



Tourism Consumption Trends Changing and Tourism Promotion After the Outbreak of Covid-19

Witsathit Somrak^{1*} & Rathirat Kheawmesuan²

¹ Innovative Tourism and Hospitality Management, Business Administration, Thai-Nichi Institute of Technology, Bangkok, Thailand.

² International Hospitality Industry, College of Tourism, Hospitality and Sports, Rangsit University, Pathumthani, Thailand.

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Abstract.

The COVID-19 outbreak has caused an unprecedented health crisis, had a significant economic impact on many worldwide sectors and transformed the tourism sector to unprecedented levels. Also, create new challenges and new development paths. The main findings show that online information sources gained weight over consulting friends and relatives. Except for specialised and advisory services, a significant advance in digitisation is expected, where online platforms will displace physical travel agencies. Additionally, technologies such as applications, e-payment, online check-in/out, and artificial intelligence (AI) may play an increasingly important role in the long term. Each trip is a self-organised “traveller” who fewer purchases a journey from the tour service provider “tourist”. Natural-based tourism, such as slow tourism, eco-tourism and adventure tourism, becomes the primary tourism forms. Marketing and promotional communications in safety, flexibility and hospitality that emphasise the understanding of personal risk and epidemic prevention stimulate the interest of tourists’ “tourists’ motivation”.

Kata Kunci:

Parwisata,
Konsumsi, Tren,
Perubahan, Promosi,
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Abstrak.

Wabah COVID-19 telah menyebabkan krisis kesehatan yang belum pernah terjadi sebelumnya, memiliki dampak ekonomi yang signifikan pada banyak sektor di seluruh dunia dan mengubah sektor pariwisata ke tingkat yang belum pernah terjadi sebelumnya. Juga, ciptakan tantangan baru dan jalur pengembangan baru. Temuan utama menunjukkan bahwa sumber informasi online bertambah berat daripada berkonsultasi dengan teman dan kerabat. Kecuali untuk layanan khusus dan konsultasi, kemajuan signifikan dalam digitalisasi diharapkan, di mana platform online akan menggantikan agen perjalanan fisik. Selain itu, teknologi seperti aplikasi, pembayaran elektronik, check-in/out online, dan kecerdasan buatan (AI) dapat memainkan peran yang semakin penting dalam jangka panjang. Setiap perjalanan adalah “wisatawan” yang terorganisir sendiri yang lebih sedikit membeli perjalanan dari “turis” penyedia layanan tur. Pariwisata berbasis alam, seperti pariwisata lambat, ekowisata dan wisata petualangan, menjadi bentuk pariwisata utama. Komunikasi pemasaran dan promosi dalam keselamatan, fleksibilitas dan keramahan yang menekankan pemahaman tentang risiko pribadi dan pencegahan epidemi merangsang minat wisatawan “motivasi wisatawan”.

* Corresponding author.

E-mail addresses: witsathit@tni.ac.th (Witsathit Somrak).

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1. Introduction

The first coronavirus outbreak was reported in late 2019 and is now declared an epidemic by the World Health Organisation. On January 30, 2020, the World Health Organisation (WHO) said the

outbreak was a Public Health Emergency of International Concern (World Health Organization, 2020). The Covid-19 pandemic has changed all aspects of human life, including the policies and travel restrictions imposed in many countries. These directly influence tourists' perceptions of tourism during or after the pandemic (Qiu et al., 2020). This pandemic has caused massive shutdowns in business activities and supplies chain disruptions. It is an unpredictable wave of negative global impacts in all economic sectors. Domestic and international tourists have cancelled their bookings, and outbound tourism activities are also banned (Deb & Nafi, 2020).

Covid-19 has become a global problem, and many experts predict that this significant outbreak will cause global economic growth or recession for many years (Haryanto, 2020). Outside of this, defined public health measures cause the economic slowdown of low-attention tourism (Plzáková & Smeral, 2021). As Liulov et al. (2020) research pointed out, the content measures used impact overcoming the recession in the tourism industry in economic, social and political tensions. Same as Wen et al. (2020) have revealed that health safety measures that are considered negative results may adversely affect the awareness of tourists of tourist attractions. Therefore, there should be a helpful method to create accurate forecasts for tourists and urgent business objectives.

Tourism for Thailand is an industry that attracts foreign currencies, increases international reserves, stimulates production and increases resources from other related sectors. Which has helped increase the economic status of the country. In Thailand, the Covid-19 situation is harmful to the economy of Thailand, especially the tourism economy. In 2019, Thailand had many foreign tourists (40 million visitors) and was ranked eighth globally. Tourists from China are the most tourists (Saxon et al., 2021). The outbreak of Covid-19 has a considerable impact on arrival visitors. Thailand's unemployment, tax, and GDP decreased by 6.1% in 2020 (Vilailuck, 2021). The forecast of the IMF Country Report No. 21/97. In 2021, it was expected that the Thai economy would grow by about 2.6 per cent (Kaendera et al., 2021). It reflects the weakness of private consumption due to Covid-19 and the expectation that tourists' travel will remain at the end of 2021 (The World Bank, 2021).

Covid-19 is a big epidemic that strongly impacts public health (Açıkgoz & Günay, 2020). It severely impacts employees, customers, supply chains and financial markets. Hesitation in the journey during and after the epidemic of the Covid-19 outbreak is the result of high health risks. Refer Kozak et al. (2007) said that travelling and tourism are involved in a particular risk; health risks are the main concerns of most tourists who have visited the destination or property of the hotel. Therefore, many countries have many measures to stop the epidemic effectively through various activities. Currently, it is impossible to avoid outbreaks and limit the spread due to the increasing frequency of the journey (Çetin & Kara, 2020). Quarantine is often proposed to control the spread of infectious diseases through the human population, and quarantine may be voluntary or forced (Cetron & Landwirth, 2005). However, the decision to quarantine caused a travel restriction in contrast to the nature of tourism.

The covid-19 Coronavirus Pandemic has profoundly and sustainably impacted worldwide travel and service. Many hotels have received cancelled reservations from the epidemic's beginning, and hotel transactions were reduced by 63% compared to 2019 (Vokřínek & Hubbard, 2021). Dederick and Helembai (2021) pointed out that the average daily rate was EUR 78.00, which is 10.2% lower than 2019, revenues fell by 69.9%, occupancy rate fell by 60%, and guest nights fell by 60%. The uncertainty caused by the epidemic makes tourists slow down their purchase decisions until the last travel planning time. Last-minute booking is more prominent, and there are observations that changes have occurred in the consumption form of tourists (Hall et al., 2020). Due to the general risk recognition being a personal recognition, travellers have judged uncertainty in participating in tourism activities. The effect of personal risk awareness is more transparent, and each visitor has the exact criteria to recognise the risk of tourism. Therefore, visitors will reduce the risk when the risk is higher than predicted (Glaesser, 2003 & Cater, 2006).

The outbreak of Covid-19 predicted it would affect society and the global economy. Some arguments expected the world to be utterly different after Covid-19 and called it the “new normal”. Such changes will result in various tourists’ perceptions and behaviours regarding their leisure. Therefore, this research aimed to understand the changing trend, study tourists’ behaviour and classification, and determine the motivation and tourism promotion after the COVID-19 epidemic. To support the tourism industry, it needs to understand tourism behaviour to predict the sustainability of the business.

2. Literature review

2.1. Consumer behaviour

Consumer behaviour has ideas from many sciences, including psychology, biology, chemistry and economics. The study of consumer behaviour is crucial because it helps marketers understand consumer buying decisions. Travel behaviour is essential for developing tourism in choosing travel destinations evaluating tourist attractions, and intentions of future travel behaviour (Moutinho et al., 2011, pp. 1-313). People’s purchase is generally influenced by others who interact with the formal and informal. Some of these influences, such as comments and online product ratings, may never meet each other. Traveller behaviour involves decisions, activities, ideas, or experiences that meet consumers’ need and want (Horner & John, 2011/2020, p. 500). Individual perception of travel depends on personal awareness but is considered by various external factors such as childhood, family, work and media, including more comprehensive social and cultural influences (Robinson et al., 2011, pp. 1-293).

Consumer behaviour remains one of the most researched areas in marketing and tourism as travel behaviour/tourist behaviour is often used to describe this issue. There is a comprehensive review of the literature on consumer behavioural concepts and models in tourism. Four ideas to systematically improve customer behaviour in tourism education are ego-involvement, loyalty and commitment, family decision-making and novelty-seeking (Dimanche & Havitz, 1995). The customers are like a “black box” (stimulus, consumer and response). People’s experiences are dictated by their feedback as they go about living. In the same way, consumers respond to brand names, smells, jingles, and other marketing stimuli based on the connections they learn over time (Solomon et al., 2006, pp. 62-63). Customer behaviour is a widely used general concept; it consists of three basic steps: first, people perceive situations; secondly, people use the power of reason to calculate whether one action is beneficial to their long-term interests and third, people use the power of will make decisions (Brooks, 2012, p. 448).

Another theoretical example of Kotler (2008) is the customer buying decision process. The five-stage model (need recognition, information search, evaluation of alternatives, purchase decision and postpurchase behaviour) implies that the purchase process takes long before the actual purchase and consequences long afterwards (Kotler & Keller, 2012, pp. 166-174). Mathieson and Wall (1982) described tourist purchase decision-making as a sequential process that starts pre-consumption (searching, planning, expectations, decisions, buying, anticipation and preparation). Followed by consumption (experiencing, enjoying, navigating, searching, short-term decisions, on-site buying and on-site evaluation), and lastly, post-consumption (sharing, memories, evaluation, loyalty-building and advocating). Especially important in studying traveller behaviour is understanding why travellers choose a travel product over something else. Tourists’ motivation is crucial to know what they need or want genuinely. Knowledge of traveller incentives provides destination managers with helpful information about the needs and wants of travellers and assists them in destination planning and marketing.

2.2. *Tourist's motivation*

Understanding travel motivations for travellers is essential. Hence, it's necessary to clarify the definition of travel incentives, especially with the purpose of the trip. Motivation is the fundamental psychological reason that leads us to travel and is often not taken into account openly, which is different from the purpose of the trip. Yoon and Uysal (2005) pointed out that incentive behaviours result from tourists' needs, wants, and biological or psychological conditions. Traveller's travel incentives and destination preferences can vary based on the psychological type of traveller. The traveller psychology category can change based on demographics, travel type, frequency, duration, purpose, and destination preferences (Yoo et al., 2018). Tourist motivations may have several incentives. Pearce and Lee (2005) suggested that the main factors of travel motivation include escape, relaxation, strengthening of relationships, and self-improvement, which appear to be the core incentives for all travellers.

Tourism is about the personality, attitude, values and lifestyle of tourists. It combines new experiences, meeting people, locations, and cultural traditions. When choosing a destination, travellers tend to categorise their choices based on many criteria, such as perceived tourist dominance of a single destination which will be a "pull factor", and self-motivation as a "push factor", but time and money that is a limitation in the situation (Said & Maryono, 2018). These motivations interact in a dynamic and evolutionary context and motivate tourists to be seen as a concept that describes tourists' decisions (McCabe, 2000). Wang et al. (2016) found that the motivation for travel influenced the knowledge of tourists. Knowledge images interact with inspirational ideas to create individual expectations towards travel destinations. Also, Correia et al. (2013) studied motivation shows that this variable is influenced by changes in the environment and social behaviour.

Tourism incentives are push and pull factors related to travel. The traditional models have determined motivation, pushing to be a desire to go on vacation compared to the pulling force that describes the destination. Motivation or requirements have been examined as relevant factors in understanding the decision to choose the destination or travel restrictions and actions of various recreational activities. Tourists are pushed by their emotional needs and pulled out of emotional benefits. Through selection, emotional needs and experience are satisfied with happiness, and behaviour changes with desirable feelings and everyday experience.

2.3. *Tourist's classification*

The typologies of tourists by academic reasons, the most basic discussion, perhaps about whether people are tourists or travellers. Recently "Tourists" and "Travellers" were used to explain people travelling. Tourists are the people who buy packages from the tour service provider, while travellers are people who manage their own independently for their vacation (Swarbrooke & Horner, 2007, pp. 83–85). The tourist typologies of Pearce (1995) are divided into two types of tourists. First, "Sunlust Tourists" (Business related to the resort and only one country visited). This tourist seeks domestic travel, and accommodation with special natural features is essential. After arriving at the destination, the journey is a minor consideration, whether relaxing or active and domestic travelling is more considered. Secondly, "Wanderlust tourists" (business related to tourists and many countries tend to visit). Travellers seek different cultures, customs and food (artificial). Travel is essential throughout the visit to various sites and sports activities or education, and international travel is extensive.

Seven types of tourists according to Smith's theory (1977): Chater Tourists, Mass tourists, Incipient mass tourists, Unusual Tourists, Offbeat tourists, Elite tourists and Explorer tourists. However, Cohen (1972) classified tourists into four categories: Organised mass tourists, Individual mass tourists, Explorer tourists and Drifter tourists. These things and other tourism have great potential

to develop tourism marketing plans for travel destinations. But these lead to product development, pricing, selection, distribution channels, and promotional strategies. The five tourist typologies (Cultural heritage, Ravers, Shirley Valentines, Sun worshippers, and Lord Byron's tourists) proposed by Wickens (2002) for a coastal resort indicate that, except for tourists interested in cultural heritage. The other tourist types embody combinations of interests related to the three main appeals of these destination types: sex, sun and sea.

2.4. *Tourist's strategy*

Strengthening tourists' satisfaction is an essential strategy that leads to the company's success in the hotel, banquet and tourism industry (Choi & Chu, 2001). Tourism marketing involves marketing strategies for every country where tourism plays an essential role in increasing its GDP. Tourism marketing does include plenty of techniques similar to traditional digital marketing, but it has its specifics (Taiminen & Karjaluoto, 2015). Digital Marketing activity promotes a brand, builds preference, and increases sales through various digital techniques marketing to targeted, scalable, and interactive product or service products or by using digital technology to achieve and provide a direction of change for customers and retain them (Batinić, 2015). Ward (2016) said that internet marketing and online advertising are called e-Marketing. E-Marketing is the advertisement of products and services via the internet (Yang, Kim, & Dhalwani, 2008). The internet is an interactive marketing tool for collecting and analysing marketing information and considering the importance of new and timeline information.

Kotler and Armstrong (2008) explain target marketing as a marketing strategy driven by customers because the goal is to create value for the target customers. Target marketing involves three significant steps: market segmentation, targeting and positioning (Tsiotsou & Goldsmith, 2012, pp. 43–56). Since the large epidemic worldwide caused tourism across the country to be suspended after the outbreak of Covid-19, many countries have tried to use more domestic tourism strategies to drive this industry. Consumer (target) behaviour is affected by the health crisis of Covid-19 (Cambefort, 2020). Several studies have shown the role of safety and hygiene standards in consumer perceptions of purchasing tourism products. A study by Gupta and Sahu (2021) shows that most guests prefer hotels with strict hygiene and sanitation regulations. The hotel staff are more concerned about their guests' safety during service delivery.

For long-term existence and the effectiveness of tourism services in a violent financial, competitive environment depends not only on the ability to meet the needs or needs of customers on the current challenge. In this sense, tourism providers certify marketing strategies to respond to the current difficulties, achieve a competitive advantage, and increase efficiency. However, AL-hazmi (2020) pointed out that dealing with the market in advance must choose one of the three strategies: unified, diversified, and focused marketing. Marketing strategies are a series of specific concepts and actions that guide the company's decision to effectively manage marketing and competitive advantage (Varadarajan, 2019). Travellers have widely accepted social media to search, organise, share and enter travel descriptions and experiences through blogs such as bloggers and Twitter online communities like Facebook, Instagram and TripAdvisor. Site sharing media like YouTube, social media, and websites, for example, Wikitravel and other tools, are working together (Xiang & Gretzel, 2010).

Technology is at the heart of tackling COVID-19 and reopening tourism. COVID-19 has increased the role of technology in revitalising and transforming tourism. The tourism industry can survive using digital social media and reviving the domestic tourism industry (Mensah & Boakye, 2021). Reliance on social media for travel information has made people more interested in communicating through this method and seeing it as more helpful throughout the travel planning process (Țuclea et al., 2020). Tourism and service providers such as accommodation facilities offer health and safety

information via the internet. A clear example is the Tourism Authority of Thailand (TAT), which has announced the Amazing Thailand Safety and Health Administration (SHA) standards since May 2020 to build trust in various providers for tourists (TAT Newsroom, 2021). Such as, Expedia is the first online travel agent (OTA) to support and promote the SHA scheme to help and support the health and safety of tourists through a series of domestic and international marketing initiatives (The BigChilli, 2020).

3. Methodology

This research is quantitative. The structured survey design with messages related to tourists and behaviours, intentions and anxiety after the significant outbreak, during June-July 2021, rated on a 5-point Likert scale ranging from strongly disagree to agree strongly, 1 indicated “strongly disagree” and 5 “strongly agree”. The results were analysed in simple quantitative terms: frequency distribution, percentage, average, and mean values. The questionnaire is well designed, requires ideas and effort and must be planned and developed in many steps: initial considerations, question content, phrasing and response format, question sequence and layout, a pre-test (pilot) and revision and final questionnaire (Roopa & Rani, 2012). Online social science research allows steps more efficient and increases data integrity for experiments and surveys, most of which share the same methods as the same way as offline (Hocevar & Flanagan, 2017). Therefore, the questionnaire was sent through online channels like Facebook, Line application and others. A total of 100 respondents with different backgrounds and travelling experiences. Both descriptive and serial statistical analyses are applied to the data collected.

4. Results

Table 1. Distribution of Respondents

Constructs	Elements	Results
Genders	Females	63%
	Males	35%
	Others	2%
Ages	18-22	28%
	23-27	26%
	28-32	14%
	33-37	14%
	38-42	6%
	43-47	9%
	48 >	3%
Salary (THB)	<5,000	14%
	5,000	16%
	15,001	7%
	20,001	15%
	25,000>	27%
Education Background	Highschool	7%
	Undergraduates	62%
	Graduates	20%
	Postgraduates	4%
	Others	7%

Most respondents were 63% female, 35% male, and 2% did not specify gender. The highest income was 20,001-25,000 baht or more (42%), which corresponded to the occupation of the respondents, primarily full-time employees 66% (included unemployed 6%) and aged 23 and above, followed by students between the ages of 18-22 (28%) with an average income of less than 5000-20,000 baht at 58%. A bachelor's degree is the highest level of education with 62%, next to a master's level with

20%, high school and other levels, for instance, vocational and diploma certificate level with 7%, lastly, the postgraduates (PhD, doctoral, research) at 4% (Table 1).

Results from the survey in Table 2 on the post-pandemic travel experience on travel frequency, purpose, characteristic, types and period spent on a trip. Fear or paranoia over the pandemic has disrupted travel habits, in line with the findings that the sample chose to reduce the frequency of travel to just one trip per month (44%), and a small number chose to avoid travel, up to 11%. Tourists decided to travel with close relationships such as parents, relatives, or couples (51%) or travel alone up to 27%, and leisure travel (49%) or visit relatives (18%) remained the primary purpose of travel. Moreover, they decided to travel for short periods, such as day trips and opted to travel by private or rental car, up 79%. Buses, trains, planes and boats remain important factors of travel (18%).

Table 2. Previous experience

Constructs	Elements	Results
Travel's frequency	1 time/m	44%
	2 times/m	27%
	3 times/m >	18%
	Never	11%
Travel's purpose	Leisure	49%
	Visit Relatives	18%
	Study/research	14%
	Medical/treatment	4%
	Business	9%
	Others	6%
Travel's characteristic	Alone	27%
	Parents, relatives, partners/couples	51%
	Friends/colleagues	20%
	Group tour	1%
	Others	1%
Travel's transportation	Private/renting a car	79%
	Buses, trains, planes & boats	18%
	Others	3%
Travel's period	One-day trip	40%
	2 days 1 night	25%
	3 days 2 nights	17%
	4 days >	13%
	Others	5%

The study of tourist behaviour and motivation (Table 3) found that the overall level was high, with the median value at 4. When analysing each item in descending order, the travellers pay attention to health and hygiene measures when deciding on service providers such as restaurants or accommodations at a very high level of means value at 4.23%. The sample's past travels also showed interest in personalised/private travel and the new normal of tourism with high-tech interactions (contactless), such as online check-in or check-out or QR code payments, with a high mean value of 4.05%. In addition, the research also found that travellers were more likely to avoid travelling, with a median value of 4. However, the avoidance of interacting with local people at the destination was moderate of means values at 2.71% and had the highest variance at 1.59. This is due to the risk reduction and prevention of Covid-19 infection. Therefore, it can be inferred that tourists will pursue different types of motivation in tourism.

Table 3. Tourist's behaviour on the previous journey

Constructs	Means	Median	SD	Variance
Tourists interact with the local community at their destinations.	2.71	3	1.26	1.59
Travel confidence.	3.42	3	1.01	1.02
Decision-making and enthusiasm for travelling.	3.63	4	0.93	0.87
Social media interaction on tourism consumption; accommodation reserving or purchasing a package.	3.95	4	1.14	1.30
More likely to avoid travel.	3.93	4	1.16	1.34
Willing to buy the product or more expensive tourism services when considering safety.	3.43	3	1.10	1.22
Pay attention to personal travel and tourism in a new normal with advanced technological interactions such as online check-in/check-out or QR code payments.	4.05	4	0.99	0.98
Pay attention to health and hygiene measures when deciding on service providers such as restaurants or accommodations.	4.23	4	0.85	0.73

Upcoming general travel trends are based on broad changes in consumer behaviour. Such as the demand for healthy organic foods and beverages, sustainability, and personalised services may increase the demand for digitisation and the use of technology (contactless) to avoid the risk of contracting viruses or diseases. This was in line with this research (Table 4) that travellers are likelier to change their style or type of tourism. The tourism category is avoiding urban areas with high population density. They chose natural tourism, such as slow tourism, adventure tourism, eco-tourism, health tourism, community-based tourism, etc.

Table 4. Changes in travel trends

Constructs	Response %
Health tourism	6.52
Eco-tourism	11.96
Adventure tourism	13.04
Slow tourism	59.78
Community-based tourism	4.35
Others	4.35

4.1. Product factors: Security

Due to the current pandemic, tourism industry strategies have been changed to cater to and stimulate the interest of motivated tourists. Many actions are adapted to each market, establishment style, year, season, environment, etc. From the survey results (Table 5), it was clear that marketing management is vital in building trust among users, "tourists". The sample group placed high importance on "agree-strongly agree (4-5)" on safety as a top priority concerning the cleanliness of products and establishments (product factor), 4.23-4.34%. In the new normal, travellers and guests prioritise safety and hygiene when choosing accommodation. They will demand that customers' hotels and hotels use strict cleaning protocols to combat the coronavirus. In choosing accommodation, the sample also decided to book a room with an establishment that has adopted health safety standards, "the Amazing Thailand Safety and Health Administration (SHA)", 4.07%.

4.2. Marketing and promotion factors: Flexibility

Price and promotional strategies are interrupted during a significant, long-standing outbreak, but the business must drive the best results. Price and promotion flexibility (price/promotional price measures change the buyer's needs for the tourism product). Consumer price sensitivity appears differently from choosing the cheapest option and the sanitary standard. In Table 3, the travellers

somewhat agree (3) or 3.43 % on willingness to spend on more expensive tourism products or services in terms of safety during the COVID-19 era, which pricing assessment must be cheap but risk-free. Flexibility is one of the most critical aspects when travellers buy or use services from service providers in the tourism industry. New marketing and sales promotion policies that can be adapted to unexpected changes, such as business meetings that may change or unpredictable holidays, must be delayed due to restrictions in a sudden journey due to the spread of Covid-19.

Tourism or service providers can provide confidence to customers who are undoubtedly concerned about booking or purchasing tourism products by offering flexible contact channels to customers with high technology interaction, such as online check-in or check-out systems or QR codes payment (4.05%). Using applications in the reservation system will increase efficiency and reduce the process of contacting directly with the operator. In addition, adjusting the online payment (e-transfer) system will be easier to manage financial transactions. For example, if tourists cannot travel due to epidemics (4.14%). Adding contact channels is another factor that reduces conflicts between service providers and tourists. Such as implementing artificial intelligence (AI) to increase communication ability (4.23%). These new marketing truths collect this combination, focusing on the convergence of the implementation strategy and technology necessary to drive growth in the world after the epidemic of Covid-19 to motivate the target “tourists”.

4.3. Personnel factor: Information and Communication

Table 5. Marketing factors (SFI) affect tourist motivation

Product factors: Security	Means	Median	SD	Var.*
In the decision to use the services of tourism providers, such as a restaurant or accommodation, you emphasised public health and cleanliness measures to make decisions.	4.23	4	0.85	0.73
Service providers in the tourism industry adopted national and international health standards such as Social distancing, the Amazing Thailand Safety and Health Administration (SHA), the production and service process of goods/services, and maintaining cleanliness.	4.07	4	0.92	0.85
The establishment is cleaned according to the standard criteria for preventing the spread (internal alcohol gel service around the establishment, Cleaning regularly and several restrictions).	4.34	5	0.75	0.57
Marketing and promotion factors: Flexibility	Means	Median	SD	Var.*
Willing to spend on more expensive tourism products or services in terms of safety during the COVID-19 era.	3.43	3	1.10	1.22
The price of goods or services corresponds to the economic conditions during the epidemic.	3.73	4	0.96	0.93
In the past, you focused on privacy and a new tourism format that highly interacts with technology, such as online check-in or check-out systems or QR code payment.	4.05	4	0.99	0.98
Products and services are distributed through online channels (Reservation application, Online payment: e-money or e-transfer and Self-service: self-check-in and check-out).	4.14	4	0.83	0.69
Tourism establishments are adopted new technologies to reduce exposure (artificial intelligence (AI), QR code and Kiosk).	4.23	4	0.86	0.74
Personnel factor: Information and Communication	Means	Median	SD	Var.*
Service personnel know and understand epidemic prevention measures (face mask or face shield and fully vaccinated “2 doses or more”).	4.40	5	0.7	0.49
Public relations are communicated through various social media channels, such as providing information, requirements, standards or guidelines for accessing tourism and services.	4.18	4	0.89	0.78

Note: SFI (Security, Flexible, Information) and Communication

*Var.: Variance

Tourism and service providers must ensure that detailed information is provided. The service provider can answer the details of the things included in the hotel's current situation and expand knowledge about the safety measures through various social media channels (4.18%). Public relations communicated through multiple social media channels help motivate tourists in decision-making. In addition, they must offer explanations and advice on local measures related to social control and social restrictions. Therefore, the service personnel must have knowledge and understanding of preventing the epidemic prevention measures (4.40%). All these points will be the key to motivating tourists to purchase tourism products (Table 5).

5. Conclusion

The COVID-19 pandemic has changed people's lives, especially with restrictions in specific locations on tourist activities they can participate in. Finally, as tourists adapt to the evolving circumstances, tourism activities change. This study analysed changes in tourism consumption patterns and promotion post-COVID-19, focusing on the movement of tourists who travelled after the pandemic. Regarding the study results, first, the results demonstrated that health and safety had reached the forefront of travellers' needs. The hygiene and disinfection of tourism facilities have shifted from hygiene to provoking factors. Extended travel times are seen as a risk to their health. Therefore, travellers prefer short trips (one-day or two-day trips). The pattern of tourism based on natural attractions has become an extensive line of concerns such as slow tourism, adventure tourism and ecotourism. Young travellers (ages 18-37) are the leading group of tourists, which is a leisure trip or family visit as the main reason for the journey. Travelling with close relationships, such as family, friends or couples, is also characteristic of their trip. However, quite a lot intend to travel alone. Travelling by private car is also the primary vehicle used for travel. Their past trips were self-managed, and travellers have changed their travel habits, choosing to travel in areas with fewer tourist densities and considering various information through social media such as epidemic prevention measures or promotion and previous comments "pull factors". Tourist motivations have several incentives. The main factors of travel motivation include escape, relaxation, strengthening of relationships, and self-improvement, which appear to be the core incentives for all travellers' "push factors".

Marketing for entrepreneurs should use Marketing factors (SFI: Security, Flexibility and Information and Communication) to pursue tourists' motivation. The obtained results can be necessary for the government and private sectors since the goals of the industry's sustainable development set in the working version of the National Project "Tourism" are impracticable without the provision of sustainable-development conditions healthy for numerous tourism providers that form ecosystems of tourism destinations. Our results suggest an adjustment of the implementation of state-support mechanisms. Therefore, there is a need to study the problems faced by local tourism enterprises in obtaining state support during the COVID-19 pandemic and to adjust the tools for implementing state support.

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