

Travel Intention in Following of New Normal Era: The Role of Perceived Risk, Travel Motivation and Travel Constraints

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Abstract

There are behavioral changes in tourism in the new normal era, so questions arise related to tourist behavior. The purpose of this study is to examine risk perception in influencing tourist intention to visit, what motivates tourists to have the intention to visit and whether travel constraints become obstacles in influencing tourist intention to visit. The gap in previous research and the lack of research on how the relationship between variables in the new normal era. This research is a quantitative research method. descriptive and verification on 235 respondents on Bali tourism in the new normal era using structural equation model analysis or SEM (Structural Equation Modeling) processed using smartPLS. The results showed that (1) perceived risk has a negative effect on travel intention (2) travel motivation push factors have a positive effect on travel intention (3) travel motivation pull factors have a positive effect on travel intention (4) travel constraints have a positive effect on travel intention. Perceived risk tends to be low, travel constraints are quite high, so travel motivation, especially pull factors, is very influential in increasing tourist travel intention.

Keywords

perceived risk; travel motivation push factor; travel motivation pull factor; travel constraint; travel intention



I. Introduction

UNWTO (2020) states that the number of international arrivals has fallen by 74%, while losses to the tourism sector in Indonesia have reached tens of trillions with a decrease in foreign tourist visits to Indonesia in 2020 totaling 4,052,923 visits or a decrease of 74.84% compared to 2019 which amounted to 16,108. 600 visits and in June 2021 there were only 140,845 (Kemenparekraf, 2021).

The government's role in arousing the downturn in tourism is by applying habits (new normal) on June 1, 2021 so that people can return to traveling with new habits, one of which is the implementation of CHSE (Cleanliness, Health, Safety, & Environment Sustainable) by the Ministry of Tourism and Creative Economy, speeding up vaccinations, and others (Kemenparekraf, 2021).

Based on the JakPat application survey involving 1,141 respondents throughout Indonesia, the following is data on local tourist destinations that respondents most want to visit during their June 2022 holidays (Databoks.co.id, 2022), namely:

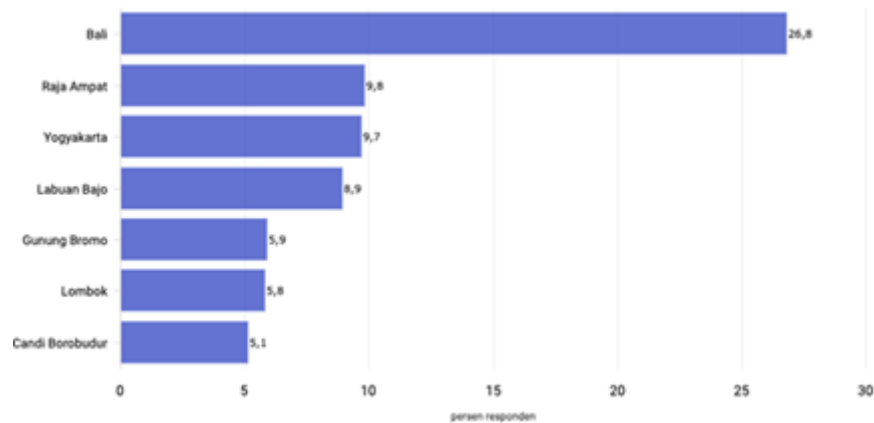


Figure 1. The Most Wanted Local Tourist Destinations Visited Respondents on Vacation (June 2022)

Source: Databoks.co.id (2022)

According to the results of the Jakpat survey in Figure 1.3 above, Bali is a local tourist destination that is most in demand by residents. The majority or 26.8% of respondents said they most wanted to visit Bali while on vacation. The next local tourist destination that is in great demand is Raja Ampat, with a percentage of 9.8% of respondents. Followed by tours to Yogyakarta 9.7% and Labuan Bajo 8.9%. As many as 5.9% of respondents wanted to travel to Mount Bromo. Then 5.8% wanted to travel to Lombok and 5.1% to Borobudur Temple. This survey was conducted on June 8 2022 through the Jakpat application involving 1,141 respondents throughout Indonesia. Bali occupies the first position as a tourist destination that is most in demand by local tourists because of its natural tourist attractions, man-made tourism, art, culture and others which are already well known to the international level. Facing the COVID-19 pandemic, Bali, which is the largest foreign exchange earner in the tourism sector in Indonesia, has experienced quite a big impact.

(Sheth, 2020) explains that according to some experts, even if the transmission of the virus is stopped, the tourism industry will not return to normal until 2024. This is different from research (Wachyuni & Kusumaningrum, 2020) which states that travel intention tends to increase post-pandemic or in the era new normal at the moment. Differences of opinion in problem solving travel intention become a strong background for researchers to carry out related further research travel intention of was new normal currently in Bali. Since the implementation of the new normal policy (new normal), of course this has an impact on changes in behavior, lifestyle and consumption of tourists (Wen et al., 2021).

Tourism is closely related to the movement and movement of consumers, this pandemic has certainly resulted in many changes in all aspects including tourism because its spread has become a barrier to movement between individuals. There has been a major shift in consumer behavior, (Zwanka & Buff, 2021) discuss changes to travel behavior, the research results are travelling behavior very different before and after the implementation of the policy new normal on tourism. Travel Behavior has another definition by (Nigar et al., 2020), which is travel behavior that discusses consumer movements and activities in planning and choosing to visit a tourist destination. Research

(Fan et al., 2022) found that travel behavior ietravel intention can be explained by theory of planned behavior (TPB). This research reveals that TPB can help us predict individual behavior as indicated by the TPB, intentions and behavior are influenced by three factors: attitudes toward behavior, subjective norms, and perceived behavioral control. To predict travel behavior that is travel intention namely with the perceived risk variable or perceived risk, travel motivational factors or travel motivation as well as travel constraints or travel constraints also predicted to be able to influence travel intention.

(Zhan et al., 2022) concluded that changes in tourist behavior and consumption in the eranew normal influence travel intention and has a relationship with existence perceived risk traveler. There is a gap in research regarding influence perceived risk totravel intention, tourists who are less concerned about risk factors may even be interested in going with the riskier conditions (Ramli & Nagwan, 2021). So that it becomes a temporary guess of whether the researcher travel intention have a relationship or not with perceived risk era travelernew normal in Bali. Visits from various countries and domestic tourists are increasing rapidly in Bali, which allows Bali to become a tourist area with a fairly high risk. this is not in line with the opinion (Reichel et al., 2007) tourists will usually prefer areas or tourist destinations with a lower risk possibility and avoid tourist destinations that have a high level of risk.

By looking at the phenomenon above, it becomes interesting to examine what motivates tourists to own travel intention of was new normal currently in Bali despite having a fairly high risk. Because motivation is considered as the driving force behind a behavior. (Quintal et al., 2010) suggest investigating travel motivation why individuals are attracted to visiting risky destinations or engaging in risky activities and why risk-averse people make risky choices. Research on the relationship between travel motivation and travel intention has been carried out in several studies. From several opinions of experts in terms of tourism, motivation theory is the reason why people travel. As a statement from several studies that mention in terms of tourism, travel motivation has a direct influence on travel intention tourists to visit or revisit a destination (Li et al., 2020). Risky decisions are mainly driven by travel motivation whether it is encouragement from internal or oneself or encouragement from outside or influence from others. Such as research results (Luvsandavaajav & Narantuya, 2021) travel motivation (push and pull factors) is a significant construct of travel intention.

Besides perceived risk andt ravel motivation, travel constraints is also one of the causes in travel intention. In research (Khan et al., 2019) travel constraints interpreted as a person's inhibiting factor in the formation of the intention to participate in an activity. The results found that how travel motivation has a role in encouraging individuals to visit a destination, even though they have a high-risk perception at that destination and face obstacles to starting a trip. Travel constraints Barriers such as time, money, opportunity, knowledge, ability, lack of travel companions, transportation, security, interests and poor qualities can prevent travel intention someone on a trip. However, travel constraints do not mean the individual does not participate, it's just that it can prevent someone from having travel intention and this obstacle is still a matter that can be negotiated.

Policy new normal which has been implemented since 1 June 2020 has resulted in changes in consumer behavior, especially in terms of tourism. Due to changes in behavior in tourism in the eranew normal, so that several questions arise related to tourist behavior. How perceived risk affect tourists' intention to visit? What are the things that motivate tourists to have the intention to visit? And are travel constraints a barrier in influencing

tourist intentions to visit? The gaps in several previous studies and there is still little research on how the relationship between variables in the era new normal become the background of this research. Because era new normal greatly change the behavior of tourists both in terms of perceptions, preferences, and habits. Understanding consumer behavior is not easy, but quite difficult and complex. Because preferences can change within a certain period of time. In short, strategy developers must be aware of the motivations, risks and constraints in terms of increasing the intensity of intention to visit in the tourism industry, especially in developing countries.

II. Review of Literature

2.1 Travel Intention

Travel Intention defined as the desire or intention of someone who wants to travel. Travel intentions have two sources: personal sources and information sources (Luo & Lam, 2020). Travel behavior with travel intention in the model theory of planned behavior, (Fan et al., 2022) define travel intention refers to a strong desire to travel. Because travel intention a person can change both by internal and external factors. Especially in the era new normal, preferences, rules and policies lay the foundation for major changes in this behavior. (Kotler et al., 2016) in his book entitled *Marketing for Hospitality and Tourism* also presupposes that visiting intentions can be equated with consumer purchase intentions.

2.2 Perceived Risk

Perceived risk is a perception that refers to tourists' subjective expectations of the potential harm or loss that will be experienced during the trip, the level of perceived risk will differ according to gender, age, education level, marital status and place of origin (Jiang et al., 2022). Perceived risk in the tourism context is an individual's evaluation of uncertainty and negative consequences before visiting a destination (Alencar De Farias et al., 2011). As for perceived risk is the perceived risk of travel ontravel intention relating to psychological, financial factors, infectious diseases, and natural disasters (Chew & Jahari, 2014).

2.3 Travel Motivation

Travel motivation is the motivation to carry out tourism activities that are influenced by an interest in knowing new places and cultures, knowledge and an interest in relaxing, adventure, and seeking entertainment (Khan et al., 2017). Travel motivation discusses why someone wants to travel to certain destinations, what motivates tourists to travel on tourism activities (Katsikari et al., 2020). In studies on travel behavior, it is important to understand the motivation of tourist trips in order to get a better marketing strategy, develop product and service quality (Luvsandavaajav & Narantuya, 2021) The theory of motivation most often used in various studies belongs to Dann (1977) who divides it into 2 namely push factors and pull factors.

2.4 Travel Constraints

Travel constraints is a factor that reduces a person's ability, preference or desire to carry out travel plans which are divided into three dimensions of constraints namely intrapersonal constraints, interpersonal constraints and structural constraints (Aziz et al., 2022). Travel constraints or travel constraints are also defined as individual barriers to travel, impede people's ability to travel, reduce travel time, and cause unsatisfactory travel experiences (Handler, 2022). Travel constraints are inhibiting factors and barriers that do

not always have a negative impact, because other people's travel constraints can be an opportunity for others (Nazir et al., 2021).

2.5 Hypothesis

The hypothesis to be tested in the research is as follows:

H1: Perceived Risk effect on Travel Intention on Bali tourism in the era new normal.

H2: Travel Motivation Push Factors effect on Travel Intention on tourism Bali of era new normal.

H3: Travel Motivation Pull Factors effect on Travel Intention on tourism Bali of era new normal.

H4: Travel Constraints effect on Travel Intention on Bali tourism in the era new normal.

III. Research Method

This research is a quantitative research method with a descriptive and verification approach, to find out the relationship between research variables and test related theories through numerical results and verification by proving the hypothesis. The population in this study are prospective tourists to visit Bali tourism in the era new normal. The sample criteria are prospective tourists who have never been to Bali and/or have not traveled to Bali after the policy has been implemented new normal. This study uses a minimum sample with the number of indicators as much as 47 times 5 ($5 \times 47 = 235$). So, through calculations based on this formula, the number of samples obtained from this study is 235 potential tourists.

Because the population is unknown, the sample selection in this study uses a technique non-probability sampling that is purposive sampling. The data collection method in this study used a questionnaire, namely data collection by providing a list of questions to respondents through procedures, compiling data, selecting data, tabulating data, analyzing data, analyzing data and testing. The data processing technique after distributing the questionnaire is using structural equation model analysis or SEM (Structural Equation Modeling) processed using smartPLS.

IV. Discussion

After distributing the questionnaires online through Google Form 360 respondents were obtained, but only 235 respondents were taken who met the criteria as research respondents. by going through 2 stages of selection with the first question having or have never visited Bali, the second is whether you have visited Bali after the new normal. As many as 235 out of 360 respondents met the criteria, namely having and never visited Bali and had not visited Bali tourism after the era of new normal. Dominated by female respondents and respondents who are aged between 20 and 25 years dominate as much as 60% with income $> 5,000,000$ and have visited Bali 1 time. Then it is known that the distribution of data consists of Travel Intention, Perceived Risk, Travel Motivation Push Factors, Travel Motivation Pull Factors, and Travel Constraints with the data attached below.

4.1 The effect of Perceived Risk to Travel Intention on Bali tourism in the era New Normal

Table 1. Results Perceived Risk to Travel Intention

Hipotesis	Variabel Eksogen	Variabel Endogen	Koefisien	t-stat	Sig.	Ket.
H1	<i>PERCEIVED RISK</i>	<i>Travel Intention</i>	-0,220	3,761	0,000	H1 ditolak

Perceived Risk have a significant influence in creating Travel Intention. This result is evidenced by the t-stat value of $3.745 > 1.96$ and the sig. of $0.000 < 0.05$ ($\alpha = 5\%$) but has a negative coefficient of -0.022 . The size of the role Perceived Risk in creating Travel Intention can be seen from the path coefficient which is -0.220 (negative). Negative direction indicates that change Perceived Risk versus direction with change Travel Intention. This means when Perceived Risk increases by one unit, it will decrease Travel Intention of 0.220 . Thus, it can be concluded that that hypothesis one (H1) is rejected, Perceived Risk no effect on Travel Intention.

Perceived Risk as measured through perceived risk in the form of their concern for Bali tourism. The higher their concern or perception of tourists' risk of Bali tourism, the lower their interest in visiting. However, if otherwise perceived risk decreased, it will increase the intention to visit tourists. This verification analysis data is in line with the descriptive analysis data where the perception of potential tourists tends to be low. It can be studied that whatever the risk is, it does not affect tourists to visit Bali and price increases are the most neglected thing tourists don't worry about.

The results of this study are in line with research (Fox & Reichel, 2011) perceived risk has been identified as a significant factor leading to its decline travel intention. (Nazir et al., 2021) also got research results, namely when tourists have perceived risk its low then its level travel intention will increase and vice versa. And in line with research (Ramli & Nagwan, 2021) who found that perceived risk not affect travel intention, tourists who are less concerned about risk factors are even interested in going with risky conditions.

4.2 The Effect of Travel Motivation Push Factors on Travel Intention on Bali tourism in the New Normal era

Table 2. Travel Motivation Push Factors to Travel Intention

Hipotesis	Variabel Eksogen	Variabel Endogen	Koefisien	t-stat	Sig.	Ket.
H2	<i>TRAVEL MOTIVATION Push Factor</i>	<i>Travel Intention</i>	0,132	2,257	0,025	H2 diterima

Travel Motivation Push Factor played a significant role in creating Travel Intention. The result of the t-stat value is $2.357 > 1.96$ and the sig. of $0.025 < 0.05$ ($\alpha = 5\%$). The size of the role Travel Motivation Push Factor in creating Travel Intention can be seen from the path coefficient which is worth 0.132 (positive). Positive direction indicates that change Travel Intention in line with change Travel Motivation. However, this number does not show a large influence, so that internal driving factors have an influence but not too large because the motivational attraction has a greater influence in causing someone's intention to visit. Travel Motivation Push Factor increases by one unit, it will increase Travel

Intention of 0.132. Thus, it can be concluded that hypothesis two (H2) is accepted which states that Travel Motivation Push Factor effect on Travel Intention.

This research shows that prospective visitors have a strong drive and motivation as well as a need to visit Bali tourism. 3 Indicators of potential tourists tend to want to challenge themselves, want to take a break from daily activities and need a trip to Bali to relieve stress and fatigue. In particular, the respondents in the study were dominated by vulnerable people aged 20-30 years who belong to the Gen Y generation, where this generation prefers tours that challenge themselves. These needs and drives come from within the prospective visitor which also includes wanting to have new experiences, wanting to learn about culture and religion, wanting to take a break from daily activities, wanting to relax, wanting to travel to challenge oneself, want to relax and so on. The higher the motivation from within a person it will increase travel someone's intention to visit, in this case the higher their intention to visit Bali tourism. However, if we look back, the value of the influence of motivation from within is not too large because the influence of motivation from outside is even greater.

The results of this study are also in line with the results of research (Khan et al., 2018) which argues in their research that risky decisions are primarily driven by travel motivation whether it is encouragement from internal or oneself or encouragement from outside or influence from others. This is also in line with the results of the study (Katsikari et al., 2020) that travel motivation considered as one of the main things in evocative travel intention traveler. On research (Khan, Chelliah, & Ahmed, 2017) Travel motivation in the form of encouragement within the individual influences the travel intention someone like the interest to know new places and culture, knowledge and interest to relax, adventure and find entertainment. Likewise with (Antonio Baptista et al., 2020) who stated push factors significant effect on travel intention.

4.3 The Effect of Travel Motivation Pull Factors on Travel Intention on Bali tourism in the New Normal era

Table 3. Travel Motivation Pull Factors to Travel Intention

Hipotesis	VariabelEksogen	Variabel Endogen	Koefisien	t-stat	Sig.	Ket.
H3	TRAVEL MOTIVATION Pull Factors	Travel Intention	0,305	3.984	0,000	H3 diterima

Travel Motivation Pull Factors played a significant role in creating Travel Intention. This result is evidenced by the t-stat value of 4.362 > 1.96 and the sig. of 0.000 < 0.05 ($\alpha = 5\%$). The size of the role Travel Motivation Pull Factors in creating Travel Intention can be seen from the path coefficient which is worth 0.305 (positive). Positive direction indicates that change Travel Intention in line with change Travel Motivation Pull Factor. This means when Travel Motivation Pull Factor increases by one unit, it will increase Travel Intention of 0.305. Thus, it can be concluded that hypothesis three (H3) is accepted high states that Travel Motivation Pull Factors effect on Travel Intention.

Among the four variables, travel motivation pull factors have a high score. So that it can be studied that the attractiveness of a destination is very important in terms of tourism. With these results it is found that Bali has extraordinary appeal in influencing the intention of prospective tourists to visit. Conversely, if a destination does not have attractiveness or low attractiveness, it will reduce someone's interest in visiting. Attraction in Bali tourism has a fairly high score, 2 indicators where potential tourists are encouraged to visit natural attractions such as rice fields, mountains, beaches and seas in Bali and want to enjoy a

cleaner nature. Other driving factors also greatly increase the intention of visiting prospective tourists, namely in the form of heritage tourism, art activities, natural landscapes and regional attractions such as special food, performances and others in Bali.

This research is in line with research (Hwang et al., 2020) that travel motivation significant influence behind the reason someone wants or intends to visit a particular destination. (Luvsandavaajav & Narantuya, 2021) also found that travel motivation pull factor is a significant construct of travel intention. Likewise what was done by (Tu, 2020) which stated that travel motivation pull factors have a positive effect on travel intention.

4.4 The Effect of Travel Constraints on Travel Intention on Bali tourism in the New Normal era

Table 4. Travel Constraints to Travel Intention

Hipotesis	Variabel Eksogen	Variabel Endogen	Koefisien	t-stat	Sig.	Ket.
H4	<i>Travel Constraint</i>	<i>Travel Intention</i>	0,375	6.058	0,000	H4 diterima

Travel Constraints significant in creating Travel Intention. This result is evidenced by the t-stat value of 5.987 > 1.96 and the sig. of 0.000 < 0.05 ($\alpha = 5\%$). The size of the role Travel Constraints can be seen from the path coefficient which is worth 0.375 (positive). Positive direction indicates that change Travel Constraints in line with change Travel Intention. Thus, it can be concluded that hypothesis four (H4) is accepted which states that Travel Constraints effect on Travel Intention.

The results of the study are quite surprising compared to the results of research in general which state that constraints are obstacles to travel. Empirical study (Aybar Damali & McGuire, 2013) that constraints can also have positive connotations especially on domestic, close, and popular tourism, positive path coefficients exist in some relationships between constraints and visit intentions. Constraints are not only about obstacles but also related to benefits and opportunities.

The higher a person's inhibition, the higher their interest in visiting. The analogy is someone who has big time constraints such as the indicator of not having time to travel due to work and other reasons, actually tends to have an increasingly high interest in traveling and taking breaks from daily work. To ensure that their personal needs are met, they often rearrange work and family schedules so that their free time can be shared with others. The more someone doesn't have the money to travel, the more active they will be to find more money to be able to travel. Another example in the indicator of being lazy to travel and not interested in traveling, there are some people who in the end persuade themselves mentally (constraint negotiation process) that Bali is an attractive destination which in turn creates a desire to visit.

An indicator that is quite big in inhibiting someone's desire to travel is that family and friends are not interested in traveling to Bali, constrained by the lack of money and the absence of friends to go on trips. Constraint intrapersonal seems to hinder friendships and social relations, and constraints interpersonal hinder some of the activities that could occur if social support was available. However, it turns out that other people's obstacles can be opportunities for others. For example, tourist A makes use of friendship (relationship interpersonal) to go on a trip when he lacks confidence (constraints intrapersonal).

Travel constraints The large number of tourists influences the intention to visit tourists, this shows that even though the tourist constraints have great value, they do not

reduce their desire to keep visiting. This is due to the attractiveness of Bali's tourist destinations as well as negotiable constraints that become benefits and opportunities for someone.

The results of this study are in line with findings from research (Huber et al., 2018) which explains how travel constraints like intrapersonal, interpersonal and structural constraints (health problems, absence of travel companions and emotional) can affect travel intention. Likewise (Nazir et al., 2021) that travel constraints are an inhibiting factor and a barrier that does not always have a negative impact because one person's travel constraints can be an opportunity for others. Aybar- (Antonio Baptista et al., 2020) that constraints are not only about obstacles but also related to benefits and opportunities. (Tan, 2017) also mentions that constraints can provide possible possibilities and potentials. The positive effects of constraints are felt more strongly for intention from revisit intention. As well as (Samdahl & Jekubovich, 2017) which also mentions a positive relationship between travel constraints with travel intention.

Travel intention increased due to the creation of a low risk perception of potential tourists. But it turns out that risk plays no role in creating travel intention. Risk is no longer a thing that can affect someone's intention to travel, because there are tourism factors with more new habits aware against risks, acceleration of vaccination, tourism standards in the era new normal which makes potential tourists no longer worried about these various risks.

Strong encouragement from within a person and the factor of attraction Bali tourism is high so that potential visitors pay attention, start to feel interested, have a desire, to have the drive and confidence to visit Bali tourism. Travel constraints it is indeed in the form of an obstacle, but it does not mean that the individual does not participate, it's just that it can prevent someone from owning it travel intention and this obstacle is still a matter that can be negotiated. Even though it has considerable obstacles, potential tourists still have it travel intention because they have great motivation. Motivation from within a person and the attractiveness of Bali tourism which is strong enough to be a factor that increases travel intention on Bali tourism in the era new normal.

This is in line with research (Khan et al., 2019) that travel motivation higher will increase travel intention although it has perceived risk and face travel constraints before starting the journey as well as the finding (Fan et al., 2022) that perceived risk, travel motivation and travel constraints have a different effect on travel intention.

Thus overall Travel Motivation Push Factors, travel Motivation Pull Factors, Travel Constraints role in creating Travel Intention and perceived risk played no part in creating travel intention on Bali tourism in the era new normal. After entering the era new normal, potential tourists tend to have high intentions to visit Bali, this is driven by the attractiveness and beauty of Bali tourism. Natural beauty, attractiveness nature such as the mountains, rice fields, the sea and the alluring beaches of Bali, local wisdom such as special festivals and the special food available are also very attractive factors. Interest with high numbers is also caused by motivation from within someone who wants to travel to stimulate adrenaline, want escape from daily activities and want to get rid of fatigue and stress by going on a tour to Bali. Although travel constraints tourists are high but not an obstacle for them to desire. Whereas for perceived risk they have nothing to worry about either in terms of contracting the Covid-19 disease, rising prices, high costs and so on. So that risk is not a factor to form travel intention.

V. Conclusion

- 1) Perceived risk no effect on travel Intention on Bali tourism in era new normal. In new travel habits, risk is no longer a thing that can affect a person's intention to travel to

Bali, potential visitors are no longer worried in terms of contracting the Covid-19 disease, rising prices, high costs and so on. Due to the tourist factor with more new habits aware against risks, acceleration of vaccination, tourism standards in the era new normal, so that risk is not a factor to form travel intention.

- 2) Travel motivation push factors effect on travel intention. But has little effect. These needs and drives come from within, potential tourists want to take tours to challenge themselves, want to take a break from daily activities and need to travel to Bali to relieve stress and fatigue. Motivation from within is not that big of an influence, but wanting to have new experiences, wanting to learn about culture and religion, wanting to take a break from daily activities, wanting to relax, wanting to travel to challenge oneself, want to relax and so on is enough to inspire one's intention to travel. The higher the motivation from within a person it will increase travel intention someone to visit, in this case the higher their intention to visit Bali tourism.
- 3) Travel motivation pull factors effect on travel intention. The influence is of great value, which means the attractiveness factor Bali tourism is also large so that potential visitors pay attention, start to feel interested, have a desire, to have the drive and confidence to visit Bali tourism. Prospective tourists have an attraction to visit natural attractions such as rice fields, mountains, beaches and seas in Bali and want to enjoy a cleaner nature. Other driving factors also greatly increase the intention of visiting prospective tourists, namely in the form of heritage tourism, art activities, natural landscapes and regional attractions such as special food, special performances and others in Bali. The attractiveness of a destination is very important in terms of tourism, otherwise if a destination has no attractiveness or low attractiveness, it will reduce someone's interest in visiting.
- 4) Constrained Travel effect on travel intention. Things that really have a high influence on inhibiting someone's desire to travel are family and friends who are not interested in traveling to Bali, constrained by the lack of money and the absence of friends to go on trips. Constraints can also have a positive connotation, especially on domestic, close and popular tourism. Constraints are not only about obstacles but also related to benefits and opportunities. The higher a person's inhibition, the higher their interest in visiting. The analogy is someone who has big time constraints such as the indicator of not having time to travel due to work and other reasons, actually tends to have an increasingly high interest in traveling and taking breaks from daily work. other people's constraints can be an opportunity for others. The attractiveness of Bali's tourist destinations and negotiable constraints are benefits and opportunities for someone.
- 5) Travel Motivation Push Factors, travel Motivation Pull Factors, Travel Constraints role in creating Travel Intention and perceived risk played no part in creating travel intention on Bali tourism in the era new normal. After entering the era phasenew normal, potential tourists tend to have high intentions to visit Bali, this is driven by the attractiveness and beauty of Bali tourism. Interest with high numbers is also caused by motivation from within someone who wants to travel to stimulate adrenaline, want escape from daily activities and want to get rid of fatigue and stress by going on a tour to Bali. Although travel constraints tourists are high but not an obstacle for them to desire. Whereas for perceived risk they have nothing to worry about either in terms of contracting the Covid-19 disease, rising prices, high costs and so on. So that risk is not a factor to form travel intention.

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