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Travellers' Attitude and Intention towards post Covid-19 Travel: The Moderating Role of Traveller Personality Type

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Abstract
COVID-19 has crucially changed the motivations, attitudes, and behaviours of travellers. This study explores the shifts in travel attitudes after the COVID-19 pandemic and how these changes affect the intention for upcoming travels. It investigates the moderating role of the traveller personality in forming the relationships between travel attitude's antecedents and future travel intention. The study adopts the deductive approach and employs the quantitative method to achieve its aim. It compares the perceptions collected via a questionnaire from random travellers from three countries: UAE, Egypt, and Jordan. PLS-SEM is used for data analysis. It is revealed that protection motivation intentions, destination selection factors, and travel patterns/ arrangements predict travel attitudes post the pandemic. Cautious travellers are highly concerned with protection intentions and destination selection post-epidemic compared with normal travellers. Findings help us understand the shifts in travel attitudes and intentions after the pandemic. Understating the influence of the epidemic on tourists' attitudes and intention to travel post-pandemic is strongly needed to accelerate tourism recovery and ensure a safe travel environment for tourists. Theoretically, the study responds to the research calls for examining the changes in travel motivations, attitudes, and behaviours. Practically, the study profiles travellers based on their travel personality (i.e., cautious versus normal travellers) and identifies the characteristics of each category. This will help destination marketers and service providers to adopt the relevant strategies to meet the tourists' needs, expectations and fears in the post-pandemic new normal.

Key Words: travel attitudes, intentions, post-COVID-19, protection motivation, destination selection, travel patterns

JEL Classification: Z30, Z32, L83

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1. Introduction

The long-run impacts of COVID-19 on tourists' travel behaviour and attitudes remain mysterious (Rokni, 2021). However, there is still a desire for leisure travel post the pandemic but it differs based on travellers' demographics (Brida et al., 2022). According to Rokni (2021), travel for tourism is a main source to improve mental well-being and ease stress. Furthermore, Kim et al. (2021) discussed the concept of compensatory travel to describe people who will travel more to compensate for their travels during the pandemic. On the other hand, medical researchers have started to measure the concept of 'Coronaphobia' and how it affects people's emotions and psychological and mental health disorders (Rokni, 2021). Existing studies have investigated the types of travellers post the pandemic and revealed that some tourists will be extremely cautious when planning their future travel, others will be resilient and are not afraid, while a third group of tourists will behave normally like before the pandemic and pay low attention to perceived risks (Han et al., 2022; Terzić et al., 2022; Zheng, 2021).

Recent investigations have explored the changes in travel behaviours post the pandemic. Some studies found that there will be changes in tourists' motivated protection procedures (i.e., Posey et al., 2015; Zheng, 2021; Zheng et al., 2021). Other studies found that the destination selection considerations post the pandemic will be changed (i.e., Agag et al., 2022; Alkier et al., 2022; Chansuk et al., 2022; Raina et al., 2022; Rokni, 2021). Furthermore, the travel arrangements, patterns, and preferences of selecting visited attractions, food and beverage facilities, group travel, using public transportation, and using technologies to avoid potential risks will vary among tourists based on their risk perceptions (i.e., Ahmed et al., 2020; Alam et al., 2022; Chansuk et al., 2022; Raina et al., 2022; Rokni, 2021; Svatosova, 2022). On the other hand, some findings show that tourists still have positive attitudes towards future travel for leisure (i.e., Agag et al., 2022; Brida et al., 2022; Raina et al., 2022; Rasoolimanesh et al., 2021).

Despite these investigations to expect travel attitudes and behaviours post the pandemic, Han et al. (2022) claimed that examinations that investigate the new transformations of determinant factors of future travel are still scarce. Aaditya and Rahul (2023) highlighted the highly important need for studies to understand the mentality of travellers post-COVID-19. Kim et al. (2021) found that it is highly important to investigate the factors predicting demand for future travel. Therefore, the present study aims to explore the changes in travel attitudes, intentions and behaviours post the pandemic. It explores the travel perceptions of three Arab countries: the United Arab Emirates, Egypt, and Jordan. The quantitative method based on a questionnaire was used to collect data from random travellers from three Arab countries. The UAE, Egypt, and Jordan are among the Arab countries that receive tourists and target tourism as an important industry that contributes to their economy. Understanding the changes in tourists' attitudes and behaviours will help travel and tourism stakeholders and destination marketers plan their activities to meet travellers' expectations and requirements and face their fears of travel. This study is presented in six sections: the first introduces the introduction, the second displays relevant literature review, the third focuses on methods, the fourth is assigned to results, and the fifth and sixth sections present discussion and conclusion.

2. Literature review

2.1 Perceived travel risks and attitude towards travel

Previous research examined the effect of the COVID-19 epidemic on travel attitudes and intentions. Abraham et al. (2021), Sánchez-Cañizares et al. (2021), and Neuburger and Egger (2020) indicate in their studies that the perceived travel risk is negatively affecting attitudes and future travel intention and may lead to changes in travel behaviours. Brida et al. (2022), Reisinger and Mavondo

(2006), and Yoo et al. (2022) focused on the health risks and how it is negatively linked to the perception of the destination's safety and travel intentions. Moosa and Khatatbeh (2021) and Fotiadis et al. (2021) found that epidemics can cause key shifts in demand for destinations, as travellers may intentionally determine not to expose themselves to such risks.

Analysing the travel intentions of Bulgarian travellers during COVID-19, Ivanova et al. (2021) concluded that the commitment to engage in future travel will mainly depend on the overall experience of personal safety and security. According to Bratić et al. (2021), perceptions of the COVID-19 risk increased the level of trip anxiety and Abou-Shouk et al. (2022) revealed that travel anxiety has a negative effect on travel intention. Chua et al. (2021) pointed out that the negative impacts of the health crisis resulting from COVID-19 meaningfully affected health risks, which led to insecurity and mental well-being, the predictors of tourists' attitudes concerning future travel avoidance behaviours. Similarly, Aburumman et al. (2023) and Golets et al. (2023) concluded that health risks have a negative influence on travel intention. Further research findings pointed out that perceived travel risk has a significant impact on travellers' intention to change their travel plans, go to a different destination, or stay away from a specific location (i.e., Deng & Ritchie, 2018; Floyd et al., 2004; Henthorne et al., 2013; Matiza, 2022). Therefore, travellers will behave differently to protect themselves from potential health threats (Fan et al., 2023; Raina et al., 2022). The following sections introduce the changes in travellers' attitudes, intentions, and behaviours for future travel.

2.2 Protection motivation intentions and attitude towards travel post the epidemic

Abou-Shouk et al. (2022), Devkota et al. (2022), and Zain et al. (2022) highlighted the role of protection measures in decreasing the impact of travel fear and anxiety on travel intention. Considering the importance of destination image on revisit intention (Oyunchimeg et al., 2022), Aburumman et al. (2023) used the healthy clean and safe destination image as a moderating factor to decrease the influence of health risks on domestic travel intention. The destination protection measures, therefore, have become a substantial factor affecting destination selection by travellers. However, extant research has introduced the concept of protection motivation intentions to reflect the intrinsic desire of individuals to commit actions and behaviours that help avoid risks and stay safe from potential risks (Posey et al., 2015). With the focus of Streimikiene et al. (2023) on the importance of information sources, Alhemimah (2023) underlined the self-efficacy of travellers to express their capability to protect themselves from potential health risks and found that this capability motivates them to seek information regarding their travel instructions and regulations of protection. According to the protection motivation theory, when people are convinced of the potential risk (i.e., threat appraisal), they become motivated to adopt coping behaviours to avoid that risk (Rogers, 1975). Hence, Tasantab et al. (2022) found that individuals' adaptation appraisal motivates the adaptation intention. In the tourism context, Zheng (2021) indicated that travellers' perceived risks motivate their protection behaviours to minimize these risks and therefore, they will be engaged in the activities and behaviours that help them avoid the perceived risk and will attempt to commit the protective actions and obey the instructed regulations to prevent any health threats. These self-efficacy procedures and behaviours help travellers to stay safe during their travel (Alhemimah, 2023). Thus, the following hypothesis is posited as follows.

H1. The protection motivation intentions are predicting travel attitudes post the pandemic.

2.3 Considerations of destination selection post-pandemic

According to Szlachciuk et al. (2022) and Aburumman et al. (2023), tourist behaviours and attitudes towards travel are influenced by psychological factors related to the contamination fear that leads to careful holiday destination selection. Bratić et al. (2021) found that the perception of risk in

tourism (e.g., disasters, terrorism, political instability, or health risks) predicts the travel avoidance decision to destinations.

The findings of Brida et al. (2022) demonstrate that the cleanliness of tourist attractions is becoming a motivating consideration in selecting tourist destinations post-pandemic. Alkier et al. (2022) emphasised the role of health safety and hygiene aspects when selecting a tourist destination post the pandemic. Gallardo-Vázquez (2023) underlined the capabilities of the health systems in the destination. Furthermore, Agag et al. (2022) claimed that destination history during health crises (i.e., number of infected cases, recovery rate and so on) will be considered by travellers for their future holiday destination selection. The conclusion of Raina et al. (2022) is that tourists will prefer proximate destinations and avoid overcrowded destinations in their future travelling. Linking the weather conditions to health aspects, Chansuk et al. (2022) found that travellers will choose destinations with suitable weather conditions or select the suitable weather season when travelling to specific destinations. Considering these factors, the following hypothesis is formulated.

H2. Destination selection factors are predicting the attitude toward future travel.

2.4 Travel Patterns/Arrangements post COVID-19

Previous literature indicated that after the COVID-19 period, the new challenge of the tourism industry is associated with the new behaviour of tourists. There is a shift towards individual travel and avoiding group travel as much as possible (Raina et al., 2022). Fan et al. (2023) indicated that because of the COVID-19 pandemic, Chinese citizens choose shorter trips, prefer more independent travel, use private transportation, and prefer natural, outdoor, and uncrowded tourist sites. Similarly, Raina et al. (2022) claimed that travellers tend to take shorter trips and avoid peak season times and outdoor food and beverages. Rokni (2021) and Jin et al. (2022) illustrated that travellers will avoid crowded attractions and tend to visit open places and natural parks and historical and heritage destinations. Chen et al. (2021) showed that consumer behaviour varies dramatically and culturally and underlines travellers' selection of their means of transportation, travel companies, and destinations. Raina et al. (2022) predicted the avoidance of public transportation by travellers and expected the use of applicable technologies to avoid human contact when applicable. This shift in demand will be also reflected on the supply side and therefore, Szlachciuk et al. (2022) recommended service providers and tourist organisations to guarantee greater safety of tourists and to minimize hazards and meet the travellers' plans of travel. Therefore, the study postulated this hypothesis:

H3. Travel patterns post-COVID-19 are affecting travel attitudes post the pandemic.

2.5 Travel Attitude and Intention post the pandemic

According to the theory of planned behaviour, intentions and behaviours are predicted by attitudes (Ajzen, 1991). Looking at the attitude towards travel post-pandemic, Kim et al. (2021) pointed out that people tend to continue to travel post-pandemic as travel is good for their well-being. Agag et al. (2022) found that people will continue and be excited to travel post the pandemic. Despite the travel risk perceptions, Brida et al. (2022) revealed that the desire to travel post the pandemic will remain and continue. Rasoolimanesh et al. (2021) found that the likelihood of travel is high post the pandemic, and Agag et al. (2022) revealed optimistic plans for international travel intentions. Kim et al. (2021) explored the intentions of tourists to travel more to compensate for the missed experiences during the pandemic. Han et al. (2022) claimed that tourists intend to spend money and time to travel for leisure post the pandemic, and Aburumman et al. (2023) emphasised the intention of local travellers to travel domestically for leisure. Thus, the following proposition is formulated.

H4. Attitude towards travel post the pandemic predicts tourists' travel intention.

2.6 Traveller personality

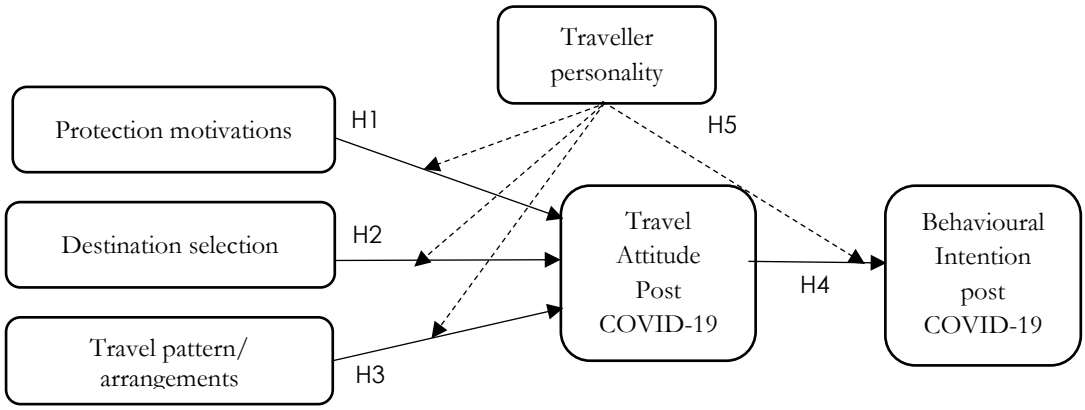
Han et al. (2022) have discussed the abilities of people to cope with potential health threats and their psychological resilience. Zheng (2021) mentioned that travel behaviours, emotions, and motivations post the pandemic will affect tourists' intention to travel. He found that there is a group of tourists who are still highly afraid of travel, another group that is resilient and is not afraid, a third that is less likely to be engaged in protection measures while travelling, and a fourth group that will travel normally as before the pandemic without any considerations. In the same vein, Terzić et al. (2022) classified tourists based on their perceptions of travel risks and values. They found that there is a category of tourists who are extremely cautious about travelling post-pandemic, another category that rejects the existence of any potential risk to travel, a third that will make very careful travel plans and a fourth with low attention to potential risks. Rostami et al. (2023) found that there are substantial changes in urban and rural tourists' behaviours, in addition to differences between adults and old-age, vaccinated and non-vaccinated tourists in their views of COVID-19 effects and consequent behaviours. This study applies a simple classification of travellers as cautious versus normal travellers to examine the personality type of travellers on the relationships between attitudes' antecedents and travel intentions. Hence, this hypothesis is posited. H5. The personality type of tourists moderates the relationships between travel attitude's antecedents and future travel intentions.

3. Methodology

3.1 Research framework and hypotheses

To achieve the aim of the study, three variables are included to predict the future attitude of travellers post the pandemic: the motivated protection procedures (what are the procedures that travellers will be engaged in to protect their health) (Alhemimah, 2023; Posey et al., 2015; Rogers, 1975; Tasantab et al., 2022), (Hypothesis 1); destination selection factors (what are the new factors that travellers will consider to select safe destinations) (Alkier et al., 2022; Bratić et al., 2021; Chansuk et al., 2022; Szlachciuk et al., 2022), (H2); and the expected travel patterns and arrangements taken by tourists while travelling post the pandemic (Fan et al., 2023; Jin et al., 2022; Raina et al., 2022; Rokni, 2021), (H3).

Figure 1. **The proposed research framework**



Source: own research

The fourth hypothesis examines the relationship between travel attitude and intention post-pandemic, while the type of tourist personality (to what extent tourists tend to behave in future travel: cautiously or normally as before) is employed as a moderator of the relationships between travel attitude antecedents and travel intention, (H5). Figure (1) illustrates the proposed research framework and aims to compare the perceptions of travellers based on the moderating role of traveller personality.

3.2 Method and data collection and analysis

This study adopts the deductive approach based on the quantitative method. It tests the research model (Figure 1) to explore the changes in travellers' perceptions of protection motivations, destination selection factors, and travel patterns and arrangements post the pandemic and its influence on the attitudes and behavioural intentions towards travel for leisure post-pandemic considering the traveller personality type. The study employs a questionnaire form to collect data from citizens and residents of three countries: the United Arab Emirates, Egypt, and Jordan. The questionnaire is adapted from previous research and is validated for data collection purposes. Thirty-two indicators were used to measure six constructs: six indicators to measure protection motivation intentions and describes the extent to which travellers intend to protect themselves against potential threats (Posey et al., 2015; Zheng, 2021), seven for destination selection factors describing the main factors that determine traveller choices of travel destination (Agag et al., 2022; Alkier et al., 2022; Chansuk et al., 2022; Raina et al., 2022; Rokni, 2021), nine for travel patterns/ arrangements indicating the new travel patterns and cautious planned arrangements in future travels (Chansuk et al., 2022; Raina et al., 2022; Rokni, 2021), four for travel attitude post the pandemic to express the feelings toward travel post the pandemic (Agag et al., 2022; Brida et al., 2022; Kim et al., 2021), four for future travel intention (Agag et al., 2022; Han et al., 2022; Kim et al., 2021; Rasoolimanesh et al., 2021), and two for traveller personality type (cautious versus normal travellers) (Terzić et al., 2022; Zheng, 2021). An online questionnaire form was used to collect data from random travellers in the three countries. Data collected between April and July 2023 resulted in 270, 275, and 317 responses respectively collected from the UAE, Egypt, and Jordan. Collected data are analysed using the structural equation modelling technique to reveal valid and reliable findings. A comparison is conducted between cautious and normal travellers' perceptions in each country.

4. Results

4.1 Sample demographics

Table (1) shows that 52.9%, 50.4%, and 46.6% of UAE, Egypt, and Jordan respondents are males. 48.7% of the UAE sample is aged between 35 and 49, and 43.3% is aged 18 to 34 years. For Egypt, 45.4% of respondents is aged between 18 and 34 followed by 44.5% aged 35 to 49. 47.4% of Jordanian respondents is aged 35-49 years old followed by 40.5% is aged between 18 and 34 years old. Most respondents have a university education. 67%, 57%, and 62.8% of UAE, Egypt, and Jordan respondents have been infected with the coronavirus. A minority has general health problems (UAE: 17.6%, Egypt: 16%, and Jordan: 20.2%), 40.3%, 28.7%, and 31.5% have travelled post-COVID-19. Asking respondents if they would have cautious travel plans or would continue their normal travel plans, 58.7%, 56.7%, and 59.9% respectively described their future travel plans as cautious.

Crosstabs in Table (2) show that most cautious travellers have been infected during COVID-19 (UAE: 56%, Egypt: 61%, and Jordan: 62%) and that explains the classification of themselves as cautious travellers.

Table 1. **Sample profile**

Items	Description	UAE (%)	Egypt (%)	Jordan (%)
Gender	Male	52.9	50.4	46.6
	Female	47.1	49.6	53.4
Age	18-34	43.3	45.4	40.5
	35-49	48.7	44.5	47.4
	50 and more	8.0	10.1	12.1
Qualification	High School	6.7	2.2	15.5
	University	23.5	41.1	40.8
	Graduate	43.3	33.6	31.7
	Postgraduate	26.5	23.0	12.0
Infected during COVID-19?	Yes	67.0	57.0	62.8
General health problems	Yes	17.6	16.0	20.2
International travel post COVID-19	Yes	40.3	28.7	31.5
Traveller personality	Cautious	58.7	56.7	59.9
	Normal	41.3	43.3	40.1

Source: own research

Table 2. **Crosstabs of infected respondents versus their personality type**

Infection	Country	Personality type	
		Cautious traveller	Normal traveller
Infected	UAE	56%	44%
	Egypt	61%	39%
	Jordan	62%	38%

Source: own research

4.2 Scale validity and reliability

Table (3) illustrates that all constructs have AVE values exceeding 0.50 and therefore, convergent validity exists. Cronbach's alpha and composite reliability values are greater than 0.70. Table (4) shows that the square root of AVEs exceeds the inter-construct correlations referring to the existence of discriminant validity (Fornell & Larcker, 1981), and this is also confirmed by HTMT ratios less than 0.90 included in Table (5) (Kock, 2022).

Table 3. **Scale statistics**

Construct	Indicators	UAE				Egypt				Jordan			
		Value	Comp.	Cron.	AVE	Value	Comp.	Cron.	AVE	Value	Comp.	Cron.	AVE
Protection motivation intention	PMI1	0.815	0.943	0.927	0.734	0.836	0.945	0.930	0.742	0.808	0.943	0.927	0.736
	PMI2	0.834				0.839				0.791			
	PMI3	0.849				0.849				0.825			
	PMI4	0.899				0.875				0.914			
	PMI5	0.895				0.913				0.907			
	PMI6	0.844				0.855				0.894			
Destination selection determinants	DES1	0.846	0.940	0.916	0.692	0.894	0.938	0.915	0.683	0.828	0.923	0.881	0.633
	DES2	0.868				0.870				0.848			
	DES3	0.840				0.894				0.864			
	DES4	0.809				0.770				0.786			
	DES5	0.857				0.838				0.780			
	DES6	0.830				0.762				0.708			
	DES7	0.771				0.743				0.744			
Travel patterns/	TRV1	0.771	0.954	0.945	0.697	0.774	0.937	0.912	0.622	0.758	0.934	0.896	0.613
	TRV2	0.817				0.714				0.746			

arrangements	TRV3	0.825				0.822				0.840			
	TRV4	0.893				0.787				0.770			
	TRV5	0.857				0.818				0.786			
	TRV6	0.881				0.832				0.796			
	TRV7	0.891				0.828				0.821			
	TRV8	0.724				0.750				0.797			
	TRV9	0.839				0.764				0.724			
Travel attitude post-COVID-19	ATT1	0.858	0.949	0.929	0.825	0.793	0.942	0.925	0.729	0.818	0.923	0.888	0.749
	ATT2	0.903				0.882				0.898			
	ATT3	0.933				0.865				0.878			
	ATT4	0.936				0.877				0.866			
Behavioural Intention Post COVID-19	INT1	0.901	0.945	0.921	0.810	0.885	0.940	0.911	0.798	0.862	0.925	0.891	0.756
	INT2	0.926				0.928				0.889			
	INT3	0.920				0.896				0.886			
	INT4	0.851				0.863				0.840			

Source: own research

Table 4. **Validity statistics**

Constructs	Country	PMI	DES	TRV	ATT	INT
PMI	UAE	(0.857)				
	Egypt	(0.861)				
	Jordan	(0.858)				
DES	UAE	0.778	(0.832)			
	Egypt	0.767	(0.826)			
	Jordan	0.741	(0.796)			
TRV	UAE	0.614	0.758	(0.835)		
	Egypt	0.529	0.660	(0.788)		
	Jordan	0.473	0.589	(0.783)		
ATT	UAE	0.587	0.591	0.330	(0.908)	
	Egypt	0.535	0.578	0.271	(0.854)	
	Jordan	0.458	0.469	0.147	(0.865)	
INT	UAE	0.716	0.745	0.582	0.701	(0.900)
	Egypt	0.533	0.552	0.305	0.672	(0.893)
	Jordan	0.332	0.339	0.190	0.613	(0.869)

Source: own research

Table 5. **HTMT ratios**

Construct	Country	ATT	PMI	DES	TRV
PMI	UAE	0.630			
	Egypt	0.589			
	Jordan	0.503			
DES	UAE	0.642	0.843		
	Egypt	0.642	0.827		
	Jordan	0.522	0.808		
TRV	UAE	0.360	0.664	0.828	
	Egypt	0.317	0.587	0.743	
	Jordan	0.207	0.541	0.689	
INT	UAE	0.758	0.776	0.803	0.632
	Egypt	0.751	0.579	0.602	0.346
	Jordan	0.691	0.365	0.378	0.247

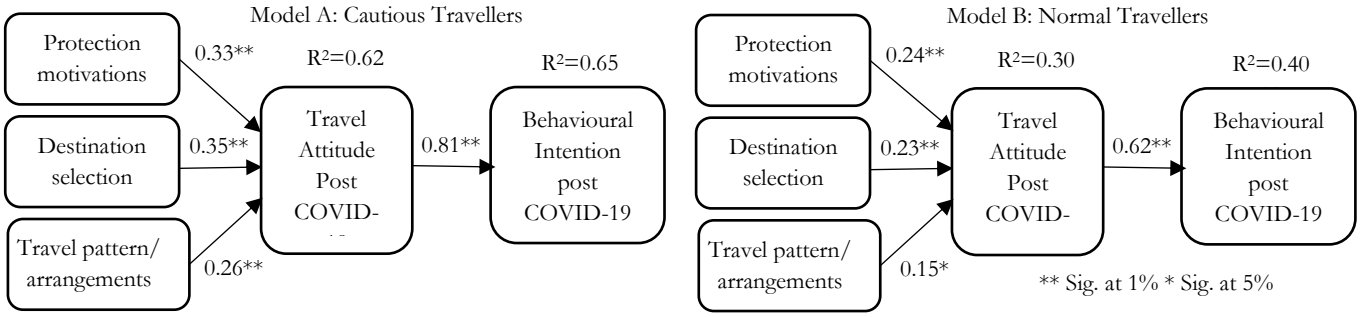
Source: own research

4.3 Structural models

Based on Table (1), the respondents of this study have been asked to describe their travel personality, 58.7% of UAE respondents, 56.7% of Egyptian, and 59.9%of Jordanian respondents have classified themselves as cautious travellers with careful future travel plans versus the rest of respondents

with usual normal travel plans as before COVID-19. The structural models compare the changes in the cautious versus normal traveller behaviours regarding the intended protection motivation post-COVID-19, the changes in future destination selection factors, and the changes in their travel patterns/ arrangements and how these three variables affect attitude towards future travel and travel intentions post COVID-19. Figure 2 highlights the changes in the travel attitudes and intentions of the UAE respondents. It is found that intended protection motivations are substantially affecting future travel attitudes for both cautious and normal travellers but with different effect strengths (β=0.33 and P<0.1 for cautious versus β=0.24 and P<0.1 for normal travellers, and H1 is accepted for both categories). Similarly, destination selection factors influence travel attitude for both groups (β=0.35 and P<0.1 for cautious versus β=0.23 and P<0.1 for normal travellers, and H2 is accepted), and future travel arrangements significantly influencing travel attitude for the two groups (β=0.26 and P<0.1 for cautious versus β=0.15 and P<0.5 for normal travellers, and H3 is accepted). However, the three variables explain 62% of the variance in cautious traveller's attitudes towards future travel versus 30% for normal travellers and the difference between the two groups is highly significant. Furthermore, it is revealed that the changes in travel attitude are significantly affecting future travel intention for cautious versus normal travellers (β=0.81 and P<0.1 versus β=0.62 and P<0.1, and H4 is accepted). However, there is a significant difference between the two groups in the effect of their travel attitude on their travel intention (R2=0.65 for cautious travellers versus 0.40 for normal ones). These results explain that cautious travellers make careful plans for their travel, are more motivated to protect themselves, are more selective of their tourist destinations and have significant changes in their travel patterns and arrangements.

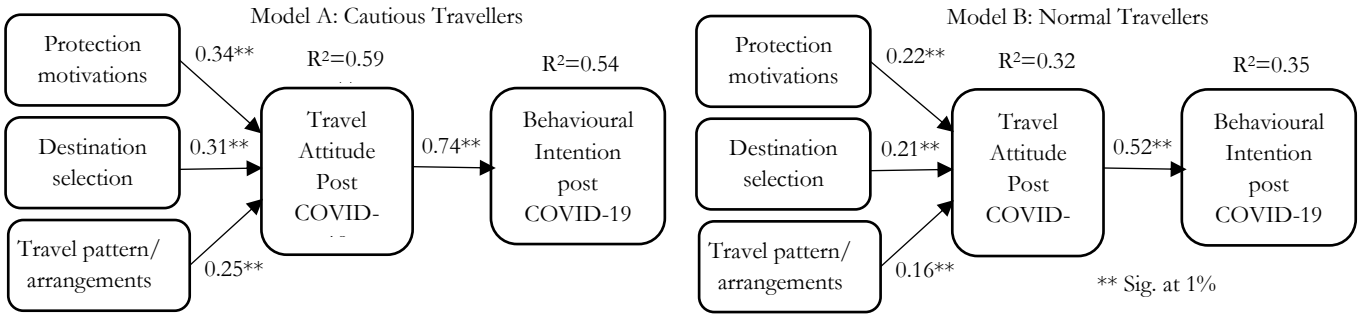
Figure 2. **UAE structural model**



Source: own research

Looking at the results of the Egyptian respondents, Figure 3 provides similar results with a focus on the intended protection motivations for cautious travellers (β=0.34 and P<0.1 for cautious versus β=0.22 and P<0.1 for normal travellers, and H1 is accepted), determinants of destination selections (β=0.31 and P<0.1 for cautious versus β=0.21 and P<0.1 for normal travellers, and H2 is supported), and changed travel arrangements (β=0.25 and P<0.1 for cautious versus β=0.16 and P<0.1 for normal travellers, and H3 is accepted). The three variables explain 59% of the variance in travel attitude for cautious travellers versus 32% for normal ones. Moreover, travel attitude affects travel intention for both categories (β=0.74 and P<0.1 for cautious versus β=0.52 and P<0.1 for normal travellers, and H4 is accepted) and travel attitude explains 54% and 35% of the variance in travel intentions for cautious and normal travellers respectively. These results provide evidence that cautious travellers are more concerned with protection intentions, new considerations for destination choice and new careful plans and arrangements for their upcoming travels.

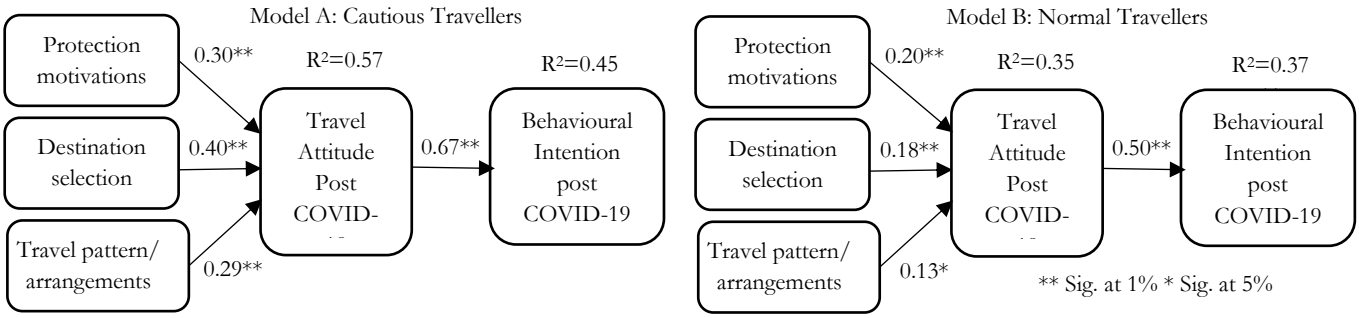
Figure 3. **Egypt structural model**



Source: own research

Moving to the Jordanian model, it also exhibits comparable findings. Figure 4 illustrates that cautious travellers have significant motivations for protection in their future travels versus normal ones (β=0.30 and P<0.01 and β=0.20 and P<0.01 respectively, and H1 is accepted). In addition, Jordanian cautious travellers focus majorly on destination selection (β=0.40 and P<0.01 versus β=0.18 and P<0.01 for normal travellers, and H2 is accepted), and they also consider changing their travel arrangements (β=0.29 and P<0.01 for cautious versus β=0.13 and P<0.05 for normal travellers, and H3 is accepted). These three variables explain 57% of the variance in travel attitudes of cautious travellers versus 35% for normal ones. It is also found that travel attitude affects travel intention for both categories respectively (β=0.67 and P<0.1 versus β=0.50 and P<0.1, and H4 is accepted), and it explains 45% of the variance in the cautious traveller's intention versus 37% for the normal ones.

Figure 4. **Jordan structural model**



Source: own research

Generally looking at the results of the three countries, there is a substantial change in travel attitudes and behaviours of cautious versus normal travellers. Table (6) shows T-test results for path differences between cautious and normal travellers. It is found that there are significant differences in the effect of protection motivation, destination selection, and travel patterns on travel attitude and intention. It also observed the difference in R square values. These results support the fifth hypothesis (H5) that traveller personality type is moderating these relationships.

Table 6. **The moderating effect of traveller personality type**

Country	Path	Cautious travellers		Normal travellers		T value
		β	R^2	β	R^2	

UAE	PMI- ATT	0.33	0.62	0.24	0.30	1.77*
	DES-ATT	0.35		0.23		1.72*
	TPT-ATT	0.26		0.15		1.70*
	ATT-BEH	0.81	0.65	0.62	0.40	1.98*
Egypt	PMI- ATT	0.34	0.39	0.22	0.32	1.71*
	DES-ATT	0.31		0.21		1.70*
	TPT-ATT	0.25		0.16		1.69*
	ATT-BEH	0.74	0.54	0.52	0.35	2.23*
Jordan	PMI- ATT	0.30	0.57	0.20	0.35	1.69*
	DES-ATT	0.40		0.18		2.05*
	TPT-ATT	0.29		0.13		1.68*
	ATT-INT	0.67	0.45	0.50	0.37	1.72*

Note: PMI: Protection motivation, DES: Destination selection, TPT: Travel patterns, ATT: Attitude, INT: intention, *: Significant at 5%
Source: own research

5. **Discussion**

The COVID-19 epidemic has bred an unparalleled degree of public panic and fear, that has had a major impact on the travel intention, especially for tourism and leisure purposes. Zheng (2021) showed that there is a significant gap in understanding the attitudes and behaviours of individuals towards travel after the pandemic. Therefore, this study attempts to fill the research gap of the changes in tourists' behaviours in future travel. There is a need to explore the protection motivation intentions, the factors affecting destination selection, the expected travel arrangements, and the extent of their impact on the attitudes and intentions of travel for leisure to avoid potential risks and health problems as well as the moderating effect of the travellers' personalities (cautious travellers with careful travel plans versus normal travellers) on future travel attitudes and intentions. Results found that respondents in the three countries still have the desire to travel and tend to spend money and time travelling and they are excited to travel for their well-being. However, most will be more careful when planning their upcoming travels.

Findings showed that one main considered factor for the coming travels is the protection motivation intentions which have substantially contributed to travel attitude post the pandemic. Despite the significant contribution of protection intentions to the travel attitude of cautious and normal travellers, the results showed that almost two-thirds of the respondents in the three countries (UAE, Egypt, and Jordan) classify themselves as cautious travellers who are more concerned with rigorous protection intentions, carefully selective of their tourist destinations and travel plans and arrangements for their upcoming travels than normal travellers. The introduction of the protection motivation concept has been used to face people's fears about travelling and is aimed at providing diverse means and approaches for self-protection and evading epidemics and health risks. These protection intentions prompt travellers to be careful to avoid any infection, diseases, or epidemics, though, put several binding protection considerations, procedures, and policies during travelling. Results showed that travellers have the intention to protect themselves against any possible infection or health risks. They tend to engage in activities, procedures, and actions that enable them to avoid any potential risks to their health and they will be actively committed to obeying regulations and behaviours that decrease their possible health threats. This finding is relevant to that of Alhemimah (2023), and Tasantab et al. (2022) who found that travellers will be motivated to follow adaptive protections when they feel seriously threatened due to health or other travel risks.

One connected consideration to protection motivation intentions is the careful selection of tourist destinations for future travel. UAE and Jordan's respondents underlined this factor as the strongest variable affecting their travel attitude in the future. The careful selection of the destination will support their protection intentions. Travellers emphasised the importance of safety and health systems' readiness of the destination, general cleanliness of the attractions and the hygiene aspects of

the service providers. Another consideration will be selecting a suitable weather season to travel to avoid possible health threats and infections. A further concern is avoiding crowded destinations and crowded big cities. These considerations provide a psychological feeling to travellers that they will be safe, healthy, and confident. This finding is consistent with Raina et al. (2022) and Kim et al. (2021) that the readiness of health and safety systems ensures the availability of a safe health environment for tourists which will lead to confidence in the destination and increase their desire for the travelling intention. Moreover, COVID-19 has encouraged tourists to consider vaccination, hygiene and destination history during the pandemic as these indicators will increase their safety during travelling as revealed previously by Agag et al. (2022). Travellers will prefer to travel to environmental destinations with landscapes and suitable weather to minimize the potential risks as similarly found by Chansuk et al. (2022).

The third factor that guarantees the safety of travellers is the adaptive appraisal of their travel patterns and arrangements. Findings showed that both cautious and normal travellers intend to engage in careful travel arrangements to stay protected during their travels. These arrangements imply the perceptions of planning abroad travel more carefully, considering short trip duration, avoiding public transportation, indoors served food and beverage, preferring open areas, and heritage and historical sites and avoiding group travel. This finding is concurrent with Fan et al. (2023), Raina et al. (2022), Rokni (2021), and Jin et al. (2022) who confirmed that travellers intend to engage in travel arrangements that assure their safety. Results also highlighted the usage of applicable technologies to minimize human contact and decrease any possible threats during their tours when applicable. This is also similar to the results of Raina et al. (2022) who mentioned that travellers will favour adopting applicable technologies to avoid possible health dangers.

Although tourists are willing to continue travel, they will be more careful and sensitive and will try to apply preventive mechanisms, tend to travel to smart tourism destinations, and prefer nature-based travel patterns. Based on the perceptions of their travel personality, cautious travellers will act differently after the crisis, particularly those who were previously infected during the pandemic, old-age, and highly educated individuals. Understanding the shift in tourist behaviour acts as a scene for initiating strategies that will facilitate the tourism industry's recovery and encourage travellers to travel for leisure. Factors of self-protection, destination selection, and travel patterns have proven their significant influence on travel attitudes and intentions post the pandemic. Marketers and policymakers should carefully highlight these considered factors for their destination recovery after the epidemic.

6. **Conclusion**

This study aimed to explore the changes in traveller attitudes and intentions for their future travel. It investigates the impact of intended protection motivation, destination selection factors, and travel arrangements post-COVID-19 on travel attitudes and intention post-pandemic. It also tests the moderating role of traveller personality (i.e., cautious versus normal travellers). The SEM quantitative findings suggested that traveller personality moderates these causal effects on travel attitude and intention. Cautious travellers are more likely to be more careful about future travel plans comparable to normal ones. Cautious travellers are also careful when selecting destinations and have substantial travel patterns and arrangements based on respondents' perceptions from the UAE, Egypt, and Jordan.

The study has theoretical implications. Theoretically, this study adds to the knowledge of customer behaviour. Calls for research post-COVID-19 have focused on the changes in travellers' attitudes and behaviours towards travel for leisure. This study explores the changes in traveller motivations in protection intentions, factors of destination selection for future travel, and changes in travel patterns and arrangements. It compares the perceptions of respondents from three countries: the UAE, Egypt, and Jordan. The findings provided rigorous evidence from different cultures and

confirmed the changes in travellers' attitudes and behaviours. Another contribution of this study is comparing the perceptions of cautious travellers (having careful travel plans) versus normal travellers (having normal travel plans as before the pandemic). It is found that the type of traveller personality (i.e., cautious versus normal ones) is affecting their future travel plans, arrangements, attitudes, and behaviours.

As for contribution to practice, the findings of the study provide substantial implications for managers. First, findings revealed that travellers who have been infected during the pandemic mostly described themselves as cautious travellers (i.e., 67%, 57%, and 62.8% of respondents included in this research from the three countries). Those cautious travellers have substantial changes in their selection of destination for future travel, the intended protection behaviours, and travel arrangements. Therefore, destination marketers need to promote the safety and hygiene aspects of destinations within their marketing strategies. The cleanliness and health systems of the destinations should be highlighted in the marketing campaigns.

Travel service providers (i.e., tour operators, travel agents, hotels … etc.) need to comply with the changes in travel patterns and arrangements. Tour operators and travel agents need to design travel packages carefully to consider the new changes in travel patterns and arrangements. Cautious travellers tend to shorten their duration of trip, avoid crowded attractions, and prefer to visit open areas and parks and avoid outdoor food and drinks. Service providers need to employ smart technologies as cautious travellers tend to use technologies to avoid human contact when applicable. Travellers will be engaged in activities and actions that can help them avoid infections and health problems. As revealed, safety factors are the most crucial predictors of travel attitudes towards post-pandemic travel.

Health authorities need also to be prepared and take lessons from the pandemic in case similar future crises happen. Travel insurance services have become a major part of travel packages and therefore, health institutions should offer this service professionally and at reasonable prices for tourists. Travellers tend to obey governmental rules and policies to avoid any health problems and therefore public authorities should present sufficient updated information on health service and protection measures. DMOs need to prepare their marketing strategies to recover tourists' trust and decrease their fear and anxiety. Communication tools should be used effectively to encourage tourist visits and ensure safety measures.

7. Limitations

This study has focused on the outbound tourists and their perceived intentions and attitudes for their future travels. Future research should focus on the perceptions of the inbound tourists to measure actual changes in tourists' attitudes and behaviours. Future research should focus on the comparisons between tourists' expectations and actual perceptions to get actual results on the destination measures and tourist travel patterns. This study focused on cautious travellers' perceptions versus normal ones. However, having actual investigations could help identify the major changes in travel behaviours. Limiting the traveller personality type to two categories (cautious versus normal) is another venue for future research to focus on a detailed description of personality types and their effects on travel intentions. This limitation will also allow future research to examine the other sources of differences among the three countries (i.e., cultural factors, demographics...etc).

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