

Pre and Post Covid-19 Travel Intentions and Perceptions of the Travelers of Bangladesh

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Abstract

The whole world is going through a challenging period of time due to the outbreak of the novel coronavirus (Covid-19). In Bangladesh, the Tourism industry was one of the booming industries until the pandemic spread with its curse. The novel coronavirus is causing plenty of negative effects on Bangladesh's travel and tourism industry. The future of the travel and tourism industry may get hampered due to the Covid-19 pandemic as the virus spreads vastly and seems a risk for many travelers. Tourists travel related decision and behavior depends on the overall situation around them. But how the travelers of Bangladesh are responding to the recent pandemic situation and how their travel intentions and perceptions vary is still unknown. It is essential to know tourist perception regarding Covid-19 and how it affects their travel intention. This research aims to initiate an in-depth understanding of the travel intention and perceptions of the travelers of Bangladesh. Specifically, it will attempt to find the travel pattern of travelers in Bangladesh during the Covid-19 pandemic. In particular, it will try to fill the gap by identifying tourists' perceptions regarding traveling in the Covid-19 period. In order to fulfill the research objectives, a quantitative research method has been used by the author. The study utilized a self-administered, close-ended questionnaire to get responses from the participants. The sample of the study has collected by following the non-probability convenience sampling method. The research has found that the travel intention and perception of the travelers of Bangladesh varies in a wide range from pre Covid-19 period to post Covid-19 period according to tourist demographic profile and the fear of Covid-19 influences the tourist perception negatively due to its health risk. The study also pointed out that, a large number of tourists, who are frequent travelers in nature before Covid-19 took place, are largely influenced by the pandemic, and due to health risks, they are supposed to avoid traveling and become more concerned about ensuring personal hygiene and maintaining more social distance. According to the study findings and the sampled respondents' opinions author tries to point out some strategies that might be helpful for tourism practitioners to mitigate the loss of the tourism and hospitality industry in Bangladesh.

Keywords: Covid-19, Pandemic, Tourists' perceptions, Crisis, Travel intentions, Travel restrictions, Risk, Tourism impact

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1. Introduction

In Bangladesh, one of the booming industries is the tourism industry (Elena et al., 2013). Bangladesh is blessed with thousands of natural resources such as rivers, beaches, forests, lakes, tribal life historical monuments, wildlife, cultural heritage, and archaeological remains. These natural treasures and identities have drawn up Bangladesh as a desirable tourist destination for the inhabitants and about 10 million domestic tourists travel to these places annually (Hossain Bhuiyan, 2020). In spite of the fact that the tourism industry is growing vastly, it may face various impediments as a result of criminal activities such as war and terrorism, the dissemination of the pandemic disasters, global natural catastrophes, and downturn crisis in the world's economic (Garg, 2015). An ongoing global pandemic known as Covid-19 virus has hit as the most horrible post-World War II outbreak to infect the world exceeding the previous record of the pandemics of Middle East Respiratory Syndrome 9 (MERS) in 2012 and the Severe Acute Respiratory Syndrome (SARS) in 2003 (Baldwin et al., 2020; Huynh, 2020; Matiza, 2020; Ruiz Estrada et al., 2020; Wilder-Smith, 2006). Nowadays the novel corona virus Covid-19 is the most vibrate word causing a huge amount of difficulties for almost all of industries (Hasan, 2020). Bangladesh is also affected by the curse of Covid-19 virus. During the year, the country has encountered a loss of about TK.40 billion (USD 470 million) predicted by UNWTO (Hossain Bhuiyan, 2020).

According to the repost of World Travel and Tourism Council (WTTC), published in 14th of April 2020, the Covid-19 pandemic has dispersed above 180 countries, contaminating 1.98 million people and responsible for 126753 deaths around the world (Matiza, 2020). The worldwide spread of the Covid-19 pandemic causes severe financial deficit in the travel and tourism sector as it leads to impose lockdowns and travel restrictions in order to reduce the spread of the virus (Matiza, 2020; Novelli et al., 2018; Stezhko et al., 2020; Yang et al., 2020). The novel coronavirus is causing plenty of negative effects on the travel and tourism industry in Bangladesh. The future of travel and tourism industry may get hampered due to Covid-19 pandemic as the virus is spreading vastly and seems as a risk for many travelers. Although tourists travel related decision and behavior depends on the overall

situation around them, but how the travelers of Bangladesh are responding in the recent pandemic situation and how their travel intentions and perceptions vary is still unknown. It is required to know tourist perception regarding Covid-19 and how it affects their travel intention. This research aims to initiate an in-depth understanding of the travel intention and perception of the travelers of Bangladesh. Specifically, it will explore to find the travel pattern of the travelers of Bangladesh during Covid-19 pandemic. In particular, it will try to fill the gap by identifying tourists' perception regarding travelling in Covid-19 period.

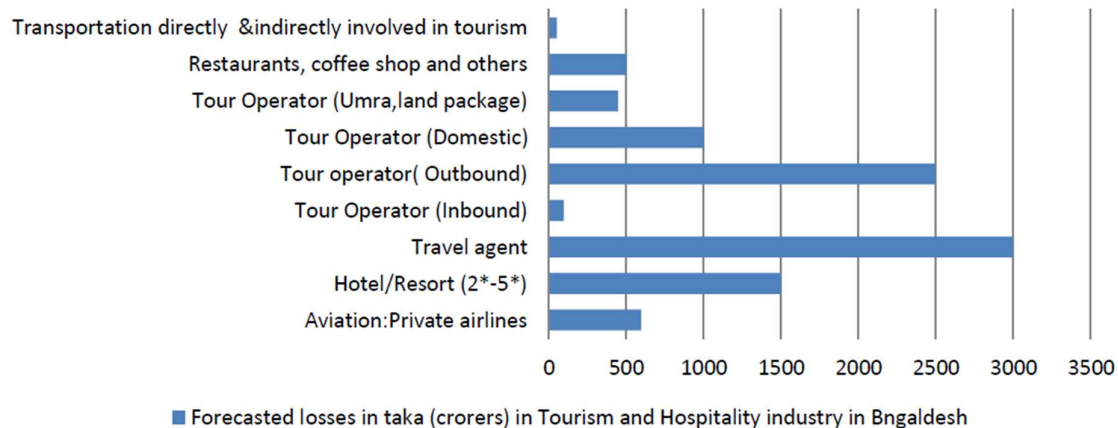
2. Literature Review

The worldwide spread of Covid-19 pandemic causes severe financial deficit in the travel and tourism sector as it leads to impose lockdowns and travel restrictions in order to reduce the spread of the virus (Matiza, 2020; Novelli et al., 2018; Stezhko et al., 2020; Yang et al., 2020). Until the world met a pandemic in the 21st century, COVID-19, the tourism industry was one of the world's greatest markets (Uğur & Akbiyik, 2020). The most entertaining way to explore a place is travelling but for the travelers or the planners the most frightening news can be such pandemic or epidemic (Uğur & Akbiyik, 2020). The new coronaviruses trigger epidemics and pandemics. The individual travel motifs of the potential travelers represent one of the decisive elements in the course of the travel decision (Bieger & Beritelli, 2011). In order to take travel decision or to make choice for a destination, potential travelers primarily depends on the perception of feeling safe and secure at the preferred destination (Uğur & Akbiyik, 2020). Risk factors such as serious diseases that can cause physical harm may greatly influence travel decision making (Chew & Jahari, 2014). According to the Health Belief Model (HBM), individuals who perceive a high level of risk to their health tend to increase their engagement in health-protective behaviors to cope with the risk (Rosenstock, 1974). Facing the conflicting needs of travelling and safety, individuals engage in self-protection behaviors as coping strategies to reduce their perceived risk while satisfying their desire to travel (Brewer et al., 2004). Subsequently the explosion of Covid-19 in 2019 causes not less than 80 percent reduction in the world tourism sector (Luo & Lam, 2020).

More than 20 percent tourist arrivals have been went down in the first half of 2020 (UNWTO Reports, 2020). Several hospitality industries namely hotels, restaurants, travel agencies, airlines and bars have closed as well as different countries have locked their boundaries due to Covid-19 (Luo & Lam, 2020). It also causes uncertainty in the domestic and international travelling. Over the period from January to July 2020, more than 90 percent tourist arrivals have declined (Luo & Lam, 2020). The reason of these reduction in the number of tourists visit might be the fear of Covid-19 pandemic and tourist anxiety about uncertain situation. Previous studies has shown that distress is a fundamental source of approach (S. Taylor, 2019). For example, pandemic situation causes uncertainty and make people more nervous and they want to undertake more personal hygiene, maintain social detach and eager to get vaccinated while obtainable (S. Taylor, 2019). Tourist travel related decisions and selection of a destination often impacted by their insights of personal and physical safety (Lepp & Gibson, 2003; Novelli et al., 2018; T. Taylor & Toohey, 2007). This kinds of decision making process and destination selection are usually influenced by mass media representation of that particular destination (Kozak & Law, 2007; Novelli et al., 2018). Pessimistic media exposure and picturesque imagery of various heath related crisis like pandemics often creates challenges for the tourism industry (Novelli et al., 2018; Schroeder & Pennington-Gray, 2014).

It has been exemplified by the SARS outbreak that there is a link between infectious disease, travel and tourism (Henderson & Ng, 2004; McKercher & Chon, 2004; Novelli et al., 2018; Washer, 2004) as it spreads worldwide through tourist when they return home from international trip after visiting pandemic affected areas (Mason et al., 2005; Novelli et al., 2018). Moreover, WHO circulated a "general travel advisory" which includes advices to effectively lock several borders along with demotivating tourism in the affected areas (Novelli et al., 2018; Wall, 2006; Wilder-Smith, 2006). Due to Covid-19 pandemic, the economy of Bangladesh face remarkable change as all types of economic activity have been closed by the Government (Banna, 2020; Deb & Nafi, 2020). Although, Bangladesh's tourism industry has a great potentiality of growing immense domestic travel market but because of coronavirus, all forms of travel and tourism activities have to be closed (Deb & Nafi, 2020). For example, all activities of hotel, motel, restaurant, transportation and airline industry have been suspended because of the lockdown across the country. Moreover, restrictions in the local, regional and international travel directly influenced national economies comprising tourism systems i.e. domestic tourism, one day trip, international travel as well as public transport, air transport, cruises, accommodation, festivals, restaurants and cafes, conventions, meetings or sports events (Gössling et al., 2020). According to the report of PATA Bangladesh Chapter regarding Covid-19, the estimated losses in the tourism and hospitality industry in Bangladesh are showing in the following figure:

Forecasted losses in taka (crores) in Tourism and Hospitality industry in Bangladesh



Source: (Hafsa, 2020; PATA Bangladesh Chapter, 2020)

Due to the crisis, travel restrictions, closing borders or quarantine period have been imposed by most of the countries which causes remarkable go down in the domestic and international tourism over several weeks (Gössling et al., 2020). Tourism industry often impacted by several factors that hamper traveling as travel is a prerequisite of tourism activity (Yeh, 2020). For example, Covid-19 pandemic. Such Pandemic causes devastation which stress again the vulnerability of tourism (Jiang & Ritchie, 2017; Yeh, 2020). Due to pandemic such as SARS and Covid-19, tourism industry suffer widely around the world (Yeh, 2020). According to (McKercher & Chon, 2004) and (Kuo et al., 2008), the declination of Asian tourism and reduction in tourist demand causes for the over-reaction of such pandemic. In order to mitigate this devastation of tourism industry, proper strategy with conscientious planning need to be imposed (Yeh, 2020).

Before selecting a destination, tourists always try to find travel related risk in that particular destination (Garg, 2015; Henderson & Ebooks Corporation, 2007). For example, disasters and crisis like tsunami, Bali bombing, SARS, 9/11 attacks, swine flu, 26/11 Mumbai attacks in the last few years have fluctuated the tourism industry worldwide (Garg, 2015). Moreover, hotel and tourism industry also faces downturn and depression due to the annulment or cancellation of hotel bookings and rail or air tickets in response to natural or man-made occurrence (Garg, 2010, 2015). Therefore, people depends on tourism industry to earn their sustenance have to face huge financial losses as those incidents causes temporal unemployment and deprivation from foreign exchange (Garg, 2010; Iyiola & Akintunde, 2011). Due to the circumstances, a perception has grown from tourists perspective that travel destination must have to ensure safety and security to become in the choice list of the tourist (Hall et al., 2012). Accordingly, proper market understanding about tourists' perceptions of travel safety and security should be educated and increased by the tourism industry so that they can prevent sudden declination in the industry growth (Garg, 2015; Henderson & Ebooks Corporation, 2007). The flow of tourism influenced by several external factors such as natural or man-made incident (Amara, 2012; Garg, 2015). The tourism industry is remarkably fragile in response to any crisis due to its intrinsic features not only limited to local area, assorting from natural disaster to pandemic and from misconduct to security concern (Garg, 2015). Tourism experience is affiliated with risk (Bentley et al., 2001; Garg, 2015). According to Amara (2012), travel decision largely influenced by risk perception by the women because they are mostly afraid of risk rather man men. He also proved that aged people are more risk adverse than youth. Tourists intention to visit any particular destination will be declined due to the insecurity of that place (Chiu & Lin, n.d.; Garg, 2015). Risk is an innate factor that influence tourists preferences of tourism product and destination (Garg, 2015).

3. Methodology

The central focus of this study is to analyze the pre and post Covid-19 travel intention and perception of the travelers of Bangladesh. Along with this, it is also attempted to assess the impacts of Covid-19 on the potential travelers of Bangladesh, identify the travel pattern of the travelers of Bangladesh before Covid-19, and find out the future travel pattern of the travelers of Bangladesh and to look for possible strategies to overcome the fear of Covid-19 in the travel destination. In more details, in this part the author outlines the research method, study area, the methods of data collection, research hypothesis and limitations. To serve the purpose of the study, the author reviewed a wide literature on the worldwide pandemic Covid-19 and tourists' response to it in terms of travelling.

In order to assess tourists' perception on Covid-19 outbreak, the author conduct survey on travelers from different demographic profile and also from different geographical areas. The author tried to reach on the tourists who are mostly frequent travelers as well as who travel in a seasonal basis. Due to the lockdown restrictions the author have collected most of the responses through online platform by sharing the questionnaire to different travel group and selected sample with the help of Email, Facebook and Messenger. Through the online survey the author have tried to reach different types of tourist from different part of Bangladesh but in order to make a proper survey the author also conduct some offline survey through face to face interview and select the respondents from Dhaka city area according to the required criteria.

3.1 Research Method and Data Collection

In order to fulfill the objectives, quantitative research has been used by the author. The study utilized self-administered, close-ended questionnaire to get responses from the participants. The sample of the study have collected by following non-probability convenience sampling method. The questionnaire includes general questions seeking the basic socio-demographic profile of respondents such as gender, age, education level, occupation, marital status and income level as well as travel pattern, purposes of travelling of the travelers of Bangladesh. Five-point Likert Scale have been used to enable respondents to indicate their opinions more accurately through scale consisted of Strongly disagree, disagree, neutral, agree and strongly agree statements. The questions were pre tested by the author before applying the data collection instrument. The data was collected through both online and offline survey. During online survey, Google Form have been used to reach the participants. The offline survey has been conducted through on-site interviews. During information collection about the participant, ethical issues have been considered very significantly throughout the research conduct (Bryman & Bell, 2007; Chen & Huang, 2016; Cooper & Schindler, 2010). Necessary ethical practices such as acquainted consent, freedom and morality, right to revoke, safeguard from harm, confidentiality and anonymity have all been applied (Bryman & Bell, 2007; Chen & Huang, 2016; Finn et al., 2000). Total of 300 responses were collected. Among these 300 responses, 220 were obtained through online and the remaining 80 responses were collected through on-site face-to-face interview. After collecting the data, incomplete responses were removed and 273 valid responses were used in subsequent analysis. This study used survey confidentiality and anonymity. The collected data were entered into Microsoft Excel, and then exported to IBM Statistical Package for Social Science (SPSS) version 23.0 data analysis software. In order to address the research objective several statistical techniques such as Descriptive analysis, Correlation analysis, Regression analysis and Chi Square test have been applied.

3.2 Research Hypothesis

Hypothesis 1: Fear of Covid-19 negatively affect tourists' travel intention and lower their travel frequency.

Hypothesis 2: Risk of Covid-19 make tourists' more concern about personal hygiene maintenance.

Hypothesis 3: Risk of Covid-19 make tourists' more aware about maintaining more social distance.

4. Data Analysis

In **Table 1**, the demographic profile of the sampled participants is given with percentage distribution of selected variables developed by descriptive analysis. According to the table 1, the variable gender categories as male and female where the number of male participants is 139, which is 51% of the total participants. The number of female participants is 134, which is 49% of the total respondents. In case of variable age, around 78.4% are between 30 years, 20.5% are between 31 to 50 years and 1.1% are above 50 years. Most of the respondents are unmarried which is 53% of the total sample and 47% respondents are single. In case of occupation, it is seen that a large number of respondents are service holder in private sector which is 34.1%, and 30% respondents are students. Besides this study also get response from public job holder, businessman as well as housewife. A good number of respondents (53%) are graduate and postgraduate 36%. 54% of the respondents earn more than 30,000 taka per month while the other 46% respondents earn below 30,000 taka per month.

Table 1: Demographic profile of the sampled participants

Explanatory Variables	Category	Number	Percentage
Gender	Male	139	51%
	Female	134	49%
Age	15-20	6	2.2%
	21-30	208	76.2%
	31-40	49	17.9%
	41-50	7	2.6%
	Over 50	3	1.1%
Marital status	Married	128	47%
	Unmarried	145	53%
Occupation	Student	82	30%
	Self-employed (business)	33	12.1%
	Service holder (public sector)	53	19.4%
	Service holder (private sector)		
	Housewife	93	34.1%
		12	4.4%
Education	Below graduate	30	11%
	Graduate-level	144	53%
	Postgraduate	99	36%
Income	<30,000	146	54%
	>30,000	127	46%

The author tries to observe the association between visit domestic destination with proper maintenance of hygiene during covid-19 and selected variables. The results are presented in **Table 2**. Chi-square test is performed for testing the significance of the association. From the table 2, it can be said that maintenance of hygiene during Covid-19 is very essential to visit for most of the respondents of different categories. Male respondents are more agree to visit domestic destination with proper maintenance of hygiene during Covid-19 compared to females. Respondents aged less than 40 years are more agree with the statement compared with people aged more than 40 years. Unmarried respondents are more likely to visit during Covid-19 compared to the married respondents. Students, private and public job holders are more agreed with the statement compared to the self-employed and housewife occupation group. According to the table, it is seen that respondents who are graduated are more agreed to visit during Covid-19 compared to post graduate group. In case of income level, respondents who earn more than 30,000 taka per month are more agreed to travel during Covid-19 compared to the respondents with income less than 30,000 taka per month. From the chi-square test result, it is found that the variable age, occupation, education and income level have a significant effect to visit domestic destination with proper maintenance of hygiene during Covid-19.

Table 2: Examining the association between visit domestic destination with proper maintenance of hygiene during covid-19 and selected variables

Explanatory Variables	Category	visit domestic destination with proper maintenance of hygiene during covid-19					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Gender	Male	3	4	21	41	70	139
	Female	2	8	15	46	63	134
*Age	15-20	0	1	2	1	2	6
	21-30	3	8	25	71	101	208
	31-40	2	1	4	15	27	49
	41-50	0	2	4	0	1	7
	Over 50	0	0	1	0	2	3
Marital status	Married	2	10	16	37	63	128
	Unmarried	3	2	20	50	70	145
**Occupation	Student	3	4	10	29	36	82
	Self-employed (business)	2	0	2	9	20	33
	Service holder (public sector)	0	8	4	15	26	53
	Service holder (private sector)	0	0	19	29	45	93
	Housewife	0	0	1	5	6	12
***Education	Below graduate	4	2	7	13	4	30
	Graduate-level	1	7	8	55	73	144
	Postgraduate	0	3	21	19	56	99
****Income	<30,000	1	7	22	47	69	146
	>30,000	4	5	14	40	64	127

*p=0.004; **p=0.010; ***p=0.000; ****p=0.012

The study employed correlations analysis to measure the proximity of relationship between two variables. Here the author tries to find out if there are any relationship between peoples' uncomfotableness to travel during Covid-19 and avoiding travel during Covid-19 for ensuring family safety. According to **Table 3**, it is found that the significance value is .000 which means the correlation result is significant. On being analyzed it is seen that there is a positive but low degree of correlation between the two selected variables as the correlation coefficient range is .451. It demonstrates that, there is a correlation between people travel decision during Covid-19 and their perception regarding Covid-19 more precisely their feelings of uncomfotableness. Respondents of this study have accepted that they feel uncomfotable to travel during Covid-19 that's why avoiding travel so that they can ensure family safety as well.

Table 3: Correlations between two selected variables

	feel uncomfotable to travel during covid-19	avoiding travel during covid-19 for ensuring family safety
feel uncomfotable to travel during covid-19	1	.451**
		.000
	273	273
avoiding travel during covid-19 for ensuring family safety	.451**	1
	.000	
	273	273

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.1, 4.2, 4.3 shows regression analysis between selected variables. In **table 4.1**, frequency of likely leisure trips to next year compared to previous year is the dependent variable and mostly afraid of coronavirus is

the independent variable. According to the obtained results showed in table 4.1 with R^2 of .015, F value of 4.089 and p vale of .044 at the significance level of $p \leq .05$ it demonstrates that afraid of coronavirus ($B=3.190$) negatively affect tourist travel intention and thus making Hypothesis 1 “Fear of Covid-19 negatively affect tourists’ travel intention and lower their travel frequency” to be accepted.

Table 4.1: Linear Regression between selected dependent and independent variables

Dependent Variable: frequency of likely leisure trips to next year compared to previous year				
Independent Variable	B	t-value	P-value	Hypothesis
most afraid of Coronavirus	3.190	11.292	.044	Hypothesis-1 accepted
Notes: $R^2 = .015$ $F = 4.089$ $P \leq .05$				

In table 4.2, frequency of level of personal hygiene maintenance in next year compared to previous year is the dependent variable and mostly afraid of coronavirus is the independent variable. According to the obtained results showed in table 4.2 with R^2 of .047, F value of 13.237 and p vale of .000 at the significance level of $p \leq .05$ it can demonstrate that most afraid of coronavirus ($B=2.638$) positively influence tourist to maintain more personal hygiene and thus making Hypothesis 2 “Risk of Covid-19 make tourists’ more concern about personal hygiene maintenance” to be accepted.

Table 4.2: Linear Regression between selected dependent and independent variables

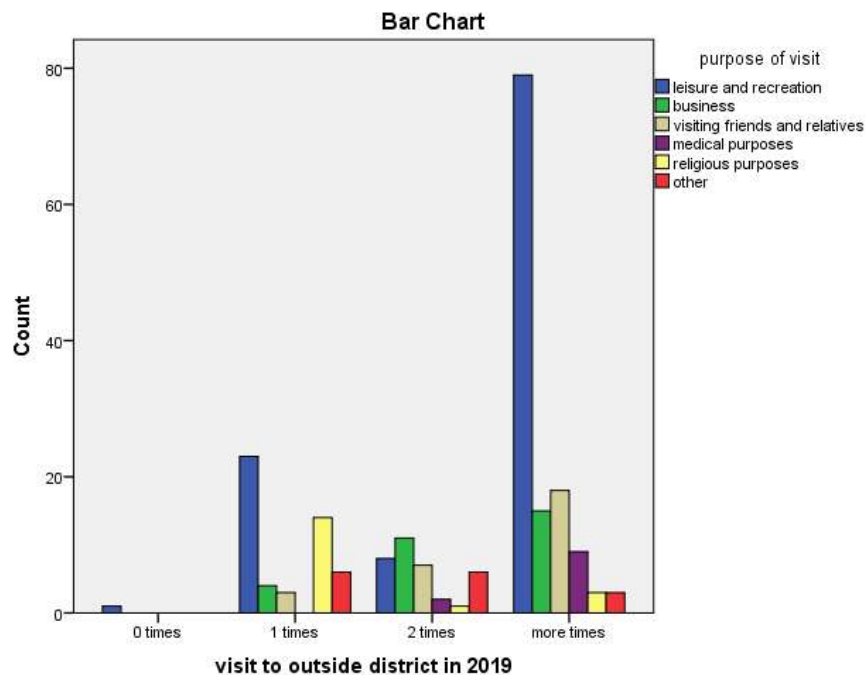
Dependent Variable: level of personal hygiene maintenance in next year compared to previous year				
Independent Variable	B	t-value	P-value	Hypothesis
most afraid of Coronavirus	2.638	8.484	.000	Hypothesis-2 accepted
Notes: $R^2 = .047$ $F = 13.237$ $P \leq .05$				

In table 4.3, level of social distance maintenance in next year compared to previous year is the dependent variable and mostly afraid of coronavirus is the independent variable. According to the obtained results showed in table 4.3 with R^2 of .121, F value of 37.386 and p vale of .000 at the significance level of $p \leq .05$ it is found that afraid of coronavirus ($B=2.003$) positively influence tourist to maintain more social distance and thus making Hypothesis 3 “Risk of Covid-19 make tourists’ more aware about maintaining more social distance” to be accepted.

Table 4.3: Linear Regression between selected dependent and independent variables

Dependent Variable: level of social distance maintenance in next year compared to previous year				
Independent Variable	B	t-value	P-value	Hypothesis
most afraid of Coronavirus	2.003	7.046	.000	Hypothesis-3 accepted
Notes: $R^2 = .121$ $F = 37.386$ $P \leq .05$				

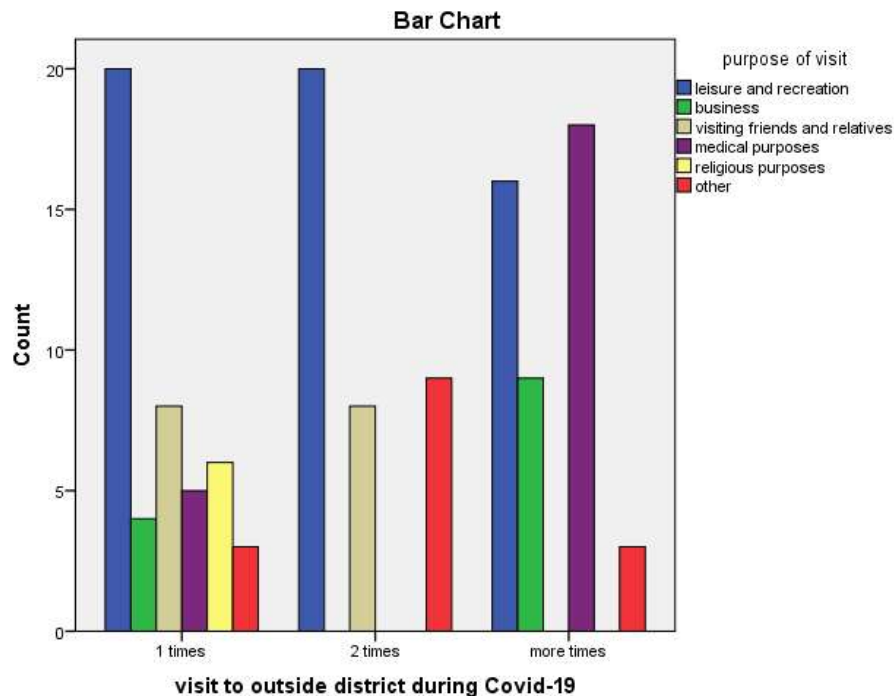
Figure-1: Frequency of visit to outside district in 2019 and its purpose



Through the study, the author tried to find out the frequency of traveling to outside district of the tourist and their purpose to travel. It is presented in **Figure 1** through bar chart. The purposes of visit have been identified by

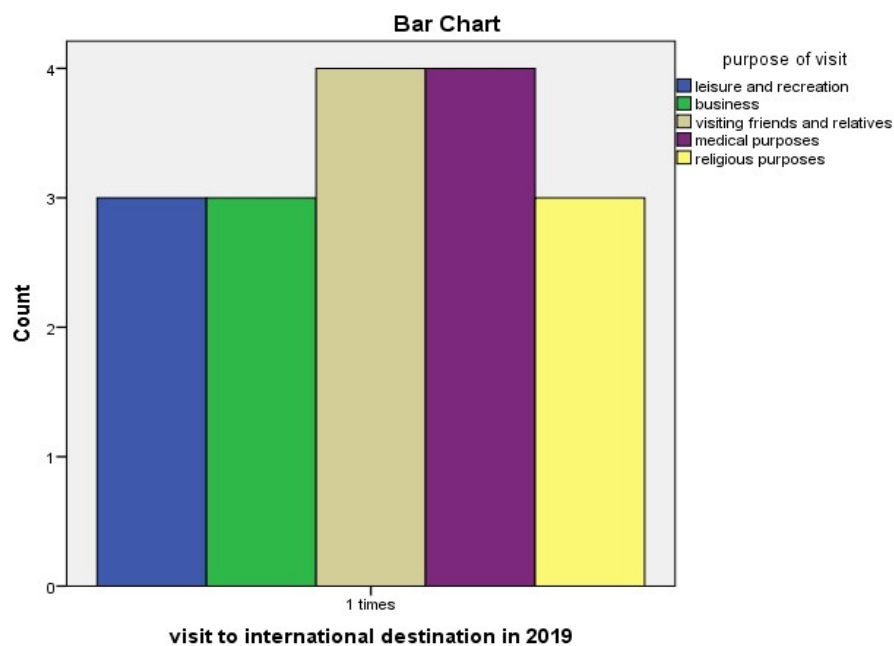
the author and classified as leisure and recreation purpose, business purpose, visiting friends and relative, medical purpose, religious purpose and other criteria. According to the chart, it can be seen that in 2019 a large number of tourists visit outside district more times for mostly leisure and recreation purpose compared with other purposes.

Figure-2: Frequency of visit to outside district during Covid-19 and its purpose



The frequency of travelling to outside district during Covid-19 and its purposes are presented in Figure 2 through bar chart. The chart shows that during Covid-19 a large number of tourists visit for medical purpose more times and one or two times for leisure and recreation purpose. This result indicates that during Covid-19 tourist mostly visit for emergency purposes rather than tourism purpose and thus domestic tourism slow down.

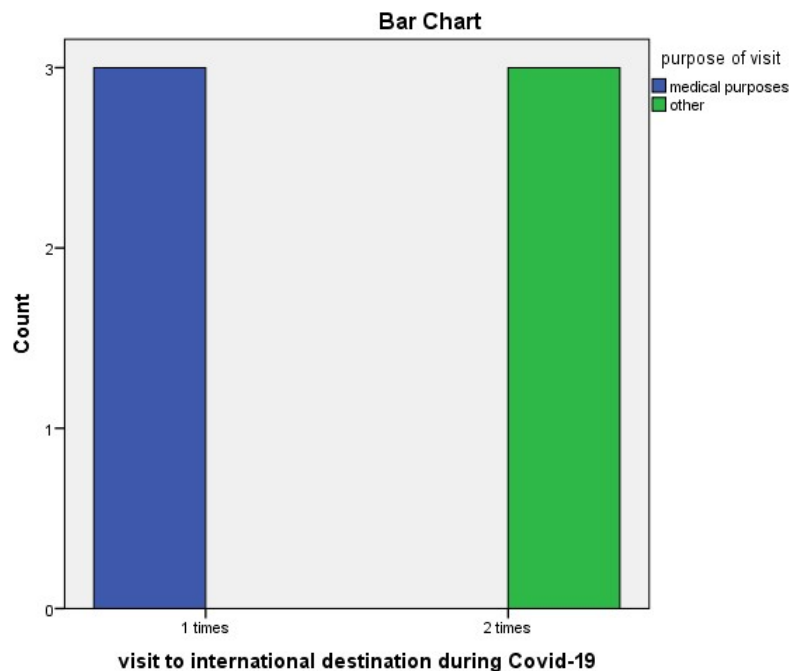
Figure-3: Frequency of visit to international destination in 2019 and its purpose



The frequency of travelling to international destination in 2019 and its purposes are presented in Figure 3

through bar chart. The chart shows that in 2019 most of the respondents visit only one time to international destination for visiting friends and relatives as well as medical purpose. The other respondents visit for business purpose, religious purpose and leisure and recreation purpose one time.

Figure-4: Frequency of visit to international destination during Covid-19 and its purpose



The frequency of travelling to international destination during Covid-19 and its purposes are presented in Figure 4 through bar chart. The chart shows that during Covid-19 the number of visits to international destination is comparatively low. The respondents who visit this time is mostly for emergency medical purpose. This result indicates that, because of the lockdown restrictions imposed by government international tourism get hampered.

5. Findings and Discussion

This study highlights the pre and post Covid-19 travel intention and perception of the travelers of Bangladesh. According to the analysis of data, the author found that, male and young participants are more agreed to travel during Covid-19 pandemic rather than female and aged participants shown in Table 2. The finding is similar with previous study of Amara (2012) who said that travel decision largely influenced by risk perception by the women and aged because they are mostly afraid of risk and risk adverse rather man men and youth. Another reason that may be obvious in case of aged people regarding travel during Covid-19 that aged people are more risk prone to coronavirus rather than the young aged people. Besides, the study found that those who are student and service holder are more agreed to travel during Covid-19 rather than those who are self-employed and housewife. The reason behind that might be said as all of the educational institutions and service sectors have shut down due to imposed lockdown restrictions, so these groups get a chance to visit apart from their busy schedule and they try to utilize it with proper hygiene maintenance. This study also found that those who are graduate are mostly agreed to travel during Covid-19 compared with post graduate. The reason behind this might be that the graduated are younger than the post graduated participants for this they are more enthusiastic to travel. In terms of income level, the study found that the higher income participants are more agreed to travel during Covid-19 compared than the lower income participants. It can be said that, the higher income people are more affordable to travel with maintaining all necessary precautions needed for controlling the effect of coronavirus rather than lower income people.

In this study the author tried to find out if there are any relationship between peoples' uncomfortableness to travel during Covid-19 and avoiding travel during Covid-19 for ensuring family safety. According to the analysis showed in Table 3, the author found that, as Covid-19 is a dangerous pandemic that spread very fast so it creates fear in the mind of the tourist. So before taking any travel decision they have to think about their family safety than before. The more they feel uncomfortable to travel during Covid-19, the more they try to avoid travel as this is related to their family's health issue. It is common that every family consists of senior citizens as well as children so tourists might feel that it is their responsibility to avoid travel to safe their family members from getting affected by coronavirus.

The study also examines research hypothesis through regression analysis. The results shown in Table 4.1, 4.2, 4.3 highlights that afraid of Covid-19 largely influenced tourist travel frequency, their level of personal hygiene and social distance maintenance. Due to the fear of Covid-19, tourists are not travelling that much as before even if they are frequent traveler in nature. Besides, they are more concern about their personal hygiene and try to maintain more social distance than their previous history. This findings is similar with previous study where S. Taylor (2019) showed that pandemic situation causes uncertainty and make people more nervous and they want to undertake more personal hygiene, maintain social distance and eager to get vaccinated while obtainable. The author also incorporates some charts to show the frequency of visit to domestic and international destination in pre and post Covid-19 along with their purposes. According to the charts shown in Figure 1, 2 and 3, it can be said that there is a huge change in the frequency of visit and purpose between pre and post Covid-19. The fear of Covid-19 negatively affects tourist travel decision. As the form of the new normal is unknown, tourist give more importance to stay at home rather than travel during Covid-19.

The findings of this study have some practical implications. It will help the tourism practitioners to understand tourist perception regarding Covid-19 pandemic and their future travel pattern. The Destination Management Organizations can use this study to develop effective strategy for tourism and hospitality industry according to tourist criteria. Moreover, this study will help tourism and hospitality industry to target their potential market according to their requirements. It will also help them to take necessary steps to ensure personal hygiene and proper safety security issues. Above all, with the help of this study Government of Bangladesh as well as private sector related to tourism and hospitality industry can develop long term strategies to reduce the risk perceive by the travelers due to Covid-19 pandemic.

6. Conclusion and Recommendation

Through the study, the author tried to fulfill the research objectives. The primary objective of this study is to identify the pre and post Covid-19 travel intentions and perceptions of the travelers of Bangladesh. In order to obtain the objective, the author apply quantitative techniques on chosen sample data. After the analysis of the results, the author accumulates some findings which indicate that, the travel intention and perception of the travelers of Bangladesh varies in a wide range from pre Covid-19 period to post Covid-19 period according to tourist demographic profile. Specially, the study finds out that the fear of Covid-19 due to health risk influence the tourist perception negatively from different criteria. Moreover, the study also pointed out that, a large number of tourists who are frequent traveler in nature before Covid-19 took place are largely influenced by the pandemic and due to health risk, they are supposed to avoid travelling and become more concern about ensuring personal hygiene and maintaining more social distance.

According to the findings of the study along with the opinion of the sampled respondents the author pointed out some strategies that might be helpful for tourism practitioners to mitigate the loss in tourism and hospitality in Bangladesh. They are as follows:

- Personal hygiene must be ensured to reduce the perceive risk of the travelers. For example, personal protective equipment, sanitizer and other safety precautions must be available in a particular destination.
- As the future of the pandemic is totally uncertain so in this new normal period the Destination Management Organizations should re-think new business model with innovation and re-build new plan for reducing the intensity of the crisis.
- Different types of sustainable tourism packages should be developed with maintaining social distance.
- As the long-time lockdown causes mental depression for the tourist so entertainment-based tourism package should design to help them to get rid of monotonous life.
- All stakeholders related to tourism and hospitality industry should cooperate each other so that they can re-build the confidence among tourists.
- Public-Private Partnership should develop to initiate necessary steps toward the new normal situation.

Although this study attempts to identify the pre and post Covid-19 travel intention and perception of the travelers of Bangladesh, it has some limitations. Firstly, this study is conducted at a limited scale in terms of the sample size. Secondly, this study faces some problems while collecting information through online survey as the respondents did not get any chances to ask questions about this survey. Incorporating reasonable number of face-to-face interviews along with the online and on-site survey might be useful to address the inner perceptions of tourist regarding Covid -19 pandemic. The author also faces some problems due to lack of time and inappropriate response.

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