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KNOWLEDGE OF TRAVEL PRECEDES INTENTION: A STUDY BASED ON THE LOCAL TOURISM INDUSTRY IN BANGLADESH IN COVID-19 PANDEMIC

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ABSTRACT

Economic activities of all types have been severely affected by the COVID-19 virus all over the world. In Bangladesh, compared with other business sectors, the tourism sector became damaged more rigorously. This study focuses on local or domestic tourism and tries to explain how information or knowledge about risks or threats associated with tourism in this pandemic influences travelers' intention to travel to domestic tourist places in Bangladesh. It is a correlational study in a causal research design where the researcher investigates the relation between three variables, namely Tourism Knowledge in relation to Covid-19 Pandemic, perception of threat, and travel intention. A sample of 350 respondents from Dhaka Metropolitan City was surveyed through a structured online questionnaire. Frequency distribution of the demographic factors is described here, along with a reliability test to find the internal consistency of the items used, and confirmatory factor analysis was employed to analyze the hypotheses. This research study finds that in the context of local tourism in Bangladesh, there is a relationship between Tourism Knowledge concerning Covid-19 Pandemic and travel intention, between Tourism Knowledge in relation to Covid-19 Pandemic and perception of threat and travel intention. Therefore, it can be stated that if proper knowledge or information regarding the crisis and threats associated with the crisis are provided to the people, they eventually form a willingness or intention to travel to local tourist spots.

Keywords: COVID-19 Crisis, Local tourism, Threats, Intention, Tourism knowledge

INTRODUCTION

The 2020 worldwide epidemic of the COVID-19 viruses has had a huge influence on the global economy. Many companies are affected by this pandemic

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one way or another. Tourism, transport, catering, and entertainment are many of those affected immensely. Bhuiyan (2020) published that according to the United Nations World Tourism Organization, Bangladesh being one of the most COVID-19 affected countries, due to this pandemic, a loss of forty-billion-taka (approximately) equivalent to USD 470 million will be faced by this country in 2020.

In most counties, international flights have been reduced to a bare minimum to an emergency basis because of the epidemic of the COVID-19 pandemic. As a result, many tour bundles that were planned have been canceled. Moreover, local travelers are reluctant to travel through this officially announced shutdown period. As a result, the tourism sector and related industry is suffering immensely.

As updated on the 9th of April 2019, it was forecasted by the Tour Operation Association of Bangladesh (TOAB) that in the tourism sector, Bangladesh would observe a loss of TK 57 billion.

Travel & Tourism is one the highest rising sector all over the world. In Bangladesh, Tourism is a rising industry, and it contributes 4.4% of the total GDP in 2019. Millions of local tours were operated, and millions of international tourists (approximately 0.5 to 0.6 million) visited this country in 2019. It is noteworthy that tourism contributed to the living of 1.1 million people directly (Hossain, 2020). The tourism industry is an important and integral sector for our economy to diversify and expand our exports. Compared to the previous fiscal year, the government has doubled the allocation of budget in Civil Aviation (Biman) and Tourism Ministry (Approximately TK 34 billion in 2019-2020). This is a clear indication that the government of Bangladesh has put immense priority on the tourism sector (Bhuiyan and Haque, 2020). It is worth mentioning that domestic tourism plays a more important role in the tourism sector in Bangladesh, where 97% of the earnings in tourism come from these domestic sources. This also portrays that Bangladesh is much more an attractive tourist place for domestic tourists than foreign tourists. Bangladesh has plenty of resources such as rivers, sea beaches, forests, mountains, lakes, historical places, archeological scraps, handicrafts, etc. These resources have great significance to the local tourist, and that is why about 10 million local tourists trip to these places every year (Bhuiyan, 2020). This implies opportunities for companies in the tourism industry in Bangladesh to focus on local tourism as Bangladesh has several attractive local places for travelers.

The information or knowledge of tourism services such as hotel accommodation, transportation, touring agent services, etc., is often a very important issue to consider when making any travel decisions. In this pandemic situation, it becomes more crucial for travelers to carefully scrutinize safety and risk factors associated with traveling. Thus, this research intends to investigate various factors such as knowledge of tourism and risk associated with tourism and

how these factors might lead to intention to travel in case of local tourism in Bangladesh.

STATEMENT OF THE PROBLEM AND RESEARCH OBJECTIVES

All sorts of travel whether pleasure or business, are constrained by the outbreak of COVID-19. This leads to the decrease performance of tourism-related businesses such as hotels, restaurants, travel agencies, transportations, and so on. According to the Civil Aviation Authority of Bangladesh, on-arrival visas for all nationalities have been postponed by the government. Also, all international flights arriving from different countries such as Kuwait, Bahrain, Malaysia, Bhutan, Maldives, Hong Kong, Qatar, India, Oman, Sri Lanka, Singapore, Saudi Arabia, Thailand, Turkey, United Arab Emirates, or the United Kingdom have been postponed till further announcement. In order to revive this unprecedented situation in tourism, companies in Bangladesh should promote innovative ways to promote and boost our tourists and supporting industries to help them get back in business.

Local tourism might be a good option to cater to. Low cost of traveling, brief time utilization, and low flow denseness are some of the advantages of local tourism. This could justify the emotional requirements of people to relish ecological panorama and reduce the risk of exposing oneself to dense tourism facilities in the international environment. Besides, people are likely to shift their intention to local tourism instead of international because the lockdown period of different tourism services such as hotels, restaurants, and airlines has no certain period. And this provides an opportunity for local tourism to revive if the companies associated with it could maintain this Pandemic situation under control to some extent.

Whether people have enough knowledge or information regarding traveling in local tourist places becomes an important issue. As it is undoubtedly that this pandemic is much more important than any other pandemic in recent history, people's knowledge of pandemic had to be taken into account. Therefore, the companies in this local tourism industry should provide enough information to travelers regarding safety or health, and only that might lessen the hazard of COVID-19 at a certain level and encourage them to make plans to visit local tourism places.

In order to judge the impact of the crisis on the tourism market, the perception of risk is considered as the starting point. Because of the general wellbeing crisis, the conduct and preference of people are likely to be affected by the impact of perceived risk. Moreover, some academics even discover that to influence the

behavior of tourism consumption, perceived risk has a more significant role than perceived value.

Therefore, to influence travelers' intention to use local tourism, a proper platform should be formed by the companies to provide rich knowledge to them regarding the pandemic, risk and safety factors, etc. Therefore, the problem statement of this study is to "investigate how information regarding COVID-19 can reduce the risks perceived among the travelers which will influence their intention to use local tourism in Bangladesh."

The underlying research questions are to what extent the knowledge of tourism in the COVID-19 pandemic affects the travel intention of local tourists in Bangladesh and how the perception of threat formed from the knowledge of tourism influences the travel behavior of tourists? In an attempt to answer these questions, the following research objectives are formulated:

- To measure whether any relationship exists between tourism knowledge in the COVID-19 pandemic and travel intention in the context of local tourism in Bangladesh.
- To measure whether tourism knowledge in the COVID-19 pandemic has any impact on the perception of the threat of the local tourists in Bangladesh.
- To investigate whether threats perceived by the traveler have any influence on their travel intention in the context of local tourism Bangladesh.

LITERATURE REVIEW

Perception of Threat or Risk in Regard to Tourism and Intention to Travel

Perception of risk is defined as the likelihood of a negative outcome to occur. In tourism, this risk is considered by the consumer as a subjective judgment that leads to an unfavorable outcome for tourism. Risks associated with tourism might involve various types of risks such as the risk of time, risk of satisfaction, psychosomatic risk or emotional risk, societal risk, biological risk, safety risk, and risk associated with money or capital.

Thus, the perception of risk in tourism has been recognized as multi-faceted. Different people with different backgrounds in the geographical, cultural, psychological, and past travel experiences view risks differently. For example, the study found that older travelers are less aware of health risks, terrorism, or natural disasters. Another study indicated that the perception of wellbeing and food or nutrition risk is higher in the case of women than men (Zhu and Deng, 2020).

Tourists make decisions based on how they perceive the risks associated with travel. This perceived risk has a substantial impact on their travel decisions (Wu, 2015). Cheng et al. (2015) described that consumers with a risk aversion attitude might be a good source of potential tourists who perceive risk in traveling. It

implies that if the risks associated with travel could be reduced, consumers might develop an intention to travel. According to Gong and Du (2019), intention to travel is influenced by the quality of service in many cases. They showed that convenient transportation and lodging, safety measures in tourism, the availability of information regarding traveling, services provided by the travel agencies, and so on all are related positively to travel intention. If all these above-mentioned service quality factors are converted to risk factors, there is a chance to correlate these factors and intention to travel negatively. Thus, many other researchers evidenced that tourism intention and risk factors (such as tourism safety, the impact of cost, environmental destruction, etc.) were negatively correlated (Hua et al. 2019).

Due to the COVID-19 pandemic, travelers perceived many risk factors as stated above. Thus, this study tries to analyze the influence of various threats on the intention of travel associated with local tourism.

Tourism Knowledge in Relation To COVID-19 and the Threats Associated with The Crisis

Tourism knowledge is about individuals' understanding of various tourism factors, issues, events, problems, and activities. These facets of tourism are often very crucial when making any decision regarding tourism. Knowledge is a cognitive factor that influences the individual to make any decision. About COVID-19, knowledge of tourism refers to the cognitive ability of travelers to understand the danger associated with COVID-19 and the preventive measures to cope with such a crisis. A traveler may avoid a situation in which their knowledge is not enough to comprehend the situation. In that case, travelers might reduce their uncertainty of any crisis by not involving themselves in such a tourism crisis. Thus, knowledge of tourism in this pandemic situation plays a vital role for the travelers to help them making travel decisions (Han et al., 2020).

According to Lepp and Gibson (2003), tourists perceive fewer threats when they are provided with enough knowledge regarding risk. They also concluded that when tourists face new or unknown risks, the perception of threat increases considerably. It was also discovered that (Li, 2008) when people are aware of the crisis knowledge, the perception of risk associated with that crisis is reduced. Many other scholars identified a negative correlation between perception of threat or risk and the information or knowledge related to the crisis. In research conducted by Wang et al. (2019), it was found that when consumers are aware of risks or threats (such as food additives), their perception of threat (food additives) is negatively influenced. Hence, this study examines whether the knowledge of local tourism in the crisis (COVID-19) influences the tourists' perception of threats allied with the crisis.

Intention to Travel

In order to choose a destination, a traveler's intention to travel to that destination plays an important role. From the viewpoint of psychology, the intention may be considered a distinctive item of beliefs. The person himself/herself is always considered the object, and the person's behavior is considered the attribute. As for beliefs, whether a person will perform his/her behavior is the subjective probability that denotes the strength of an intention (Fishbein and Ajzen, 1975).

The perceived probability of the traveler of visiting a definite place within a definite time phase is defined as intention (Woodside & Lysonski, 1989). Others defined intention as the future conduct of a person in a planned way. Intention provides better understanding by assisting individuals to make decisions for the future under a specific setting.

In a study, Guo et al. (2015) found in Japan that threats such as political, social, cultural threats, etc., have negatively influenced tourists' intention to travel. In another study, researchers discovered the negative impact of threats such as economic, safety, or time threats on consumers' intention to use the products (Luo and Zhu, 2015).

Therefore, in this crisis of COVID-19, travelers' intention to travel to a destination refers to the tendency of traveling to a destination amidst their understanding of all factors associated with the risk and danger of the pandemic. In this study, that is why the researcher includes travel intention as the dependent variable.

From the above literature reviews, the following research model (figure 1) is recommended by this study. This conceptual structure encompasses three factors that play a significant function in local tourism in the context of Bangladesh. The framework portrays one independent variable (Tourism Knowledge in relation to Covid-19 Pandemic), one dependent variable (Travel Intention), and a mediating variable (Perception of Threat).

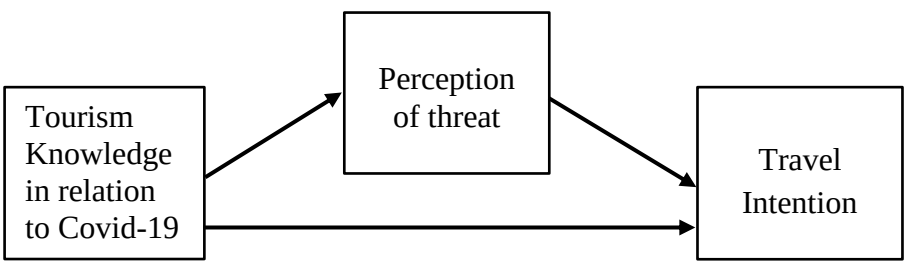


Figure I: Research framework

The following hypotheses are derived from the above research model based on the review of the literature.

H_{01}: There is no relationship between Tourism Knowledge in relation to the Covid-19 Pandemic (KT) and travel intention (TI) in the context of local tourism in Bangladesh.

H_{a1}: There is a relationship between Tourism Knowledge in relation to the Covid-19 Pandemic (KT) and travel intention (TI) in the context of local tourism in Bangladesh.

H_{02}: There is no relationship between Tourism Knowledge in relation to the Covid-19 Pandemic (KT) and perception of threat (PT) in the context of local tourism in Bangladesh.

H_{a2}: There is a relationship between Tourism Knowledge in relation to the Covid-19 Pandemic (KT) and perception of threat (PT) in the context of local tourism in Bangladesh.

H_{03}: There is no association between perception of threat (PT) and travel intention (TI) in the context of local tourism in Bangladesh.

H_{a3}: There is an association between perception of threat (PT) and travel intention (TI) in the context of local tourism in Bangladesh.

THE RESEARCH DESIGN – METHODS AND PROCEDURES

The design of this study was causal research, and the subcategory was a correlational study where three variables were measured, and correlational data were used for the causal analysis. This was a cross-sectional study as the sample was measured once.

An online survey was conducted to collect primary data among the residents of Dhaka City who were in the middle and upper-middle class in the society. This class of people in the society usually travels to different locations as their economic status support traveling. Five areas in Dhaka City (Banani, Dhanmondi, Gulshan, Uttara, and Mirpur) were surveyed as the residents of these areas are assumed economically sound who can afford to travel during this crisis. For the sample frame, a list of prospective travelers was obtained from the renowned travel agencies located in these areas and from social media. Around 375 samples were surveyed in this study with a structured questionnaire, and 350 responses were collected. The sampling procedure was purposive sampling as 70 respondents each from 5 areas in Dhaka City (Banani, Dhanmondi, Gulshan, Uttara, and Mirpur) were selected based on researcher knowledge or judgment.

A 5-point Likert scale was used in the questionnaire to gauge all the variables. The questionnaire contains 19 variable-related questions and four demographic questions (See Appendix). The dependent variable, Travel Intention, was initially measured by 3 items (TI1 to TI 3), independent variable Tourism Knowledge in relation to COVID-19 pandemic was measured by 6 items (KT1 to KT6), and perception of threat, mediating variable was measured by 10 items (PT1 to PT10).

The analysis was performed using Statistical Package for Social Science (SPSS v.23) and SmartPLS software. In the descriptive analysis, frequency distribution was done by SPSS to describe the sample's demographic characteristics under study. Reliability analysis of the scale was also conducted to see the internal consistency of the items used in the questionnaire. Moreover, regression analysis reveals the variance of the dependent variable explained by the independent variables. Testing of hypotheses was done by producing a structural model with SmartPLS and using bootstrapping approach (Confirmatory factor analysis).

DATA ANALYSIS

Statistical Package for Social Science (SPSS) software was adopted in this study for data analysis in three steps. In the first step, a descriptive analysis was done to describe the demographic characters of the respondents. Here, frequency distribution was used to analyze the demographic data. Finally, in table I, a summary of the descriptive analysis was presented.

Table I: *Frequency distribution of travelers' demographic variables*

Variables	Categories	Number of Respondents	Percentage
	Male	245	70.00
	Female	105	30.00
	Under 20 years	5	1.40
Gender	20 to 30 years	185	52.90
	31 to 40 years	50	14.30
Age	Above 41 years	110	31.40
	Under TK 40 Thousand	195	55.70
	TK 41 to 70 Thousand	30	8.60
	TK 71 to 100 Thousand	20	5.70
Income (per	Above TK 1 lac	105	30.00
month)	Business	75	21.40
	Housewife	35	10.00
	Landlord	10	2.90
Occupation	Service Holder	45	12.90
	Student	140	40.00
	Teacher	40	11.40
	Blog writer	5	1.40

In the second step, a reliability test of the scale (Likert) was performed. Here the value of Cronbach's alpha was computed to gauge the internal consistency of the items used in the questionnaire. According to the reliability cutoff values proposed by Yockey (2016), a value of 0.7 and above is acceptable, 0.8 or above is good, and 0.6 or above is questionable, and 0.5 or above is poor. A summary of the outcome of the reliability test is presented in the following table II.

Table II: *Reliability values of items used in variables*

Variable	No. of Items	Chronbach's Alpha Value	Result
Tourism Knowledge in COVID-19	KT1	.713	Acceptable
	KT2	.686	Questionable
	KT3	.666	Questionable
	KT4	.691	Questionable
	KT5	.711	Acceptable
	KT6	.687	Questionable
Perception of Threat	PT1	.808	Good
	PT2	.805	Good
	PT3	.796	Acceptable
	PT4	.774	Acceptable
	PT5	.791	Acceptable
	PT6	.787	Acceptable
	PT7	.789	Acceptable
	PT8	.781	Acceptable
	PT9	.775	Acceptable
	PT10	.782	Acceptable
Travel Intention	TI1	.517	Poor
	TI2	.502	Poor
	TI3	.655	Questionable

The following table displays the output of regression analysis. The R^2 value of 0.133 indicates that a 13.3% variance in the dependent variable (travel intention) is explained by the independent variables (perception of threat and knowledge of tourism).

Table III: *Regression Analysis*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	*.365[a]*	.133	.107	.54575

a. Predictors: (Constant), perception of threat, knowledge of tourism in COVID19

Confirmatory factor analysis was done in two stages. First, a measured model was produced using SmartPLS to check the reliability, convergent validity, discriminant validity, and collinearity. In the second stage, a structural or hypothesized model was constructed to test the research hypotheses.

Measured Model

In the following figure 2, the measurement model is presented, and the analysis of this model is summarized in Table IV. Few items were removed from the model because of low loading values (KT1, KT5, PT1, PT2, PT3, PT5, PT6, T2). It is observed from Table IV that all the scores of loadings (most of it), average variance extracted (AVE), and composite reliability (CR) is above the threshold of 0.7 (Hair et al., 2013), 0.5 (Bagozzi & Yi, 1988) and 0.7 (Hair et al., 2013) respectively. Thus, the constructs in this measured model have convergent validity.

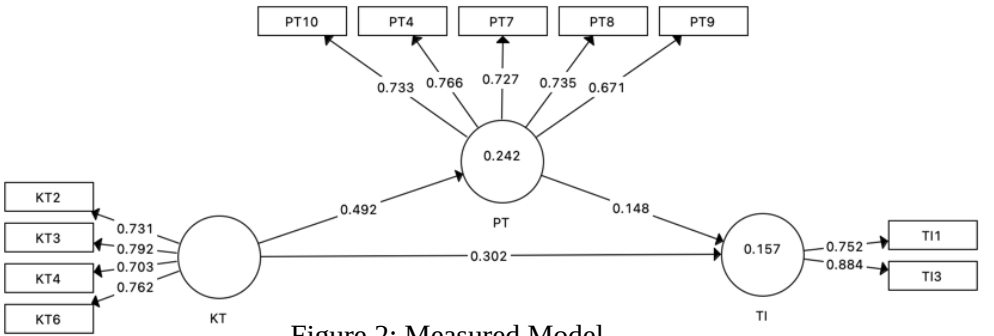


Figure 2: Measured Model

Table IV: *Convergent validity statistics*

Construct/Item	Loadings	AVE	CR
Tourism Knowledge		0.559	0.835
KT2	0.731		
KT3	0.792		
KT4	0.703		
KT6	0.762		
Perception of Threat		0.529	0.848
PT4	0.766		
PT7	0.727		
PT8	0.735		
PT9	0.671		
PT10	0.733		
Travel Intention		0.674	0.674
TI1	0.752		
TI3	0.884		

Note: AVE = Average Variance Extracted, CR = Composite Reliability

Table V represents the results of the discriminant validity test based on the Fornell and Larcker criterion. It is seen that the AVE value of each construct is higher than the correlation value between it and other variables in the model. Thus, according to Fornell and Cha (1994) and Fornell and Larcker (1981), the constructs meet the criteria for discriminant validity.

Table V: *Discriminant Validity*

Construct	KT	PT	TI
Tourism Knowledge (KT)	**0.748**		
Perception of Threat (PT)	0.492	**0.727**	
Travel Intention (TI)	0.375	0.296	**0.821**

Another criterion for achieving discriminant validity is when the loading values of each item in the measured model is higher than the cross-loading values by at least 0.1 (Hair et al., 2013). It is obvious from table VI that all the items in the constructs have meet this criterion. Hence, discriminant validity is accomplished.

Table VI: *Cross-loadings*

Items	KT	PT	TI
KT2	**0.731**	0.335	0.283
KT3	**0.792**	0.337	0.224
KT4	**0.703**	0.318	0.300
KT6	**0.762**	0.455	0.304
PT10	0.396	**0.733**	0.350
PT4	0.422	**0.766**	0.296
PT7	0.341	**0.727**	0.155
PT8	0.283	**0.735**	0.104
PT9	0.278	**0.671**	-0.001
TI1	0.252	0.197	**0.752**
TI3	0.353	0.281	**0.884**

In order to see whether any collinearity issue exists in the subsequent structural model, the value of collinearity statistics in the form of Variance Inflation Factors (VIF) is presented in table VI. It is seen here that all the values are below the cutoff of 5 (Hair et al., 2017). Therefore, collinearity is not an issue in the structural model.

Additionally, according to figure 2 (measured model) in confirmatory factor analysis the value of R^2 for TI is found 0.157 indicates that 15.7% variance of TI

is explained by the variances of PT and KT. R^2 value of PT is found 0.242 indicates that 24.2% variance of PT is explained by the variances of KT.

Table VII: *Collinearity Statistics (VIF)*

	KT	PT	TI
KT		1.000	1.319
PT			1.319
TI			

Structural Model

Finally, a structural model derived from Confirmatory factor analysis (CFA) is depicted in figure 2 with the corresponding T-value of the items and the significance value among the variables. The bootstrapping procedure was used (resampling 500) to produce t-statistics in order to find the significance of the path coefficient (Henseler et al., 2009). The model is presented in figure 3, and the results of hypotheses testing are portrayed in table VII.

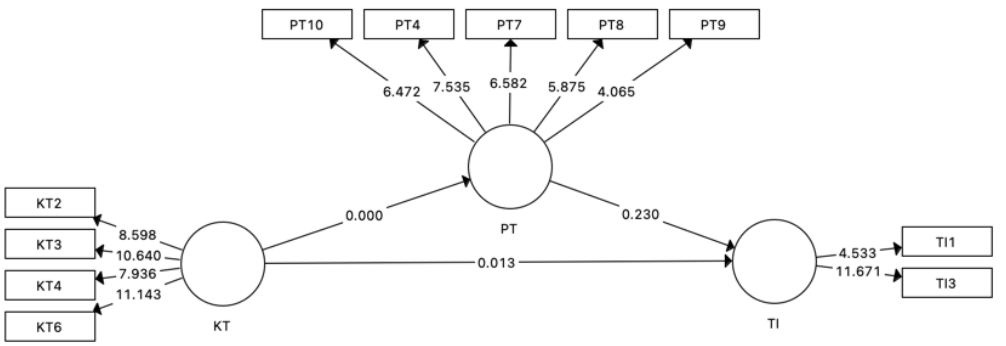


Figure 3: Structural Model

Table VIII: *Outcomes of hypotheses testing*

Hypothesis	Relationship	Path Coefficient	Standard Deviation	T-Statistics	P value	Result
H1	KT →TI	0.302	0.122	5.032	0.013	Accepted
H2	KT →PT	0.492	0.089	2.482	0.000	Accepted
H3	PT →TI	0.148	0.123	1.202	0.230	Rejected

Table VIII explains that there exist positive relationships between tourism knowledge in COVCID19 pandemic (KT) and travel intention, TI (β=0.302, $p<0.05$, $t>1.96$) and tourism knowledge in COVID19 pandemic KT) and

perception of threat, PT (β=0.492, $p<0.05$, $t>1.96$). There exists no relation between perception of threat (PT) and travel intention (β=0.148, $p>0.05$, $t<1.96$). The relationships in H1 and H2 were found significant. Thus, H1 and H2 are sustained, whereas H3 is rejected.

INTERPRETATION OF HYPOTHESES

H_{a1}: There is a relationship between Tourism Knowledge in relation to the Covid-19 Pandemic and travel intention in the context of local tourism in Bangladesh.

From table VII, it is implied that there is a positive relationship between Tourism Knowledge in relation to the Covid-19 Pandemic and travel intention in the context of local tourism in Bangladesh. From the context of Bangladesh, it can be explained that if proper knowledge about the safety and health issue regarding COVID-19 could be provided to the local tourists, this might develop intention among them to travel to local tourism destinations. Thus, when travelers in Bangladesh get knowledge or information regarding pandemic and its precautionary measures, they are willing to make travel decisions to visit local tourist spots in Bangladesh.

H_{a2}: There is a relationship between Tourism Knowledge in relation to the Covid-19 Pandemic and perception of threat in the context of local tourism in Bangladesh.

From table VII, it is indicated that there exists a positive relationship between Tourism Knowledge in relation to the Covid-19 Pandemic and perception of threat in the context of local tourism in Bangladesh. From the Bangladeshi perspective, local tourists with knowledge about the pandemic seem to develop a sense of threat in traveling to local places. In fact, the knowledge of COVID-19 helps local people to get a broader idea about the potential risks associated with traveling to local places. Because of the severity of the disease, travelers in Bangladesh acquire knowledge or information about the pandemic. This way, the travelers get acquainted with various risk factors and their precautionary measures.

H_{a3}: There is an association between perception of threat and travel intention in the context of local tourism in Bangladesh.

From the above table VII, it is observed that there is no association between perception of threat and travel intention. In the context of Bangladesh, it is seen that whether travelers perceive any risk or not, it does not affect their intention to

travel. In fact, the travelers in Bangladesh don't seem to perceive the threat caused by COVID19 that can hinder them from traveling as they feel tired of staying home during this crisis period and want to get out of city life. Thus, the risks of COVID 19 had no influence on their intention to travel to local places.

LIMITATIONS OF THE STUDY

The following limitations were observed for this research study:

- Due to time constraints, the sample was surveyed only from Dhaka city. As a result, it would be difficult to generalize the finding for the entire population.
- Only a few variables were considered in this study. However, there are, in fact, many factors that could have an impact on the traveling intention of local tourists.

IMPLICATIONS OF THE STUDY

This study will certainly contribute to both the academic and business environment. Academicians might get a starting point to engage themselves in local tourism research in this pandemic situation. It will help them further to emphasize building theories regarding local tourism. This study also will create an opportunity for academicians to conduct deeper tourism research in this crisis.

In the field of business, this study will help the decision-makers to visualize the actual scenario in the local tourism industry to some extent. It will help the managers of the companies in the local tourism industry to develop effective strategies to cope with customer satisfaction in this crisis. Moreover, this study will help the managers understand customer psychology of fear factors that might hinder the customer from traveling. If properly analyzed, this research will aid the companies in local tourism to revive and make a profit amidst this COVID-19 situation.

CONCLUSION

Although the tourism industry is affected severely worldwide, including Bangladesh, tourism-related companies operating in Bangladesh are trying to recover from this crisis. Quite a significant number of people are starting to travel to local tourist places as they seem to feel tired of staying lockdown for a long period of time. In this study, it is found that when local people have proper knowledge of COVID-19 and the risks associated with it, they feel confident that they can now travel to local spots only if proper precaution is taken into consideration. As a result, people grow a tendency to travel to local places even

though there is a risk. Thus, this study opens opportunities for the companies in local tourism to rethink their strategies and tactics to cope up with this COVID-19 crisis. The companies will be able to attract travelers even that there are risks involved. This will eventually aid the companies to make a profit and sustain their existence even in this pandemic situation. Finally, this study opens the door for future researchers to include other important factors (not covered in this study) that might influence travel intention and cover more geographic locations for sampling purposes that will strengthen research results.

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APPENDIX

Questionnaire items used in this research:
KT1: I am concerned about travel information especially related to COVID-19 crisis.
KT2: I know about the sources of travel risks, especially due to COVID-19.
KT3: I know about the penalties of travel risks due to COVID-19.
KT4: I know about the resolutions to travel risks due to COVID-19.
KT5: I know about the damage of travelling caused by COVID-19.
KT6: I am aware of the surveillance and warning signs for COVID-19 in tourist places.

PT1: I may get affected by COVID-19 on the trip.
PT2: Local tourist places have poor infrastructure.
PT3: Local tourist places have poor cleanliness.
PT4: Travel costs to local tourist places is more than expectations during COVID-19 crisis.
PT5: It is not worthwhile to spend money on local tourism in this crisis.
PT6: It makes me feel worried when considering local tourism in this crisis.
PT7: People will perceive me negatively if I have a trip to local tourist places in this crisis.
PT8: People will criticize me if I have a trip to local tourist places in this crisis.
PT9: Acquaintances or friends and household member will not support my visit to the local tourist places in this crisis.
PT10: I think in this crisis local tourism will not meet the requirements of relaxation.

TI1: I have a plan to travel to the local tourist places in this crisis of COVID-19.
TI2: I rather travel to international tourist places compared to local tourist places.
TI3: In the forthcoming years, the practicability of local or native tourism will be high.