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FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,

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The Tourist Risk and Perception From The Effect Covid 19 In Langkawi, Kedah

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ABSTRACT

Covid-19 is an infectious disease caused by a new strain of coronavirus. Travel risk indicates a situation related to the risk of creating travel decisions at a destination. Besides that, the changes affect the business performance of the accommodation and tourism industry in certain areas. This study identifies how changes affect the business performance of the accommodation and tourism industry in certain areas. This is about to investigate the tourists' perception impact of Covid 19. This research uses quantitative data. The number of 384 respondents has participated in our study through filling out the Google Form that we distribute on social media such as WhatsApp. Therefore, the purpose of this study is to provide some beneficial and vital information based on the point of view of the usage of risk that the local tourist travel is faced when coming to Langkawi during their holiday in COVID-19 pandemic. Our study focuses on the area of Langkawi Island, Kedah and tourists who have travelled during Covid 19. The results show that hygiene and tourists' perception play an important role in ensuring that everything is in good condition after the Covid 19 pandemic in certain areas in Langkawi.

Keywords: Covid 19, Tourists Travel Risk, Tourist Perception on Destination

INTRODUCTION

Covid-19 is an infectious disease caused by a new strain of coronavirus. Co stands for corona, Vi for a virus, and D for the disease. The prevalence of the Covid-19 pandemic has significantly affected the perception of travel risk and management. It has also affected the routes and distribution channels used by consumers. The Covid-19 pandemic has affected the tourism industry globally. The impact of the disease on the travel industry is evidenced by the significant decline in tourism sales globally. The virus's prevalence has also affected customers' psychological behaviour when it comes to planning their vacations. Most tourists avoid visiting destinations that they consider risky. This is due to uncertainties associated with the implementation of Covid-19.

During the pandemic of the Covid-19 disease, the concept of travel risk became more prevalent. The pandemic caused by the Covid-19 disease has ruined many of the previous narratives about development. The economic forecasts indicate that the pandemic's negative impact on the financial development of countries most affected by it has greatly affected their residents' attitudes. The effects of Covid-19 on the mind are severe and can affect the spread of infection. Therefore, we must identify and address these issues to prevent the spread of infections. Various external factors such as social, political, and technological changes directly or indirectly impact businesses' performance globally.

The travel industry is a vital part of the tourism industry and contributes to developing various regions and global initiatives. Due to the Covid-19 pandemic, many countries have decided to close their borders (Patwary et al., 2022). This has resulted in a decline in international tourist arrivals. Tourist travel risk and perception is the important key for tourists to make a decision for travel so they don't have to go to the risky destination if they want to, and travel risk and perception also impact the traveler's behavioral intention. Tourists will view

the risk issue in a different way, such as geographical and cultural, psychological and travel experiences; with the different risk issue, tourist will see the destination differently and affecting their behavioural intention. Some people may avoid a risky destination, and some will enjoy it even though it is risky.

This study aimed to investigate and comprehend the effects and definition of the covid-19 epidemic and tourist travel. This study will be able to find the specific information it requires with the support of a good and clear understanding. The study's focus is on a tourist resort in Langkawi, Kedah. There were three objectives of this research:

1. To identify the changes that affect the business performance of the accommodation and tourism industry in certain areas.
2. To identify tourists' fears of disease threats caused by Covid-19
3. To investigate the tourists' perception impact of Covid 19.

Significance of the Study

Researcher

This research sought to provide clearer information and address the full existence of information to new researchers. This research also provided future studies with new resources, knowledge and the latest information on the tourist perceptions that were effected by covid -19 pandemic in Langkawi, Kedah. The researcher will provide valuable details in the academic field. Furthermore, this research is helpful for other researchers and universities and valuable to local tourist to gain information about the travel risk affected by covid -19. The researcher also would make people understand the local tourist travel risk at tourism attractions. Other than that, people also know that effects of Covid -19 influence the environment and management perception.

Authority

The next significance of this study is for authorities. This report aimed to provide specific information to the authorities on local tourist perception of tourist attractions in Langkawi, Kedah. This researcher will help the community to know the specific fact about Covid -19 effect that influences environment and management perception of visitor attractions in Langkawi. The world tourism industry and niche market have already brought concerned about the COVID-19 pandemic. Tourists prefer to choose an inclusive package, safety and security when travelling to popular attraction to ensure their travel avoids risk and crowded tourism destination.

Consumer

This study was also significant for the consumers. This study was also of considerable interest to the society to help them choose the right place to visit and prepare themselves with complete protection and awareness of the covid-19. Before tourists plan their travel, they need to make sure they organise their travel arrangements to minimize the risk and stress of tourists. For example, tourists should purchase insurance when booking trip destinations (Rahman MK, 2021).

LITERATURE REVIEW

The Effect of Covid-19 for Tourism Industry

According to Sofian Rosbi (April 2020), we have learned about the effect of covid 19 on the tourism industry. At the same time, government policy must address the right remedies to prevent the spread of COVID-19 and improve the standard of economic activity in the tourism business. In the studies conducted by Suci & Kusumaningrum (2020), in this study, it is stated

that tourists have a negative perception of a tourism destination because they feel their safety is going to be threatened danger with Covid 19 pandemic when they visit the destination.

According to Patwary et al. (2020) ,this study it's addressing the primary impacts, behaviours, and experiences that three major tourism stakeholders (tourism demand, supply, and destination management organizations and policymakers) are having during the three stages of covid-19 (response, recovery and reset). This gives an overview of the types and scales of covid-19 tourist impacts and the consequences for tourism research.

Risk Management

In O'Malley's 2004 writing for risk, which is at the heart of risk management practice. The concept of contemporary risk appetite reflects this global perspective and positions organizations as legitimate risk takers on behalf of society. In this view, the notion of 'enterprise' mixes the 'organization -wide' aspect of enterprise risk management (ERM) with entrepreneurial normativity, risk -taking, which requires organizations and individuals to know their risk appetites. This research is utilised to conduct a survey of business risk management briefings. Some organizations will claim that they already have this data.

Michael Power's Hall, published on June 23, 2004, risk management methods have been on the rise in various corporate situations since the mid-1990s. This research is utilised to conduct a survey of business risk management briefings. At the level of risk management practice, there is a need for "smart" risk managers who aren't concerned with control and can monitor and challenge the influence of the internal control system itself. Some organizations will claim that they already have this data. The survey method is working in this investigation.

Distribution Channels

In a study conducted by Alom et al. (2019), both types of direct and indirect distribution channels were used by researchers. The shortage of incoming travel agents has increased, and new online communication and distribution forms have emerged. The objective purpose of this study was to propose a digital tourism distribution channel model for island destinations in Europe. In addition, the researcher used an exploratory approach.

According to a study conducted by Christian & Patwary & Rashid (2016), in this section; the researcher stated that would create a distribution channel structure for community-based tourism, both in terms of marketing and booking and payment, before the influencing factors. Structure is analysed. This study is to identify distribution channels as a critical business mechanism for the community-based tourism by linking other CBT enterprises in the market.

Avoidance Overpopulated Destination

Wen, Kozak, Yang, and Liu (2021) investigated the perception of tourist travel during Covid-19 by looking at the avoidance of overcrowded destinations. The study is quantitative and relies on a tourist questionnaire survey. According to this article, the growing popularity of free and independent travel, luxury visits, and health and wellness tourism are all predicted to be affected by Covid -19. Slow tourism and smart tourism are two new types of tourism that could drive future tourism activity. Changes like this are expected to drive retailers to reconsider their service models and distribution networks. Eight research examines whether infectious disease concerns, linked to crowded environments, exacerbate such reactions.

Hygiene and Safety

In the study conducted by Patwary (2022), they studied about effects of tourists' hygiene-safety perceptions and travel concerns on their intention to travel during the Covid19 pandemic. The study used a quantitative research using an online survey technique to collect the data and get

384 samples in the process; the online survey makes to keep social distancing rules during the pandemic. The foreigner came from almost thirty-two different countries with different geographical and cultural backgrounds. The respondent's result is they are concerned about hygiene and safety of public transports, recreational sites, and hotels. Thus, according to the results, the variables that show the most notable effect on intention are perceived behavioural control followed by attitudes.

Research Framework

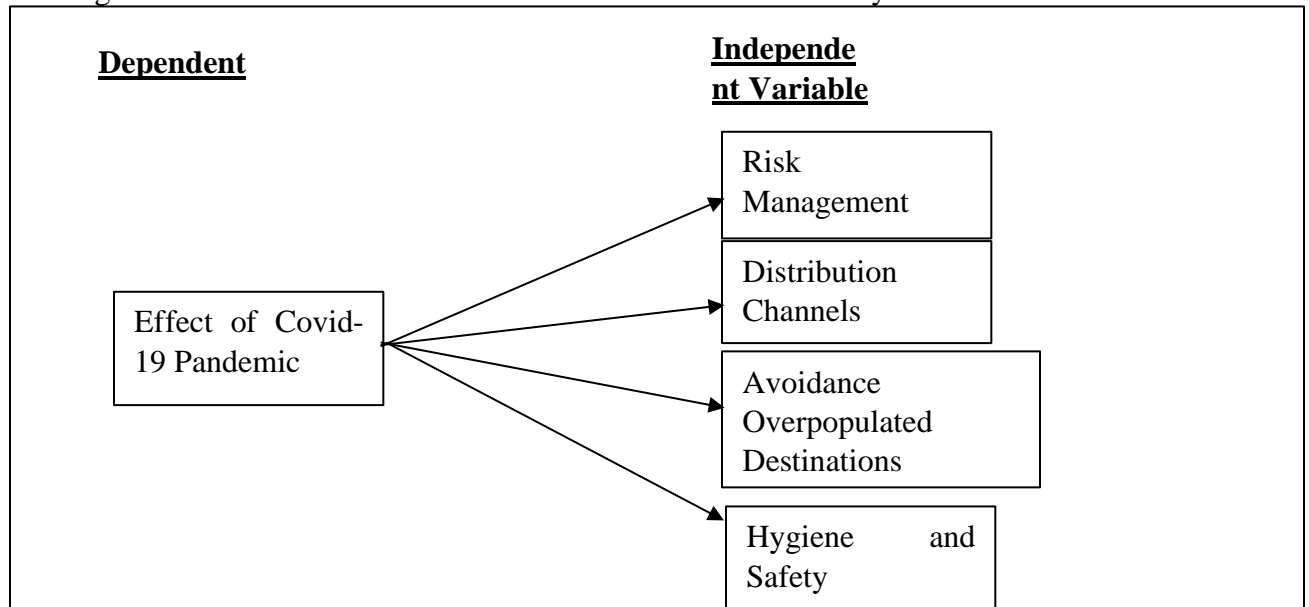The Figure 1 below shows the research framework use for this study

Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires were distributed to 384 local tourists who have visited Langkawi, Kedah. In this research, the target populations chosen were local tourists who have visited Langkawi, Kedah. This was due to the Covid -19 pandemic that has affected tourism industry and also the tourist attraction in Malaysia, which is Langkawi, Kedah.

Moreover, a set of questionnaires was distributed to the population to collect the data: local tourists who visit Langkawi, Kedah. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided questionnaire into 4 sections which arethe questionnaire into 4 sections: Sections A, B, and C. For Section A, the questionnaire requested for the general information about the local tourist demographics such as gender, age, marital status, education level, working status, how many times they visited Langkawi and travel purposes. For Section B, and C, the questions elaborated more on the dependent and independent variables, which were (i)Effect of covid-19 pandemic, (ii) Risk Management, (iii) Distribution Channel ,(iv) Avoidance of overpopulated destinations,(v) Hygiene and safety that were examined in the survey.

Data Collection

The data collection was conducted using questionnaires. This study chose to distribute the questionnaires using the Google form application. The link to the Google form was distributed to respond based on their experience travelling to Langkawi before or after covid -19 hit the tourism industry; we used social media to spread the google form, such as Instagram, Facebook,

WhatsApp, E-mail, and others. It was very convenient to minimize cost, and save time and significantly applicable during this pandemic outbreak.

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The study used this method because questionnaires were prepared and distributed online or posted on social media pages to gather information from the respondents. The questionnaire was distributed to the respondents who have travelled to Langkawi, Kedah before or after Covid through online and social media.

$$s = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

n= sample size
N= population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Table 1: The Number of people visit to Langkawi

Place	Number of people visit to Langkawi in 2020 (Unit)
Langkawi, Kedah	1,281,107

Source: www.CEICDATA.COM, Department of statistics, Database Malaysia.

Data Analysis

There were 3 types of data analysis were used in this study: frequency analysis, descriptive analysis, and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Have you ever visited langkawi?		
Yes	384	100%
No	0	0%
Gender		
Male	164	42.7%
Female	220	57.3%
Age		
18-25 Years Old	211	54.9%
26-33 Years Old	79	20.6%
34-42 Years Old	60	15.6%
43-50 Years Old	34	8.9%
Marital Status		
Single	256	66.7%
Married	109	28.4%
Divorced	19	4.9%

Education Level			
High School		70	18.2%
Diploma/ STPM/ Matriculation		98	25.5%
Bachelor Degree		188	49.0%
Postgraduate		28	7.3%
Occupation			
Government Employment		52	13.5%
Private Employment		78	20.3%
Self-Employment		55	14.3%
Unemployment		14	3.6%
Housewife		10	2.6%
Student		175	45.6%
I have been to Langkawi several times			
1 Time		126	32.8%
2 Times		113	29.4%
3 Times		81	21.1%
4 Times and above		64	16.7%
Travel Purpose			
Education/ Conference		32	8.3%
Leisure/ Holiday/ Shopping		208	54.2%
Health and Medical Care		4	1.0%
Business		8	2.1%
Visiting friends or relative		36	9.4%
Leisure/ Holiday/ Shopping/ Visiting friends or relative		43	11.2%
Leisure/ Holiday/ Shopping/ Health and Medical Care/ Visiting friends or relative		8	2.1%
Educational/ Conference/ Business/ Visiting friends or relative		23	6.0%
Health and Medical Care/ Business		11	2.95%
Education/ Conference/ Health and Medical Care		11	2.9%

Table 2 shows, the result of the frequency analysis and the percentage of respondents who have visited Langkawi, Kedah. Majority of respondent were female, which is 220 and 57.3%, and the majority were 18-25 years old, which is 54.9% in 211 respondents. In addition, the majority of respondent marital status is single in 256 of respondents, with 66.7% answering the questionnaire about this study. Meanwhile, the results of Married, and divorced 109, 19 with 28.4% and 4.9%. The majority of the respondent, is a student bachelor degree in consists of 188 respondents, with 49%. Mostly the respondent for this study of research has been to Langkawi several times. Lastly, the majority of the Travel purpose to Langkawi is for Leisure/ Holiday,/ Shopping. The numbers of respondents are 208, with 54.2%.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
	You have experienced symptoms of infection by the Covid-10 pandemic	3.41	1.647

	As a tourist, you feel the Covid-10 Pandemic is affecting your travel or vacation behaviour	4.33	0.875
Effect of Covid-19 Pandemic	You feel financial stress due to the Covid-10 pandemic	4.25	0.852
	You feel stress from your work due to the Covid-10 pandemic	4.22	0.899
	After Covid-10, I prefer to avoid travelling to crowded big cities	4.22	0.890
	It will cause changes and affect the business performance of the accommodation and tourism industry in certain areas	4.30	0.813
	Covid-10 reduces the possibility of travelling with groups	4.24	0.856
	Tourism industry severely affected by covid -10	4.41	0.742
Risk Management	My biggest concern about Covid-10 and how long I will be able to handle this isolation.	4.30	0.825
	Many people underestimate the disease and its effect on some people .	4.32	0.747
	I wonder whether the government is providing us with all the available information about the Covid-10 pandemic	4.14	0.863
	I seek destinations with established infrastructure following the Covid-10 pandemic	4.28	0.783
	I seek destinations with established high-quality medical facilities following the Covid-10 epidemic	4.29	0.752
Distribution Channels	I prefer online platforms while purchasing tickets, booking hotels and buying tour package	4.42	.740
	I think online platforms are suitable for information searches, destination choice, and purchase behaviour, and experience sharing	4.36	0.751
	Using the distribution channels, people can work from home and engage in social distance learning	4.36	0.755
Avoidance Overpopulated Destinations	I avoid unnecessary interaction with crowds in public spaces	4.33	0.785
	I believe social distancing has been suggested to help prevent infection of Covid-10 pandemic	4.36	0.721
	I think tourism destinations plagued by the overpopulation of visitors compared tourists	4.27	0.825

Hygiene And Safety	I would like to avoid overpopulated destinations because of Covid-10	4.35	0.733
	After Covid-10, my need for hygiene while travelling is changed	4.36	0.717
	I prefer destinations' hygiene and cleanliness	4.47	0.715
	I prefer destinations' medical facilities	4.38	0.751
	During Covid 10, I care more about the hygiene and safety while using public transportation	4.50	0.646

Table 2 shows the mean and standard deviation for twenty-three statements under four variables of tourist perception with dependent variables. The mean and standard deviation analysis for the dependent variable, effect of covid-19, item 8 had the highest mean value of 4.41, indicating that respondents agreed with the statement " Tourism industry severely affected by covid -10". For the independent variables, which risk management, item 5 had the highest mean value of 4.29, indicating that respondents agreed with the statement "I seek destinations with established high-quality medical facilities following the Covid-10 epidemic ". For the next variable, distribution channel, the first item out of three was "I prefer online platforms while purchasing tickets, booking hotels and buying tour packages" with the highest mean value, which is 4.42. After that, Avoidance overpopulated destinations, item 2 had the highest mean of 4.36 for the question "I believe social distancing has been suggested to help prevent infection of Covid-10 pandemic". Lastly, Hygiene and safety four question is the first of ranked with the highest mean: "During Covid 10, I care more about the hygiene and safety while using public transportation" with mean 3.67.

DISCUSSION AND RECOMMENDATION

This study only discusses travel risk and perception that impacts traveller's behavioural intention at Langkawi, Kedah. The results of the analysis of the study can show the important key for tourists to decide whether to travel so they don't have to go to the risky destination, and travel risk and perception also an impact to traveller's behavioural intention at Langkawi, Kedah. For recommendations, future studies could use other variables to address the current factor that decided the tourist to travel to Langkawi.

Several implications for the tourism business can be drawn from the findings. Regarding communication tactics, tourism organisations often follow the goals of governments and health organisations, which are large to prevent the virus's spread within communities. However, it is also critical to focus on lowering visitors' perceptions of travel danger for the sector to recover more quickly once the threat of covid-19 has passed. As a result, travel media and any communication with travellers should not only provide information that can lead to an increase in perceived travel risk (such as the number of cases and deaths) but should also provide information on a cancellation or refund policies, as well as health and safety measures, so that tourists feel safe and secure once travel restrictions are lifted. In addition, after covid-19, travel communication should focus on enticing travellers to travel and explore new locations.

Furthermore, rather than short-term sales, it is critical to build long-term partnerships. Another consequence for destinations is a greater emphasis on rejuvenating and supporting local tourism, projected to recover earliest from the covid-19 epidemic. For domestic tourism, it is also important to stress safety and health measures and any activities that make tourists feel safer to travel and decrease their risk perception. However, the recovery of the tourism

industry from the consequences of the covid-19 health crisis is unforeseeable and partially depends on the rebound of the global economy (Prideaux et al., 2020)

Based on the outcomes of this study, future research should aim for longitudinal studies or data collection at multiple points during a pandemic outbreak. In addition, future studies should compare the results of this study with various cultural and geographical regions. This contributes to better understanding infectious diseases' long-term effect on the change of risk perception and travel behaviour over time. (L. Neuburger And R. Egger, 2020). Also, the researcher hopes that future studies will maintain the quantitative method of collecting data from the intended respondents. This is because the researcher has selected the population among the people who visited Langkawi during the pandemic outbreak of 384 people. Therefore, data were collected using an online questionnaire method to prevent the spread of the Covid-19 outbreak. Future studies are strongly encouraged to use this method because researchers have now successfully conducted this study. The researchers discovered that respondents were more inclined to fill out online questionnaires than printed questions during the data collection. In addition, future surveys can be written in various languages, such as Mandarin. This is because most researchers only conduct questionnaires in English and Malay. This will make it easier for Chinese and Indians to grasp the questions and reduce respondents' stress when filling out the questionnaire. Indirectly, researchers can raise the level of foreign languages to enhance inter-racial contact.

CONCLUSION

In conclusion, this study has been accomplished to discover the tourist risk and perception while travelling at Langkawi, Kedah, caused by the covid-19 pandemic. Four independent variables, namely risk management, distribution channel, avoidance of overpopulated destinations, hygiene and safety, have been chosen to examine their relationships with the dependent variable, which is the effect of the covid-19 pandemic. A total of 384 local tourist respondents from the age of 18- 50 years old were selected from all states in Malaysia to examine their opinion about tourist attractions at Langkawi Kedah after and before covid. Overall, based on Pearson's correlation analysis, the risk management scored a value of 0.548**, Distribution Channel with 0.424 **, Avoidance of overpopulated destinations with 0.521 **, and Hygiene and Safety with 0.428 **

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