Impact of Macro and Micro factors on Tourists Intention in Post-Covid-19 era Comparison of Chinese tourists and Croatian tourists

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Abstract

The purpose of this study is to identify the main macro and micro factors in influencing travel intentions of tourists and to determine which factors have a significant impact on tourists' intentions in the post-COVID-19 era. The methodology of this study was based on a questionnaire survey, and a total of 207 valid questionnaires were collected. Descriptive analysis, correlation analysis and linear regression analysis were performed on the collected data. The results indicate that micro factors are the main influencing factors in the post-epidemic era. And micro factors show a negative correlation with macro factors. This study is the first comparative analysis by comparing the different situations in China and Croatia. More clearly shows the different influencing factors for different groups. Based on the results and limitations of the study, future research directions are proposed.

Keywords: Post-COVID-19 era, Travel Intention, Tourism industry, Chinese Tourist, Croatian Tourist, Marco factor, Micro factor; Tourism innovation

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1. Introduction

In 2020, the world saw an outbreak of COVID-19. This is one of the most serious infectious diseases in the last hundred years, with more transmission capacity than SARS. The public health crisis caused by COVID-19 has inflicted a huge blow on the world's economy, even more than the international financial crisis of 2008, and has a profound impact on global health security and economic development. With the advent of vaccines, people began to predict the recovery of various industries including tourism. But, as the virus continues to mutate , people are beginning to realize that unlike other crises, this COVID-19 will become a regular part of our lives, which means it will become normalized. Therefore, in order to better assist the recovery and development of tourism in the post-epidemic era, we need to re-investigate and reassess the demand trends in the tourism market.

Tourism is considered an important industry, accounting for 10% of world GDP, 7% of international trade and 30% of service business (Chebli & Said, 2020). Although the tourism industry plays an important role in the economic development of most countries, it is sensitive, vulnerable and easy to be disturbed by market externalities. The global travel industry, including airlines, has been severely damaged by the pandemic. According to the statistics, 1 billion fewer tourists worldwide have traveled because of COVID-19, with $1.3 trillion lost in total international tourism export

revenues and between 100 and 120 million direct tourism jobs at risk(UNWTO, 2022). Each country has implemented restrictions on inbound tourism, international flight control and other restrictions according to its own actual situation. China, for example, has imposed the most stringent controls. So far, the restrictions have not been relaxed. According to the Civil Aviation Administration of China, one airlines can only operate one flight into China each week. The number of flights is only 1.2 percent of what it was before the outbreak (CAAC, 2022).

So, different from other crisis events, public health events have a greater impact on tourists' intention to travel and behavior. Therefore, it is extremely important for the tourism industry to analyze the influencing factors of tourists' intention and behavior. Tourism behavioral intention is the basis of tourism planning and decision-making, which is helpful to market trends (Feng & Huang, 2019). Many scholars in the world have carried out research on this. But at present, there is a lack of analysis on the impact of COVID-19 on tourists' travel intentions and behaviors. In particular, most of the studies are based on local research and lack comparative analysis. So there is still a research gap. The comparative study can better find the differentiation of the markets and help the travel industry to better differentiate their strategies and facilitate market segmentation.

What tourism activity need is regional mobility as inter-regional mobility is an inevitable condition for tourism activities (Lv & Li, 2020). In the process, there must be people from one place to another to enjoy and pursue beautiful scenery, food, cultural and other experience that is not available before. But this process inevitably

leads to human contact, including talking, eating, and take the same traffic tools. But from the perspective of the main macro policy to prevent the spread of the virus, it is to cut off the way of transmission by implementing different policies. Mainly including travel restrictions, area lockdown, mandatory quarantine and so on. Such policies also lead to the destruction of the economic system, such as a decline in GDP and household income. From the micro perspective of tourists, changes in disposable income, education level, health and safety considerations and product prices are also factors that may influence tourists' behavioral intention to travel. Therefore, this paper mainly analyzes the macro and micro influencing factors, so as to more accurately judge the main factors that affect tourists when COVID-19 becomes normalized and provide targeted countermeasures and suggestions in order to promote the tourism industry and to allow it to recover more quickly.

In view of different national conditions leading to different macro factors, this paper will choose two countries for comparison. Then, through comparative analysis, it tries to accurately understand the impact of macro factors on tourists' willingness to travel.This paper will select Croatia and China, whose tourism accounts for 25.1% and 11.6% of the national GPD respectively (UNWTO, 2019). In contrast to China's draconian blockade, Croatia's policy has been relatively slacked. There is better comparability in macro aspects. Countries with different systems and cultural backgrounds, or even different regions of the same country, perceive security threats differently (Qin, 2020). So from the micro aspect, there is also has the strong contrast. Identifying the key factors contributing to the current vulnerability of the travel

industry to help the industry redefine market demand through customizing resilience strategies to better face the long-term challenges of COVID-19 and recover the market. The analysis will mainly be carried out from two major aspects, namely, macro factors and micro factors. Macro factors are mainly divided into flight policy, immigration policy, GPD and public holidays. The micro factors are disposable income, consumption concept, product price, health and safety considerations and so on. This paper mainly focuses on the 18-44 years younger market consumer as the main research object. The main research questions are as follows: 1. Which macro factors have a direct impact on youth tourism intention behavior? 2. What microscopic factors have a direct impact on youth tourism intention behavior? 3. How to develop flexible strategies to eliminate the negative impact of these factors so as to recover the tourism market more quickly?

According to the UNWTO, tourism revenues in China fell by 90% and in Croatia by 38%. This paper will make assumptions based on user views of mass social networks and UNWTO's tourism industry data. So this paper makes a hypothesis that macro factors have a more profound impact on tourism. Tourists' tourism intention and behavior are more positively correlated with macro policies. Tourism will recover only if the country or government implements effective policies. Micro factors change with the change of macro factors. Compared with macro factors, micro factors have less influence on tourists' travel intention and behavior, but they also have certain influence. Tourism needs to focus more on macro factors to change strategy and products, and strategies and products need to be improved and subdivided in

combination with micro factors. When necessary, reform and experiment with digital transformation.

2. Method

This study focuses on finding and analyzing the factors that affect tourists' willingness to travel in the post-Covid-19 era. This research is a quantitative analysis. In order to achieve the objectives of the study, three research methods were used in this paper. The first is a questionnaire survey, the second is a descriptive analysis, and the third is a linear regression analysis and correlation analysis through SPSS statistic.

2.1 Survey Instrument

The method of questionnaire survey was used to collect data. For two research groups in China and Croatia, WenJuanXing and Google Sheet were used respectively. In the WenJuanXing' questionnaire survey, Chinese is used in order to avoid that the target group can not understand the questionnaire questions. The Croatian group's Google survey was conducted in English because the target group had good English skill. This questionnaire is divided into three sections. In the first section, the main focus is to identify the micro as well as the micro factors that influence tourists' intention to travel, using a Likert 5-point scale. 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree. In the second section, the changes in travel trends before, during and after the Covid-19, as well as the travel habits of tourists, are identified. In the third section, we have mainly demographics information. And there is an

open-ended question at the end with the aim of finding some other influential variable factors.

2.2 Selection of dependent and independent variables

In this paper, the comparison of travel frequency before, during and after the COVID-19 era is taken as the dependent variable Y. Nine macro and micro Likert scale questions were taken as the independent variable X. Through the formula Y=F (X), this paper will find out the variables X that has the greatest influence on Y through analysis.

2.3 Data source

In order to better reach the target group, the questionnaire distributed online to RIT Croatia and Wuhan University of Technology. A total of 266 questionnaires were collected, and 207 valid questionnaires were collected after removing those whose information did not meet the survey requirements, the valid rate is 77.82%. The number of valid questionnaires for the Chinese group is 89 and for the Croatian group is 121. The demographic characteristics of The Chinese and Croatian groups in the survey are described. (See Tab 1 and Tab 1.1)

Tab 1 Demographic characteristics of survey subjects(Croatia Group)

Demographic information	Category	Sample size	Proportion
Gender	Female	72	61.02%
	Male	46	38.98%
Age	18-24	99	83.90%
	25-34	9	7.63%
	35-45	10	8.47%
Education background	High school	27	22.88%

	Undergraduate	72	61.02%
	Graduate	14	11.86%
	Doctor	5	4.24%
Occupation	Student	92	77.97%
	Full time job	18	15.25%
	Part time job	8	6.78%

Tab 1.1 Demographic characteristics of survey subjects(China Group)

Demographic information	Category	Sample size	Proportion
Gender	Female	66	74.16%
	Male	23	25.84%
Age	18-24	41	46.07%
	25-34	38	42.70%
	35-45	10	11.23%
Education background	High school	3	3.37%
	Undergraduate	36	40.45%
	Graduate	50	56.18%
	Doctor	0	0.00%
Occupation	Student	50	56.18%
	Full time job	37	41.57%
	Part time job	2	2.25%

3. Result and Analysis

The first table processed the data for the frequency of travel, where we have hardly=1, once=2, twice=3, and three=4. The difference in travel intentions before and after the epidemic was obtained by subtracting before and during the epidemic, and the difference in travel intentions during and after the epidemic was obtained by subtracting during and after the epidemic, respectively.

3.1 Descriptive statistics

Among the 207 valid questionnaires, 89 were from China and 118 from Croatia. From

the descriptive statistical table we can see that there are obvious differences between the two groups. Most of the variables had a greater effect on the Chinese group, while the Croatian group think the factors had a smaller effect than the Chinese group(See Tab 3 and Tab 4). In particular, in variable "COVID-19 Situation at Destination", we can see that the mean value of the Chinese group is 4.607 and its standard deviation is 0.763. In the Croatian group, the mean value is 2.856 and the standard deviation is 1.434. This means that most Chinese young people think this variable has a significant impact on their travel intention, while Croatian young people think it has no impact on their travel intention. Also, Chinese groups believe that "Epidemic Policy" and "Travel Policy at destination" have a significant impact, with mean values of 4.506 and 4.405, respectively. The Croatian group is more neutral, with a mean of 3.551 and 3.492 respectively. We can also see significant differences in travel intentions in the post-COVID-19 period. The difference in the frequency of travel during and after the outbreak was 0.214 in China and 0.975 in Croatia. Clearly, Croatia's tourism industry has recovered better than China's. It also proves that the Croatian group has shown more willingness to travel in post-COVID-19 era.

Tab-2. Descriptive statistics (China group)

Variables	Number	Mean	Minimum	Maximum	Std. Error
Disposable income	89	3.000	1.000	5.000	1.348
Leisure time	89	3.079	1.000	5.000	1.400
Epidemic policy	89	4.506	1.000	5.000	0.967
Increasing price of tourism product	89	3.528	1.000	5.000	1.139
Limited means of transportation	89	3.899	1.000	5.000	1.149
COVID-19	89	4.607	1.000	5.000	0.763

situation at destination					
Travel restrictions policy at destination	89	4.405	1.000	5.000	0.888
Discrimination	89	3.393	1.000	5.000	1.370
Complex immigration policy	89	4.101	1.000	5.000	1.197
Frequency of travel(Before)	89	2.573	1.000	4.000	0.838
Frequency of travel(During)	89	1.416	1.000	4.000	0.688
Frequency of travel(After)	89	1.629	1.000	4.000	0.884
Change of intention(Before and During)	89	-1.157	-3.000	3.000	1.010
Change of intention(During and After)	89	0.214	-3.000	3.000	0.790

Tab-2.1. Descriptive statistics(Croatia group)

Variables	Number	Mean	Minimum	Maximum	Std. Error
Disposable income	118	3.068	1.000	5.000	1.218
Leisure time	118	3.119	1.000	5.000	1.134
Epidemic policy	118	3.551	1.000	5.000	1.337
Increasing price of tourism product	118	3.441	1.000	5.000	1.188
Limited means of transportation	118	3.390	1.000	5.000	1.426
COVID-19 situation at destination	118	2.856	1.000	5.000	1.434
Travel restrictions policy at destination	118	3.492	1.000	5.000	1.232
Discrimination	118	2.483	1.000	5.000	1.400

Complex immigration policy	118	3.636	1.000	5.000	1.382
Frequency of travel(Before)	118	3.034	1.000	4.000	0.951
Frequency of travel(During)	118	1.720	1.000	4.000	0.895
Frequency of travel(After)	118	2.695	1.000	4.000	1.090
Change of intention(Before and During)	118	-1.314	-3.000	2.000	1.107
Change of intention(During and After)	118	0.975	-2.000	3.000	1.151

3.2 Correlation analysis

In this analysis, the first 9 Likert scale questions in the first part of the questionnaire were used as independent variables, and the difference between the change of intention before, during and after the epidemic was used as dependent variables to conduct correlation analysis.

3.2.1 Chinese group's intention before and during the epidemic

This is the correlation analysis of changes in the intention of Chinese group before and during the epidemic (See Tab 3). At 0.10 level of significance, changes in the intention showed a significant negative correlation with Q6, with a correlation coefficient of -0.199; changes in the intention showed a significant negative correlation with Q7, with a correlation coefficient of -0.194; changes in the intention showed a significant negative correlation with Q8, with a correlation coefficient of -0.177; at 0.05 level of significance, changes in the intention showed a significant negative correlation with Q9, with a correlation coefficient of -0.231. Regarding

the changes in intention before and during the epidemic, there was no significant correlation between the changes in the intention and the rest of the variables.

Tab-3 Correlation analysis(China group)

Correlation	Expressions	Change of intention(Before and During)	Sig.
Q1	Disposable income	-0.125	0.243
Q2	Leisure time	0.009	0.934
Q3	Epidemic policy	-0.162	0.129
Q4	Increasing price of tourism product	-0.075	0.484
Q5	Limited means of transportation	-0.171	0.110
Q6	COVID-19 situation at destination	-0.199	0.061
Q7	Travel restrictions policy at destination	-0.194	0.068
Q8	Discrimination	-0.177	0.098
Q9	Complex immigration policy	-0.231	0.029

3.2.2 Chinese group's intention during and after the epidemic

At the 0.05 level of significance, the change in intention during and after the epidemic showed a significant negative correlation with Q3, and their correlation coefficient was -0.232 (See Tab 3.1).

Tab-3.1 Correlation analysis(China group)

Correlation	Expressions	Change of intention(During and After)	Sig.
Q1	Disposable income	0.128	0.232
Q2	Leisure time	0.016	0.886
Q3	Epidemic policy	-0.232	0.029
Q4	Increasing price of tourism product	-0.076	0.478
Q5	Limited means of transportation	-0.076	0.478
Q6	COVID-19 situation at destination	-0.029	0.789
Q7	Travel restrictions policy at destination	-0.027	0.800

Q8	Discrimination	-0.100	0.354
Q9	Complex immigration policy	0.049	0.648

3.2.3 Croatian group's intention before and during the epidemic

This is the correlation analysis of changes in the intention of the Croatian group before and during the epidemic(See Tab 3.2). At 0.10 level of significance, changes in the intention showed a significant negative correlation with Q1, with a correlation coefficient of -0.155; At the 0.01 level of significance, changes in the intention showed a significant negative correlation with Q3, with a correlation coefficient of -0.327; at 0.05 level of significance, changes in the intention showed a significant negative correlation with Q7, with a correlation coefficient of -0.225. Changes in intention before and during the epidemic, there was no significant correlation between the changes in the intention and the rest of the variables.

Tab-3.2 Correlation analysis(Croatian group)

Correlation	Expressions	Change of intention(Before and During)	Sig.
Q1	Disposable income	-0.155	0.093
Q2	Leisure time	0.003	0.977
Q3	Epidemic policy	-0.327	0.000
Q4	Increasing price of tourism product	-0.044	0.640
Q5	Limited means of transportation	-0.122	0.188
Q6	COVID-19 situation at destination	-0.050	0.589
Q7	Travel restrictions policy at destination	-0.225	0.015
Q8	Discrimination	-0.061	0.509
Q9	Complex immigration policy	-0.098	0.293

3.2.4 Croatian group's intention during and after the epidemic

At the 0.05 level of significance, the change in intention during and after the epidemic showed a significant positive correlation with Q1, and their correlation coefficient was 0.215(See Tab 3.3).

Tab-3.3 Correlation analysis(Croatian group)

Correlation	Expressions	Change of intention(During and After)	Sig.
Q1	Disposable income	0.215	0.020
Q2	Leisure time	0.094	0.311
Q3	Epidemic policy	0.048	0.605
Q4	Increasing price of tourism product	0.033	0.721
Q5	Limited means of transportation	-0.020	0.830
Q6	COVID-19 situation at destination	-0.116	0.210
Q7	Travel restrictions policy at destination	-0.082	0.380
Q8	Discrimination	-0.014	0.884
Q9	Complex immigration policy	-0.017	0.858

3.3 Regression analysis

In this analysis, the nine Likert scale questions in the first part of the questionnaire were used as independent variables, and the difference between the change of intention before, during and after the epidemic was used as dependent variables to conduct regression analysis through IBM SPSS.

3.3.1 Chinese group's intention before and during the epidemic

The variables and changes in Chinese tour groups' travel intention before and during the epidemic have no significant impact (See Tab-4).

Tab-4 Regression analysis(China group)

	Expressions	Coefficient	Std.Error	t	Sig.

(Constant)		0.332	0.726	0.457	0.649
Q1	Disposable income	-0.095	0.101	-0.941	0.350
Q2	Leisure time	0.087	0.096	0.901	0.370
Q3	Epidemic policy	-0.004	0.180	-0.024	0.981
Q4	Increasing price of tourism product	0.003	0.115	0.024	0.981
Q5	Limited means of transportation	-0.042	0.131	-0.325	0.746
Q6	COVID-19 situation at destination	-0.168	0.259	-0.648	0.519
Q7	Travel restrictions policy at destination	0.012	0.201	0.057	0.955
Q8	Discrimination	-0.052	0.094	-0.554	0.581
Q9	Complex immigration policy	-0.097	0.128	-0.756	0.452
R-square		0.296			

3.3.2 Chinese group's intention during and after the epidemic

This is the regression analysis of changes in the intention of Chinese group before and during the epidemic (See Tab 4.1). At a significance level of 0.01, Q3 had a significant negative effect on the change in intention during and after the epidemic, with an average decrease of 0.396 standard units for every average increase of 1 standard unit in Q3. At a significance level of 0.10, there was a significant positive effect of Q6 on the change in intention during and after the epidemic, when for every average increase of 1 standard unit in Q6, the change in intention during and after the epidemic, increased by an average of 0.339 standard units.

Tab-4.1 Regression analysis(China group)

	Expressions	Coefficient	Std.Error	t	Sig.
(Constan		0.344	0.549	0.627	0.532

t)					
Q1	Disposable income	0.070	0.076	0.922	0.360
Q2	Leisure time	0.001	0.073	0.011	0.991
Q3	Epidemic policy	-0.396	0.136	-2.905	0.005
Q4	Increasing price of tourism product	-0.049	0.087	-0.568	0.572
Q5	Limited means of transportation	0.002	0.099	0.017	0.987
Q6	COVID-19 situation at destination	0.339	0.196	1.733	0.087
Q7	Travel restrictions policy at destination	-0.037	0.152	-0.242	0.809
Q8	Discrimination	-0.082	0.071	-1.153	0.252
Q9	Complex immigration policy	0.119	0.097	1.223	0.225
R-square		0.384			

3.3.3 Croatian group's intention before and during the epidemic

This is the regression analysis of changes in the intention of the Croatian group before and during the epidemic (See Tab 4.2). At the 0.05 level of significance, there was a significant negative effect of Q3 on the change in intention before and during the epidemic, when for every average increase of 1 standard unit in Q3, the change in intention decreased by an average of 0.268 standard units.

Tab-4.2 Regression analysis(Croatia group)

	Expressions	Coefficient	Std.Error	t	Sig.
(Constant)		0.154	0.638	0.241	0.810
Q1	Disposable income	-0.135	0.086	-1.570	0.119
Q2	Leisure time	-0.002	0.095	-0.023	0.982
Q3	Epidemic policy	-0.268	0.107	-2.516	0.013
Q4	Increasing price of tourism product	-0.071	0.100	-0.710	0.479
Q5	Limited means of	0.062	0.090	0.694	0.489

	transportation				
Q6	COVID-19 situation at destination	0.048	0.076	0.628	0.531
Q7	Travel restrictions policy at destination	-0.083	0.115	-0.720	0.473
Q8	Discrimination	-0.017	0.083	-0.201	0.841
Q9	Complex immigration policy	0.037	0.088	-0.423	0.673
R-square		0.370			

3.3.3 Croatian group's intention during and after the epidemic

This is the regression analysis of changes in the intention of the Croatian group during and after the epidemic (See Tab 4.3). At the 0.05 level of significance, Q1 had a significant positive effect on the change in intention during and after the epidemic, with an average increase of 0.194 units for every 1 standard unit increase in Q1. At 0.10 level of significance, there was a significant positive effect of Q4 on the change in intention during and after epidemic, and when Q4 increased by 1 standard unit on average, the change in intention during and after epidemic increased by 0.179 standard units on average.

Tab-4.3 Regression analysis(Croatia group)

	Expressions	Coefficient	Std.Error	t	Sig.
(Constant)		0.003	0.680	0.005	0.996
Q1	Disposable income	0.194	0.092	2.109	0.037
Q2	Leisure time	0.056	0.101	0.548	0.585
Q3	Epidemic policy	0.153	0.114	1.347	0.181
Q4	Increasing price of tourism product	0.179	0.107	1.675	0.097
Q5	Limited means of	-0.062	0.096	-0.650	0.517

	transportation				
Q6	COVID-19 situation at destination	-0.107	0.081	-1.333	0.185
Q7	Travel restrictions policy at destination	-0.121	0.123	-0.983	0.328
Q8	Discrimination	0.035	0.089	0.397	0.692
Q9	Complex immigration policy	-0.029	0.094	-0.310	0.757
R-square		0.303			

4. Discussion

4.1 Disposable income

Through the analysis, we can see that the disposable income has a significant impact on the tourism intention of the Croatian groups.The higher the disposable income, the stronger is the travel intention. From this, we can infer that the impact of the epidemic has led to a decrease in disposable income and had led to a decline in tourism intentions. This is especially in Croatia, which is more dependent on tourism. However, with the gradual end of the epidemic and the increase of income, the intention to travel also began to increase. It also proves that the tourism industry needs to rely on the overall economic recovery to revive. Other uncertainties aside, the recovery in tourism is positive now that the overall economy is starting to recover from COVID-19. Obviously, there are other more significant factors in China that make the impact of disposable income on travel intentions less significant.

4.2 Epidemic policy

We can see that the epidemic policy is a significant factor affecting both Chinese and

Croatian groups. The stricter the epidemic policy, the weaker is the tourism intention. However, as the epidemic situation stabilized, the impact of the epidemic policy on Croatian group travel intentions weakened and its significance decreased But, it still has a significant impact on the Chinese group. Croatia, for example, recently lifted its requirement to wear face masks. Yet China remains tightly controlled, Shanghai, Jilin and other cities were locked down because of the controls. This also confirms that control policies in macro factors have a strong impact on tourism intention. This is one of the main reasons why the growth of tourism intention in Croatia is better than that in China in the post-pandemic period

Therefore, for the recovery of tourism, relevant industries and institutions need to pay attention to the impact of their policies, in particular, the effects of lockdown and quarantine policies. Now most countries are gradually opening their borders, such as Croatia, which does not require quarantine if someone has a negative PCR test and proof of vaccination. China, on the other hand, requires a mandatory quarantine of at least 14 days. This is why relevant tourism enterprises need to pay more attention to those destinations without too many control policies. For destinations that still have tight controls, enterprises should look for more clearly segmented potential consumers. We have, for example, potential customers who have to travel for study and business purposes. And they need to implement a more flexible strategy, change according to policy changes, as soon as possible to recover or gain more market share. The government should also play a leading role, cooperate with tourism enterprises and the tourism industry, give guidance to tourism from the macro level, stimulate

consumption in the tourism market and help the development of the tourism industry in the post-COVID-19 era.

4.3 Increasing price of tourism product

Despite the increase in the price of tourism products, it has not dampened the intention of tourists to travel. With the price of tourism products rising, tourists' intention to travel remains strong. Therefore, we can infer that the causes of COVID-19 have a great impact on people's consumption habit, consumption behavior and consumption demand (Ying Liang, 2020). People may pay more attention to the cost benefit of travel products.

Therefore, relevant tourism enterprises and institutions need to pay attention to the experience of tourists. For example, one should have a healthier and safer environment, a guarantee of hygienic conditions to promote the experience. Tourism enterprises can re-formulate pricing strategies and consider reasonable price increases when other conditions are met.

4.4 COVID-19 situation at destination

Compared to Croatia, many Chinese tourists have expressed concern about the COVID-19 situation at the destinations. Both the past and current epidemic situations of tourist destinations have become important factors to be considered when selecting destinations. A city's performance in epidemic preparedness is a reflection of the destination's emergency response capability. If there is an emergency during the

journey, the emergency capacity will be an important factor to ensure the safety of tourists (Ying Liang, 2020).

Therefore, tourism practitioners and official agencies in tourism destinations need to take local factors into consideration. They should pay attention to the health and the safety of tourists. They should also implement effective security strategies to strengthen the consideration of sustainable development of tourism destinations.

4.5 Travel restrictions policy at destination

We can see from the data that the more restrictive the destination, the weaker is the intention of tourists to travel. With the gradual stabilization of the epidemic, most regions and countries have gradually relaxed their travel restrictions. So despite the pandemic, restrictions on travel destinations have had a significant impact on both Croatian and Chinese tourists. But with the restrictions canceled, the impact is now significantly smaller. This also once again shows that macro factors are extremely important influencing factors for the tourism industry.

4.6 Discrimination

Chinese tourists are also concern about the discrimination factors that have led to a decline in their intention to travel. The impact of COVID-19 has gone beyond the direct threat of traditional infectious diseases to human life and health, the resulting damage has been felt on many aspects. In particular, the initial outbreak of COVID-19 in Wuhan, China, has led to a boycott of Chinese tourists by residents in many different regions and countries. According to the Chinese Consulate in Manchester, hate crimes against Chinese nationals in the UK tripled in the first quarter of 2020

compared with the same period in the previous two years. Similarly, some people in the open question mentioned the increase in discrimination as a result of relations between the countries. Especially because of a series of national problems caused by Russia in Ukraine.

Although this is one of the micro factors, it also requires the government to cooperate with tourism-related industries and institutions to make good guidance and ensure that tourists enjoy fair treatment. They should ensure that good measures are in place to ensure the safety of tourists.

5. Countermeasures and Development

The COVID-19 pandemic has had a significant impact on travel intentions. Therefore, tourism industry practitioners need to implement flexible strategies according to the actual situation to help the tourism industry recover and achieve its sustainable development.

According to the comparison of different variables, it can be seen that macro factors have a more significant impact on tourism intention. And, the influence of micro factors is relatively less. Among them, "epidemic policy" and “travel policy at destination” as well as “Travel restrictions policy at destination” are important influencing factors for both of Chinese and Croatian tourists. In the micro factors, discrimination has a certain impact on the travel intention of Chinese tourists. Disposable income and product prices have a significant impact on Croatian tourists as well. In Croatia, after the cancellation of macro policies, the influence of macro

factors weakened obviously, while the influence of micro factors began to strengthen. As China is still under strict macro control policies, micro factors have no significant impact. From this we can see that the main factors affecting tourism intention are macro factors, and the micro factors will change with the change of macro factors.

Therefore, the recovery of tourism industry cannot be separated from macro-level regulation. Tourism industry practitioners should actively cooperate with relevant government departments. The government should give guidance and help to tourism enterprises from the macro point of view, and formulate relevant incentives and help policies to support the recovery of tourism. With the gradual abolition of macro policies, the influence of macro factors will be reduced, tourism intention will gradually become stronger, and the tourism industry will gradually recover. At the same time, the influence of micro factors will gradually manifest. As for the micro factors, tourism enterprises should also play a major role in seeking change and innovation in the crisis. Both strategic innovation and product innovation are extremely important.

In the final open-ended question, many participants pointed out the problem of vaccines and the urge to travel after a long period of fear of the pandemic. As COVID-19 policies begin to be phased out, vaccine policies will also begin to change. It is now possible to travel within the country without a vaccination certificate, instead of needing a vaccination certificate to leave the house. After a long period of lockdown, the demand for tourism will also explode. So it is certain that we can predict the recovery of the tourism industry. As mentioned before, with crisis comes

opportunity, which is something the travel industry needs to be aware of. Post-COVID-19 era is both of a challenge and opportunity for tourism enterprises, tourism enterprises need to grasp the opportunity of recovery and development, develop flexible strategies, and constantly adapt to the new market environment. In the post-COVID-19 era, tourism enterprises need to focus on the new needs of tourists while giving them a better experience. For example, for health and safety, the tourism industry needs more intelligence and digitalization to reduce tourists' concerns about health and safety. It needs to establish flexible market strategies and emergency response mechanisms corresponding to macro policies. It should try to reduce the influence of factors that are not conducive to tourists' willingness to travel, so as to recover the tourism market more quickly.

6. Conclusion

The main goal of this paper is to study the macro and micro factors that mainly affect tourism intention in the post-epidemic era, and to help the tourism industry understand and predict the change of tourists' tourism intention through comparative analysis. It helps the tourism industry to better understand the different influencing factors among different tourist groups, and to better formulate differentiation strategies and better position and segment different target markets.

After COVID-19, there will be a significant increase in travel intentions in the short term, based on the depressed psychology of staying at home for a long time. In the face of the new needs of tourists after the epidemic, the industry should prepare a

complete plan. It should pay attention to do the tourism market demand research, and adjust the corresponding strategy. It also should monitor the number of tourists in real time to avoid overbooking or overcrowding that degrades the tourists experience. In addition, it is necessary to improve its public health foundation, improve relevant emergency measures, and provide a safe and healthy tourism environment for tourists. The COVID-19 outbreak is also a signal to push and accelerate the shift to digital in the travel industry. It should also promote the traditional tourism industry and the rapid integration of the Internet, the application of new technologies and new models, as well as the development of the industry.

6.1 Limitations and recommendation for future research

Actual behavior can vary due to more subjective ideas. So, there is always a gap between intentions and actual behaviour (McKercher & Hui, 2004). Thus, it is essential to conduct future research on consumer psychology to understand, and more specifically predict, the direction in which behaviour change will take place (Chebli & Said, 2020). In addition, the sample size of this study is small and the comparison is insufficient. The sample size needs to be expanded in future studies. In this study, it was found that different groups had different perceptions of the stage of the COVID-19. For example, the Chinese community thinks they are still during the epidemic. But the general feeling among Croatian community is that the epidemic is now mostly over. Therefore, in future studies, it is necessary to determine in advance whether different people have the same perception of different things or events.

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