

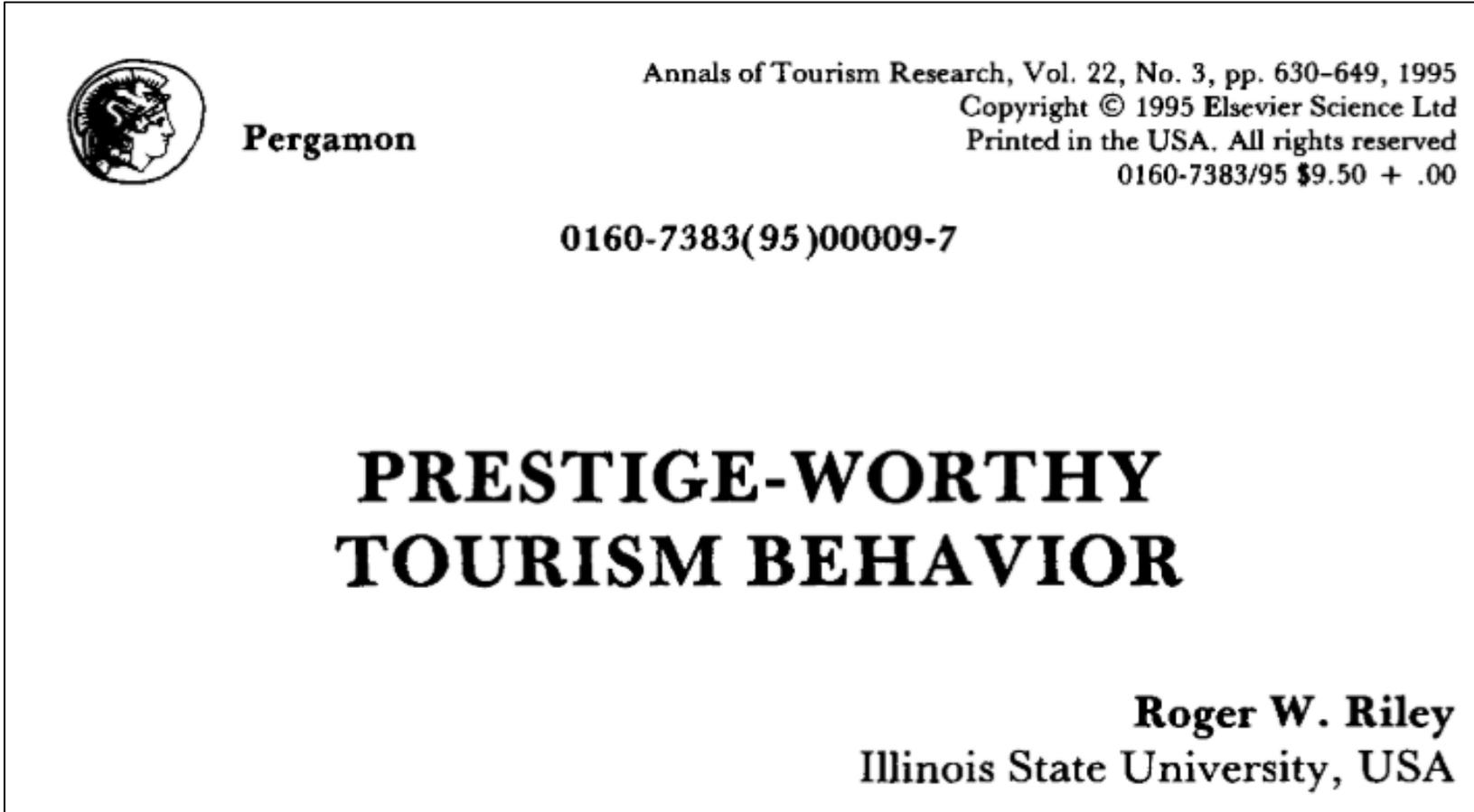


LEUPHANA
UNIVERSITÄT LÜNEBURG

The impact of the Covid-19 pandemic on travel prestige – an experimental study

Friedericke Kuhn
Prof. Martin Lohmann
Prof. Florian Kock

Travel prestige in tourism studies



Travel in times of Covid-19: irresponsible and dangerous

DW Made for minds.

TOP STORIES MEDIA CENTER TV RADIO LEARN GERMAN

GERMANY CORONAVIRUS WORLD BUSINESS SCIENCE ENVIRONMENT CULTURE

NEWS

Germany extends worldwide travel warning until mid-June

German ministers have agreed to extend the global travel warning until at least June 14. But Foreign Minister Heiko Maas has already warned that travelers could not expect to take summer holidays as normal.

Source: <https://www.dw.com/en/germany-extends-worldwide-travel-warning-until> (accessed: 03.12.2020)

CNN travel Destinations Food and Drink Stay News Videos

How an Austrian ski resort helped coronavirus spread across Europe

By Denise Hruby for CNN

Updated 2142 GMT (0542 HKT) March 24, 2020

Source: <https://edition.cnn.com/2020/03/24/europe/austria-ski-resort-ischgl-coronavirus-intl/index.html> (accessed: 03.12.2020)

TRAVEL

Coronavirus in Mallorca: The party's over for tourists amid new lockdown

Following misbehavior from German holidaymakers, officials have instituted a new lockdown and closed restaurants and bars. But the area depends on tourism, and many locals are frustrated.

Source: <https://www.dw.com/en/mallorca-coronavirus/a-54207768> (accessed: 03.12.2020)

NEWS WEBSITE OF THE YEAR

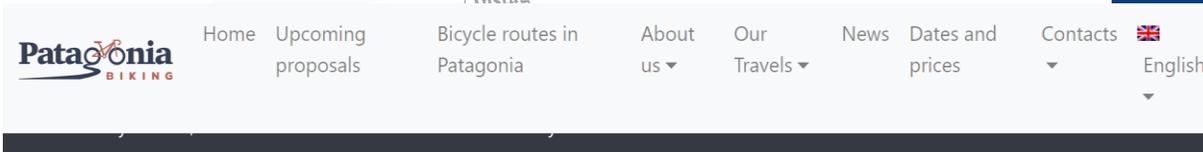
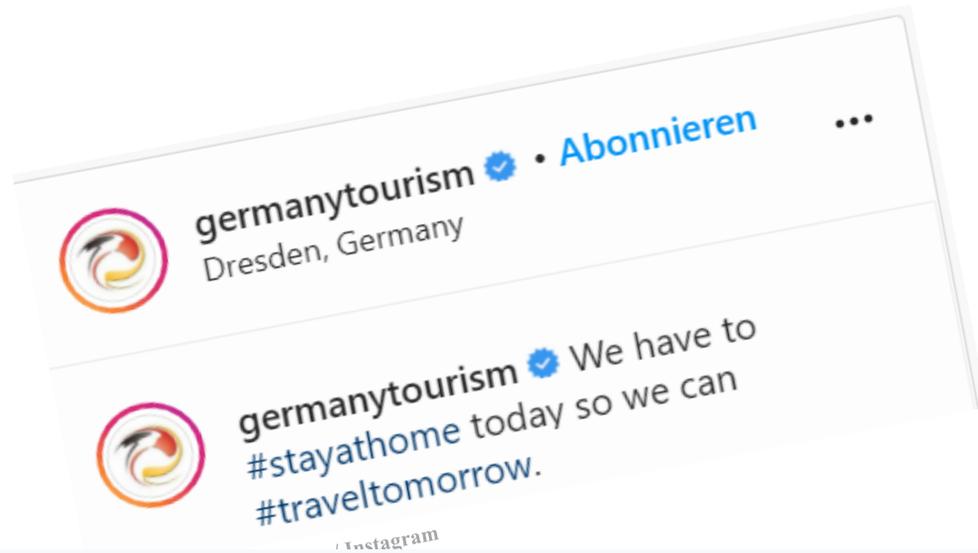
The Telegraph Coronavirus News Politics Sport Business Money Opinion Te

UK news World news Royals Health Defence Science Education

Travel updates: 'We won't be treated like a leper colony'

Source: <https://www.dw.com/en/mallorca-coronavirus/a-54207768> (accessed: 03.12.2020)

Staying at home – a socially responsible activity



Mar-2020

#StayAtHome, but we continue to dream of adventures with you.

In this difficult period, I would like to share with you some pictures of a trip made a few years ago.

Source: <https://www.patagonia-biking.com/stayathome-but-we-continue-to-dream-of-adventures-with-you/> (accessed: 03.12.2020)



Research Question

Has the change of public discourse on tourism during the early SARS-CoV-2 pandemic affected personal prestige benefits of tourists?

Relevance

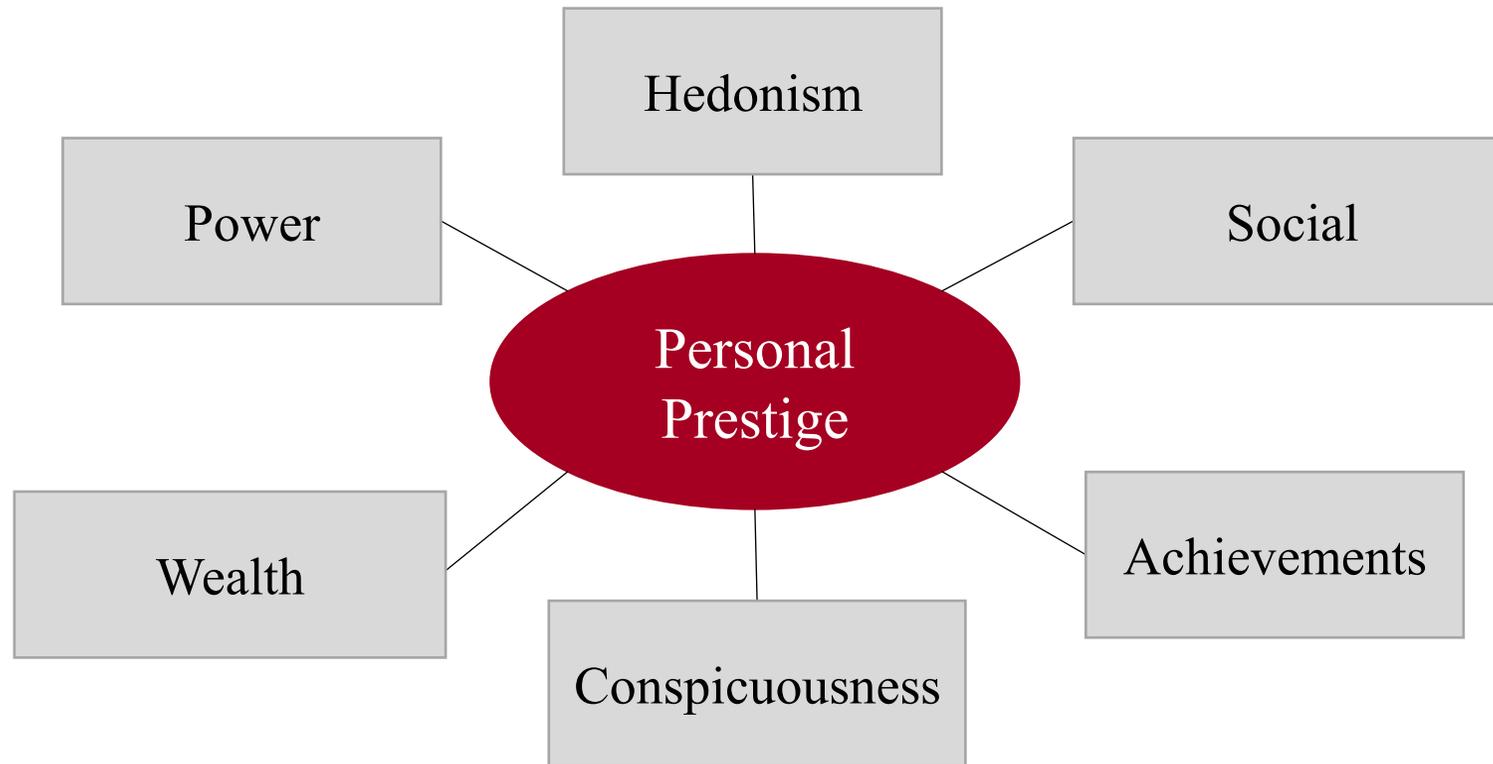
For the tourism industry: A change of customer benefits (at the cause of the pandemic crisis) can affect tourist motivations, consumer decision-making and consumer behavior.

For tourism research: The impact of the pandemic and changes in public discourse on basic social processes affects tourism beyond questions of economic effects.

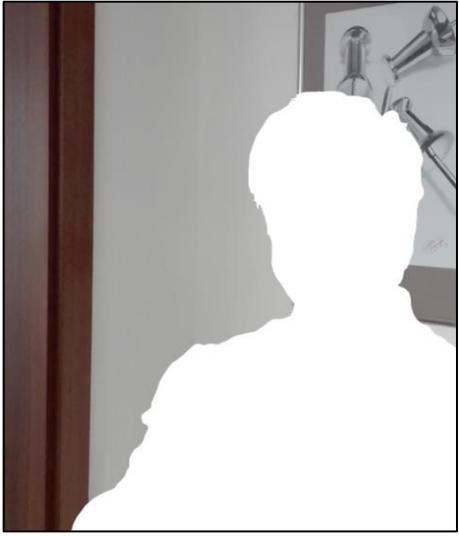
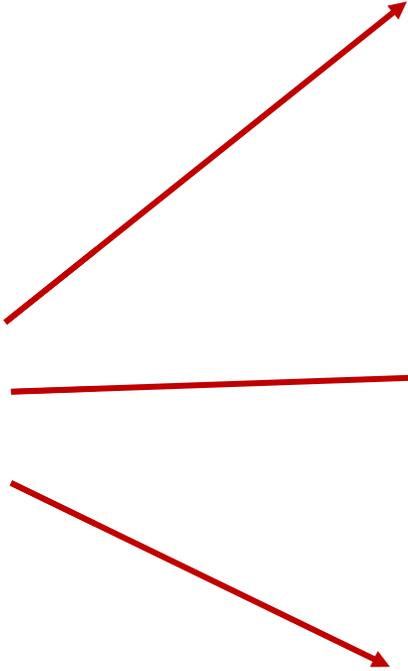
Methods: General Procedure

- Development of a scale to operationalize personal travel prestige
- Experimental design measuring personal prestige implicitly
- Digitally edited social media posts as external frame and stimuli of the study

Methods: Operationalizing and measuring personal prestige



Methods: Study design

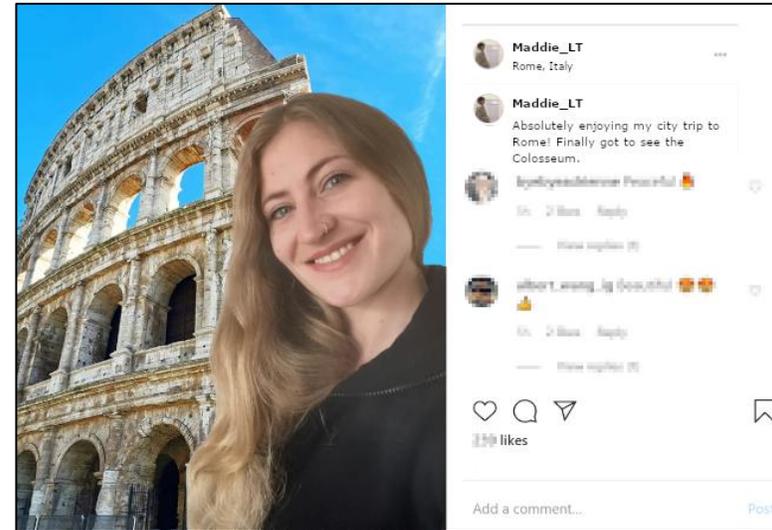
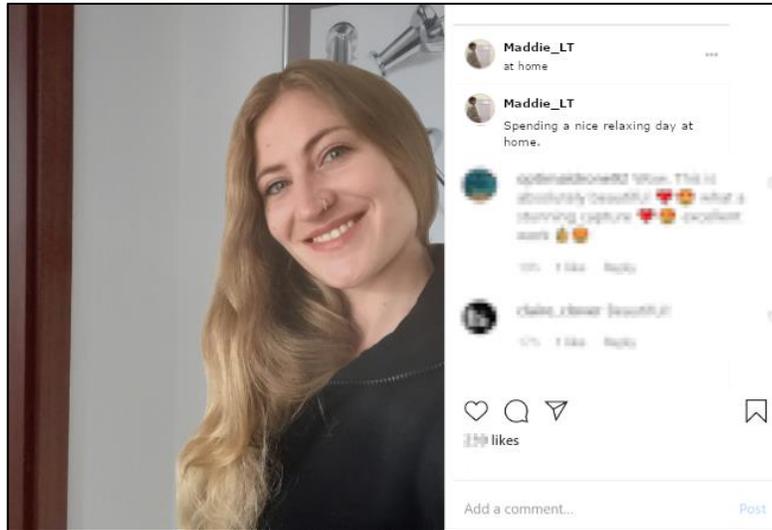


Methods: Samples



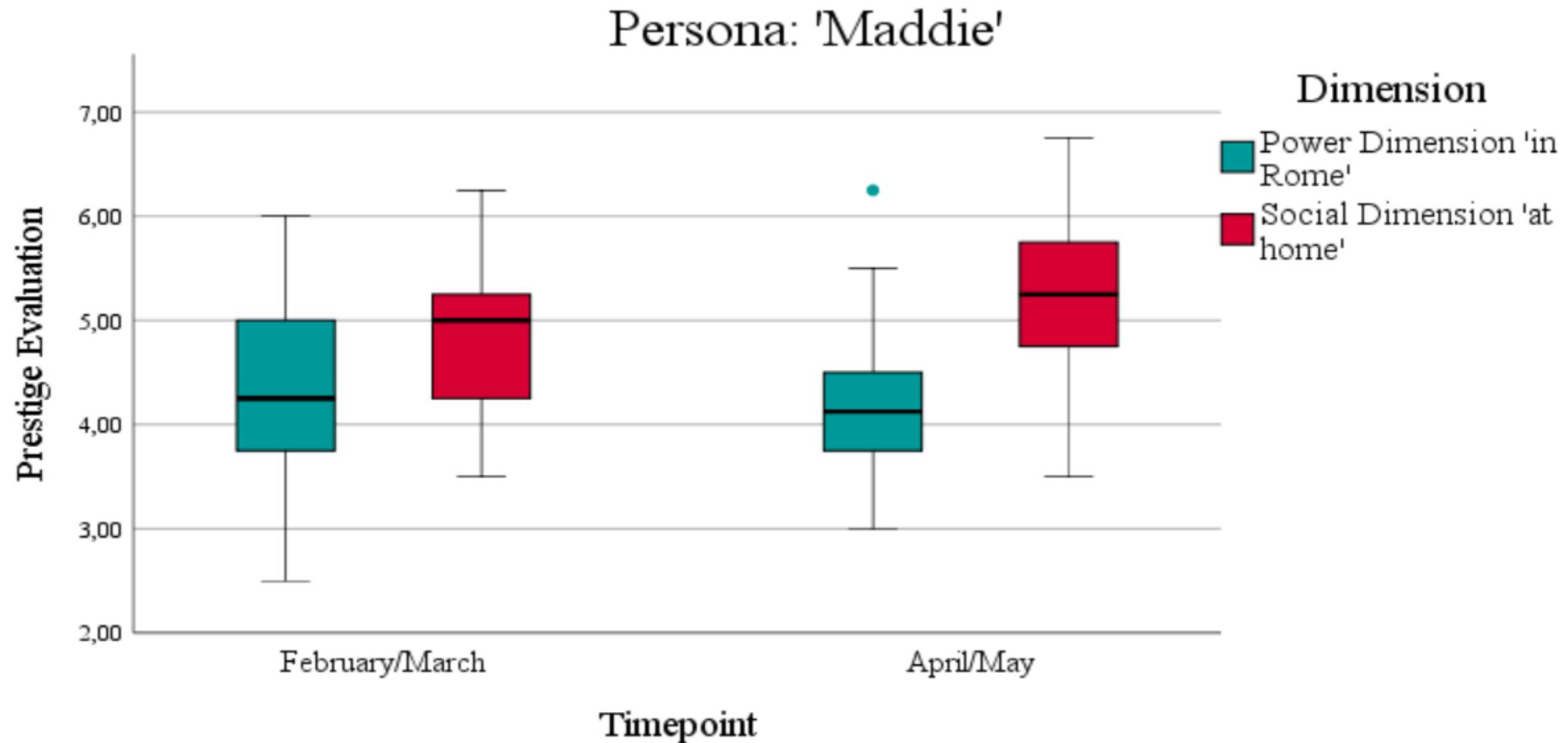
		Study 1		Study 2
		T1	T2	
measurement period		February/March	April/May	August/September
gender	female	81	55	120
	male	18	9	27
	diverse	2	2	2
age	<20	40	27	3
	20-25	46	28	97
	26-30	13	9	32
	>31	2	2	17
total		101	66	149

Persona: Maddie



Comparing travel prestige before and during the lockdown in early 2020

Results: Comparing travel prestige before and during the lockdown



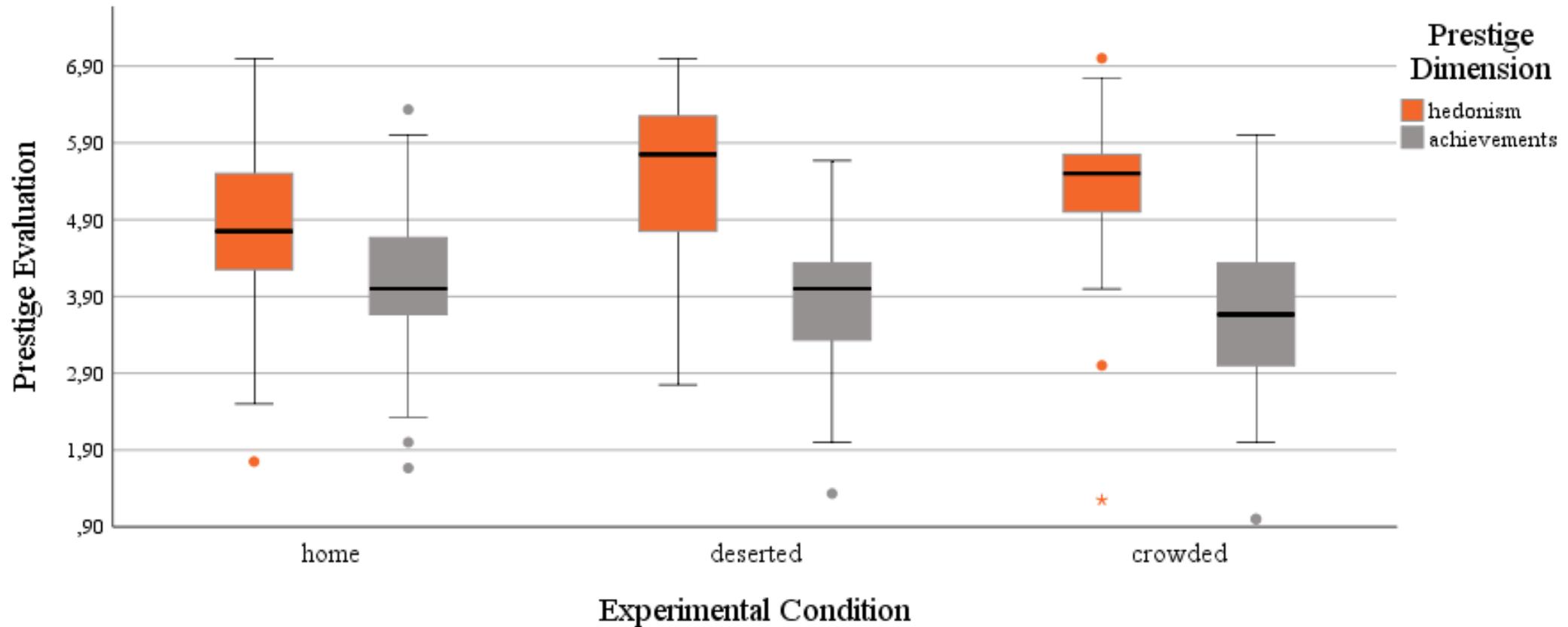
Persona: Maddie



Comparing travel prestige at a deserted and a crowded international destination

Results: Prestige at a deserted vs. a crowded international destination

Persona: 'Maddie'



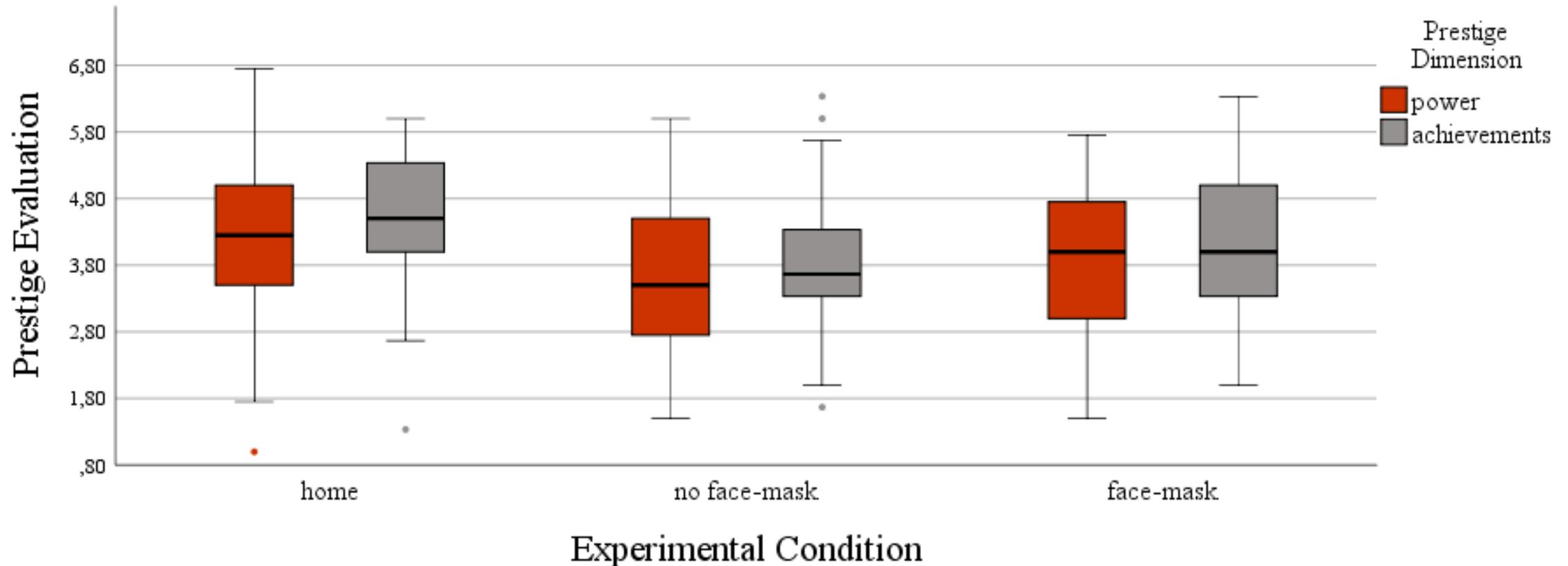
Persona: Mary



Comparing prestige at a national destination with vs. without a face-mask

Results: Prestige at a national destination with vs. without a face-mask

Persona: 'Mary'



Limitations

- Evaluations of a person are never based on a single factor
 - Travel experience is *but one* aspect influencing prestige evaluations in the experiment
 - Potential covariates for further research: Social Response; attractiveness
- Implicit modes of measurement lead to small observed experimental variance.
- Perceived personal prestige is dependent on both the tourist and the evaluator.
 - homogeneous sample to limit interindividual differences

Conclusion

- The negative discourse on tourism during the early SARS-CoV-2 pandemic in 2020 appears to have negatively affected prestige evaluations of tourist selfies.
 - In February, travel-selfies were rated consistently more positive than home-selfies
 - In August, travel-selfies were rated more negative than home-selfies.
- Travel experience shown on social media posts does influence the perceived personal prestige of tourists under certain conditions.



LEUPHANA
UNIVERSITÄT LÜNEBURG

Friedericke Kuhn

PhD candidate & research associate

Professorship for Business Psychology, Market Psychology
and Consumer Behaviour

Institute of Experimental Business Psychology

Mail: fkuhn@leuphana.de

Website: www.leuphana.de/friedericke-kuhn

Thank you for your
attention.

Any questions?

