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Perception of Youth Towards Travel and Tourism: A Study on Post Covid- 19 Pandemic With Reference to International Tourists

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Abstract- In the wake of COVID-19 pandemic, Hospitality and Travel and tourism are some of the most affected sectors with hotels and resorts closed and travel restrictions put in place in virtually all countries around the globe. With countries across the world now gearing up to fight a new corona virus strain by restricting entries, it has been a dreadful journey for the tourism industry right from the start of 2020, as the world went into a lockdown mode. Intermittent closed borders owing to lockdowns across nations, decrease in business travels and increasing number of online business meetings, restrictions on and avoidance of large global events and large gatherings for uncertain period, group travels and leisure travels delayed or cancelled due to the fear of being infected and spreading the infection and cautious steps being taken by countries to revive the travel and tourism sector and other allied sectors are some of the prominent trends. Post lockdowns, in the post Covid, countries are trying to open various places for tourists by taking precautions in respect of hygiene, sanitization and social distancing etc. There are several people all over the world who are looking out to travel to different parts of the word for professional, educational or other purposes. A holistic view is required to be taken by considering the perceptions of the tourists as well as the required safety measures for the long term stability of the travel and tourism especially in the international scenario. The current study aims to know the perceptions of youth towards international travel in the post Covid.

Key words: **Travel and tourism, Post Covid, International Travellers**

I. INTRODUCTION

Since March 2020, the entire world has been facing an unprecedented social, economic and health crisis due to the COVID-19 pandemic. Hospitality and Travel and tourism are some of the most affected sectors with hotels and resorts closed and travel restrictions put in place in virtually all countries around the globe. There was a substantial fall of international demand for hospitality and travel and tourism amid global travel restrictions including many borders completely closed, to contain the virus. During this period, the flights were standstill and cities came to a halt. Almost all public transport stopped plying; while hotels, cafes and restaurants were closed. The fear of getting infected and spreading it, the fear of death, and a fear of the unknown gripped the whole world. According to the latest issue of the UNWTO World Tourism Barometer, International tourist arrivals (overnight visitors) fell by 72% in January-October 2020 over the same period last year. The report states that in the Asia and the Pacific the tourists arrivals decreased by 82% in January-October 2020. The Middle East recorded a 73% decline, while Africa saw a 69% drop during this period. International tourists' arrivals in both Europe and the Americas declined by 68%. Alogwith the travel and tourism sector, several allied sectors such as hospitality, travel agencies and tour operators and transportation services have also got a severe impact. According to the World Travel and Tourism Council (WTCC), the Covid-19 pandemic is likely to cost the tourism industry almost USD 22 billion and a loss of almost 50 million jobs worldwide.

With countries across the world now gearing up to fight a new corona virus strain by restricting entries, it has been a dreadful journey for the tourism industry right from the start of 2020, as the world went into a lockdown mode. Post lockdowns, in the post Covid, countries are trying to open various places for tourists by taking precautions in respect of hygiene, sanitization and social distancing etc. There are several people all over the world who are looking out to travel to different parts of the word for professional, educational or

other purposes. The current study aims to know the perceptions of youth towards international travel in the post Covid.

1. **Trends in the travel and** tourism **industry in the post Covid:**
1. Intermittent closed borders owing to lockdowns across nations
2. Decrease in business travels and increasing number of online business meetings.
3. Restrictions on and avoidance of large global events and large gatherings for uncertain period
4. Group travels and leisure travels delayed cancelled due to the fear of being infected and spreading the infection
5. All the countries taking cautious steps to revive the travel and tourism sector and other allied sectors

II. LITERATURE REVIEW

International travel

Bidyut Ghosh and Suman Chakraborty(2020) observe that Bhutan's tourism industry has expanded rapidly over the past decade and brought changes to the nation's GDP per capita with strong functional characteristics. The tourism industry absorbs foreign currency at a low cost, improves economic development, and increases economic vitality. Several industries such as telecommunication, transportation, and hotel and restaurant relating to tourism will automatically be benefited due to the increasing inflow of tourists in Bhutan. They observed that since it opened the gate of the nation to global tourism, Bhutan has followed a uniquely sustainable approach of high value, low volume' which is a reflection of consistent effort for ensuring the cautious tourism growth so as not to disturb the carrying capacity of nation's physical, social-cultural and natural environment.

Junyi Zhang, Yoshitsugu Hayashi, Lawrence D. Frank (2021) mention that infections and deaths have also become more and more serious in many developing countries. How to overcome these difficult challenges in developing countries should be treated as a global governance issue under various international cooperation frameworks involving not only the transport sector, but also the public health sector as well as other social and economic sectors.

Travel and Tourism in Post Covid

Abdullah et al (2020) mention that travel behaviors and mode preferences are substantially different during pandemic situations compared to normal (pre-pandemic) situations mainly due to the restrictions imposed by authorities and fear of infection by individuals. They observed that shopping became the primary purpose of travelling during COVID-19.

HakanYilmazkuday (2020) found that if people in all counties would reduce inter-county travel, total number of COVID-19 cases and deaths can be reduced.

Lau et al. (2020) show how travel accelerates and amplifies the propagation of influence and a strong correlation between travellers versus the number of domestic and international COVID-19 cases, respectively. They conclude that if adequate measures are taken, including on-site disease detection and temporary passenger quarantine, limited but not terminated air traffic can be a feasible option to prevent a long-term crisis. Reasonable risk calculations and case evaluations per passenger volume are crucial aspects which must be considered when reducing international flights.

Qun Chen, Shuangli Pan (2020) analyzed the role of social distancing in disease transmission and introduced China's methods and strategies for the transportation of key materials and personnel during the epidemic period. In addition to encouraging private car travel as much as possible, special vehicles or volunteer vehicles were provided for the transportation of key materials and personnel. However, how to maximize the transport service function of public transport vehicles while avoiding close contact of people is an issue that needs to be discussed in the future.

Travellers' Perception

Akash Sethia and Anjali Kulkarni (2020) mention that the due to the pandemic situation, the number of students going abroad for higher education will drastically reduce. As per the QS report 47.38% of STEM(Science, Technology, Engineering and Management) and 51.59% of Non STEM students have dropped their plans of getting higher education abroad.

K. Deeppa and R. Ganapathi (2018) observe that the intense competition and challenging environment gives rise to the need of understanding the loyalty of a customer towards the low cost airlines. They find that the five factors responsiveness of service quality, reliability of service quality, assurance of service quality, empathy of service quality and tangibility of service quality have direct influence with loyalty. Price is the only factor which has an indirect influence with loyalty.

Ki-Han Song and Solsaem Choi (2020) confirmed that self-isolation, destination, preventive measures combating infectious diseases in the aviation sector, and social perceptions towards overseas travel all influence the decision to resume air travel, in addition to the changes in the state of the COVID-19 pandemic. In particular, the authors found that easing the requirements for self-isolation after factors related to the prevalence of COVID-19 have been reduced, such as a decrease in the number of new confirmed COVID-19 cases, could increase the possibility of resuming air travel.

Singala M. (2020) mentions that the COVID-19 impacts on tourism employment create further pressures on tourism education that has severely affected by the pandemic. Apart from the virtualization of teaching and learning processes, tourism students and graduates have to also address the halt of industry interships, recruitment and questionable career paths. Tourism programs and universities are faced with reduced students' intakes, industry and government sponsorship and research funding. Tourism researchers need to find new ways and sources for conducting research addressing social distancing, respecting the mental health and privacy issues of COVID-19 affected stakeholders.

Moreno-Luna, L., Robina-Ramírez, R., Sánchez, M. S., & Castro-Serrano, J. (2021) mention that although some destinations and tourist attractions have created virtual visits, the tourism sector cannot develop its full social, cultural, and economic potential, solely on the basis of online offers, like other sectors of the economy can. By definition, tourists should be able to travel, because the essence of tourism is personal and direct experiences in destinations.

Ukpabi, D., Olaleye, S., &Karjaluoto, H. (2020) mention that per the moderation effect, it shows the weak sense of self-efficacy of the tourists, and it indicates that they focus on their personal failings of using the COVID-19 tracing app, and they expect its adverse outcomes. These results offer managerial insights into motivating tourists from low-level self-efficacy with consequences of highly negative interactions with the COVID-19 tracing app.

III. RESEARCH METHODOLOGY

Statement of Problem

Hospitality and Travel and tourism are some of the most affected sectors with hotels and resorts closed and travel restrictions put in place in virtually all countries around the globe. The current study aims to know the perceptions of youth towards international travel in the post Covid. This will be studied by understanding their purpose, choice and budget for selection of travel destination.The target segment is youth, and the focus is in the area of international travel for varied purposes.

Objectives of Study

- To understand the perception of youth towards international travel and tourism in the post Covid
- To identify the factors to be considered while taking the international travel decision
- To understand the perception of the service providers in the International travel value chain
- To explore the safety protocols in the post Covid

Hypothesis of the study

- To understand the perception of youth towards international travel and tourism in the post Covid

H01: Travelling intent of young tourists for international travels in post Covid is not influenced by educational qualification, gender, family income and occupation

H11: Travelling intent of tourists in travel and tourism for international travels is influenced by Age, educational qualification, gender, family income and occupation on the basis of international travel intent preference towards youth.

Ho2: Relationship between youth's perception and hygienic, safe environment is not sufficient, while travelling international travel in the post Covid.

H12: Relationship between youth's perception and hygienic, safe environment is sufficient, while travelling international travel in the post Covid.

H03:There is no significant difference between level of income and attraction various types place tourist would you like to travel.
H13:There is significant difference between level of income and attraction various types place tourist would you like to travel.

- To identify the factors to be considered while taking the international travel decision

H01: There is no significant reduction in the risk of COVID-19, for tourists taking international travels in the time of post Covid.
H11: There is a significant reduction in the risk of COVID-19, for tourists taking international travels in the time of post Covid.

H02: While deciding the airlines for international travel, the travellers not consider various safety measures taken by Airlines.
H12: While deciding the airlines for international travel, the travellers consider various safety measures taken by Airlines.

H04: There is no significant difference between usage of airlines and attraction various types place tourist would you like to travel.

H14: There is significant difference between usage of airlines and attraction various types place tourist would you like to travel.

While deciding the travel destination for international travel, the travellers avoid the urban areas.

- To understand the perception of the service providers in the International travel value chain.

The international airlines has implemented strict safety measures to constrain COVID 19

H01: There is no significant relationship between perception of youth towards hygienic and safety while travelling through international travel and tourism in the post Covid
H11: There is significant relationship between perception of youth towards hygienic and safety while travelling through international travel and tourism in the post Covid

- To understand the safety protocols in the post Covid.

The youth International travellers are ready to accept and follow the safety measures in the post Covid.
H01: Tourist will follow government rules regulation and discipline of good citizens.
H02: Tourist will be more interested than before in safety and health care.

Sample Size

A sample of 122 respondents was selected for this study. The young international travellers were the respondents of this study.

Statistical Tests used

Following test are applied depending on hypothesis statement:

- Chi-Square Tests were used to test the relationships between the categorical variables.
- One way ANOVA is used

Data collection

- Primary data is used for this study.
- Questionnaire is designed according to the different variables.

2. Data Analysis

- To understand the perception of youth towards international travel and tourism in the post Covid.

- H01: Traveling intent of young tourists for international travels in post Covid is not influenced by Age, educational qualification, gender, family income and occupation
- H11: Traveling intent of tourists in travel and tourism for international travels is influenced by Age, educational qualification, gender, family income and occupation on the basis of international travel intent preference towards youth.

Table -1: Demographic factor and its characteristic of respondents

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Female	63	51.6	51.6	51.6
Male	59	48.4	48.4	100
Total	122	100.0	100	
Age				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
10-20	12	9.8	9.8	9.8
21-30	86	70.5	70.5	80.3
31-40	24	19.7	19.7	100
Total	122	100.0	100.0	
Education				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Under Graduate	18	14.8	14.8	14.8
Graduate	50	41.0	41.0	55.8
Post Graduate	53	43.4	43.4	99.2
Others	1	0.8	0.8	100
Total	122	100.0	100.0	
Profession				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Business	18	14.8	14.8	14.8
services	46	37.7	37.7	52.5
Housemaker	10	8.2	8.2	60.7
Student	47	38.5	38.5	99.2
Others	1	.8	.8	100
Total	122	100.0	100.0	
Family Annual Income				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 500,000	58	47.5	47.5	47.5
Rs.500,000 to 10,00,000	43	35.2	35.2	82.8
More than Rs. 10,00,000	21	17.2	17.2	100.0
Total	122	100.0	100,0	

Gender Age* Would you travel internationally in the post Covid?

Age * Would you travel internationally in the new normal? Crosstabulation

Count

		Would you travel internationally in the new normal?			
		2	1	0	Total
Age	0	1	4	7	12
	1	14	31	41	86
	2	2	7	15	24
Total		17	42	63	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.327[a]	4	.676
Likelihood Ratio	2.424	4	.658
N of Valid Cases	122		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.67.

Gender * Would you travel internationally in the post Covid? Crosstabulation

Count

	Would you travel internationally in the post Covid?			
	2	1	0	Total
Gen 0	11	22	30	63
der 1	6	20	33	59
Total	17	42	63	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.579[a]	2	.454
Likelihood Ratio	1.600	2	.449
N of Valid Cases	122		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.22.

Education * Would you travel internationally in the new normal? Crosstabulation

Count

		Would you travel internationally in the new normal?			
		2	1	0	Total
Education	1	9	15	26	50
	3	0	0	1	1
	2	6	21	26	53
	0	2	6	10	18
Total		17	42	63	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.722[a]	6	.843
Likelihood Ratio	3.076	6	.799
N of Valid Cases	122		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .14.

Profession * Would you travel internationally in the new normal? Crosstabulation

Count

		Would you travel internationally in the new normal?			
		2	1	0	Total
Profession	0	2	6	10	18
	2	1	4	5	10
	4	0	0	1	1
	1	6	14	26	46
	3	8	18	21	47
Total		17	42	63	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.724[a]	8	.950
Likelihood Ratio	3.119	8	.927
N of Valid Cases	122		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .14.

H03: There is no significant difference between level of income and attraction various types place tourist would you like to travel.
H13: There is significant difference between level of income and attraction various types place tourist would you like to travel.

Family Annual Income * Would you travel internationally in the new normal? Crosstabulation

Count

		Would you travel internationally in the new normal?			
		2	1	0	Total
Family Annual Income	1	4	14	25	43
	0	10	25	23	58
	2	3	3	15	21
Total		17	42	63	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.463[a]	4	.076
Likelihood Ratio	9.089	4	.059
N of Valid Cases	122		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 2.93.

Family Annual Income * Which type of place would you like to travel to? Crosstabulation

Count

		Which type of place would you like to travel to?						
		0	5	1	4	2	3	Total
Family Annual Income	1	29	1	8	1	4	0	43
	0	34	1	8	4	7	4	58
	2	13	1	3	0	4	0	21
Total		76	3	19	5	15	4	122

The Chi-Square value of all demographic variables, like Gender, Age, Income level, Education and occupation and Family Income can be interpreted as the perception of male and female towards the traveling in post Covid is different. The thinking process of male and females are totally different. Their perceptiontowards accepting post Covid differs significantly basically because of their upbringing and values. Females on one side are attracted to shopping, whereas males on the other side will attract due to various reasons like discount or cash back offer. Perception of people belonging to different age group differs due to their experiences and needs. In case of all P values which is greater than α= 0.05 conclude that traveling intent of young tourist for international travel in post Covid is not influenced by all this demographic Age, Income level, Education and occupation and Family Income. P value for family income which is slightly more than α = 0.05 which may conclude income of tourist may play important role with limited source of income and they may like to visit Beaches and Urban areas.

Ho2: Relationship between youth's perception and hygienic, safe environment is not sufficient, while they are suffering from health issues international travel in the post Covid.

H12: Relationship between youth's perception and hygienic, safe environment is sufficient, while they are suffering from health issues international travel in the post Covid.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.551	1	1.551	2.169	.144[b]
	Residual	73.649	103	.715		
	Total	75.200	104			

a. Dependent Variable: Will you take health insurance while traveling?
b. Predictors: (Constant), Mention the factors you will consider while taking travel decision in the post Covid [COVID risk]

From the one-way Anova, Probable value P=0.031 is less than the significance level α = 0.05 in the case when tourist is suffering from any health issues and the factors consider while taking traveling decisions the null hypothesis is rejected for discipline of citizens to follow rules &regulations. In rest of the factors, it is otherwise.

To identify the factors to be considered while taking the international travel decision

H01: There is no significant reduction in the risk of COVID-19, for tourists taking international travels in the time of post Covid.

H11: There is a significant reduction in the risk of COVID-19, for tourists taking international travels in the time of post Covid.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.255	.248		1.029	.306
	Mention the factors you will consider while taking travel decision in the new normal [COVID risk]	.287	.195	.144	1.473	.144

a. Dependent Variable: Will you take health insurance while traveling?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.551	1	1.551	2.169	.144[b]
	Residual	73.649	103	.715		
	Total	75.200	104			

a. Dependent Variable: Will you take health insurance while traveling?

b. Predictors: (Constant), Mention the factors you will consider while taking travel decision in the post Covid [COVID risk]

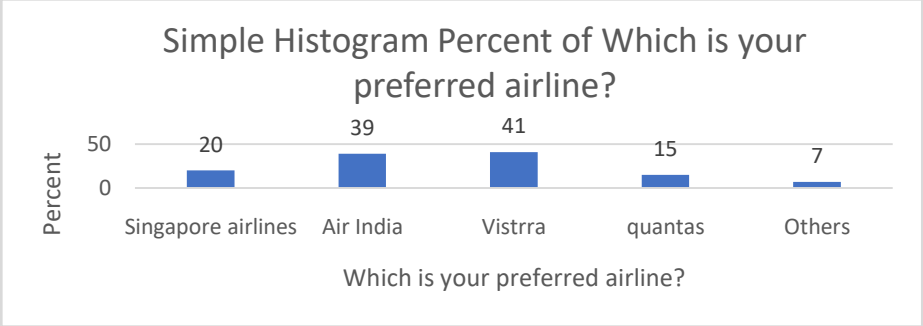
- Calculated value of t=1.473 is larger than critical value,for α = 0.05 for two tailed test and, F=2.169 it also exceeds the critical value there for the null Hypothesis is rejected which concludes that there is a significant reduction while taking the risk of COVID-19 for young touriest in the time of post Covid.

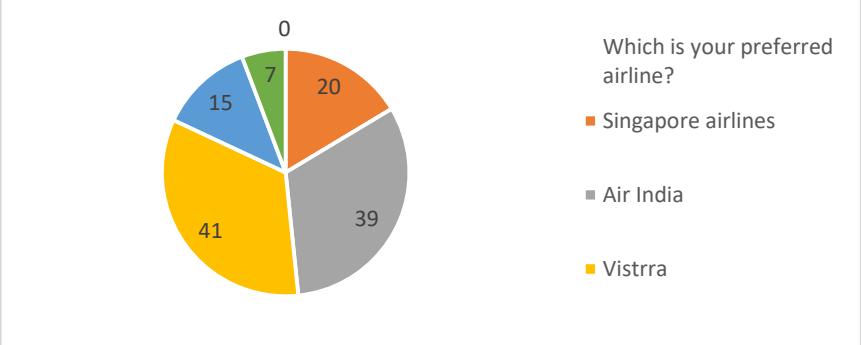
H02: While deciding the airlines for international travel, the travellers not consider various safety measures taken by Airlines.

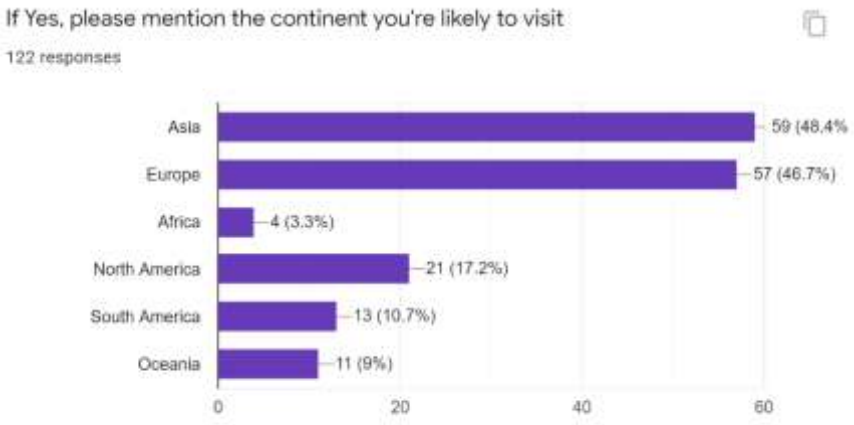
H12: While deciding the airlines for international travel, the travellers consider various safety measures taken by Airlines.

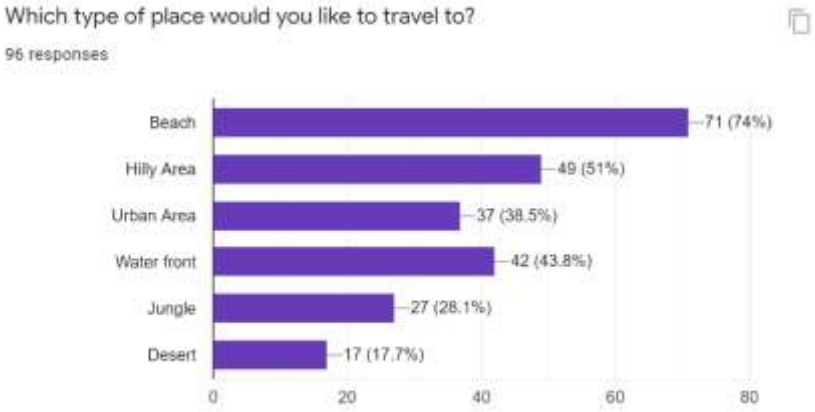
H03: There is no significant difference between usage of airlines and attraction various types place tourist would you like to travel.

H13: There is significant difference between usage of airlines and attraction various types place tourist would you like to travel.









Graphical representation shows thatthere is significant difference between usage of airlines (Air India and Vistara) and attraction various types place mainly in continent Asia(48.4%) and Europe(46.7%) and they would like to visit Beach(74%), Hilly Area (51%). and water front (43.8%) as tourist would you like to travel.

- To understand the safety protocols in the post Covid.

The youth International travellers are ready to accept and follow the safety measures in the post Covid.

H04.1: Tourist will follow government rules regulation and discipline of good citizens.

Correlation Matrix

		Mention the factors you will consider while taking travel decision in the new normal [COVID risk]	Mention the factors you will consider while taking travel decision in the new normal [Govt. measures]	Mention the factors you will consider while taking travel decision in the new normal [Discipline of citizens to follow rules & regulations]	Mention the factors you will consider while taking travel decision in the new normal [Availibility of health facilities]	Mention the factors you will consider while taking travel decision in the new normal [Safety & security]
Correlation	Mention the factors you will consider while taking travel decision in the new normal [COVID risk]	1.000	.429	.327	.333	.489
	Mention the factors you will consider while taking travel decision in the new normal [Govt. measures]	.429	1.000	.362	.263	.224
	Mention the factors you will consider while taking travel decision in the new normal [Discipline of citizens to follow rules & regulations]	.327	.362	1.000	.605	.427
	Mention the factors you will consider while taking travel decision in the new normal [Availibility of health facilities]	.333	.263	.605	1.000	.642
	Mention the factors you will consider while taking travel decision in the new normal [Safety & security]	.489	.224	.427	.642	1.000

Using factor analysis correlation matrix shows relationship between availability of health facility depends on safety& security (r=0.642) which is greater than r= 0.5 and followed by rules and regulations (r=0.605) which is greater than r= 0.5.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.664	53.271	53.271	2.664	53.271	53.271
2	.919	18.373	71.644			
3	.709	14.173	85.817			
4	.430	8.600	94.417			
5	.279	5.583	100.000			

Extraction Method: Principal Component Analysis.

H04.2: Tourist will be more interested in safety and health care.

Relationship explained by this factor is 53.27% and remaining factors due to other reason

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Will you take health insurance while traveling?	.58	100	.843	.084
	Mention the factors you will consider while taking travel decision in the new normal [Safety & security]	1.21	100	.409	.041

From the above table the mean value 0.58 for those considering health insurance while traveling is less than the mean of safety and security while travelling. In both the cases mean of safety and security is greater than and SE = 0.041 is less. Therefore, tourist will be more interested in safety and healthcare provided by Airlinesso we accept H12.

IV. FINDINGS

- The thinking process of male and females are totally different. Their perception towards accepting post Covid differs significantly basically because of their upbringing and values.

Females on one side are attracted to shopping, whereas males on the other side will attract due to various reasons like discount or cash back offer.

- Perception of people belonging to different age group differs due to their experiences and needs. In case of all P values which is greater than α= 0.05 conclude that traveling intent of young tourist for international travel in post Covid is not influenced by all this demographic factors such as age, income level, education and occupation and Family Income.
- P value for family income which is slightly more than α = 0.05 which may conclude income of tourist may play important role with limited source of income and they may like to visit Beaches and Urban areas.
- From the one-way Anova, Probable value P=0.031 is less than the significance level α = 0.05 in the case when tourist is suffering from any health issues and the factors consider while taking traveling decisions the null hypothesis is rejected for discipline of citizens to follow rules & regulations. In rest of the factors, it is otherwise.
- Calculated value of t=1.473 is larger than critical value,for α = 0.05 for two tailed test and, F =2.169 it also exceeds the critical value there for the null Hypothesis is rejected which concludes that there is a significant reduction while taking the risk of COVID-19 for young touriest in the time of post Covid.
- There is significant difference between usage of airlines (Air India and Vistara) and attraction various types place mainly in continent Asia(48.4%) and Europe(46.7%) and they would like to visit Beach(74%), Hilly Area (51%). and water front (43.8%) as tourist one would like to travel.
- The mean value 0.58 for those considering health insurance while traveling is less than the mean of safety and security while travelling. In both the cases mean of safety and security is greater than and SE = 0.041 is less. Therefore, tourist will be more interested in safety and healthcare provided by Airlines.

V. SUGGESTIONS

- Holistic approach to be taken by Government and other organizations for the revival of travel, tourism and other allied sectors
- Immediate and short term measures to be taken for critical revival
- Tax incentives to be given for the tourism earnings
- Effective measures to be taken to ensure a post-COVID recovery
- Health, hygiene and other safety measures to be followed

VI. CONCLUSION

Of all the affected industries in the Covid-19 pandemic, the travel and tourism industry appears to have taken the hardest hit across the world, impacting various related sectors, such as, hospitality, travel agencies, tour operating and transportation services, along with many more. Post lockdowns, in the post Covid, countries are trying to open various places for tourists by taking precautions in respect of hygiene, sanitization and social distancing etc.With countries across the world now gearing up to fight a new corona virus strain by restricting entries, it has been a dreadful journey for the tourism industry right from the start of 2020, as the world went into a lockdown mode. Post lockdowns, in the post Covid, countries are trying to open various places for tourists by taking precautions in respect of hygiene, sanitization and social distancing etc. The perception of male and female towards accepting post Covid differs significantly basically because of their up-bringing and values. Perception of people belonging to different age group differs due to their experiences and needs. The traveling intent of young tourist for international travel in post Covid is not influenced by the demographic factors. There is a significant reduction while taking the risk of COVID-19 for young tourists in the time of post Covid. The tourists will be more interested in safety and healthcare provided by Airlines.The tourism, travel & hospitality industry is battling the impact of COVID-19, revival from which will not be seen in the short term till vaccination is fully undertaken with no observed side effects. For an effective and time bound recovery, immediate and short term measures for revival, tax incentives are required along with the health, hygiene and other safety measures A holistic view is required to be taken by considering the

perceptions of the tourists as well as the required safety measures for the long term stability of the travel and tourism especially in the international scenario.

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