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Community Survey on Travel Preferences: What Can We Gain Insights from Them in Early 2023?

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Abstract: The purpose of writing this article is to present an overview of society in early 2023 about their perspective on traveling. Apart from that, this research will also present significant others who are usually involved with the community when traveling. This research approach is descriptive, with the data collection method in the form of a survey consisting of 5W1H questions (What, When, Why, Who, Where, How) and given closed answer choices. The results of this study show that people prefer to travel communally, especially with colleagues, compared to going alone and traveling with colleagues is a preference in 2023.

Keywords: Travel, Business, Society, Insight

INTRODUCTION

Natural beauty abounds in Indonesia, stretching from Sabang to Merauke. The distinctiveness and characteristics found in every area of the nation entice visitors from all over the globe. In summary, Indonesia has a plethora of tourist attractions. The importance of the tourism industry may be considered not only in terms of its contribution to Indonesia's GDP, but also in terms of its potential to generate jobs or absorb labor force (Antar, 2017). The tourism industry is inextricably linked to many other sectors of the economy, such as hotel, restaurant, resort, travel agency, local level activities, employment, banking, forestry, medical, travel and transportation, construction, real estate, retail, and so on (Riadil, 2020).

Moreover, The Indonesian government has officially recognised tourism as the country's top primary industry in recent years. Joko Widodo, often known as Jokowi, the president of Indonesia, has requested support for the growth of tourism from all ministries. It is remarkable that the government continues to support tourism despite prior regimes failing to make any discernible political commitments in this area. The expansion and success of Indonesian tourism have been stalled by this void. It might be argued that the nation's unequal and diversified tourist development is a result of the absence of defined planning policies (Lemy et al., 2019).

In recent decades, the tourism sector has seen persistent expansion in both income and visitor numbers, leaving vast economic, social, cultural, and environmental imprints that have reached practically every area of the globe (Cholik, 2017). Travel industry,

however, offers a range of opportunities for business to succeed.

Travel Business and Opportunities Beyond Covid-19

The travel sector provides several potential for firms to prosper, but competition is tough. Businesses that can distinguish themselves and provide distinct value propositions are more likely to prosper in this highly competitive market. The tourism industry may help to promote economic development, cultural exchange, personal growth, environmental sustainability, and international relations. It is an industry that has the ability to benefit both people and society. The tourism industry and society are inextricably linked and depend on one another in numerous ways. In providing a high-quality experience for passengers, the sector has a duty to support sustainable development, cultural exchange, and social benefits.

The COVID-19 epidemic has had a detrimental impact on macroeconomic growth and economic-business productivity in the tourist industry (Surya et al., 2022). As the pandemic hit, tourism's small and medium-sized businesses suffered massive losses, one of which was a shortage of international guests (Atmojo & Fridayani, 2021). The COVID-19 epidemic has had a profound influence on the tourism industry. Travel restrictions, lockdowns, border closures, and decreased demand for travel have all impacted the sector. These are some of the ways the epidemic has impacted the tourism industry: 1) decreased demand: due to health concerns and limitations, many have been hesitant to travel as a result of the epidemic, 2) trip cancellations: due to the epidemic, many passengers have had to cancel their visits, resulting in considerable economic losses for the tourism sector, 3) border closures and limitations: to prevent the spread of the virus, governments throughout the globe have instituted border closures and travel restrictions, significantly lowering travel demand and income for the business, 4) concerns about health and safety: the epidemic has prompted worries about health and safety when traveling. Travel companies have had to adjust to new health and safety procedures as well as put in place measures to reassure passengers, 5) travel choices shift: the epidemic has also shifted travel tastes, with passengers preferring domestic travel, outdoor activities, and isolated locales. Notwithstanding these obstacles, the tourism sector has shown tenacity and adaptation. Companies have developed new health and safety procedures, created flexible booking rules, and altered their services to meet the changing needs of travelers. The tourism sector is anticipated to witness a gradual revival in demand as vaccination rates rise and travel restrictions relax.

The businesses in the travel and tourism sectors bear the greatest responsibility for enabling recovery; therefore, their first task should be to comprehend the needs and concerns of the travel and tourism clientele and to recognise their primary goal of reinventing themselves in the face of the crisis (Orindaru et al., 2021). The goal of this article is to provide an overview of the communities around Jakarta, Bogor, Tangerang, and Bekasi in terms of travel intention and significant others, with the expectation that the findings would reveal obstacles and possibilities that travel company managers may use.

METHOD

This research method is descriptive, and the participants of this study are persons from Jakarta, Bogor, Tangerang, and Bekasi. Moreover, this research will use 5W1H method. The 5W1H approach as stated by Knop & Mielczarek (2018), is a clear allusion to the tenets that "the problem well described is a half-solved problem" and "if you don't ask, you won't find out." Answers to five questions starting with the letter W (What, Where, When, Who, Which) and one question starting with the letter H (How) are used to describe and analyse a given situation. The fact that all of the enquiries are open-ended allows the investigator to consider all possible angles. Although the 5W1H approach by itself cannot solve the issue, it does set up

the necessary framework for accurately identifying the problem that needs to be analysed. The data was collected by distributing questionnaires including 5W1H questions, as well as questions on the respondents' characteristics and questions regarding the primary element of this study, such as: 1) Do you often travel after the pandemic?, 2) Who accompanies you while traveling? From January 17 and January 24, 2023, data was gathered for one week. The collected data was then evaluated using descriptive analytic methods, namely by looking at the total responses of the respondents.

RESULTS AND DISCUSSION

From the results of data collection, a total of 101 respondents were obtained, which can be explained in the following table.

Table 1. Respondents Profile

Characteristics	Total
Gender	Male
	67
Age	Female
	34
	17 – 25 years
	88
	25 – 35 years
Profession	7
	35 – 45 years
	4
	>45 years
	2
Origins	Students
	89
	Employees
	9
	Others
	3
	Jabodetabek
	92
	Other
	9

Based on the information obtained above, it can be seen that the majority of the respondents involved in this study were men aged between 17-25 years and their activities were students and lived around Jakarta, Bogor, Tangerang and Bekasi. In a study, younger male travelers have less significant life responsibilities, such as job or financial obligations such as mortgages, allowing for greater impulsivity in travel, as seen by their selections of spontaneous inexpensive bargain travel packages and typical tourist resort locations (Clarke, 1992) People have begun to resume their typical activities since the beginning of the year 2022, and the community's enthusiasm in travel remains high (Intan, 2022).

Table 2. Respondents Respond to Traveling Behavior

Are you travelling frequently after Pandemic?	Yes	47
	No	54
Companions when travelling	Family	51
	Colleagues	31
	Solo travelling	19

Based on table 2 above, it can be seen that the respondents did not have the habit of traveling after the pandemic (n = 54). However, what was interesting was that all the respondents who were involved stated that the family was the party that was invited or accompanied the respondent when traveling. When talking about traveling encounters, there are several things that can be related, including the social customer journey, which includes motivation, information search, evaluation, decision, satisfaction, post-decision sharing, and so on (Hamilton et al., 2021) Thus, there is a possibility when someone has the consideration of involving other people when traveling because there is a desire to ensure the social customer journey is achieved, both consciously and unconsciously. Traveling accompanied by someone has an impact on the emotional response that will be obtained by the traveler (Su et al., 2020). These travelling companions can affect not just how and when a consumer's

incentives are influenced by social others, but also the timing and mode of motivational action. It is possible, even likely, that traveling companions can spur decision makers to the next stage of the journey (Hamilton et al., 2020). Then there is a possibility that the decision to involve other people in traveling activities can encourage the creation of different emotional sensations than when traveling alone. However, from the results obtained, it was found that some respondents ($n = 19$) chose to do solo traveling, and this has been studied in one study which found that there are risks that could be considered when someone chooses a solo traveling scheme, including safety issues (Wahidin Awang & Toh, 2018). So that when there are not more respondents who choose solo travel than those who choose family or colleagues as companions, there is a possibility that the consequences of solo-traveling have been considered.

From the incoming data, researchers can also see interesting things, especially when it comes to the companions chosen when traveling as explained in the following table.

Table 3. Gender and Companions When Travelling

		Gender	
		Male	Female
Companions when travelling	Family	20	31
	Colleagues	10	15
	Solo travelling	14	5

From the table above, it is known that female respondents have a preference for traveling with family and colleagues. Meanwhile, male respondents have a preference for traveling alone. Understanding traveler preferences will contribute to businesses engaged in the travel sector (Vu et al., 2019), especially in early 2023 in Indonesia when the government has completely revoked regulations that limit community activities, so that everything can be carried out as before the pandemic occurred. However, adaptation to the pre-pandemic period was not easy, especially because there was a sluggishness in business, so returning to normal times requires a strategy that is considered the most effective, and these strategies are divided into short, medium and long term strategies for recovery (Alhadar et al., 2021).

Insights for businesses in tourism sectors

The information gather from this research survey can also use as a recommendation for business in tourism sectors to gain more insights for their market. Target marketing is affected in particular by the way specialised media reach prospective travellers who can be identified by their gender and personality types (Frew & Shaw, 1999). For example, women are fiercely devoted to a product or seller when they are satisfied. The goal of gender marketing is to cater to the needs of female customers. In addition to a welcoming environment, pragmatism and practicality are vital components. Women are particularly interested in the function or advantages of a certain product. Living situations such as stress and time constraints can have a major effect. The female client also gives particular attention to the providers' communication abilities. They have a significant focus on relationships. Women are more likely to trust their friends' advice. (Sengupta, 2010). Thus distinct advertising strategies aimed at various market niches would be required. To appeal to those specific demographics, an attraction might, for instance, design one marketing brochure targeted at Realistic Females and another for Conventional Males (Frew & Shaw, 1999).

Another results from the questioners in this research shown that most of respondent more prefer to travel with families or colleagues. Thus, Tourism marketers should take advantage of advertising and promotion opportunities available at tourist information centres, hotels, attractions, and state travel information offices where travellers tend to obtain travel-related information in order to attract more travellers in this segment and better serve them. The visiting friends and relatives of travellers said that having information about these specific occasions

available at the tourist information centre was helpful in their travel planning, so the state tourism promotion agency would want to devote a substantial amount of space in its travel guide to include information on special events and festivals throughout the state (Kang et al., 2003).

Moreover, It is essential for destination marketers to incorporate tactics aimed at augmenting the awareness and estimation of the state among the populace as a travel destination. Referrals from locals should produce positive results by offering destinations and activities to visit, and foster a positive perception of the state, as travellers are likely to communicate with friends and family when organising their vacations. In particular, informing state citizens about forthcoming festivals and events and urging them to participate in those special occasions with their visiting friends and family can enhance the vacationers' enjoyment and encourage return visits. Notifying locals of different places to shop for a range of goods should also contribute to maximising the segment's already high shopping expenditure (Kang et al., 2003).

From studies of Orîndaru et al. (2021) indicate that grooming and health awareness are two major effects of this health problem. It implies that travellers would give the cleanliness of airports, public areas, lodging facilities, dining establishments, tourist attractions, and daily necessities top priority while making travel plans, along with accessibility and level of service offered by the location. Thus, factors influencing the decision to travel include the host country's health system's performance and quality criteria.

In addition, in order to assist clients in transitioning from a state of dread to one of relaxation, tourism industries must develop new or modified products that address their current concerns. This is accomplished by using imagination, ingenuity, and a keen awareness of the problems that the clients are facing. In terms of tactical steps, some of the options for recovery include focussing more on the security of resorts, lodging facilities, and airports; capitalising on people's interest in regional and national travel; and developing more affordable goods for middle-class or lower-class customers (Orîndaru et al., 2021). Finally, to become a source of peace and comfort for anxious clients, tourism enterprises must reimagine their communication strategies. Offering a distinctive value proposition in the tourism market and regular updates to loyalty members are two ways to do it. Now more than ever, maintaining contact and building enduring connections with clients or potential clients is essential (Orîndaru et al., 2021).

CONCLUSION

This study aims to present the public's view of traveling in early 2023, which is a pandemic transition. The results of this study indicate that the people involved as research respondents see traveling as something that can be done with other people, and in this case between family or colleagues, although not a few have solo-traveling. The interesting thing is that women are more likely to travel with family or colleagues, even though this research needs to be explored further so that things related to traveling are known, and there are opportunities to examine whether there is a connection with the purpose of traveling and the preparations one makes before doing so. traveling affects satisfaction with traveling activities carried out.

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