

## **Pilot study on the "Intention of tourist trips after the COVID-19 pandemic" in Latin America and Caribbean countries.**

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### **Presentation.**

The COVID-19 pandemic has had a strong impact on tourism travel and is expected to have a strong impact on travel intentions during the post-pandemic stage. This study was based on the application of a questionnaire with 59 questions, which was administered online in order to achieve a greater geographic and demographic reach in Latin American and Caribbean countries. It was carried out during the month of May (3<sup>rd</sup> to 15<sup>th</sup>) of 2020. The dimension under study was the intention of tourist travel considering as variables (1) fear and prejudice of travel, (2) criteria for decision-making related to tourism travel, (3) perception on the future of tourist trips, and (4) planning and organization of tourist trips. Based on these variables, the questionnaire was structured in four blocks and 708 responses were obtained. The preliminary report includes the responses obtained according to its hierarchical order.

### **Main Findings.**

#### **Block 1. Fears and prejudices regarding post COVID-19 travel.**

##### **BEFORE THE TRIP**

1. Uncertainty regarding the recovery of travel and tourism (90.2%)
2. Frustration and low travel expectations (82.2%)
3. Not receiving information about risks caused by COVID-19 (80.4%)
4. Collapse of services and price increase in the face of a tourist boom (72.9%)
5. Not having a travel budget in at least one year (65.9%)
6. Not having motivation to travel immediately after the pandemic (60.2%)

##### **DURING THE TRIP**

1. Non-compliance with hygiene and food handling standards (87.0%)
2. Non-existence of protocols and contingency plans for emergencies (86.4%)
3. Non-compliance with guarantees made for the products you are buying (84.1%)
4. Contracts with misleading companies regarding environmental performance (86.6%)
5. Professionals that are not qualified to guarantee quality and safety (82.3%)
6. Get sick with COVID-19 when visiting a tourist destination (82.2%)

**Block 2. Priorities for decision-making regarding tourist trips after COVID-19 (scale from 1 to 100).**

1. Preference for the consumption of local products (82 points)
2. Greater contact and interaction with nature (78 points)
3. Selection of destinations that offer experiences that stimulate feelings and emotions (77 points)
4. Selection of destinations with activities that promote personal growth (77 points)
5. Actions for the protection and conservation of the natural and cultural heritage of destinations (77 points)
6. Enjoyment of the cultural heritage of the destination, its history, myths, and legends (76 points)

**Block 3. Perception of the future of tourist travel after the COVID-19 crisis.**

1. Require information about health actions related to COVID-19 that the destination is still implementing (91.2%)
2. More responsible tourism (78.6%)
3. Quality of service focused on hospitality (78.4%)
4. Immediate reaction of the internal tourist market and rapid recovery of tourism (73.2%)
5. Holiday promotion should be concentrated on local markets (64.6%)
6. Low impact of advertising and discounts due to the low availability of travel (63.6%)

**Block 4. Possibilities and interests for planning and organizing tourist trips after COVID-19.**

1. FREQUENCY of tourist trips:
  - ✓ One to three times per year (66.3%)
  - ✓ Less than one time per year (24.7%)
2. PROGRAMMING of tourist trips:
  - ✓ Long vacation (60.7%)
  - ✓ Short breaks (56.6%)
3. PLACES to visit shortly after the pandemic:
  - ✓ National destinations (76.0%) & close to the city (36.0%)
  - ✓ Nearby international destinations (31.0%)
  - ✓ Distant international destinations (17.8%)
4. Types of preferential TOURIST DESTINATIONS:
  - ✓ Nature destinations (63.4%)
  - ✓ Sun and beach destinations (59.1%)
  - ✓ Urban heritage destinations (52.6%)
5. INFORMATION sources to plan and make tourist trips:
  - ✓ Destination and business websites (67.9%)
  - ✓ Search engines and metasearch engines (39.6%)
  - ✓ Travel Agencies (37.5%)

- ✓ Social media (33.9%)
- 6. Forms of ORGANIZATION of the next tourist trips:
  - ✓ Independent (78.6%)
  - ✓ Couple (42.5%); Group (27.4%); Individual (20.2%)
- 7. TOURIST SERVICES required:
  - ✓ Accommodation (80.9%)
  - ✓ Transportation (57.8%)
  - ✓ Tour operators and travel agents (32.1%)
- 8. TRANSPORT to use:
  - ✓ Air transport (83.4%)
  - ✓ Terrestrial transport (66.7%)
  - ✓ Maritime transport (9.2%)

#### **Final commentary.**

The partial results obtained provide preliminary primary data that can serve as a basis for decision-making processes related to the planning and projection of tourism strategies in Latin American and Caribbean countries. This study remains open to respondents so that they could contribute through their responses to expand the sample. The main value of the data is to offer an estimate of regularities and trends that could begin to be identified with respect to tourist travel once the current pandemic has ended. In later stages of this study, a comparison will be made with the data that has been published by other researchers and specialists, and the analysis and explanatory interpretation of data will be projected as a way to generate possible strategies.