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CHANGES IN LIFESTYLE PREFERENCES IN TOURISM AND THEIR IMPACT IN THE CONSUMER SATISFACTION EXPERIENCE UNDER PANDEMIC CONDITIONS

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ABSTRACT

Pandemic conditions have been one of the main factors that currently has generated changes in the behaviour patterns of tourists, creating new requirements in the services offered by firms. The present research aims to analyse the tourist satisfaction in covid-19 conditions making use of user's comments in digital platforms as Booking.com and TripAdvisor. The user's comments were analysed to define categories and types of tourists (family, business, friends and alone) that were validated with experts in the tourism sector. The results shows that security protocols and change in behaviour are more significant in family groups while policies restriction is more important in business tourist. However, Country image is the most relevant factor due to tourist in Colombia need to verify that Colombia can ensuring health conditions for the satisfaction of each tourist.

Keywords: Security Protocols, Policies Restriction, Changes in Behaviour Patterns, Country Image

INTRODUCTION

According to the world tourism organization, a 97% drop in tourism in the world is estimated, quantifying it in approximately 195 billion losses in the sector. Additionally, the world economy has been hit not only by confinements but also by different restrictions imposed by governments. Other factors that are related with this COVID-19 context are the decline in emerging markets and fluctuations in exchange rates, conditions that lead to explore factors that help to overcome the current condition of the sector (Sikarwar, 2021). On the other hand, the probable scenarios that reflect the decline in the tourism sector were estimated, reaching -75% of the activity worldwide. Despite the above, the forecast for 2021 assume a recovery in international demand, thus generating a cycle of recovery in domestic demand faster than in external demand (WTO, 2021).

Recently, there has been evidence of a need to understand consumption patterns in pandemic conditions, making use of the psychological and travel needs of consumers. According to the above, the condition generated by covid-19 has created instability in the economic activities of the countries, with deeper implications in the tourism sector (King, Iba & Clifton, 2021). In this way, a large part of the literature indicates that after high uncertainty conditions, dynamics characterized by their high volatility in the economy begins to generate. It is precisely in this type of economic behavior that is characteristic in sectors such as tourism; where a large part of travelers begins to postpone their plans in times characterized by high turbulence. This process is also known

as the drop-rebound-overshoot effect, a process in which, even though productivity can increase in the long-term, in the medium term such growth could generate economic volatility (Bloom, 2009; Dragouni et al., 2016).

The questions that begin to be generated as a result of the pandemic is about the factors that will influence effective decision making in pandemic conditions (Jin, Bao & Tangc, 2021). In this way, the objective of this research is to understand the Covid-19 effect in the behavior of tourism consumers who make trips in the context of covid-19 using online platforms. It is important to note that the personal characteristic of travelers is heterogeneous, and they respond differently to contexts such as the current one. For this reason, it is necessary to identify social and personal characteristics that allow defining the most attractive market's segments in a pandemic accompanied by economic recession.

THEORETICAL FRAMEWORK

Lifestyle Preferences in Pandemic Conditions

Tourism is characterized by having preferences in aspects such as tourist packages, trips with family or friends (Chen et al., 2021; Huang et al., 2010; Meng, 2010; Wu & Wall, 2016). On the other hand, there are also aspects such as how busy the facilities are that are related to quality and reputation. In other cases, related to food is how is shared and selected their own dishes (Wen, Kozak, Yang & Liu, 2020). Considering the above, some important measures to reduce infections have been the implementation of security protocols. These protocols are related to the different measures considered such as recommendations for the population by governmental health entities around the world. Within the security protocols are not only quarantines, remote workstations and restrictions on travel, but also those related to hygiene behaviors. Other types of measures also included in these conditions are the suspension of face-to-face meetings in universities and schools, limitation of the number of people simultaneously in closed spaces, such as shopping stores and churches. Other safety protocols are related to the use of health accessories to further avoid direct contacts. One of these accessories is nose and mouth masks, the restriction of service providers such as beauty salons and entertainment services (Nowicki, Slusarska & Tucholska, 2020). It should be mentioned that many of these conditions are considered challenges that especially drive families with children to increase their health care. According to the above, it is proposed:

H1: Security Protocols have more influence in family tourist than in other groups of tourists.

In pandemic conditions, one of the critical factors is the time that people remain in physical spaces, which becomes a key contagion condition. Many of the studies establish models in which the densities of these spaces show greater probabilities of being infected given the droplets that are the result of such person-to-person interactions (Scala, Flori & Spelta, 2020). Other studies show how a change in the behavior patterns of people when visiting tourist places in pandemic conditions has begun to generate. These behaviors show an increase since the emergence of Covid-19. This pattern of behavior is the result of the different responses that governments, as well as institutions that support health systems, have shown results in the policies taken. An example of the above are countries such as the United States and Germany that show an increase in visits received in the main attractive parks of the cities (Derks et al., 2020; Fisher & Grima, 2020; Rice & Pan, 2020). Among the responses by governments is the closure of workplaces, cancellation of events, restriction of social gatherings, which are alternative measures to the increase in visits to attractive places (Geng, Innes & Wu, 2021). The main objective of the previous measures has been to reduce contagion rates, especially in groups of people who share nearby spaces. In this sense, family

groups are undoubtedly the most exposed population group by number of people who interact. However, people who carry out work activities and whose force them to travel to temporal places will tend to give higher priority to aspects related to time. While other groups by nature of the travel will prioritize other aspects in the service experience. According to the above, it is proposed:

H2: Restriction policies have more influence in business tourist than in other groups of tourists.

Regarding the behavioral changes observed in the pandemic, one of the most observed have been a high demand for food, which is experienced due to the fear of shortages. In this way, there is an increase in certain types of food while other categories have had little demand. This is especially evident in specifically family consumption, where new behaviors are established, especially derived from the fear of being contaminated by Covid-19. Similarly, there is a marked interest in avoiding spaces in which there is too much contact with other people. Additionally, changes can be identified not only in the characteristics of the demand but also in the use of information systems to respond to pandemic conditions. These changes range from the design of safety systems in consumption to traceability that allows the management of safe conditions. In the same way, there is an increase in digitized methods in commerce, online food and the creation of a culture that prioritizes contamination risks (Yannas, 2020). In the family tourist case, a set of rules have been defined from which families can travel with levels of contagion risk as well as contingency plans if their travel plans are limited due to virus outbreaks (Unicef, 2020). According to the above, it is proposed:

H3: Changes in behavior patterns have more influence in family tourist than other group of tourists.

According to Chen, et al., (2020), the image of a country can changes constantly due to the presentation of global public events, including war conflicts, epidemics and sporting events. One of the most recent events that has had a direct impact has been the covid-19. Maintaining the control over the epidemic, demands a permanent interaction of different aspects, including public security, the economy, personal freedom and interaction with other countries. In this way, international perception becomes a fundamental element, especially when it comes to stimulating the tourism sectors. In this way, the management of social networks and other sources of information become an important element that directly affects perceptions about the country. The literature finds that for families especially, the fear of contagion creates social behaviors that are characterized by avoiding risks, emphasizing types of special entertainment for members, menus, entertainment systems. In this way, the pandemic forces the provision of a service with high hygiene qualities that allows ensuring conditions for the satisfaction of each tourist, especially of the family members (Abbas, Mubeen, Terhemba Iorember, Raza & Mamirkulova, 2021). According to the above, it is proposed:

H4: Country image have more influence in family tourist than other group of tourists.

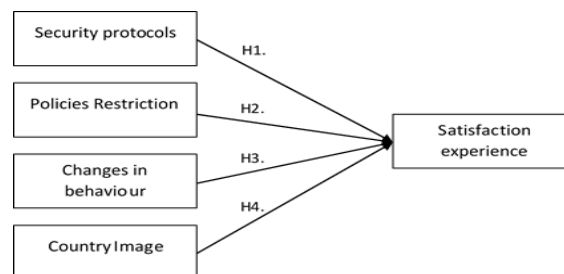


FIGURE 1
THEORITICAL MODEL

METHODOLOGY

This research used data of two main method to analyze the tourist satisfaction in Colombia through their comments on different platforms Trip Advisor and Booking.com: qualitative (experts in tourist sector) and quantitative (regression model by type of tourist)

This research has three phases to collect our data:

- To analyze all comments to leave for tourists in Trip Advisor and Booking.com April 2020 and April 2021 (3,200 comments). The tourists were classified as Families, Friends, Business and Alone.
- To create categories with these comments through the expert interviews. Then, the categories are security protocols, policies restrictions, changes in behavior and country image.
- To create quantitative model (regression model by each type of tourist) with these categories as independent variables. The dependent variable is the average of punctuation (rating) given by tourist in Booking.com and Trip Advisor to the hotel.

RESULTS

Our data shown that all factors had a significant effect on tourist satisfaction by tourist type in Colombia. Families is more participated in TripAdvisor and Booking that other type of tourists. Business included stronger and negative comments than other groups (45% of them included one or more words in negative perspective) while friends had more positive comments (74%).

Security Protocols are significant and positive effect on tourist satisfaction. However, this factor was stronger to families, following business, friends and the last, alone. Therefore,

H1 was confirmed (t value families vs friends=2.31; t value families vs alone= 4.03; t value families vs business=2.07). Additionally,

H2 argued that policies restriction has a negative effect on experience satisfaction for all groups, but the effect was stronger in business (b=-0,429; p<0.01) compared to another group (t value business vs families=1.96; t value business vs friends=3.46; t value business vs alone=2.60), thus H2 was confirmed

On the other hand, changes in behavior have more influence in family tourist than other group of tourists

H3 is confirmed. Changes in behavior reported significant level in Family (b=0,386; p<0.01). Additionally, its influence is highest compared to another type of tourists (t value families vs friends= 3.13; t value families vs alone =3.56; t value families vs business =1.98)

In the case of

H4 is confirmed in our research (country image have more influence in family tourist than other group of tourists). Country image is stronger in business group than other type of tourists (b=0,421; p<0.01) but there are not significant differences with another tourists (t<1.96)

Platform	Topic	Keywords	Internal consistency	Frequency
	Security Protocols	Feel safe, hotel, security guard, full covid protocols.	0.83	488
	Policies restriction	Extended, service, resort, covid, disinfectant, room, close early.	0.88	516
	Changes in behavior	Friendly, helpful, staff, availability, reception, front desk, guests, big spaces, variety,	0.82	531

		caution, concern, close spaces, mask, crowded, close early.		
	Country image	Pandemic, security measure, attention, violent, hospital, national tourism	0.81	651

Variable	Coefficient	Family	Friends	Alone	Business
Security protocols	b1	0,477	0,246	0,251	0,212
Policies restriction	b2	-0,134	-0,182	-0,310	-0,429
Changes in behavior	b3	0,386	0,118	0,322	0,353
Country image	b4	0,421	0,487	0,398	0,408
** p<0,01, ** p<0,05, * p>0,1					

CONCLUSIONS

The main objective of this research is analysing the tourist satisfaction in covid conditions making use of user's comments in digital platforms as Booking.com and Trip Advisor. We classified the tourist in four groups: families, business, alone and friends when they travel in pandemic contexts. In this research, we use 3,200 comments of tourist left in virtual platforms (Booking.com and Trip Advisor) to share their experience about hotels in Colombia between April 2020 and April 2021. To reach our objective, we classified comments in categories, and they were validated by expert in tourism sector (Security protocols, changes in behavior, policies restriction and country image).

Security protocols are related to different measures considered by institutions that oversee security country conditions and are important by tourist to select the country destination of their travels. This is not just by quarantines, hygiene behaviors but also the travel restriction establish by government. Families feel more secure when they found measures that ensure their health during trip, due the different plans to visit tourist sites in a short time. Changes in behavior was more significant in groups such as Family. The behavior found in this group is affected by the risk that is assumed during displacements in the travel. The fear to a possible contagion creates the need to consider measures nor only in the uses of spaces but also hygiene measures for each member, especially when there are children.

Concerning to policies restriction, this aspect is higher in families and business plan than in the other groups. Additionally, policies restrictions is highest in families because this group tends to care and control the health family and it factor is relevant to increase their satisfaction. Finally, country image is relevant in all groups without significant differences in their importance. country image has a preponderance in satisfaction because tourists argue that levels of pandemic, news about covid in Colombia, Hospital infrastructure may be affecting the perception of satisfaction in all groups.

Our paper concluded that hotel need to create different strategies associated with type of tourist. At the same, time understand the requirements are concentrated in divergent characteristics

during their stays in hotels. Additionally, Hotel will promote communication plan about restrictions in coronavirus time and they will announce additional benefits in this situation.

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