

The impact of the theory of planned behavior on the behavioral intention of tourists to make the tourist decision in light of the Corona pandemic	عنوان البحث
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Abstract

The coronavirus pandemic has affected many sectors, including the tourism sector. As the Corona pandemic negatively affected the behavior of tourists towards the practice of tourism activity. There are many people who have postponed or canceled their trip because of this epidemic. Therefore, this study aimed to determine whether awareness of the risks of coronavirus disease (COVID-19) affects domestic tourism in the Arab Republic of Egypt. An analysis of the tourism decision-making process during the current pandemic was done using the theory of planned behavior as a framework, and adding epidemic-related variables, such as risk perception and risk mitigation behaviour. Based on previous studies, a research model was developed that describes the influence relationship between risk perception, planned behavior theory and risk reduction behavior, and nine hypotheses were tested.

The descriptive analytical approach was used to study the relationship between risk perception, planned behavior theory, intention to visit, and risk reduction behavior during the Corona pandemic, and the field study was conducted on the local population in the various governorates of Egypt. An electronic questionnaire was made through the Google Form application, (1000) questionnaire forms were distributed, and (760) forms were imported from May to July 2021.

After completing the data collection stage, the data was unloaded and statistical analyzes were performed using the program (SPSS (23), Warp PLS program (7). Each of the arithmetic means was calculated to identify the general trend of the respondents, then the standard deviation was calculated to measure the extent of the dispersion of the data from Or not, and also the program Warp PLS (7) was used to prove the validity or incorrectness of the study's hypotheses and the effectiveness of the model used.

The most important results of the study were the effectiveness of the model used in the study. and that the theory of planned behavior plays an important role in predicting the behavior of individuals, especially in the service sector. The awareness of the risks makes tourists interested in applying precautionary measures.

The study recommends using the theory of planned behavior in conducting descriptive and empirical research to understand and explain the behavior of individuals and their intention to modify their behavior. Strengthening the role of the theory of planned behavior in health awareness related to the Corona virus by strengthening precautionary measures.

Key words:

Planned behavior theory, behavioral intent, risk perception, risk reduction, coronavirus.