

Factorial structure of the determinants of tourist stay in the biosafety protocol before Covid-19

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Abstract

The reactivation of tourism had been studied from the influence of the habitus of transfer and stay, but with the health contingency this process was mediated by the information of the places with biosafety protocols. The objective of the present work was to contrast a model of the determinants of stay, considering the mediating variables of the information. A confirmatory, psychometric and cross-sectional study was carried out with a selection of 100 students from a public university in central Mexico. A factorial structure was found that explained 61% of the variance and established the intention to transfer as a predictor, suggesting the extension of the work towards biosafety protocols.

Keywords: Globalization, perception of utility and use of mobile Internet

Introduction

As of this writing, the SARS CoV-2 pandemic and the Covid-19 disease have killed two million worldwide. In Mexico 150 thousand have died, but an under-registration is recognized that could increase the figure to 500 thousand. In this high-risk scenario, the policies to mitigate and contain the pandemic have focused on confinement and social distancing, leading to economic recession and unemployment, but also to entrepreneurship, which has intensified and diversified from biosafety protocols for micro, small and medium enterprises (WHO, 2021). In this way, biosecurity and entrepreneurship intersect in a scenario of high risk of contagion, illness and death, since in Mexico, the fatality rate is 10.2% higher than any of the economies of the Organization for the Economic Cooperation and Development (OECD).

In this way, entrepreneurship is a central axis of the economic reactivation in general and of tourism (Bustos, Garcia & Juarez, 2021). The relationship between transport and vacation destinations configures a network of entrepreneurship in which promotions are the determining factor of tourism and it is expected that they will be the triggering factor for its reactivation (García, Martínez & Quintero, 2019). In other words, the experience of the transfer or the satisfaction of the trip is positively and significantly related to the experience or satisfaction with the stay, as well as the added values of visits to cultural and recreational areas.

It is about a network of transfer and stay that is structured in tourist habitus; aesthetics, ethics, knowledge and expressiveness (García, Espinoza & Carreon, 2018). These four axes explain the business intelligence of airlines and hotels at the time of offering a destination based on the four satisfactory experiences of transfer and stay.

However, with the emergence of the pandemic, the tourist knowledge network has been modified from defenselessness as it was restructured in libertarian experiences in the face of confinement, as well as in compensatory experiences in the face of post-materialism that social and economic distancing implies (Garcia et al., 2020). This is how tourism business intelligence went from being hedonistic experiences to eudamonic experiences (Carreon, Hernandez & García, 2019). That is, the pleasure of traveling, resting and knowing was replaced by self-care and responsibility with the environment.

Unlike the hedonistic habitus that consist of personal satisfaction without considering the immediate environment, eudamonic habitus are prolonged satisfactions of identity and security with the environment (Carreon, Fierro & García, 2019). Yesterday, tourists were looking for

recreation and entertainment. Today, they go out to break out of confinement, adjusting their actions to biosafety protocols. In Mexico, a large sector of tourists has contracted the infection in congregations, but by going to health centers or following the safeguard protocols they have avoided complications. In fact, most of the victims are people who have not gone on a leisure trip in the last year or have been exposed in high-risk areas and groups such as informal commerce.

The transfer and stay network, being determined by the need and search for information, suggests a useful process of the pages of airlines, hotels and tourist destinations, as well as an efficiency when finding offers on planned dates (Carreon, Villegas & García, 2019). Consequently, the usefulness and efficiency in the use of tourist information determines the decision to search for offers and promotions, as well as the purchase of packages and the consequent transfer and stay to the selected area. In this way, the aesthetic habitus that consists of the satisfactory experience of appreciating the environment would be linked to the perception of utility when buying a reservation (Carreon, Espinoza & García, 2019). Or, the ethics of consumption would be associated with the efficiency of finding the least polluting offer. It is these relationships that explain the reactivation of tourism based on an ethical, aesthetic, rational, deliberate, planned, systematic and expressive process of tourism.

The objective of this work is to contrast a model of the determinants of the transfer and stay experience based on aesthetic, ethical, rational and expressive habitus, as well as the perception of utility and efficiency in the search for travel and stay offers. Are there differences between the structure of determinants of the reservation, transfer and stay experience reported in the literature with respect to the structure observed in the present work?

The premise that supports the research assumes that the pandemic modified the relationships between habitus and the experience of transfer and stay, displacing them due to the need and efficiency of information processing when planning a vacation (Juarez et al., 2021). In that sense, the perceived usefulness and the efficiency of data management determine customer satisfaction regardless of their exposure to contagion while moving or staying in a closed or open hotel for ventilation and distancing (Sandoval et al., 2021).

Method

Design. An exploratory, cross-sectional and psychometric study was conducted with a selection of Internet users, considering their time of use. In the first phase, the reliability and validity of the instruments that measured the five variables was built and established. In the second phase, the likelihood of adjusting indirect and direct, negative and positive, and significant causal relationships between the study variables was modeled and demonstrated.

Sample

There were 100 students selected from the Metropolitan Autonomous University.

Instrument. The Garcia et al., Tourist Reactivation Scale (2020) was used, which includes 10 variables related to aesthetic ("Visit attractive places"), ethical ("Respect biosafety protocol"), expressive ("Visiting endearing places") and rational habitus ("Visit places with green traffic lights"), as well as perceptions of utility ("On this page I will find a green traffic light offer"), ease ("On this page I will quickly find a travel and accommodation offer") in the search for information, which determine the variables of intention of reservation ("I would book on this page if we were on a green traffic light"), transfer ("I would travel on this airline if we were at a green traffic light") and stay ("I would stay at this hotel if we were on a green light"). They all include five response options ranging from 0 = "not likely" to 5 = "quite likely".

Process

The psychometric properties of the instruments that measure the study variables are detailed in the table where they meet the requirements for multivariable analysis. During the first week of the spring quarter of 2020 at the UAM-I page, students were asked how often they used their phone to download images, sounds and speeches to select the ideal sample. Subsequently, the questionnaire was provided indicating a response time of 30 minutes to answer it.

Analysis

The parameters of reliability, validity, adequacy, sphericity, correlation, covariance, fit and residual were estimated (Hernandez, Carreon & Garcia, 2019). Values close to zero were assumed as spurious relationships except for the residual parameter, which was considered as a contrast clairvoyance of the null hypothesis (Martínez, Espinoza & García, 2019). Values close to unity were distinguished as evidence of non-rejection of the null hypothesis (Villegas, 2019).

Results

Table 1 shows the reliability and validity values that suggest a factorial structure of principal axes with promax rotation. In other words, the variables seem to configure a hybrid process of planning and improvisation when making the decision and executing the intention to travel and stay in a tourist destination.

Table 1. Descriptive instrument

R	M	SD	A	F1	F2	F3	F4	F5	F6	F7	F8	F9
r1	4,1	1,1	,71	,32								
r2	4,3	1,2	,72	,43								
r3	4,5	1,3	,78	,46								
r4	4,6	1,0	,70		,54							
r5	4,4	1,1	,77		,61							
r6	4,1	1,8	,74		,68							
r7	4,0	1,9	,72			,54						
r8	4,4	1,4	,77			,58						
r9	4,6	1,7	,79			,52						
r10	4,8	1,3	,70				,43					
r11	4,9	1,6	,74				,47					
r12	4,4	1,5	,72				,58					
r13	4,3	1,2	,71					,65				
r14	4,1	1,3	,77					,68				
r15	4,3	1,4	,73					,45				
r16	4,2	1,9	,76						,36			
r17	4,3	1,0	,70						,54			
r18	4,6	1,1	,76						,68			
r19	4,7	1,3	,74							,68		
r20	4,0	1,5	,73							,53		
r21	4,3	1,8	,77							,47		
r22	4,2	1,1	,79								,54	
r23	4,5	1,0	,70								,65	
r24	4,3	1,9	,72								,48	
r25	4,6	1,8	,74									,46
r26	4,7	1,2	,73									,56
r27	4,8	1,1	,76									,64

Source: Elaborated with data study; Adequation (KMO = 0,890), Sphericity [$\chi^2 = 213,24$ (24 df) $p < ,05$] Extraction: Principal Axes, Rotation: Promax. M = Mean, SD = Standard Deviation, A = Alpha excluded value item, F1 = Aesthesis (16% total variance explained and alpha with ,780), F2 = Ethos (13% total variance explained and alpha with ,775), F3 = Hexis (10% total variance explained and alpha with ,759), F4 = Eidós (7% total variance explained and alpha with ,771), F5 = Usefulness (5% total variance explained and alpha with ,776), F6 = Ease (4% total variance explained and alpha with ,795), F7 = Reservation (3% total variance explained and alpha with ,783), F8 = Transfer (2% total variance explained and alpha with ,762), F9 = Stay (1% total variance explained and alpha with ,750). The factorial structure explained 61% of the total variance and its 10 factors were estimated by their relationships in order to be able to appreciate their association structure (see Table 2).

Table 2. Relations between factors

	M	SD	F1	F2	F3	F4	F5	F6	F7	F8	F9
F1	23,21	15,21	1,00	,312*	,334*	,314*	,324**	,346*	,435*	,354*	,543*
F2	24,35	16,57		1,00	,313*	,354*	,313*	,343*	,421**	,657**	,643**
F3	26,54	14,35			1,00	,324*	,432*	,531**	,672***	,435**	,578*
F4	23,21	13,24				1,00	,321***	,325*	,543*	,652***	,435*
F5	27,68	15,46					1,00	,324**	,453*	,546*	,657*
F6	22,34	16,58						1,00	,532**	,547*	,642***
F7	25,31	15,21							1,00	,653**	,546*
F8	24,35	10,23								1,00	,432*
F9	26,54	16,28									1,00

Source: Elaborated with data study; M = Mean, SD = Standard Deviation, F1 = Aesthesis, F2 = Ethos, F3 = Hexis, F4 = Eidós, F5 = Usefulness, F6 = Ease, F7 = Reservation, F8 = Transfer, F9 = Stay: * p < ,01; ** p < ,001; *** p < ,0001

The correlation structure suggests axes, trajectories and relationships between the determining variables of the reservation intention, transfer and stay, fully corroborating the partial relationship structure reported in the literature (see Figure 1).

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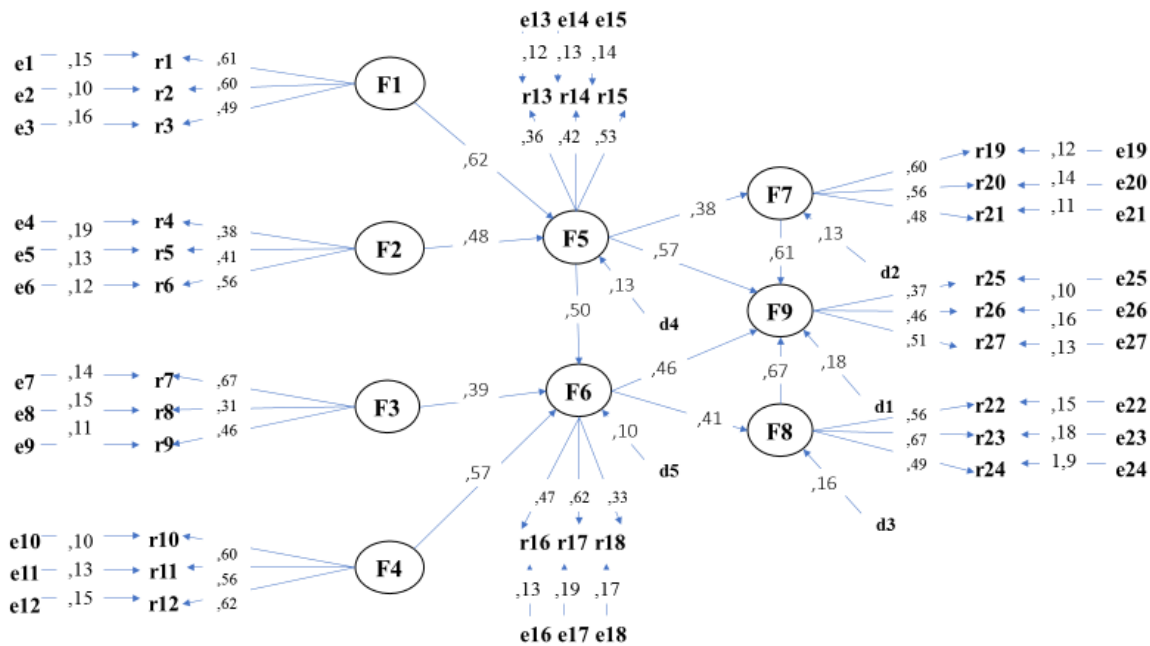


Figure 1. Structural equation modelling

Source: Elaborated with data study; F1 = Aesthesis, F2 = Ethos, F3 = Hexis, F4 = Eidós, F5 = Usefulness, F6 = Ease, F7 = Reservation, F8 = Transfer, F9 = Stay; r = Reactive, e = error measurement item, d = Disturbance measurement factor; ← relation between factor and indicator, error and indicator, disturbance and factor; → relations between factors.

The structural equation model shows that the predictor of stay is transfer. It is a structure of axes, trajectories and relationships between the determining variables of the stay. In turn, the ease of use of information determines the transfer experience. In other words, the information available on the Internet regarding an airline and its link with the accommodation determines the intention to move. This process begins with the habitus of expressiveness that affects ease of use. In fact, the

disposition in favor of a tourist destination favors the search for offers and the satisfactory experience of traveling to that place. The adjustment and residual parameters [$\chi^2 = 214,34$ (24df) $p > ,09$; GFI = ,997; CFI = ,995; RMSEA = ,008] suggest the non-rejection of the null hypothesis that indicates significant differences between the structure reported in the consulted literature with respect to the structure observed in the present study.

Discussion

The contribution of the work lies in the contrasting of the model of determinants of the intention of tourist stay. The factorial structure that explained 61% of the total variance suggests that the intention to move determines the intention to stay. This is so because the habitus of expressiveness explains the reasons for visiting significant places for tourists. In addition to this distinction, the ease of access to promotions determines the transfer to the selected destination. In relation to the factorial structure reported in the literature and which suggests the incidence of habitus on the satisfactory experience of the transfer and stay, the present work corroborates this trajectory and suggests that such process is mediated by the ease of access to promotions. This question is essential to anticipate the tourist reactivation provided that the pages of the airlines and hotels are explicit in terms of promotions adjusted to the biosecurity that the situation demands. Research lines concerning the knowledge and intention to carry out the security protocol; use of masks, alcohol gel, face shield, oximeter and social distancing would explain the possibilities to reactivate tourism. In other words, the biosecurity protocol as a guideline for the parties involved will mediate the identity and satisfaction process that tourism explains.

Conclusion

The objective of this work was to contrast the model of the determinants of tourist stay, considering a review of the literature on the habitus and acceptance of information technology. The results suggest the norm of the null hypothesis alluding to the significant differences between the theoretical structure with respect to the observed structure. A line of research derived from the biosecurity protocol to reactivate tourism suggests that the use of a mask, alcohol gel, mask, oximeter and healthy distance would mediate the process of transfer and stay. Regarding public policies related to the reactivation of tourism in times of pandemic, the present work suggests an intense promotion of tourist destinations on social networks, since the expressive habitus is often manifested in photos or videos about travel experiences, stay and return. Access and ease of searching for information, coupled with the transfer experience would determine the choice of a tourist destination.

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