A STUDY ON THE RISK MANAGEMENT AND SUSTAINABLE TOURISM IN THE NEW COVID EQIDEMIC—A CASE STUDY OF BANKOK

HE WENJUN

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A STUDY ON THE RISK MANAGEMENT AND SUSTAINABLE TOURISM IN THE NEW COVID EQIDEMIC—A CASE STUDY OF BANKOK

Thematic Certificat

To

HE WENJUN

This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor:.....
(Dr. Assoc. Prof. Dr. Qiu Chao)

Date: ...15.../...1.../...2023...

.....
(Associate Professor Dr. Jomphong Mongkhonvanit)
Acting Dean, Graduate School of BusinessAdministration

Date...14.../...3.../...2023...
Siam University, Bangkok, Thailan

Research Title : A Study on the Risk Management and Sustainable Ttourism in the New Covid Eqidemic: A Case Study of Bangkok

Researcher : HE WENJUN

Degree : Master of Business Administration

Major : International Business Management

Advisor : ……

(Dr. Assoc. Prof. Qiu Chao)

15 / 1 / 2023

ABSTRACT

This research paper concentrated on risk management and sustainable tourism in the new covid epidemic: a case study of Bangkok. Some businesses were severely impacted by the COVID-19 epidemic, and unquestionably, the T&T (travel and tourism) industry was among them. As the globe gradually returns to normalcy, Trinidad and Tobago lags behind, owing mostly to people's perceptions of safety and a new, more cautious conduct. The aim and objective of this study was to explore how restoring travelers' confidence, how supporting tourism businesses to adapt and survive and understand the track new market trends, to promoting domestic tourism, and supporting safe return of international tourism and to build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability. In order to discover sustainable recovery paths for the industry and the real impact of the COVID-19 outbreak was risk management. First, improve traveler confidence; second, understand and track new market trends and the drivers of demand; third, to promote domestic tourism and supporting safe return of international tourism. Finally, commit to build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability – an important takeaway in the long term. The major findings showed that the COVID-19 epidemic altered travel patterns and habits in terms of philological and economic variables. The road to recovery for tourism and travel will require innovation and collaboration. Although the pandemic is far from over, plan to build forward better engaging across government, private sector, civil society and other partners and prepare for changing business models and governance structures to meet new demand and make the "Blue Economy" the core of sustainable development of tourism sector.

Keywords: risk management, service delivery, transportation patterns, distribution channels

Declaration

I, He Wenjun, hereby certify that the work embodied in this independent study entitled "A STUDY ON THE RISK MANAGEMENT AND SUSTAINABLE TOURISM IN THE NEW COVID EQIDEMIC—A CASE S TUDY OF BANKOK" is result of original research and has not been submitted for a higher degree to any other university or institution.

Wenjun He

(He Wjun)

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CONTENTS

ABSTRACT I

摘要 II

ACKNOWLEDGEMENT II

CONTENTS IV

TABLE CONTENTS VI

FIGURE CONTENTS VII

Chapter 1 Introduction 1

1.1 Background of the Study 1

1.2 Problems of the Study 2

1.3 Objective of the Study 2

1.4 Significance 2

1.5 Limitation of the Study 3

Chapter 2 Literature Review 4

2.1 Introduction 4

2.2 Literature Reviews 4

2.3 Theory of Reviews 5

2.3.1 The situation before the Covid-19 pandemic in Bangkok 5

2.3 .1.1Climate change impacts on city tourism 8

2.3.1.2 Major adaptation needs in tourism 9

2.3.1.3 Climate change mitigation challenges and options for tourism 10

2.3.1.4 Tourism vulnerability to pandemics 11

2.4 Conceptual Framework 13

2.5 Terms and Definition Used in the Study 13

Chapter 3 Research Methodology 15

3.1 Introduction 15

3.2 Research Design 15

3.3 Hypothesis 16

3.3.1 Effect of COVID-19 Pandemic 16

3.3.2 Tourists' Travel Risk and Management Perception 17

3.4 Survey Research 19

3.5 Population and Sampling 19
3.6 Sample Size 19
3.6.1 Sampling Method 20
3.7 Data collection 20
3.7.1 Research Approach 21
3.8 Data Analysis 21
3.9 Reliability and Validity analysis of the scale 21

Chapter 4 Results of the Study 25
4.1 Introduction 25
4.2 Description of statistical Variables 25
4.3 Results of the Study 27
4.3.1 The COVID-19 fear affect the tourists' risk and management perception. 27
4.3.2 Tourists' travel risk and management perception has positive influence on risk management. 28
4.3.3 Tourists' travel risk and management perception have positive influence on service delivery. 28
4.3.4 Tourists travel risk and management perception have positive relationship with travel pattern. 29
4.3.5 Tourists travel risk and management perception have positive influence on distribution channels. 30
4.3.6 Tourists' travel risk and management perception positive relationship with overpopulated during COVID-19 pandemic. 30
4.3.7 Tourists' travel risk and management perception have a positive impact on destinations' hygiene and safety. 31
4.4 Result 31

CHAPTER 5 Conclusion and Recommendation 33
5.1 Introduction 33
5.2 Conclusion 33
5.3 Discussion 34
5.4 Recommendation 36
5.5 Further Study 36

References 37

Appendix 42

TABLE CONTENTS

Table 3.9: Testing of the Reliability Test 23

Table 4.1: Respondents Gender 25

Table 4.2: The Respondent Age Group 25

Table 4.3: The Education of the Respondents 26

Table 4.4: Number of Dose Taken 26

Table 4.5: Reason for travelling during the COVID-19 Era 26

Table 4.6: Afraid to travel during COVID-19 27

Table 4.7: ANOVA Testing for COVID-19 Fear affect the tourists' travel Risk and Management Perception 27

Table 4.8: ANOVA Tourists' Travel Risk and Management toward Risk Management 28

Table 4.9: ANOVA Tourists' Travel Risk and Management toward Service Delivery 29

Table 4.10: ANOVA Tourists' Travel Risk and Management toward travel pattern 29

Table 4.11: ANOVA Tourists' Travel Risk and Management toward distribution Channels 30

Table 4.12: ANOVA Tourists' Travel Risk and Management toward Overpopulated 30

Table 4.13: ANOVA Tourists' Travel Risk and Management toward travel pattern..... 31

FIGURE CONTENTS

Figure:1 Bangkok tourism before Covid 19 6

Figure: 2 Covid-19 impacts on hotel and tourism in Thailand 8

Figure:3 Tourism value to Thailand..... 9

Figure:4 Tourism recovery model..... 10

Figure: 5 vulnerable to a health crisis 12

Figure:6 Sample size of population (Checkmarket, 2020) 20

Figure 7: Cronbach Alpha Source DeVellis (1991) 24

Chapter 1 Introduction

1.1 Background of the Study

Risk management is a deliberate procedure that businesses use to handle active situations. A crisis is described as a period of difficulty or danger and is frequently characterized by the need to make harsh or difficult decisions. Organizations can more quickly adjust to a crisis if they have a strategy describing the crisis management process.

The tourist business operates in a fast-paced environment with numerous interrelated industries. As a result, it is continually changing and subject to unanticipated disasters. Health risks such as the 2020 worldwide coronavirus pandemic, environmental calamities such as earthquakes and floods, political upheaval, and terrorist attacks are all examples of crises.

Such risks and crises pose significant threats to the tourism industry, destinations, and tour operators working in the sector. Several big crises have occurred in recent years, notably the Easter Day bombings in Sri Lanka in 2019 and massive political upheaval in Ethiopia the same year, both of which significant impacted the tourist business (Farzanegan, 2020).

The COVID-19 pandemic has significantly impacted the tourism and hotel industries, although there is hope that the epidemic will cease shortly due to widespread immunization initiatives. In addition, the permanent shifts in global megatrends and travel patterns force the sector to adjust to suit the needs of passengers of various ages.

The tourism industry is increasingly personalized travel demands, increased use of new technologies in business models and procedures, and a greater emphasis on health and cleanliness. As a result, businesses must change their operations to maintain profit margins in the face of a changing landscape and travel preferences

The repertory of techniques implemented in response to these developments will include pursuing new tourism-related business possibilities and developing new business relationships with other participants in the tourism supply chain, including those at the local community level.

Crises may have a long-term detrimental influence on location in terms of its image and tourist numbers. Therefore, planning for and knowing how to manage risk during a crisis and dealing with challenges resulting from unanticipated occurrences are critical to limiting the negative consequences of a crisis on tourist businesses (Flew, 2021).

Nonetheless, there are reasons to be hopeful. Previous tragedies have demonstrated that the tourism sector is resilient, and there is sufficient evidence that tourists are eager to return to impacted places once the tragedy has passed. Destinations and operators that have planned

effectively and executed the finest crisis management techniques will be in the most excellent position to survive the crisis and welcome tourists back as soon as possible.

1.2 Questions of the Study

Therefore, the problems of this study are as below; the meet element identifies in section 1.3, the researcher creates the questions that aid in collecting the data to answer the research objective.

1. How do tourism businesses support adapting and surviving the new market trends in post-Covid?

2. How do we promote domestic tourism and support the safe return of international tourism as new market trends in post-Covid?

3. How do tourism sectors build more resilient and inclusive leveraging renewed interest in sustainability?

1.3 Objective of the Study

This paper studies the risk management of tourism in the new crown epidemic. The objective of this study is the risk management of tourism in Bangkok. The specific objective of this research is as below;

1. To explore how to restore travelers' confidence and support tourism businesses to adapt and survive and understand the track of new market trends.

2. To study how to promote domestic tourism and support the safe return of international tourism.

3. To build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability.

1.4 Significance

This study contributed to risk management and sustainable tourism in the new crown epidemic in tourism literature. Most of the tourism studies attempted to examine either the impacts of tourism development or the differences in residents' attitudes and perceptions in evaluating tourism impacts based on different characteristics of residents. This study addressed how to manage the risk to be sustainable during the period of crisis pandemic and promote tourism sectors in the post-COVID future. This research paper would be a benefit to awareness for readers of tourism sectors leading their support for future tourism development in the new world after COVID.

1.5 Limitation of the Study

The purpose of this study is to the risk management of tourism in the new Crown epidemic, a case study of the Bangkok area. This paper may be flawed for readers because of time limitations, but it can gain some benefit for readers—this paper. The researcher explores the take risk management for tourism after the pandemic and how to prepare for tourism in the future.

Chapter 2 Literature Review

2.1 Introduction

This chapter presents an overview of the literature, Risk management, and sustainable tourism, The situation before the Covid-19 pandemic in Bangkok. This chapter also develops the research hypothesis base on the research objectives. The created hypothesis aids in evaluating the relationship between the variables and provides the ground for the research to select a particular research design in chapter 3.

2.2 Literature Reviews

Thailand's tourist sector is presently striving to survive and attempting to diversify away from mass tourism to attract higher-quality guests. According to Xinhua news agency, the country had 40 million overseas tourists in 2019, dropping to 6.7 million in 2020. The Tourism Authority of Thailand (TAT) predicts that, under the best-case scenario, just 1-2 million international visitors will visit Thailand by 2021. (Huaxia, 2021).

Risk management is a deliberate procedure that businesses use to handle active situations. A crisis is described as a period of difficulty or danger and is frequently characterized by the need to make tough decisions. Organizations can more quickly adjust to a crisis if they have a strategy describing the crisis management process (Bishop & Skies, 2020).

Much of the research on sustainable cities and tourism has proposed that the future of cities and tourist development should take a sustainable approach. According to Buckley (2020), one of the main challenges in the industry after COVID-19 is having long-term, sustainable, and equitable development in the service of local societies. In addition, environmental degradation, economic exploitation, and overcrowding of traditional tourism services must be replaced by care for the animals, nature, and the local landscape of tourist destinations (Buckley, R.2020).

According to Sigala (2020), tourism enterprises must implement new cleaning and hygiene procedures, restructure consumer experiences, and consider new business ecosystems and collaborations to address visitors' health and physical contact hazards. Furthermore, tourism destinations and politicians must promote health passports and identity. Collaborative projects may be pivotal to enable health professionals and tourism researchers to develop collaborative medical knowledge post-COVID-19 to reconstruct the tourism sector. Such a strategy will protect the health and well-being of all tourism stakeholders, including consumers and workers.

The tourist business operates in a dynamic environment with numerous interrelated industries. As a result, it is continually developing and particularly subject to unanticipated disasters. Health risks like the 2020 worldwide coronavirus pandemic, environmental calamities like earthquakes and floods, political upheaval, and terrorist attacks are all examples of crises. Such hazards and crises represent considerable challenges to the tourist industry, destinations, and tour operators (Matiza, T.2020).

Preparing for a risk or crisis is often referred to as a risk management process. The risk management process aims to reduce the uncertainty of actions taken during a crisis. It is important to arrange this in advance so that any organization is fully prepared for unexpected events that may occur in the future. A thorough inventory and analysis of possible risk scenarios are essential to fully understand the risks faced by the travel business. Looking ahead and being fully prepared may help minimize losses and put you in a good position to take advantage of any opportunities that may arise. (Tucci,L. 2019).

Sigala (2020) stated that tourism management would need to develop significant updates and improvements on digital platforms, promote the use of artificial intelligence and online payment methods, and make ticket reservations more flexible to face the new technological challenges in the tourism sector. For example, during COVID-19, the museum sector continued to operate despite the lockdown. In addition, the use of social media has expanded the number of online projects and visitors (Sigala, M.2020).

Analyzing risk involves determining the likelihood of a crisis and its possible consequences, from trivial to catastrophic. Knowing which crisis will have the greatest negative impact will help determine the priority course of action. For each risk identification, create a matrix to evaluate and rate the likelihood and possible consequences of the event.

Because the whole tourist industry must adjust to the changing realities of tourism and the circumstances imposed by the Covid-19 epidemic, it is apparent that a collaborative whole-of-government strategy is essential. Since the outbreak's inception, authorities have debated the pandemic's impact on the tourist industry. The government responds appropriately to tourism sector recovery, particularly more resilient, digital, green-job oriented, and effectively coordinated amongst relevant stakeholders. TAT supports the country's restart in a strategic, sustainable, and coordinated way to protect those most vulnerable and to prevent a deterioration of the progress achieved over the past decades (Huynh, T.2020).

2.3 Theory of Reviews

2.3.1 The situation before the Covid-19 pandemic in Bangkok

Before the epidemic, Bangkok was unquestionably a top tourist destination, with a low cost of living and many housing options. In 2019, the capital received 66.9 million tourists, including 24.8 million international visitors, bringing in 1 trillion baht. Arrivals in the capital decreased from 2020 to 2021 due to the epidemic. The government imposed tight restrictions, such as a midnight curfew and a ban on dining out. Malls, parks, entertainment venues, and tourist attractions are being shuttered. Following a drop in new infections, rules have been relaxed since last month, and Bangkok is set to reopen to vaccinated foreign visitors on November 1, just in time for the holiday season.

According to the Bangkok Metropolitan Administration, 70 percent of the capital's population is anticipated to be fully vaccinated by October 22. The rising number of people

visiting Bangkok each year demonstrates that Bangkok is always a popular tourist destination. The fact that an increasing number of people visit Bangkok each year proves that Bangkok is always a popular tourist destination.

Most of Bangkok's major tourist attractions are historical or religious sites, like temples. There is beautiful architecture, wall paintings, and historical significance, such as Wat Phra Sri Rattanasamaram (Phra Kaew), Wat Phra Chetuphon Wimon Mangalaram (wat pho), Wat Arun Ratchawararam, Wat Sra Ket, and Phra Bor Banphot (Golden Mountain), Wat Ratchanadda, Wat Traimit, Wat Benchamabophit, Wat Bowon Other noteworthy locations to visit in Bangkok include palaces, museums, parks, and major shopping malls. There are both chilling locations like Chatuchak Weekend Market, Sampeng Market, Yaowarat, and Phahurat night markets, as well as luxury-level venues like numerous top department shops in various regions of Bangkok.

Figure:1 Bangkok tourism before Covid 19

Amazing Thailand Safety and Health Administration accreditation has been granted to over 3,000 stores, restaurants, hotels, shopping malls, and tourist spots in the capital for satisfying basic cleanliness and health safety criteria for their products and services.

In addition, the city will have its first gubernatorial election in eight years. The Election Commission released the 50 electoral districts for members of the Bangkok Metropolitan Council (a body entrusted with investigating the Bangkok governor and City Hall management) in August,

indicating that an election for governor would follow. As the capital prepares to welcome visitors once more, much work has to be done to improve Bangkok's image. Business players and organizations shared their views on where Bangkok should sharpen its focus and how a new governor could lead the capital to prosperity.

Before the Covid-19 pandemic, city tourism had significantly increased in Bangkok, sometimes already leading to discussions over capacity limits and "over-tourism". However, in Bangkok– the focus country of this Special Issue – the demand for city tourism in summer has also risen steadily over the past ten years (Fleischhacker, 2019). The increased demand for city breaks reflects a trend towards more short-term and flexible holiday planning and more frequent short holidays.

In the last decade, on a year-round basis, cultural, sightseeing, and city tourism accounted for almost 10% of all traveling in Bangkok city.

Looking at the sources for city tours in Bangkok, the city was the most important country in source markets. Regarding national guests– the second most important source market for tourism in Bangkok's capital – the most recent statistics from 2018 showed a marked increase of 6% in overnight stays compared to 2017.

The Federation of Thai Industries (FTI) urges Bangkok to improve its economic health by joining the government in bringing back vaccinated international visitors. The capital, Chiang Mai, Pattaya, Hua Hin, and Phetchaburi, are part of a plan to reopen the tourism industry on November 1.

The reopening coincides with Bangkok's projected gubernatorial election at the end of this year. The FTI views it as the beginning a new era for the 239-year-old metropolis. "Bangkok is Thailand," says FTI vice-chairman Kriengkrai Thiennukul, referring to the metropolis as the country's economic hub. This election might influence the course of our post-pandemic growth. Both the public and private sectors want to see a speedy economic recovery fueled by tourism and allied industries and enhanced business confidence following the lifting of lockdown measures.

However, the future governor of Bangkok must establish additional targets to handle the city's chronic economic difficulties while also following the worldwide trend of environmental preservation. While Bangkok is undoubtedly Thailand's most developed metropolis, the rich-poor divide remains wide. With a total population of more than 8 million people, including 3 million non-registered residents and foreigners, reducing the income disparity will be a key task for the incoming governor, who will need to collaborate with the national government to tackle the problem.

The capital is beset by many environmental issues, including wastewater, PM2.5 ultrafine pollution, and increasingly increasing volumes of solid trash, especially infectious junk such as abandoned face masks. According to the Bangkok Post, having a solid strategy to address these issues will allow the incoming governor to attract even more international tourists to the city in 2021.

2.3 .1.1Climate change impacts on city tourism

Thailand ranked seventh in the world regarding foreign visitor arrivals in 2019, with China serving as a major supply market. Thailand received a record 40 million tourists in 2019, with the top three spending categories for incoming visitors that year being lodging (28 percent), shopping (24 percent of spending), and food and drinks (24 percent of spending) (21 percent). Furthermore, between 2014 and 2019, the Thai tourist industry produced 36 million employees. Unfortunately, the epidemic and accompanying limitations have impacted tourism especially negatively, with international travel plummeting. Passengers on foreign flights to Thailand fell by 95% in September 2021 compared to the previous year. Hotels, in turn, only filled 9 percent of their rooms, as shown in figure 2.

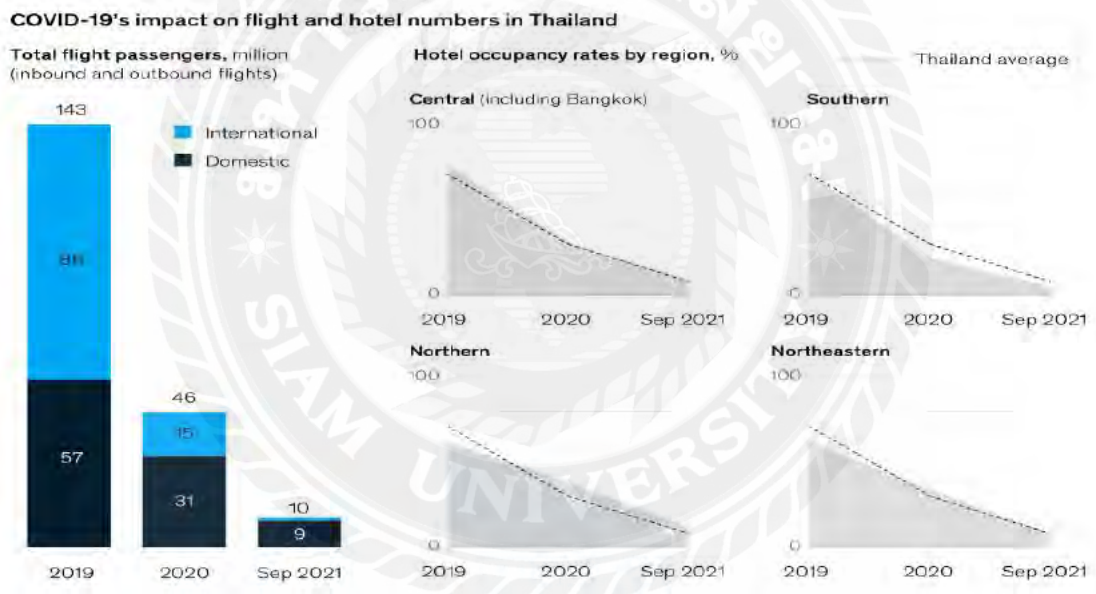

Figure: 2 Covid-19 impacts on hotel and tourism in Thailand

Source: Thailand ministry of tourism and sport

This decline in visitors had an outsize impact on tourism spending, as international travelers spent significantly more than their local counterparts, as seen in figure 2). For example, in 2019, foreign visitors accounted for 33 percent of total passengers in Thailand while accounting for over 60 percent of total tourism spending—international tourists spent $1,543 per traveler on average, compared to $152 for local travelers. 5 This decrease in spending had an unmistakable impact on Thailand's food and beverage retail industries, which include 1.2 million small and medium-sized businesses (SMEs).

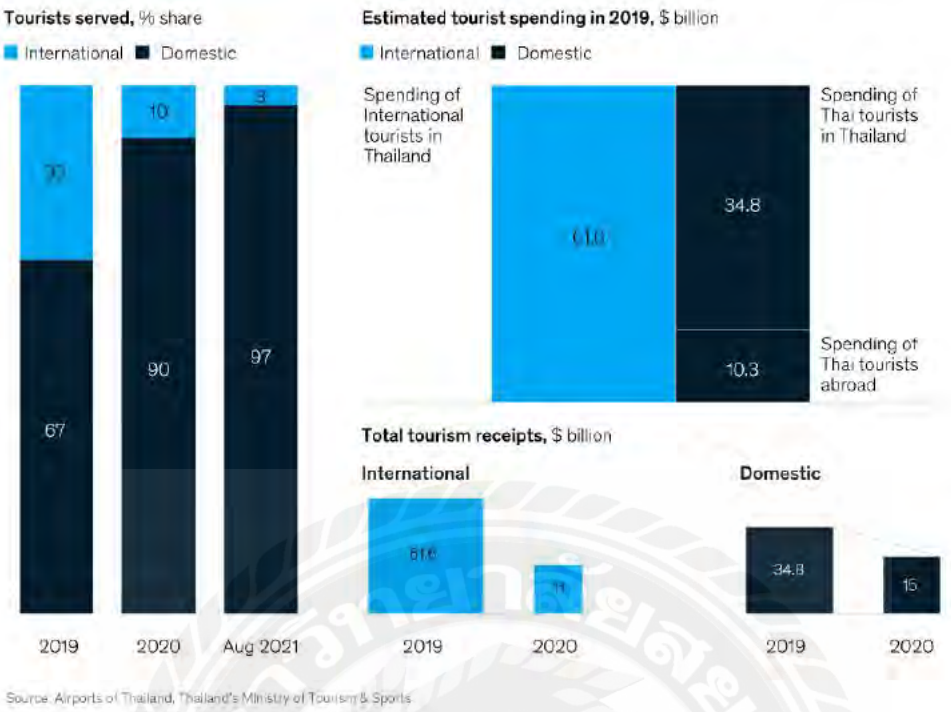

Figure:3 Tourism value to Thailand

2.3.1.2 Major adaptation needs in tourism

Thailand's recovery looks to be on the horizon. Assuming a repeat of the virus, poor long-term development, a muted global recovery, and no changes to global tourism policies, Thailand's tourist sector could only recover to pre-crisis levels by 2024. Given that Thailand's GDP relies heavily on foreign tourist revenues, the local tourism market alone will not be enough to restore the country's tourism earnings to pre-crisis levels; the sector's recovery will depend on an increase in international travel. Globally, this recovery scenario would most certainly transform the world's travel industry landscape, creating a strong urgency for the public and private sectors to secure the industry's existence. If Thailand can maintain a low infection rate, its tourism sector can recover as soon as 2024, driven by the return of international travel.

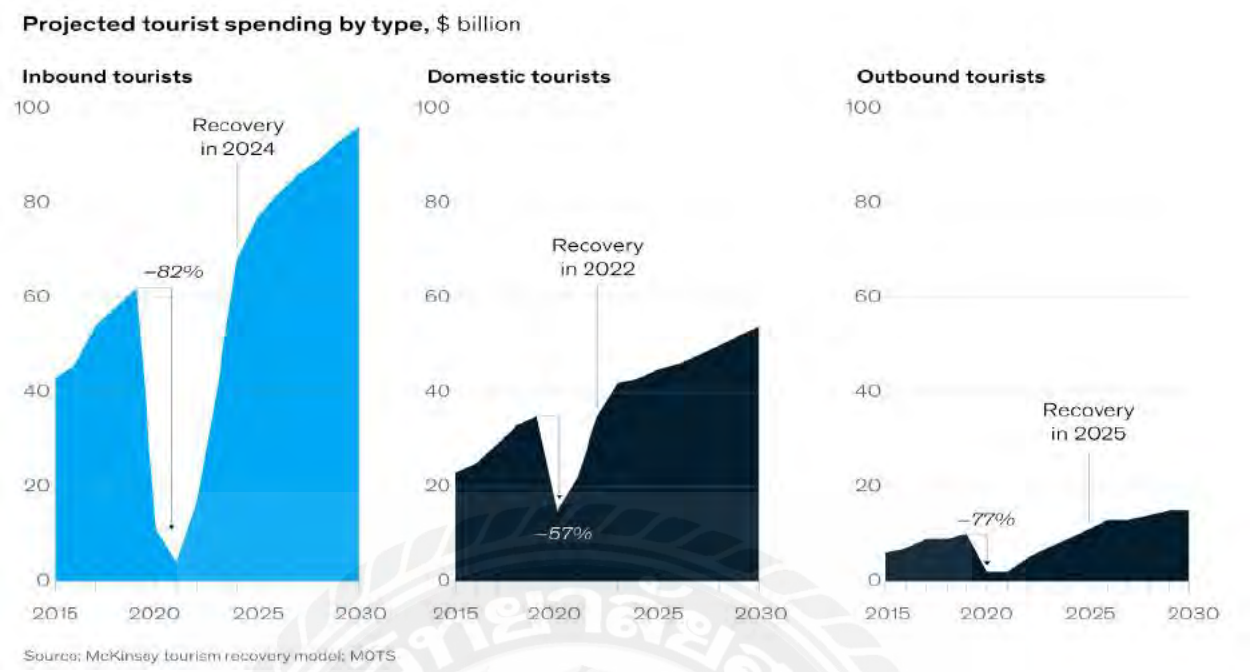

Figure:4 Tourism recovery model

2.3.1.3 Climate change mitigation challenges and options for tourism

Thailand has taken various measures to compensate for the loss of incoming tourists. However, given that Thailand recorded less than 1,000 daily COVID-19 cases nationally for most of the first quarter of 2020, with cases not exceeding 4,000 until November 2020, domestic tourism remained a feasible choice for tourists. The Thai government's initiative to increase domestic tourism took the form of hotel and airfare incentives for passengers. In addition, the government has announced plans to boost foreign tourism to Thailand's coastal resorts and attract high-end vacationers from outside markets. Cooperation between transportation providers and the hotel business, as well as tourist advertising, is critical in this context.

Making climate-friendly travel to the destination more appealing for business travelers, who account for a significant proportion of city trips (reference), is an important challenge, in addition to the already existing initiatives to promote and market climate-friendly mobility within the urban destination.

Since business travelers related to conferences and large-scale events (e.g., fairs, large-scale training courses, company events) align their travel arrangements primarily according to aspects of expediency, it is upon conference organizers and companies organizing "green events" (e.g., according to the declaration of Thailand's Ministry of the Environment), including transport to and within the destination as a matter of concern and to raise awareness for these issues at the time the city trip is planned.

The city of Bangkok is already strongly encouraging the use of public transport in the destination. However, it could communicate more intensively alternative arrival options by climate-friendly transport modalities at a large scale and foster the distribution of information

adequately.

The Thai government began the Rao Tiew Day Gun (We Travel Together) initiative in August 2020, with a budget of $640 million set aside to assist in enhancing domestic tourism. In addition, six million nights of hotel accommodation were subsidized by the government at 40% off standard room rates.

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Destinations that formerly catered mostly to international visitors have welcomed an increase in local visitors, which has aided their economies in navigating this challenging era. In addition, several luxury hotels offered big discounts and tempting promotions to target the medium- to high-spending domestic tourist segment. However, as COVID-19 cases reached a new high in July 2021, these efforts to boost domestic travel were temporarily discontinued.

Domestic aviation travel into and out of red zones, including Bangkok, was prohibited from July to September 2021 as part of the country's effort to prevent the spread of the Delta variety. During the same time frame, phase three of the We Travel Together campaign was suspended but restarted in October 2021. While existing urban infrastructure is shared by city tourists, housing, by the range of options, plays a significant role in overall climatic balance. Cooling and other adaptations are relevant in this situation.

The coronavirus (COVID-19) pandemic is, first and foremost, a humanitarian issue that has affected people's lives and has precipitated a global economic crisis. This has real consequences for the tourist industry, which is crucial for many people, places, and enterprises. The effects are felt most acutely in nations, towns, and areas where tourism is a significant element of the economy.

2.3.1.4 Tourism vulnerability to pandemics

One important distinction is that while health risks do not damage infrastructure, they disrupt flows. Production losses owing to business interruptions, supply chain disruptions, macroeconomic feedback, and long-term negative effects on economic growth are all examples of flow damages (Hallegatte, 2014). Flow damages begin with an epidemic outbreak and continue until full recovery is accomplished. So what makes tourism particularly vulnerable to a health crisis? The nature of tourist activities contributes to the tourism industry's high viral exposure.

For starters, many tourism employees require close closeness to visitors to deliver their services (Lemke & Hsieh, 2020). An INAIL (2020) assessment on COVID-19 infection risk, for example, rates the risk to canteen employees and waiters as relatively high.

Second, because tourism is concentrated on mobility and social contact, transmission is more dangerous (Neuburger & Egger, 2020). This is exacerbated by the tourist industry's high labor intensiveness. Tourism appears to be especially sensitive to a health crisis since regulations to prevent virus spread (mobility limits and social separation) affect most tourism-related activities, causing supply shocks. There are two main things to consider when assessing job loss due to social alienation.

The first consideration is how many employee activities can be performed remotely. Del Rio-Chanona, Mealy, Pichler, Lafond, and Farmer, 2020 created a Remote Labour Index (RLI) for each occupation by calculating the proportion of work that might be completed from home.

The second aspect is which industries are deemed necessary. A health crisis also generates demand shocks, ideally tied to a fear of infection.

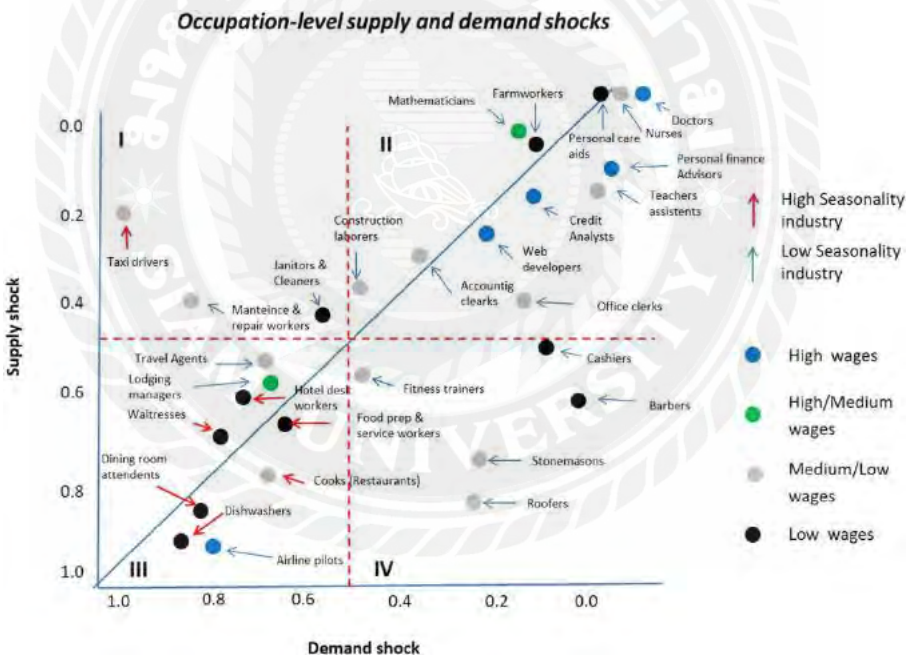


Figure: 5 vulnerable to a health crisis

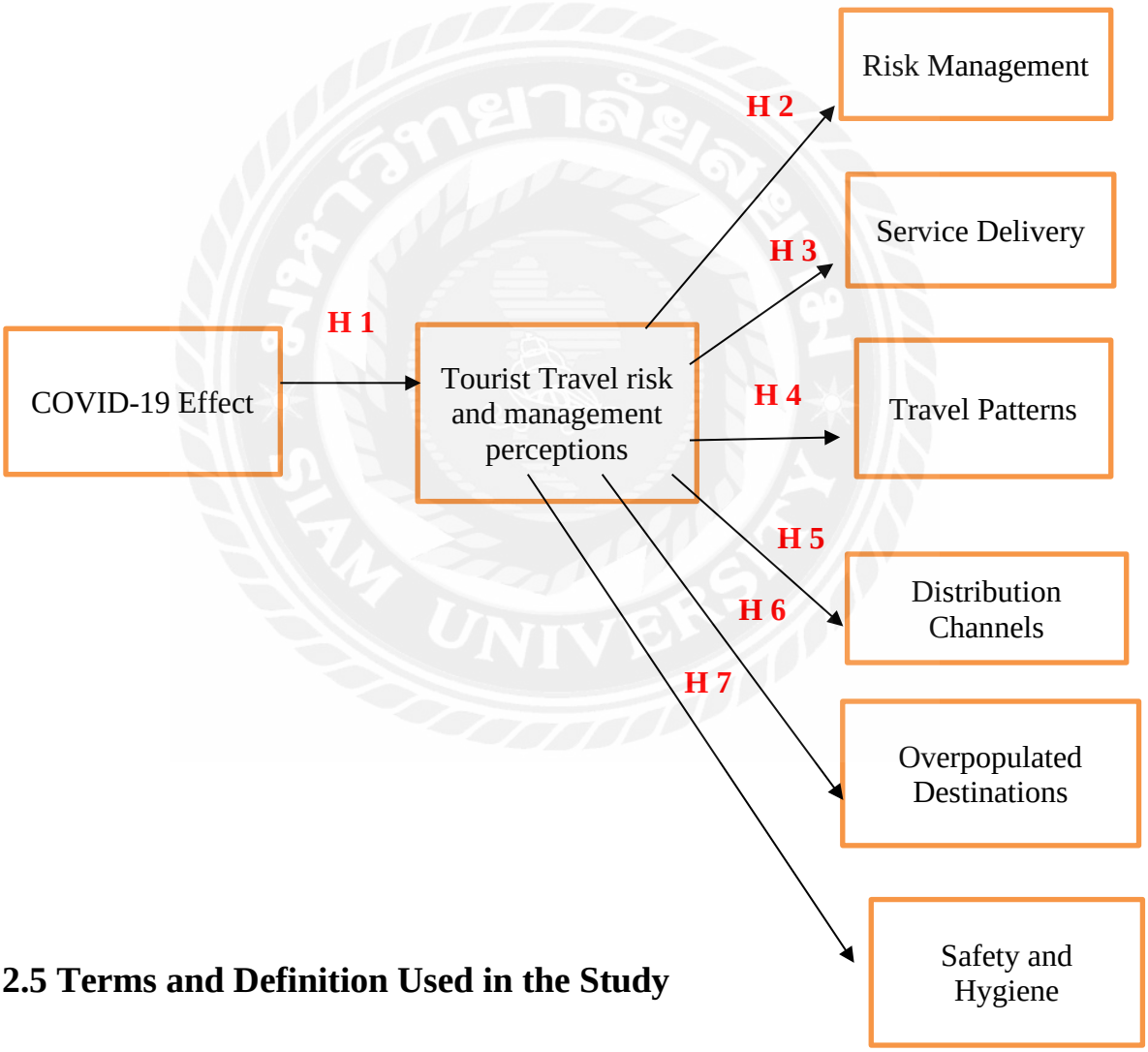
Figure 5 depicts the supply and demand shocks for various vocations. Level 0.0 for supply shocks indicates that there is no negative supply shock and that work may be done from home or that the profession is in an industry deemed important by the government. Level 1.0 professions are those that are not necessary and cannot be performed remotely.

Demand figures are derived from del Rio-Chanona, Mealy, Pichler, Lafond, and Farmer, 2020, based on Congressional Budget Office forecasts (CBO). Examples of jobs most sensitive

to supply and demand shocks may be seen in Quadrant III, bottom left. On the other hand, Quadrant II lists vocations with weaker supply and demand shocks.

2.4 Conceptual Framework

A conceptual framework brings together several related concepts to explain and give a broader understanding of the phenomenon under research. This suggests that a conceptual framework summarizes many findings from the literature sources regarding the research that has been examined, outlining the research agenda for better comprehension of the research aims. By giving an inquiry a framework that organizes the currents of thought that give it emphasis and direction, insight is attained (Rallis & Rossman, 2012). Therefore, the following framework is created for this research.



2.5 Terms and Definition Used in the Study

Risk Management

risk management is identifying, assessing, and controlling threats to an organization's capital and earnings. These risk stem from a variety of sources, including financial uncertainties, legal liabilities, technology issues, strategic management errors, accidents, and natural disasters (Tucci, 2022)

Service

Services are activities such as tourism, banking, and selling things which are part of a country’s economy. But are not concerned with producing or manufacturing goods (Collins Dictionary, n.a)

COVID-19

Services include tourism, banking, and selling things that are part of a country's economy. But are not concerned with producing or manufacturing goods (Collins Dictionary, n.a)

Tourism

Refers to the activity of visitors (IRTS, 2008).

Pandemic

A disease that exists in almost all of an area or in almost all of a group of people, animals, or plants (Cambridge Dictionary, n.a)

Destinations

The main destination of a tourism trip is the place visited that is central to the decision to take the trip (IRTS, 2008).

Distribution Channel

The route along which goods and services travel from the producer/manufacturer through marketing intermediaries (such as wholesalers, distributors, and retailers) to the final user. Channels of distribution provide downstream value by bringing products to end users (Segetlija, Mesaric, Dusk, 2005)

Hygiene

Science of the establishment and maintenance of health.

Travel Risk

Travel-related risk can be defined as the threat of an adverse event affecting a person's health while traveling, which interferes with the trip or necessitates the use of health services (Leggat & Franklin, 2013).

Chapter 3 Research Methodology

3.1 Introduction

This paper adopts mixed research. The research design is a stage through which the research is conducted by finding the data, selecting the data, conducting the data, and analyzing data based on risk management and sustainable tourism in the new crown epidemic in Bangkok City. This research is performed based on research method, population size, sample, sample size, sampling design, and collected data to be analyzed. The research is executed based on the research question's identity in chapter 1, the data collection process, and where to find the size of the population. Moreover, it is essential to know how to evaluate the outcome of the collected data. The quantitative research design employed to collect the data is quantitative research methodology; the research initiated with the research method in that the research is designed based on descriptive research design. That research design is followed by quantitative research. As the researcher selects one of the research designs, the researcher selects quantitative research, which follows the sample size of the total population. The data is collected from the sample size by employing the questionnaires for the research. The questionnaire set is created and distributed to the sample size of the desired population. The data is collected from the distributed questionnaires; the collected data is analyzed with the help of a software program to bring out the outcome.

3.2 Research Design

The research design gives a blueprint for the research to be executed. In this section, the researcher employs a descriptive research method. It is essential to design a proper research design that aids in illustrating how the data will be collected, evaluated, and analyzed. Moreover, the research design is an overall outline of how the investigation of research takes place, such as how the survey is to be distributed, the data collected, instrument employed to evaluate the collected data to analyze it. Therefore, the researcher of this research suggests that descriptive research is the best suitable instrument to perform research design for this research. As the descriptive research method is employed, the quantitative research design is employed, which aids in identifying the relationship between dependent variables and independent variables (Burns, 2000).

Furthermore, the quantitative research design is employed as a tool to find the reason behind every incident which has taken place while performing this research. The selected research design help in finding the data that is related to the "COVID-19 effect on tourist travel risk and management perceptions, to risk management, service delivery, transportation patterns, distribution channels overpopulated destinations and safety and hygiene element during the COVID-19 era", to examine the result from the hypothesis. Lastly, it is vital for the research to employ the descriptive research design, as the researcher employs the questionnaire to collect the data from the sample size from the total population. The created questionnaire was precise and

straightforward to make respondents respond to each question by making their correct choice (Wilson & Collins, 2010).

3.3 Hypothesis

In this research, the pathogen-stress theory is employed to evaluate the travel risk and management perception due to the COVID-19 uncertainty and to determine human behaviors in societal issues (Fincher & Thornhill, 2017). Some researchers have explored the influence of pathogens thereat in the context of the COVID-19 pandemic. "The personality traits are predicted by a parasite-stress theory of human sociality that highlights the infection risks related to the infection with conspecifics transmission" (Rahman, Gazi, Bhuiyan, and Rahaman. 2021). Hence, the travel risk and management perception refer to the risk of human-to-human transmission; the COVID-19 risks are connected to the openness of human contact. As humans move around, it increases the risk of transmission of the infection. As per the theory, when people develop in a parasite-infected environment, they become less open to visitors, less exploratory, and less curious, and reduce their chance of infection. Furthermore, the mentioned theory emphasizes cultural differences and cultural differences over space, such as between different human populations. They are generalizing the concept of pathogen-stress theory; this research indent to explore the effect of the COVID-19 pandemic and its impact on travel risk and management perceptions.

3.3.1 Effect of COVID-19 Pandemic

In December 2019, the COVID-19 disease spread worldwide, and in no time, it became a pandemic that the disease could transmit to humans. Most nations around the earth institute short-term travel restrictions to limit the spread of infection, which increases the concern caused by the global COVID-19 pandemic on the tourism industry (Mertens, Gerritsen, Duijndam, Salemink, and Engelhard, 2020). The researchers believe and link it to the 2003 SARS outbreak (Mao, Ding, and Lee, 2010), which travel restrictions could control. Also, the 2004 tsunami in the Asian region had a similar effect on tourism, where tourists were restricted or did not travel to the area under a red alert as tourists prefer a package that offers them safety and security when traveling to destinations. Tourists like destinations that are risk-free and less crowded; they avoid traveling to destinations that are considered to be a risk. Suppose their destination preferences diminished well-being after the outbreak. The COVID-19 pandemic has brought severe concerns to the world tourism industry and smaller markets. As per the UN reports, the current circumstance in the tourism sector is significantly worse due to the pandemic. In a short period, the COVID-19 pandemic quickly immobilizes international tourists' emotional stability. The COVID-19 fear and the rate at which its spread has impost and affected the tourists' travel risk and management perception. As per Wen and Huang (2019), the practitioners explore the tourists' travel behavior toward tourist destinations. The discussion of recent literature evidence that no empirical evaluation emphasizes the impact of the COVID-19 pandemic on tourists' travel risk and management perception. Hence, the researcher of this research proposes the hypothesis.

H 1: COVID-19 fear affects the tourists' risk and management perception.

H 0: The COVID-19 fear does not affect the tourist risk and management.

3.3.2 Tourists' Travel Risk and Management Perception

The evaluation of a scenario regarding the risk to make judgments about travel to destinations is known as "travel risks and management perception." (Neuburger & Egger, 2020). Tourists' perception of risk and management is a crucial factor for tourism locations. Risk management is known as identifying potential dangers to the travel and tourism sector resulting from the current epidemic and then assessing, improving, and adopting preventive measures to lessen the risk. Many nations worldwide began to recover from the tourist events crisis (Elizabeth, Adam, Day our, and Baiden, 2021). Moreover, the tourists' travel arrangements are to be organized to minimize the risk and stress tourists. For instance, tourists are advised to buy travel insurance when they book trips to destinations. Bassil, Saleh, and Anwar (2019) suggest that the travel and tourism industry is vulnerable to risks, including crises events, pandemics, and other risks which impost challenges to tourists' safety. Past research suggests that risk restricts travel and negatively affects tourism demand (Joo, Woosnam, Lee, Lee, 2020 & Smith, 2006). The research by Loureiro and Jesus (2019) further suggests that perceived risk negatively affects tourist destinations. Therefore, the following hypothesis is created for this research.

H 2 Tourists' travel risk and management perception positively influence risk management.

H 0: Tourists' travel risk and management perception do not influence risk management.

The travel risk includes the factor of cancellation of flights due to the government restriction on travel, such as in and out of the nations, including domestic traveling, travel risk, and management perceptions. The travel cancellation results create negative emotions, anxiety, and disappointment for the tourist (Ray & Bala, 2021). In line with this, services such as delivery or service efficiency are crucial to tourism initiative performance. The failure in the service can lead to a negative impact on travel destinations. Past research suggests that the tourist travel risk and management perception may negatively influence tourists' decision-making (Lanza, Crainic, Rei, and Ricciardi, 2021 & Yu, Li, Yu, Zhou, 2020). A service from an excellent service-oriented business and timely response reduces the tourists' travel risk and management perceptions. According to Yu et al. (2021), some food businesses refuse to provide service delivery to Chinese tourists, which is considered or comes under discrimination and may lead to tourists' increasing travel risk and management perceptions towards destinations. The research by Wen, Kozak, Yang, and Liu (2020), public health issues directly affect traveling behavior, and tourists avoid traveling to a location that is considered a risk. Moreover, tourists can avoid eating in a food shop and order food; delivery reduces social interaction and unnecessary contact with people during the pandemic. The research created the following hypothesis.

H 3: Tourists' travel risk and management perception positively influence service delivery.

H 0: Tourists' travel risk and management perception do not influence service delivery.

In the COVID-19 pandemic era, tourists' travel behavior has changed globally (Parady, Taniguchi, and Takami, 2020). Changing the transportation pattern in public areas and crowded public transit in the nation is difficult. As a report by Wen, Kozak, Yang, and Liu (2020), ride-sharing or bike services could be used in more crowded transit options in the wake of the COVID-19 era. Social distance is vital to avoid crowded areas, and having different transportation options within a nation aids tourists in deciding to visit their desired places. The research Hobbs (2020) stated that the transportation network is vulnerable to disturbance due to movement restrictions.

Bucky (2020) indicated that using public transport signifies a higher risk of infection with COVID-19. Therefore, the research proposed the following hypothesis.

H 4: Tourists' travel risk and management perception positively correlate with travel patterns.

H 0: Tourists' travel risk and management perception do not influence travel patterns.

When purchasing tour packages, hotels, and tickets, the distribution channel refers to traditional and internet travel agents (Wen, Kozak, Yang, and Liu, 2020). Distribution channels are the intermediaries that send goods and services to the final consumers. According to authors (Gretzel, Zareadeh, Li, and Xiang, 2019), there is a strong correlation between consumer behavior and purchasing behavior, destination preference, experience sharing, and information searches. Information technology makes it simple to control a person's travel risk and face-to-face contact (Pourfakhimi, Duncan, Coetzee, 2020). For instance, users can participate in distant learning, work from home, order goods and services online, and conduct virtual banking transactions. People reduce their perceptions of travel risk and management when using technology for travel-related tasks, including planning vacations, providing rapid vendor feedback, and comparing travel destinations. Hence, the following hypothesis is created.

H 5: Tourists' travel risk and management perception positively influence distribution channels.

H 0: Tourists' travel risk and management perception have no impact on distribution channels.

The ability of COVID-19 spreads from human-to-human transmission. Therefore, it is essential to avoid overpopulated destinations. The overpopulated destination refers to the neologism that indicates the overcrowded people on a holiday destination. According to a collaborative study (Wang, Ackerman, 2019), infection dangers cause people to be attentive and clear of crowded areas. This tendency will cause a mental shift in how individuals travel, diminish their perception of travel danger and risk management, and make them avoid congested areas (Zenker & Kock, 2020).

Furthermore, according to Lee (2020) reports, social estrangement can help stop the spread of Covid-19 outbreaks. According to various research, overcrowding is a problem in tourist areas (Oklevik, Gossling, Hall, Jacobsen, Grotte, and McCabe, 2019 & Seraphin, Sheeran, Pilato, 2018). Thus tourism operators can choose the best strategy to control tourist flows to ensure visitors' safety, well-being, and perception of danger. Therefore, the research proposed the following hypothesis.

H 6:Tourists' travel risk and management perception positive relationship with overpopulated during the COVID-19 pandemic.

H 0: Tourists' travel risk and management perception have no influence on overpopulation during the COVID-19 pandemic.

The COVID-19 pandemic has made tourists conscious of safety and hygiene. Tourists, when traveling oversea or domestically, are worried about safety and hygiene while public transport, hotels, and recreational sites (Mamun, Hayat, Zainol, 2020). To decrease the symptom of people COVID-19 pandemic needs to wear face masks and hand gel to clean their hand to help people to be safe and hygienic and reduce the chance of spreading (Wen, Kozak, Yang, Liu, 2020 & Esposito and Principi, 2020). It implies that safety and hygiene may significantly influence

tourists' perceptions of travel risk and risk management. Because health-related issues, as well as safety and hygiene concerns, pose the most significant risk. During the Covid-19 pandemic, potential visitors typically look for areas that are safe and hygienic, clean, have reliable infrastructure, and have high-quality medical facilities (Wen, Kozak, Yang, Liu, 2020). Therefore, this study's hypothesis was:

H 7: Tourists' travel risk and management perception positively impact destinations' hygiene and safety.

H 0: Tourists' travel risk and management perception do not impact destinations' hygiene and safety.

3.4 Survey Research

According to Check and Schutt (2012), survey research is employed to evaluate the information gathered straight from each respondent's response collected from the questionnaire. The survey research help in analyzing tourist behavior during the COVID-19 time, such as the effect it has on tourist travel risk and management risk management, service delivery, transportation patterns, distribution channels, overpopulated destinations, and safety and hygiene; the questionnaire is to be distributed to tourist visiting Bangkok. Moreover, the survey is employed to perform the research among a larger sample size of the population by mailing, email, phone, google link, or phoning the respondents. Finally, the research is executed by asking respondents to complete the survey to collect meaningful data based on the COVID-19 effect on travel risk and management. As the nation is experiencing COVID-19, most of the research has been performed over the internet.

3.5 Population and Sampling

The term "sample" refers to a collection of individuals who represent the local community adequately. Based on the total population of the specified region or nation, the sample size must be determined. For example, the total number of tourists in Thailand improved in 2022, and 2.08 million tourists visited Thailand in the first month of 2022 (Thaiwesites, 2022). Moreover, in the past, 47% of total tourist visiting Thailand has visited Bangkok city. Therefore, the researcher of this research selects 47% of 2.08 million tourists as the sample. Therefore, 0.9776 million tourists are the sample for this research. To perform the research among the sample population, the researcher created the questionnaire using past research, academic paper, and literature identified in chapter 2. This aids the questionnaire to be more precise, creates easy understanding, and is related to the research subject. As the questionnaire is created correctly, the second stage is distributing the questionnaire to the tourist who is visiting Bangkok city.

3.6 Sample Size

In the last section, the sample is identified, which counts for 0.9776 million tourists. The research further examines the sample and makes it in sample size for the research. Figure 5 below presents the population size, which is 0.9776 million tourists based on the table, and keeping the confidence level at 95%; the research selects 384 as the sample size for this research (Check

market, 2020). Therefore, the selection of 384 as the sample size plays a vital role in analyzing the overall population based on the tourist visiting the city with considering the framework identified in Chapter 2.

	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
Population size	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

Figure 6 Sample size of population (Checkmarket, 2020)

3.6.1 Sampling Method

In the sample, research is essential to select the sample size from the given population representing similar categories as the overall population. The sampling method is divided into two parts probability sampling method and the non-probability sampling method. According to Mccombs (2022), the probability sampling method is categorized into four core categories: simple random sampling, systematic sample, stratified sampling, and cluster sampling method. The research uses the probability sample method and selects the simple random sampling method. The simple random sampling method provides an equal opportunity for the member of the population to be selected to fill out the survey. Hence, the total number of 383 respondents has been chosen from tourists visiting Bangkok City. The tourists select areas such as Nana and Silom areas, as most tourists visit those areas and consider them the central area. The select tourists fill in a questionnaire that includes the factors such as; COVID-19 effect on tourist travel risk and management perceptions, risk management, service delivery, transportation patterns, distribution, overpopulation, and safety and hygiene. The sample size respondents are the ones who are easily accessible to execute this research smoothly (Fritz & Morgan, 2010). Therefore, the simple random sampling method is best suited for evaluating the tourists visiting the nations.

3.7 Data collection

The process in which the data is collected is referred to as data collection. Usually, the data collection is achieved in two ways, primary and secondary data. According to Bryman and Bell (2011), primary data is first-hand data collected from survey questionnaires, interviews, and focus

groups of a total sample size. Secondary data is collected from a research paper, past studies, literature, and academic sources. This research is performed through a survey questionnaire. The questionnaire of this research is divided into two core parts. In the first part of the questionnaire, close-ended questions are asked to the respondents, age, gender, income, number of COVID-19 vaccine shots, how often they travel, and afraid of traveling during this period. The second part of the questionnaire uses the scale questions and provide a wide range of response to select one from Likert scale-type questions. This question allows the respondents to select the correct answer best suited to the respondent's point of view; this question saves the respondent time as a simple tick selects the option.

On the other hand, the secondary data is collected based on the effect of COVID-19 on travel risk and management perception, risk management, service delivery, transportation patterns, distribution channels, overpopulated destinations, safety, and hygiene. The survey is created based the on the identified factors. As the questionnaire is created, the next step is to distribute the questionnaire among the total sample size of 383 respondents to collect the data.

3.7.1 Research Approach

The research approach laid out a detailed plan for collecting and evaluating, analyzing, and interpreting the data. The research is divided into three categories which are the deductive, inductive, and abductive research approaches. In this research, the researcher selects a deductive research approach which explains a creating hypothesis based on the existing research and creates the research plan to collect data and test the created hypothesis (Wilson, 2010). Moreover, the research approach is a step with a broad strategy to gather, execute, and analyze the data based on the outcome to identify the research problems (Creswell, 2013). This research is conducted based on the survey questionnaire as this research need a larger sample size to collect and produce accurate result/information.

3.8 Data Analysis

Analyzing the data is the systematic manner of employing the statistical technique to execute, explain, condense and analyze the primary data. According to Shamoo and Resnik (2003), the data analysis process provides a different analytic process to find research-related information and analyze it to bring the research outcome. This research collects the primary data by performing a survey questionnaire. The following process is to collect the data from the excel file and process it in the SPSS (Statistical Package Social Sciences). The SPSS program helped in conducting the test required by this research. First, Cronbach's reliability test is used to test the reliability of the data and ensure that an accurate result can be achieved. Second, Pearson correction Analysis to test the relationship and whether the created hypothesis in the research is accepted to rejected. Finally, the mean and standard deviation is done for each factor and base descriptive analysis for the first part of the questionnaire.

3.9 Reliability and Validity analysis of the scale

The researcher employs the questionnaire to obtain the answer and to ensure that questionnaire is to produce accurate data. The research uses validity and reliability. Chinall

(1997) suggests it exists of an incorrect and uncompleted answer to the research. To reduce the risks, the research base the reliability test on two particular designs validity and reliability.

Validity

According to Krit and Miller (1987), validity is the fit quality between observation and basis. Saunders and Thornhill (2000) further suggest whether the finding is really about the theory to be about. It suggests how to well a specific research approach measures what is claimed to measure (Chinall, 1997). According to the validity of the data, the information contained in the research that was explicitly written about this subject could be considered valid. The information collected from the questionnaires that were explicitly written about this subject would be valid. The information that was collected from the questionnaire by researchers is valid. The information collected from the questionnaires that were explicitly written about this subject would be valid. The information that was collected from the questionnaire by researchers is valid

Reliability

As per Chinall (1997), reliability is the mean of stability and consistency of the result derived from research of the probability that the same result could be obtained if the measure used in the research were simulated, fundamentally reliability is concerned with the consistency, predictability, and accuracy of specific research findings. One main factor of respondents' lack of knowledge affected the reliability of the research. According to Eriksson and Wiedersheim-Paul (2001), respondents at the moment are stressed, tired of work, or consist the sort of questionnaire which can negatively impact the reliability of the research. Therefore, this research conducts Cronbach's Alpha. Cronbach's Alpha, also known as coefficient alpha, is a measure of reliability, specifically internal consistency reliability or item interrelatedness, of a scale or test. Internal consistency refers to the extent that all elements on a scale or test contribute positively toward measuring the same construct. For instance, internal consistency reliability is relevant to composite scores. It is essential to know that reliability pertains to the data, not the scale or test measure. Therefore, all the data is tested before further analyzing it. The figure below presents the range that is accepted.

The internal consistency of a test or scale; is expressed as a number between 0 to 1. Internal consistency describes the extent to which all the items of the research test (In this research, the dependent and independent variables) measure the same concept or construct. Hence, it is connected to the interrelatedness of the items within the test. Hence, internal consistency should be determined before a test can be employed for the research purpose to enable validity. It also helps with estimates showing the amount of measurement error in a test; its interpretation of reliability is the correlation of the test with itself; figure 7 presents the acceptance of the test. Therefore, the researcher uses knowledge explained in internal consistency and tests all the variables of this research (the variables are identified in chapter 2). After testing the internal consistency, the result is presented in chapter 4. The research test all the data collected from the questionnaires, and Cronbach's Alpha of all the variables are more significant than 0.6. Therefore, this research suggests that collected data for this research is to produce an accurate result, the sore to relationship further explained with implied reliability in figure 7.

Factor	Number of Item	Cronbach's Alpha
COVID-19 Effect	6	0.812
Risk Management	6	0.793
Service Delivery	6	0.721
Travel Pattern	5	0.761
Distribution Channel	4	0.839
Overpopulated	4	0.727
Hygiene and Safety	4	0.763

Table 3 Testing of the Reliability Test

The table above presents a reliability test for all the factors the figure 7 information adds to telling if the data Cronbach score produces a reliable result. The Cronbach Alpha score for COVID-19, Risk Management, and Service Delivery is more significant than 0.7, which suggests that the factors are acceptable and produce an accurate result. The score for the travel pattern is more significant than 0.761, suggesting that the result produces in this factor is acceptable. The Cronbach Alpha score for Distribution Channel is 0.839, suggesting that the factor has high internal consistency, as a score greater than 0.7 mean it is acceptable. Lastly, the Cronbach Alpha score for overpopulated and hygiene and safety are more significant than 0.7, suggesting that it is acceptable. Overall, the score of all the factors in this result has a Cronbach Alpha score of more than 0.7, and it's acceptable.

Alpha Coefficient	Implied Reliability
Lower than 0.6	Unacceptable
Between 60 and 0.65	Undersirable
Between 65 and 0.7	Minimally acceptable
Between 70 and 0.8	Respectable
Between 80 and 0.9	Very good
Much higher than 1	Consider shortening the scale

Figure 7: Cronbach Alpha Source DeVellis (1991).

Chapter 4 Results of the Study

4.1 Introduction

This chapter of research emphasizes the focus on analyzing the collected data for the research of the effect of COVID-19 impact on tourist travel risk and management perception to risk management, service delivery, transportation patterns, distribution channels, overpopulated destinations, and safety and hygiene in Bangkok city. In total, 383 surveys were distributed to the tourists to be filled out. However, some of the respondents needed to be completed or returned. Therefore, the researcher takes the survey of the complete survey from the respondents, which counts for 283 completed surveys. Therefore, the research takes a complete survey to investigate this research.

4.2 Description of statistical Variables

The section presents the primary data collected from 283 respondents. This section is divided into two main parts. In the first part, the general information of the respondents is presented, and in the second part, the information about factors presented in the framework is presented.

Gender	Number	Percentage
Male	179	63.2 %
Female	104	36.8 %
Total	283	100 %

Table 4.1: Respondents Gender

As per table 4.1, the number of male respondents in this research is 179 counts or 63.2 %, and the number of female respondents is 104 counts, or 36.8%. Therefore, it suggests that most of the respondents in this research are male, as, in the Nana and Silom area, the number of male visitors is more than females for this research.

Age Group	Number	Percentage
18-24	9	3.2%
25-28	43	15.2%
29-35	89	31.4%
35 or above	142	50.2%
Total	283	100%

Table 4.2: The Respondent Age Group

Table 4.2 present the age group of the respondent. 50.2% of the respondents belong to the age group above 35 years old, 31.4 % of the respondents belong to 31.4% of the age group, and the least was the 18-24 years old group, which counts up to 3.2%.

Education	Number	Percentage
High School	109	38.5 %
Post-Graduated	89	31.5%
Graduate	85	30%
Total	283	100%

Table 4.3: The Education of the Respondents

Table 4.3 present the age group of the education level. It evenly distributed, with all three categories is ranging in 30%. Moreover, the high school education level is most at 38.5 %, the post-graduated is 31.5%, and the graduate counts for 30%.

Vaccine Shot	Number	Percentage
1 Dose	0	0
2 Dose	59	20.8%
3 Dose	132	46.6%
More Than 3 Dose	92	32.6%
Total	283	100%

Table 4.4: Number of Dose Taken

Table 4.4 present the number of Dose taken by respondents. Most of the respondents have taken more than 3 Doses, with a count of 224 respondents, 79.2%. Fifty-nine of the respondents have taken 2 Doses. It suggests that respondents of this research have 2 Doses of vaccines and are considered safe to travel compared to someone with no Dose of Vaccine.

Often travel during COVID-19	Number	Percentage
No travel	189	66.7%
Business Purpose	63	22.2%
Meet Family	31	10.1%
Total	283	100%

Table 4.5: Reason for travelling during the COVID-19 Era

Table 4.5 suggests that most respondents do not travel during the COVID-19 era, which is 189 respondents counting up to 66.7%. Of the respondents travel for business purposes with is 22.2% and to meet the family 10.1%.

Afraid to travel during COVID-19	Number	Percentage
Yes	52	18.4%
No	231	81.6%
Total	283	100%

Table 4.6: Afraid to travel during COVID-19

Table 4.6 suggests that most respondents are not afraid to travel during or after the COVID-19 era, as 231 respondents select the no option for the question and count for 81.6%

4.3 Results of the Study

4.3.1 The COVID-19 fear affect the tourists' risk and management perception.

ANOVA Test

ANOVA analysis of variance is a statistical procedure concerned with comparing the means of several samples. It can be considered as an extension of the t-test for two independent samples to two or more two groups. The test aims to identify significant differences between class means, which is done to test the relationship of the variable and conclude if the created hypothesis is accepted or rejected (Ostertagova & Ostertag, 2013). Therefore, in this research, ANOVA testing is employed, and for the first table, the Sig value is taken, and the value analysis is used to know the relationship. Then, from the Coefficients value analysis to know the relationship and result of accepting or rejecting the hypothesis.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	7.273	1	7.273	9.854	0.002[b]
1 Residual	272.618	369	.729		
Total	279.891	370			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	2.871	1	7.213	11.354	0.000
1 COVID-19	.231	369	.729	3.141	0.00

Table 4.7: ANOVA Testing for COVID-19 Fear affect the tourists' travel Risk and Management Perception

The table presents the ANOVA result. The resulting state that COVID-19 and tourist risk travel and management perception have a significant relationship, as the value of at sig 0.002 and

the value less than 0.05. According to the coefficient table, the value of sig is 0.231, suggest demonstrates a weak positive relationship between COVID-19 and tourist risk travel and management perception. Therefore, the created hypothesis is accepted.

4.3.2 Tourists' travel risk and management perception has positive influence on risk management.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	5.329	1	5.329	7.164	0.008[b]
1 Residual	274.611	369	.744		
Total	279.94	370			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	2.989	.265		11.631	0.000
1 Risk Management	.183	0.071	.138	2.677	0.008

Table 4.8: ANOVA Tourists' Travel Risk and Management toward Risk Management

The table presents the ANOVA result. The results state that tourist risk travel and management perception of risk management have a significant relationship, as the value of at sig 0.008 and less than 0.05. According to the coefficient table, the value of sig is 0.183, suggest demonstrates a weak positive relationship between tourist risk travel and management perception and risk management. Therefore, the created hypothesis is accepted.

4.3.3 Tourists' travel risk and management perception have positive influence on service delivery.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	28.982	1	28.982	42.612	0.000[b]
1 Residual	250.960	369	.680		
Total	279.942	370			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	2.340	.206		11.366	0.000
1 Service Delivery	.381	0.058	.322	6.522	0.000

Table 4.9: ANOVA Tourists' Travel Risk and Management toward Service Delivery

The table presents the ANOVA result. The resulting state that tourist risk travel and management perception of service delivery has a significant relationship, as the value of at sig 0.000 and the value less than 0.05. According to the coefficient table, the value of sig is 0.381, suggest demonstrates a weak positive relationship between the tourist risk travel and management perception and service delivery. Therefore, the created hypothesis is accepted.

4.3.4 Tourists travel risk and management perception have positive relationship with travel pattern.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	20.452	1	20.452	29.098	0.000[b]
1 Residual	269.481	369	.703		
Total	289.933	370			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	2.200	.273	8.060	11.366	0.000
1TravelPattern	.408	0.076	.270	6.522	0.000

Table 4.10: ANOVA Tourists' Travel Risk and Management toward travel pattern

The table presents the ANOVA result. The results state that tourist risk travel and management perception of travel patterns have a significant relationship, as the value of at sig 0.000 and less than 0.05. According to the coefficient table, the value of sig is 0.408, suggest demonstrates a moderate positive relationship between the tourist risk travel and management perception and travel pattern. Therefore, the created hypothesis is accepted.

4.3.5 Tourists travel risk and management perception have positive influence on distribution channels.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	6.136	1	6.136	5.483	0.000[b]
1 Residual	148.978	369	.404		
Total	155.114	370			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	2.977	.288		10.365	0.000
1 Distribution Channels	.218	0.056	.199	3.897	0.000

Table 4.11: ANOVA Tourists' Travel Risk and Management toward distribution Channels

The table presents the ANOVA result. The resulting state that tourist risk travel and management perception of distribution Channels have a significant relationship, as the value of at sig 0.000 and the value less than 0.05. According to the coefficient table, the value of sig is 0.218, suggest demonstrates a moderate positive relationship between the tourist risk travel and management perception and distribution Channels. Therefore, the created hypothesis is accepted.

4.3.6 Tourists' travel risk and management perception positive relationship with overpopulated during COVID-19 pandemic.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	6.336	1	30.421	9.341	0.001[b]
1 Residual	8.345	269	32.33		
Total	155.123	270			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	20.647	9.530			0.000
1 Overpopulated	.295	.154	.333	1.911	0.000

Table 4.12: ANOVA Tourists' Travel Risk and Management toward Overpopulated

The table presents the ANOVA result. The resulting state that tourist risk travel and management perception to overpopulated a significant relationship, as the value of at sig 0.000 and the value less than 0.05. According to the coefficient table, the value of sig is 0.295, suggesting a moderate positive relationship between tourist risk travel and management perception and overpopulation. Therefore, the created hypothesis is accepted.

4.3.7 Tourists' travel risk and management perception have a positive impact on destinations' hygiene and safety.

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	19.452	1	21.452	28.981	0.000
1 Residual	259.481	369	.603		
Total	278.933	370			

Coefficients

Model	Unstandardized B	Coefficients St. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	2.123	.243	7.061	10.341	0.000
1 Safety and Hygiene	.301	0.076	.240	5.522	0.000

Table 4.13: ANOVA Tourists' Travel Risk and Management toward travel pattern

The table presents the ANOVA result. The results state that tourist risk travel and management perception of safety and hygiene have a significant relationship, as the value of at sig 0.000 and less than 0.05. According to the coefficient table, the value of sig is 0.295, suggest demonstrates a moderate positive relationship between tourist risk travel and management perception and safety and hygiene. Therefore, the created hypothesis is accepted.

4.4 Result

In the chapter, the researcher presents the data collected from the questionnaires. Out of 383 questionnaires distributed to the tourist traveling to Bangkok, 100 questionnaires were incomplete. Therefore, the completed questionnaire data is analyzed. In the sample unit, most respondents represent male categories, and the majority belong to the age group of 35 or above. The younger age segment does not travel during the low tourist season due to their work or studies. However, the educational level is mostly in high school or post-graduated categories. As the vaccine is the best manner to fight against COVID-19, all the travelers had more than two doses and were considered safe to travel in the post-pandemic era. The respondents during the COVID-19 era did not travel unnecessarily during the COVID-19 era; the respondents traveled only for reasons such as business purposes and to meet the family. As the tourists are vaccinated, they do not fear traveling during COVID-19.

Next, the reliability test suggests that all the factors and questions in the questionnaires produce reliable results, as Cronbach's Alpha score is more significant than 0.7. All seven created hypotheses for this research have a sig score greater than 0.005, suggesting a significant relationship between the variables. However, the result table in 4.3.2, 4.3.3, 4.3.4, 4.3.5, 4.3.6, 4.3.7, and 4.3.8 suggest a positive relationship between the dependent and independent variables, although most of the variables have weak positive relationships. However, tourists' travel risk and management perception have a moderate positive relationship with travel patterns, and tourists' travel risk and management perception have a moderate positive relationship. To conclude, all the hypothesis created is accepted, and the future is discussed in the next chapter and related to the finding of the literature identified in chapter 2.

CHAPTER 5 Conclusion and Recommendation

5.1 Introduction

In this research chapter, the research relates the finding to the literature identified in the early chapters. Finally, provide the conclusion of the research and state the conclusion.

5.2 Conclusion

The findings of this study indicated that Covid-19 has affected tourists' travel risk and management perceptions and its impact on risk management, service delivery, transportation patterns, distribution channels, avoidance of overpopulated destinations, hygiene, and safety. Tourists believe that the Covid-19 pandemic has created tourists' health anxiety and reduced their travel plans for destinations.

These findings may help policy-makers and healthcare operators to manage maladaptive levels of concern due to the Covid-19 pandemic, and know who is more inclined to react unpleasantly towards the Covid-19 pandemic. Health practitioners can improve educational interventions while targeting international tourists for travel destinations.

Tourists are worried about the spread of the Covid-19 pandemic on their travel activities and travel-related preferences in the post-pandemic period. With the significant effect of the Covid-19 pandemic, this study contributes key insights to assist tourism policymakers and practitioners improve effective strategies to enhance tourists' confidence after facing health risk crises and travel risk and management perception towards travel destinations.

The travel movement has become more selective, therefore independent travel and health tourism are crucial. Tourists can take fewer trips but spend longer in their picked destinations. These patterns will reduce the negative effects of the travel industry and lessen tourists' travel risk and management perceptions. Based on the tourists' travel risk and management perceptions and travel recuperation systems, travel attributes can move in the present due to the spread of the Covid-19 epidemic.

The disaster of the Covid-19 pandemic teaches us not to visit overpopulated destinations and those people suffering from overcrowded destinations, there is a necessity to evaluate their travel planning and improvement to ensure sustainability. As tourists prefer quiet destinations for their tourism activities due to the Covid-19 pandemic, the global travel and tourism industry could benefit by paying attention to these cravings. Due to these predicted changes in tourist behavior, the world tourism industry entails close academic attention. The travel and tourism industry is a fundamental part of the global economy, liable for a large number of occupations and billions of dollars in profit. Therefore, travel and tourism industry practitioners and policymakers should reevaluate tourists' behavior, travel industry policies, regulations, tourism operators' market, and tourism product development to promote continuous sustainability. The existing global health

crisis has an unprecedented impact on the travel and tourism industry due to the spread of the Covid-19 pandemic.

5.3 Discussion

In this research, 283 respondents' answer is analyzed. As per the general information, more male respondents were found, even after the respondents were selected by a simple random sampling method. As per the sample unit, more tourists above 35 years old travel. This is possible as it is off-season and young respondents are busy with education or work. Therefore, the respondent's educational level is good. The majority have two doses or more of the COVID-19 vaccine and can be considered fully vaccinated. Tourists during the COVID-19-time travel only if they have a reason which can not be avoided. However, now tourists have less fear of COVID-19 compared to the past.

The collected data test in the reliability test and Cronbach's Alpha of all the factors and collected data produces a Cronbach's Alpha greater than 0.7, suggesting that all the factors and data collected in this research are acceptable. Moreover, the researcher of this research created seven hypotheses to be tested. In this section, the research relates the primary and secondary data.

COVID-19 affects Tourist Travel Risk and Management

The result from table 4.8 suggests that COVID-19 does influence the tourist travel risk, and management has a positive relationship. The finding of this research is supported by Rahman, Gazi, Bhuiyan, and Rahaman (2021), as in their research, the infection risk and conspecifics transmission areas are avoided by the tourist to be traveling. Gerritsen, Duijindam, Salemink, and Engelhard's (2020) statement, that COVID-19 fear, limitation on traveling, and risk of transmission discourage tourists from traveling, affecting international and domestic traveling support the finding of this research. Lastly, Wen and Huang (2019) predict that tourism is affected by the elements of the pandemic era, supporting the positive relationship between COVID-19 fear and creating the additional fear of traveling.

Tourists' Travel Risk and Management Perception on Risk Management

The result from table 4.9 suggests that tourist travel risk and management and risk management have a positive relationship. This finding is supported by Neuburger and Egger (2020) and Elizabeth, Adam, Day our, and Baiden (2021), as their research identified that tourist avoids traveling to the COVID-19 effect location and manage the risk by not traveling to that location. Tourists like to travel to a place with less risk as they do not want to have stress while traveling. The past research on the risk management topic support that risk management is important when it comes to travel (Smith, 2006), and past and present results support this research's finding.

Tourists Travel Risk and Management on Service Delivery

The result from table 4.10 suggests that the tourist travel risk and management and service delivery have a positive relationship. This finding is supported by Ray and Bala's (2021) research,

as the cancellation of the fight, travel restriction, and uncertain in-service delivery as promised create negative emotions, anxiety, and disappointment for the tourist. Moreover, the service delivery must be conducted on time, delivered as promised, and be free of race and provided to all tourists regardless of color or race (Wen, Kozak, Yang, and Liu, 2020). The primary and secondary data in this research support the positive relationship between tourist travel risk and service delivery management.

Tourists' Travel Risk and Management on Travel Pattern.

The result from table 4.11 suggests that the tourist's travel risk and management and travel pattern have a positive relationship. This finding is supported by Wen Kozen, Yang, and Li (2020), Hobbs (2020) & Busky (2020); as public transportation is crowded impost the risk of COVID-19, locking, limit on movement limits the number of transportation available, social distance policy results in changing of the traditional transportation and cause the risk of the transportation not available to the tourist. Therefore, the primary and secondary data accept this as a tourist travel risk, and the positive relationship found in this research supports this view.

Tourist Travel Risk and Management on Distribution Channels

The result from table 4.12 suggests that the tourist travel risk and management and distribution channels have a positive relationship. This finding is supported by Gretzel, Zareadeh, Li, and Xiang (2019) & Pourfakhimi, Duncan, and Coetzee (2020). Therefore, this research's primary and secondary data support the view that disturbed distribution channels create uncertainty and pose a risk to the tourist, as the hotel, ticket, and per-book can be canceled due to COVID-19 and has a travel risk for the tourist.

Tourist Travel Risk and Management on Overpopulated

The result from table 4.13 suggests that the tourist travel risk and management and overpopulating have a positive relationship. This finding is supported by Wang and Ackerman (2019) state that the ability of COVID-19 to transmit human-to-human make crowded location risky, and tourist avoid going to a location with risk. Furthermore, the research of Oklevik et al. (2019) and Seraphine and Pilato (2018) suggest that tourists avoid the overpopulated location due to the risk of spreading the virus.

Tourist Travel Risk and Management on Safety and Hygiene

The result from table 4.14 suggests that tourist travel risk and management and safety and hygiene have a positive relationship. This research finding is supported by Mamun, Hayat, and Zainol (2020) and Wen, Kozak, Yang, and Liu (2020). Therefore, this research's primary and secondary data suggest that safety and hygiene are important for traveling and do impost the travel tourist risk.

5.4 Recommendation

Tourists' travel risk and management perceptions and their impacts on the tourism market or society (e.g., risk management perception, service delivery, transportation patterns, distribution Channels, avoidance of overpopulated destinations, hygiene, and safety) need a top to bottom investigation to empower the tourism industry experts. Policymakers to build up a more adjusted industry. Tourists' travel risk and management perceptions in the tourism industry will likewise prompt the development of new tourism markets that academics and tourism operators can investigate together.

The findings of the existing empirical study are likely to shape theories on tourists' travel risk and management perceptions, tourists' behavior, marketing, and management, both in the travel and tourism industry explicitly and in more extensive fields in general. The spread of the Covid-19 flare-up has carried critical effects on society and industry. Travel and tourism policymakers and academicians should consider this pandemic tragedy and how it will advise tourism industry practices.

Potential tourists are concerned about how they travel to destinations; thus, tourism practitioners should consider the strategies that mitigate the spread of a pandemic and public health crises and ponder a plan that positively changes the travel industry following this pandemic. For example, tourists should be needed to buy travel insurance when booking trips to guarantee coverage if sickness occurs, including a post-covid pandemic.

Both international and domestic tourism must stress safety and health measures and any tourism activities that make tourists feel safer to travel destinations and reduce their travel risk and management perception. In addition, the impact of the Covid-19 pandemic should be considered within a global community.

The spread of the Covid-19 epidemic will have greater psychological, sociological, and financial impacts if it is not eliminated quickly across the world. While society can recuperate effectively from financial interruption, including in global travel and tourism activities, following the Covid-19 pandemic, the sociological and mental effects will be more stable. Therefore, people should explore the current post-covid pandemic scene cautiously and sympathetically.

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5.5 Further Study

The researcher of this research suggests several suggestions:

1. The future researcher can use the framework of this research and collect the data from a different region, change the factors in the framework, or add different factors.

2. The business operating in tourism can examine the finding of this research and do their research.

3. The tourism business can use the finding of this research to improve their business operation and know the factors that influence the tourist market.

4.Students in the tourism management field can use this research's findings in their research.

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Appendix

Questionnaire

The questionnaire is divided into two main parts. The first part is employed to collect the data, questions asked is to collect general information. In the second part, the data is collected to answer the questions, which data aids in helping the answer the questions which help the research to proof the create the hypothesis for the research. The researcher of this research ensures that the data collected from the questionnaire is for academic purpose. The data is collected is not be share and personal privacy is kept. The researcher like to thanks the respondents for completing the data.

Part 1: General Information

1. Gender

Male Female

2. Age

18-24 25-28 29-35 35 or above

3. Education

High School Post-Graduated Graduate PHD

4. Number of COVID-19 Vaccine Shot

1 Dose 2 Dose 3 Dose More than 3 Dose

5. How often have you travel during COVID-19 period.

No travel Travel for Business Purpose To meet Family

6. Are you Afraid to travel during this time (COVID-19)

Yes No

Section 2: Information collected to meet the research objectives

Select the option, 1 represent strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 is strongly agree

COVID-19 Effect on the Tourist Travel Risk and Management Perceptions

Question	1	2	3	4	5
Travelling to international during COVID-19 time is not safe					
Travelling domestic is not safe during COVID-19 time					
COVID-19 is link to 2003 SARS outbreak					
During COVID-19 travelling to less risk area					
The practitioners for exploring the tourists travel behavior					

towards tourism travel					
COVID-19 spread rate discourage you from traveling.					

Tourists' Travel Risk and Management Perception on Risk Management

Question	1	2	3	4	5
Travelling to location with epidemic with assess, improve and adopting presentive measure to lessen the risk					
Know the risk to travel to particular area reduce the risk management					
Travelling arrangement is to organized in a manner to reduce the risk and stress.					
Have travelling insurance the risk of travelling					
Restricted area to travel by government discourage me to travel to that particular region					
Perceived risk negatively affects tourists' destination.					

Tourist' travel risk and management perception influence on service delivery

Question	1	2	3	4	5
Cancelling of flight create a negative emotion, anxiety and disappointed					
The delivery and service efficiency are important for travelling					
A location with good service business encourages you to travel					
A time service encourages the travelling					
A location with discrimination may lead you not to travel that location					
A the available of good public service is good for travelling					

Tourist travel risk and management perception with travel pattern

Question	1	2	3	4	5
Difficult in travel change my normal travel pattern					
No easy to change travelling pattern with crowded city					
Ride-sharing or bike services crowded transit options in the wake					
Traveling in public transportation is risk, so changing the travelling pattern					
Limitation in transportation due to movement restrictions					

Tourist travel risk and management perception influence on distribution channel

Question	1	2	3	4	5
The travelling agent distribution channel is not as functional as before.					
Distribution channels with information make the travelling easy					
The tourist guide with good information and knowledge about the location reduce the risk of travelling					

The information available online reduces the travel risk and the trip can be manage well					

Tourist travel risk and management perception influence on overpopulated

Question	1	2	3	4	5
Overpopulated location increases the chance of COVID-19					
Overpopulated location makes it difficult to management the price is hard					
Overpopulated location considered as problem for tourist area.					
Chance that more inflected people in overpopulated region					

Tourist travel risk and management perception influence on hygiene and safety

Question	1	2	3	4	5
The safety of the location reduces the tourist travel risk					
The hygiene of the location reduces the tourist travel risk					
The safe and hygiene in public transportation and hotel is important					
The safe hygiene in recreational sites is important					