

Adapting to the new normal: a study on Chinese outbound tourists' travel behaviour in the post pandemic era

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Abstract

The COVID-19 pandemic has had a significant impact on people's lives and habits worldwide, including their travel behaviour. This study examines the impact of COVID-19 on Chinese outbound tourists' behaviour by investigating changes in their travel habits, search and booking behaviour, factors for choosing destinations, travel intentions, and demographics. A primary quantitative survey was conducted using a self-administered questionnaire to collect data. The study's findings reveal interesting changes in Chinese travelers' behaviour, with health and safety being of utmost importance. By providing insightful information and practical implications, this study can assist governments, business associations, and travel companies in developing strategies for tourism recovery among Chinese outbound tourists.

Keywords: *Travel marketing, Chinese tourists, COVID-19*