

Post COVID-19 Crisis Travel Behaviour and Sentiment Changes Towards the Perceived Risk: A case study of Travel Agencies in Kuala Lumpur

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The Malaysian government has implemented a Movement Control Order (MCO) to prevent the spread of an epidemic of the novel coronavirus COVID-19. The Visit Malaysia 2020 campaign has been scrapped, causing a downfall in tourist arrivals. The tourism industry is hit the hardest because it can further spread the deadly virus globally. It is crucial for Travel Agencies in Malaysia to stay in business. The management has tried many ways to prevent the COVID-19 hitting the premises. Thus, this research aims to identify the crisis travel behaviour predicament throughout the COVID-19 issues and their approach to the changes. Three major factors contribute to the research, which is to identify the changes in people travel behaviour in post COVID-19 time, to determine the factor approach to surmount the crisis travel behaviour throughout the pandemic, and to analyse the pertinent recommendation to overcome the sentiment changes towards perceived risk throughout the pandemic. This research uses a quantitative method. The questionnaire was constructed using Google Forms and then distributed by WhatsApp to all potential traveller around Kuala Lumpur, Malaysia. The result indeed shows that travel behaviour and sentiment change due to safety purpose. Nevertheless, this research provided recommendations to other travel agencies and tourism provider on how to surmount an expected issue that arises.

Keyword: COVID-19, Travel Agencies, Travel behaviour and sentiment