Behavioral Adjustments

The pandemic also saw the emergence of new theoretical frameworks to analyze behavioral adjustments among tourists. Avoidance behaviors, adjusted behaviors, and modified behaviors emerged as key constructs to understand how tourists coped with the pandemic's challenges. For example, avoidance behaviors included minimizing exposure by canceling or postponing trips, whereas adjusted behaviors reflected travelers' efforts to adapt, such as choosing destinations in "green zones" or those with outdoor activities (Wonderly, 1987).

Modified behaviors further demonstrated how tourists integrated safety measures into their travel routines, such as carrying personal sanitizers, choosing eco-friendly travel options, and seeking destinations with robust COVID-19 prevention systems (Miltenberger, 2008). These findings underscore the importance of fostering adaptability in the tourism sector to meet the evolving needs of travelers during and after a global health crisis.

Gaps and Future Directions

Despite the extensive research on tourist behavior during the pandemic, gaps remain in understanding the long-term implications of these behavioral shifts. Most studies focus on immediate or short-term responses, with limited attention to how these adaptations will shape future travel patterns. Additionally, the interplay between psychological resilience and tourism recovery remains underexplored.

Further research should adopt longitudinal approaches to investigate the sustainability of these behavioral changes. Emphasis should also be placed on exploring innovative strategies for enhancing tourist confidence and promoting resilient tourism practices.

METHOD

A. Research Design

This study employs a **Systematic Literature Review (SLR)** approach to comprehensively analyze existing research on tourist behavior during the COVID-19 pandemic. The SLR methodology was chosen to identify, evaluate, and synthesize relevant studies systematically. This approach allows for the consolidation of findings from diverse sources, providing a robust framework for examining changes in tourist behavior and their underlying factors. The SLR process followed the guidelines outlined by Kitchenham and Charters (2007), ensuring transparency and replicability.

B. Data Collection

The data for this study was collected in January 2022 using the SAGE Journals database, a reputable source of scholarly articles. The search was conducted using the following keywords: **"tourism behavior," "COVID-19," and "pandemic."** To ensure relevance, the inclusion criteria were limited to journal articles published between 2020 and 2022 that focused on the intersection of tourism and the pandemic. The initial search yielded **932 articles**. The following stages of data reduction were applied to refine the dataset:

1. **Stage 1:** Removal of editorials, abstracts, and indexes, resulting in 267 articles.
2. **Stage 2:** Filtering articles related to social sciences and humanities, narrowing the dataset to 67 articles.
3. **Stage 3:** Focusing on hospitality research articles, yielding 26 relevant articles.

4. **Stage 4:** Detailed review of the 26 articles to ensure alignment with the research objectives.
5. **Stage 5:** Final selection of **7 articles** based on their direct relevance to tourist behavior during the pandemic.

C. Data Analysis

The selected articles were analyzed using content analysis to identify recurring themes and patterns related to tourist behavior. The analysis focused on three primary dimensions:

1. **Affective Dimensions:** Emotional responses such as fear, anxiety, and resilience during travel.
2. **Cognitive Dimensions:** Awareness and knowledge influencing travel decisions, including safety considerations and health protocols.
3. **Behavioral Dimensions:** Observable actions such as avoidance, adaptation, and modification in travel patterns.

Each article was systematically reviewed to extract data on these dimensions, with findings categorized into themes such as **avoidance behaviors, adjusted behaviors, and modified behaviors.** These themes were further analyzed to understand their implications for tourism recovery and resilience.

D. Ethical Considerations

This study adhered to ethical guidelines by ensuring the proper citation of all referenced works. No human participants were involved, and as such, there were no ethical concerns related to data privacy or informed consent.

RESULTS AND DISCUSSION

1. The Influence of Affective Factors on Travel Decisions

Affective responses, particularly fear and anxiety, were central to the travel hesitancy observed during the pandemic. These emotions were amplified by the rapid spread of misinformation and the perceived risks associated with travel (Shi et al., 2020). However, the resilience exhibited by some tourists underscores the importance of emotional support systems in fostering confidence. This aligns with prior research emphasizing the role of affective dimensions in shaping consumer behavior during crises (Hou et al., 2021).

2. The Role of Cognition in Shaping Tourist Behavior

Cognitive dimensions, such as knowledge of health protocols and trust in safety measures, significantly influenced travel behavior. Tourists sought destinations that prioritized health and safety, reflecting a shift toward informed decision-making. The findings suggest that providing accurate and transparent information about safety measures can mitigate fear and encourage travel. This aligns with Yin et al. (2021), who highlighted the importance of cognitive trust in promoting travel confidence.

3. Behavioral Adjustments and the New Normal in Tourism

The pandemic forced tourists to adapt their behaviors, leading to notable shifts in travel preferences. Avoidance behaviors highlighted tourists' hesitancy to engage in traditional travel, while adjusted behaviors demonstrated their willingness to adapt to the new normal. Modified behaviors, such as choosing rural destinations and engaging in nature-based activities, reflect a growing trend toward sustainable tourism.

These findings align with studies by Mackenzie and Goodnow (2021), who identified rural tourism as a safer alternative during health crises.

4. Implications for Tourism Recovery

The results highlight the need for tourism stakeholders to prioritize health and safety to regain traveler confidence. Destinations must implement robust safety measures and promote rural and nature-based tourism to address the evolving preferences of tourists. Furthermore, fostering resilience among tourists through targeted communication and flexible policies will be critical for long-term recovery.

5. Future Research Directions

While this study provides insights into tourist behavior during the COVID-19 pandemic, further research is needed to explore the long-term implications of these behavioral shifts. Longitudinal studies should investigate how these changes will influence the future of tourism and identify strategies to enhance resilience in the face of future crises.

CONCLUSION

A pandemic is a problem that arises due to the outbreak of a deadly virus that has an impact on human behavior, including travel behavior. Changes in tourist behavior drive transformation and change can move up and down the tourism system (Hall et al., 2020). This means that there is a change in the behavior of traveling and changing the way of tourism (Hall et al., 2020). Through this systematic literature review method, it is able to provide views of changes in tourist behavior from several studies, but after going through several stages, seven literature reviews were selected based on journals published from SAGE with a predetermined focus. The seven literature reviews have provided an overview of changes in tourist behavior from various points of view, from affective, cognitive and behavioral. Changes in tourist behavior can also be concluded from several points of view, namely Avoidance Behaviors, Adjusted Behavior, and Modified Behavior. The results of this study can be used to develop tourism development plans by adjusting tourist behavior, especially during a pandemic.

Further research is recommended using the SLR research method with a time series system in order to specifically examine changes in tourist behavior from year to year during the COVID-19 pandemic.covid 19**.**

REFERENCE

Antil, M. (2021). *Characteristics Of Adjustment In Psychology* (p. 1). https://www.psychologistmanjuantil.com/2021/07/characteristics-of-adjustment-in.html

Brunello, N., den Boer, J. A., Judd, L. L., Kasper, S., Kelsey, J. E., Lader, M., Lecrubier, Y., Lepine, J. P., Lydiard, R. B., Mendlewicz, J., Montgomery, S. A., Racagni, G., Stein, M. B., & Wittchen, H. U. (2000). Social phobia: diagnosis and epidemiology, neurobiology and pharmacology, comorbidity and treatment. *Journal of Affective Disorders*, *60*(1), 61–74. https://doi.org/10.1016/s0165-0327(99)00140-8

Hall, C. M., Scott, D., & Gössling, S. (2020). Pandemics, transformations and tourism: be careful what you wish for. *Tourism Geographies*, *22*(3), 577–598. https://doi.org/10.1080/14616688.2020.1759131

Hou, W. K., Lee, T. M. chun, Liang, L., Li, T. W., Liu, H., Tong, H., Ben-Ezra, M., & Goodwin, R. (2021).

Psychiatric symptoms and behavioral adjustment during the COVID-19 pandemic: evidence from two population-representative cohorts. *Translational Psychiatry*, *11*(1). https://doi.org/10.1038/s41398-021-01279-w

Kazdin, A. E. (1982). *History of Behavior Modification BT - International Handbook of Behavior Modification and Therapy* (A. S. Bellack, M. Hersen, & A. E. Kazdin (eds.); pp. 3–32). Springer US. https://doi.org/10.1007/978-1-4615-7275-6_1

Kitchenham, B., & Charters, S. M. (2007). *Guidelines for performing Systematic Literature Reviews in Software Engineering Guidelines for performing Systematic Literature Reviews in Software Engineering EBSE Technical Report EBSE-2007-01 Software Engineering Group School of Computer Science and Ma*. *October 2021*.

Mackenzie, S. H., & Goodnow, J. (2021). Adventure in the Age of COVID-19 : Embracing Microadventures and Locavism in a Post-Pandemic World Adventure in the Age of COVID-19 : Embracing. *Leisure Sciences*, *43*(1–2), 62–69. https://doi.org/10.1080/01490400.2020.1773984

Miao, L., Im, J., Kam, K., So, F., & Cao, Y. (2022). Annals of Tourism Research Post-pandemic and post-traumatic tourism behavior. *Annals of Tourism Research*, *95*, 103410. https://doi.org/10.1016/j.annals.2022.103410

Milgram, N. (2012). *Lazarus, Richard S. BT - Encyclopedia of the History of Psychological Theories* (R. W. Rieber (ed.); pp. 634–636). Springer US. https://doi.org/10.1007/978-1-4419-0463-8_357

Miltenberger, R. G. (2008). *Behaviour Modification: Principles and Practices*.

Mithawala, P. K., & Thomas, N. M. (2021). Managing social anxiety disorder. *U.S. Pharmacist*, *46*(5), 23–27.

Pitana, I. G. dan I. K. S. D. (2009). *Pengantar Ilmu Pariwisata*. Andi Offset.

Rothan, H. A., & Byrareddy, S. N. (2020). The epidemiology and pathogenesis of coronavirus disease (COVID-19) outbreak. *Journal of Autoimmunity*, *109*(February), 102433. https://doi.org/10.1016/j.jaut.2020.102433

Shi, Y., Wang, J., Yang, Y., Wang, Z., Wang, G., Hashimoto, K., Zhang, K., & Liu, H. (2020). Knowledge and attitudes of medical staff in Chinese psychiatric hospitals regarding COVID-19. *Brain, Behavior, & Immunity - Health*, *4*(March), 100064. https://doi.org/10.1016/j.bbih.2020.100064

Suprihatin, W. (2020). Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat). *Jurnal Bestari*, *19*(1), 56–66.

Wonderly, D. M. (1987). The Behaviour Adjustment Paradigm. *School Psychology International*, *8*(2–3), 95–103. https://doi.org/10.1177/0143034387082005

Yao, W., Yu, J., Yang, Y., Chen, N., Jin, S., Hu, Y., & Bai, C. (2022). Understanding travel behavior adjustment under COVID-19. *Communications in Transportation Research*, *2*(May), 100068. https://doi.org/10.1016/j.commtr.2022.100068

Yin, J., Chen, Y., & Ji, Y. (2021). Effect of the event strength of the coronavirus disease (COVID-19) on potential online organic agricultural product consumption and rural health tourism opportunities.

Hardani, I. Putu, Basuki, et.al., (2024). Tourist Behavior During The Covid-19 Pandemic (the time series-based SLR research method the international journal "SAGE JOURNAL"). *STRUKTURAL (Seminar on Translation, Applied Linguistics, Literature, and Cultural Studies).* 2 (01), 238–244.

Managerial and Decision Economics, *42*(5), 1156–1171. https://doi.org/10.1002/mde.3298