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THE EFFECT OF CORONAVIRUS (COVID19) PANDEMIC ON INDIVIDUALS' VACATION PLANS

CORONAVİRÜS (COVİD-19) PANDEMİSİNİN BİREYLERİN TATİL PLANLARI ÜZERİNDEKİ ETKİSİ

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ABSTRACT

Coronavirus that arouse in the state of Hubey, Wuhan province in China in January 2019 has spread all around the globe and caused millions of people to be contracted with this disease and thousands of people to die of it. To prevent Covid-19 pandemic to spread, taking measures such as social distancing measures, isolation, travel restrictions and lockdowns have led to critical changes in economy and environmental and human activities. The pandemic disease that has affected several industries adversely has brought tourism industry to a halt. The effect of Covid-19 pandemic on individuals' vacation plans is investigated in this study. The questionnaire generated in accordance with the objectives of the study was rearranged on Google Forms and conveyed to the participants through link address, social media and e-mail. 512 questionnaire forms convenient for data validation were attained after the conduction of the questionnaire. According to the results of the analysis, measures factor was identified as the most influential statement whereas procrastination as the least one. On the other hand, the effect of Covid-19 pandemic on participants' vacations plans varied across demographic factors.

Keywords: Coronavirus, COVID-19, Vacation, Tourism

ÖZET

Aralık 2019 yılında Çin'in Hubey eyaletinin Wuhan kentinde ortaya çıkan Koronavirüs (COVID-19) kısa zamanda tüm dünyaya yayılmış, milyonlarca kişinin bu hastalığa yakalanmasına ve binlerce kişinin ise bu hastalık sebebiyle ölümüne yol açmıştır. COVID-19 salgınının yayılmasının önlenmesi için sosyal mesafe kuralı, izolasyon, seyahat kısıtlamaları ve sokağa çıkma yasağı gibi tedbirlerin alınması ekonomi, çevre ve insan faaliyetleri üzerinde önemli değişikliklere neden olmuştur. Birçok sektörü olumsuz yönde etkileyen bu salgın hastalık turizmi de durma noktasına getirmiştir. Bu çalışmada COVID-19 pandemisinin bireylerin tatil planları üzerindeki etkisi araştırılmıştır. Araştırma amaçları doğrultusunda oluşturulan anket formu Google Formlar aracılığıyla düzenlenerek bağlantı adresi üzerinden sosyal medya ve e-posta üzerinden katılımcılara ulaştırılmıştır. Uygulama sonucunda veri sağlamaya elverişli 512 adet anket formu elde edilmiştir. Elde edilen analiz sonuçlarına göre tedbir faktörü en etkili ifadeyken erteleme faktörü en zayıf ifade olarak tespit edilmiştir. Diğer yandan katılımcıların COVID-19 pandemisinin bireylerin tatil planları üzerindeki etkisi demografik özelliklere göre de farklılıklar göstermiştir.

Anahtar Kelimeler: Koronavirus, COVID-19, Tatil, Turizm

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1. INTRODUCTION

Tourism is one of the industries that may constitutionally display a sudden decline along with the various adverse changes, cyclical fluctuations and several crises. Individuals tend to halt or reduce their tourism activities that are not a vital need in circumstances such as natural disasters, epidemic diseases, sudden global economic incidents, wars and terrorism.

Covid-19 pandemic has caused millions of people to get infected and thousands of people to die. As Covid-19 disease that having led to deaths, diseases and socioeconomical losses has caused an enormous global crisis, prominent developments have been faded into background. In March 11th2020, World Health Organization identified Coronavirus as "pandemic" referring to diseases that spread and affect all around a continent or the globe (WHO, 2020). Outbreaking and spreading of the disease have compelled several countries to take measures. Travel restrictions being the most critical measure among them has fairly brought tourism industry to a halt. At this point today, it is not clear when this disease will end, and accordingly, it is not known yet when the restrictions will be removed either. Pandemics and new diseases have had transformational effects on the environment and people for a long time (Hall et al., 2020). There are several studies investigating the effect of various pandemic diseases humanity went through such as Spanish flu, Asian flu, Hong Kong flu HIV / AIDS, SARS, Ebola and swine flu on the tourism industry (Chien & Law, 2003; Mckercher & Chon, 2004; Kou et al., 2008; Page et al., 2012; Mizrachi, & Fuchs, 2016); Haque & Haque, 2018;). Tourists ask for a safe harbor. When people are not safe, they may change or cancel their vacation plans or head to safer destinations even though they have made their vacation plans beforehand (Timothy, 2006:19). Identifying the effect of Covid-19 pandemic on individuals' vacation plans in tourism industry, which is the locomotive of economy, is crucial. It is attempted to discover the vacation plans of the individuals after pandemic in this study.

2. BACKGROUND INFORMATION ABOUT CORONAVIRUS (COVID-19)

A pneumonia with an unknown cause in Wuhan, China was reported for the first time to the China World Health Organization Office in 31st January 2019. In 30th January 2020, it was acknowledged as epidemic in International Health State of Emergency. Most of the initial Covid-19 cases arouse from people visiting or working at Huanan marine livestock market in Wuhan, China where various animals are marketed. On this basis, scientists argued that Coronavirus transmitted from bats to humans. However, bats were not marketed in Huanan marine livestock, thus, it was concluded that there is another unspecified intercarrier animal transmitting the virus to humans (Ak, 2020). World Health Organization declared a name for this coronavirus in 11th February 2020: COVID-19 (WHO, 2020). SARS-CoV-2 virus belongs to a large virus family which is also known as coronavirus. It is noted that 7 different types of coronavirus, which lead to diseases in humans, cause cold, Middle East Respiratory Syndrome (MERS) or more severe respiratory diseases such as Severe Acute Respiratory Syndrome (SARS) (Ak, 2020). In 85% of people infected with coronavirus (COVID-19), symptoms are mild or non-existent and incubation period may take approximately two weeks which makes Coronavirus more hazardous than a normal flu due to the fact that asymptomatic young and healthy individuals might infect elderly and weakened people with coronavirus fatally (Strielkowski, 2020).

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People wishing Covid-19 pandemic to come to an end and get back to their normal lives are in hope of a vaccine. The way of success for developing a vaccine is to synthesize the data obtained from long-term studies and put it into practice. The vaccines to be developed with Recombinant DNA technology will be an inspiration to people for further studies. After a rapid vaccine development process, Covid-19 vaccine might become widespread among people for the protection from the disease (Ozkan, 2020). More than 120 vaccines have been propounded all around the world and World Health Organization has been tracking all the details related to the types and developments of these vaccines (WHO, 2020).

As the date of 02.11.2020, there are confirmed 45,942,902 Covid-19 cases, 1,192,644 deaths, worldwide as reported by World Health Organization. Appearing in 219 countries, the United States with 20,477,535 cases has the highest number with Covid-19 disease and information obtained so far indicate that certain people are under the risk of becoming more ill and developing more severe symptoms (WHO, 2020).

The information obtained so far about COVID-19 infection has shown that some people are at greater risk of getting sick and developing serious symptoms. (Ministry of Health, 2020).

- 80% of the cases go through the disease with mild symptoms.
- 20% of the cases are being treated at hospitals.
- The disease has more sever effects on people above 60.

3. THE EFFECT OF COVID-19 ON TOURİSM

The disease is transmitted through the inhalation of droplets scattered with sneezes and coughs of infected people. The virus can also be contracted as touching on face, eyes, nose and mouth without washing hands after touching on surfaces contaminated with the exhalation droplets of infected people. Touching on eyes, nose and mouth with dirty hands is risky (Ministry of Health, 2020). According to the studies, an infected person infects approximately 2.2 people (Ak, 2020). In almost every country where the disease is spread, a number of governments have arranged economic stimulus packages worth millions of euros to reduce economic loss so far. According to the analysis of CNN, the extent of the support packages pledged by governments and central banks has reached to 7 million (BBC, 2020). On the grounds that the virus has spread so rapidly, numerous measures have been taken all around the world in order to minimize contact by emphasizing social distancing and social isolation. Quarantine prosecutions have been actualized in the pandemic regions. In addition, face to face education at schools and universities has been terminated in the countries where the pandemic is intensified. Several schools and universities have switched to online education. Cultural, art and sport activities have been cancelled. Flights of airway companies to the countries where the pandemic is dense have been cancelled. Restaurants and eating houses have been closed in the regions where pandemic has been progressing intensely. Full or partial lockdowns have been executed in various countries. Billions of people have been urged to stay home with “stay home “calls.

The effect of SARS disease in 2003 on global economy is estimated to be 30-50 million dollars. Consequently, China was on 25% recession in the Gross Domestic Product of tourism and travel

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industry and 2.8 million job losses occurred. It took 16 months for China to regain its international expansion levels before the crisis. Covid-19 is more widespread than SARS virus in China in 2003 (WTTC, 2020).

According to the World Travel and Tourism Council (WTTC), travel and tourism industries may be faced with over 100 million job losses due to Covid-19 pandemic. Economic recession of Covid-19 in travel and tourism industries has been announced as 2.7 billion dollars (WTTC, 2020). Today, domestic flights have declined 70% globally (IATA, 2020). The World In the analysis of Tourism Organization (UNWTO) after "Novel Coronavirus" pandemic, 30% decrease in the number of international tourist number is predicted at the first stage whereas it is declared that at least 300-450 million dollars recession in tourism incomes are anticipated (UNWTO, 2020). The global airline industry is forecast to lose a record $84 billion this year, which is 3.2 times higher than in the Global Financial Crisis. Airline costs are expected to decline at a slower pace (-35%) than the loss in revenues. At the same time, we expect airfares to be low initially to help stimulate demand and this will put pressure on airline finances and profitability. Looking to 2021, a return to profitability will be difficult for the industry (Figure 3.1.) (IATA, 2020).

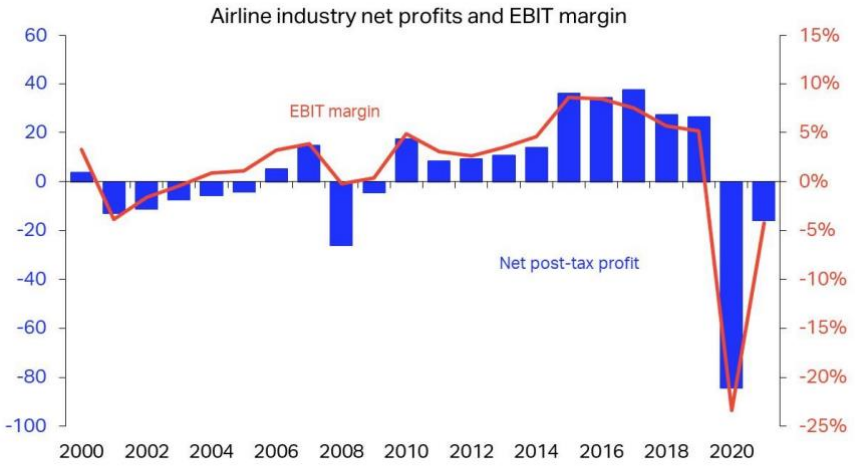

Figure 3.1. Economic performance of the airline industry (IATA, 2020).

Following the Covid-19 outbreak in China, pandemic has caused destructive effects in popular tourist destination countries such as Italy, Spain and France. At this point today, the epicenter of the pandemic is America.

The common problem of all sectors in tourism industry is economical concerns arising from current or prospective absence of work. A great number of employers in accommodation and guidance industry are suffering from a sharp decrease due to the cancellations of reservations and scarcity of forthcoming reservations (Hartman & Nickerson, 2020). Tourism companies that refund the reservations for 2020 or get to the point of closing their businesses will not be in the same position as they were before the pandemic when the pandemic comes to an end. Severe losses will occur in the

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organization adequacy of the companies that have fired or taken their employees off (Turizmguncel, 2020).

With reference to the data published by UNWTO regarding tourism industry, travel restrictions are being employed in 209 destinations which corresponds to 96% of 217 travel points in the world. 45% of the countries have partially or completely sealed their borders and 35% of them have partially or completely suspended the flights. 18% of the countries do not permit the entrance or transit pass of certain countries' citizens or the passengers having travelled from certain regions. On the other hand, %7 of them implement social isolation for 14 days, require health certificate or employ quarantine prosecution or for the ones who have travelled to the country or the destination (UNWTO, 2020).

Covid-19 pandemic is a concurrent negative demand and supply shock that creates new policy challenges. In the short term, it must be dwelled on the containment and vitiation measures decelerating the propagation of the virus and the emergency measures preventing health crisis to forge mass unemployment and bankruptcy (Loayza & Pennings, 2020). Partial measures based on market mechanism without extensive intervention of the governments to compensate the straight decline in demand is not able to ensure an open path for overcoming economic shrinkages (Özatay & Sak, 2020).

According to the newest UNWTO World Tourism Barometer, international arrivals plunged 81% in July and 79% in August, traditionally the two busiest months of the year and the peak of the Northern Hemisphere summer season. The drop until August represents 700 million fewer arrivals compared to the same period in 2019 and translates into a loss of US$ 730 billion in export revenues from international tourism. This is more than eight times the loss experienced on the back of the 2009 global economic and financial crisis (UNWTO, 2020).

4. MATERIAL AND METHOD

Quantitative research methods were utilized in this study. Convenience sampling method was employed for data collection of the study. The principal of this method is to include everyone that have filled in the questionnaire to the sampling so that everyone who are voluntary and able to reach can fill in the questionnaire (Coşkun et al., 2015). Questionnaire technique was utilized for data collection in the study. A convenient questionnaire in the literature developed in the previous studies was not able to be discovered for the reason that Covid-19 pandemic is a disease emerging recently in the world. Therefore, a questionnaire convenient for the context of the study was developed by attaining expert academicians' opinions. The questionnaire form developed in accordance with the objectives of the study was rearranged on Google Forms and conveyed to the participants through link address, social media and e-mail. 100 people were remarked as poor, 200 as average, 300 as good and 500 as excellent for the sample size determination (Comrey & Lee, 1992; Tabachnick & Fidell, 2015). Accordingly, 512 questionnaire forms convenient for data validation in the scope of the research were obtained in the study. The questionnaire employed in the study consists of two sections. In the first section, participants were addressed sociodemographic questions. In the second section, close-ended questions were posed in order to evaluate the effect of Covid-19 pandemic on individuals' vacation plans. Statements on the factors effecting vacation decisions were structured with 5-Likert Scale as "1: Strongly Disagree, 5: Strongly Agree". The obtained data were analyzed

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by using statistical package program SPSS 22 (Statistical Package for Social Sciences). Descriptive statistics (percentage, frequency, mean) were utilized for the analysis of demographic and personal data. Normality test and Kaiser-MeyerOlkin ve Bartlett Test of Sphericity were performed to detect convenience for factor analysis. Parametric tests were employed as the data proved normal distribution after performing normality tests. T-test was utilized in order to reveal whether there was a significant difference between groups that were formed with respect to dependent and independent variables, which indicates the means of two unrelated samplings, in parametric tests (Büyüköztürk, 2018). Besides, ANOVA was run so as to test whether the difference between two or more than two unrelated sampling was more significant different than zero (Büyüköztürk, 2018). The findings were interpreted through Levene's Homogenity Test, Post Hoc Gabriel, Post Hoc Games-Howell tests.

One of the most approved methods for testing a scale's reliability is "Cronbach Alpha Coefficient". Numerical value of reliability coefficient is between 0 and 1. The reliability decreases as the value approximates to 0 while it increases as it approximates to 1 (Kayış, 2018). Reliability analysis were employed to be able to identify scale's reliability. Cronbach Alpha coefficient was found to be (0,741) as the result of reliability analysis. Fraenkel, et al. (2012) stated that reliability coefficient is to be 0,7 or above and low numbers are relatively less reliable.

5. RESULT

5.1. Information about the demographic characteristics of the participants

Tablo 5.1. Distribution of Participants According to Demographic Features

Variables	N	% 100	Variables	N	%100
Gender			**Timing of Taking Vacation**		
Male	201	39.3	Instantly	76	14.8
Female	311	60.7	1-2 months later	145	28.3
Total	**512**	**100**	6 months later	112	21.9
Marital Status			1 year later	179	35.0
Married	226	44.1	**Total**	**512**	**100**
Single	286	55.9	**Monthly Income**		
Total	**512**	**100**	2500 TL or lower	130	25.4
Level of Education			2501-5000 TL	166	32.4
Primary school	10	2	5001-7500 TL	112	21.9
High school	73	14.3	7501-10000 TL	44	8.6
Associate Degree-Undergraduate	243	47.5	10000 TL or higher	60	11.7
			Total	**512**	**100**
Postgraduate	186	36.3	**Profession**		
Total	**512**	**100**	Officer	179	35
Age			Private sector	119	23.2
18-25	122	23.8	Self-employed	24	4.7
26-35	259	50,6	Retired	15	2.9
36-45	75	14.6	Worker	20	3.9
46-55	29	5.7	Student	115	22.5
56 +	27	5.3	Housewife	33	6.4
Total	**512**	**100**	Not working	7	1.4

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	Total	**512**	**100**

As demonstrated in (Table 5.1) 311 female participants constituted 39.3% of the sampling while 201 male participants constituted 39.3%. 122 participants aged between 18-25 composed 23.8% of the sampling. 259 participants aged between 26-35 composed 50.6% of the sampling with the highest percentage. 29 participants aged between 46-55 comprised to 5.7% of the sampling. Participants aged above 56 constituted 5.3% of the sampling. 10 primary school graduate participants corresponded to the lowest mean in the sampling of the study with 2%. 243 participants with associate or bachelor's degree constituted most of the sampling with 47.5%. 186 participants with postgraduate degree corresponded to 36.3% of the sampling. 73 high school graduate participants composed 14.3% of the sampling. The number of married participants in the sampling was 226 with 44.1%. Single participants composing most of the sampling was 55.9%. 130 participants with 2500 Turkish Liras income constituted 25.4% of the sampling. Participants with 2501- 5000 Turkish Liras income comprising most of the sampling were 166 people with 32.4%. 112 participants with 5001-7500 TL Turkish Liras income composed 21.9% of the sampling while 44 participants with 7501-10000 Turkish Liras income constituted 8.6%. The number of the participants with above 10000 Turkish Liras income were 60 corresponding to 11.7% of the sampling. The highest percentage of the sampling with 35% were constituted by 179 officer participants. 115 student participants corresponded to 22.% of the sampling. The number of retired participants was 15 with 2.9%. Self-employed participants were 24 people comprising 4.7% of the sampling. The number of worker employers was 20 with 3.9%.

5.2. Exploratory Factor Analysis on Identifying the Participants' Decision on Purchasing Vacation

Kaiser-MeyerOlkin ve Bartlett Test of Sphericity were employed on data set before performing factor analysis in order to acknowledge conformity of data for factor analysis. The conformity coefficient of KMO was 0,783. It is expected KMO to be higher than 0,60 for factorability (Büyüktazim, 2019).

As a result of the analysis, it was disclosed that factor loadings of 15 statements were above 0,40. One statement below 0,40 was excluded. In accordance with the opinion that factor loadings of the statements of a scale measuring a certain phenomenon are required to be above 0,32 or 0,35, it can be speculated that factor loadings of the statements are at an acceptable level (Tabachnick and Fidell, 2015). As a result of the exploratory factor analysis, cyclical statements that were detected to have differences lower than 0,10 in their factor loadings of two factors were excluded as from the one with lower factor loading, and the analysis were reconducted. Factors with eigenvalue 1 or above are accepted in factor analysis (Büyüköztürk, 2018). Eigenvalue was affirmed as 1.00 and four factors were determined to have eigenvalue above 1.00 in the study. The common attribute which was measured by the statements grouped under the related factor was used as a base for naming related factors.

Tablo: 5.2. Factor Analysis on the effect of Covid-19 pandemic on participants' vacations plans

Factors	Factor Loadings	$\bar{x}$	Eigenvalue	Explained Variance Rate (%)	Factor Mean	Cronbach Alpha

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FACTOR 1: Limited service			3,647	24,315	3,448	0,674
Even after Covid-19 pandemic disappears, I do not stay at an accommodation establishment which employs all-inclusive system.	0,793	3,06				
I would rather spend my vacation at a rented house than an accommodation establishment because of Covid-19 pandemic.	0,752	3,47				
I would rather spend my vacation at a boutique hotel than a large accommodation establishment because of Covid-19 pandemic.	0,618	3,45				
I do not prefer an accommodation establishment with open buffet for my vacation plan.	0,474	3,79				
FACTOR 2: Procrastination			1,818	36,436	2,184	0,539
I make a vacation plan for abroad after Covid-19 pandemic disappears.	0,711	2,29				
I make a vacation plan even if Covid-19 pandemic does not disappear completely.	0,671	1,90				
I buy a package tour vacation after Covid-19 pandemic disappears.	0,651	2,35				
FACTOR 3: Measure			1.470	46,238	4,066	0,729
The appearance of Covid-19 pandemic in the region affects my choice in vacation destination.	-0,741	4,18				
My vacation plan changes according to whether social distancing measures are taken notice by the society.	-0,726	4,25				
I stay at an accommodation establishment where hygienic measures are followed.	-0,718	4,06				
Economic status of the destination I will go determines my vacation decision after Covid-19 pandemic disappears.	-0,704	3,76				
FACTOR 4: Seclusion and Serenity			1,042	53,183	3,448	0,576
I will go for a vacation in places known as cittaslow this year because of Covid-19 pandemic.	0,722	3,47				
I am planning to spend my vacation at destinations with cultural wealth rather than in coastal regions.	0,636	3,11				
I do not think I will go out of the establishment I stay unless it is necessary.	0,601	3,22				

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I will not utilize public transport vehicles while going on a vacation this year.	0.510	3,97	

NOTE: Principal Component Analysis; Kaiser-Meyer-Olkin Sampling Sufficiency: 0,783;
Bartlett's Test of Sphericity p>0,000; df; 105; Total Explained Variance: 53,183
Response Categories: 1: Strongly Disagree – 5: Strongly Agree

In this study aimed at investigating the effect of Covid-19 pandemic on individuals' vacations plans, four dimensions were attained as a result of the factor analysis performed on 15 statements for identifying the factors (Table 5.2). There were 4 statements in the first dimension, 3 statements in the second dimension, 4 statements on the third dimension and 4 statements in the fourth dimension. Factor 1: limited service- It is the factor that participants prefer to take a vacation at accommodation establishment where they will get limited service. The pandemic disease has led people to avoid contact. People find it more appropriate to have a limited service on the grounds that the contact will increase as the service level increases. Factor 2: Procrastination- It is the factor that participants wait for pandemic disease to disappear to go for a vacation. People postpone the dates of their vacation plans to the termination of pandemic disease. The statement of "I make a vacation plan even if Covid-19 pandemic does not disappear completely." Could be interpreted as people will start planning for future when the pandemic deescalates. Factor 3: Measure- It is the factor that people do not trust in the measures to be taken at the locations they will go for a vacation. It might be commented that people are of the opinion that the general measures to be taken will not be sufficient and infection will pass unexpectedly and transiently. Factor 4: Seclusion and Serenity- It is the factor that participants pay attention to the seclusion of the locations they will go for a vacation. In conformity with Factor 1 and 3, it could be interpreted that people will go for a vacation at isolated destinations on the grounds that measures to be taken will not be sufficient and they will avoid contact as much as possible.

5.3. Independent Groups T-Test Results Regarding the Differences Among Factors According to Participants' Gender Variable

Normality analysis was executed before making a comparison among variables. It was presumed that variables indicated normal distribution as coefficients of Skewness and Kurtosis ranged between -2 and +2 (George & Mallery, 2010). Due to this reason, parametric test techniques were utilized. Independent t-test for two different independent variables and One-Way ANOVA test for more than two independent variables were conducted.

Tablo 5.3. Independent Groups T-Test Results Regarding the Differences Among Factors According to Participants' Gender Variable

	Gender	N	$\bar{x}$	S.S	t	P
Limited Service	Famele	311	3,53	0,91	2,350	0,019
	Male	201	3,31	1,03		
Procrastination	Famele	311	2,09	0,96	-2,663	0,008
	Male	201	2,32	1,00		
	Famele	311	4,08	0,92	0,473	0,636

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Measure	Male	201	4,04	0,92		
Seclusion and Serenity	Famele	311	3,53	0,86	2,651	0,008
	Male	201	3,31	0,92		

Independent groups T-test was administered in order to uncover if there was a significant difference in the vacation plans decisions of the participants after Covid-19 according to gender variable and test results were illustrated in Table 5.3. Accordingly, it was revealed that there was no significant difference in the perceptions of male and female participants regarding measures factor. (Measure: t= 0,473, p>0,05). However, it was disclosed that there was a significant difference in limited service, procrastination and seclusion and serenity factors regarding the gender variable. (Limited Service: t=2,612, p<0,05; Procrastination: t=-2,663, p<0,05; Seclusion and Serenity: t=2,651, p<0,05).

5.4. Independent Groups T-Test Results Regarding the Differences Among Factors According to Participants' Marital Status Variable

Tablo 5.4. Independent Groups T-Test Results Regarding the Differences Among Factors According to Participants' Marital Status Variable

	Marital Status	**N**	**x̄**	**S.S**	**t**	**P**
Limited Service	Married	226	3,49	0,99	1,015	0,310
	Single	286	3,40	0,95		
Procrastination	Married	226	2,11	0,91	-1,369	0,172
	Single	286	2,23	1,04		
Measure	Married	226	4,04	0,96	-0,457	0,648
	Single	286	4,08	0,89		
Seclusion and Serenity	Married	226	3,56	0,89	2,612	0,009

Independent groups T-test were employed in order to detect if there was a significant difference in the vacation plans decisions of the participants after Covid-19 according to marital status variable and test results were demonstrated in Table 5.4. Accordingly, it was revealed that there was no significant difference in the perceptions of married and single regarding the factors of limited service, procrastination and measures. (Limited Service: t= 1,015, p>0,05; Procrastination: t= -1,369, p>0,05; Measures: t= -0,457). Nevertheless, it was discovered that there was a significant difference in seclusion and serenity factor among married and single participants. (t=2,612, p<0,05).

5.5. ANOVA Table Regarding the Differences Among Factors According to Participants' Education Level Variable

Tablo 5.5. ANOVA Table Regarding the Differences Among Factors According to Participants' Education Level Variable

	Level of Education	**N**	**x̄**	**ss**	**F**
Limited Service	Primary school	10	4,02	1,13	3,566
	High school	73	3,22	1,09	

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	Associate Degree-Undergraduate	243	3,40	0,96	
	Postgraduate	186	3,56	0,89	
Procrastination	Primary school	10	2,23	1,23	2,443
	High school	73	2,32	1,13	
	Associate Degree-Undergraduate	243	2,05	0,96	
	Postgraduate	186	2,29	0,94	
Measure	Primary school	10	3,77	1,29	0,628
	High school	73	3,99	1,01	
	Associate Degree-Undergraduate	243	4,06	0,94	
	Postgraduate	186	4,11	0,83	
Seclusion and Serenity	Primary school	10	3,62	0,85	0,481
	High school	73	3,35	1,04	
	Associate Degree-Undergraduate	243	3,47	0,89	
	Postgraduate	186	3,44	0,82	

The results of one-way ANOVA variance analysis performed to determine if there was a significant difference in the vacation plans decisions of the participants after Covid-19 according to their educational levels were illustrated in Table 5.5. According to this analysis results, there was no statistically significant difference found in factors of procrastination, measures and seclusion and serenity regarding the comparison of participants' education levels. (Procrastination: F=2,579, p>0,05; Measure: F=0,628 p>0,05; Seclusion and Serenity: F= 0,481 p>0,05). On the other hand, there was a statistically significant difference found in the factor of limited service regarding the comparison of participants' education levels. (Limited Service: F= 3,566 p<0,05). As the factor detected to indicate difference indicated homogenic distribution, Gabriel test was conducted. As a result of the tests being performed, it was uncovered that primary school graduate participants were much more influenced by the factor of limited service than high school graduate participants. Hence, it could be speculated that lower level school graduate individuals relatively accept getting a service at a more limited level.

5.6. ANOVA Table Regarding the Differences Among Factors According to Timing of Taking Vacation

Tablo 5.6. ANOVA Table Regarding the Differences Among Factors According to Timing of Taking Vacation

	Timing of Taking Vacation	N	$\bar{x}$	S.S	F	P
Limited Service	Instantly	76	3,51	1,10	0,189	0,904
	1-2 months later	145	3,45	0,95		
	6 months later	112	3,41	0,84		
	1 year later	179	3,43	0,99		

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Procrastination	Instantly	76	2,61	1,08	13,139	0,000
	1-2 months later	145	2,32	0,94		
	6 months later	112	2,23	0,96		
	1 year later	179	1,85	0,89		
Measure	Instantly	76	4,19	0,77	1,191	0,313
	1-2 months later	145	4,08	0,79		
	6 months later	112	4,10	0,83		
	1 year later	179	3,97	1,11		
Seclusion and Serenity	Instantly	76	3,40	1,00	0,644	0,587
	1-2 months later	145	3,45	0,83		
	6 months later	112	3,54	0,80		
	1 year later	179	3,40	0,94		

The results of one-way ANOVA variance analysis employed to identify if there was a significant difference in the vacation plans decisions of the participants after Covid-19 according to the timing of taking vacation were represented in Table 5.6. According to the analysis, there was no statistically significant difference found in factors of limited service, measures and seclusion and serenity regarding the comparison of timing of taking vacation. (Limited Service: F=0,189, p>0,05; Measure: F= 1,191 p>0,05; Seclusion and Serenity: F=0,644 p>0,05.) However, there was a statistically significant difference detected in the factor of procrastination regarding the comparison of the timing of taking vacation. (Procrastination: F= 13,139 p<0,05). As the factor noticed to demonstrate difference indicated heterogenic distribution, Games-Howell test was performed. Test results uncovered that the ones stating "I go for a vacation instantly", "I go for a vacation a few months later" and "I go for a vacation a six months later" were more affected by the factor of procrastination than the ones stating "I go for a vacation a year later". Based on this finding, it could be concluded that individuals are of the opinion that the pandemic will relent in time. On the other hand, it might be speculated that it is quite likely to procrastinate vacation plans as the timing of the vacation is extended.

5.7. ANOVA Table Regarding the Differences Among Factors According to Participants' Monthly Income Level Variable

Tablo 5.7. ANOVA Table Regarding the Differences Among Factors According to Participants' Monthly Income Level Variable

	Monthly Income	N	$\bar{X}$	S.S	F	P
Limited Service	2500 TL or lower	130	3,43	0,84	0,531	0,713
	2501-5000 TL	166	3,38	1,07		
	5001-7500 TL	112	3,54	0,84		
	7501-10000 TL	44	3,42	1,01		
	10000 TL or higher	60	3,48	1,08		
	2500 TLor lower	130	2,20	1,06	3,105	0,015
	2501-5000 TL	166	1,99	0,91		

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Procrastination	5001-7500 TL	112	2,27	1,00		
	7501-10000 TL	44	2,48	0,92		
	10000 TL or higher	60	2,30	0,96		
Measure	2500 TL or lower	130	4,06	0,91	2,725	0,029
	2501-5000 TL	166	4,01	1,00		
	5001-7500 TL	112	4,28	0,74		
	7501-10000 TL	44	3,80	1,01		
	10000 TL or higher	60	3,99	0,90		
Seclusion and Serenity	2500 TL or lower	130	3,40	0,89	2,437	0,046
	2501-5000 TL	166	3,35	0,90		
	5001-7500 TL	112	3,66	0,82		
	7501-10000 TL	44	3,47	0,97		
	10000 TL or higher	60	3,34	0,87		

The results of one-way ANOVA variance analysis executed to reveal if there was a significant difference in the vacation plans decisions of the participants after Covid-19 according to their monthly income levels were illustrated in Table 5.7. According to the analysis, there was no statistically significant difference found in limited service factor regarding the comparison of participants' monthly income levels. (Limited Service: F= 0,531, p>0,05). Nonetheless, there was a statistically significant difference discovered in the factors of procrastination, measures and seclusion and serenity regarding the comparison of the participants' monthly income levels. (Procrastination: F=3,105, p<0,05; Measures: F= 1,191 p<0,05; Seclusion and Serenity: F=0,644 p<0,05). As the factor identified to demonstrate difference indicated homogenic distribution, Gabriel test was conducted. According the findings of the test, it was demonstrated that the ones having 7501-10000 Turkish Liras monthly income were more affected by the factor of procrastination than the ones having 2501-5000 Turkish Liras monthly income. This finding might be interpreted as the participants with higher level of income budget more than the ones with lower level of income and they are likely to reduce their financial losses through procrastination. As the factor of measures discovered to demonstrate difference indicated heterogenic distribution, Games-Howell test was performed. Accordingly, it was uncovered that the ones having 5001-7500 TL Turkish Liras monthly income were more affected by the factor of measures than the ones having 7501-10000 TL Turkish Liras monthly income.

5.8. ANOVA Table Regarding the Analysis of Factor Distributions According to Participants' Age Variable

Tablo 5.8. ANOVA Table Regarding the Analysis of Factor Distributions According to Participants' Age Variable

	Age	N	$\bar{x}$	S.S	F	P
Limited Service	18-25	122	3,28	0,88	1,658	0,159
	26-35	259	3,52	0,92		
	36-45	75	3,37	1,13		
	46-55	29	3,43	1,07		
	56 +	27	3,65	1,11		

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Procrastination	18-25	122	2,18	1,00	3,877	0,004
	26-35	259	2,03	0,92		
	36-45	75	2,59	1,06		
	46-55	29	2,26	1,04		
	56 +	27	2,39	0,95		
Measure	18-25	122	4,05	0,90	0,383	0,821
	26-35	259	4,00	0,90		
	36-45	75	4,09	0,93		
	46-55	29	4,01	1,02		
	56 +	27	3,87	1,12		
Seclusion and Serenity	18-25	122	3,27	0,90	2,410	0,048
	26-35	259	3,53	0,82		
	36-45	75	3,54	0,93		
	46-55	29	3,25	1,08		
	56 +	27	3,24	1,00		

The results of one-way ANOVA variance analysis performed to identify if there was a significant difference in the vacation plans decisions of the participants after Covid-19 according to their ages were displayed in Table 5.8. According to the analysis, there was no statistically significant difference found in factors of limited service, measures and seclusion and serenity regarding the comparison of participants' age. (Measures: F= 0,383, p>0,05; Limited Service: F= 1.658, p>0,05; Seclusion and Serenity F=2.410, p>0,05). Nevertheless, there was a statistically significant difference discovered in procrastination factor, regarding the comparison of the participants' age. (Procrastination: F= 3,877, p<0,05). As the factor revealed to demonstrate difference displayed homogenic distribution, Gabriel test was performed. Based on the findings of the test, it conceded that the participants aged between 36-45 were more affected by the factor of procrastination than the ones aged between 18-25 and 26-35. Henceforth, it might be deduced that as they get older, their tendency to bear the risks declines.

6. DISCUSSION AND CONCLUSION

Covid-19 pandemic has halted daily functions globally and tourism has become the most severely affected industry among all main economical industries (WHO, 2020). There have been controversies on the new world order after Covid-19 pandemic. In tourism industry, a great number of people has started to think about their vacation preferences after pandemic. Tourism establishments have begun to make preparations for after Covid-19 period. While several accommodation establishments have been conducting maintenance works on one hand, hygienic measures and positioning of all the areas of the managements by following the social distancing measures have become one of the most primary issues on the other. Therefore, it is believed that this study will contribute to the literature with respect to the effect of Coronavirus on individuals' vacation plans.

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Decision of purchasing a vacation is affected by several intrinsic and extrinsic factors. Enlightening how and why tourist make a decision on purchasing a vacation is a crucial guide for tourism establishments (Özyıldırım & Koçoğlu, 2019). Crises in tourism industry may impact incoming or outgoing tourist's demand or both and crises could be divided as permanent or temporary based on the consequences they produce (Eugenio-Martin & Campos-Soria, 2014). It is of vital importance for tourism industry to arrange a crisis management plan due to Covid-19 pandemic leading to distortion of global economy at most since World War II. Wen et al. (2020) anticipate that Chinese tourists will not be able to travel abroad, and they will pursue domestic tourism instead. Globertender has reported that off-price vacations, virtual trips and short-time vacations have risen to prominence in order to promote travel trends emerged in the coronavirus period (Globetrender, 2020).

The statements of "My vacation plan changes according to whether social distancing measures are taken notice by the society." ($\bar{x}$=4.25), "The appearance of Covid-19 pandemic in the region affects my choice in vacation destination." ($\bar{x}$=4.18) and "I stay at an accommodation establishment where hygiene measures are followed." ($\bar{x}$=4.06) were determined as the most prevalent statements whereas the statements of "I make a vacation plan even if Covid-19 pandemic does not disappear completely." ($\bar{x}$=1.90), "I make a vacation plan for abroad after Covid-19 pandemic disappears." ($\bar{x}$=2.29) and "I buy a package tour vacation after Covid-19 pandemic disappears." ($\bar{x}$=2.35) were detected as the least. It could be concluded on this finding that individuals beware of Covid-19 pandemic, they attach importance to hygiene, and they are low in number with regard to planning a vacation without complete disappearance of the pandemic. It was also disclosed that participants do not agree on the statement of going abroad for a vacation due to the fact that the pandemic has taken hold of the whole world.

The effect of Covid-19 pandemic on individuals' vacation plans also varied across demographic factors. While limited service, procrastination and seclusion and serenity factors differed in men and women; seclusion and serenity factor differed in singles and married ones; limited service factor differed in educational levels' comparison; procrastination, measure and seclusion and serenity factors differed in income levels' comparison and procrastination factor in age variable. In the light of interpretation of research findings and obtained results, some suggestions are proposed for tourism establishments:

- Services being delivered should be limited in order to maintain social distancing in regular periods.
- Uncrowded and serene settings should be initiated for the delivery of tourism services.
- Precautions should be taken against crowding considering the fact that demands for tourism industry will gravitate to the secluded and serene destinations.
- Product offers should be presented to the individuals in the face of variables such as age, income and education levels.

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