Travel Benefits Overview

SOCIAL
○ Higher productivity
○ Lower stress levels
○ Increased happiness

CAREER
○ More frequent punctuality
○ Less work burnout
○ More motivation

(Chen & Petrick, 2013)
COVID-19 Impact on Travel

Hotels

Airlines

Restaurants

Operated under 50% of 2019 travel spending in 2020

(US Travel Association, 2021)
## Tourist Typologies

<table>
<thead>
<tr>
<th>Individualist</th>
<th>Collectivist</th>
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<tbody>
<tr>
<td>● Urge to travel</td>
<td>● Prefers groups</td>
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<tr>
<td>● Exploration</td>
<td>● Routine</td>
</tr>
<tr>
<td>● Discovery</td>
<td>● Familiarity</td>
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</tbody>
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(Triandis & Gelfland, 1998)
Hypothesis

Collectivists:
- Will avoid travel behaviors that endanger public safety
- Will opt for destinations that avoid close contact

Individualists:
- Will engage in travel behaviors that indulge in one's urge to discover
- Will opt for destinations that satisfy the urge to explore
Results

Mean Overall Individualism/Collectivism Scores

Average Nights Spent Away From Home

Type of Lodging Accommodation

Perceived Effectiveness in Preventing the Spread of COVID-19

Type of Behavior
Impact

Sustainable Future Tourism Systems

Public Health Safety

Individual’s Need to Discover
