Journal of Management Info
Journal Homepage: http://readersinsight.net/JMI

Research Article

Domestic travel intention post COVID-19 pandemic: what matters the most to millennials?

Gengeswari K[1]*., Zain ul Abedin Janjua[2], Boh Magdalene[3], Eng Lee San[4], Khaw Kai Chin[5], Loo Hui Xiang[6], Sia Pei Chyi[7].

[1,2,3,4,5,6,7]Department of Marketing, Faculty of Business and Finance, Universiti Tunku Abdul Rahman, Kampar Campus, Perak, Malaysia.

*Corresponding Author email: gengeswarik@utar.edu.my

Submitted: 07 June 2021 *Revised: 04 August 2021* *Accepted: 10 August 2021*

ABSTRACT

The COVID-19 pandemic associated with health fear has severely affected Malaysia's tourism industry. The domestic tourism segment is expected to have a speedier recovery than international tourism due to travel restrictions. Accordingly, the principles of Protection Motivation Theory (PMT) and the government's role were utilised in investigating the Millennial's domestic travel intention in this study. This study is a preliminary investigation in nature. It involves responses from the first 60 participants of the fieldwork being carried out for the actual research. The gathered data were analysed using the structural equation modelling (SEM) technique with SmartPLS software. The findings showed that Millennial's Perceived Self Efficacy and (through) Government Intervention have a significant relationship with their domestic travel intention post-pandemic. Practical implications were then provided to the stakeholders in reviving Malaysia's tourism industry.

Keywords: *COVID-19; Domestic Tourism; Travel Intention; Perceived Risks; Government Intervention*

1. INTRODUCTION

The tourism industry has been the backbone of Malaysia's economy. Malaysia has exceeded the milestones of 20 million international tourist arrival in 2019 (Alexander, 2019). Accordingly, the Visit Malaysia 2020 campaign was predicted to attract 30 million tourists and revenue of RM100 billion (Abas, 2020). The COVID-19 pandemic is one of the most contagious outbreaks in recent human history. The pandemic has created significant health challenges worldwide, with more than 184 million cases and 4 million deaths (Worldometers, 2021). Unfortunately, the COVID-19 pandemic has impacted many industries, with the tourism industry has been topping the list of mostly hit businesses (Zhu & Deng, 2020). COVID-19 pandemic necessitates a pervasive commitment to public safety, resulting in an unprecedented movement control order (MCO) nationally and globally.

In Malaysia, the first version of MCO was announced on 16th March 2020, restricting mass movements and gatherings across the country. One of MCO imposition's direct impacts is the entry denial for foreign tourists and visitors, including those who have a work permit or student visa ("Travel restrictions for flight passenger", 2020). As a result, it has led to a massive dip in the number of tourist arrivals to Malaysia.

https://doi.org/10.31580/jmi.v8i2.2004

During Recovery Movement Control Order (RMCO), Malaysians are permitted to travel interstate (Povera & Chan, 2020). The government has loosened restrictions on travelling to revitalise Malaysia's tourism industry by encouraging domestic tourism. Chief Executive Officer of the Malaysian Association of Hotels (MAH), Yap Lip Seng, said the move is significant for the tourism industry. It marks the beginning of the resumption of domestic travel, which would pave the way to industry recovery (Chan, 2020).

The Domestic Tourism Recovery Programme has been launched to promote Malaysia as a safe tourism destination amid the pandemic (Amir, 2020). It is essentially a continuation of the Visit Malaysia Year 2020 plan. While businesses were allocated up to RM1 billion financial assistance, citizens were given a personal income tax relief of up to RM1000 for having domestic holidays (Radhi, 2020; Mahalingam, 2020). These plans demonstrate the government's efforts in reviving the struggling tourism industry.

According to Promsivapallop & Kannaovakun (2017), travel and tour services consist of higher risks and uncertainty than a tangible product. Therefore, the travellers are willing to delay or cancel their travel plans to avoid any foreseen risk. Likewise, the COVID-19 pandemic has severely affected tourist behaviour. They are saddled with negative feelings and perceptions of visiting external places post-pandemic.

On the contrary, a survey conducted on 4600 travellers across nine countries during mid-2020 indicated a strong travel intention despite their travel concerns and worries (Stansbury et al., 2020). More than half of the respondents stated that they would travel domestically as soon as the travel restriction is lifted or with the declaration of pandemic end by the World Health Organisation (Ivanova, Ivanov & Ivanov, 2020).

Factually, Millennials, those aged between 25-35 years old, have contributed the most to the tourism industry (Varricchio, et al. 2019). It is because millennial travellers are at their peak of earning and spending and thus create a huge opportunity for the tourism industry (Capturing the Asian Millennial Traveller, 2013). A similar pattern can be traced within Malaysia's tourism industry, especially in the segment of domestic tourism. About 40 percent of domestic tourists in Malaysia during the year 2019 are Millennials (Department of Statistics, Malaysia, 2021).

Many existing studies have investigated the tours and travels where nearly all those studies were carried out before the emergence of the COVID-19 pandemic. However, an exception can be given to the two recent studies conducted post COVID-19 pandemic in Bulgaria (Ivanova et al., 2020) and China (Zhu & Deng, 2020). While the study by Ivanova et al. (2020) emphasized the generic determinants of Bulgarian travellers' intention, Zhu & Deng (2020) focused on the perceived risk of Chinese tourists in the context of rural tourism. Therefore, this study intends to fill the literature gap by investigating the impact of perceived risks towards Millennials' tours and travels in Malaysia without confining to the tourism industry's specific segment. Additionally, Government Intervention on the tourists' travel intention and its determinants is examined in this study.

2. LITERATURE REVIEW

A framework named protection motivation theory (PMT) was proposed by Rogers (1975) to facilitate the understanding of fear appeals and how individuals coping with them (refer to the illustration in Fig. 1). PMT branches from the assessments on threat and coping; they are the main cognitive processes that individuals used to assess their reactions towards threats (Rogers & Prentice-Dunn, 1997).

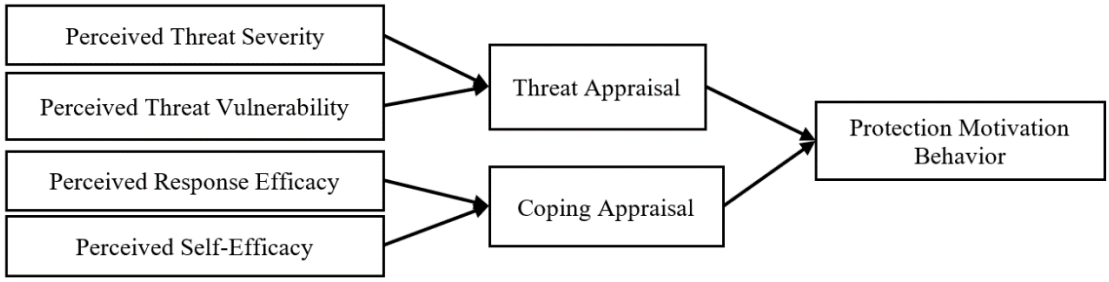

Fig. 1. Protection Motivation Theory (Source: Rogers 1975)

On the one hand, the threat appraisal process means the individual perception towards a threat's severity and vulnerability. Severity is seen as the extent of harm, and vulnerability is attributed to the likelihood of harm occurring. On the other hand, the coping appraisal comprises response efficacy and self-efficacy. While response efficacy is the individual's tendency to evaluate the recommended behaviour, self-efficacy is the individual's belief in successfully carrying out the proposed behaviour in dealing with the threat. PMT is popular among tourism researchers. It is widely adopted in tourism studies to understand the tourist's protective behaviour in assessing the potential risks before executing their tour. For instance, Tussyadiah, et al. (2019) investigated the privacy protection concerns; Williams et al. (2015) studied the social distancing behaviour amid the infectious disease outbreak; and Wang, et al. (2019) studied the risk perception of the adventure tourism.

Travelling is where individuals are relocating to explore other places and be exposed to other people in that area. Having contact with others during their trip during or post-pandemic is the cause of concern for many tourists, given the chances of contacting others who are COVID-19 carriers or infected. Travel intention is also viewed to rely on the person's perceived confidence towards a specific destination or occasion free from harm, which subsequently affects their reactions and behaviour (Woodside & Macdonald, 1994). While Hennessey, et al. (2016) attributed travel intention as the tourists' willingness and the likelihood of visiting a destination, Jang, et al. (2009) considered travel intention as the commitment and motivation to travel to a specific destination.

Government Intervention is the local government's action to change the social and economic matters in a country. During the first half of 2020, Malaysia has suffered RM 45 billion losses in tourist expenditure due to the pandemic. Thus, the government has provided incentives in reviving domestic tourism (Perimbanayagam, 2020). These incentives include an economic stimulus package such as Bantuan Prihatin Nasional and ePenjana short-term economic recovery plan utilised by tourism and culture industry players. Additionally, citizens were given personal income tax relief up to RM1000 for the

expenses incurred in their domestic tours and travels (Radhi, 2020). Thus, the government's timely intervention is deemed to revive and facilitate the operation of tourism businesses.

3. RESEARCH FRAMEWORK AND PROPOSED HYPOTHESES

This study's framework (as depicted in Fig. 2) is developed on the premises of the Protection Motivation Theory. The framework posits that tourist's perceived threat severity, threat vulnerability, response efficacy, and self-efficacy affect their travel intention. Additionally, Government Intervention is expected to facilitate the relationship between tourists' travel intention and their coping appraisal in perceived self-efficacy and response efficacy. Accordingly, a set of research hypotheses are proposed.

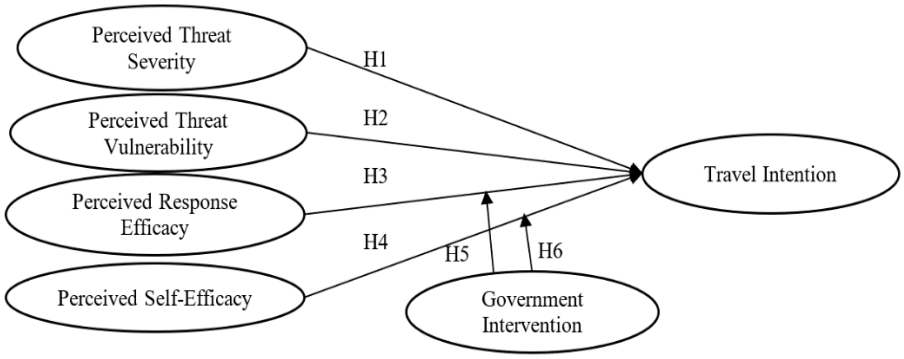

Fig. 2. The Study's Research Framework

3.1. The Relationship between Perceived Threat Severity, Vulnerability and Travel intention

This study considers perceived threat severity as the extent of harm resulted from the COVID-19 pandemic and perceived threat vulnerability as the likelihood of people being affected by the disease during their trips. Both perceived threat severity and vulnerability are the components of Threat Appraisal as determined in the PMT.

Perceived risk or threat plays a vital role in the tourism industry (Qi, et al. 2009). It influences the tourists' travel decisions (Schroeder, et al. 2013). It is worthwhile to mention that the tourists' perceived risk has a stronger influence on travel propensity than actual risk (Schroeder et al., 2013). Many governments worldwide enforced travel bans leading to a massive postponement or cancellation of planned trips in 2020 (Haleem, et al. 2020; Ali et al., 2021), given the severe health risks resulting from the COVID-19 pandemic.

A recent study by Turnšek et al. (2020), on tourists' perception in Slovenia on future travel avoidance resultant from the perceived threat of the pandemic, discovered the perceived threat severity comprising the perceived extent of disease's danger, mortality rate, incurableness, and the likelihood of losing loved ones affected the future travel avoidance of the surveyed participants. Furthermore, the same study found that the likelihood of falling sick personally or by family members and being infected by the disease are the essential traits of the participants' perceived vulnerability which eventually affected their future travel decision. Therefore, it implies that the perceived risks of health crises directly

affect the tourists' travel intention. Hence, the following hypotheses are proposed in this study:

H1: There is a significant relationship between perceived threat severity and travel intention of Millennials post-pandemic.

H2: There is a significant relationship between perceived threat vulnerability and travel intention of Millennials post-pandemic.

3.2. The Relationship Between Perceived Response Efficacy, Self-Efficacy And Travel Intention

This study considers the perceived response efficacy as the tourists' inclination to evaluate the available tour alternatives and perceived self-efficacy as the tourists' belief in utilising alternatives to reduce the disease's consequences. Both perceived response efficacy and self-efficacy are the components of coping appraisal as determined in the PMT. Considering other alternatives and changing their existing plans are tourists' innate responses in coping with the crisis (Sonmez & Graefe, 1998). The coping appraisal is only related to the travellers' intention of behaving as a self-protect during the trips. When people are more aware of perceived self-efficacy and response efficacy, they will use environmental protection behaviour to minimize the travel risks.

In the context of the perceived response efficacy, people would react to anything which would potentially threaten their safety by taking actions that could change the existing outcome (Sonmez & Graefe, 1998). For instance, Qi et al. (2009) listed (1) selecting a much safer destination to travel, (2) taking additional precautionary measures while travelling, or (3) cancelling the travel plans were the typical responses of by American tourists who had planned to visit Beijing for watching the Olympic Games in the year 2008 post the SARS outbreak.

Given self-efficacy, everyone is deemed to have a different belief in their coping abilities, affecting how they appraise the risky situation (Bandura, 1977). During the health crisis, those tourists with adaptive behaviour such as pursuing everyday preventive actions are considered to have a high level of self-efficacy and facing a lower degree of threat during their trips. Accordingly, tourists' consideration of available alternatives and their self-beliefs in controlling the disease's negative impacts are believed to affect their travel intention. Hence, the following hypotheses are proposed in this study:

H3: There is a significant relationship between perceived response efficacy and travel intention of Millennials post-pandemic.

H4: There is a significant relationship between perceived self-efficacy and travel intention of Millennials post-pandemic.

3.3. The Moderation Role of Government Intervention

The government has introduced and formulated measures to control the virus and the restrictions on travel, human interactions, and business activities in managing the COVID-

19 crisis. The government's intervention through the imposition of travel restrictions, the introduction of strict standard of procedures (SOPs), and income tax relief for those travelling locally are considered to moderate the relationship between travel intention and tourists' coping appraisal, i.e., perceived response efficacy and self-efficacy. While the stricter travel restrictions are expected to encourage the tourists to opt for other alternatives rather than continuing with the planned trips, the established SOPs would furnish sufficient details for tourists to pursue prevention actions (e.g., maintaining a social distance, wearing masks, avoiding crowds, use sanitisers) regularly in reducing the impact of COVID-19 during the pandemic. Such changes in the tourists' behaviour are then expected to affect their travel intention. Hence, the following hypotheses are proposed:

H5: Government Intervention significantly moderates the relationship between Millennials' travel intention and their perceived response efficacy.

H6: Government Intervention significantly moderates the relationship between Millennials' travel intention and their perceived self-efficacy.

4. RESEARCH METHODOLOGY AND DATA ANALYSIS

This study is set to pursue a quantitative descriptive research approach with a cross-sectional design. This study utilises responses gathered from the preliminary phase of actual research, and thus it involves only responses from 60 participants. Millennials aged between 25–35 years old who have the intention to travel domestically post-pandemic were approached to participate in the study. A judgemental sampling technique was utilised in this study. The target respondents were filtered out if they did not have the intention to travel domestically post-pandemic. A structured questionnaire was developed based on the input from past studies. All the research variables were measured using a 5-point scale. While Perceived Threat Severity was measured on the severity, the remaining variables were measured on the likelihood. Questionnaires were distributed virtually by sending the Google Form link to the target respondents through Facebook, Facebook Group, WhatsApp, and other relevant social media channels. The gathered data were analysed using Partial Least Square (PLS) technique with SmartPLS 3 software.

4.1. Respondents' Profile

There were 27 female and 33 male participants in this phase of the study. Of these 60 respondents, 37 have a monthly income below RM3000, while the remaining participants have a monthly income of more than RM3001.

4.2. Measurement Model

Composite Reliability (CR), Cronbach's alpha (CA), convergent and discriminant validity were assessed before proceeding with the structural model analysis. While items with Factor Loading (FL) exceeding 0.7 considered are reliable (Bagozzi & Yi, 1988), Kwong & Wong (2013) stressed that items having FL 0.5 and above are acceptable, particularly in the context of exploratory research. The study's focus on the tourists' behaviour following the unprecedented health crisis of the COVID-19 pandemic and the reliance on a small sample

size had made this study an exploratory investigation in nature. Accordingly, two items, namely PTS3 and PSE2, were removed due to their FL lower than the threshold of 0.5.

Table 1. Cronbach's Alpha, Convergent Validity and Composite Reliability

Items		FL	CA	CR	AVE
Perceived Threat Vulnerability (PTV)					
PTV1	How likely do you think that COVID-19 will infect you if you stay in your own house?	0.905			
PTV2	How likely do you think that COVID-19 will infect your loved ones?	0.857	0.697	0.819	0.612
PTV3	How likely do you feel that COVID-19 will infect you if you go out and have indirect contact (e.g., sneezing, coughs, etc.) with strangers?	0.533			
Perceived Threat Severity (PTS)					
PTS1	How severe do you think of the COVID-19?	0.646	0.481	0.775	0.640
PTS2	How severe do you think that COVID-19 could affect one's health?	0.929			
Perceived Self Efficacy (PSE)					
PSE1	How far are you willing to commit to travel during post-pandemic? (E.g., If there are cases arises, you 1 = cancel the trip / 2, 3 = change destinations / 4, 5 = take preventive measures)	0.825	0.368	0.758	0.611
PSE3	How do you think other people (the public) are committed to the SOP as well?	0.736			
Perceived Response Efficacy (PRE)					
PRE1	Do you think that carrying on with preventive measures can let you stay protected from being infected?	0.795	0.752	0.858	0.668
PRE2	Will you be willing always to wear a mask?	0.829			
PRE3	Do you think social distancing can prevent you from being infected?	0.828			
Travel Intention (TI)					
TI1	Are you willing to travel and tour within Malaysia?	0.929			
TI2	There is a high possibility that you would travel and tour within Malaysia	0.955	0.935	0.958	0.885
TI3	You are motivated to travel and tour within Malaysia	0.937			
Government Intervention (GI)					
GI1	How likely are you willing to travel after implementing a personal tax exemption for domestic travelling?	0.953			
GI2	Suppose the government has implemented additional benefits (E.g., e-Penjana support, hotel rebates, etc.) for domestic travelling. How likely will you consider travel?	0.874	0.865	0.918	0.790
GI3	Could the government's initiative protect citizens from getting infected able to provide confidence for you to travel?	0.835			

Deleted Items: PTS3 - How severe do you think that COVID-19 could be at great risk of dying of your loved ones? PSE2 - How likely you are willing to commit to the government implemented Standard of Procedure (SOP)?

As summarised in Table 1, the AVE and the CR score for all the constructs ranged from 0.612 to 0.885 and from 0.758 to 0.958, respectively. Both criteria exceeded the required threshold value of 0.5. Only two constructs, namely Perceived Response Efficacy (PRE) and Travel Intention (TI) had a good internal consistency score represented by Cronbach's Alpha score of 0.752 and 0.935, respectively. The mediocre Alpha score range from 0.368 to 0.697, for the Perceived Self Efficacy (PSE), Perceived Threat Severity (PTS) and Perceived Threat Vulnerability (PTV), respectively, is acceptable given the respective high CR score. Peterson & Kim (2013) described that CR, a measure of the overall reliability for collecting heterogeneous but similar items, produces more precise estimates than Cronbach Alpha value.

Table 2. Cross Loading Matrix

Items/ Variable		GI	PRE	PSE	PTS	PTV	TI
GI	GI1	0.953	0.344	0.493	0.126	0.461	0.859
	GI2	0.874	0.371	0.307	0.138	0.387	0.709
	GI3	0.835	0.268	0.428	0.074	0.361	0.717
PRE	PRE1	0.362	0.795	0.244	0.399	0.342	0.222
	PRE2	0.324	0.829	-0.026	0.473	0.257	0.255
	PRE3	0.217	0.828	0.130	0.432	0.423	0.224
PSE	PSE1	0.447	0.013	0.825	-0.131	0.231	0.467
	PSE3	0.266	0.214	0.739	0.108	0.366	0.394
PTS	PTS1	0.111	0.478	-0.036	0.646	0.281	0.087
	PTS2	0.104	0.428	-0.016	0.929	-0.067	0.174
PTV	PTV1	0.472	0.373	0.317	-0.036	0.905	0.389
	PTV2	0.319	0.263	0.408	0.054	0.857	0.263
	PTV3	0.213	0.404	0.079	0.296	0.533	0.129
TI	TI1	0.781	0.227	0.477	0.191	0.281	0.929
	TI2	0.820	0.241	0.541	0.111	0.423	0.955
	TI3	0.829	0.336	0.537	0.192	0.327	0.937

4.3. Structural Model

Table 3 exhibits the details of the analysis conducted on the study's structural model. Multicollinearity issue was not found in this model as the Variance Inflation Factor (VIF) value of all constructs was below the threshold value of 2.5. Meanwhile, Millennials' Perceived Self Efficacy (PSE) was found to be the strongest determinant of their Travel Intention (TI), followed by Perceived Threat Vulnerability (PTV), Perceived Threat Severity (PTS) and Perceived Response Efficacy (PRE).

Understandably, of these four determinants, only their PSE was significant in explaining their TI. Except for the PSE, the remaining predictors had a T-value lower than the threshold value of 1.96; thus, they were insignificant in explaining the Millennials' TI. Additionally, the role of Government Intervention (GI) was significant in facilitating the impact of Millennial's PSE on their TI. It is implied through a massive increase in the model's R-square value from 32.6 percent to 78.5 percent. To conclude, only two out of the six hypotheses tested, namely H4 and H6, were accepted in this study.

Table 3. Path Analysis

Path	VIF	Path Coefficient	T-Statistics	P-value	Result
PTS -> TI	PTS :1.469	0.115	1.260	0.208	Reject H1
PTV-> TI	PTV: 1.710	- 0.118	1.356	0.176	Reject H2
PRE -> TI	PRE: 2.151	- 0.062	0.581	0.561	Reject H3
PSE -> TI	PSE: 1.416	0.175	2.139	0.033	Accept H4
GI*PRE -> TI		0.073	0.791	0.430	Reject H5
GI*PSE -> TI		0.317	2.658	0.028	Accept H6
GI -> TI	GI:1.745	0.783	7.878	0.000	

R-SQUARE ADJUSTED: 0.326 *R-SQUARE ADJUSTED (with moderator): 0.785*

5. DISCUSSIONS OF KEY FINDINGS

Millennials' perceived self-efficacy (PSE) was the only significant determinant of the strongest element affecting their domestic travel intention post-pandemic. Their PSE in travelling domestically was found to be boosted with the inclusion of Government Intervention (GI), to one extent. It is implied through a massive significant increase in the coefficient value from 0.175 to 0.317 (refer to Table 3). These results demonstrate the significant role of perceived self-efficacy either as the individual predictor or through GI stimulation towards the Millennial's travel intention. Similarly, a meta-analysis conducted on 14 studies within the tourism and hospitality field discovered that the self-efficacy construct is the strongest predictor of tourists' travel intention (Lee & Lina, 2018).

A person with high self-efficacy is deemed competent, loving challenges and confident in managing the given situation (Lee & Lina, 2018). Travelling around is inherently an optional activity; needless to say, travelling around post-pandemic is deemed atypical. Suppose one believes he or she can manage any issues during the trips post-pandemic; in that case, he or she will likely pursue the idea of holidaying. On the other hand, Kim & Park (2020) discovered that Millennial tourists are inherently independent and confident besides seeking new experiences and travelling more environmentally friendly. Thus, millennial tourists' inherent traits, particularly their self-efficacy and holidaying post-pandemic context, are deemed fitting and relatable.

Table 3 also highlighted the GI as the strongest and significant determinant of the Millennial's travel intention post-pandemic. Of the three items measured (refer to Table 1), the government's initiatives concerning personal tax relief had the highest loading value, implying its highest representation in the GI construct. Hence, the provision of personal tax relief targeting domestic travellers has been deemed the most attractive and practical government's initiative to encourage the locals to travel domestically post-pandemic. It is in line with the sentiments shared by many locals inclined to use the government's financial initiatives (i.e., personal income tax relief and digital voucher of Rm100 per traveller) in exploring the local attractions, particularly near to their hometowns (Chin, 2020). Holidaying near their hometown is a double bonus for them to spend time with their loved ones at hometown during their holiday. It is worth noting that the financial initiative's provision is reported to be the standard approach pursued by many governments worldwide in restoring domestic tourism (World Tourism Organization, 2020).

In contrast to Turnšek et al. (2020), the current study found that perceived risk, measured by tourists' perceived threat severity and vulnerability, has an insignificant and weak relationship with their domestic travel intention post-pandemic. It is also evident from Table 1 that PTV3 (i.e., feeling of being infected by COVID-19) and PTS1 (i.e., perception on the severity of COVID-19) have a low factor loading value, demonstrating their poor representation of the construct PTV and PTS, respectively. The study by Bonem, et al. (2015) highlighted those young adults are more likely to engage in risky and health and safety behaviour than older adults. This finding provides a reasonable justification for the insignificance of perceived risk towards Millennials' travel intention in this study.

6. CONCLUSION, IMPLICATIONS AND LIMITATIONS

To conclude, this study reported the significant role of Perceived Self Efficacy and Government Intervention towards the Millennial's domestic travel intention post-COVID-19 pandemic. This study also highlighted the insignificant impact of perceived risk affecting the Millennials' travel intention.

Given the government's significant role through its intervention, this study recommends that policymakers should assess the effectiveness of financial incentives rendered to the tourists thus far. The outcome of financial incentives rendered towards the domestic travelers should be systematically measured in deciding on the continuity of incentive provision. Domestic tourism has become very important during and post-COVID-19 pandemic as it is poised to dominate international tourism (Haywood, 2020). As a result, domestic tourism is expected to boost tourism industry before the resumption of international travel.

Financial incentives should be given to those travellers who spend their holidays in remote areas. It is in line with the local traveller's sentiments to have a holiday in their hometown during the pandemic season (Chin, 2020) besides capitalizing on the opportunity to promote rural tourism in Malaysia. Governments should strive to attract investors by offering tax breaks, relaxing strict land-use laws, etc. (Brouder, 2020). It insists on the importance of Government economic stimulus packages and interventions for domestic and international tourism recovery.

The insignificance of the perceived risk of COVID-19 towards Millennials' travel intention necessitates an effective public awareness campaign targeting young adults. The tourism firms can sponsor the campaign as a part of their routine marketing communication activities. It allows the firms to educate the public on the COVID-19 related health risks and safety measures besides promoting their business services. In addition, the Government should consider providing additional financial incentives to the business regarding the tax rebate or relief for those firms holding the COVID-19 public awareness campaign.

This study is fundamentally a preliminary phase of the actual research. Responses from only 60 participants were utilised to answer the research objective of this phase. Therefore, the findings of this study should be considered with caution. The inclusion of the additional sets of responses is expected to provide more precise results. Nevertheless, the findings shed light on the tourist's behaviour, post-COVID-19 pandemic. Future researchers are recommended to explore Government Intervention's fundamental role in enticing locals to holiday domestically. Investigating the feasibility of implementing the SOPs in the tourism sector amid the health crisis is also required.

References

Abas, A. (2020). 30 million tourist arrivals for VM2020 remain, says Tourism minister: *New Straits Times*. Retrieved from https://www.nst.com.my/news/nation/2020/01/560428/30million-tourist-arrivals-vm2020-remain-says-tourism-minister.

Alexander, C. (2019). *Malaysian Tourism Industry Growth in 2019*. Retrieved from http://www.panorama-destination.com/malaysia-news/malaysian-tourism-industry-growth-in2019.

Ali, Q., Parveen, S., Yaacob, H., Zaini, Z., & Sarbini, N. A. (2021). COVID-19 and dynamics of environmental awareness, sustainable consumption and social responsibility in Malaysia. *Environmental Science and Pollution Research*, 1-20. https://doi.org/10.1007/s11356-021-14612-z

Amir, A. (2020, June 10). Reopening of tourism sector begins at home. *New Straits Times*. Retrieved from https://www.nst.com.my/news/nation/2020/06/599588/reopening-tourismsector-begins-home.

Bagozzi, R. P. & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of Academy of Marketing Science,* 16(1), 074-094. https://doi.org/10.1007/BF02723327

Bandura, A. (1977). Self-efficacy: toward a unifying theory of behavioural change. *Psychological review*, 84(2), 191. 191–215. https://doi.org/10.1037/0033-295X.84.2.191

Bonem, E. M., Ellsworth, P. C., & Gonzalez, R. (2015). Age differences in risk: Perceptions, intentions, and domains. *Journal of Behavioural Decision Making*, 28(4), 317-330. https://doi.org/10.1002/bdm.1848

Brouder, P. (2020). Reset redux: Possible evolutionary pathways towards the transformation of tourism in a COVID-19 world. *Tourism Geographies*. https://doi.org/10.1080/14616688.2020.1760928.

Capturing the Asian Millennial Traveller. Visit Singapore - Passion Made Possible - Visit Singapore Official Site. (2013). http://www.visitsingapore.com/.

Chan, D. (2020, June 7). Hotels, tourism players raring to welcome domestic tourists. *New Straits Times*. Retrieved fromhttps://www.nst.com.my/news/nation/2020/06/598751/hotels-tourism-players-raring welcome-domestic-tourists.

Chin, C. (2020, March 1). More M'sians opt for cuti-cuti Malaysia. *The Star*. Retrieved from https://www.thestar.com.my/news/nation/2020/03/01/more-msians-opt-for-cuti-cuti-malaysia.

Chin, W. W. (1998). *The partial least squares approach for structural equation modelling* in G. A. Marcoulides (Ed.), Modern methods for business research (pp. 295–236). London: Lawrence Erlbaum Associates.

Coronavirus Cases: Worldometers. (2021.). https://www.worldometers.info/coronavirus/.

Department of Statistics, Malaysia. (2021.). *Domestic Tourism Survey 2019*. Department of Statistics Malaysia Official Portal. https://www.dosm.gov.my/.

Kim, D. Y., & Park, S. W. (2020). Rethinking millennials: how are they shaping the tourism industry. *Asia Pacific Journal of Tourism Research*, 25(1), 1-88. https://doi.org/10.1080/10941665.2019.1667607

Haleem, A., Javaid, M., & Vaishya, R. (2020). Effects of COVID-19 pandemic in daily life. *Current Medicine Research and Practice,* 10(2), 78-79. https://doi.org/10.1016/j.cmrp.2020.03.011

Haywood, K. M. (2020). A post-COVID future: Tourism community re-imagined and enabled. *Tourism Geographies,* 22(3),599-609. https://doi.org/10.1080/14616688.2020.1762120.

Hennessey, S. M., Yun, D., & MacDonald, R. (2016). Determinants of Travel Intentions to a Eighbouring Destination.

Ivanova, M., Ivanov, I. K. & Ivanov, S. (2020). Travel behaviour after the pandemic: the case of Bulgaria. *An International Journal of Tourism and Hospitality Research*, 32(1), 1-11. https://doi.org/10.1080/13032917.2020.1818267.

Jang, S. (Shawn), Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33(1), 51-73. https://doi.org/10.1177/1096348008329666

Kwong, K. & Wong, K. (2013). Partial Least Squares Structural Equation Modeling (PLS SEM) Techniques Using SmartPLS. *Marketing Bulletin,* 24(1), 1-32.

Lee, S. J., & Lina, K. H. (2018). Roles of perceived behavioral control and self-efficacy to volunteer tourists' intended participation via theory of planned behavior. *International Journal of Tourism Research*, 20(2), 182-190. https://doi.org/10.1002/jtr.2171

Mahalingam, E. (2020, June 9). Govt incentives seen spurring hotel sector. *The Star.* Retrieved from https://www.thestar.com.my/business/business-news/2020/06/09/govtincentives-seen-spurring-hotel-sector.

Peterson, R. A., & Kim, Y. (2013). On the relationship between coefficient alpha and composite reliability. *Journal of Applied Psychology*, 98(1), 194-198. https://doi.org/10.1037/a0030767

Perimbanayagam, K. (2020, September 14). Ministry has strategies for tourism recovery. *New Straits Times.* https://www.nst.com.my/.

Povera, A. & Chan, D. (2020, June 7). RMCO: Interstate travel allowed, overseas travel not yet. *New Straits Times.* Retrieved from https://www.nst.com.my/news/nation/2020/06/598714/rmco-interstate-travel-allowedoverseas-travel-not-yet.

Promsivapallop, P., & Kannaovakun, P. (2017). A comparative assessment of destination image, travel risk perceptions and travel intention by young travellers across three ASEAN countries: a study of German students. *Asia Pacific Journal of Tourism Research*, 22(6), 634-650. https://doi.org/10.1080/10941665.2017.1308391

Qi, C. X., Gibson, H. J., & Zhang, J. J. (2009). Perceptions of Risk and Travel Intentions: The Case of China and the Beijing Olympic Games. *Journal of Sport & Tourism*, 14(1), 43-67. https://doi.org/10.1080/14775080902847439

Radhi, N. A. M. (2020, June 14). Too early to see whether domestic tourism has positive impact. *New Straits Times.* Retrieved from https://www.nst.com.my/news/nation/2020/06/600527/too-early-see-whether-domestic-tourism-has-positive-impact.

Rogers, R. W. (1975). A protection motivation theory of fear appeals and attitude change 1. *The Journal of Psychology*, 91(1), 93-114. https://doi.org/10.1080/14775080902847439

Rogers, R. W., & Prentice-Dunn, S. (1997). Protection motivation theory. In D. S. Gochman (Ed.), *Handbook of health behavior research I: Personal and social determinants*,113–132, Plenum Press.

Schroeder, A., Pennington-Gray, L., Kaplanidou, K., & Zhan, F. (2013). Destination risk perceptions among U.S. residents for London as the host city of the 2012 Summer Olympic Games. *Tourism Management*, 38, 107-119. https://doi.org/10.1016/j.tourman.2013.03.001

Sonmez, S. F., & Graefe, A. R. (1998). Determining future travel behaviour from past travel experience and perceptions of risk & safety. *Journal of Travel Research,* 37(2), 171-177. https://doi.org/10.1177/004728759803700209

Stansbury, J., Spear, B., Pruvot, A., & Alport, G. (2020). *GLIMPSES OF RECOVERY Traveler Sentiment Survey Edition 1.* https://www.oliverwyman.com/our-expertise/insights/2020/jun/glimpses-of-recovery.html.

Travel restrictions for flight passenger. (2020). Retrieved from https://www.malaysiaairlines.com/content/dam/mas/pdf/TRAVEL_RESTRICTION_018.pdf.

Turnšek, M., Brumen, B., Rangus, M., Gorenak, M., Mekinc, J., & Štuhec, T. L. (2020). Perceived Threat of COVID-19 and Future Travel Avoidance: Results from an Early Convenient Sample in Slovenia. *Academica Turistica-Tourism and Innovation Journal*, 13(1), 3-19. https://doi.org/10.26493/2335-4194.13.3-19

Tussyadiah I., Li S., Miller G. (2019) Privacy Protection in Tourism: Where We Are and Where We Should Be Heading For. In: Pesonen J., Neidhardt J. (eds) *Information and Communication Technologies in Tourism 2019*. Springer, Cham, (pp 278-290). https://doi.org/10.1007/978-3-030-05940-8_22

Varricchio T., Kosciulek A., & Stickles N. (2019, April 20). *Millennials are willing to spend$5000 or more on vacation, making them the age group that spends the moson travel — but Gen Z isn't far behind.* Retrieved from https://www.businessinsider.com/millennials-spend5000-on-vacation-age-group-spends-the-most-on-travel-but-gen-z-isnt-far-behind-2019-4.

Williams, L., Rasmussen, S., Kleczkowski, A., Maharaj, S., & Cairns, N. (2015). Protection motivation theory and social distancing behaviour in response to a simulated infectious disease epidemic. *Psychology, health & medicine*, 20(7), 832-837. https://doi.org/10.1080/13548506.2015.1028946

Wang, J., Liu-Lastres, B., Ritchie, B. W., & Pan, D.-Z. (2019). Risk reduction and adventure tourism safety: An extension of the risk perception attitude framework (RPAF). *Tourism Management*, 74, 247-257. https://doi.org/10.1016/j.tourman.2019.03.012.

Woodside, A. G., and MacDonald, R. (1994). General System Framework of Customer Choice Processes of Tourism Services. In R.V. Gasser & K. Weiermair (Eds.), *Spoilt for Choice. Decision-Making Process and Preference Change of Tourist: Intertemporal and Intercountry Perspectives*, 30-59.

World Tourism Organization (2020), UNWTO Briefing Note – Tourism and COVID-19, Issue3. Understanding Domestic Tourism and Seizing its Opportunities, UNWTO, Madrid.

Zhu, H., & Deng, F. (2020). How to Influence Rural Tourism Intention by Risk Knowledge during COVID-19 Containment in China: Mediating Role of Risk Perception and Attitude. *International Journal of Environmental Research and Public Health,* 17(10), 3514. https://doi.org/10.3390/ijerph17103514

APPENDICES

APPENDIX 3.1: QUESTIONNAIRE

Section A: Demographic profile

Please tick only ONE appropriate answer on each of the following questions.

1. Age

☐ 25 - 35 years old (Millennials)

2. Gender

☐ Male

☐ Female

3. Monthly Personal Income

☐ Less than RM3000

☐ RM3001 – RM4000

☐ RM 4001 – RM5000

☐ More than RM5000

4. Location (State): _____

Section B:

For each of the questions, please select ONE of the any five rating scales that best describes your perception.

Questions	Extremely Unlikely	Unlikely	Extremely likely or unlikely	Likely	Extremely Likely
1. How likely do you think that you will be infected by COVID-19 if you stay in your own house?	1	2	3	4	5
2. How likely do you think that your loved ones will be infected by COVID-19?	1	2	3	4	5
3. How likely do you feel that you will be infected by COVID-19 if you go out and have indirect contact (e.g. sneezing, coughs, etc.) with strangers?	1	2	3	4	5
4. Do you think that carrying on with preventive measures can let you stay protected from being infected?	1	2	3	4	5
5. Will you be willing to wear a mask at all times?	1	2	3	4	5
6. Do you think social distancing can prevent you from being infected?	1	2	3	4	5
7. Is COVID-19 a major threat to the public?	1	2	3	4	5
8. How likely do you think it is safe to head out during this pandemic?	1	2	3	4	5
9. Do you think that the COVID-19 pandemic has made a major impact on your routine?	1	2	3	4	5
10. How committed are you to taking precautionary measures in order to prevent being infected by COVID-19? (E.g. face mask, hand sanitisers, thermometer, etc.)	1	2	3	4	5
11. Do you think that the MySejahtera app (Statistic Review of Infected Cases) is useful for you?	1	2	3	4	5
12. How impactful do you think that the preventive measures you have taken can change the outcome of the pandemic?	1	2	3	4	5
13. Are you willing to travel and tour within Malaysia?	1	2	3	4	5
14. There is a high possibility that you would travel and tour within Malaysia	1	2	3	4	5
15. You are motivated to travel and tour within Malaysia	1	2	3	4	5
16. How likely are you willing to travel after the government has implemented for personal tax exemption for domestic travelling?	1	2	3	4	5
17. If the government have implemented for additional benefits for domestic travelling, how likely will you consider to travel? (E.g., e-penjana support, hotel rebates, etc.)	1	2	3	4	5
18. Could Government's initiative to protect citizens from getting infected able to provide confidence for you to travel?	1	2	3	4	5
19. How far are you willing to commit in order to travel during post pandemic? (E.g. If there are cases arises, you 1 = cancel the trip / 2, 3 = change destinations / 4, 5 = take preventive measures)	1	2	3	4	5
20. How likely you are willing to commit with the government implemented Standard of Procedure (SOP)?	1	2	3	4	5
21. How do you think other people (public) are committed with the SOP as well?	1	2	3	4	5

Questions	Extremely Not Severe	Not Severe	Either Severe or Not Severe	Severe	Extremely Severe
22. How severe do you think of the COVID-19?	1	2	3	4	5
23. How severe do you think that COVID-19 could affect one's health?	1	2	3	4	5
24. How severe do you think that COVID-19 could be a great risk of dying of your loved ones?	1	2	3	4	5

Thank you for participating in this survey, your response is deeply appreciated!