

## **Challenges domestic tourism Post Covid 19**

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### **Abstract:**

The study aims to clarify the extent of Covid 19 pandemic impact on purchasing decision through the effect of domestic tourism mediation and consumer orientation towards domestic tourism as an alternative to international tourism due to the circumstances of Covid 19 pandemic, where a form was distributed on a sample consisting of 128 tourists from a Saida state and the data was processed using Structural equations models (PLS method) The results of the study, after statistical treatment using SMART PLS 3 2.8 program, revealed an indirect effect of Covid-19 pandemic on purchasing decision by relying on domestic tourism as an intermediate variable to mitigate the repercussions of the pandemic.

**Keywords:** domestic tourism, covid-19, purchasing decision, tourist, structural equations, PLS approach.

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## **Introduction :**

Tourism is currently the sector most affected by the outbreak of the Coronavirus, which paralyzed life in all its forms, as the wheel of the economy was disrupted and all sectors stopped working, which poses a major challenge to the global tourism sector. which achieved losses in the first quarter of 2020 by 22%, and the crisis could lead to an annual decline ranging between 60-80% compared to last year, as it represented a decrease of about 57% in March alone. It led to the loss of 67 million international arrivals and about \$ 80 billion, which had been revised by the World Tourism Organization forecast for 2020. (1)

The tourism agencies have become in constant contact with the World Health Organization to reconcile tourism and health as a slogan for future tourism. And to mitigate the repercussions of the crisis on the tourism sector, plans are taking a way out of the crisis with the least losses by encouraging domestic tourism as one of the currently available alternatives to overcome the Corona crisis and move forward.

Given that the tourism sector in the entire world is the first to be affected by the epidemic and the last to recover, and by extrapolating the recommendations of international tourism organizations, domestic tourism in the current situation is the only opportunity to compensate now, even if it is a small part.

## **Research problem:**

The research problem lies in determining the extent of Covid 19 impact in guiding tourist to make a purchase decision, and it mainly depends on identifying the intermediate effects of components domestic tourism marketing mix in relationship between Covid 19 pandemic and directing the tourist purchasing decision, and thus it can be said that the problem lies in the

answer to the following problem:

**How components of domestic tourism marketing mix contribute as a mediating variable to activating the positive relationship between the Covid-19 pandemic and guiding the tourism purchase decision?**

**Research importance:**

The importance of research is highlighted in determining behaviour Algerian tourism by addressing the mix of domestic tourism marketing, as the basic analysis of these components affecting decision-making was carried out in light of the international tourism reluctance and international flights suspension. And the fear of travelling abroad with the spread of Covid 19 while seizing this opportunity to develop strategies that enable the activation of domestic tourism, as these factors contributed to the success of the internal tourism marketing mix and its positive impact in directing tourism behavior towards making a purchase decision that enabled tourism organizations to standardize their marketing policies to increase marketing mix efficiency and effectiveness.

**Research Aims:**

- Explaining the impact of pandemic Covid 19 on components domestic tourism marketing mix.
- Description domestic tourism marketing mix as a major factor in guiding the purchase decision and Covid 19 pandemic impact on the Algerian tourists behavior at level of tourism organizations in Algeria, the Saida branches.
- Determining mediating effect of the domestic tourism marketing mix on relationship between the Covid-19 pandemic, research model and purchase decision.

## SECTION I : LITERATURE REVIEW AND RESEARCH MODEL

In this section we define tourism, domestic tourism, Factors for growth of domestic tourism, Pandemic Covid19, The new shape of the global tourism industry after COVID-19 and Previous Literature.

### **1-1 A definition of tourism :**

Tourism is a phenomenon with no universally accepted definition, owing to the complexity and individualism of the travelers themselves and the activities that they choose to undertake.

The most widely utilized definition of tourism, proposed by the World Trade Organization (WTO) and United States (UN) Nations Statistics Division (1994), prescribes that in order to qualify as a tourist one must travel and remain in a place outside of their usual residential environment for not more than one consecutive year for leisure, business or other purposes. Matheison and Wall (1982) on the other hand, do not impose a timeframe, simply stating that one must travel to a destination temporarily. Leiper (1979) believed that defining tourism is more complex than this, proposing that there are three approaches that can be taken. The economic stance focuses on tourism as a business, the technical stance focuses on the tourist in order to provide a common basis by which to collect data and the holistic stance attempts to include the entire essence of the subject (2).

It involves creating products and services with the sole purpose of satisfying market needs and demands through planning and coordinating all marketing mix elements, and most importantly, formulating the right strategy (Kotler 1988). This strategy serves as a connection between the tourists and the

experience they are looking for. It is the framework of the resources needed and the program of activities intended to achieve the objectives, to point the fact that marketing strategies are useful in targeting and developing new market segments and also help improve poor people's relations that occur as a result of several incidents. (3 p. 111)

### **2-1 Definition of domestic tourism:**

Each country possesses the elements of tourist attractions for its citizens to enjoy, whether they are of an archaeological, natural, entertaining or health character, which countries seek to benefit from to stimulate the economy and promote the tourist attractions within the country. And it is called a term like domestic tourism, and it expresses the citizen's movement from his usual place of residence to the place of visit within the borders of the country of residence for a period of not less than 22 hours and not exceeding 6 months, as it was defined as the movement of citizens who hold the nationality of the country within the country's political borders (4 p. 6). The difference between domestic tourism and foreign tourism is that the latter transcends the geographical and political borders of the country of residence.

Marketing facilitates the exchange process, develops relations between the organization and the consumer, studies the needs of consumers, and develops products and services to meet their demand, all of which is provided to customers at an affordable price, through distribution channels that facilitate access to the consumer. The promotion and communication program with clients is also studied in order to create awareness and interest on their part in the organization and its products by developing a marketing mix consisting of 7P: price, product, place, promotion,

physical evidence, People and Processes.

## **2-2 Factors for growth of domestic tourism:**

They differ from one country to another, and the factors that helped achieve the rapid growth of domestic tourism are as follows (5 p. 11):

- The low cost of domestic tourism compared to the costs of outbound tourism in terms of transportation, hotel and other prices.
- Desire for leisure, comfort and relaxation, especially on weekends.
- Governments encourage domestic tourism.
- Lack of complexity in terms of procedures, documents and costs.
- Non-payment of travel insurance expenses.
- No need to exchange currency.

## **2-1 Panademic Covid19 :**

On 31 December 2019, a cluster of pneumonia of unknown etiology was reported in Wuhan City, Hubei Province of China. On 9 January Chinese authorities reported in the media that the cause of this viral pneumonia was initially identified as a new type of corona virus, which is different from any other human corona viruses discovered so far . Corona viruses are a large family of respiratory viruses that can cause diseases ranging from the common cold to the Middle-East Respiratory Syndrome and the Severe Acute Respiratory Syndrome (SARS).

More information is required to better understand the mode of transmission and clinical manifestation of this new virus. The source of this new virus is not yet known. (6)

## **2-2 The new shape of the global tourism industry after COVID-19 :**

The global tourism industry is facing huge losses in terms of jobs and revenues as a result of changing the psychological state of peoples, as sensitivity to health and hygiene has become a top priority, and thus the demand for individual holidays, small hotels and personal packages will increase, because everyone will avoid crowded places. This forced representatives of the tourism sector to replace the existing system with a new system, based mainly on concern for hygiene and health, and that the tourism industry will rely on a simplified local model more than its reliance on providing a comprehensive price system and an open buffet, as tourists are not allowed to enter the country without a certificate confirming their freedom From the Corona virus, in a move that seeks to restore the confidence of millions around the world in the safety of the tourism sector and the proposed precautionary measure has already been applied on a small scale in some countries before the borders were closed due to the disease .

After controlling the crisis, the sector will face a change in the dynamics of consumption under the influence of lack of confidence, austerity and uncertainty, which are variables that will continue to affect the decision-making stages of the tourist.

### **3-Purchase decisions :**

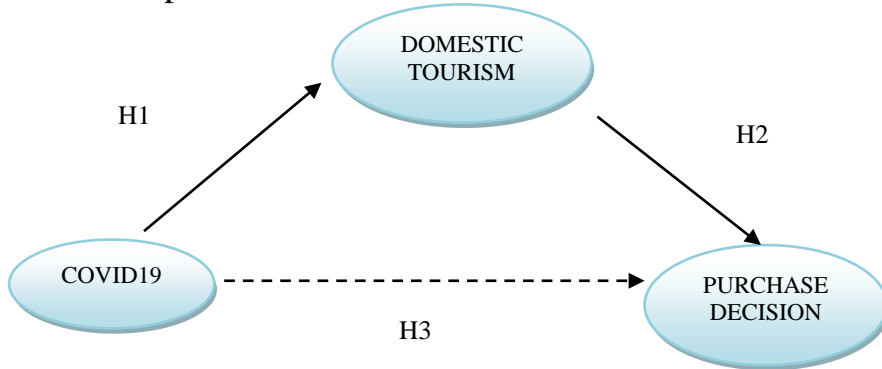
Kotler and Keller (2016) state that purchasing decisions is an act of consumers to want to buy or not to product. Among the various factors that influence tourists to acquire a service (7 p. 3984), tourists usually take into account the quality, price and destinations that the public is already familiar with. Before tourists decide to buy a service, tourists usually go through several stages first, which are: (1) Introducing the problem. (2) Information retrieval. (3) Alternative evaluation. (4) Purchase

decision or not. (5) Post-purchase behavior.

**4- RESEARCH MODEL:**

After exposure to theoretical frameworks and the most important previous studies that dealt with the subject, the following model and hypotheses were proposed:

**FIG1 :** Conceptual research framework



**SOURCE :** Own Construction Based on various previous studies  
 H1: Do Pandemic Covid19 affect on domestic tourism?  
 H2: Do marketing mix element of domestic tourism affect on purchase decision?  
 H3: Do Pandemic Covid 19 influences the purchasing decision through the mediating of the variable domestic tourism marketing mix.

**6- Previous Literature:**

**(1) Studie of Sakkarin Nonthapota and Wanlapa Thomyaa 2020: The effect of the marketing mix on the demand of Thai and foreign tourists :** This research aimed to analyze the influence of the marketing mix on the demand of Thai and foreign tourists. Questionnaires were used to collect the data from 410 samples selected by convenience sampling. The data were analyzed via structural equation modeling (SEM) with the WarpPLS 6.0 program. The results showed that the marketing



mix comprising product, price, promotion, and process affected the demand of tourists. In consequence, Moreover, the related stakeholders should become aware of providing services to tourists as means to respond to the demand of Thai and foreign tourists.

**(2) Studies of Ashish Kumar, Ajay Bhardwaj, Umakant Indolia : Addressing the effect of COVID19 pandemic on the Tourism Industry in Haridwar and Dehradun Districts of Uttarakhand, India:**the study aimed to address and evaluate the effect of COVID19 on Uttarakhand tourism, especially, on the site of Haridwar and Dehradun as they are the entry to the gateway of Major Char Dham Yatra of Himalaya, and where all India tourists arrive since centuries. The prime focus of the study was to review and investigate the people's reaction towards the pandemic situation and how it had affected the working as well as livelihood of people associated with Tourism and hospitality in this region of Uttarakhand. the study showed a strong response from participants for the need of the change in the service of the tourism industry indicating a change for its survival with the present threat possibly through finding solutions such as local tourism, spiritual collective effort and support.

**(3) Studies of Faizan Ali,S. Mostafa Rasoolimanesh,Marko Sarstedtg,Christian M. Ringle,Kisang Ryu : An assessent of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research :** The purpose of this paper is to systematically examine how PLS-SEM has been applied in major hospitality research journals with the aim of providing important guidance and, if necessary, opportunities for realignment in future applications. Because PLS-SEM in

hospitality research is still in an early stage of development , Findings – Compared to other fields, the results show that several reporting practices are clearly above standard but still leave room for improvement, particularly regarding the consideration of state-of-the art metrics for measurement and structural model assessment. Furthermore, hospitality researchers seem to be unaware of the recent extensions of the PLS-SEM method, which clearly extend the scope of the analyses and help gaining more insights from the model and the data. As a result of this PLS-SEM application review in studies, this research presents guidelines on how to accurately use the method. These guidelines are important for the hospitality management and other disciplines to disseminate and ensure the rigor of PLS SEM analyses and reporting practices.

## **SECTION II :Data analysis and results**

This section discusses descriptive statistics, Reflective Measurement model , Structural Model Analyze , Intermediate variable analysis and results and discussion.

### **1- 1 Descriptive statistics:**

To answer the main problem, the simple and multiple statistical analysis of the forms distributed on the sample under study was used. The results were as follows:

**The first section:** It consists of three main axes: The first axis is the marketing mix for domestic tourism, which includes seven partial axes as follows: product, price, promotion, distribution, material evidence, participants and operations.

The second axis is the Covid pandemic.

The third axis concerned the purchasing decision

**The second section:** consists of the statements related to the

demographic information of the respondent represented by gender, income, profession and educational level.

**1- 2 Sampling:**

Clients of tourism agencies were chosen in a Saida state, due to their distinguished activity, which they provide to clients and even in neighboring states, which led to an increase in the number of their clients. The questionnaire was distributed from the customers who numbered 128 tourists.

**1-3 Research Instruments:**

The statistical package for social sciences SPSSV24 was relied upon in entering and processing the data obtained from the questionnaire. For measurement, statistical methods were used in the light of the study's objectives and assumptions and the nature of the variables. Validity factor and Alpha Cronbach to check the reliability and validity of the questionnaire. Smart PLS program using to determine the relationship between variables.

**A- Study the validity and reliability:** To ensure the validity and reliability of the form, we relied on the Cronbach alpha coefficient and found it equal to 0.884, which means that the reliability coefficient is good, and the following table shows that:

**Table 01:** Validity and reliability

Cronbach alpha coefficient	Number of variables	Number of observations
0.884	28	128

**Source:** Own Construction based on SPSS24 outputs

**B- Analysis of sample characteristics:** The characteristics of the sample were analyzed in order to identify demographic variables and how they are distributed study sample individuals according to each variable.

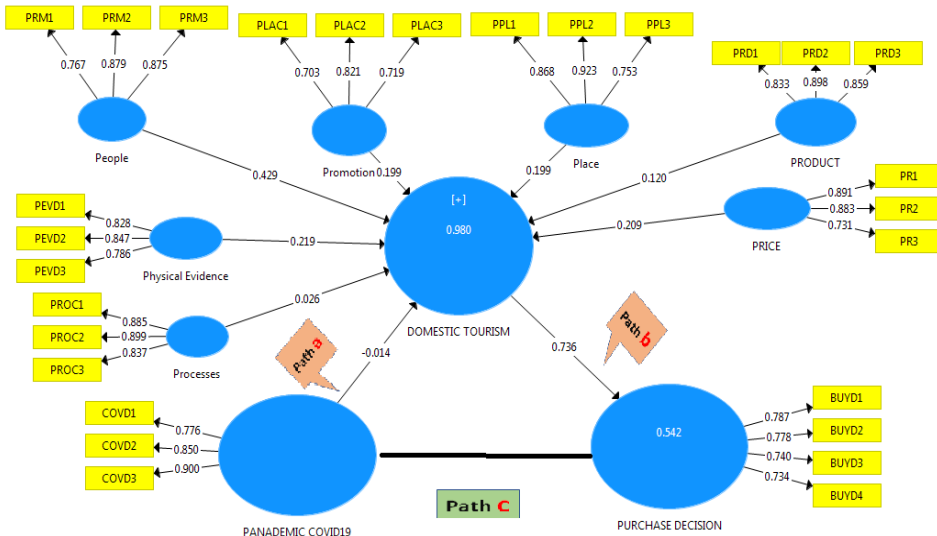
**1-4 Examining the study model:**

In the study of model, we relied on the technology of the higher level and reflective form, in Smart PLS program to dividing variables into:

**First Order:** includes the main underlying variables: the marketing mix of domestic tourism, Covid-19 pandemic, and the purchasing decision.

**Second level:** includes Sub-latent variables of marketing mix: product, price, promotion, distribution, physical evidence, participants and processes .

**FIG2: RESULT MODEL RESEARCH ON SMART PLS**



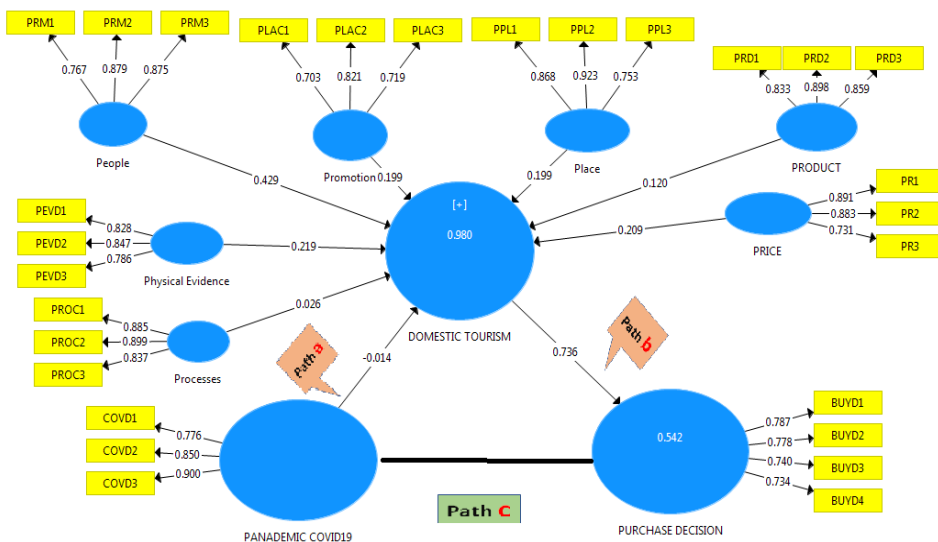
**Source:** Own Construction based on SMART PLS 3.2.8 outputs

**1-5-Reflective Measurement model:** Indicator reliability, average variance extracted [AVE], and internal consistency serve to assess the reliability of reflective measurement models (8). All indicators of the reflective measurement models exhibit very high loadings, above the critical value of .70 (Table 4). The internal consistencies are satisfactory; values exceed the threshold of .70, and the AVE for each model is sufficient (Table

4). Finally, discriminant validity is established on the basis of procedure superior to the commonly considered Fornell–Larker criterion and assessments of cross-loadings (9).

**1-5-1 Convergent Validity:** It represents the first stage in the analysis. We must ensure the following conditions:

- All indicators of the reflective measurement models exhibit very high loadings, above the critical value of 0.70
- The internal consistencies are satisfactory; values exceed the threshold of 0.50, and the AVE for each model sufficient is higher than the 0.5 threshold for all constructs, which indicates the amount of variance that the construct captures in relation to the variance due to measurement error.
- Composite reliability greater than 0,70



**Table 04:** Convergence reliability of indicators

Latent Variable	Item	Outer Loading	AVE	Composite Reliability
Product	PROD1	0.839	0.747	0.898
	PROD2	0.893		
	PROD3	0.854		
Price	PRICE1	0.899	0.702	0.875

	PRICE2	0.888		
	PRICE3	0.735		
Place	PLACE1	0.863	0.562	0.794
	PLACE2	0.924		
	PLACE3	0.751		
Promotion	PROM1	0.703	0.709	0.880
	PROM2	0.821		
	PROM3	0.719		
People	PEOPLE1	0.767	0.724	0.887
	PEOPLE2	0.879		
	PEOPLE3	0.875		
Physical Evidence	PEVD1	0.828	0.674	0.862
	PEVD2	0.847		
	PEVD3	0.786		
Processes	PROC1	0.885	0.764	0.907
	PROC2	0.899		
	PROC3	0.837		
Panademic Covid19	COVD1	0.776	0.608	0.823
	COVD2	0.850		
	COVD3	0.900		
Purchase Decision	BUYD1	0.787	0.620	0.867
	BUYD2	0.778		
	BUYD3	0.740		
	BUYD4	0.734		

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

### 1-5-2 Discriminante Validity:

**A - CROSS-LOADING:** The Fornell–Larcker criterion postulates that a latent construct shares more variance with its assigned indicators than with another latent variable in the structural model. In statistical terms, the AVE of each latent construct should be greater than the latent construct’s highest squared correlation with any other latent construct.

**Table 05:** Items Convergence reliability

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<b>Latent Variable</b>	<b>Item</b>	<b>Domestic Tourism Marketing Mix</b>	<b>Panademic Covid19</b>	<b>Purchase Decision</b>
Product	PROD1	0.548	0.249	0.264
	PROD2	0.628	0.310	0.444
	PROD3	0.600	0.459	0.404
Price	PRICE1	0.524	0.223	0.399
	PRICE2	0.572	0.236	0.381
	PRICE3	0.496	0.266	0.276
Place	PLACE1	0.435	0.257	0.238
	PLACE2	0.619	0.467	0.492
	PLACE3	0.531	0.446	0.394
Promotion	PROM1	0.564	0.522	0.377
	PROM2	0.663	0.485	0.537
	PROM3	0.657	0.578	0.541
People	PEOPLE1	0.494	0.442	0.427
	PEOPLE2	0.550	0.494	0.358
	PEOPLE3	0.464	0.436	0.273
Physical Evidence	PEVD1	0.549	0.315	0.405
	PEVD2	0.618	0.396	0.433
	PEVD3	0.610	0.329	0.396
Processes	PROC1	0.656	0.488	0.350
	PROC2	0.622	0.485	0.367
	PROC3	0.531	0.321	0.355
Panademic Covid19	COVD1	0.505	0.725	0.652
	COVD2	0.545	0.725	0.652
	COVD3	0.366	0.574	0.405
Purchase	BUYD1	0.469	0.528	0.806

Decision	BUYD2	0.506	0.596	0.834
	BUYD3	0.610	0.510	0.832
	BUYD4	0.623	0.388	0.666

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

**B- Latent Variable Correlations:** The indicator’s loading with its associated latent construct should be higher than its loadings with all the remaining constructs .The correlation of latent variable with itself is considered the largest correlation compared to the remaining variables in the same column and line, which indicates that the variable is independent in itself and completely differs from the rest of other variables and there is no overlap between the variables.

**Table 06: LATENT VARIABLE CORRELATION**

Variable	Domestic Tourism Marketing Mix	Panademic Covid19	Purchase Decision
Domestic Tourism Marketing Mix	<b>0.692</b>		
Panademic Covid19	0.601	<b>0,657</b>	
Purchase Decision	0.671	0.514	<b>0.817</b>

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

**1-6 Structural Model Analyze:**

First, it depends on making sure of the hypotheses by evaluating the paths, and if the significant significance is achieved, then the hypotheses can be accepted and then determine the extent of interpretation independent variables and dependent variable through the determination coefficient R<sup>2</sup>, and



then determine the strength of the effect of each independent variable on its own in explaining the dependent variable via  $F^2$ . The independent variables to predict the dependent variable and finally the Gof enables to measure the extent and strength of dependence on the standard and structural model in the study.

**A- Path-Coefficient Assessment:**

The individual path coefficients of the PLS structural model can be interpreted as standardized beta coefficients of ordinary least squares regressions. Just as with the indicators’ weights and loadings, each path coefficient’s significance can be assessed by means of a bootstrapping procedure.

Paths that are non significant or show signs contrary to the hypothesized direction do not support a prior hypothesis, whereas significant paths showing the hypothesized direction empirically support the proposed causal relationship.

The relationship between variables is studied through P-Value, which determines the probability of error in relationship between two variables. If relationship is found, it must be significant by less than 5%, and the Beta coefficient is extracted from value of Original Sample. Whether it is positive or negative, the relationship is positive or negative.

**Table 06:** Assessment of pathways

Hypo	Relation	Strd Beta	Strd Error	T- Value	P- Value	Decision
H1	Covid19⇒Domestic Tourism Marketing Mix	0.567	0.100	5.568	0.000	Accepted
H2	Domestic Tourism Marketing Mix⇒Purchase Decision	0.452	0.070	6.346	0.000	Accepted
H3	Covid19⇒ Purchase	0.451	0.074	6.201	0.000	Accepted

Decision					
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**Source:** Own Construction based on SMART PLS 3.2.8 outputs

**B- Determination Coefficient R<sup>2</sup>:** The primary evaluation criteria for the structural model are the R<sup>2</sup> measures. Because the goal of the prediction-oriented PLS-SEM approach is to explain the endogenous latent variables variance, the key target constructs’ level of R<sup>2</sup> should be high. The judgment of what R<sup>2</sup> level is high depends, however, on the specific research discipline. Whereas R<sup>2</sup> results of 0.20 are considered high in disciplines such as consumer behavior, R<sup>2</sup> values of 0.75 would be perceived as high in success driver studies. In marketing research studies, R<sup>2</sup> values of 0.75, 0.50, or 0.25 for endogenous latent variables in the structural model can, as a rule of thumb, be described as substantial, moderate, or weak, respectively. It measures the ability of independent variables together to explain the dependent variable (10 p. 147).

**Table 07:** Determination coefficient R<sup>2</sup>

Variable	Determination coefficient R <sup>2</sup>	Obsevation
Purchase Decision	0.542	Moderate
Domestic Tourism Marketing Mix	0.980	Substantial

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

The explanation was as follows:

- The components of independent variable, the domestic tourism marketing mix contribute to explaining the purchasing decision with a value of 0.642, which is a moderate percentage.
- The effects of Covid 19 explain the components of the domestic tourism marketing mix with a value of 0.78, which is also a Substantial rate.

**C- Effect Size F<sup>2</sup>:**

After applying Bootstraping , the effect of each independent

variable on its own interpretation of dependent variable is measured, which is through  $F^2$ .

**Table 08:**  $F^2$  Effect Size

<b>Variable Independent ⇒ Dependant</b>	<b>Effect Size</b>	<b>Obsevation</b>
<b>Covid19⇒ Domestic Tourism Marketing Mix</b>	0.807	Substinal
<b>Domestic Tourism Marketing Mix⇒ Purchase Decision</b>	0.734	Substinal

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

- The independent variable Covid 19 alone explains the dependent variable domestic tourism marketing mix with a value of 0.807, which is a substinal value because it affects the tourism activity directly.
- The independent variable alone, domestic tourism marketing mix explains the dependent variable the purchasing decision, is interpreted with a value of 0.734, which is a good value as an intermediate variable to explain the effect of Covid 19 on the purchasing decision.

**D- Predictive Relevance Model  $Q^2$ :**

Representing the ability of the independent variables to predict the dependent variable, it is required that the values of  $Q^2$  be greater than zero, so it is Substantial.

**Table 09:** Predictive Relevance Model

<b>Variable</b>	<b>SSO</b>	<b>SSE</b>	<b><math>Q^2</math> (1-SSE /SSO)</b>
<b>Panademic Covid19</b>	87.00	17.096	0.803
<b>Domestic Tourism</b>	89.00	15.549	0,825

<b>Marketing Mix</b>			
<b>Purchase Decision</b>	299	244.558	0,183

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

It appears that the model has a predictive ability to explain the variable Covid 19 with a value of 0.803, while the dimensions marketing mix of domestic tourism have a value of 0,825, and the variable purchasing decision has a value of 0.183.  
E - Goodness Of Fit GOF:

It measures the extent of reliance on the standard and structural model of the study and can be calculated as follows:

$$GoF = \sqrt{(R^2 \times AVE)}$$

GoF = 0, 488, which is a Substantial measure because it is above 0.36 (11 p. 207)

**2- Intermediate variable analysis:**

The mediating variable represents the variable that explains the reason for relationship between independent variable and dependent variable in the case of our study of the mediating variable is: domestic tourism marketing mix between independent variable Pandemic Covid 19 and dependent variable purchasing decision and the effect of mediating variable can be analyzed according to:

**2.1 Total Effect Measurement:**

We are interested in measuring the relationship between independent and dependent variable across mediator, which must be significant at a level of significance 0,05 representing total effect according to the following form: Path a + Path b Through Bootstrapping we extract the indirect effect and found a value of 0.000, which shows that The relationship between the

independent variable: variable Pandemic Covid 19 and the dependent Purchase Decision via mediator domestic tourism marketing mix are considered significant and acceptable.

**2.2 Determining Total Effect interval confidence:**

If the value of zero is found between the lower limit and the upper limit of confidence interval, there is no effect of mediating variable, and in the case of our study, the zero does not belong to confidence interval {0,235265 - 0,681585} So domestic tourism marketing mix is considered acceptable as an intermediate variable between variable Pandemic Covid 19 and variable purchasing decision, which achieves Hypothesis 03 that Pandemic Covid 19 influences the purchasing decision through the mediating of the variable of domestic tourism marketing mix.

**Table 10:** Mediator variable test

Path A	Path B	Inditrect effects	SE	T-Value	Min interval confiance	Max interval confiance
0,725	0,653	0,496	0,096	4,93151042	0,235265	0,681585

**Source:** Own Construction based on SMART PLS 3.2.8 outputs

**3. RESULTS AND DISCUSSION :**

The study proposes to encourage domestic tourism as one of the quick alternatives to re-activity at the present time to mitigate the repercussions of Covid 19 pandemic, by following the utmost levels of health and safety, and using technology in the rapid detection of arrivals and the required analyzes and adapting the appropriate marketing mix for tourism in light of the current conditions that are concerned with precautionary measures and health protocols to activate The purchasing decision. The paper concluded that the tourism sector benefits from seizing an opportunity in front of it to reconcile with the domestic tourist, after raising the quarantine and gradually returning life to

normal, because it is relied upon to move the wheel of the sector after it stops by developing a marketing mix concerned with health-safe tourism products, facilities through installment payments for trips Tourism, reducing hotel prices and services to encourage tourism, promoting online virtual tours, training employees on modern technology to communicate with customers.

### **Conclusion:**

The promotion of domestic tourism enables the mitigation of Covid 19 pandemic repercussions and the activation of purchasing decision by creating confidence for tourists in light of global conditions and the spread of pandemic to compensate even a small part for inbound tourism. The study indicated that marketing mechanisms for domestic tourism are worthwhile. Where the paper examined the factors that lead to mitigating the effects of pandemic, on the one hand, and on the other hand, activating the purchasing decision through intermediate variable, the marketing mix of domestic tourism that leads to benefit from directing the tourist demand. This paper identified factors that affect the tourist's position and its impact on purchasing decision, the direction of marketing mix for domestic tourism, the most important of which are health measures and the focus on product quality and electronic promotion.

### **Recommendations:**

- ✓ Promote domestic and regional tourism.
- ✓ Activating the role of strategic health sector, in cooperation with the tourism sector, in enhancing tourist confidence in light of global conditions and the spread of the pandemic.

- ✓ Equipping the tourism infrastructure with international standards to prevent transmission of infection.
- ✓ Reopening tourism and commercial activities, opening borders and airports, while following strict preventive and health systems
- ✓ To coordinate regarding canceling or facilitating visas, and circulating electronic visa systems.
- ✓ Standardization of protocols to support aviation, which remains the most important factor in supporting the tourism sector.
- ✓ Focusing on qualitative indicators and the tourist profile, and the shift from quantitative to quality strategies
- ✓ Promote innovation, especially in small and medium-sized enterprises, for recovery
- ✓ Inclusion of women, youth and local people in the cultural tourism supply chain
- ✓ Expanding the scope and smoothness of access to places of cultural tourism in tourist destinations for people with special needs.

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