

HOW COVID-19 OUTBREAK AFFECTS TOURISTS' TRAVEL INTENTIONS? A CASE STUDY IN TURKEY

Covid-19 Salgını Turistlerin Seyahat Niyetlerini Nasıl Etkilemektedir? Türkiye'de Bir Durum Çalışması

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Lec. Dr. Meltem ALTINAY ÖZDEMİR

Mugla Sıtkı Kocman University, Fethiye A.S.M.K Vocational School, Department of Travel and Tourism Services, Mugla/Turkey
ORCID: 0000-0002-3002-6127

Lec. Dr. Sercan YILDIZ

Gelisim University, Vocational School, Department of Tourist Guidance Istanbul/Turkey
ORCID: 0000-0001-5246-6855

ABSTRACT

This study aims to examine effects of COVID-19 outbreak on tourists' travel intention. The study is an exploratory research that conducted in early April (2020) in Turkey. Purposive sampling was applied in the research. Research sample consists of 62 potential tourists that live in Turkey and have habit of traveling at least once a year before COVID-19 outbreak. The research was adopted qualitative research method. A semi-structured questionnaire was used in data collection. Findings showed that COVID-19 affects tourists both economically and psychologically negatively. Results indicated that COVID-19 outbreak changed tourists' travel perspectives negatively based on feelings of fear, worry, risk, danger, insecurity and discomfort, and partially changed tourists' trust to tourism businesses. Tourists mostly think traveling six months later after outbreak' effects have ended. Tourists will be interest in special interest tourism such as nature-based tourism in post-COVID-19, if their concerns about pandemic continue. In addition, this study revealed that potential tourists, who are both financially and temporally restricted, decide to cancel or delay their traveling plans in 2020.

Key Words: Travel intention; tourist behavior; tourist psychology; effects of pandemic; exploratory research

ÖZET

Bu çalışma, COVID-19 salgınının turistlerin seyahat niyetleri üzerindeki etkilerini incelemeyi amaçlamaktadır. Keşifsel araştırma niteliği gösteren araştırma, 2020 yılının Nisan ayının başlarında Türkiye'de yürütülmüştür. Araştırma verilerinin toplanmasında amaçlı örnekleme yöntemi kullanılmıştır. Örnekleme, Türkiye'de yaşayan ve salgından önce yılda en az bir kez seyahat etme alışkanlığı olan 62 potansiyel turistten oluşmaktadır. Verilerin toplanmasında yarı yapılandırılmış soru formu kullanılmıştır. Araştırma bulguları, COVID-19 salgınının turistleri olumsuz bir şekilde ekonomik ve psikolojik açıdan etkilediğini ortaya koymuştur. Salgın, turistlerin seyahat görüşlerini ve duysal algılarını korku, endişe, risk, tehlike, güvensiz ve rahatsız edici duyguları temelinde olumsuz yönde etkilemektedir. Bununla birlikte, turizm işletmelerine duyulan güvenin kısmen değişmesine neden olmaktadır. Araştırmada turistlerin genellikle salgının etkileri geçtikten en erken altı ay sonra seyahat etmeyi düşündükleri görülmüştür. Salgından dolayı turistlerin endişelerinin devam etmesi halinde, COVID-19 sonrası doğa temelli turizm gibi özel ilgi turizm türlerine ilginin artacağı tespit edilmiştir. Bununla birlikte, araştırmada hem finansal hem de geçici bir süreyle kısıtlanan potansiyel turistlerin, 2020 yılındaki seyahat planlarına ilişkin iptal etme veya erteleme kararı aldıkları ortaya konmuştur.

Anahtar Kelimeler: Seyahat niyeti; turist davranışı; turist psikolojisi; pandeminin etkileri; keşifsel araştırma

1. INTRODUCTION

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus (World Health Organization, 2020a). As of December 2019, Chinese health officials have been closely monitoring a cluster of pneumonia cases in Wuhan city, Hubei province. Among the affected people, the pathogen that causes viral pneumonia is the novel coronavirus SARS-CoV-2 (World Health Organization, 2020c). As of 12 April 2020, there are confirmed total 1781127 252 cases in the world. COVID-19 (Andersen et al., 2020), a mutated version of the SARS-CoV virus family in China, transmitted from person to person, caused approximately 1.7 million cases and deaths of more than 100,000 people worldwide by April 2020. The countries with the highest number of cases on April 12, 2020 are American and European countries: America (530006 cases), Spain (163027 cases) and Italy (152271 cases) (Turkish Republic Digital Transformation Platform, 2020; World Health Organization, 2020b).

This study aims to explain effects (psychological, economic etc.) of pandemic (COVID-19) on travel intentions of tourists living in Turkey. Turkey was sixth among the top ten most visited destinations in 2019. It hosted 46 million tourists in 2019 (UNWTO, 2020a). However, Turkey diagnosed the first COVID-19 case in country on 11 March 2020, and then witnessed the first death due to the outbreak on 17 March 2020. Total 47029 cases and 1006 deaths occurred in the 31-days period of the outbreak in Turkey (Turkey Republic Health Ministry, 2020). At the same time, national and global increase of the outbreak has caused travel restriction measures such as curfew and banning travel between cities. Therefore, outbreak's effects on tourism and tourists are remarkable. The effects (economically and psychologically) of the novel coronavirus outbreak on tourists are explained in the research. The research carried out qualitatively in Turkey, in early April 2020. The results showed that tourists' travel perspectives have changed negatively, they have fear and anxiety because of the outbreak and the interest in nature-based tourism can be increase post-outbreak. At the same time, it was seen that COVID-19 had negative economic effect on tourist. In addition, this study revealed that tourists could travel six months after the outbreak effects have ended and the trust in tourism businesses has not changed much because of the outbreak.

2. BACKGROUND

2.1. COVID-19 Outbreak for Tourism

It is known that tourism acts as a savior in overcoming economic crises that the export effect created by tourism in the balance of payments (Kozak, Kozak, & Kozak, 2017). Considering 2019 tourism data published by the World Tourism Organization (UNWTO), it is seen that the number of tourists worldwide increased by 4% compared to previous year and reached 1.5 billion. Tourism revenue was also nearly \$2.9 trillion in statistics. In addition, tourism is one of the most important export factors that increase income of countries in the world (UNWTO, 2020a). Although it is an important industry for economy, tourism, which many factors affect by due to its socio-economic structure, faces a serious danger like the COVID-19 outbreak today. Of course, although it is too early to predict effects of the COVID-19 on tourism, it is obvious that tourism has brought extremely favorable conditions for further spread of the novel coronavirus, which has now turned, into a worldwide pandemic (UNWTO, 2020b).

Since tourism is a mass and social phenomenon, it is stated that the increase in number of tourists in international mass tourism movements poses serious risks in terms of spread of infectious diseases among people (Rossello et al., 2017). Many infectious diseases, such as HIV, Ebola, H1N1, H5N1, which have emerged throughout history of humanity and have found a wide spread with development of civilian aviation, have been transported across the continent by tourism and travel and accelerated mass outbreaks (Hollingsworth, Ferguson, & Anderson, 2007; Baker, 2015). The basis of this problem lies in the fact that tourists are constantly interacting with infected people or regions and that they carry infectious diseases or viruses to another sites of the world especially by the airway (Min, Kung, & Liu, 2010). This active role of tourism and travel industry, especially in transcontinental transport of infectious diseases, negatively affects tourism industry and economy. For example, SARS infectious disease, which is also an ancestor of the novel coronavirus (COVID-19), has emerged in Guangdong region of China in 2003, causing nearly 800 deaths worldwide. After the outbreak, there were serious demand losses in tourism (Chen et al., 2007) and air transportation, especially in countries such as China, Hong-Kong, Taiwan, Singapore, where the outbreak was (Coshall, 2003; Annelies, 2006; Min et al., 2010).

In China, where SARS virus emerged and 349 people died, it is stated that there is a 9.4 million loss in number of tourists and a decrease in tourism revenues between 30-50 billion dollars as of 2003 (Joppe, 2020). There was a dramatic decrease in the number of tourists in China and Hong Kong countries (Hung et al., 2018) due to SARS outbreak in 2003. In the relevant years, similar results occurred in all countries where the outbreak was, and a decrease was, in the GDP rates of countries after the decrease in revenues from tourism (Wilder-Smith, 2006; Monterrubio, 2010; Baker, 2015). The fact that the two countries with the highest decreasing GDP rates after the outbreak were also

countries with the highest mortality rates due to the outbreak (Oberholtzer et al., 2004), reveals relationship between number of tourists and effects of the outbreak on the countries' economy.

The COVID-19 outbreak, which is a global problem of 2020, is unlike any other outbreak we have encountered before including SARS, and it forces countries to take serious emergency measures globally due to its effects. Nevertheless, it is not difficult to predict that effects of COVID-19 outbreak on tourism are going to be devastating much higher than in the case of SARS (see e.g. Pine and McKercher, 2004). According to some estimates, airlines may lose about \$113 billion (Riley, 2020). Tourism organizations (private, public and NGO) will globally suffer. Sharing economy will also suffer greatly. Uber are already reporting the decline in their activities (Strielkowski, 2020).

Among the features of COVID-19 that make it an unprecedented outbreak, it can be said that it has a wide spread potential with easy contamination, and the risk of cases and deaths of all ages without saying young and old (Cortez, LaVito and Langreth, 2020). For this reason, countries such as China, America, Spain, Italy, France, Germany, Great Britain, Turkey, which are number of cases mortality rate high, has almost stopped life in order to eliminate COVID-9 outbreak. Therefore, they had to take many measures for this purpose. Of course, it is inevitable which the harsh measures that countries must take have many economic and social effects and reflections. Global economic recession and the risk of major jobs losses are some of these reflections. In this context, tourism is expected to be an industry most affected by COVID-19 outbreak within the framework of quarantine measures, from airline transportation to hotel management. The reports published by the World Tourism Organization support this inference. In fact, 20% to 30% loss will possibly realize in international tourists' statistics for 2020. This loss in foreign tourists' statistics will cause a loss of 300 to 400 billion dollars in terms of international tourism revenues (UNWTO, 2020c).

Although COVID-19 has announced that many countries have started vaccination efforts to stop this outbreak, the fact that no concrete steps have been taken yet makes it difficult to predict effects of COVID-19 on tourism. However, at this point, tourism, which struggles with many outbreaks in history, is an industry that has proven it to recover and stand up again (UNWTO, 2020c).

2.2. COVID-19 Outbreak for Turkey's Tourism

Since 1950, tourism has taken place in many incentive programs as a priority sector in Turkey (Yildiz, 2020). The reason is that tourism has a significant share for closing balance of payments deficit and improving GDP rates in Turkey. The number of tourists visiting Turkey broke all-time record in 2019 reached almost 52 million and 34.5 billion dollars in tourism income was obtained (Turkish Statistical Institute, 2020). Tourism incomes for developing countries such as Turkey are vital in terms of major capital goods can be imported. Therefore, creating an uninterrupted tourism income stream, especially in closing the balance of payments deficits is an issue that developing countries with tourism resources should focused on. Considering the close historical tourism in Turkey is faced with a bumpy table. Underlying this situation is the rapid impact of many demands (natural disaster, terrorism, political crisis, etc.) due to the flexible nature (Kozak et al., 2017) of tourism demand.

Turkey's tourism for 2020 have made a good start and the number of tourists in the first two-month period, an increase by 9.6% has become a record breaking 3.5 million. However, Turkey has passed national quarantine applications with harsh measures such as many countries because of pandemic seen in March and spread rapidly in Turkey. Pandemic in Turkey began on 11 March 2020, but the first death was realized in seventh day of pandemic. Number of cases reached nearly 53 thousand, and there are deaths more than one thousand on 31st day of pandemic (Turkey Republic Health Ministry, 2020). Case and death rate in Turkey is 2.11%. This rate means that 2.11% of the diagnosed cases end with death (Turkish Republic Digital Transformation Platform, 2020). Turkey took some travel-restricted measures because of increasing of cases. First, Turkey has stopped flights to 66 countries including European countries and has closed border crossings (Ministry of Internal Affairs, 2020a). Then, in order to prevent contact between people in the country, activities

of theater, cinema, show center, concert hall, amusement park, swimming pool, Turkish bath, sauna, hot spring, massage hall, SPA and sports centers have been stopped (Ministry of Internal Affairs, 2020b). The government has banned people over age of 65 because of risk group. Most people infected with COVID-19 experience mild to moderate respiratory problems and recover without special treatment. Older people and those with underlying medical problems such as diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness (World Health Organization, 2020a). That is why afterwards, a curfew was imposed on people under age of twenty, due to risk of carrying to elderly and chronic people. In addition to this decision, all entrances/exits for 31 provinces by land, air and sea (public transport, private vehicle, pedestrian etc.) were stopped for 15 days (Ministry of Internal Affairs, 2020c). Final, a two-day curfew was imposed on 10 April 2020 at same provinces (Ministry of Internal Affairs, 2020d).

The serious threat of pandemic created on the world tourism economy is being felt significantly in Turkey which country economic is based on tourism. Indeed, Turkey in the statement made by the Ministry of Tourism stated that there are over 70% of holiday packages and travel cancellations (Paraanaliz, 2020). When it is thought that share of tourism on, overall employment is about 10% in Turkey, the unemployment rate in the origin of tourism in Turkey will inevitably increase the occurrence of serious in the near future. Today, the world has entered into an unprecedented struggle with the COVID-19 outbreak, especially the tourism industry and economy. It is not known exactly how long effects of the outbreak will continue. Nevertheless, this makes an unpredictable state especially for tourism industry salvation from the crisis environment all over the world and in Turkey.

3. METHODOLOGY

The study is an exploratory research researching a current issue. Exploratory research provides to researcher/s with preliminary information on an issue and aims at collecting superficial information (Stebbins, 2012). The reason why exploratory research was adopted at study was that there was no experimental research explaining effects of COVID-19 on tourism, or there were very few studies. In this context, this case study carried out to determine effects of pandemic on tourists' travel intentions at the beginning of April (when COVID-19 outbreak began to increase in Turkey). Therefore, qualitative methods were used in data collection since there is not much information about effects of outbreak on travel intention.

3.1. Aim of the Study

This study aims to examine effects of COVID-19 outbreak -which began in China in December 2019 and affects the world globally in all fields- on tourists' travel intentions. Novel coronavirus outbreak, considered a natural crisis, deeply affects human psychology. Well, do habits change because of measures taken in the outbreaks duration? People, who think that they can protect themselves from the outbreak by staying at home, are trying to review their habits by approaching them more disciplined, meticulously and regularly now. At this point, discourses about COVID-19 outbreak in the media (Ramirez, 2020; Murphy, 2020; Nwachukwu, 2020) "After coronavirus the world will never be the same" reflect the fact that this outbreak affects many life elements in the world. Perhaps tourism will also never be the same after the novel coronavirus outbreak. Therefore, it is thought that COVID-19 outbreak has a significant effect on tourists' psychology in scope of the research. Therefore, the study tries to reveal effects of COVID-19 outbreak on tourists' current and future travel perspectives, economic conditions and travel intentions. Research data, collected in early April, reveals available information regarding effects of outbreak on tourists' travel intentions. In addition, this study provides a basis for further researches.

3.2. Measurement Instrument and Data Collection

Purposive sampling was applied in the research. Sample consists of 62 respondents that live in Turkey and have habit of traveling at least once a year before COVID-19 outbreak. These are screening criterias for purposive sampling. Data was obtained by e-survey in the beginning of April

2020 (in the beginning of outbreak in Turkey). A semi-structured questionnaire was used to collect data and total 73 data was obtained. However, 11 questionnaires were not evaluated due to misunderstanding and missing. The questionnaire consists of 12 questions in total, including five open-ended, three closed-ended and four demographics. Respondents who submitted their answers were not allowed to edit their answers, and all respondents were given only one answer right.

3.3. Research Questions

Since COVID-19 is a current problem, it is remarkable that there are very few studies on this issue in the literature. Therefore, this research tries to find answers to questions in the following.

Q1: How did COVID-19 change tourists' travel perspectives?

Q2: Has COVID-19 changed tourists' trust in tourism businesses?

Q3: Did COVID-19 affect tourists economically?

Q4: When do tourists think traveling at the earliest after COVID-19's effects have ended?

Q5: Which type of tourism is likely to increase the interest if tourists' concerns about COVID-19 continue in future?

3.4. Data Analysis

Content analysis was used for analysis of qualitative data at study. As a result of analysis, responses according to repetition rate were categorized and shown with descriptive (frequency and percentage) statistics.

4. RESULTS

4.1. Characteristics of Respondents

Majority of respondents at study were female (64.5%), 24-37 years old (74.2%) and university (54.8%) graduates (Table 1). In addition, when respondents' professions are examined, it is noteworthy that most of them (65.0%) are educators (teachers (30.6%) and academics (20.9%). The fact that sampling is generally (90.2%) consists of respondents who have education at university and higher education level is important for obtaining data from right people.

Table 1. Demographic Characteristics of Respondents

	n	%		n	%
Gender			Profession		
Female	40	64,5	Academician	13	20,9
Male	22	35,4	Teacher	19	30,6
Age			Civil servant	3	4,8
24-30	23	37,1	Accountant	3	4,8
31-37	23	37,1	Tourism manager	2	3,2
38-44	10	16,1	Tourist guide	2	3,2
45+	6	9,6	Retail	2	3,2
Education			Housewife	2	3,2
Secondary School	1	1,6	Technical draftsman	2	3,2
High School	5	8,0	Architect	2	3,2
University	34	54,8	Banker	2	3,2
Higher Education	22	35,4	Other	10	16,1
Total	62	100		62	100

Respondents were asked primarily about travel frequency before COVID-19 and destination they desire to go mostly if COVID-19 was not. The reason for asking about travel frequency is to reach out to respondents, who have a habit of traveling at least once a year, in collecting data. The reason for asking the most desired destination is to predict extent to which destinations, where COVID-19 has reached a significant impact level, will be affected in terms of tourism.

Table 2. Travel Frequency before COVID-19

How often did you travel in a year before COVID-19?	n	%
Monthly	6	9,7
Quarterly	11	17,7
Semi-annually	27	43,5
Yearly	18	29,0
Total	62	100

Respondents' travel frequency before COVID-19 is generally semi-annually (every six months) (43.5%) as seen in Table 2. According to travel frequency, it is seen that majority (71.0%) have traveling habit for monthly, quarterly and semi-annual periods.

Table 3. The Destinations That Respondents Want To Go the Most

If the opportunities were appropriate, which destination would you like to go to the most?	n	%
Europe	33	53,2
America	10	16,1
Middle Eastern	4	6,5
The Far East	1	1,6
Asia	2	3,2
Oceania	2	3,2
None	10	16,1
Total	62	100

Most of respondents stated that they desire going to European destinations (53.2%) if they had all opportunities to travel and COVID-19 was not (Table 3). Especially Italy is one of these destinations with 19.4%. Spain and Scandinavia follow to Italy with 8.1%. This is followed by American destinations with 16.1%. Similarly, number of respondents who want to stay in Turkey is observed 16.1%. The most noteworthy point in this data is that respondents have high potential to visit European destinations after COVID-19 and still want to travel despite pandemic.

4.2. Effects of Outbreak on Tourists' Travel Intentions

Whether tourists' perspective on travel and holiday has changed due to COVID-19 was asked with an open-ended question, "Did COVID-19 outbreak change your perspective on holiday or travel? If yes, how?". Repetition rate of responses are as given in Table 4.

Table 4. Respondents' Opinions on Traveling

Did the COVID-19 outbreak change your perspective on holiday or travel? If yes, how?	n	%
"Changed. Due to the outbreak, ..."	58	93.5
"My perspective on travel and holiday has changed negatively."	22	35.5
"I have decided to delay my holiday plan."	9	14.5
"I have decided to cancel my holiday plan."	6	9.7
"I have fear and anxiety about traveling."	6	9.7
"Travel and holiday are at risk and danger."	4	6.5
"I find staying at home more reliable than going on holiday."	4	6.5
"I feel restricted about travel."	3	4.8
"I am distrustful and insecurity of travelling."	2	3.2
"I am abstainer for traveling."	1	1.6
"I am uncomfortable going somewhere."	1	1.6
"Did not change."	3	4.8
"I am undecided."	1	1.6
Total	62	100

As predicted, majority of respondents (93.5%) said COVID-19 affected their perspectives about traveling. Most of them replied negatively (35.5%) "*My perspective on travel and holiday has changed negatively*", while some (14.5%) responded "*I have decided to delay my holiday plan*". This reveals that at least 14.5% of respondents still do not cancel their plans for holiday/traveling and will continue their plans after the outbreak ends. Other responses whose perspectives on traveling and holiday have changed negatively are "*I have decided to cancel my holiday plan*"

tourists' trust in tourism businesses?" research question was answered as "COVID-19 outbreak has partially changed tourists' trust to tourism businesses". A subject explored at study is economic effects on tourists of COVID-19. Research question of "Has COVID-19 affected you economically? If yes, how?" was asked to respondents. Table 6 shows responses of this question.

Table 6. The Economic Effect of the Outbreak on Respondents

Has COVID-19 affected you economically? If yes, how?	n	%
"Yes, it did ..."	34	54.8
"My office gave me unpaid time off."		
"My income was down."		
"I spend more money because I stay at home."		
"I make more kitchen expenses"		
"I get a lower salary."		
"I had to take a break from working life."		
...		
"No, it did not."	28	45.2
Total	62	100

Mostly (54.8%) response of "Yes, it affected" was received for economic effects of COVID-19 on tourists. The respondents who said "Yes" and made explanations used expressions such as "My office gave me unpaid time off", "My income was down" and "I spend more money because I stay at home". In addition, they stated that they took a break from working life, received less salaries and made more kitchen expenses because of COVID-19. Respondents working in private sector are considered to be more affected by pandemic than those in public are. 45.2% of respondents said the outbreak did not affect economically. In general, COVID-19 appears to affect tourists economically. Therefore, research question of "Q₃: Did COVID-19 affect tourists economically?" was answered as "Yes, the outbreak affects tourists economically".

Table 7. Tourists' Holiday or Travel Plans in 2020

Do you have a holiday plan in 2020? Do you think about continuing if you have one?	n	%
"Yes,..."	28	45.2
"I have and I am thinking of continuing."	8	12.9
"I have and I am thinking of canceling."	12	19.4
"But I am undecided on what to do."	8	12.9
"No, I do not."	34	54.8
Total	62	100

In Table 7, there are responses to question of whether there are holiday or travel plans for 2020, which were asked to tourists. According to repetition rate, 45.2% of tourists said they had travel plans for 2020. However, it has been found that the most of these plans (19.4%) are about to be canceled. On the other hand, 12.9% of respondents were observed to continue their travel plans. In Table 8, it was seen that the respondents mostly answered as 6 months (38.7%) and 1 year (30.6%) to question of "When do you think traveling at the earliest after the outbreak effects have ended?". This data shows that tourists will be able to travel or go on holiday at the earliest 6 months to 1 year later, after the outbreak' effects ended.

Table 8. The Earliest Possible Time to Travel after the Outbreak

When do you think traveling at the earliest after the outbreak effects have ended?	n	%
1 month later	8	12.9
3 months later	5	8.1
6 months later	24	38.7
1 year later	19	30.6
2 years later	4	6.5
3 years later	2	3.2
Total	62	100

The research question of "Q₄: When do tourists think traveling at the earliest after COVID-19 effects have ended?" was answered as "tourists mostly think traveling 6 months after COVID-19 effects have ended".

Table 9. Type of Tourism Likely To Increase Interest Post-COVID-19

If your concerns about the outbreak continue in the future, in which type of tourism do you feel safer?	n	%
Marine tourism	4	6.5
Nature-based tourism	43	69.4
Cultural tourism	6	9.7
Health tourism	4	6.5
I would not travel.	5	8.1
Total	62	100

Finally, question of “*If your concerns about COVID-19 continue in the future, in which type of tourism do you feel safer?*” was asked to respondents as seen in Table 9. It was determined that majority (69.4%) will prefer nature-based tourism in the future. The findings reveal information that potential tourists will generally feel safer in the nature-based tourism type in the future, if their COVID-19 outbreak concern continues. In this context, the research question of “*Q5: Which type of tourism is likely to increase the interest if tourists’ concerns about COVID-19 continue in the future?*” was answered as “*the interest in nature-based tourism is likely to increase in the future*”.

4. CONCLUSION AND IMPLICATIONS

COVID-19 outbreak, as well as all over the world shows effects in Turkey. In line with negative effects of pandemic in all economic and social areas, tourism is stated to be one of industries that will be most affected by. Although it is still early to fully see the effects of COVID-19 on tourism, it seems that uncertainty that awaits tourism industry has already left many small and medium-sized tourism businesses in a difficult situation. At this point, the question is, to what extent psychologically tourists are affected by the pandemic and whether these psychological effects will continue after the outbreak ends.

Research findings show that COVID-19 which has become a global crisis has changed tourists’ perspectives on tourism and travel in the near future. Of course, the rapid spread of the outbreak and unprepared catching of the whole world caused the effects of COVID-19 in tourism to be felt deeply. However, results show that trust in tourism businesses is still at an important point. The data obtained shows that although the COVID-19 outbreak changes future travel and holiday plans and understanding of tourists, the trust in tourism businesses is preserved. This finding is an indication that if uncertainty atmosphere for the future and the effects of the outbreak passes, tourism businesses will still be preferred as trusted. However, it would not be wrong to state that effects of the outbreak and the uncertainty atmosphere for tourism in the near future will begin to be questioned as to the feeling of trust against all stakeholders that make up tourism. The psychological worry felt by the participants due to the pandemic is the most important proof of this.

In addition, the outbreak affects household economies as well as national economies. In this context, potential tourists, who are both financially and temporally restricted, decide to cancel or delay their traveling plans. While COVID-19 affected the demand for active tourism with physical measures (forbidden country entrances and exits, emergency decisions, circulation restrictions, closure of crowded areas and tourism businesses); It also affects the potential tourism demand that will become active in the future in terms of measures taken such as layoffs, unpaid leave, closure of the workplace. Actually, more than half of tourists in the study stated that they did not have any reservations about traveling in 2020. If the current conditions permit, considering potential tourism demand to the European destination, it is signaled that tourism in 2020 will be severely affected economically in Europe as one of the continents most affected by the outbreak-especially Italy. Therefore, post-pandemic, tourists are likely to go to Europe. However, it would be good for European countries to review their health systems first in order to protect or re-establish their trust in tourists since the COVID-19 negatively affected them psychologically. In addition, adding pandemic and epidemic diseases to travel insurance coverage of countries can be important for reducing psychological effects of the outbreak on tourists.

The transformation of current potential tourism demand into active tourism demand is a very important issue for tourism industry, which is expected to revive after the outbreak. However, the finding that the participants found in the study will wait 6 months or 1 year for their motivation to travel again after the outbreak reveals that tourists are abstainer to travel again in the near future. Countries can make technological studies to ensure trust of tourists. Especially, the tracking system developed by China in order to track its personal health can be an example. This application is among the popular applications in WeChat Pay and Alipay. As Strielkowski (2020) puts it, the application that shows the patient's status according to color codes can provide countries with an advantage to identify healthy and risk-free tourists. Intelligent quarantine tools like this will help reduce the risk of COVID-19 spreading and ensure international travel flows before effective vaccine is found. By using big data mining, artificial intelligence (AI) assisted forward warning systems and intensive observation methodology like South Korea, the coronavirus status can be taken under control in a shorter time. For this, countries may turn to technological developments (Daily star, 2020; TÜBİTAK COVID-19 Turkish Web Platform, 2020).

In short, the COVID-19 outbreak requires at least 6 months healing the psychological effects of tourists. COVID-19 pandemic, which obliges change in all areas, has provided both countries and individuals with the opportunity to recognize and evaluate their current opportunities for tourism. As a result, it is seen that many tourism habits that existed before the outbreak will change, and this change will be directed to a more individual culture and nature-based tourism movement from the mass-based sea, sand and solar tourism movement. Research findings show that the outbreak influences tourists both economically and psychologically. Therefore, tourism businesses may have to change their current activities after the COVID-19. Travel agencies may be advantageous for their sales, focusing on special interest, private and closed concept, nature-based economically priced tours due to the low contact and hosting of responsible tourism. On the other hand, the transition of accommodation businesses from hotels to camping, glamping and bungalow can partially prevent insecurity of pandemic for tourists.

5. LIMITATIONS OF RESEARCH

The sampling of the research shows constraint of representing the universe because it is an exploratory research. In this context, the fact that satisfactory answers about the research problem are rarely obtained is a limitation of the study. Research data were collected in Turkey in early days of the outbreak. The research shows a time limitation as effects and levels of the outbreak may differ in the future. Research data were obtained only from people living in Turkey and traveling at least once a year. Research results are not generalizable, but are a situation assessment or a general foresight because sampling consists of only people living in Turkey and effects of pandemic may be varying by country.

CONFLICT OF INTEREST DECLARATION

Authors are not in any financial or personal relationship with other people or organizations that could influence the work.

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None.

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