



Investigating Tourists' Travel Intentions: A South Asian Perspective from Pakistan

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Abstract: *The present paper is designed to analyze the effect of the Covid-19 pandemic on the travel intention of tourists. In this study, three factors have been incorporated to have an in-depth analysis regarding tourists' travel intention in the pandemic. The three factors are traveling restrictions, travel constraints, and fear of Covid-19. The collected data was analyzed by using PLS-SEM. The findings indicated that traveling restrictions during the pandemic has a positive and significant impact on anxiety. In contrast, traveling restrictions are negatively and significantly linked with travel motivation. Additionally, travel constraints are further classified into three categories, i.e., interpersonal, intrapersonal, and structural constraints. The results depict that all constraints have a positive but insignificant association with anxiety and travel motivation. However, intrapersonal is positively and significantly linked with anxiety, and structural constraint is negatively and insignificantly associated with anxiety. It is observed that fear of Covid-19 increases anxiety among people, but it does not play a significant role. On the other hand, fear of Covid-19 has a negative and significant impact on travel motivation. It shows that fear of Covid-19 decreases travel motivation. Lastly, travel motivation is negatively and significantly associated with travel intention, but anxiety has a positive and significant impact on travel intention. The findings of this study can help government and tourism-related authorities better understand the tourists' travel intention in the wake of Covid-19.*

Keywords: Covid19, traveling restrictions, constraints, travel intention, PLS-SEM.

Introduction

As the world entered the globalization era, it became easier for countries and businesses to go beyond the boundary and help each other carry out their businesses in new markets and prosper in such a way that favors both. The sense to flourish in new markets, find authentic resources within the cost measures, lower cost for products, and integrate with new cultures became possible because of globalization. But on the other hand, it also works as a channel for transmitting harmful diseases (Kobrin, 2020). One of the most recent examples is Covid19, 'the pandemic' that engulfed the whole world in such a short span and badly affected the world's economy. It emerged from Wuhan, China, in December 2019 and, later on, gradually covered the whole world. As of February 2021, WHO (World Health Organization, 2021) reported 106,321,987 confirmed Coronavirus cases around the globe and 2,325,282 deaths from the viral disease. Furthermore, to sway the infectious disease and minimize its effects, different countries and Pakistan take se-

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rious precautionary measures to control this pandemic. For this purpose, countries tried their best to limit mass gatherings and even put a full stop to their daily activities like the closure of schools, amusement parks, stores, etc. However, the outbreak of the novel disease has caused economic shocks for industries and sectors. Many industries have found a way to survive in this economic halt by adopting digital platforms to continue their businesses, while some suffered from failures due to the imposed lockdowns and travel restrictions around the globe. Tourism is such a sector that could not proceed without physical movement; it was affected the most due to the travel ban worldwide. World Tourism Organization (2020) revealed that about 60% to 80% fallout in tourism is expected in 2020 compared to 2019 data. Also, there is a decrease of 22% in the total tourist's number in the first quarter of the year 2020 compared to the data from the same quarter of the previous year. To add more, the Secretary-general of UNWTO, Ms. Zurab Pololikashvili, reported that "The world is facing an unprecedented health and economic crisis. Tourism has been hit hard, with millions of jobs at risk in one of the most labor-intensive sectors of the economy".

According to past studies, whenever a pandemic arises globally, the tourism sector is affected drastically, and the retrieval becomes quite slow (Novelli, Burgess, Jones, & Ritchie, 2018). S. Page, Song, and Wu (2012) study had examined that when the Swine flu occurred in 2008, the inbound tourism demand of the United Kingdom decreased, and this research had been conducted by considering 14 source markets. Moreover, a study conducted by Kuo, Chen, Tseng, Ju, and Huang (2008) has analyzed the impact of SARS and Avian flu on demand for international tourism to Asia, the findings of the study suggest that SARS crucially diminishes the demand for tourism in Asia while it is not affected by Avian flu. Furthermore, according to World Travel and Tourism Council (WTTC), about 3,000,000,000 individuals related to the tourism sector have laid off from their jobs due to the outbreak of the SARS epidemic in the highly affected countries of Vietnam, China, Singapore, and Hong Kong which brought about \$20 Billion losses in the form of GDP. The world is currently facing a Covid19 pandemic that spreads through human-to-human interaction and can easily be escalated through worldwide travel. Thus, traveling is considered a high-risk activity, and most people are avoiding it, due to which the tourism sector is at risk. Zheng, Luo, and Ritchie (2021) stated that misleading information circulated on social media is a major cause in decreasing tourism as it developed a fear to travel. Evaluating the effects of covid-19 is a great way to influence the future decisions involved in the tourism sector.

Many researches have contributed a huge amount of literature regarding tourism's health-related crisis management. It is categorized into three factors that include estimating impacts on tourist behavior (Cahyanto, Wiblishauser, Pennington-Gray, & Schroeder, 2016), evaluating impacts on tourism (Zeng, Carter, & De Lacy, 2005), and forecasting the demand in tourism (Solarin, 2016). New approaches related to tourism and good policies from the government and authorities might work as a game-changer to improve the numbers of tourists and revive from the epidemic economic shocks (Wan, 2013). This research contributes to the literature of tourism in following ways: firstly, this study aims to explore the factors that could shape the travel intentions of a potential tourist. Along with the support of the theory of planned behavior, this research embeds a framework to

identify the relationship among traveling restrictions during Covid19, travel constraints, fear of Covid19, individual's travel motivation, anxiety, and travel intentions. Furthermore, the study also possesses deep insight to understand the psychology of tourists after this massive outbreak. This research will be helpful for tourism providers to understand better their targeted customers' post epidemic intention to travel. The study helps the tourism industry of Pakistan to understand the factors that influence tourists' intention to travel.

Literature Review

Theoretical Framework

This study has used the theory of planned behavior, also known as the TPB model, to support the relationship between their defined variables and provide the basis for their hypothesis. Icek Ajzen constructed the theory of planned behavior in the year 1991. Moreover, the TPB model extends Fishbein and Ajzen's model (theory of reasoned action). Both versions support the idea that people go through reasoning and logical selections to get involved in particular behavior by evaluating their knowledge. The theory's central focus is on an individual's behavioral intention, and it defines the degree to which a person intends to do or not to do a certain behavior. Various studies have used the TPB model to explain visits, revisit intentions, destination image, travel motivation, constraints, and risks regarding tourism or travel (Wu, Raab, Chang, & Krishen, 2016; Park, Hsieh, & Lee, 2017). Moreover, it would be vigorous to grasp the plan of action without having an idea about behavioral propensity regarding the act (Khan, Chelliah, & Ahmed, 2019). This research objectifies potential tourist's intention to pursue the future course of action by utilizing the factors such as perceived risk, travel constraints, fear, motivation, and anxiety.

Development of Hypothesis

Traveling Restrictions, Travel Motivation, and Anxiety

The term 'traveling restriction' is the suspension of travel freedom. It means that competent authority imposes certain restrictions for travelers, and people are bound to follow those policies. These restrictions cause several psychological and economic problems (Linka, Peirlinck, Sahli Costabal, & Kuhl, 2020). Thus, in the context of tourism, when tourists face several restrictions, it reduces tourists' motivation to travel. The tourists believe it causes mental disturbance and cannot enjoy their time (Aleta & Moreno, 2020). Motivation is the process that initiates, guides, and maintains goal-oriented behaviors. It is what causes an individual to act in favorable circumstances (Schmidt, Palminteri, Lafargue, & Pessiglione, 2010). However, when an individual faces conflicting situations, so it eventually affects motivation. In our context, traveling restrictions play a major role in the wake of Covid19 because almost all countries have enforced several restrictions. The governments have imposed restrictions to reduce the spread of the coronavirus, but strict

traveling restrictions are making tourists less interested in traveling (Aleta & Moreno, 2020).

Travel motivation is elaborated as the pleasure and satisfaction one may want to get from the traveling experience (Iso-Ahola, 1982). Although due to the current global situation and health-oriented dilemmas, namely, risk perception and arising fear from Corona, has led nearly every country to experience a lockdown. Therefore, traveling restrictions, strict SOPs, and uncertain conditions may decrease an individual's motivation to travel. According to San Martín and Del Bosque (2008), the main force responsible for compelling a traveler's behavior is motivation. Hence by considering the above discussion, we formulate the following hypothesis:

H1a: Traveling restrictions during Covid19 negatively impact travel motivation.

Anxiety is defined as a psychological condition that occurs when an individual faces an uncertain event and fears (Karagöz, Işık, Dogru, & Zhang, 2021). Moreover, many researchers associate threats with an individual's anxiety and have explored the relationship between them. For instance, Reisinger and Mavondo (2005) revealed that diseases, religious conflicts, terrorism, political disturbance, pollution, poor infrastructure, and resource unavailability foster anxiety among people. As Covid19 is an infectious disease as well as a pandemic, therefore it may develop anxiety. Furthermore, in March, April, and May 2020, many countries worldwide adopted exceptional restrictions to reduce community spread and isolate their populations in their homes and from others. Similarly, many traveling restrictions have been introduced that need to be followed while traveling (Alzueta et al., 2021). It becomes necessary for people to observe social distancing and follow all new policies strictly. Hence, these restrictions and implemented social isolation measures upset countless people's lives. Based on the above discussion, the following hypothesis is formed:

H1b: Traveling restrictions during Covid19 positively impact anxiety.

Travel Constraints and Travel Motivation

Travel constraints are those factors that restrict an individual from traveling (Khan et al., 2019). Due to their negative effect, they are considered the filters for the tourism demand because they prevent tourists from traveling (S. J. Page & Hall, 2002). According to the definition of travel constraints by Hung and Petrick (2010), travel constraints are responsible for creating negative impacts on travel quality, impedes ongoing travel, and causes ineffectiveness to begin travel. Moreover, Crawford and Godbey (1987); Crawford, Jackson, and Godbey (1991) proposed a hierarchical model, the most accepted leisure constraint model. According to this theoretical leisure constraint model, leisure constraints are divided into three stratified levels: intrapersonal, interpersonal, and structural constraints. Furthermore, Fredman and Heberlein (2005) have explained that intrapersonal constraints are based on an individual's psychological attributes and states which may hinder an individual from getting involved in the leisure activities such as perceived self-

skill anxiety and others. In contrast, interpersonal constraints arise due to the influence of social interactions like friends and family circle. Lastly, structural constraints are the factors that restrict an individual from taking action regarding traveling, such as availability of time, accessibility, and economic resources (Fredman & Heberlein, 2005). Hung and Petrick (2012) concluded in their research that having travel constraints does not always mean 'no participation.'

Following research mentioned has worked on different traveling constraints (Romsa & Blenman, 1989; Blazey, 1987). And many others have worked on the dimensions of leisure constraints measurements. In contrast to constraints, motivation acts as the booster in travel demand and positively influences tourism demand. Fodness (1994) described motivation as the pushing force beyond every behavior. However, the Covid19 pandemic has led people to delay traveling due to the risk of getting infected from the infectious disease. Hence, it negatively impacts the travel motivation of an individual. Moreover, interpersonal constraints highlight that due to Covid19, people have become conscious about physical interactions in public. Therefore, creating a negative impact on travel motivation. Furthermore, if we discuss structural constraints like economic factors, we are left with the biggest economic halt situation, layoffs, and less employment demand, directly impacting one's travel motivation. Therefore, we may construct the following hypotheses from the above-given information:

H2a: Intrapersonal constraints negatively impact travel motivation.

H2b: Interpersonal constraints negatively impact travel motivation.

H2c: Structural constraints negatively impact travel motivation.

Travel Constraints and Anxiety

According to the general definition of anxiety, it is a mental condition in which an individual becomes stressed, tensed, and panicked after facing an uncertain outcome. Anxiety changes the behavior of humans. When an individual feels anxious, their body goes into a dire state. Hence, the uncertainty of an upcoming situation leads the human body and mind to be continuously alerted. According to the above-mentioned theoretical leisure constraint model by Ching-Fu and Wu, 2009, leisure constraints are divided into three categories, namely intrapersonal, interpersonal, and structural. Intrapersonal constraints involve all those mind-related conditions and attributes that may resist an individual from participating in the activities regarding traveling. Secondly, interpersonal restrictions arise due to interactions with others. Lastly, the hurdles created by economic factors, accessibility, and time availability come under structural constraints.

The relationship between intrapersonal constraints with anxiety is significant and positive because intrapersonal constraints consist of psychological attributes of the human mind. Moreover, according to Fredman and Heberlein (2005), anxiety is one of the psychological constraints that may restrict an individual from getting involved in traveling. Furthermore, interpersonal constraints and anxiety possess a positive relationship. Currently, people are avoiding travel to save their families from the easy transmission of the coronavirus. Due to this risk and uncertainty associated with traveling, anxiety is de-

veloped (Zheng et al., 2021). However, the structural constraints also positively impact anxiety in Covid19, as the overall world economy is facing an economic halt, and every individual is worried regarding their financial resources, and this worry later transforms into anxiety. Hence by considering the above-provided data, we may develop the following hypothesis:

H3a: Intrapersonal constraints positively impact anxiety.

H3b: Interpersonal constraints positively impact anxiety.

H3c: Structural constraints positively impact anxiety.

Fear of Covid19, Travel Motivation, and Anxiety

Fear of the Covid19 pandemic generates anxiety in an individual and affects their motivation to travel. It can be viewed from the literature that previous epidemics like SARS and Ebola had led tourism to a decrease. When SARS in 2003 had started to occur, international flights decreased to 694 M from 702.6 M (World Travel & Tourism Council, 2003). Even after the fact that 99 percent of Ebola epidemic cases were in Leone, Liberia, Guinea, and Sierra, tourists believed all African countries as risky destinations, and there seemed a 7.7 percent decrease in the tourism of epidemic free countries in Africa (World Travel & Tourism Council, 2018). A study by Reisinger and Mavondo (2005) stated that due to uncertainty, decisions regarding vacations are affected. People are now waiting for a safe time to travel. It can be seen from previous researches based on pandemics that the fear of a pandemic can decrease a person's travel motivation and restrict traveling or delay it until the situation gets better. Hence we may hypothesize that:

H4a: Fear of Covid19 negatively impact travel motivation.

After the outbreak of Covid19, which has badly affected various countries of the world, different territories have imposed strict lockdowns within their boundaries, due to which the number of mental illnesses and negative feelings in people has increased (Bashir et al., 2020). A survey carried out among Belgians between the age group of 18 to 65 indicated that before the imposition of lockdown, 15% of people are experiencing stress and depression while 35 percent of people were resilient. However, after the two weeks of strict lockdown, the situation worsened, and the percentage of people experiencing stress increased to 25% in Belgium. Like happiness and joy, emergencies and natural disasters are a section of life, but circumstances like Covid19 are far more different (Bashir et al., 2020) because of their life-threatening characteristic. As a result of such unpredictable events, people face various psychological reactions; one of the most prominent of them is fear (Clark & Beck, 2011).

Fear due to pandemics is an example of a psychological response towards the arising threat. Moreover, with such uncertain quarantine, the presence of infectious disease, and with no particular hope of coming back to normal life, Covid-19 has led people to fear, depression, and distress. Due to this massive outbreak's fear and considering travel as a high-risk activity (Zheng et al., 2021), people feel afraid to travel and avoid it during

the pandemic as it produces travel anxiety. According to the definition given by [Clark and Beck \(2011\)](#) in his book, the awareness of any danger is termed as fear, while anxiety is the psychological response toward risks, either actual or potential ([Gudykunst & Hammer, 1988](#)). Moreover, anxiety leads to stress, disturbance, vulnerability, panic, and a feeling of danger ([McIntyre & Roggenbuck, 1998](#)). In a pandemic, traveling to different destination points or places includes high quality of risk and uncertainty; therefore, individuals assess a bundle of factors evaluating product and destination's attributes, values, and necessity. Hence the following hypothesis can be extracted from the above discussion:

H4b: Fear of Covid19 positively impact anxiety.

Travel Motivation and Travel Intention

([Mook, 1996](#)) defined motivation as the reason for an individual's particular behavior. Moreover, if we take motivation in the traveling context, then it is the amount of gratification an individual may want to get from their traveling ([Iso-Ahola, 1982](#)). Various researchers have constructed models and theories to guide the empirical studies regarding travel motivation. For instance, niche market's travel motivation [Dann \(1977\)](#) has explored the pull and push model. Further, [Crompton \(1979\)](#) classified travel motives into two sections: cultural motives and socio-psychological motives. Moreover, the author describes cultural motives as a pull factor and socio-psychological motives as push factors. Additionally, motives that arise after knowing the qualities possessed by the tourism destinations are known as cultural motives; on the other hand, socio-psychological motives want to satisfy particular needs.

Several previous researches have explored the impact of motivation on a person's traveling intentions and concluded that motivation is the main factor in deriving an individual's intention ([Baloglu, 2000](#)). However, after reviewing the literature related to pandemics. It is revealed that people do not prefer to travel in unpredictable situations as it creates various hurdles. Hence, uncertainties and pandemics affect the tourism sector, but quarantine and social distancing have resulted in psychological distress. Hence, it might motivate tourists to travel as it can help in refreshing their minds. Therefore, in the light of the discussion, we may formulate the following hypothesis:

H5: Travel motivation positively impacts travel intention.

Anxiety and Travel Intention

Travel intention is defined as an individual's willingness to travel. Many previous studies have researched the travel intention domain due to its importance in the travel industry and how people's intention to travel formed and changed ([Lam & Hsu, 2006](#)). According to [Baloglu \(2000\)](#), travel intentions are formed by three elements. First, socio or psychological factors. Second, cognitive, affective, and perceptual evaluations regarding destinations. Last, quantity and type of information. While according to [Luo and Lam \(2020\)](#), there are two sources associated with travel intention; information and willingness.

Prior research indicates that people prefer traveling when distressed or overburdened (Promsivapallop & Kannaovakun, 2017; Lenggogeni, Ritchie, & Slaughter, 2019). Anxiety is an unpleasant state of emotions that appears when a person faces some uncertain events. When there is more anxiety because of the current situation, tourists' intention to travel will be higher among tourists because the recent pandemic has disturbed people's minds and work routine. The break from a routine helps in coping with stress and also freshen up minds and souls. People want to take a break from negativity by exploring beautiful destinations. Hence, despite all hurdles and negative aspects, people are intent to travel. So, based on the above discussion, the following hypothesis is formed:

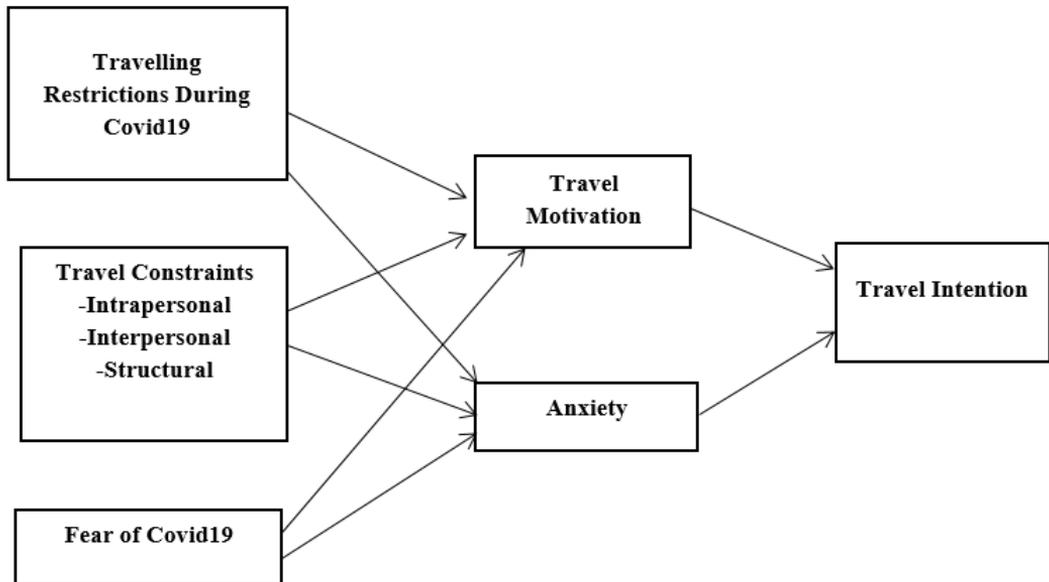
H6: Anxiety positively impacts travel intention.

Methodology

Research Model

The conceptual framework is presented in Figure 1, which describes the relationship between the research variables.

Figure 1
Research Framework



Data Collection Process and Steps

The data collection for this research has been done through an instrument that was constructed by using 5 points Likert scale, started from Strongly disagree and ends on strongly agree. The research data was collected by using an online survey among tourists interested in traveling to the northern areas of Pakistan. Moreover, a convenience sampling approach has been used to collect data. A sample includes 357 respondents for the data analysis. Furthermore, the sample size to gather the data was as per the guidelines provided by [Sharif and Raza \(2017\)](#) that the sample size of 50 is considered poor, 300 as good, 500 is very good, and 1000 was an excellent size for the sample.

Measurement Instrument

All the questions of the measurement instruments were adapted from the literature. A total of items were employed in the research questionnaire. The variable 'travel intention' is taken from [Chu \(2018\)](#), the items of 'travel motivation' taken from [Khan et al. \(2019\)](#). Moreover, the items of 'anxiety' are driven by [Luo and Lam \(2020\)](#). While the questions of 'traveling restrictions during Covid19' are adapted from [Rather \(2021\)](#). All items of travel constraints were adapted from [Khan et al. \(2019\)](#). At last, items of 'Fear of Covi19' were also taken from [Rather \(2021\)](#).

Demographics

The profile of all respondents includes age, gender, and education, and they are available in 'Table 1'. The sample size of our conducted research possesses 67.2% males and 32.8% females. Moreover, in terms of age, a higher percentage, i.e., 54.3% of people, lies within the category of 26-30 years. While 11.8% comes under the category of 21-25 years, 31.1% under 31-35 years, and only 2.8% is under the category of 36-40 years. Furthermore, as in terms of education, it is revealed that 67.5% of individuals were graduates while 19.0%, 2.5%, and 10.9% come under undergraduate, postgraduate, and others category.

Table 1
Demographic Profile

Demographic Items	Frequency	Percentile
Gender		
Male	240	67.20%
Female	117	32.80%
Age		
21-25	42	11.80%
26-30	194	54.30%
31-35	111	31.10%
36-40	10	2.80%
Education		
Undergraduate	68	19.00%
Graduate	241	67.50%
Post Graduate	9	2.50%
Others	39	10.90%

Data Analysis and Results

To analyze the collected data, the study has used structural equation modeling (SEM technique). It is a statistical technique used to analyze the theory's validity by utilizing statistical figures and facts (Ringle, Wende, & Will, 2005). Moreover, the study has applied a bootstrapping method with 1000 subsamples to determine the statistical significance of sub-constructs and path coefficients (Kashyap & Agrawal, 2020; Chin, Peterson, & Brown, 2008). Smart PLS version 3.2.9 has been used to test the hypothesis, and PLS-SEM is used for estimation purposes as it meets the guidelines provided by Ringle et al. (2005); Chin et al. (1998). The PLS-SEM is befitted for this research because it consists of a small sample size, few latent variables, and the purpose of the study is to evaluate the association. Furthermore, the PLS-SEM followed the two steps presented by Anderson and Gerbing (1988). The first step tests the measurement model, and the second step analyzes the structural model.

Measurement Model

To assess the competency of the model used in the research by the authors, discriminant validity and convergent validity has been assessed.

Table 2
Measurement Model Results

	Items	Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
A	A1	0.887	0.877	0.924	0.802
	A2	0.905			
	A3	0.895			
	FC1	0.846			
FC	FC2	0.889	0.914	0.933	0.700
	FC3	0.908			
	FC4	0.777			
	FC5	0.816			
	FC6	0.777			
	INTER1	0.845			
INTER	INTER2	0.873	0.791	0.877	0.703
	INTER3	0.796			
	INTRA1	0.896			
INTRA	INTRA2	0.925	0.901	0.938	0.835
	INTRA3	0.920			
	STR1	0.996			
STR	STR2	0.997	0.998	0.998	0.992
	STR3	0.995			
	STR4	0.994			
	TI1	0.727			
TI	TI2	0.885	0.870	0.911	0.721
	TI3	0.885			
	TI4	0.889			
	TM1	0.850			
TM	TM2	0.898	0.904	0.932	0.775
	TM3	0.873			
	TM4	0.899			
	TR1	0.872			
TR	TR2	0.796	0.884	0.920	0.743
	TR3	0.882			
	TR4	0.894			

Table 2 is representing the results of the convergent validity. It can be seen that all of the individual factor loadings are significant as they all are above the criteria of 0.55 or 0.7 given by [Raza and Hanif \(2013\)](#); [Hair, Ringle, and Sarstedt \(2011\)](#). Moreover, the table also represents that the Cronbach alpha and composite reliability of every item is fulfilling the required criteria, which is 'the values must be greater than 0.7' ([Churchill Jr, 1979](#); [Hair et al., 2011](#)). Furthermore, according to [Fornell and Larcker \(1981\)](#), the Average Variance Extracted (AVE) value must be greater than 0.5; all values for AVE in the table satisfy the requirement.

Table 3
Fornell-Larcker criterion

	A	FC	INTER	INTRA	STR	TI	TM	TR
A	0.896							
FC	0.672	0.837						
INTER	0.456	0.569	0.839					
INTRA	0.646	0.737	0.480	0.914				
STR	0.002	0.019	-0.023	0.047	0.996			
TI	0.816	0.735	0.525	0.681	-0.001	0.849		
TM	-0.391	-0.472	-0.304	-0.400	0.009	-0.433	0.880	
TR	0.665	0.704	0.487	0.601	0.05	0.718	-0.546	0.862

Table 4
Loadings and Cross Loadings

	A	FC	INTER	INTRA	STR	TI	TM	TR
A1	0.887	0.617	0.379	0.601	-0.025	0.847	-0.322	0.582
A2	0.905	0.575	0.377	0.547	0.012	0.845	-0.330	0.606
A3	0.895	0.613	0.469	0.588	0.013	0.849	-0.396	0.600
FC1	0.539	0.846	0.582	0.841	0.018	0.619	-0.411	0.599
FC2	0.564	0.889	0.427	0.889	0.037	0.641	-0.334	0.541
FC3	0.645	0.908	0.437	0.881	0.022	0.691	-0.381	0.592
FC4	0.612	0.777	0.358	0.648	0.030	0.639	-0.450	0.639
FC5	0.540	0.816	0.467	0.672	-0.025	0.574	-0.338	0.564
FC6	0.444	0.777	0.611	0.609	0.011	0.501	-0.446	0.584
INTER1	0.427	0.565	0.845	0.529	-0.001	0.524	-0.281	0.453
INTER2	0.377	0.445	0.873	0.344	-0.029	0.410	-0.298	0.421
INTER3	0.333	0.403	0.796	0.310	-0.032	0.369	-0.166	0.338
INTRA1	0.547	0.783	0.520	0.896	0.045	0.583	-0.403	0.567
INTRA2	0.569	0.860	0.410	0.925	0.040	0.627	-0.335	0.531
INTRA3	0.649	0.844	0.390	0.920	0.043	0.653	-0.358	0.549
STR1	-0.001	0.015	-0.018	0.041	0.996	-0.002	0.011	0.046
STR2	0.004	0.025	-0.025	0.054	0.997	0.003	0.008	0.052
STR3	-0.006	0.021	-0.029	0.049	0.995	-0.006	0.004	0.053
STR4	-0.007	0.010	-0.035	0.038	0.994	-0.009	0.000	0.049
TI1	0.586	0.676	0.510	0.643	-0.011	0.727	-0.411	0.643
TI2	0.850	0.632	0.393	0.589	-0.023	0.885	-0.338	0.595
TI3	0.873	0.589	0.398	0.540	0.016	0.885	-0.341	0.620
TI4	0.862	0.635	0.514	0.578	0.010	0.889	-0.405	0.610
TM1	-0.394	-0.48	-0.264	-0.384	0.014	-0.439	0.850	-0.566
TM2	-0.370	-0.403	-0.250	-0.342	0.009	-0.400	0.898	-0.491
TM3	-0.288	-0.339	-0.296	-0.308	-0.005	-0.320	0.873	-0.430
TM4	-0.297	-0.412	-0.263	-0.361	0.010	-0.337	0.899	-0.397
TR1	0.528	0.565	0.394	0.459	0.040	0.551	-0.469	0.872
TR2	0.572	0.652	0.455	0.563	0.038	0.628	-0.296	0.796
TR3	0.513	0.564	0.396	0.454	0.043	0.566	-0.511	0.882
TR4	0.667	0.649	0.441	0.592	0.048	0.717	-0.569	0.894

The discriminant validity of the data has been assessed by checking the correlation matrix, loadings, cross-loadings, and heterotrait-monotrait ratio of correlations (HTMT). The result of the correlation matrix is located in Table 3. The diagonal values represent the square of the AVE, and they should be greater than the off-diagonal values according to the criteria given by [Fornell and Larcker \(1981\)](#).

Table 4 has the loadings and cross-loadings of the variables, and all the variables are loaded in their construct and have differences higher than 0.1 given by [Gefen and Straub \(2005\)](#).

Also, Table 5 is reporting about the result of HTMT (heterotrait-monotrait ratio), which shows that all the constructs are below 0.85, following the criteria given by [Henseler, Ringle, and Sarstedt \(2015\)](#).

Table 5
Heterotrait-Monotrait Ratio (HTMT)

	A	FC	INTER	INTRA	STR	TI	TM	TR
A								
FC	0.745							
INTER	0.542	0.667						
INTRA	0.724	0.832	0.557					
STR	0.020	0.029	0.032	0.048				
TI	0.333	0.833	0.634	0.782	0.020			
TM	0.430	0.510	0.351	0.439	0.010	0.488		
TR	0.751	0.782	0.577	0.672	0.053	0.825	0.586	

Structural Model

After the proper assessment and construction of the measurement model, the structural model is assessed. And for this purpose, Table 6 is reporting the result of the structural model. The examination of the structural model was undertaken to hypothesize the relationship between the variables through path analysis.

Table 6
Results of Path Analysis

Hypothesis	Regression Path	Effect type	β -Coeff	P Values	Remarks
H1a	TR ->TM	Direct Effect	-0.420	0.000	Supported
H1b	TR ->A	Direct Effect	0.393	0.000	Supported
H2a	INTRA ->TM	Direct Effect	0.065	0.432	Not Supported
H2b	INTER ->TM	Direct Effect	0.007	0.923	Not Supported
H2c	STR ->TM	Direct Effect	0.029	0.460	Not Supported
H3a	INTRA ->A	Direct Effect	0.303	0.004	Supported
H3b	INTER ->A	Direct Effect	0.072	0.101	Not Supported
H3c	STR ->A	Direct Effect	-0.036	0.330	Not Supported
H4a	FC ->TM	Direct Effect	-0.238	0.022	Supported
H4b	FC ->A	Direct Effect	0.078	0.557	Not Supported
H5	TM ->TI	Direct Effect	-0.077	0.020	Supported
H6	A ->TI	Direct Effect	0.915	0.000	Supported

Discussion

As shown in Table 6, the first path is related to the traveling restrictions, and traveling motivation, the regression path (TR→TM) has a negative and significant relationship and

implies that H1a is accepted by having ($\beta = -0.420$, $p < 0.01$). The study reveals that several traveling restrictions decrease the traveling motivation among tourists. Prior research reveals that excessive restrictions cause distress among tourists, and they do not want to spend vacations by facing hurdles at different points (Khan et al., 2019; Popp, Schmude, Passauer, Karl, & Bauer, 2021). Hence, presently, the government has imposed travel restrictions because of increasing corona cases. So, people are not motivated enough to travel in pandemic with all these restrictions. Similarly, the next hypothesis, i.e., H1b (TR→A), indicates a positive and significant association between traveling restrictions and anxiety as ($\beta = 0.393$, $p < 0.01$). The results are similar to the prior literature results (Alzuet et al., 2021). It means that traveling restrictions increases anxiety among tourists. People travel to reduce stress and refresh their minds, but if they face restrictions, it increases anxiety. The Covid19 pandemic has forced the government to impose various restrictions while traveling. Tourists consider these restrictions a burden that boosts anxiety.

The H2a (INTRA→TM) shows that intrapersonal travel constraints have a positive but insignificant relationship with travel motivation as ($\beta = 0.065$, $p > 0.1$). It means that intrapersonal constraints (psychological attributes, individual attitude, and mood) foster travel motivation among tourists. However, intrapersonal constraints do not play a major role because it is difficult to make decisions based on mood or psychological attributes in the current circumstance. Hence, intrapersonal constraints do not boost travel motivation. Similarly, H2b (INTER→TM) shows a positive but insignificant relationship between interpersonal constraints and travel motivation as ($\beta = 0.016$, $p > 0.1$). Further, the third constraint, i.e., structural constraints, also depicts similar results ($\beta = 0.029$, $p > 0.1$). It shows that when people are concerned about their surroundings and have a fear of getting infected from coronavirus, so it ultimately decreases their motivation. Additionally, when people are financially unstable and the economic situation is not prosperous, it has an insignificant impact on tourists' travel motivation. Similarly, our results also depict that the association is insignificant between interpersonal constraints and travel motivation.

The next path (INTRA→A) demonstrates a positive and significant relationship between intrapersonal constraints and anxiety as ($\beta = 0.303$, $p < 0.01$). It means that if an individual comes across intrapersonal constraints, which are psychological conditions or attributes, then he/she must become a victim of anxiety. After the Covid19 outbreak, people have been facing various problems that ultimately increase anxiety daily. According to Fredman and Heberlein (2005), anxiety is caused by psychological constraints or intrapersonal constraints. Hence, H3b (INTER→A) shows a positive but insignificant relationship between interpersonal constraints and anxiety ($\beta = 0.072$, $p > 0.1$). It means that the presence of interpersonal constraints in an individual's mind does not raise anxiety. In Pakistan, people don't associate traveling as a risky activity; they believe that if they wear a mask and take precautionary measures, they surely make themselves and their families safe from Covid19. Most people believe that the virus could not be transmitted from an infected patient who did not have any fever. Therefore, as they don't think of traveling as a risky activity, no anxiety is generated in their minds. The H3c (STR→A) shows a negative but insignificant relationship between structural constraints and anxiety ($\beta = -0.036$,

$p > 0.01$). After Covid19, people became more careful about their financial assets, which created anxiety related to traveling as it requires huge amounts and expenses.

The H4a (FC → TM) shows that fear of Covid19 has a negative and significant association with travel motivation as ($\beta = -0.238$, $p < 0.05$). As covid19 spreads from people-to-people interaction, people associate traveling as a high-risk activity, so the motivation of people to travel decreases due to the corona fear (Alzueta et al., 2021). People are willing to travel to Northern areas of Pakistan, but fear of Covid19 decreases the travel motivation among tourists. The H4b (FC → A) indicates a positive but insignificant relationship between fear of Covid19 and anxiety as ($\beta = 0.078$, $p > 0.1$). It shows that people are anxious about the current situation. Also, fear of Covid19 increases their anxiety, but it is not significant because people perceive that spread of the virus can be lessened by following SOPs strictly (Zheng et al., 2021).

The next regression path, H5 (TM → TI), demonstrates a negative and significant relationship between travel motivation and travel intention as ($\beta = -0.077$, $p < 0.05$). The results are similar to the past literature (Khan et al., 2019). It means that Covid19 has affected tourists' travel intention. Tourists' motivation depicts a negative association toward travel intention because people are concerned about the current situation and do not want to get infected by the corona virus.

The last regression path, H6 (A → TI), indicates that anxiety among tourists fosters their intention to travel as there is a positive and significant association ($\beta = 0.915$, $p < 0.01$). The result is consistent with Karagöz et al. (2021). It is clear from the research that when anxiety increases, it fosters an individual's intention to travel. People of Pakistan have become bored and become a target of monotony during the strict lockdown situation due to Covid19. Therefore, nowadays, when they have the opportunity to travel and enjoy themselves, they don't want to waste such an opportunity¹.

Conclusion and Recommendations

Conclusion

The current study aims to examine the tourists' intention to travel to northern areas of Pakistan in the recent Covid19 pandemic. We aim to understand the impact of traveling restrictions, travel constraints, fear of Covid19 on travel motivation, and anxiety that might affect travel intention. It contributes to the literature of tourism as it helps understand tourists' travel intention in the pandemic. The data has been drawn from a sample of 357 respondents with convenience sampling. The quantitative research approach with explanatory research purpose is applied. Moreover, the target population to collect the data was Pakistan's tourists interested in visiting the Northern areas of Pakistan. For data analysis, this study uses Smart PLS. The statistical relationships between the incorporated variables are examined through the Structural equation modeling approach with the application of convergent and discriminant validity.

¹<https://www.geo.tv/latest/305501-tourism-thrives-post-lockdown-as-thousands-flock-to-northern-pakistan>

The result indicates that traveling restrictions during Covid19 directly and significantly affect travel motivation and anxiety. Additionally, all constraints have a positive but insignificant association with anxiety and travel motivation. However, intrapersonal is positively and significantly linked with anxiety, and structural constraint is negatively and insignificantly associated with anxiety. Further, it is observed that fear of Covid-19 increases anxiety among people, but it does not play a significant role. On the other hand, fear of Covid-19 has a negative and significant impact on travel motivation. It shows that fear of Covid-19 decreases travel motivation. Lastly, travel motivation is negatively and significantly associated with travel intention, but anxiety has a positive and significant impact on travel intention.

Managerial Implication and Recommendations

The research is helpful for policymakers and their implementers. The government of Pakistan and the travel and tourism industries are the key beneficiaries of this study. Some key valuable insights, managerial implications, and recommendations are provided in this part of the research based on the results given by the study.

This research is very useful for the tourism industry as it guides them about the factors that shape the travel intentions of tourists in Pakistan. First of all, it is observed that traveling restrictions are the main barriers to tourism in the wake of Covid19. People are depressed and willing to travel to the Northern areas of Pakistan, but various restrictions change their minds. Therefore, the government should allow tourists to travel Northern areas, but also they should provide relevant facilities. Furthermore, there is a need to spread awareness and educate tourists regarding the pros and cons of following SOPs. Guidelines for precautions should be made available continuously before and during travel in all modes of transportation directed at travelers of all demographic and socioeconomic backgrounds. Transport operators must provide information concerning Covid19 and distribute complimentary sanitizers and face shields to travelers as it might reduce tourists' anxiety about safe traveling. Transport systems and hotels should also provide safety tools and products to the staff as well. It will create a positive brand identity in the minds of potential travelers who might consider such hygiene-concerned transport systems and hotels in similar situations in the future. Similarly, hospitality services or hotels should make available sanitizers, hand gloves, and masks in the reception area at pro-active replenishment. Garbage bags for the disposal of used tissues or masks should be provided for staff and guests. Information kiosks should be provided for guests at convenient places. Also, it is the responsibility of competent authority to make sure that all tourist destinations, hotels, and transport services follow SOPs strictly. Recently, people are facing financial issues, so it is recommended to offer pocket-friendly packages so that when people feel anxious, they can plan a tour. It will be beneficial for tourists and the government as well.

The tourists' travel intention can be increased by providing adequate facilities and economical packages. However, fear of Covid19 plays a major role in diminishing travel intention.

Future Recommendations and Limitations

The utmost limitation of the present study is that we have only targeted the tourists of Pakistan that are willing to travel to Northern areas of Pakistan. Hence, it is recommended that future scholars should consider the insights of international tourists as well. Moreover, other tourists' destinations should be targeted. Secondly, present research solely focuses Pakistan; thus, in the future, researchers are suggested to do a comparative analysis between local and international tourists. Thirdly, the study uses limited variables (Traveling restrictions, Travel constraints, Fear, Travel motivation, and Anxiety) to check their impact on an individual's travel intention so that future analysts may employ some other drivers of travel intentions—for instance, country image, destination image, and social media news.

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