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TRAVELLING AND DISCOVERING NEW DESTINATIONS AFTER THE COVID-19'S LOCKDOWN: THE ROLE OF ROUTINES AND HABITS

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ABSTRACT

The paper identifies the level of importance determined by the consumer as far as traveling and discovering new destinations are concerned, after the lockdown caused by the health crisis triggered by the coronavirus pandemic. A sample of 445 respondents is used, and an ordered logit

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econometric model is applied to estimate the importance level of travelling and enjoying a new destination considering the respondents' sociodemographic characteristics and the level of importance attributed to meeting new people, visiting their families, going back to work, meeting their friends, eating out in a restaurant and attending musical and other cultural events. The main conclusions are related to consumers who believe it is very important to travel for specific reasons, such as meeting new people and friends or visiting their families, eating out in a restaurant or attending musical or other cultural events. Family and friends play an important role, considering that to visit them is seen as a priority. This study provides a relevant assessment regarding the priorities defined by the consumers in the scope of the discovery of new destinations, thus providing inputs to the different stakeholders involved in the definition of strategies for the promotion of tourism destinations.

1. INTRODUCTION

The new coronavirus (COVID-19) disrupted in China and managed to spread globally and rapidly. The World Health Organization (WHO) officially declared, on March 11, 2020, COVID-19 as a global pandemic. All over the world, national governments, and health authorities, in an attempt to hold back the transmission of the virus, have ordered the suspension of non-essential economic activities through the closing of businesses, imposing travel restrictions and generalized lockdowns (home isolation, voluntary/required quarantine). Given this new reality, businesses and consumers have experienced radical changes concerning the production and selling processes and their consumption habits. The economic and social consequences of such global crisis have emerged as key importance issues to society, with production and consumption shocks causing growing unemployment and poverty rates, investment shortages due to scepticism, greater public debts, and country risk premiums due to increased government spending. Thus, there is a current global call for researchers to mobilize efforts, in order to understand how to mitigate the effects of this crisis.

Researchers are trying to unlock the impacts of the crisis and how they can be mitigated. The general perception is that a threat to the populations' health is a threat to the economy as well, since the populations' health is positively related to economic welfare and growth (Yang et al., 2020; McKibbin and Fernando, 2020). It is perceived

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that the reduced economic activity (due to lockdowns) means a significant impact in the global economy, even considering a contained outbreak scenario (McKibbin and Fernando, 2020). The effects of a pandemic crisis (and specially the lockdown consequences) include limited production of goods and services, limited tourism, travel and mobility activity and consumption shortages due to unavailability (Senbeto and Hon, 2020; McKibbin and Fernando, 2020).

According to data provided by the World Tourism Organization (2020), the number of international tourists has decreased 65% in the first half of 2020, a totally different scenario from the previous year, which has witnessed a growth in the number of international arrivals worldwide (World Bank, 2020). Still in 2019, tourism results were globally positive, in addition to being responsible for 10.3% of the overall Gross Domestic Product (World Travel Tourism Council, 2020). However, recent data is rapidly becoming obsolete, due to the pandemic and the shock that the new health crisis is causing in the economies, leading to a big drop in the consumption of services in the tourism sector worldwide.

Portugal has had surprising results considering the international tourism scenario. World Bank data, through the World Development Indicators (2020), show that between 2012 and 2018 the number of tourists in Portugal grew from 1.36 million to 2.49 million. It was also possible to verify that these tourists also increased their spending abroad (from 5.43% of total imports to 6.28%) (World Development Indicators, 2020). The country's main airline in the south of Europe - the entry and exit location for tourists - was forced to ask the government for assistance to recover. In addition, several cities like the capital Lisbon, Porto, or the city of Fátima (famous for religious tourism), that usually attract thousands of tourists, were deserted. On the other hand, the COVID-19 crisis will have several implications for destinations, businesses, and the population. The pandemic caused a structural breakdown in many sectors of the economy, mainly in the results of the tourism sector worldwide. The literature related to this crisis has been producing academic contributions which explore different gaps, relationships, and impacts. This is a recent topic, highlighting important findings that will be decisive for decision makers, thus allowing them to define the most assertive strategies.

Therefore, the purpose of this research is to identify the level of importance established by the consumer regarding traveling and discovering new destinations

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after the lockdown caused by the health crisis triggered by the coronavirus pandemic. In this sense, the research questions are as follows:

- Q1: The importance level of travelling and enjoying a new destination is influenced by the respondents' sociodemographic characteristics?

- Q2: What is the role of different routines and habits in the importance level of travelling and enjoying a new destination?

To fulfil the aim of this investigation, a questionnaire was designed to assess the above-mentioned level of importance, considering the sociodemographic and socioeconomic characteristics and the level of decision regarding the affectivity for the tourism destination and the decision to travel. The questionnaire was made available online, and it was possible to obtain a sample made from 445 Portuguese consumers. Primary data were analysed using an ordered logit econometric model.

The remainder of this investigation after the first section (introduction) is organised as follows. The second section reviews the literature and presents the theoretical background of the theme. The third section presents the methodology developed in this research. The fourth section presents the results of the study and a brief discussion. Finally, in the fifth section, the final considerations of the research are presented.

2. LITERATURE REVIEW

2.1) TOURISM AND GLOBAL CRISES

The COVID-19 pandemic has been understood as a public health crisis rooted in the global economy, based on the paradigm of a strong economic growth in line with prevailing capitalist values such as consumerism (Allen et al., 2017; Mair, 2020). The nature and structure of the tourism industry is an integral part of this economic system, sharing the same values and practices of evolution and growth. In this context, tourism, in addition to being the most affected sector by these global public health crises, is simultaneously one of the activities that worldwide allows and, in some cases helps to accelerate its diffusion and impact (Mason et al., 2005). As such, global organizations like the WHO and World Tourism Organisation (WTO) focus on understanding the causes, evolution, and risks of spreading an infection (Mason et al., 2005; Page et al., 2006).

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As a sector clearly vulnerable to environmental, political, and socioeconomic changes (Ritchie and Jiang, 2019), the resilience of tourism has been put to the test several times in different global crises, or even in more specific contexts, particularly economic - financial (e.g., the 2008 recession), originating from terrorist attacks (e.g., September 11) and originating from public health problems (e.g., SARS epidemic, Ebola, Zika). According to Breitsohl and Garrod (2016) due to their rapid dispersion, public health crises, such as epidemics, may exert more severe negative pressure on tourist demand than those caused by terrorist attacks. In fact, no other global crisis has affected the tourism sector as much as the COVID-19 pandemic, impacting all countries globally and all aspects of the tourism industry. It is estimated that globally, economic losses in tourism translate into a 78% drop in international arrivals; 1.2 trillion USD in revenue from tourist exports and the loss of 120 million direct jobs, representing seven times the impact of the September 11th, 2001, terrorist attacks in New York (UNWTO, 2020).

Before COVID-19, few studies in the field of tourism focused on major public health disasters; due to the similar nature of the COVID-19 pandemic, studies on SARS in Southeast Asia stand out (Dombey, 2003; McKercher and Chon, 2004; Wen et al., 2005; Zeng et al., 2005). The unprecedented nature and negative effects of the COVID-19 pandemic, translated into a huge recession on an unparalleled scale, have motivated researchers in the field of tourism to intensify their research efforts. One of the most prominent research directions refers to the attempt to understand the opportunity generated by this crisis to leverage more sustainable development for the future of tourism (Galvani et al., 2020; Hall et al., 2020; Ioannides and Gyimóthy, 2020; Sigala 2020; Tremblay-Huet, 2020). The consequences of the crisis on the sector were also widely portrayed, both from an economic point of view and from a social perspective (UNWTO, 2020; Choudhary, 2020). Other authors have looked at ways of recovering the tourism sector, or even its post-pandemic restart and the possible transformation of tourism as we know it (Brouder, 2020; Everingham and Chassagne, 2020; Sigala, 2020). According to Sigala (2020), this global crisis may represent an opportunity not only for the transformation of the tourism paradigm - towards greater sustainability, but also for further research in the area; following this position, the author proposes an important set of topics for future research, grouped into major themes - demand, supply, and tourism policies, considering three distinct stages: response, recovery, and restart of post-COVID-19 tourism. On the tourist

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demand side, one of the suggested topics relates to the traumatic experience of quarantine, social detachment, and confinement on tourist behaviour and, particularly, on their future consumption/ travel decisions and attitudes; the author summarizes this research proposal by asking the question: "Would they [tourists] be motivated to travel more but for a meaningful purpose?" (Sigala 2020, p.316).

2.2) TOURISM MOTIVATIONS AND THE IMPOSED CONFINEMENT

Admittedly, individuals travel according to a diverse set of motivations (Stauffacher and Schlich, 2005; Ryan et al., 2010; Belucio and Fuinhas, 2019). By concept, motivations are defined as soul forces that impel the individual to perform certain actions to satisfy certain needs (Moutinho, 1987). In the area of travel and tourism, it is the set of biological and cultural forces that influence preferences, behaviour, and tourism experience (Pearce et al., 1998). Several studies have made it possible to identify different types of psychological motivations, such as: Evasion (Iso-Ahola, 1982); Self-upgrading, Social interaction, Excitement (Crompton, 1979); or Relax (Goossens, 2000).

As for the first motivation pointed out, it is consensual in the Academy that individual travels are related to the tourists who aim to escape from their usual environment, to experience the opportunity to modify their lives and their common routines for a certain period of time (Čomić and Kalmić, 2015). It is estimated that these motivations can gain prominence when the usual environment represents a confinement for a significant amount of time (Choudhary, 2020). Social confinement was one of the most widely adopted public health measures globally, with the purpose of counteracting the spread of the virus (Mair, 2020). This measure lasted long enough to justify the change, not only in general consumption habits (such as the generalized increase in online purchases), but also in the structure of needs, motivations, and travel intentions (Sigala, 2020). The psychological effects of confinement (forced and prolonged) on the increased perception of the individual's needs related to 'evasion and discovery', is an effect that could be called 'bird out of the cage', or, in another significant image, the perception of a prisoner who after long years of confinement, desperately wants to make up for lost time, yearning to travel and meet his/her dreamed/ preferred destination. Thus, it is assumed that this effect may have a strong positive influence on increasing the intention to travel and

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discover new destinations, since tourism is recognized as one of the best ways to satisfy these types of needs (Choudhary, 2020).

The Intention to travel is also influenced by tourist's perceptions of safety and, in general, the risk factors that are felt by them. A risk factor, as contamination by Covid19, can create anxiety in prospective tourists. As anxiety increases, the perception of tourists about safety will decrease, just like their intention to travel (Gudykunst, et al., 1988).

The possible impacts of the COVID19 confinement on the intention/decision to travel, justified by the increased perception of the need for evasion/ escape and the consequent reinforcement of the motivation/ intention to travel, shouldn't interfere with the recovery/ restart phase of the tourism activity.

Tourist decisions and particularly the choice of destinations, are influenced by the tourists' perception of physical and psychological security (Lepp and Gibson, 2003; Taylor and Toohey, 2007). This perception is often rooted in the image projected by the media (Kozak et al., 2007) and global public health crises (or others) are generally amplified through intense media coverage, making their negative impact on security perceptions very difficult to manage (Schroeder and Pennington-Gray, 2014).

2.3) TOURISM PERSPECTIVES AFTER COVID-19

According to the travel crisis management expert - Lori Pennington-Gray - the repressed tourist demand, as a consequence of the confinement, should initially justify trips closer to home (domestic tourism) and based on the use of the car as the preferred means of transport; but there may also be a tourist segment that is more apt and eager to catch a plane and travel to more distant destinations (Glusac, 2020). This is corroborated by the results from Chebli and Ben Said (2020) work, which suggest that the Covid-19 pandemic has not had an impact on people's desire to travel away from home and continue exploring across borders. Regardless of whether trips tend to go more inland or outward, it is estimated that self-guided and self-driven trips will dominate over the organised group tour packages (Enger et al., 2020; Chebli and Ben Said, 2020).

Prospectively, some researchers have examined the future tourist behaviour after the end of the pandemic. Wachyuni and Kusumaningrum (2020) used a quantitative

analysis from a survey data to identify travel preferences, travel intention, and travel anxiety after the pandemic corona is declared over. Their findings were that the attitude of most respondents towards travelling after the pandemic ended was very positive; this majority perception is that travelling will be fun and not frightening. It should be noted that the sample used in this study is mainly made up of millennials with a high level of education, which may help to explain these lower levels (or even the absence) of travel anxiety and the greater degree of enthusiasm for returning to travel. Moreover, the results of this study point out a majority preference on nature tourism, short travel time, and a preference for beautiful, safe, and clean destination areas (Wachyuni and Kusumaningrum, 2020).

Another study conducted by Ivanova et al. (2021), also based on a quantitative survey directed to an active traveller's sample, was able to confirm the strong intention to travel after the pandemic, with most respondents being quite optimistic and eager to renew their travel habits. The study results reveal a preference towards domestic travel, by car and with relatives; and the women and older respondents show higher health and safety preferences than do men and younger respondents. Visiting friends and relatives has the largest share as a motive for travelling among the youngest respondents, the other age groups prefer either relaxation or sightseeing. According to the findings, another important aspect is that hygiene and a reliable health system will be the leading factors in travellers' destinations choices after pandemic (Ivanova et al., 2021).

The results from Chebli and Ben Said (2020) pilot research have confirmed a very positive overall feeling towards post-COVID19 travel. The authors examined respondents' positions to various behavioural travel change factors, including a confirmed trend towards a more careful assessment of hygiene/cleanliness and the quality of the health system of destinations.

In this current context, with this paper we intend to contribute to the literature, defining the level of importance that the consumer attaches to travelling and discovering new destinations after the lockdown/confinement. We detect the priorities after returning to the daily routines, giving special attention to the role of tourism and travel consumption depending on the tourist's profile.

3. METHODOLOGY

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3.1) QUESTIONNAIRE

In the face of the new health crisis, it became necessary to identify the degree of importance that Portuguese consumers attach to travelling and discovering new destinations after the lockdown. To this end, the literature described above, and the online interviews were conducted with professors/researchers in tourism, professionals in the sector, and the public of different ages. In total, 20 meetings were held. The questionnaire, prior to its application, went through a pre-test phase and was disseminated by researchers/ professors in the tourism sector, students, and the public (with different ages and educational levels). This process involved a total of 50 respondents. Feedback was collected and analysed, and the questionnaire was adapted according to the suggestions.

For this research we contemplate the following sections: i) the sociodemographic characteristics of the respondents – gender, age, marital status, education and employment status; ii) the level of importance of the priorities in terms of returning to daily routines after the lockdown: meeting new people, visiting their families, going back to work, meeting their friends, eating out in a restaurant, going to musical and other cultural events and enjoying nightlife and other parties; and iii) the level of importance of travelling and enjoying a new destination.

The sample was collected through an online questionnaire, between April and June 2020, and disseminated on social networks (Facebook, Twitter and Instagram) and shared by email to Portuguese consumers and multiplied by a network of researchers. On Facebook, to obtain a comprehensive and diverse sample, the publication of the questionnaire was promoted several times. Before the application of the questionnaire, we assessed it through a previous sample (with different qualifications, professions, and age) in order to validate whether the questions were clearly understood and analyse the total degree of the answer's variability. The sample is composed of 445 complete answers of Portuguese consumer respondents. Like most methods, convenience sampling applied in this study has advantages and disadvantages. Despite the disadvantages that convenience sampling presents, namely poor generalizability, often yield biased estimates of the target population, and its sociodemographic subpopulation (Jager et al., 2017), it also exhibits some positive points that validate its application and the operational ease, i.e.,

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simplification of the questionnaire dissemination, greater accessibility, availability of the interviewee, and low cost (time and money).

3.2) DATA ANALYSIS AND ECONOMETRIC MODEL

The sample is presented using descriptive statistics. After that, we use the ordered logit to estimate the linear relationships between the importance level of travelling and enjoying a new destination taking into account the respondents' sociodemographic characteristics, and the level of importance attributed to meeting new people, visiting their families, going back to work, meeting their friends, eating out in a restaurant and attending musical and other cultural events. We choose the ordered logit model because the dependent variable (the importance level of travelling and enjoying a new destination) assumes an ordered category (Wooldridge, 2013).

The ordered logit model has different characteristics allowing the analysis of an equation where the dependent variable is the answer to a multiple-choice question, for example, "not important at all", "not important", "indifferent", "important" or "very important". In addition, the purpose of the analysis is reflected in verifying how well that answer can be predicted by answers to other questions. Hamilton (2008) describes the ordered-logit model equation as follows:

$$Y_i = \beta_1 x_{1i} + \beta_2 x_{2i} + \cdots + \beta_a x_{ai} + \mu$$

Where, Y_i is the ordered-logit score for the i individual (i.e., "not important at all", "not important", "indifferent", "important" and "very important"). The ordered logit models estimate a score for the i observations (Y_i) as a linear function of values on one or more predictors (x_i's). They are the other parameters present in the regression, that in this model are the respondents' sociodemographic characteristics and their routines and habits. Finally, μ is considered a logistically distributed disturbance.

4. RESULTS AND DISCUSSION

4.1) DESCRIPTION OF THE SAMPLE

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Details of the sample can be found in Table 1, and it is composed of 445 respondents in which 57,8% are female and 42,2% male, with an average age of 33,9 years old. Most of the respondents are single (63,1%) or married (29,9%). Regarding the education level, more than half had at least a bachelor's degree (40,0% had a bachelor and 13,8% a master's or a PhD degree). Regarding the employment status, we observe that 11,9% of the respondents are paid employees, 43,6% self-employed, 36,4% student, 4,5% unemployed, 3,1% retired and 0,5% domestic.

Variable	Description	% /Mean
Gender	Dummy variable	
Female	0 – female	57,8%
Male	1 – male	42,2%
Age	Continuous variable. Number of life years	33,9
Marital Status	Nominal variable	
Single	1 – single, 0 otherwise	63,1%
Married	2 – married, 0 otherwise	29,9%
Divorced	3 – divorced, 0 otherwise	6,1%
Widowed	4 – widowed, 0 otherwise	0,9%
Education	Nominal variable	
Basic	1 – if the respondent has a basic education	0,4%
High school	2 – if the respondent has completed secondary education	45,8%
Bachelor	3 – if respondent holds a degree	40,0%
Master or PhD	4 – 1 if respondent holds a master or PhD degrees	13,8%
Employment	Nominal variable	
Paid employee	1 – if the respondent is paid employee	11,9%
Self-employed	2 – if the respondent is self-employed	43,6%
Student	3 – if the respondent is student	36,4%
Unemployed	4 – if the respondent is unemployed	4,5%
Retired	5 – if the respondent is retired	3,1%
Domestic	6 – if the respondent is domestic	0,5%

Table 1: Profile of the respondent' description (n=445).
Source: Author's elaboration.

4.2) DESCRIPTION OF THE PRIORITIES WHEN RETURNING TO THE DAILY ROUTINES AFTER THE LOCKDOWN

In que questionnaire we also analyse the level of importance using a five-point Likert scale (1 = "not important" and 5 = "very important") of the eight priorities in relation to daily routines after the lockdown. The top 5 priorities were visiting the family, with an average importance level of 4,516, followed by, meeting my friends with 4,444, returning to work with 4,128, travelling and discovering new destinations with 3,699 and eating out in a restaurant with 3,441. Analysing the results in terms of boosting tourism, it appears that traveling and enjoying a new destination are among

the respondents' priorities. In addition, other factors can also enhance a tourist trip, namely visiting family and meeting friends. It cannot be forgotten that the respondents found themselves confined and because of this situation, they can initially stimulate domestic tourism (Glusac, 2020), namely, to boost tourism in cities and local communities. The factors eating out in a restaurant, participating in musical or other cultural events, and enjoying nightlife and other parties can be motivating for city tourism, representing a moderate level of importance.

Items	NIMP (%)	SIMP (%)	MIMP (%)	IMP (%)	VIMP (%)	Mean	Standard Deviation
Meeting new people	13,1	17,1	40,3	18,7	10,8	2,971	1,147
Visiting the family	0,5	2,2	8,3	23,2	65,8	4,516	0,779
Travelling and enjoying a new destination	5,3	9,5	27,0	29,1	29,1	3,669	1,149
Going back to work	1,7	3,4	20,3	29,3	45,3	4,128	0,969
Meeting the friends	0,2	2,9	10,1	25,7	61,1	4,444	0,809
Eating out in a restaurant	5,9	12,6	33,3	27,9	20,3	3,441	1,122
Musical and other cultural events	8,8	13,5	27,5	32,2	18,0	3,372	1,181
Enjoying nightlife and other parties	14,9	17,1	27,9	23,2	16,9	3,101	1,291

Notes: NIMP = not important; SIMP = slightly important; MIMP = moderately important; IMP = important; VIMP = very important.

Table 2: Priorities in return of the daily routines and habits after the lockdown, descriptive analysis. Source: Author's elaboration.

4.3) ECONOMETRIC MODEL – DEPENDENT VARIABLE: THE IMPORTANCE LEVEL OF TRAVELING AND ENJOYING A NEW DESTINATION AFTER THE LOCKDOWN

Table 3 shows the determinants that influence the importance level of travelling and enjoying a new destination and answers to the research questions presented above. With the results it is possible to carry out the market segmentation and the tourism marketeers could use this information to better communicate the destination.

We observe that gender, age, and marital status are not significant, contrary to the general notion (Rittichainuwat and Chakraborty, 2009; Kovačić et al., 2020; Ivanova et al., 2021). Specifically, regarding age, it was hoped, according to Glusac (2020), that the influence of different age groups on the level of importance of priorities regarding travel could be proved, with the lowest age groups representing a greater probability.

In the opposite situation, we verify that when a respondent has a Master or PhD, the odds regarding the importance level of travelling and enjoying a new destination

after the lockdown increase 0,10, when comparing with the respondents with a basic education, given that all the other variables in the model are held constant.

A positive and a significant effect was also observed for the self-employed, student, unemployed and retired. This result requires a more detailed analysis. For example, a retired respondent is a profile that may be included in the risk group, i.e., more likely to be infected by COVID-19. In this sense, and after a period of confinement, this conveys importance to travels, to visit new destinations. Another interesting result is related to the students' respondents with convivial habits and this time of confinement was also a time of resistance for this specific profile. The results show that being a student the odds of the importance level regarding travelling and enjoying a new destination after the lockdown increases 0,28, when we compare them with the respondents working on their own (paid employee). According to (Wachyuni and Kusumaningrum, 2020), this class, in addition to being younger and healthier, may enjoy a lower perception of risk associated with travels. This could turn this occupational segment into an interesting target in the recovery phase.

Regarding the factors that have assumed a high level of importance (very important) and consequently have a positive and significant effect concerning the probability of travelling and enjoying a new destination, we can highlight meeting new people, visiting family, meet friends, eating out in a restaurant, and participating at musical or other cultural events. The factors that the respondents granted a higher level of importance and consequently influence the propensity to travel are globally connected with the offer diversity of a tourism destination.

In our results, the respondents who granted high levels of importance in meeting people, visiting family, meeting friends increase the likelihood of traveling and enjoying new destinations by 3,98, 2,49 and 8,01, respectively. To attract this profile, destinations have to be promoted as places of conviviality. They will have to include a much-improved social component, not forgetting to always guarantee a safe destination, that is, with all the considerations of hygiene/cleanliness and a positive image regarding the health system quality as reviewed by (Chebli and Ben Said, 2020). Furthermore, the gastronomic tourism combined with other tourism motivations can provide an excellent combination if integrated communication alliances are made with the different stakeholders (public and private sector entities). Specifically, respondents who indicated that eating out in a restaurant was very important (when compared with the respondents to whom this was not important at

all), have a positive and significant influence on the odds granted to travelling and enjoying new destinations of 0,85. A similar result was also found concerning the participation in musical or other cultural events. The respondents who suggested that this participation was very important (when compared with the respondents that didn't convey any importance to this) influenced positively on the odds granted to travelling and enjoying new destinations in 1,15. In various contexts, it is essential to understand the role played by motivation as far as the presence in cultural events is concerned. In some specific cases, the tourists' behaviour is explained by the push-pull model, being considered as forces (intrinsic and extrinsic), that they consider in order to choose a destination (Dann, 1977; Dann 1981; Crompton, 1979). The push factors are related to 'social and psychological motivations' - which, in this context, can be explained by the desire of the tourist to leave as he has had a constraint in his ability to travel - pull factors are powered by the destination (Crompton, 1979; Akgunduz and Coşar, 2018).

	Odds ratio	(95% CI)	P value
Gender	1,41	(0,93, 2,14)	0,106
Age	1,00	(0,97, 1,03)	0,888
Marital status			
Single	-	-	-
Married	1,35	(0,67, 2,71)	0,400
Divorced	2,29	(0,76, 6,92)	0,142
Widow	5,12	(0,51, 51,72)	0,166
Schooling (complete)			
Basic	-	-	-
High school	0,18	(0,01, 2,18)	0,176
Bachelor	0,17	(0,01, 2,14)	0,170
Master or PhD	0,10	(0,01, 1,24)	0,073*
Work conditions			
Paid employee	-	-	-
Self-employed	0,47	(0,23, 0,95)	0,036**
Student	0,28	(-0,91, 0,29)	0,008***
Unemployed	0,33	(0,11, 0,97)	0,045**
Retired	0,04	(0,01, 0,15)	0,000***
Domestic	1,20	(0,07, 20,40)	0,900
Meeting new people			
Not important	-	-	-
Slightly important	1,04	(0,48, 2,26)	0,925
Moderately important	1,41	(0,69, 2,86)	0,343
Important	1,37	(0,61, 3,05)	0,444
Very important	3,98	(1,53, 10.34)	0,005***
Visiting your family			
Not important	-	-	-
Slightly important	1,33	(0,08, 22,61)	0,843
Moderately important	2,74	(0,21, 35,45)	0,441
Important	6,65	(0,52, 84,36)	0,144
Very important	2,49	(1,01, 3,17)	0,049**

Back to work			
Not important	-	-	-
Slightly important	0,17	(0,05, 0,65)	0,009***
Moderately important	0,11	(0,03, 0,40)	0,301
Important	0,18	(0,05, 0,68)	0,212
Very important	0,16	(0,04, 0,65)	0,110
Meeting my friends			
Not important	-	-	-
Slightly important	6,91	(0,20, 2,56)	0,284
Moderately important	3,90	(0,88, 1,38)	0,059*
Important	4,76	(1,17, 7,31)	0,041**
Very important	8,01	(2,63, 10,40)	0,013**
Eating out at a restaurant			
Not important	-	-	-
Slightly important	1,42	(0,47, 4,27)	0,530
Moderately important	1,63	(0,54, 4,91)	0,383
Important	1,14	(0,37, 3,57)	0,816
Very important	0,85	(0,26, 2,79)	0,004***
Musical or other cultural events			
Not important	-	-	-
Slightly important	0,56	(0,22, 1,42)	0,223
Moderately important	0,77	(0,28, 2,07)	0,601
Important	0,74	(0,27, 2,06)	0,564
Very important	1,15	(0,36, 3,68)	0,009***
Enjoying nightlife and other parties			
Not important	-	-	-
Slightly important	0,93	(0,42, 2,06)	0,851
Moderately important	0,70	(0,30 1,59)	0,392
Important	0,80	(0,32, 2,00)	0,640
Very important	0,65	(0,24, 1,81)	0,414

Notes: Significant at: * $p < 0,10$ level; ** $p < 0,05$ level; *** $p < 0,01$. Number of obs. = 445; LR chi2(41) = 173.84, Prob > chi2 = 0,000; Pseudo R^2 = 0,1594. To evaluate the possibility of correlation, relationships between the priorities in return of the daily routines and habits and the importance level of travelling and enjoying a new destination were tested, and we concluded that the levels were low.

Table 3: The importance level of travelling and enjoying a new destination after the lockdown.

Source: Author's elaboration.

In this context of uncertainty that destinations are experiencing, the results presented are crucial for the definition of communication strategies among tourism destinations. Analysing the results in a global scope, it appears that people (family and friends) assume the main motivations to return to the routine, which are very important factors for tourism. For the tourism marketeers the image development of a destination must be around the humanization of the destination and the family ties that this destination can bring to tourists. In this moment, there is little empirical research addressing consumer priorities and highlighting the role of tourism.

5. CONCLUSIONS AND FUTURE RESEARCH

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With the actual global health crisis, the effects are being felt in all sectors of the economy. Tourism is not an exception, and it is important to evaluate the consumer behaviour and the level of importance that they grant to travels. This kind of information is useful for the definition of strategies to recover from adversity.

This research focused on the importance level of travelling and enjoying a new destination after the lockdown among Portuguese consumers. A questionnaire was prepared and made available to respondents online, and it was possible to obtain 445 answers. Primary data were analysed using an ordered logit econometric model. And in this way, it was possible to fulfil the objective of this investigation and answer the two research questions, namely: Q1) The importance level of travelling and enjoying a new destination is influenced by the respondents' sociodemographic characteristics? and Q2) What is the role of different routines and habits in the importance level of traveling and enjoying a new destination?

Among the most relevant results, the importance level that respondents give (very important) to travelling and enjoying a new destination after the lockdown are closely connected to meeting new people. The difficulty/prohibition measures on the part of governments made friends and family become one of the main motivations for visiting a destination. Reinforcing the need for action on the part of tourism agents should be a priority, since there is a very high level of importance regarding travel after the pandemic. Destination Marketing Organizations (DMO's) must consider the poor economic situation in which many people (families) will be in the first post-crisis moments. This reality, added to the restrictions imposed on traveling to several countries, could be an opportunity for internal tourism development. The tourist may begin to satisfy his need to travel, starting with his own country or neighbouring countries where exchange and other costs are not so problematic.

Confirming the results of Ivanova et al. (2021) study, visiting family was also a factor pointed out as very important by the respondents, but this type of movement usually does not generate a great impact on the local economy. In this sense, the promotional actions - for the families - designed by the DMO's can meet the desire to be close to the family members. Leisure and/or nature tourism can be a good suggestion of where to start the proposals. Following the suggestion of this study's results, it would be a mistake not to take advantage also of the opportunity to promote family tourism.

Other regression results show statistically significant values regarding travelling and enjoying a new destination related to eating out in a restaurant, participating in a musical or other cultural events. This result is important for the correct definition of strategies for tourism destinations. Currently, it is possible, for example, to articulate cultural and gastronomic tourism promoting strategies, thus offering more attractiveness to tourists, without neglecting the current health standards. Since tourists give great importance to these activities in the tourist destination, the implementation of cleaning/ security seals that can be easily accessible to the tourist because they can be shared on the internet (website/ social networks) and applications, can contribute to select a tourist destination. This point can be developed by researchers in the future, making it possible to analyse the impact of available information on cleaning/security on the reception of new tourists.

Another outstanding result is the indicator that attaches great importance to travelling and enjoying a new destination to meeting with friends, indicating that urban tourism has great potential because they have different attractions that favour the relationships of this public, besides being normally the first to receive incentives and investments for the resumption of tourism.

As we found that consumers redefined their priorities, the results are relevant to allow destinations to rethink their communication with the tourists. This finding may be important for urban tourism, since public policy makers can bring together different actors to restructure tourism promotions and activities in destinations, according to the needs of tourists.

Other future research to be developed may use the determinants presented here as a starting point for their analysis, taking into account those that have proved to be statistically robust and that allow a better understanding of the importance that consumers give to travelling after the lockdown. In addition, measuring the importance that consumers attach to sanitary measures will allow all destinations to better manage their policies so that consumers feel confident in choosing the destination. Furthermore, the level of importance of traveling and enjoying new destinations was considered at the same time. In order to allow the topic visiting new destinations after the pandemic restrictions to be better explored, it would have been more appropriate to separate this item from the importance of traveling into two different questions to avoid possible bias in the answers. In fact, some tourists may

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be interested in traveling but not in visiting new destinations. This could also be an interesting topic in future investigations.

When using a questionnaire composed of closed questions, some aspects of a qualitative nature were not captured, thus turning it into a limitation of this research, in addition to generating a new gap to be addressed in future studies. A mixed method of open and closed questionnaires would also be advantageous, as it would allow the interviewee to cite other determinants of tourism that may not have been contemplated by this research.

Acknowledgement

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