

## DEMOGRAPHIC ANALYSIS AND BEHAVIORAL PATTERNS OF DOMESTIC TOURISTS IN THE COVID-19 PANDEMIC ERA: AN INVESTIGATIVE STUDY

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### *Abstract*

*This research aims to examine the demographics and behavioral patterns of domestic tourists in Indonesia during the COVID-19 pandemic. The study utilized a descriptive research method with a quantitative approach, employing online questionnaires to collect data from respondents who have traveled within the country since March 20, 2020. The collected data were analyzed to gain insights into the demographic characteristics, travel frequency, travel motivations, modes of transportation, and types of tourist attractions visited by the respondents. The findings revealed that the majority of respondents were aged between 19 and 25, primarily originating from Bali, East Java, and Yogyakarta provinces. The main reasons for travel were family invitations, recreation, and stress relief, with private vehicles being the preferred mode of transportation. In conclusion, this study highlights the impact of the COVID-19 pandemic on tourists' travel intentions and preferences. By understanding the demographics and behavior of tourists, destination managers can develop effective marketing strategies to enhance customer satisfaction and strengthen the competitiveness of tourism destinations in the current pandemic era.*

**Keywords:** Domestic Travelers, COVID-19 Pandemic, Demographics and Behavior

### 1. INTRODUCTION

The tourism industry has been greatly affected by the COVID-19 pandemic, resulting in a decrease in international travel and financial losses (Tiwari & Chowdhary, 2022). Consequently, there has been a shift towards domestic tourism as a means of recovery (Chen et al., 2023). For destination managers and tourism stakeholders, understanding the behavior and preferences of domestic travelers during a pandemic is crucial (Adeline et al., 2022). By analyzing the considerations and perceived risks of domestic tourists, decision-making processes can be better informed (Anderson & Moipolai, 2023). Destination managers should prioritize factors such as convenience, price, familiarity, place attachment, social affiliation, and safety to foster positive crowd effects among domestic tourists (Ansarinasab & Saghaian, 2023).

In 2019, the tourism sector witnessed a remarkable year for global tourism, with a staggering 1.5 billion international tourist arrivals recorded at airports worldwide. However, the advent of the covid-19 pandemic in 2020 dealt a severe blow to this achievement. The number of international tourist visits plummeted drastically to 500 million, marking a significant decline. The pandemic also took a toll on the Gross Domestic Product (GDP), causing a loss of over USD 2 Trillion, which accounted for more than 2% of the global GDP in 2019. The Asia and Pacific region experienced the most substantial decline, with a staggering 82% drop, followed by the Middle East region with a decline of 73%, Africa with a decline of 69%, and both the European region and

the Americas with a decline of 68%. This unprecedented situation has rendered 2020 the worst year for global tourism, comparable to the levels witnessed three decades ago. The United Nations World Tourism Organization (UNWTO) has projected that, in the absence of the pandemic, international tourist arrivals worldwide would have witnessed a growth rate of 3-4% in 2020 (Ananto & Orrefesia, 2023).

The government is actively working towards revitalizing the tourism industry, which has been severely impacted by the COVID-19 pandemic, in order to establish a sustainable tourism ecosystem. One of the measures being implemented is the adoption of CHSE-based health protocols (Cleanliness, Health, Safety, and Environmental Sustainability) to ensure the safety of tourists and prevent the spread of COVID-19. However, the level of response from the community towards these recovery efforts remains uncertain.

This research aims to identify the demographics and characteristics of domestic tourists during their travels. It is crucial to involve various stakeholders in the tourism sector, including tourism managers, government bodies, travel agents, and consumers. The findings of this study are expected to provide valuable insights and recommendations for implementing appropriate marketing strategies to restore the tourism industry in a safe and sustainable manner. Additionally, this research also aims to offer guidance to consumers regarding safe travel practices during the COVID-19 pandemic.

## **2. LITERATURE REVIEW**

### **2.1. Traveling**

Traveling is the act of journeying from one location to another, typically with a distinct objective like vacationing, conducting business, or pursuing other goals. It can be accomplished through diverse means of transportation including airplanes, trains, cars, boats, or even on foot. Often, it is undertaken to discover unfamiliar destinations, encounter unfamiliar individuals, or for specific intentions such as employment, education, or relaxation. Moreover, traveling can offer valuable experiences and expand an individual's understanding of the world that surrounds them.

### **2.2. Consumer behavior**

Consumer behavior refers to the series of actions undertaken by individuals or groups when it comes to strategizing, evaluating, and finalizing choices in order to acquire items for consumption. These consumers can be either individuals or collectives who purchase goods or services to fulfill their own or others' requirements. Consequently, consumers are individuals who derive value from the advantages offered by the products or services they purchase.

### **2.3. COVID-19 Pandemic and Travel Intentions**

The travel intentions of individuals in various countries have been significantly impacted by the COVID-19 pandemic. Numerous studies have indicated that risk perceptions, health concerns, and trust in the aviation industry have played a crucial role in shaping these travel intentions both during and after the pandemic. For instance, research has shown that the perceived risk associated with traveling, the severity of COVID-19, and susceptibility to the virus are factors linked to intentions of avoiding

travel. Conversely, personal efficacy is inversely related to travel avoidance intentions (Garaus & Hudáková, 2022; Talwar et al., 2022). Furthermore, disparities in travel behavior have been observed between urban and rural areas, with variations in terms of purpose, frequency, and destination choices among residents. Additionally, preferences for domestic tourism and short-distance travel have been noted (Zeljkočić, 2022).

### 3. RESEARCH METHODS

This study employs a quantitative approach to gather information on demographics, psychographics, and behavior of domestic tourists. The primary data was collected through self-administered questionnaires distributed to respondents. The research utilized a convenience sampling method, a non-probability sampling technique. The respondents in this study are domestic tourists who have visited local attractions at least once since March 20, 2020, are at least 19 years old, and reside in Indonesia. Online surveys using G-forms were distributed through social media and traveling forums. The questionnaire was distributed from June 2 to June 17, 2023, and received responses from 410 individuals. Out of these, 336 responses were considered valid, resulting in a response rate of 81%.

### 4. RESULTS AND DISCUSSION

#### 4.1. Results

##### 4.1.1. Demographic Analysis

During the COVID-19 pandemic, demographic analysis seeks to gather information about the people who have traveled. This analysis focuses on various characteristics such as age, gender, province of residence, and occupation. All these details are recorded in Table 1 for further examination.

Table 1. Respondent Demographics

Respondent Demographics	Total	Percentage (%)
<b>Ages</b>		
19-25	185	55,06
26-32	49	14,58
33-39	9	2,68
40-59	70	20,83
>60	23	6,85
<b>TOTAL</b>	<b>336</b>	<b>100,00</b>
<b>Gender</b>		
Men	156	46,43
Women	180	53,57
<b>TOTAL</b>	<b>336</b>	<b>100,00</b>
<b>Provincial Domicile</b>		
Bali	119	35,42
East Java	57	16,96
DI Yogyakarta	43	12,80

<b>Respondent Demographics</b>	<b>Total</b>	<b>Percentage (%)</b>
DKI Jakarta	36	10,71
Central Java	29	8,63
West Java	21	6,25
Papua	7	2,08
West Sumatra	5	1,49
Riau Islands	3	0,89
South Sumatra	3	0,89
East Kalimantan	3	0,89
Aceh	2	0,60
Banten	1	0,30
Riau	1	0,30
South Sulawesi	1	0,30
Central Kalimantan	1	0,30
West Kalimantan	1	0,30
East Nusa Tenggara	1	0,30
Lampung	1	0,30
South Kalimantan	1	0,30
<b>TOTAL</b>	<b>336</b>	<b>100,00</b>
<b>Occupation</b>		
Civil Servant	45	13,39
Private Employees	53	15,77
Retired	39	11,61
Housewife	42	12,5
Student	136	40,48
Unemployed	21	6,25
<b>TOTAL</b>	<b>336</b>	<b>100,00</b>

According to the demographic data of the participants, a total of 336 respondents took part in this survey. The majority of the respondents fall within the age range of 19 to 25 years old, making up 55.06% of the total respondents. The second largest age group in this survey is the 40 to 59 age range, accounting for 20.83% of the respondents. Following that, the 26 to 32 age group represents 14.58% of the respondents, while respondents aged over 60 make up 6.85%. The 33 to 39 age group is the least represented, comprising only 2.68% of the total respondents. Therefore, this survey indicates a tendency for the majority of respondents to be relatively young, with a smaller proportion of older age groups, showcasing a diverse demographic pattern.

In terms of gender, the proportion of women who participated slightly outweighed that of men, with women accounting for 53.57% and men accounting for 46.43% of the total respondents, respectively. Although the difference is not significant, it suggests a relatively balanced participation of both genders in this survey. Consequently, the results of this survey may accurately reflect the perspectives and opinions of both gender groups, resulting in data that represents a wide range of viewpoints.

The largest number of respondents originated from Bali, making up 35.42% of the total respondents. The second largest group came from East Java province, accounting for 16.96%, followed by Yogyakarta with 12.80%. Despite being the capital of the nation,

DKI Jakarta only accounted for 10.71% of the total respondents. Other provinces, including Central Java, West Java, and even more remote areas like Papua, had smaller contributions. Although some provinces had a minimal number of respondents, their presence provided a more comprehensive perspective on the views and opinions from different geographical backgrounds in Indonesia.

The majority of respondents identified themselves as students, comprising the highest percentage of 40.48% of the total respondents. Private employees also made a significant contribution with 15.77%. On the other hand, occupations such as civil servants, retirees, and housewives each had a relatively balanced percentage, with the number of respondents ranging from 13% to 12%. Although the number was relatively small, there were also respondents who were not employed, accounting for 6.25% of the total respondents. Therefore, the survey encompassed participation from various occupational groups, presenting a fairly balanced representation of the different professions in this study.

#### **4.1.2. Usage Analysis**

This study encompasses five usage analyses, specifically the frequency and duration of traveling during the COVID-19 pandemic, the reasons behind traveling during this period, the commonly used vehicles for traveling, and the frequently visited types of tourist attractions amidst the COVID-19 pandemic.

**Table 2. Usage Analysis**

<b>Indicator</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Reason for traveling</b>		
Family Invitation	187	20,24
Recreation and Relaxation	152	16,45
Relieve Stress and Boredom	146	15,80
Friend's Invitation	122	13,20
Refresh Creativity	98	10,61
Spending Free Time	93	10,06
Opening Eyes to New Habits and Health Protocols	67	7,25
Support the Local Economy	59	6,39
<b>Total</b>	<b>924</b>	<b>100,00</b>
<b>Vehicle used</b>		
Private	221	50,11
Family	119	26,98
Public	65	14,74
Friends	36	8,16
<b>Total</b>	<b>441</b>	<b>100,00</b>

The main reasons that drive a person to travel can be attributed to various factors. Notably, the largest driving force behind traveling is receiving an invitation from family, which accounts for 20.24% of the respondents. Additionally, seeking recreation and relaxation, as well as alleviating stress and boredom, are also important motivations, with percentages of 16.45% and 15.80% respectively. This indicates that travel serves not only as a means to combat boredom, but also as an opportunity to create meaningful moments

with family or engage in leisure activities. Furthermore, invitations from friends hold significant influence, comprising 13.20% of the respondents, highlighting the importance of social aspects in travel decisions. Other factors, such as stimulating creativity, utilizing leisure time, and supporting the local economy, are also considered, albeit with lower percentages. However, it is worth noting that a portion of respondents prioritize observing health protocols and embracing new habits, accounting for 7.25% of the total. This analysis demonstrates that the reasons for traveling exhibit significant variations, reflecting individual needs, preferences, and the social dynamics within the community.

#### 4.1.3. Psychographic Analysis

Psychographic analysis aims to determine the value and lifestyle of traveling. In the following psychographics, there are 2 psychographic analyses, namely with whom to travel and provide a budget for travel.

**Table 3. Psychographic Analysis**

Indicator	Frequency	Percentage
<b>Who to travel with</b>		
Family	119	35,42
Spouse	87	25,89
Friends	76	22,62
Alone	54	16,07
<b>Total</b>	<b>336</b>	<b>100,00</b>
<b>Budget for travel</b>		
Yes	227	67,56
No	109	32,44
<b>Total</b>	<b>336</b>	<b>100,00</b>

According to the data presented in Table 3, it is evident that the majority of individuals who engage in travel are primarily families, accounting for a substantial percentage of 35.42%. This indicates that traveling with family members remains the preferred option for most respondents. Additionally, trips with couples are also highly sought after, as evidenced by a recorded percentage of 25.89%, highlighting the desirability of romantic tours with partners. Furthermore, traveling with friends holds a significant percentage of 22.62%, suggesting that group travel with friends is also quite popular. Conversely, solo travel exhibits a lower percentage of 16.07%, yet it remains a viable choice for some respondents. Based on this data, it can be inferred that travel preferences tend to vary based on individual needs and preferences, with family travel being the top choice, followed by couples, friends, and solo travel.

The majority of participants, accounting for 67.56% of the total, indicated that they allocate a specific budget for their travel expenses. This highlights the inclination of most individuals to prioritize setting aside dedicated funds for leisure and vacation activities. On the other hand, approximately 32.44% of respondents stated that they do not have a designated budget for traveling. Although this percentage is smaller, it still suggests the presence of individuals who exhibit more flexibility in their financial planning for travel or choose to allocate funds based on their needs and available opportunities. These

findings demonstrate the diversity in financial attitudes and behaviors towards travel within the surveyed population.

## **4.2. Discussion**

### **4.2.1. Managerial Implications of Demographic Analysis**

Based on Table 1, the significant age distribution of respondents in the 19-25 years range shows great potential for developing tourism programs that are more tailored to the preferences and needs of the younger generation. Destination managers can design attractive tour packages and activities that suit their interests. Secondly, the almost equal gender difference between male and female respondents indicates the importance of tailoring tourism services and activities to meet the needs of both genders. This could include developing more inclusive and gender-friendly tourism programs. Third, the distribution of respondents' provinces of residence provides insights into significant regions of origin of tourists. Destination managers can use this information to target promotions and marketing campaigns to specific regions that have a high contribution in the number of tourists. Destination managers can thus improve marketing strategies, develop more suitable tourism programs, and enhance the tourism experience for various demographic groups.

These results are in line with another study (Maulida, 2023) focused on segmenting, targeting, and positioning tourists in specific destinations in Indonesia using K-means clustering. The study found that demographic, geographic, psychographic, and behavioral variables can be used to formulate appropriate development strategies for tourists. Finally, a study by (Nitte & Benu, 2022) examined the transformation of the socio-cultural structure of the Labuan Bajo community in Indonesia, which relies heavily on tourism, after the pandemic. The study found that the pandemic had a significant impact on the economic sector, lifestyle, and the community's social and cultural interactions with tourists.

### **4.2.2. Managerial Implications of Usage Analysis**

Information on the main reasons that drive a person to travel, such as family invitation, recreation, stress relief, friend invitation, and others, can help destination managers in adjusting their tourism programs. They can develop tour packages that put more emphasis on activities that match the main motivations of tourists, such as recreation programs, relaxation, or family activities.

The dominant reason for traveling is family invitation (20.24%), followed by recreation and relaxation (16.45%) and relieving stress and boredom (15.80%). This shows that the main motivation of tourists in traveling is to gather with family, seek entertainment, and reduce pressure and boredom. In addition, private vehicles are the main choice of tourists (50.11%), followed by family vehicles (26.98%) and public transportation (14.74%). This data indicates tourists' preference for the type of transportation that provides a sense of security and control during the trip. Finally, the types of tourist attractions frequently visited cover a wide range of categories, with family invitation being the biggest factor influencing tourists' decisions (20.24%). This information can assist destination managers in adjusting tourism programs, transportation

facilities, and destination promotions to meet the needs and preferences of tourists during the COVID-19 pandemic.

Data on the types of vehicles often used in traveling, such as private, family, public, or friends' vehicles, can help destination managers develop appropriate services and facilities. They can provide adequate parking facilities for private vehicles, improve the accessibility of public transportation, or customize tour packages for groups of tourists who use certain types of vehicles.

The types of tourist attractions frequented by tourists during the COVID-19 pandemic can help destination managers develop more diverse and attractive tourism programs. They can focus on developing popular tourist destinations, improving the quality of services in certain places, or holding special events in places of interest to tourists.

#### **4.2.3. Managerial Implications Psychographic Analysis**

As the majority of tourists travel with their families (35.42%), destination managers can adjust tourism programs and facilities that are more family-friendly. This can include developing tour packages that offer activities suitable for families to enjoy together, as well as providing family-friendly accommodation and recreation facilities. In addition, knowing that most tourists provide a budget for traveling (67.56%), destination managers can design tour packages that suit the budget range of tourists. This could include offering flexible tour packages, special discounts, or all-inclusive packages that can appeal to travelers with a variety of budgets. By utilizing information from this psychographic analysis, destination managers can increase the relevance and appeal of their tourism programs, improve tourist satisfaction, and strengthen the market position of their tourism destinations.

Destination managers can adjust their programs and facilities to be more family-friendly to increase tourist satisfaction. In addition, research on the effect of the *Sapta Pesona* program and facilities on the level of tourist visits to Ergendang Cave shows that facilities have a positive effect on the number of visitors to the tourist attraction (Bangun & Lubis, 2022).

## **5. CONCLUSION**

The majority of participants were relatively young, ranging from 19 to 25 years old, while a smaller portion belonged to older age groups. The survey had an almost equal representation of both men and women. The respondents hailed from different provinces in Indonesia, with Bali being the most prominent, showcasing geographical diversity. Although most of the respondents were students, the survey also included individuals from various other professions. The primary motivations for traveling encompassed family invitations, recreation, stress relief, and invitations from friends. Private vehicles were the preferred mode of transportation for the majority of respondents. The analysis revealed variations in travel reasons and preferences, reflecting diverse needs and social dynamics. When it came to travel companions, most respondents traveled with their families, followed by couples and friends. Furthermore, the majority of respondents allocated a specific budget for their travels, although a minority did not. This indicates disparities in financial preferences and attitudes towards travel among the participants.

However, it is important to acknowledge the limitations of this study. The sampling method employed was convenience sampling, which may introduce bias in the selection of respondents. Additionally, this study adopted a descriptive and quantitative approach, thereby not delving into psychological or emotional factors that could potentially influence travelers' decisions. Moreover, external factors such as government policies related to travel during the COVID-19 pandemic, which could impact tourist behavior, were not taken into consideration.

It is recommended for future research to employ a sampling method that is more representative, such as probability sampling, in order to minimize bias in the selection of respondents. Furthermore, researchers can adopt a qualitative approach to delve into the psychological and emotional factors that impact travelers' decision-making. Additionally, the scope of the research can be broadened to encompass external factors like government policies and epidemiological conditions, which can potentially influence tourist behavior during the pandemic. Consequently, future research has the potential to offer a more comprehensive comprehension of the demographics, behaviors, and preferences of domestic tourists within the context of the COVID-19 pandemic.

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