

COVID-19 AND HOLIDAY INTENTIONS: A STUDY ON POTENTIAL TOURISTS LIVING IN ANKARA

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Abstract

This research aims to examine the impact of COVID-19 on holiday intentions. The research sample consists of 393 individuals aged 18 and over who permanently reside in Ankara, Türkiye. An online questionnaire form was used to collect research data. The questionnaire form consists of two sections: "COVID-19 and Holiday Intention" and "Sociodemographic Characteristic". The "COVID-19 and Holiday Intention" section of the questionnaire form contains 34 statements and was adapted from the research statements of Pappas (2021). The "Sociodemographic Characteristics" section of the questionnaire form contains four closed-ended questions (gender, age, education status, and income). The questionnaire was administered to participants voluntarily between February 09 and March 16, 2022. Pappas (2021), whose statements were used in the research, found that the psychological and economic impacts of COVID-19, travel, destination, and hospitality risks affected holiday intentions, and that the recession did not affect this issue. This research revealed that the psychological and sectoral impact dimensions of COVID-19 affected holiday intention, whereas the economic impact dimension did not. The research contributes to the literature by the scale of the research developed for the people of Athens to the people of Ankara and by the method it uses. On the other hand, the research results are valuable for guiding decisions in the tourism sector.

Keywords: COVID-19 and tourism; Holiday intention; Ankara.

COVID-19 E INTENÇÕES DE FÉRIAS: UM ESTUDO SOBRE POTENCIAIS TURISTAS RESIDENTES EM ANKARA**Resumo**

O objetivo desta pesquisa é examinar o impacto do COVID-19 sobre a intenção de férias. A amostra da pesquisa é composta por 393 indivíduos com 18 anos ou mais que residem permanentemente em Ancara, na Turquia. Um formulário de pesquisa on-line foi utilizado para coletar dados. O formulário da pesquisa era composto por duas partes: "COVID-19 e Intenção de Férias" e "Características Sociodemográficas". Há 34 afirmações na seção "COVID-19 e intenção de férias" do formulário da pesquisa, adaptadas a partir das afirmações da pesquisa de Pappas (2021). Na seção "Características Sociodemográficas" do formulário da pesquisa, há quatro questões fechadas: sexo, idade, escolaridade e renda. O formulário de pesquisa foi aplicado voluntariamente aos participantes entre 09 de fevereiro e 16 de março de 2022. Como resultado da investigação de Pappas (2021), cujas afirmações foram utilizadas na investigação, foi determinado que o impacto psicológico e econômico da COVID-19 e os riscos de viagem, destino e hospitalidade tiveram impacto na intenção de férias, e a recessão não teve qualquer efeito sobre esta questão. Como resultado desta investigação, revelou-se que as dimensões do impacto psicológico e sectorial da COVID-19 influenciaram a intenção de férias, enquanto a dimensão do impacto econômico da COVID-19 não teve efeito. A pesquisa contribui para a literatura quanto ao método empregado e à adaptação da escala de pesquisa aplicada ao povo de Atenas para o de Ancara. Por outro lado, os resultados da investigação são valiosos para orientar as decisões a tomar no sector do turismo.

Palavras-chave: COVID-19 e turismo; Intenção de férias; Ankara.

COVID-19 E INTENCIONES DE VACACIONES: UN ESTUDIO SOBRE TURISTAS POTENCIALES RESIDENTES EN ANKARA**Resumen**

El propósito de esta investigación es examinar el impacto del COVID-19 en la intención de viajar de vacaciones. La muestra de la investigación está compuesta por 393 personas de 18 años o más que residen permanentemente en Ankara, Türkiye. Se utilizó un formulario de encuesta en línea para recopilar datos de la investigación. El formulario de encuesta constó de dos partes: "COVID-19 e Intención Vacacional" y "Características Sociodemográficas". Hay 34 declaraciones en la sección "COVID-19 e intención de vacaciones" del formulario de la encuesta, adaptadas de las declaraciones de investigación de Pappas (2021). En la sección "Características sociodemográficas" del formulario de encuesta hay cuatro preguntas cerradas: género, edad, nivel educativo e ingresos. El formulario de encuesta se aplicó voluntariamente a los participantes entre el 09 de febrero y el 16 de marzo de 2022. Como resultado de la investigación de Pappas (2021), cuyas afirmaciones se utilizaron en la investigación, se determinó que el impacto psicológico y económico del COVID-19 y los riesgos de viajes, destinos y hotelería tuvieron un impacto en la intención de vacaciones, y la recesión no tuvo ningún efecto sobre este tema. Como resultado de esta investigación, se reveló que las dimensiones de impacto psicológico y sectorial de COVID-19 tuvieron un efecto sobre la intención de vacaciones, mientras que la dimensión de impacto económico no tuvo ningún efecto. La investigación contribuye a la literatura en términos del método utilizado y la adaptación de la escala de investigación aplicada sobre el pueblo de Atenas al pueblo de Ankara. Por otro lado, los resultados de la investigación son valiosos para orientar las decisiones en el sector turístico.

Palabras clave: COVID-19 y turismo; Intención de vacaciones; Ankara.

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1 INTRODUCTION

There are different reasons for crises, which are defined as unpredictable events, and one of these reasons is virus-borne epidemics (Çeti & Ünlüöner, 2019: 109). Humanity has faced many viral epidemics in the twentieth and twenty-first centuries (Hall et al., 2020: 580). Spanish Flu, Asian Flu, Hong Kong Flu, Acquired Immune Deficiency Syndrome (AIDS), Cholera, Bird Flu, Nipah Virus Disease, Severe Acute Respiratory Syndrome (SARS), Swine Flu, Middle East Respiratory Syndrome (MERS), Ebola Hemorrhagic Fever, Zika Fever, Dengue Fever and COVID-19 are among the virus-borne epidemics that have caused tangible shocks in the world (Elfein, 2020; Hall et al, 2020: 581-582; Shapoval et al., 2021: 2). All these epidemics show that humanity is actually no stranger to outbreaks caused by viruses. However, looking at these epidemics, it is seen that COVID-19 differs from these epidemics in history in terms of the speed of spread and the level of anxiety it creates, even though they have affected a significant part of the world (Özaltın Türker, 2020: 209).

The story of the disease began on December 12, 2019, when a group of patients in Wuhan, Hubei Province, China experienced symptoms of an atypical pneumonia-like illness that did not respond well to standard treatments. By December 31, 2019, the World Health Organization (WHO) Country Office for China reported cases of pneumonia of unknown etiology in Wuhan, Hubei Province, China, and on January 7, 2020, public health authorities in China identified a novel coronavirus as the causative agent of the epidemic. On January 10, 2020, the WHO began using the term “2019 Novel Coronavirus” or “2019-nCoV” to refer to the disease, and on 11 February 2020, the WHO announced the official name of the disease as COVID-19, short for “Coronavirus Disease 2019”. The virus causing the disease was named SARS-CoV-2 due to its close resemblance to SARS CoV (Centers for Disease Control and Prevention [CDC], 2023; T.C. Sağlık Bakanlığı, 2020: 7).

China reported the first death from the novel coronavirus on January 11, 2020, while on January 13, 2020, Thailand's Ministry of Public Health and on 15 January 2020, Japan's Ministry of Health, Labour and Welfare confirmed the first laboratory-confirmed case of SARS-CoV-2 virus outside China. On January 19, 2020, 282 laboratory-confirmed cases were reported worldwide in four countries: China (278 cases), Thailand (2 cases), Japan (1 case) and the Republic of Korea (1 case): On January 20, 2020, CDC reported the first laboratory-confirmed case in the US from samples taken in Washington state on January 18 (Centers for Disease Control and Prevention, 2023).

The rapid spread of the virus to other countries worldwide led WHO to declare a Public Health Emergency of International Concern (PHEIC) on January 30, 2020, and to characterize the epidemic as a pandemic on March 11, 2020 (WHO, 2023). As of May 2, 2023, the COVID-19 pandemic had been confirmed in almost every country worldwide (Elfein, 2023).

As of April 13, 2024, the death toll from COVID-19 was 7 million 10 thousand 681. The top five countries with the highest number of COVID-19 deaths as of this date are the

United States, Brazil, India, Russia, and Mexico (Worldometer, 2024).

The COVID-19 pandemic is among the events with the most significant global impact in the last decade. While almost all areas of life have been affected by the COVID-19 pandemic, tourism has undoubtedly been one of the most affected sectors due to lockdown measures, health and hygiene regulations and border closures (Terziyska & Dogramadjieva, 2021: 2; Pappas & Glyptou, 2021: 1).

The tourism sector has faced pandemics in the past, but none more devastating than COVID-19 (Afanasiev & Afanasieva, 2021: 2). The sharp decline in tourist arrivals, partial and full nationwide quarantines, and domestic and international travel restrictions have had a domino effect on tourism revenues, tax collections, job levels, and even the sustainability of many tourism-related firms (Markose et al., 2023: 1). The labor-intensive nature of the sector has also caused it to be adversely affected by the pandemic, and millions of tourism workers have faced retirement, dismissal or unpaid leave (Elsayed et al., 2021: 273-274). Although governments' emphasis on nationwide quarantines aims to break the chain of transmission of the virus, the emergence of new variants and fear of a new wave have caused panic among the public and prevented their participation in tourism activities (Saxena, 2023: 1).

Despite advances in medicine and public health, the threat of epidemics has been increasing since the second half of the twentieth century. Given the significant impact of globalization and global change processes, which are integral to travel and tourism, it can be expected that epidemics will be discussed more in the future than in the past (Hall et al., 2020: 579). This reality, therefore, calls for further research on the effects of such events and the perspectives of those affected by them (Richards & Morrill, 2021: 2).

There are many scientific studies on COVID-19 in the tourism literature. Agyeiwaah et al. (2021) examined the relationship between perceived impacts of COVID-19, risk perceptions, emotions, and travel intentions in selected higher education institutions in the Macau Special Administrative Region (SAR). Fan et al. (2023) investigated how the COVID-19 pandemic in China changed residents' travel behaviour and intentions. Kourgiantakis et al. (2021) examined the extent to which tourists' holiday intentions were affected as a result of the COVID-19 pandemic.

Pappas & Glyptou (2021) examined the decision-making processes of adults who are permanent residents of Athens regarding accommodation purchase preferences related to COVID-19. They analyzed the effect of general risks, price considerations, quality considerations, sanitation risks and hygiene on coronavirus in their research. Perić et al. (2021) examined the impact of Serbian tourists' risk perceptions on their travel intentions during the COVID-19 pandemic, controlling for socio-demographic characteristics.

Polat et al. (2021) tried to reveal the antecedents of airline passengers' travel intentions in Türkiye during the COVID-19 period. They analyzed the effects of trust, perceived risk, perceived value, social norms, and habit on travel intention; the effects of trust and social norms on perceived risk; and the mediating effects of perceived risk on the relationships between trust and travel intention and

between social norms and travel intention in their research. In addition, Pappas (2021) examined the impact of COVID-19 on holiday intention, focusing on psychological, economic, recession, travel, destination, and hospitality risks, among a sample of permanent resident adults in Athens, Greece. On the other hand, Pappas (2023) examined the effect of recession, destination choice, price risk, and quality risk on purchase intention in his longitudinal research (2019, 2020, 2021) on the impacts of COVID-19 on tourism purchase intentions at Athens airport on adults who are permanent residents of Athens and leaving for holiday.

The starting point of this research is the study by Pappas (2021) conducted in Athens, the capital of Greece. The aim is to examine the impact of COVID-19 on the holiday intentions of individuals residing in Ankara, Türkiye's capital, who are potentially able to go on holiday in the future. Türkiye and Greece are neighbouring countries and share many similarities (e.g., being neighbours to the Mediterranean, cultural characteristics, and frequent economic crises).

In this context, the research is important in terms of providing a better understanding of the formulation of holiday intention during quarantine, as stated by Pappas (2021: 2), as well as enabling the comparison of research findings conducted in the capitals of these two neighbouring countries with similar characteristics.

2 LITERATURE REVIEW

2.1 COVID-19 and Türkiye

The impact area of the COVID-19 pandemic and the increase in death cases pushed countries to take broader measures (Acar, 2020: 15). Türkiye is one of the countries in the world that took the earliest measures against COVID-19 and the first COVID-19 case in Türkiye was detected on March 11, 2020, the date when the epidemic was declared a pandemic by WHO.

In this context, *source-oriented precautions* (finding the source, reporting the disease, definitive diagnosis, treatment of patients, isolation, carrier search, surveillance of suspects, health education), *mode of transmission-oriented precautions* (improvement of environmental conditions, control of food and beverages, health education, use of personal hygiene and protective equipment, restricting population movements) and *healthy person-oriented precautions* (quarantine, observation) have been taken and continue to be taken in Türkiye (T.C. Sağlık Bakanlığı, 2020: 11; Türkiye Bilimler Akademisi, 2020: 29).

Although many measures have been taken in Türkiye regarding COVID-19, chronologically, for example, the following have been done within the scope of the pandemic (Türkiye Bilimler Akademisi, 2020: 29):

- 2019-n CoV Disease Guide was prepared.
- Wuhan-Istanbul flights operated by an airline company in China were suspended.
- People arriving from countries where the disease is present have started to be tested at airports through thermal cameras.
- All flights from China have been suspended.
- Land border gates between Türkiye and Iran were closed.

- All round-trip passenger flights between Türkiye and Italy, Türkiye and South Korea, Türkiye and Iraq have been suspended as a precautionary measure.

- Schools have been cancelled.
- Public events have been restricted.
- Extensive travel and transportation restrictions have been imposed.
- Places of public gathering were temporarily closed.
- Sports leagues have been postponed.
- Restaurants were restricted to takeaway service only.
- A flexible working system was introduced in the public sector.

- The capacity of public transportation vehicles was reduced to 50%.

- Social distancing rules were introduced between passengers.

- Intercity bus and plane travel was made subject to permission and flights abroad were stopped.

- Wearing masks was made compulsory in public places, markets and markets.

- Weekend curfews were declared.

The negative trend in the airline industry, which started slightly at the beginning of March 2020 and fluctuated in the following periods, turned sharply negative as of the fourth week. Engagement between airline ticket comparison platforms and airlines has dropped sharply following the suspension of education. The interactions of non-airline passenger transportation activities, such as buses, ferries, and railways, have fluctuated. The interaction trend, which started negative in the first week, increased in the second week after the training was interrupted, and entered a sharp downward trend in the following weeks, especially in the fourth week. Domestic and international holiday and accommodation activities also began to slow down in March 2020 and continued to decline rapidly in the following weeks (Deloitte, 2020: 7-8).

According to Social Security Administration (SSI) data, while tourism employment accounted for 8.9% of total private-sector jobs in August 2019, this ratio decreased to 7.69% in the same period in 2020. Accordingly, employment in the tourism sector decreased from 1,252,332 to 1,133,762 in August 2019. Thus, there was a decrease of 118,570 people employed in tourism (Türkiye Seyahat Acentaları Birliği [TÜRSAB], 2020: 20).

Due to the impact of COVID-19 in Türkiye in 2020 compared to the previous year, tourism revenue decreased by 61.9% to USD 14 billion 817 million 273 thousand, and the number of departing visitors decreased by 69.5% to 15 million 826 thousand 266 people (80.3% of these visitors were foreigners with 12 million 708 thousand 265 people and 19.7% of them were citizens residing abroad with 3 million 118 thousand 1 people) (Türkiye İstatistik Kurumu [TÜİK], 2021).

By 2021, tourism revenue increased by 103.6% to USD 30 billion 173 million 587 thousand, and the number of departing visitors increased by 85.5% to 29 million 357 thousand 463 people (81.5% of these visitors were foreigners with 23 million 940 thousand 21 people, and 18.5% of them were citizens residing abroad with 5 million 417 thousand 442 people) (TÜİK, 2022).

In 2022, tourism revenue increased by 54.0% to USD 46 billion 477 million 871 thousand, and the number of departing visitors increased by 75% to 51 million 369 thousand 26 (86.3% of these visitors were foreigners with 44 million 341 thousand 522 people, and 13.7% of them were citizens residing abroad with 7 million 27 thousand 504 people) (TÜİK, 2023).

On the other hand, the Safe Tourism Certification Program, which has been implemented in Türkiye as of January 1, 2021 and includes hygiene practices for the health of tourism employees and Turkish and foreign visitors who will spend their holidays in Türkiye, has been implemented. It was announced that the Safe Tourism Certification Program, which was prepared under the leadership of the Ministry of Culture and Tourism, with the contributions of the Ministry of Health, the Ministry of Transport and Infrastructure, the Ministry of Interior and the Ministry of Foreign Affairs and the cooperation of all sector stakeholders, will continue as the Safe and Green Tourism Certification Program by adding the Green Tourism Certificate, which includes a series of sustainable measures based on the criteria of the Global Sustainable Tourism Council (GSTC), in the future (TÜRSAB, 2020: 21; Türkiye Turizm Tanıtım ve Geliştirme Ajansı, 2023).

COVID-19 has mutated many times and continues to spread to every corner of the world through different variants (Yagıcı Çiftci, 2023). The first variant detected in the UK in September 2020 was called Alpha, the first detected in South Africa in October 2020 was called Beta, the first detected in India in October 2020 was called Delta, and the first detected in passengers traveling from Japan to Brazil in January 2020 was called Gamma. Delta plus is the mutation of the Delta variant that emerged in Nepal in April 2021. The Omicron variant was first detected in South Africa in November 2021. In addition, in 2023, Eris and Pirola, two Omicron subvariants, began spreading rapidly worldwide. Eris was first seen in Indonesia in February 2023, while Pirola was first seen in Denmark in late July 2023 (Aytekin, 2021; Euronews, 2021; Macmillan, 2023; Yagıcı Çiftci, 2023). On September 15, 2023, the Turkish Minister of Health reported that the Eris variant had been detected in nine people in Türkiye (Koca, 2023).

2.2 The Relationship between the Impacts of COVID-19 and Holiday Intention

The COVID-19 pandemic can cause psychological problems such as despair, anxiety, and tension, causing people to feel insecure. While it is thought that the intention to go on holiday has an intrinsic effect, it can be said that the fear of catching coronavirus is also very effective on health problems arising from sources other than tourists (Doğan et al., 2022: 3). Infections are one of the issues that worry tourists during their travels. In the crisis environment that emerged after the pandemic, concerns about infection may affect the intention to go on holiday (Martín-Azami & Ramos-Real, 2019; Štefko et al., 2022). Pappas (2021) conducted research in Athens and found that the psychological impacts of COVID-19 affect participants' holiday intentions. Accordingly, the following hypothesis was developed in the research:

H₁. *The psychological impacts of COVID-19 significantly affect holiday intention.*

The literature suggests that income/income deterioration has significant effects on travel behaviour (Štefko et al., 2022: 149). Nicolau and Ma's (2005) found that higher income levels are associated with a higher likelihood of taking more holidays. Stepchenkova et al. (2019: 241) state that the desire to travel abroad or to choose a domestic destination is most strongly influenced by income, and that economic factors dominate Russian tourists' decision-making. Pappas (2021), based on his research in Athens, found that the economic impact of COVID-19 affected participants' holiday intentions, whereas the recession did not. In this context, the following hypothesis was developed in the research:

H₂. *The economic impacts of COVID-19 have a significant effect on holiday intentions.*

The most prominent form of crisis sensitivity in the tourism sector is seen in demand. In the literature, it is stated that when tourists' risk perceptions are high, their intention to travel is lower (Sarıışık et al., 2021: 2; Icheke & Icheke, 2016: 203). Holland et al. (2021) investigated the impact of COVID-19 on willingness to cruise and attitudes towards cruising for both cruisers and non-cruisers living in Australia and the United Kingdom. The findings showed that country of residence had a significant impact on risk perceptions of a cruise holiday and influenced future cruise intentions. Pappas (2021) conducted research in Athens and found that holiday risks (travel, destination and accommodation) affect participants' holiday intentions. Accordingly, the following hypothesis was developed in the research:

H₃. *Sectoral impacts of COVID-19 have a significant effect on holiday intention.*

3 METHODOLOGY

3.1 Collection of Data

In this research, primary data were collected using an online questionnaire. The questionnaire consisted of Pappas' (2021) research statements and socio-demographic questions. Although there are 37 statements in Pappas' (2021) research, five statements belong to holiday intention. In this research, four statements ("Combined with the current recession, COVID-19 will have devastating effects on the national economy", "Due to COVID-19, during my holidays I would prefer to prepare my own food (meals, drinks etc.).", "Due to COVID-19, during my holidays I would prefer to stay in a house that I own.", "Due to COVID-19, during my holidays I would prefer to stay in a house that my friends/relatives own.") were excluded from the scope of the research. One statement ("I am reluctant to travel by land-based means of mass transport (i.e. train; bus) due to COVID-19.") was evaluated as the following two statements: "I am reluctant to travel by road (except personal or relatives' vehicles) due to COVID-19.", "I am reluctant to travel by rail due to COVID-19."

Responses to the statements in the scales were obtained using a five-point Likert scale (1: Strongly Disagree, 5: Strongly Agree). Four closed-ended questions (gender, age, educational status and income) were included to determine the socio-demographic characteristics of the participants. In order to collect the data used in the research, an application was made to Çankırı Karatekin University Ethics Committee and the relevant committee decided that there was no drawback regarding the applicability of the research at its meeting dated December 27, 2021 and numbered 24. The research data were collected voluntarily between February 09 and March 16, 2022, via online messaging platforms and social media, using a convenience sampling technique.

3.2 Population and Sample

The research population consists of people aged 18 and over residing in Ankara who may go on holiday in the future. When the population proportions of a place are unknown, the usual procedure is to assume the worst case. A 50/50 proportional response format means assuming that 50% of the population will have a negative attitude towards any question, and the other 50% will have a positive attitude. In the research, a 95% confidence level with a sampling error (d) of 5% was selected and the required sample size was determined as 384.16 [$n = (1.96)^2 \times (0.50) \times (0.50) / (0.05)^2$] when the formula $n = t^2 \times p \times q / d^2$ was applied when the t value was 1.96 (Akis et al., 1996: 485).

The sample size calculation is independent of the total population size. It is the sample size that determines the error (Aaker and Day [1990] as cited in Akis et al., 1996: 485; Pappas, 2021: 3). Within the scope of the research, 393 people participated in the questionnaire.

3.3 Analysis of Data

SPSS 22 and AMOS programs were used to analyze the research data. Frequency, percentage, mean and standard deviation values were analyzed with descriptive statistics. Factor analysis was used in the research. Factor analysis is a group of multivariate analysis techniques whose main purpose is to reduce or summarize the relationships among a large number of variables that are thought to be related to each other into a smaller number of basic dimensions, thereby facilitating understanding and interpretation.

Factor analysis is examined under two headings: explanatory factor analysis and confirmatory factor. In explanatory factor analysis, the researcher seeks to reveal possible relationships among variables, as he or she has no prior ideas or predictions about the relationships in the subject he or she is researching. In confirmatory factor analysis, the researcher aims to test the accuracy of a previously determined relationship (Altunışık et al., 2012: 264, 266). In this context, both explanatory and confirmatory factor analyses were used in the research. Reliability analysis was conducted to assess the scale's reliability.

Cronbach Alpha coefficient was used to test the reliability of the factors and the scale. Correlation analysis was performed to test the linear relationship between two

variables and to measure the degree of this relationship, if any (Sungur, 2014: 115). In this research, Pearson correlation coefficient was examined. Regression analysis was also performed in the research. Regression analysis is the process of explaining the relationship between a dependent variable and an independent (simple regression) or multiple independent (multiple regression) variable using a mathematical equation. In regression analysis, if the relationship between variables is linear, it is called linear regression; if not, it is called non-linear regression (Küçükşille, 2014: 199). Linear regression analysis was used in this research.

4 FINDINGS

4.1 Profile of Participants

Table 1 presents the socio-demographic characteristics of the participants. As seen in the table, most of the participants were female (51.7%), in the 38-47 age category (29.8%), had a bachelor's degree (47.1%) and had an income of 3000 TL-6000 TL (46.6%).

Table 1. Socio-demographic Characteristics of Participants

Variable	Category	Frequency (f)	Percentage (%)
Gender	Male	190	48.3
	Female	203	51.7
Age	18-27	74	18.8
	28-37	86	21.9
	38-47	117	29.8
	48-57	84	21.4
	≥58	32	8.1
Educational Status	Primary school	10	2.5
	Middle school	12	3.1
	High school	111	28.2
	Associate degree	41	10.4
	Undergraduate	185	47.1
	Postgraduate	34	8.7
Income	<3000 TL	59	15.0
	3000 TL-6000 TL	183	46.6
	6001 TL-9000 TL	82	20.9
	9001 TL-12000 TL	40	10.2
	≥12001 TL	29	7.4

Source: Own elaboration.

4.2 Factor Analysis and Reliability Coefficient Findings

Table 2 presents the findings of exploratory factor analysis and reliability coefficient of the COVID-19 impact scale. Kaiser-Meyer-Olkin value indicated that the sample size was sufficient for factor analysis, and Bartlett's Test of Sphericity indicated that applying factor analysis to the statements was appropriate.

As a result of the exploratory factor analysis, the statement "COVID-19 has impacted my everyday life." was

excluded from the scale because its factor loading was below 0.400, and the statement "COVID-19 has changed my consumption patterns." was excluded from the scale because its factor loading was high in a conceptually different factor. In addition, the eigenvalue and explained variance ratio values indicate that treating the statements as three dimensions is a statistically appropriate decision. Two tools

for assessing convergent and discriminant validity in a measurement model are the CR and AVE criteria. In order for the scale to provide convergent and discriminant validity, the CR criterion should be greater than 0.70 and the AVE criterion should be greater than 0.50. As shown in Table 2, the scale's CR and AVE values exceed the desired values.

Table 2. Explanatory Factor Analysis and Reliability Coefficient Findings for COVID-19 Impact Scale

Dimension / Statement	Factor Loading			Total Correlation
	1	2	3	
Psychological Impact				
COVID-19 has changed my hygiene standards.			0.733	0.478
COVID-19 has made me fearful.			0.691	0.682
COVID-19 has increased my anxiety level.			0.699	0.700
COVID-19 has made me reconsider my way of life.			0.771	0.627
Economic Impact				
COVID-19 has increased my job vulnerability.		0.710		0.609
COVID-19 has substantially affected my income.		0.863		0.771
COVID-19 will substantially affect my income during 2022.		0.858		0.771
COVID-19 will substantially affect my income in the future.		0.810		0.702
COVID-19 will deepen the current recession.		0.451		0.425
COVID-19 has affected me more than the economic crisis.		0.695		0.701
COVID-19 has changed my consumption patterns more than the economic crisis has.		0.490		0.533
COVID-19 has affected my job more than the economic crisis has.		0.691		0.686
Combined with the current recession, COVID-19 has been devastating for my way of life.		0.717		0.690
Sectoral Impact				
I am afraid to travel due to COVID-19.	0.766			0.780
I believe that mass transport is not safe due to COVID-19.	0.740			0.698
I am reluctant to travel by air due to COVID-19.	0.813			0.768
I am reluctant to travel by sea due to COVID-19.	0.826			0.792
I am reluctant to travel by road (except personal or relatives' vehicles) due to COVID-19.	0.728			0.689
I am reluctant to travel by rail due to COVID-19.	0.837			0.812
COVID-19 will markedly affect my destination selection for holidays during 2022.	0.644			0.650
COVID-19 will markedly affect my destination selection for holidays in future years.	0.523			0.566
COVID-19 will negatively affect the quality of destination products and services.	0.566			0.591
I would be reluctant to sit and eat in a restaurant due to COVID-19.	0.809			0.776
I would be reluctant to sit in a café / bar due to COVID-19.	0.790			0.749
I would be afraid to stay in accommodation I had paid for due to COVID-19.	0.812			0.797
				Scale
Eigenvalue	9.686	3.587	1.848	
Variance Explained	29.275	19.699	11.512	60.486
Cronbach Alpha	0.938	0.895	0.805	0.930
CR	0.815	0.899	0.936	
AVE	0.524	0.506	0.555	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.912, Bartlett's Test of Sphericity Chi-Square: 6892.298, p: 0.000				

Source: Own elaboration.

Table 3 shows the fit coefficients of the COVID-19 impact scale. According to the findings, the fit coefficients of the COVID-19 impact scale are within the acceptable range.

Table 4 shows the impact coefficients of COVID-19 impact scale statements on the dimension. When the effect coefficients for COVID-19 impact scale statements on the dimension they belong to are analyzed, it is found that the impact of all statements are statistically significant.

According to the standard estimation values, the highest effect is seen in the statement "COVID-19 has increased my anxiety level." and the lowest effect is seen in the statement "COVID-19 has changed my hygiene standards". When the impact coefficients of the COVID-19 impact scale are analyzed, it is found that the effects of all statements are statistically significant.

Table 3. Fit Coefficients of COVID-19 Impact Scale.

CFA Model	CMIN/DF	GFI	CFI	RMSEA
Level 1	2.659	0.978	0.937	0.065
Level 2	2.867	0.977	0.928	0.069
Acceptable Compliance	≤5	≥0.90	≥0.90	≤0.080

Source: Own elaboration.

According to the standard estimation values, the highest effect is seen in the statement "COVID-19 has substantially affected my income," and the lowest impact is seen in the statement "COVID-19 will deepen the current recession. When the impact coefficients of the COVID-19 impact scale sectoral impact dimension statements are analyzed, it is found that the effects of all statements are statistically significant. According to the standard estimation values, the highest effect is seen in the statement "I am afraid to travel due to COVID-19." and the lowest effect is seen in the statement "COVID-19 will markedly affect my destination selection for holidays in future years."

Table 5 presents the effect coefficients for the COVID-19 impact scale dimensions. When the impact coefficients of the COVID-19 impact scale dimensions are analyzed, all dimensions are found to be statistically significant. According to the standard estimates, the highest effect is observed in the sectoral impact dimension, and the lowest in the economic impact dimension.

Table 6 presents the findings of the explanatory factor analysis and reliability coefficient of the holiday intention scale. The Kaiser-Meyer-Olkin value showed that the sample size was sufficient for factor analysis, and the Bartlett's Test

of Sphericity result showed that the statements were suitable for factor analysis. Since the factor loading of the statement "I intend to go for holidays during 2022." was below 0.400, it was removed from the scale. The eigenvalue and explained variance ratio values further indicate that it was a statistically appropriate decision to treat the statements as a single dimension. In order for the scale to achieve convergent and discriminant validity, the CR criterion should be greater than 0.70 and the AVE criterion should be greater than 0.50. As shown in Table 6, the scale's CR and AVE values exceed the desired values.

Table 7 shows the fit coefficients of the holiday intention scale. According to the findings, the fit coefficients of the holiday intention scale are within acceptable ranges.

Table 8 shows the effect coefficients for the holiday intention scale statements. When the effect coefficients of the holiday intention scale statements are examined, it is found that all statements are statistically significant.

According to the standard estimation values, the highest effect is in the statement "COVID-19 will affect my decision whether to go for holidays in 2022," and the lowest effect is in the statement "Due to COVID-19, I would prefer to go for holidays somewhere in Türkiye rather than abroad."

Table 4. Effect Coefficients of COVID-19 Impact Scale Statements on Dimension

Psychological Impact	Estimate	Standard Estimate	Standard Error	Critical Value	p
COVID-19 has changed my hygiene standards.	1	0.412			
COVID-19 has made me fearful.	2.344	0.865	0.294	7.963	***
COVID-19 has increased my anxiety level.	2.402	0.869	0.301	7.967	***
COVID-19 has made me reconsider my way of life.	1.7	0.607	0.199	8.53	***
Economic Impact					
COVID-19 has increased my job vulnerability.	1	0.659			
COVID-19 has substantially affected my income.	1.159	0.781	0.087	13.301	***
COVID-19 will substantially affect my income during 2022.	1.088	0.757	0.084	12.903	***
COVID-19 will substantially affect my income in the future.	1.011	0.741	0.081	12.525	***
COVID-19 will deepen the current recession.	0.488	0.460	0.058	8.352	***
COVID-19 has affected me more than the economic crisis.	1.041	0.731	0.083	12.596	***
COVID-19 has changed my consumption patterns more than the economic crisis has.	0.768	0.577	0.075	10.226	***
COVID-19 has affected my job more than the economic crisis has.	1.087	0.768	0.084	12.943	***
Combined with the current recession, COVID-19 has been devastating for my way of life.	0.982	0.740	0.077	12.727	***
Sectoral Impact					
I am afraid to travel due to COVID-19.	1	0.838			
I believe that mass transport is not safe due to COVID-19.	0.703	0.741	0.042	16.744	***
I am reluctant to travel by air due to COVID-19.	0.963	0.758	0.056	17.162	***
I am reluctant to travel by sea due to COVID-19.	1.001	0.779	0.056	17.842	***
I am reluctant to travel by road (except personal or relatives' vehicles) due to COVID-19.	0.979	0.738	0.059	16.644	***
I am reluctant to travel by rail due to COVID-19.	1.037	0.827	0.053	19.564	***
COVID-19 will markedly affect my destination selection for holidays during 2022.	0.626	0.613	0.048	13.003	***
COVID-19 will markedly affect my destination selection for holidays in future years.	0.555	0.534	0.050	11.001	***
COVID-19 will negatively affect the quality of destination products and services.	0.602	0.566	0.051	11.786	***
I would be reluctant to sit and eat in a restaurant due to COVID-19.	0.901	0.762	0.052	17.306	***
I would be reluctant to sit in a café / bar due to COVID-19.	0.888	0.741	0.053	16.63	***
I would be afraid to stay in accommodation I had paid for due to COVID-19.	0.954	0.808	0.050	18.898	***

***: p<0.001

Source: Own elaboration.

Table 5. Effect Coefficients of COVID-19 Impact Scale Dimensions on the Scale

Dimension	Estimate	Standard Estimate	Standard Error	Critical Value	p
Psychological Impact	1	0.761			
Economic Impact	1.499	0.490	0.283	5.303	***
Sectoral Impact	2.835	0.841	0.515	5.502	***

***: p<0.001

Source: Own elaboration.

Table 6. Explanatory Factor Analysis and Reliability Coefficient Findings for Holiday Intention Scale

Statement	Factor Loading	Total Correlation
COVID-19 will affect my decision whether to go for holidays in 2022.	0.870	0.672
COVID-19 will affect my decision whether to go for holidays in future years.	0.864	0.673
Due to COVID-19 I would prefer to go for holidays somewhere in Türkiye rather than abroad.	0.487	0.308
COVID-19 has had a greater impact upon my holiday intention than the recession.	0.794	0.596
		Scale
Eigenvalue		2.371
Variance Explained		59.280
Cronbach Alpha		0.757
CR		0.848
AVE		0.593
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.698, Bartlett's Test of Sphericity Chi-Square: 515.365, p: 0.000		

Source: Own elaboration.

Table 7. Fit Coefficients of Holiday Intention Scale

DFA Model	CMIN/DF	GFI	CFI	RMSEA
Level 1	4.28	0.995	0.994	0.091
Acceptable Compliance	≤5	≥0.90	≥0.90	≤0.080

Source: Own elaboration.

Table 8. Effect Coefficients of Holiday Intention Scale Statements on the Scale

Statement	Estimate	Standard Estimate	Standard Error	Critical Value	p
COVID-19 will affect my decision whether to go for holidays in 2022.	1	0.907			
COVID-19 will affect my decision whether to go for holidays in future years.	0.893	0.804	0.06	14.771	***
Due to COVID-19 I would prefer to go for holidays somewhere in Türkiye rather than abroad.	0.403	0.377	0.063	6.349	***
COVID-19 has had a greater impact upon my holiday intention than the recession.	0.683	0.642	0.055	12.454	***

***: p<0.001

Source: Own elaboration.

Table 9 shows the mean, standard deviation and frequency distribution of the COVID-19 impact scale. When the means in the table are examined, it is seen that the highest mean in the psychological impact dimension is in the statement "COVID-19 has changed my hygiene standards" with 4.15 and the lowest mean is in the statement "COVID-19 has made me reconsider my way of life" with 3.77. In the economic impact dimension, the highest mean was 4.17 for the statement "COVID-19 will deepen the current recession."

and the lowest mean was 3.34 for the statement "COVID-19 has changed my consumption patterns more than the economic crisis has." In the sectoral impact dimension, the highest mean was 4.29 for the statement "I believe that mass transport is not safe due to COVID-19," and the lowest mean was 3.50 for the statement "I am reluctant to travel by sea due to COVID-19." When the dimension means are analyzed, the highest mean is in the psychological impact dimension at 3.96, while the scale mean is 3.67.

Table 9. Mean, Standard Deviation, Frequency and Percentage Distribution of Covid-19 Impact Scale

Dimension / Statement	Mean	SD
Psychological Impact	3.96	0.89
COVID-19 has changed my hygiene standards.	4.15	1.018
COVID-19 has made me fearful.	4.03	1.136
COVID-19 has increased my anxiety level.	3.88	1.158
COVID-19 has made me reconsider my way of life.	3.77	1.174
Economic Impact	3.55	0.99
COVID-19 has increased my job vulnerability.	3.65	1.479
COVID-19 has substantially affected my income.	3.53	1.446
COVID-19 will substantially affect my income during 2022.	3.52	1.412
COVID-19 will substantially affect my income in the future.	3.39	1.332
COVID-19 will deepen the current recession.	4.17	1.034
COVID-19 has affected me more than the economic crisis.	3.47	1.387
COVID-19 has changed my consumption patterns more than the economic crisis has.	3.34	1.297
COVID-19 has affected my job more than the economic crisis has.	3.35	1.379
Combined with the current recession, COVID-19 has been devastating for my way of life.	3.50	1.294
Sectoral Impact	3.68	0.97
I am afraid to travel due to COVID-19.	3.74	1.289

I believe that mass transport is not safe due to COVID-19.	4.29	1.024
I am reluctant to travel by air due to COVID-19.	3.59	1.371
I am reluctant to travel by sea due to COVID-19.	3.50	1.389
I am reluctant to travel by road (except personal or relatives' vehicles) due to COVID-19.	3.63	1.432
I am reluctant to travel by rail due to COVID-19.	3.63	1.355
COVID-19 will markedly affect my destination selection for holidays during 2022.	3.78	1.103
COVID-19 will markedly affect my destination selection for holidays in future years.	3.52	1.123
COVID-19 will negatively affect the quality of destination products and services.	3.56	1.150
I would be reluctant to sit and eat in a restaurant due to COVID-19.	3.63	1.278
I would be reluctant to sit in a café / bar due to COVID-19.	3.69	1.294
I would be afraid to stay in accommodation I had paid for due to COVID-19.	3.57	1.276
Scale	3.67	0.78

Source: Own elaboration.

Table 10 shows the mean, standard deviation and frequency distribution of the holiday intention scale. When the means are examined, it is seen that the highest mean is 3.64 in the statements "COVID-19 will affect my decision whether to go for holidays in 2022." and "Due to COVID-19 I

would prefer to go for holidays somewhere in Türkiye rather than abroad." and the lowest mean is 3.19 in the statement "COVID-19 will affect my decision whether to go for holidays in future years." In addition, the scale's mean was 3.50.

Table 10. Mean, Standard Deviation, Frequency and Percentage Distribution of Holiday Intention Scale

Statement	Mean	SD
COVID-19 will affect my decision whether to go for holidays in 2022.	3.64	1.345
COVID-19 will affect my decision whether to go for holidays in future years.	3.19	1.354
Due to COVID-19 I would prefer to go for holidays somewhere in Türkiye rather than abroad.	3.64	1.302
COVID-19 has had a greater impact upon my holiday intention than the recession.	3.55	1.297
Scale	3.50	1.008

Source: Own elaboration.

4.3 The Relationship between COVID-19 Impact Scale and Holiday Intention Scale

Table 11 shows the Pearson correlation coefficients between COVID-19 impact dimensions and holiday intention. As shown in the table, there is a statistically significant, positive relationship between COVID-19 impact dimensions and holiday intention. When the level of relationship between the variables is examined, it is seen that there is a moderate level of relationship between the psychological impact dimension and holiday intention and between the economic impact dimension and holiday intention ($r=0.428$ and $r=0.318$, respectively), and a high level of relationship between the sectoral impact dimension and holiday intention ($r=.715$).

Table 11. Pearson Correlation Coefficients between Covid-19 Impact Scale Dimensions and Holiday Intention Scale (n=393)

Variable	1	2	3	4
1. Psychological Impact	1			
2. Economic Impact	0.353**	1		
3. Sectoral Impact	0.508**	0.406**	1	
4. Holiday Intention	0.428**	0.318**	0.715**	1

** $p<0.01$ (2-tailed)

Source: Own elaboration.

Table 12 shows the Pearson correlation coefficients between the COVID-19 impact scale and the holiday intention scale. As seen in the table, there is a statistically significant and positive relationship between the COVID-19 impact scale and the holiday intention scale. When the

relationship between the variables is examined, it is found to be moderate ($r=0.654$) between the COVID-19 impact scale and the holiday intention scale.

Table 12. Pearson Correlation Coefficients between COVID-19 Impact Scale and Holiday Intention Scale (n=393)

Variable	1	2
1. COVID-19 Impact	1	
2. Holiday Intention	0.654**	1

** $p<0.01$ (2-tailed)

Source: Own elaboration.

Table 13 presents the results of the simple linear regression analysis examining the effect of the COVID-19 impact variable on the holiday intention variable. According to the ANOVA test, the model was found statistically significant. The dependent variable is holiday intention and the independent variable is the COVID-19 effect. The coefficient of determination (adjusted R^2) for the model was 0.426.

Accordingly, the COVID-19 effect explains 42.6% of the change in holiday intention. As seen in Figure 1, there is a positive linear relationship between the variables. According to the student-t test for the significance of the regression model coefficients, both are statistically significant. According to these findings, the estimated regression line *Holiday Intention* = 0.393 + 0.847 *COVID-19 Impact* is obtained as follows.

Table 14 presents the findings of the multiple linear regression analysis examining the effects of COVID-19 impact dimensions on the holiday intention variable. According to the ANOVA test, the model was found statistically significant. The dependent variable is holiday intention, and the independent variables are psychological,

economic, and sectoral impacts. The adjusted R^2 for the model was 0.513. This value indicates that psychological, economic, and sectoral impacts explain 51.3% of the change in holiday intention. As seen in the table, the coefficient in the psychological impact and sectoral impact dimensions was found to be statistically significant, while the coefficient in the

economic impact dimension was found to be statistically insignificant. The coefficients indicate that the sectoral impact has the greatest effect on holiday intention, followed by the psychological impact. Therefore, H_1 and H_3 are accepted while H_2 is rejected.

Table 13. Findings of Simple Linear Regression Analysis to Determine the Effect of COVID-19 Impact Variable on Holiday Intention Variable

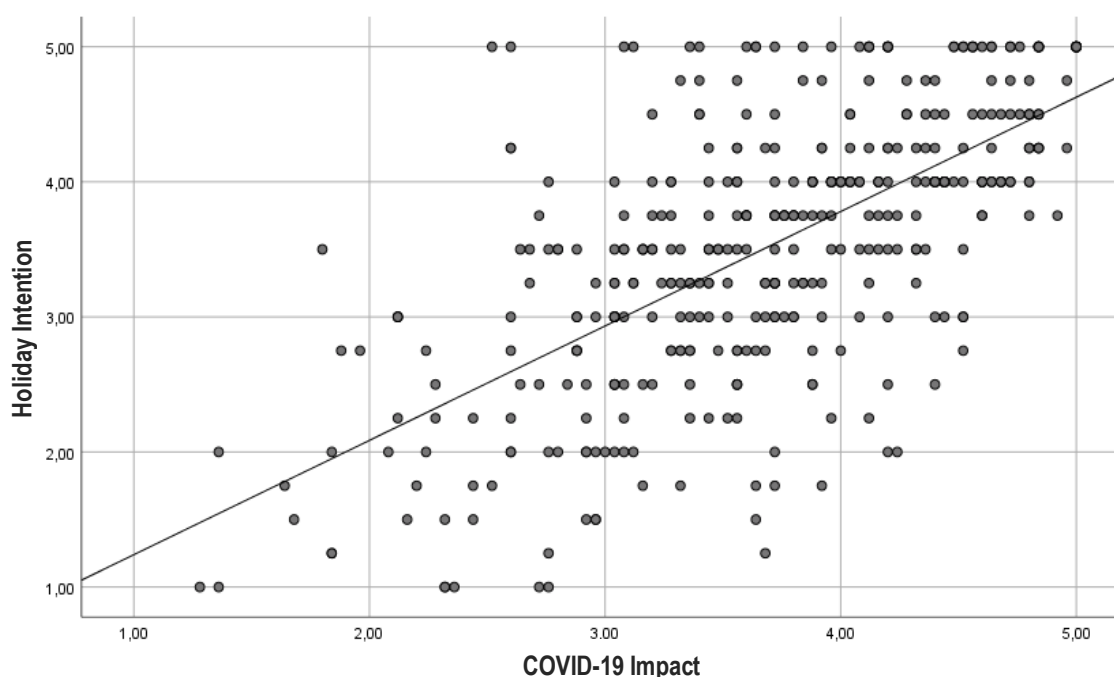
Model	Unstandardized Coefficient	Standardized Coefficient	t	p
(Constant)	0.393		2.111	0.035
COVID-19 Impact	0.847	0.654	17.098	0.000
R	R²	Adjusted R²	F	p
0.654	0.428	0.426	292.356	0.000

* Dependent Variable: Holiday Intention

** Independent Variable: COVID-19 Impact

Source: Own elaboration.

Figure 1. Scatter and Regression Line Estimation for the Relationship between COVID-19 Impact and Holiday Intention



Source: Own elaboration.

Table 14. Multiple Linear Regression Analysis Findings to Determine the Effect of COVID-19 Impact Dimensions on Holiday Intention Variable

Model	Unstandardized Coefficient	Standardized Coefficient	t	p
(Constant)	0.533		2.905	0.004
Psychological Impact	0.094	0.084	2.008	0.045
Economic Impact	0.019	0.019	0.481	0.631
Sectoral Impact	0.688	0.665	15.592	0.000
R	R²	Adjusted R²	F	p
0.719	0.517	0.513	138.894	0.000

* Dependent Variable: Holiday Intention

** Independent Variable: Psychological Impact, Economic Impact, Sectoral Impact

Source: Own elaboration.

4.4 Discussion

Pappas (2021), whose scale was used in this research, evaluated COVID-19 in terms of psychological impact, economic impact, recession, travel risks, destination risks, and hospitality risks, and analyzed the impact of these factors on holiday intention. In this research, COVID-19 was discussed in terms of its psychological, economic, and

sectoral impacts, and the effects of these impacts on holiday intention were analyzed. The recession used by Pappas (2021) in his research is included in the economic impact, and the risk dimensions are included in the sectoral impact.

As a result of the research, Pappas (2021) found that the psychological impact of COVID-19, the economic impact of COVID-19; travel risks, destination risks and hospitality

risks had a small effect on holiday intentions, while the recession did not affect this issue. In addition, Perić et al. (2021), who conducted a similar research, identified five perceived risk categories consisting of health risk, psychological risk, financial risk, destination risk and travel risk that affected travel intentions during the COVID-19 epidemic. The logistic regression results showed that risk perception negatively affected travel intentions, that is, the perception of the participants was a decrease in travel plans during the pandemic.

In addition, in the first model, in which the dependent variable was travel intention, the results showed that health, psychological, financial, and destination risks negatively affected travel intentions during the COVID-19 epidemic. In the second model, where the dependent variable was the destination of travel, the results showed that travel risk negatively affected the intention to travel abroad, while health risk perception had a positive effect on the intention to travel abroad. As a result of this research, it was revealed that the psychological and sectoral effects of COVID-19 significantly affected holiday intention.

Therefore, the two hypotheses developed within the scope of the research (H_1 and H_3) were accepted. On the other hand, the economic effects of COVID-19 did not significantly affect holiday intention. According to this result, one research hypothesis (H_2) was rejected. In terms of explanatory power, the sectoral effect was the most descriptive, followed by the psychological effect.

As a result of the research, the mean of the psychological impact dimension of the COVID-19 impact scale is 3.96, the mean of the sectoral impact dimension is 3.68, the mean of the economic impact dimension is 3.55, while the mean of the holiday intention scale is 3.50. In parallel with the results of the research conducted by Pappas (2021), as a result of this research, it was determined that the highest mean in the psychological impact dimension was in the statement "COVID-19 has changed my hygiene standards", and the highest mean in the economic impact dimension was in the statement "COVID-19 will deepen the current recession".

Similar to Pappas (2021), the research's sectoral impact results showed that respondents had significant negative perceptions of travel, destinations, and hospitality due to COVID-19. When the risk dimensions in Pappas' (2021) research are examined holistically, it is seen that the statement "I would be afraid to stay in accommodation I had paid for due to COVID-19" has the highest mean, while in this research, the statement "I believe that mass transport is not safe due to COVID-19" has the highest mean in the sectoral impact dimension.

Li et al. (2021) found that participants planned to make significant changes in their travel behaviour as a result of the COVID-19 pandemic. Before the pandemic, the most popular form of transportation for domestic holidays was rail (38.5%). After the pandemic, fewer participants planned to use this mode (25.4%), and the rate of participants willing to travel by bus decreased from 7.1% to 4.3%. Li et al. (2021) reported that air travel decreased slightly, and the most significant change was in car travel, which increased from 25.4% before the epidemic to 41.2% after the epidemic.

As a result of this research, it was determined that the participants agreed with the statements "I am reluctant to travel by road (except for personal or relatives' vehicles) due to COVID-19" and "I am reluctant to travel by rail due to COVID-19" with an mean of 3.63, with the statement "I am reluctant to travel by air due to COVID-19" with an mean of 3.59, and with the statement "I am reluctant to travel by sea due to COVID-19" with an mean of 3.50.

Neuburger and Egger (2021) determined that risk perception and willingness to change or cancel travel plans during COVID-19 increased significantly over a two-week period. In addition, the authors stated that the intention to avoid or cancel travel during a pandemic such as COVID-19 is highly correlated with risk perception regarding travel in general and destinations with reported cases in particular, and increased perceived susceptibility to contracting COVID-19 while travelling.

Polat et al. (2021) found that the direct effect of perceived risk on the intention to travel by air during COVID-19 is negative and significant. Fan et al. (2023) found that respondents and interviewees who perceived risks related to COVID-19 were less likely to travel or would shorten their travel time and travel distance. In addition, Pappas and Glyptou (2021) found that general risks, sanitation risks, price considerations and quality considerations had a small effect on accommodation purchasing preferences during the COVID-19 pandemic, while hygiene had a moderate effect. These research results showed that the risky and unsafe environment caused by COVID-19 had an impact on participants' travel, destination or accommodation choices.

When the results of Pappas' (2021) research are compared with the results of this research in the context of holiday intention, it is seen that the highest participation in Pappas' (2021) research was to the statement "I intend to go for holidays during 2020", while the highest participation in this research was to the statements "COVID-19 will affect my decision whether to go for holidays in 2022" and "Due to COVID-19 I would prefer to go for holidays somewhere in Türkiye rather than abroad" a mean of 3.64.

Technological progress has accelerated the spread of the epidemic across the world, as well as the expansion of air transportation. On the other hand, technology, which is an important factor in the acceleration of the epidemic, has been a way, a key to overcome difficulties during quarantine periods. It is clear that technology will continue to have this impact in the future (Dağdeviren, 2020). Although the state of emergency caused by COVID-19 is now over, vigilance has not been lifted.

With different variants, COVID-19 continues to make a name for itself. COVID-19 can be considered not only a significant threat to the tourism sector, but also an excellent opportunity to trigger transformation. Unfortunately, despite the devastating global impact of the current pandemic, there are probably other crisis factors (e.g. climate change) that could be much more devastating than COVID-19, or humanity may face different crisis factors in the future. The main thing is to learn from these crises and move forward more firmly into the future (Pappas, 2021: 8). The COVID-19 experience has revealed that humanity must act together against crises. It should not be forgotten that survival

depends on cooperation and efforts to find common paths for a common future (Pappas, 2023: 10).

5 CONCLUSIONS

In this research, the Pappas (2021) scale, developed for Athens, was adapted for Türkiye by applying it to Ankara. The research examined the impact of COVID-19 on the holiday intentions of individuals residing in Ankara, Türkiye's capital, who may go on holiday in the future. The research contributes to the literature by adapting the research scale used with residents of Athens to residents of Ankara and by the method it uses. In addition, the research will inform decisions in the tourism sector by providing a better understanding of residents' perspectives on the pandemic's effects and their holiday intentions (Fan et al., 2023: 11).

The current research has some limitations. First, the field research was conducted in Ankara, Türkiye's capital, among the local population. Türkiye, which has faced many economic crises in different periods, is similar to Greece in this respect, as mentioned earlier. The devastating socio-economic effects of COVID-19 have been deeply felt in Türkiye, as Pappas (2021) has noted for Greece in his Greece-specific research.

To generalize more accurately, future research is needed on local people in different destinations. Research could also be conducted to compare the perspectives of destination authorities, tourism stakeholders, and those who choose Türkiye as a holiday destination (Pappas, 2021: 8). Second, the research did not investigate how the "effects of COVID-19" and "holiday intentions" vary according to the socio-demographic characteristics of the participants. In this context, sociodemographic characteristics of the participants, such as gender, age, education status, occupation, and income, can be used in future research. The third is the method.

In this research, the scale developed by Pappas (2021) was used and analyses such as descriptive statistics, factor analysis and regression analysis were conducted. In future research, different studies can be conducted by using different impact and intention statements. Finally, the research was conducted over a certain period of time. Since residents' perceptions, travel behaviors and intentions can be significantly affected by special circumstances such as virus mutations, changes in travel and migration policies, and treatment practices, it would be appropriate to conduct such research regularly and to conduct longitudinal studies to take into account the changes in factors affecting holiday intentions (Fan et al., 2023: 13).

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CRediT Author Statement

Term	Definition	Author 1
Conceptualization	Ideas; formulation or evolution of overarching research goals and objectives.	x
Methodology	Development or design of methodology; creation of models.	x
Software	Programming, software development; design of computer programs; implementation of computer code and supporting algorithms; testing of existing code components.	
Validation	Verification, whether as part of the activity or separately, of the overall replication/reproducibility of results/experiments and other research outcomes.	x
Formal analysis	Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize research data.	x
Investigation	Conducting the research and investigation process, specifically performing the experiments or data/evidence collection.	x
Resources	Provision of research materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools.	x
Data curation	Management activities to annotate (produce metadata), refine data, and maintain research data (including software code, where necessary for interpreting the data itself) for initial use and subsequent reuse.	x
Writing - Original Draft	Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation).	x
Writing - Review & Editing	Preparation, creation and/or presentation of the published work by members of the original research group, specifically critical review, commentary, or revision, including pre- or post-publication stages.	x
Visualization	Preparation, creation and/or presentation of the published work, specifically data visualization/presentation.	x
Supervision	Supervision and leadership responsibility for the planning and execution of the research activity, including mentorship external to the core team.	
Project administration	Responsibility for the management and coordination of the planning and execution of the research activity.	
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