

## Perceived Safety, Destination Image and Tourist's Intention to Travel Post COVID-19 Pandemic

Lai Ah San<sup>1</sup>; Albattat, Ahmad<sup>1\*</sup>; Azman, Norhidayah<sup>1</sup>  
dr.battat@msu.edu.my

<sup>1</sup>Graduate School of Management, Post Graduate Centre, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia.

### Abstract

This study aimed to investigate the factors that influence the tourist intention to travel on post covid 19. Based on theory of reasoned action, the researcher uses subjective norm and attitude with the additional of two variable which is perceived safety and destination image. In addition, the researcher also investigates the moderator role of electronic integrate marketing communication and health consciousness. 450 responses successfully collected by using online survey and has analyse by using Smart PLS-SEM. the finding reveal that attitude, destination image and subjective norm have the significant relationship to the tourist intention to travel during post pandemic situation. Unfortunately, perceived safety is not significant in influencing the tourist intention to travel during pandemic situation. In term of moderation effect, both of the moderator variable has the role in moderate the relationship between the independence variable and dependence variable. This study's findings have various ramifications for the government, agencies, traveller marketing, hotel industry, and stakeholders.

**Keyword:** *Electronic Integrated marketing Communication, destination image, perceived safety, subjective norm, health consciousness, intent to travel, post pandemic situation.*

### Introduction

Tourism is one of several industries impacted by the catastrophe, whether it be a natural disaster or a pandemic/epidemic, which has an effect on the intention of tourists to visit a certain location. The disease or pandemic is one natural disaster that might impact the behaviour of tourists. Natural disasters such as earthquakes, tsunamis, volcanic eruptions, floods, and pandemics may have a big effect on the tourist industry. The covid-19 had a profound influence on all aspects of life, including the economic, health, environment, social and cultural, education, and tourist sectors. Covid-19 had a significant global impact on the economic and tourism sectors: international tourist arrivals are predicted to decrease in tourism sectors by 78 percent, and lost income is estimated to be around US\$ 1.2 trillion; approximately 120 million works were lost, the greatest loss in this era (UNWTO, 2020b). The tourism industry is one of the industries with the most important function in worldwide employment and GDP contribution for a number of nations (UNWTO, 2020b). According to research on public health crises (Rogers, 1975), individuals increase their protective motive in response to fear and utilise coping techniques proportional to their level of anxiety (Sharpe et. al., 2022; Nyamathi et. al., 2022).

Recovery of tourist activities is essential for the economic restoration of many locations as a whole (Galderisi et. al., 2022). Regaining the number of visitors is a crucial stage in the rehabilitation of a place after a worldwide epidemic. Destinations depend on marketing communications for catastrophe recovery (Singh et. al., 2022; Shaliza & Zuraimi & Albattat 2022; Butler, 2022). Tourism, an industry notorious for its negative impacts on the environment, relies heavily on environmentally conscious practises (Shereni, Saarinen & Rogerson, 2022). This is consistent with previous demands to explore the environmental-

related behaviours of visitors during and after the COVID-19 epidemic (Fakfare & Wattanacharoensil, 2022; Niu, 2022). Unquestionably, given the current rapidly changing and dynamic marketing and communication environments, the role of electronic integrated marketing communication is more significant than ever (Abbas, Ekowati & Suhariadi, 2022), and its relevance in both academia and the professional arena is growing (Koo & Kim, 2022). Access to and use of tourist information has evolved drastically in recent years, partly as a result of electronic integrated marketing communication (Devasia & PV, 2022). The primary reason for the proliferation of social media is because it has become a tool for moulding perceptions, emotions, and experiences (Chen, Liu, Wu & Li, 2022), and is thus an essential source of information in the travel decision-making process (Johansson-Pajala et. al., 2022; Steinert & Dennis, 2022).

In addition, travellers are aware of the need of health consciousness when they decide to travel during the post-covid-19 epidemic (Bhati et. al., 2022; Zhang et. al., 2022). There is the need of emerging studies on COVID-19 have emphasised the importance of effective marketing communication for post-pandemic recovery (Singh et. al., 2022; Colmekcioglu, Dineva & Lu, 2022). Understanding tourist behaviour is crucial to aiding government, stakeholders, hotelier, and marketers in the tourist industry in tackling the pandemic covid-19 problem more successfully, since tourists may utilise nonpharmaceutical interventions to be safe while travelling. Using the idea of reasoned action, this research will analyse the factors that might affect tourists' intentions to travel in the aftermath of a pandemic. In addition, this research will evaluate the moderating effect of social media use and health awareness on tourist travel intentions.

## **Literature review**

### ***Theory of reasoned action***

The Theory of Reasoned Action defines a person's intention-related behaviour. TRS has been used to learn about human or individual behaviour in a variety of fields, including marketing, health care, and tourism. TRA is a sociopsychological theory that is used to forecast the intentions and actions of human beings. This concept was created by (Ajzen and Fishbein, 1977). The Theory of Reasoned Action's core factors are an outlook and a personal standard that drive behaviour intention, which in turn influences actual behaviour. As a result, the key subjects of TRA theory that explain behavioural intention are attitude and subjective norm (Ajzen, 2001; Roh, Seok & Kim, 2022; Ajzen and Kruglanski, 2019). There are two primary components to the intention process: (1) action attitude and (2) subjective norm (Ajzen, 1991; Jang & Cho, 2022).

In the TRA paradigm, conduct intention is the major behavior/action that is close to the absolute definition (Pahrudin et. al., 2021; Shen & Wu, 2022), and behaviour intention is a component of attitude toward behaviour in the Subjective Norm TPB framework. TRA is the disposition or disposition to anticipate human behaviour (Tung & Huong, 2022; Long, Aziz & Ngah, 2021; Ajzen, 2001). The intention or choice of tourists to visit a tourist site is impacted by their attitude and conduct (Tran et. al., 2021). It indicates that the idea of attitude signifies a broad personal evaluation of the specific conduct that was judged favourably or negatively (Fishman, Yang & Mandell, 2021; Ajzen, 2001). Subjective norms relate to a critique of visitors' conduct intended based on subjective standards (Zhuang et. al., 2022; Ahadiat et. al., 2021; Pahrudin et. al., 2021). This indicates that Subjective Norms are a personal idea in the social setting to do or refrain from performing an activity in the context of conduct (Ajzen, 2001; Roh, Seok & Kim, 2022; Ajzen and Kruglanski, 2019). This notion has undergone evaluation and expanded study in the field of tourism and consumer behaviour (Zhuang et. al.,

2022; Ahadiat et. al., 2021; Pahrudin et. al., 2021; Fishman, Yang & Mandell, 2021). Therefore hypothesis 1 and hypothesis 2 have been develop as follow.

H1; Attitude have significant relationship with tourist intention to travel during post pandemic situation

H2; subjective norm has significant relationship with tourist intention to travel during post pandemic situation

### **Destination image**

In general, image concept has been assumed to be composed of mental representations (beliefs), feelings, and global impressions of an item or location in the minds of humans (Kovačić et. al., 2022; Gholamhosseinzadeh, Chapuis & Lehu, 2021). It is difficult to develop a picture since it must not only connect to good and evil, but also be precise. On the one hand, a destination's positive reputation contributes to its success, but on the other, it breeds failure due to excessive expectations. Tourists will return to a location if its image is favourable. If it is bad, people will reconsider their decision to visit the location again. Initially, it was believed that destination image was the sole factor of intention to travel. Prior until now, many have emphasised the significance of destination image in trip intention (Yang, Isa & Ramayah, 2022; Nam et. al., 2022; Ullah, Singh & Mansor; 2022; Ahmad et. al., 2021; Tavitiyaman et. al., 2021). Earlier research revealed that a location's image effects passengers' destination selection, trip assessment, and future intentions to visit, which suggests that a destination's image has a significant impact on the intention to visit (Yang, Isa & Ramayah, 2022; Nam et. al., 2022; Ullah, Singh & Mansor; 2022; Ahmad et. al., 2021; Tavitiyaman et. al., 2021). It has been argued that the primary objective of consumer behaviour research is the selection of a product or service. It was believed that the need to create a distinctive image for destinations is more important than ever due to the increasing competition among destinations (Carreira et. al., 2022). Similarly, it has been stated that intents to visit a location should rely on that destination's image, hence it makes sense that the image of a destination plays the most significant role (Yang, Isa & Ramayah, 2022; Nam et. al., 2022; Ullah, Singh & Mansor; 2022; Ahmad et. al., 2021; Tavitiyaman et. al., 2021). Therefore, it is understood from a theoretical standpoint that a favourable destination image might boost the possibility of a visit or the intention to visit, there for hypothesis 3 have been develop as follow.

H3; destination image has significant relationship with tourist intention to travel during post pandemic situation

### **Perceived safety**

To build a "favourable environment" for tourism growth, it is essential to comprehend how prospective visitors perceived the safety of their area. Multiple studies have investigated the issue of safety in the context of tourism (Le & Arcodia, 2021) Perceived safety refers to the state of being 'safe' and shielded from the danger of undesirable outcomes. perceived risk and safety have a significant impact on travel intention (Das & Tiwari, 2021), and as a result, tourists have several options, i.e., they can continue their travel plans, change their destination, modify their travel plans, or obtain pertinent information if they choose to continue their travel plans (Liu-Lastres, Mirehie & Cecil, 2021). Nevertheless, visitors often choose low-risk areas and avoid those with a high degree of safety risk (Qiao, Ruan & Pabel, 2022). Thus, places seen as unsafe may become unattractive (Bratić et. al., 2021) and be excluded from consideration (Sonmez & Graefe, 1998b). Accordingly, the perceived safety influences not only the tourist's choice of location, but also the tourist's inclination to return to the site (Maghrifani, Liu & Sneddon, 2022; Matiza & Kruger, 2021). Atadil and Lu, (2021),

investigated the travel intentions in the COVID-19 post-pandemic world, and their findings indicate that Bulgarian tourists are prepared to connect the tourist trends such as to travel within two months after travel is allowed, they will travel in the country, and the trip will depend on the tourists' overall perception of personal safety.

H4; Perceived safety have significant relationship with tourist intention to travel during post pandemic situation

### **Electronic Integrated marketing communication**

Since the beginning of the 1990s, several definitions of Integrated Marketing Communication have emerged. According to Khoa, (2021), E-IMC is a notion in marketing and advertising communication planning that combines and evaluates the many roles of marketing communication in order to achieve transparency and dependability. E-IMC is a transition from traditional media to two-way communication channels (Muritala, 2021). Regarding the phrase business competence, the skills of integrated management for various media channels will assist in capturing larger results and collaborative outcomes (Soraya et. al., 2022). E-IMC is a method for arranging customer relationships that obligate brand value. In addition, E-IMC organises and executes a variety of marketing tools with consistency, so that the cumulative impact of its activities exceeds the sum of their individual effects (Entas & Wahyuni, 2022). E-IMC is also recognised as a strategy process including the design, development, execution, and evaluation of structured and quantifiable marketing communication programmes relevant to both external and internal clients. Advertising, public relations, direct response marketing, special events marketing, direct marketing, interactive marketing, publicity, point of purchase marketing, packaging, and direct sales are some of the methods that E-IMC uses to get the attention of potential clients. Integrated marketing includes a component known as integrated marketing communication (E-IMC), which means choosing marketing communication solutions that not only complement one another but also complement other marketing communication solutions (Lubis, 2022). E-IMC resembles a strategy for managing the customer connections that contribute to brand value. Specifically, through planning or influencing the customers' communication instruments and encouraging them to drive, which is a cross-functional technique for establishing good interactions with consumers and other parties. By managerial perspectives, E-IMC is also believed to be incorporated into the management's approach to business (Widjaja, 2022), although others see it primarily as a campaign expansion technique coupled with a brand strategy (Fuaddah, Nurhaeni & Rahmanto, 2022). In the most current definitions of IMC, demonstration as a strategic or tactical procedure is a common element of E-IMC (Balasubramanian et. al., 2022). Generally recognised, the tactical part of marketing management is the framework that provides guidance for required actions. In an extended logic, the right categorization of market prospects as the basis for marketing strategy and expansion with the objective of achieving a sustainable competitive advantage is highlighted by the tactical focus point (Samlejsin & Kookkaew, 2022). There for hypothesis 5 and 6 as follows.

H5; Electronic Integrated marketing communication significantly moderate the relationship between destination and the tourist intention to travel during post pandemic situation.

H6; Electronic Integrated marketing communication significantly moderate the relationship between perceived safety and tourist intention to travel during post pandemic situation.

### **Health consciousness**

According to the majority of ideas, health awareness is associated with illness prevention motivation or main health-improving behaviour (Anannukul & Yoopetch, 2022). In other

contexts, health awareness refers to a person's readiness to live a healthy lifestyle, which is based on his extensive knowledge of his own health (Yun & Kim, 2022). The growing concern about their health among consumers relates to their care for their health, their intention to enhance through participating in healthy behaviours, one may improve both their health and the quality of their life, as well as their health-related self-consciousness and awareness of their own concerns in this area. Health consciousness is the awareness of and concern for health in order to improve or maintain the quality of life via healthy behaviour and care for one's own health (Giang et. al., 2022). Several research on the awareness of health shown that consumers are concerned with health food concerns (Handler, 2022); thus, consumers evaluate the health and quality of food when making purchasing decisions (Hasan et. al., 2021; Zhang et. al., 2021). The self-consciousness theory may be summarised as follows: self-awareness may forecast the attitude and conduct that extends to awareness of health concerns and physical well-being behaviour (Pahrudin et. al., 2021). Consequently, consistency between health awareness and health behaviour is essential. Health consciousness refers to people's understanding of their own health, their awareness of health concerns, and their care for their own well-being (Yu et. al., 2021). During the covid-19 epidemic, the majority of tourists were well-informed about health when travelling, and they were able to adopt health attitudes and practises to safeguard their health. In the tourism industry, health awareness is crucial to preventing the future spread of the covid-19 infection among tourists during travel. Several research indicate that those with a high degree of health awareness prefer to choose a better lifestyle (Rehman et. al., 2021). According to several research, the significance of health awareness in health-related behaviours such as purchasing nutritious foods and seeking medical care (Iqbal et. al., 2021). As a moderator variable, health awareness did not have a significant effect on subject norm and intention to visit. In addition to the topic of health awareness, this study looks at how visitors try to find activities that let them express who they are within the context of the health consciousness industry. Moreover, if a traveller has a greater degree of health awareness, he or she is more likely to participate in actions that are directly connected to health, such as avoiding the intention to visit a site due to disease covid-19 (González-Reverté et. al., 2022). In contrast, travellers with a poor degree of health knowledge will find it difficult to avoid a place during the covid-19 epidemic (Wu, Wong & Lin, 2021). Consequently, it would be beneficial to investigate if these two variables have a moderating influence on attitude and subjective norm about intention to visit a location post-covid-19 epidemic, there for hypotheses 7 and 8 are developed as follows.

H7; During a post pandemic, health consciousness strongly moderates the association between attitude and tourist intention to travel.

H8; During a post pandemic, health consciousness strongly moderates the association between subjective norm and tourist intention to travel

### **Research methodology**

This study's sample was distributed online and at random. The questionnaire was given through the Internet to prospective international tourists selected at random. The email invitation to participate in the survey was sent to the possible responder. In this research, a Google form-based online survey was employed to gather data. Respondents were encouraged to follow the link in order to complete the questionnaire. Every responder is instructed to read the instructions and review how to complete the questions. The participants in this research who are at least 18 years old were requested to complete the questionnaire. A total of 500 questionnaires have been distributed through online by suing various social media. 450 questionnaires are successfully collected. Data was analysed by using PLS-SEM.

## Finding and Discussion

Table 1; Demographic characteristic

No	Variable	Frequency	%	
1.	Gender	Male	235	52
		Female	215	48
2.	Age	18 - 24	85	19
		25 - 34	150	33
		35 - 44	135	30
		45 - 54	80	18
3.	Monthly income (USD)	< 3000	235	53
		3000-5000	200	44
		>5000	15	3
4.	How do often you go travel in a year?	1-2	285	63
		3 - 4	120	27
		5 - 6	25	6
		More than 7 times	20	4

Based on Table 1, the majority of the respondents are male with a score of 52% followed by a female with a score of 48%. In terms of age, the majority of the tourist are around 25-35 years old with a score of 33% followed by 35-44 years old with a score of 30%, 18-24 years old with a score of 19%, and 45-54 years old with the score 18%. For monthly income, the majority of the tourist earn below USD3000 with a score of 53% followed by USD3000-USD5000 with a score of 44% and earn more than USD5000 with a score of 3%. Finally, the majority of the tourists travel 1-2 times a year with a score of 63%, followed by 3-4 times a year with a score of 27%, 5-6 times a year with a score of 6%, and more than 7 times a year with the score 4%. Internal consistency, as determined by the Composite Reliability (CR) score, was used in determining the validity and reliability of this study. Three indications are used to assess the dependability of each item. To decide based on indicated factor loadings that should be greater than 0.50. It must approach above .70 for composite reliability (Fornell and Larcker, 1981a), above .70 for Cronbach's alpha (Fornell and Larcker, 1981b; Nunnally and Bernstein, 1994), and above .50 for Average Variance Extracted (AVE) (Fornell and Larcker, 1981b). In terms of the validity test, the AVE of each potential variable must be larger than .50 for convergent validity to be found, and the test criterion for the square root of AVE must exceed .70 for discriminating validity (Fornell and Larcker, 1981b).

This study's Composite Reliability standard value is 0.70, and all constructs were more than 0.70, ensuring the internal reliability of the study's items. As shown in Table 2, the value of this study's Composite Reliability is above .70, with the greatest score for intention to visit (.981) and the lowest score for health awareness (.951). Convergent and discriminant validity were assessed to validate the validity of latent variables. Convergent validity was assessed in this study by examining the average value extracted (AVE) scores. According to Table 2, the range of AVE values was between 0.794 and 0.882, above the usual value of 0.50. Cronbach's Alpha ranged from .936 to .978, above the proposed limit of .70 by Fornell and Larcker, 1981b, and Nunnally and Bernstein, 1994.

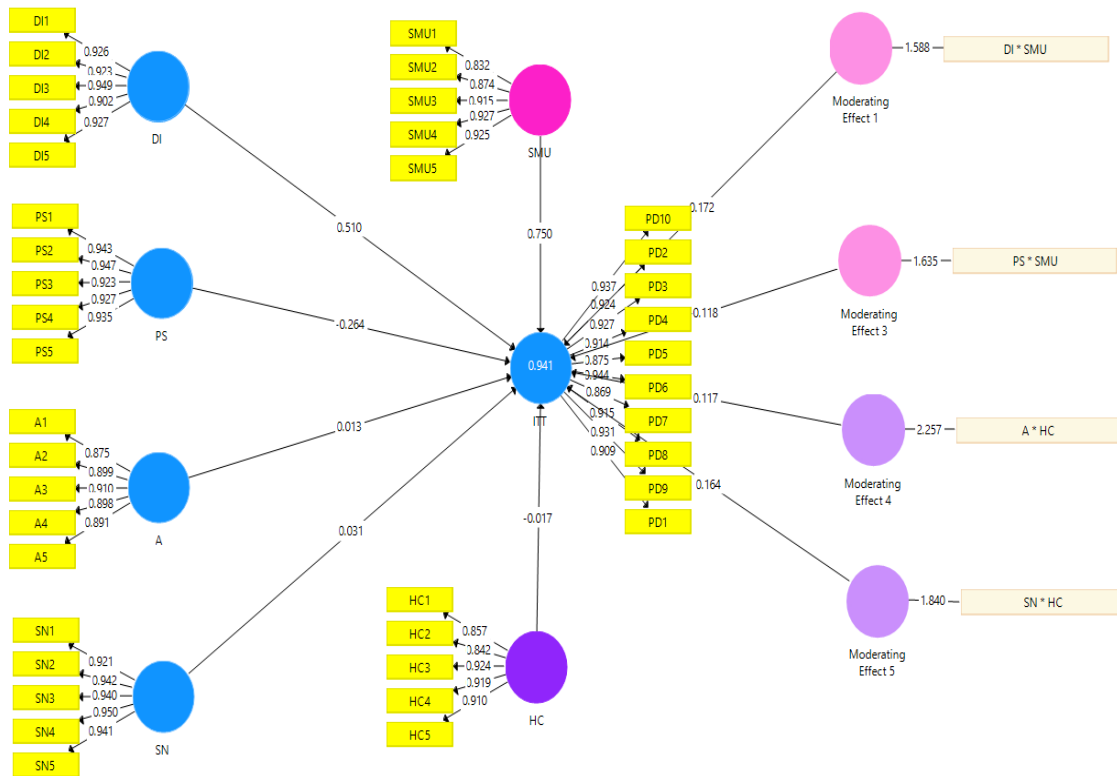


Figure 1. Structural Model

Table 2; Construct and item measurement of CR, AVE, and CA

	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
Attitude	0.952	0.800	0.939
Destination Image	0.968	0.857	0.958
Health Consciousness	0.951	0.894	0.936
Intention To Visit	0.981	0.837	0.978
Perceived Safety	0.972	0.874	0.964
Social Media Use	0.953	0.802	0.938
Subjective Norm	0.974	0.882	0.966
Value Perception	0.967	0.855	0.957

Discriminant validity refers to the degree to which experimentally distinct constructs genuinely vary from one another. Additionally, it quantifies the degree of dissimilarity between the overlapping constructs. Using cross-loading of indicator, the Fornell & Larcker criteria, and the Heterotrait-monotrait (HTMT) correlation ratio, one may assess the discriminant validity. By examining cross-loading, the factor loading indicators on the assigned construct must be more than the loading of all other constructs, assuming the cut-off value of factor loading is greater than 0.70 (Hair, Ringle, & Sarstedt, 2011; Hair et al., 2017). The second criteria are the evaluation of discriminant validity based on the Fornell-Lacker criterion (Fornell, Cha & Bagozzi, 1994). This technique compares the square root of the extracted average variance (AVE) to the correlation between latent constructs (Hair et al., 2017). A latent construct should explain the variance of its own indicator better than other latent constructs' variance. The square root of each construct's AVE should thus be bigger than the correlations with other latent constructs (Hair et al., 2017). In this study, the researchers will compare the AVE score to the

Fornell & Larcker score. The AVE value in Table 2 has a high score compared to the Fornell & Larcker criteria in Table 3.

Table 3; Fornell &amp; Larcker criterion

	A	DI	HC	PS	SMU	SN	VP
A	0.795						
DI	0.874	0.826					
HC	0.840	0.895	0.791				
PS	0.764	0.812	0.797	0.815			
SMU	0.892	0.838	0.912	0.857	0.735		
SN	0.856	0.946	0.880	0.947	0.927	0.795	
VP	0.867	0.915	0.912	0.839	0.921	0.891	0.776

The second measure of discriminant validity is the correlation ratio between heterotraits and monotraits (HTMT). Using a Monte Carlo simulation research, Henseler et al. (2015) determined that HTMT achieves greater specificity and sensitivity rates (97 to 99 percent) than the cross-loadings criteria (0.00 percent) and Fornell-Lacker technique (20.82 percent). When HTMT levels are near to 1, discriminant validity is lacking. In order to use the HTMT as a criterion, it must be compared to a predetermined threshold. If the HTMT score exceeds this level, it may be concluded that the test lacks discriminant validity. Some writers propose a cutoff of 0.85 (Kline, 2011). Moreover, Gold et al. (2001) argued against it and suggested a value of 0.90. According to the score in Table 4, the value of HTMT exceeds the threshold value suggested by Kline (2011), indicating that the discriminant validity of the present research is lacking.

Table 4; Heterotrait-monotrait (HTMT)

	A	DI	HC	PS	SMU	SN	VP
A							
DI	0.901						
HC	0.905	0.938					
PS	0.876	0.843	0.863				
SMU	0.917	0.876	0.851	0.883			
SN	0.893	0.897	0.831	0.889	0.875		
VP	0.891	0.851	0.851	0.863	0.753	0.855	

Table 4; Direct Relationship

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
A -> PD	-0.149	-0.145	0.047	3.155	<b>0.002</b>
DI -> PD	0.502	0.508	0.058	8.632	<b>0.000</b>
PS -> PD	-0.049	-0.043	0.060	0.808	<b>0.420</b>
SN -> PD	0.092	0.089	0.044	2.077	<b>0.038</b>

Hypothesis 1 proposed Tourist attitude have significant relationship with intention to travel during post pandemic. According to the Table 4, the correlation between attitude to intention to visit score ( $\beta = -0.149$ ,  $t = 3.155$ ,  $p < 0.05$ ). Hypothesis 1 is supported. Attitude is the degree to which a person has an evaluation or assessment in the form of happy or less happy in



evaluating behavior (Ajzen, 2001). Attitude is thought to have a significant influence in tourist consumer behaviour; it is established based on prior experiences; it refers to a proclivity for preferring or hating certain stimuli, which include behaviours, thoughts, and items. Attitude is made up of three parts: beliefs (cognitive), which are the knowledge an individual has about the object of attitude; emotions (affective), which are the feelings of individuals toward a stimuli and are based on their beliefs; and finally, intentions (cognitive), which are how individuals are likely to respond towards an object based on their emotions and beliefs. If tourists have a favourable attitude about travelling during the post-pandemic environment, that positive attitude will increase their intention to travel during the post-pandemic situation. The current study's findings are supported by research conducted by González-Reverté, F., Gomis-López, J. M., & Daz-Luque, P. (2022), Das and Tiwari, (2021), and Sukaatmadja et al. (2022), all of which agree that a positive attitude toward travel can have a positive influence on the intention to travel during a pandemic situation.

Hypothesis 2 proposed subjective norm have significant relationship with tourist intention to travel during post pandemic situation. The correlation score presented in Table 4 show ( $\beta = 0.092$ ,  $t = 0.2.077$ ,  $p < 0.05$ ). Hypothesis 2 is supported. Subjective norm refers to an individual's feeling of social pressure from prominent persons to participate or not engage in a behaviour. Subjective norms are determined by an individual's impression of how referent individuals (e.g., coworkers, family, and friends) perceived behaviour, as well as the motivation to observe with these referents' expectations and beliefs (Ajzen and Fishbein, 1970). Those who assume that key referents will endorse a behaviour will feel pressured to adopt it. In the post-pandemic circumstances, close friends, family members, or coworkers would promote and influence the tourist's intention to travel, according to research done by the authors of this study such as Putri, and Hariyanto, (2022), Shin et al. (2022), and Zhou, Song, and Zhou, (2022), who urge that the influence, whether positive or negative, that comes from subjective norms can influence the tourist intention.

Hypothesis 3 proposed destination image have significant relationship with the tourist intention to travel during post pandemic. Table 4 reported the correlation between the variable score ( $\beta = 0.502$ ,  $t = 8.632$ ,  $p < 0.05$ ). Hypothesis 3 is supported. A destination image is created by combining destination features such as scenic beauty, retail options, cultural exchange, infrastructure, safety, and activities. The attribute's uniqueness and the creation of valuable experiences will create the intention for tourists to travel to a specific destination, aligning with the current study's finding that the destination image is one of the factors that can influence their intention to travel during post-covid-19. If the visitor is pleased with the place, he or she will return to the same location in the near future. The current research findings regarding destination image as one of the factors contributing to the intention to travel can be seen in the studies developed by Kim, Shinaprayoon, and Ahn, (2022), Carreira et al., (2022), and Farrukh et al., (2022), who argue that destination image has an important contribution to the tourist intention to travel.

Hypothesis 4 proposed perceived safety have significant relationship on tourist intention to travel during post pandemic. Finding on Table 4 reported the correlation score is ( $\beta = -0.049$ ,  $t = 0.808$ ,  $p > 0.05$ ). hypothesis 4 is not supported. To create a favourable environment is essential for the growth of the tourism industry to have a solid understanding of how prospective visitors experience their surroundings in terms of how secure they feel. There have been a number of research done to study this notion of safety in the context of tourism. To build a "friendly environment" for tourism growth, it is necessary to first assess how prospective visitors perceived their surroundings in terms of safety. During a pandemic, all

governments throughout the globe provide vaccine to prevent the virus from spreading. Furthermore, multiple lockdowns have been established, and as a result of such action, the pandemic scenario has been removed stage by step until it has become a post-pandemic state. Unfortunately, perceived safety is not one of the factors that influence tourist intentions to travel. This is because, since all people across the globe are informed about the prevention of the Covid-19 and via a successful vaccination campaign, tourists believe that the virus's safety is not one of the issues that might impact their intention to travel. The findings of this research concur with those of Maghrifani, Liu, and Sneddon, 2022; Matiza and Kruger, 2021; Qiao, Ruan, and Pabel, 2022; and Liu-Lastres, Mirehie, and Cecil, 2021, who argue that perceived safety is one of the factors that impact tourist intention to travel.

Table 5; Moderation Effects

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>DI -&gt;*SMU -&gt; PD</b>	<b>-0.028</b>	<b>-0.165</b>	<b>0.087</b>	<b>3.982</b>	<b>0.048</b>
<b>PS -&gt;*SMU -&gt; PD</b>	0.007	0.000	0.115	2.059	<b>0.000</b>
<b>A -&gt;*HC-&gt; PD</b>	0.133	0.119	0.182	0.187	<b>0.106</b>
<b>SN -&gt;*HC-&gt; PD</b>	0.131	0.157	0.102	2.283	<b>0.000</b>

Hypothesis 5 proposed Electronic Integrated marketing communication significantly moderate the relationship between destination and the tourist intention to travel during post pandemic situation. The correlation score in table 5 reported the score is ( $\beta = -0.028$ ,  $t = 3.982$ ,  $p > 0.05$ ). hypothesis 6 is significant. For the moderation effect, E-IMC significantly moderate the relationship between destination image and tourist intention to visit. For direct relationship we can see destination image have positive relationship with tourist travel intention (refer table 4). Moderation effect of electronic integrated marketing communication use in promoting a destination image help to increase the tourist intention to travel (Vidal et. al., 2022; Appel, Marker & Gnams, 2020; Joo, Seok & Nam, 2020; Luo, Chen & Liao, 2021). Hypothesis 6 proposed Electronic Integrated marketing communication significantly moderate the relationship between perceived safety and tourist intention to travel during post pandemic situation. The correlation score in table 5 reported the score is ( $\beta = 0.007$ ,  $t = 2.059$ ,  $p < 0.05$ ). hypothesis 6 is significant. For perceived safety, even though direct relationship shows the negative relationship with the tourist intention to travel, but the use of positive message through social media use will influence the tourist intention to travel. The use of electronic integrated marketing communication in spreading the information regarding the safeness standard of procedure implemented by the government of the tourism destination will create the confidence and increase the tourist intention to travel (Liao et. al., 2022; Bailey et. al., 2022; Sembada & Koay, 2021; Bennell et. al., 2021).

Hypothesis 7 proposed Health consciousness significantly moderate the relationship between attitude and the tourist intention to travel during post pandemic situation. The correlation score in table 5 reported that the score is ( $\beta = 0.133$ ,  $t = 0.187$ ,  $p > 0.05$ ). hypothesis 8 is significant. For moderation effect of health consciousness, even though the direct relationship shows tourist positive attitude toward the travel have significant relationship with their intention to travel, but health consciousness as moderator between the relationship show the negative effect in moderating the relationship between attitude and tourist intention to travel during post pandemic situation. As have been mentioned before, since post pandemic situation, tourist is really aware regarding the preconscious actions that they should do to prevent the infection of Covid-19. The acceptance of vaccination to prevent the spreaders of the virus create the trust

and confidence among the tourist to travel during post pandemic situation (Sadiq, Adil & Paul, 2022; Pahrudin et. al., 2021; Sodom, Quoquab & Mohammad, 2021). Hypothesis 8 proposed Health consciousness significantly moderate the relationship between subjective norm and tourist intention to travel during post pandemic situation. The correlation between the relationship score ( $\beta = 0.131$ ,  $t = 2.283$ ,  $p < 0.05$ ). hypothesis 9 significant. For subjective norm, health consciousness has positively moderated the relationship between subjective norm and tourist intention to travel during post pandemic situation. The positive opinion from the subjective norm regarding the health consciousness issue during travel will influence the tourist intention to travel during the post pandemic situation. During post pandemic situation, as have been mentioned earlier, majority of the people all around the world already aware regarding the Covid-19 preconscious action to ensure they will take necessary action to avoid the infection (Kesgin et. al., 2022, Ekinici et.al., 2022, Putri & Hariyanto, 2022, Widiyastuti & Wardhani, 2022).

### **Conclusion**

This study focused on factor that influence the tourist intention to travel during post pandemic situation. In addition, this study also investigates the moderator role of electronic integrated marketing communication and health consciousness. Theory of reasoned action construct had influenced the intention to travel. Beyond the scope of the research, it is critical that any and all professionals in tourism industry, government officials, and other stakeholders read this work in order to recognise the behaviour and intention to visit a location post pandemic. covid-19 to properly prepare. The researchers feel that the research paradigm provided in this study may make a novel contribution to the empirical development of the tourist industry after the epidemic. This study's findings have various ramifications for the government, agencies, traveller marketing, hotel industry, and stakeholders. The first is that this study may help the government safeguard tourists from the illness covid-19 by implementing health protocols after the pandemic covid-19 and the spreading of positive promotion regarding the destination image and health consciousness standard operation protocol by using electronic integrated marketing communications. It would be easier for tourists to be aware of important information and increase the awareness to avoid the spreading of covid-19. Second, tourism-related service providers are urged to have an online presence and encourage their travel customers to upload photographs of their vacations on social media sites, which promotes benign envy in consumers (Latif et al., 2020) and stimulates travel demand (Latif et al., 2020). Significant numbers of tourism-related service providers from any location and any destination contribute to the creation of subjective standards. Tourism-related service providers, especially well-known brands, may play a significant influence in pressuring tourists to choose a certain destination endorsed and recommended by service providers in whom they have trust or with whom they have had a pleasant experience in the past. Consequently, the pressure created by subjective standards influences the motivation to attend.

Therefore, rural locations and rural tourism service providers should not underestimate the importance of their social media presence. Thirdly, this study found that social media impacts the rural tourism decision-making processes of travellers. On the one hand, social media is essential for convincing tourists to choose a rural region over others. The industrial statistics of a nation may be influenced by the enriched content, trustworthy data, and open opinions of social media users. When travellers contemplate rural tourism, however, the social environment and individual circumstances significantly influence their intentions to come. In order to aid in the development of sustainable tourism, marketers should emphasise information pertaining to subjective criteria. Marketing strategies should emphasise social norms and the practical benefits of rural tourism rather than specific tourist sites. Marketers' focus on

promoting the sharing of tourist experiences on social media may be aided by a sustainable tourism industry. Modifications may be made to accommodate and promote social media sharing (e.g., attractive photographic spots and sites). Marketers may also organise unique experiences for guests, such as awards for social media sharing of stunning photographs. Events that have the potential to provide long-term societal benefits may build more robust subjective norms through social media disposition.

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