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Assessing Behavioral Intention of Outbound Travelers' Travel Bubbles Amid COVID-19 in Phnom Penh, Cambodia

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Abstract

Purpose: Travel Bubbles could be one of the solutions for outbound travelers in Cambodia during COVID-19, the research investigates the factors that influence the behavioral intention of outbound travelers to consider the travel bubbles amid COVID-19 in Phnom Penh. The key constructs are perceived usefulness, government support, innovativeness, trust, perceived risk, social influences, price value, and behavioral intention. **Research design, data, and methodology:** This study employs a quantitative method through the survey distribution to 500 participants. The sampling techniques involve judgmental, convenience, and snowball sampling. Before the data collection, the construct validity and reliability test were conducted by The Item Objective Congruence (IOC) Index and Cronbach's Alpha coefficient value of the pilot test of 50 respondents. The data analysis was made in SPSS AMOS, applying Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). **Results:** The findings present that perceived usefulness, trust, perceived risk, social influences, and price value significantly influence behavioral intention, whereas government support and innovativeness have no significant influence on behavioral intention to adopt travel bubbles. **Conclusions:** This study contributes to its significance for the Cambodian tourism industry to understand the right action and approach effectively to reengage with the travel savvy in the recovery period during and post-pandemic.

Keywords: Travel Bubbles, Tourism, Behavioral Intention, COVID-19, Cambodia

JEL Classification Code: D81, E44, F31, F37, G15

1. Introduction

Tourism, the world's most important contributor to socio-economic growth, was among the devastating hit by the COVID-19 pandemic. As humanity begins to restart and welcome the arrival of COVID-19 vaccines gradually, countries around the world are trying to revitalize their tourism by introducing a safety travel plan called "Travel Bubbles," which is the new terminology given to a newborn tourism plan or package that let travelers taking their journey to a neighbor or approved destination countries excluding quarantine obligations (Luo & Lam, 2020). Various innovative applications have been deliberately introduced to prevent the spread of COVID-19 in tourism and elsewhere, such as "Stop Covid-19" QR code (MPTC, 2021), contact tracing app (Walrave et al., 2020), germ-zapping robots

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(Kaitlyn & Jay, 2020), contactless hotel check-in, mobile room keys, touchless payments and in-app ordering (Rahimizhian & Irani, 2021) in the effort to follow with the social distancing and cleanness procedure. Innovativeness had, in fact, a substantial impact on attracting revisit intention to tourism destinations as it helps provide trust and confidence to travelers (Shin & Kang, 2020). Furthermore, government support was observed as an external factor that positively impacted travelers' intentions, as government guidelines and instruction could encourage the acceptance of such services, particularly the travel bubbles.

Cambodia emerged to be an important contributor to the regional tourism community. Cambodia received 6.61 million tourist arrivals in 2019, with a growth of almost 7 percent (Ministry of Tourism Cambodia, 2020). Cambodia's tourism revenues have contributed US$4.9 billion to the economy accounting for 12.1 percent of the overall country's GDP. The tourism sector created direct employment of 630 thousand jobs in 2019. The rapid growth in tourists advocates that this sector has a substantial role in promoting Cambodia's socio-economic development and success. Despite the devastating effect of COVID-19 to Cambodia economy and travelling sector, the kingdom was applauded for her remarkable effort to fight against COVID-19 pandemic with effective leadership, response measure, vaccination, public participant and reopening up their country to live with COVID (Li, 2022). Cambodia has demonstrated to be on the right track as the quickest nation in the world to recover from the COVID-19 as shown on top ranked in the Nikkei Covid-19 Recovery index (Mom, 2022) that observed 120 countries and regions based on their infections management, vaccination rate and social mobility.

The problem statement can be identified that the world has experienced an unprecedented Coronavirus disease 2019 or COVID-19. There is enforcement of travel restrictions, borders sealed, destination lockdown, and quarantine enforcement which causes an extreme level of fear and risk among travelers due to COVID-19. Limited research has investigated behavioral intention to adopt travel bubbles during the pandemic. Thus, this study aims to fill the gap and provide insight to policymakers and the tourism industry for better establishing the applicable guideline and support responses to customer behavior and to design the applicable and effective tour package in the future.

2. Literature Review

2.1 Perceived Usefulness

Perceived usefulness was the level of confidence an individual had in utilizing a specific product or service that could improve his or her job effectiveness (Husin et al., 2017). The technology acceptance model (TAM) defines perceived usefulness as the degree of anticipation that individuals hope utilizing IT will improve their work efficiency (Venkatesh & Bala, 2008). The influence of PU on behavioral intention to accept the usage of a new product or service has been experimentally validated in early research (Davis et al., 1989; Venkatesh & Morris, 2000). Moreover, Experimental research by Kim et al. (2010) also indicated that PU significantly affects the user's intention to accept the product or services. Therefore, we hypothesize the following:
H1: Perceived usefulness has a significant influence on behavioral intention to adopt travel bubbles.

2.2 Government Support

Government support is the power to give orders, measures, and guidelines that support persons and organizations in deciding on important subject matters (Charag et al., 2019). It was regarded as one of the key aspects of accepting different kinds of technologies (Mandari et al., 2017). The approval of a new invention or service in a public setting to a larger level relied on government support and the authoritarian agenda. Very good government regulatory guidelines play an important part in maintaining, giving confidence, and increasing an optimistic attitude about a new service (Charag et al., 2019). Government support is expected to encourage the approval of new policies for new technology (Amin et al., 2011). This study proposes the significant relationship between government support and behavioral intention of outbound travelers to accept the travel bubbles during COVID-19 in Phnom Penh, as presented in a hypothesis below:
H2: Government support has a significant influence on behavioral intention to adopt travel bubbles.

2.3 Innovativeness

The fast-spreading of the Covid-19 pandemic has demanded that travel and tourism operators explore innovative technologies to help rebuild resilient and viable tourism (Ivanov et al., 2020). Walrave et al. (2020) defined individual innovativeness as their passion for finding and testing brand-new and alternative concepts, products, and services. Numerous researchers have demonstrated innovativeness as the determining factor of behavioral intention. Wen et al. (2005) found out that the SARS outbreak had affected tourists' approaches and inclinations, predominantly the categories of trips and tourism arrangements. In the event of a COVID-19 application, it was anticipated that people's direction for fast acceptance of the newly introduced technologies would certainly affect their determination to use the application. The influence of innovativeness on the acceptance and

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utilization of the latest products was extensively studied (San Martín & Herrero, 2012). Thus, a proposed hypothesis is set:
H3: Innovativeness has a significant influence on behavioral intention to adopt travel bubbles.

2.4 Trust

Trust is a customer's security assurance in the service provider's capability to deliver consistent services (Bashir & Madhavaiah, 2015; Zhong et al., 2022). The notion of trust is created from a shared mindset and implied as customers' readiness to be exposed to others based on definite level configurations in capability, generosity, and honesty (McKnight et al., 2002). Furthermore, trust is characterized as a mental condition that makes an individual willing to take risks according to his or her strong beliefs about the intentions or behavior of someone else (Wang et al., 2016). Trust and perceived risk were general models that affect customer behavior in the monetary services division (Lifen Zhao et al., 2010). Correspondingly, trust happens when one side has self-assurance about an associated member's credibility and honesty (Morgan & Hunt, 1994). Currently, numerous businesses essentially base trust on the capabilities their clients acquire, mainly in the more vulnerable atmospheres (Aldás-Manzano et al., 2009). Accordingly, a hypothesis of this study is constructed:
H4: Trust has a significant influence on perceived risk to adopt travel bubbles.

2.5 Perceived Risk

Perceived risk is the insecurity that a customer may endure financially, in fulfillment, public and/or personal loss when they cannot predict the outcome of utilizing any product or service (Bashir & Madhavaiah, 2015). Other definitions of perceived risk could be consumers' awareness of doubt and undesirable magnitudes or results related to the specific behavior (Mandrik & Bao, 2005). The smaller level of perceived risk, the more confident the behavioral intention is (Madan & Yadav, 2018). The result of various study found that total confidence was fundamentally ignored in users' everyday decision-making. Consequently, perceived risk had inverse effects on travelers' behavioral intention to adopt mobile applications when purchasing a trip (Gupta et al., 2018). Based on the previous studies, a hypothesis is derived:
H5: Perceived risk has a significant influence on behavioral intention of adopting travel bubbles.

2.6 Price Value

The price value is defined as travelers' or customers' intellectual trade-off between the perceived benefits of a service or product and the monetary cost of utilizing it (Venkatesh et al., 2012). According to some previous research by Luarn and Lin (2005) and Venkatesh et al. (2012), price value was discovered to have an important influence on behavioral intention. Some people value the significance of price value, as they sense that the perceived benefits of introduced produce or service are more, influencing them to adopt those products or services (Tak & Panwar, 2017). Furthermore, Venkatesh et al. (2012) determined that a good price value significantly influences behavioral intention. Hence, a hypothesis is presented:
H6: Price value has a significant influence on behavioral intention to adopt travel bubbles.

2.7 Social Influences

Sharma et al. (2021) defined social influences as the degree to which a person trusts that others anticipate them to embrace any newly introduced product or service. Venkatesh et al. (2012) indicated that the acceptance of new technology discovered that performance expectancy and social influence as interpreters of behavioral intention. Social influence means the degree to which users' behavior is affected by how other individuals (social context and loved ones) believe them as an outcome of their experience using the new product or service (Halassi et al., 2019). Previous studies recognized the importance of social influence in voluntary digital tourism (tom Dieck et al., 2017) and the Internet of Things (Gao & Bai, 2014). This study points out the causal relationship between social influences and behavioral intention to adopt travel bubbles during COVID-19. Therefore, this research introduces a hypothesis below:
H7: Social influences have a significant influence on behavioral intention to adopt travel bubbles.

2.8 Behavioral Intention

Behavioral intention explains "a person's readiness or probability to engage or perform a particular behavior" (Benjangjaru & Vongurai, 2018). According to Gupta et al. (2018), behavioral intention is the magnitude or amount of strength of a person's intention to conduct a particular behavior. Furthermore, the behavioral intention was expected to be a positive sign of confirmed user behavior (Chen et al., 2018). The user's intention was an important factor in his or her use behavior of new technology and would result in real behavior (Halassi et al., 2019). Furthermore, the behavioral intention was selected as a dependent variable in the study that eventually decides the real acceptance of the particular product or service. Therefore, it was suggested that the greater level of BI use of a particular product or service, the greater the definite acceptance of the user of those products or services (Madan & Yadav, 2018).

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3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study (Figure 1) is developed based on the investigation and results of previous research, including Dajani (2016), Sakshi et al. (2020), Sharma et al. (2021), and Walrave et al. (2020). The key constructs are perceived usefulness, government support, technology innovativeness, trust, perceived risk, social influences, price value (Dependent Variable), and behavioral intention (Independent Variable).

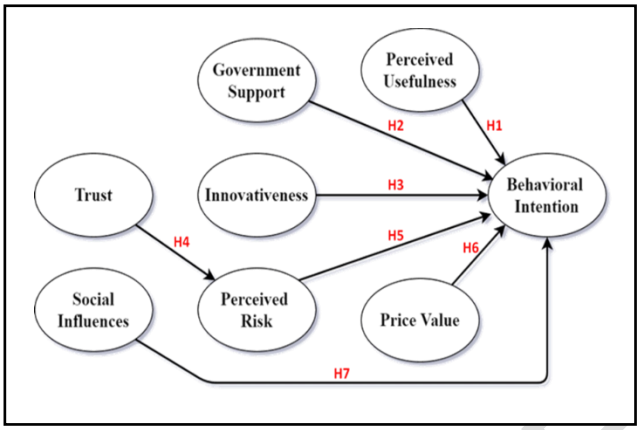

Figure 1: Conceptual Framework

H1: Perceived usefulness has a significant influence on behavioral intention to adopt travel bubbles.
H2: Government support has a significant influence on behavioral intention to adopt travel bubbles.
H3: Innovativeness has a significant influence on behavioral intention to adopt travel bubbles.
H4: Trust has a significant influence on perceived risk to adopt travel bubbles.
H5: Perceived risk has a significant influence on behavioral intention of adopting travel bubbles.
H6: Price value has a significant influence on behavioral intention to adopt travel bubbles.
H7: Social influences have a significant influence on behavioral intention to adopt travel bubbles.

3.2 Research Methodology

The quantitative research methodology was used in this study based on statistical measures for data analysis of a survey. The questionnaire consists of three parts which are screening questions, measuring items of a five-point Likert scale, and demographic information. Before handing out the survey to the anticipated populations, the Item Objective Congruence (IOC) index was prepared as the screening check for the content validity of each question in the survey. Moreover, a pilot test (n=50) was conducted on a small scale to observe Cronbach's Alpha for research content reliability. Afterward, the researcher distributed around 500 questionnaires and collected all the responses data for the validity test of the construct. Subsequently, Confirmatory Factor Analysis (CFA) (construct validity, convergent validity, AVE, and discriminant validity) was performed along with the goodness of fits. In addition, the Structural Equation Model (SEM) was used to evaluate the validity fit of observed data to the model hypotheses of the research.

3.3 Population and Sample Size

The target population for this study is Cambodians residing in the capital city of Phnom Penh between the age of 18 to 70 years old who used to travel oversea and are looking forward to traveling in the post-COVID-19. The researcher used the A-priori Sample Size Calculator for Structural Equation Models to calculate the sample size necessary for the study by entering the number of observed variables (39) and latent variables (8), the anticipated effect size (0.2), and the desired probability level (0.05) and statistical power levels (0.8). The minimum sample size is recommended at 444. Therefore, the researchers consider rounding up to 500 participants for an effective analysis of SEM.

3.4 Sampling Technique

The sampling techniques involve judgmental, convenience, and snowball sampling. For the judgmental sampling of this study, the researchers select Cambodians residing in the capital city of Phnom Penh between the age of 18 to 70 years old who used to travel oversea and are looking forward to traveling in the post-COVID-19. Convenience sampling is applied to collect the response for the research questionnaire through an online platform to keep distancing procedures during the pandemic. Snowball sampling is to distribute the survey through a referral mechanism via the network of family and friends, travel agencies, tour operators, university students, and others.

4. Results and Discussion

4.1 Demographic Information

In Table 1, the demographic profile of 500 respondents is concluded. Males account for 53 percent, and females are 47 percent. The majority age group is between 41 to 56 years old, accounting for 35 percent, whereas the smallest proportion is

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between 18 to 24 years old, 15.2 percent. In terms of educational background, most respondents are Bachelor's degrees. Corporate employees take the largest proportion of the professions, representing 35.4 percent. Marital status shows that 60.6 percent is married, followed by a single (30.2 percent), and divorced (9.2 percent). Most respondents, about 75.6 percent, usually traveled one to three times per year before the pandemic.

Table 1: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	265	53.0%
	Female	235	47.0%
Age	18 – 24 Years old	76	15.2%
	25 – 40 Years old	143	28.6%
	41 – 56 Years old	175	35.0%
	57 - 70 Years old	106	21.2%
Educational Level	Below Bachelor's Degree	68	13.6%
	Bachelor's Degree	314	62.8%
	Master's Degree	96	19.2%
	Doctoral Degree	22	4.4%
Professions	Student	29	5.8%
	Corporate employee	177	35.4%
	Government employee	101	20.2%
	Self-employed	121	24.2%
	Unemployed	23	4.6%
	Others	49	9.8%
Marital Status	Single	151	30.2%
	Married	303	60.6%
	Divorced	46	9.2%
Frequency of oversea travel per year	1-3 times	378	75.6%
	4-6 times	95	19.0%
	7 times or over	27	5.4%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was used to analyze the reliability and validity of the result by SPSS AMOS statistical software. Based on the results in Table 2, Cronbach's Alpha coefficient values were greater than 0.70, factor loadings were greater than 0.50, t-values were greater than 1.98, p-values were less than 0.50, composite reliability (CR) was greater than 0.70, and average variance extracted (AVE) was greater than 0.50 (Hair et al., 2010). Therefore, CFA approves the discriminant and convergent validity of the model estimation.

Table 2: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Perceived Usefulness (PU)	Bashir and Madhavaiah (2015)	4	0.793	0.675-0.724	0.794	0.491
Government Support (GS)	Yee-Loong Chong et al. (2010)	6	0.860	0.683-0.755	0.860	0.507
Innovativeness (INO)	Chen et al. (2018)	7	0.886	0.560-0.842	0.888	0.535
Trust (TR)	Shao et al. (2020)	4	0.926	0.759-0.975	0.926	0.759
Perceived Risk (PR)	Phonthanukitithaworn et al. (2016)	4	0.782	0.672-0.728	0.783	0.475
Price Value (PV)	Venkatesh et al. (2012)	3	0.889	0.822-0.896	0.888	0.726
Social Influences (SI)	Venkatesh et al. (2012)	6	0.826	0.597-0.725	0.831	0.452
Behavioral Intention (BI)	Venkatesh et al. (2012)	5	0.824	0.630-0.778	0.827	0.490

The goodness of fit for measurement model is presented in Table 3. All statistical values in CFA are within the acceptable criteria to confirm the measurement model fit, including CMIN/DF = 1.743, GFI = 0.890, AGFI = 0.873, NFI = 0.892, CFI = 0.951, TLI = 0.946, and RMSEA = 0.039.

Table 3: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values of Measurement Model
CMIN/DF	< 3.00 (Hair et al., 2006)	1174.507/674 = 1.743
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.890
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.873
NFI	≥ 0.80 (Wu & Wang, 2006)	0.892
CFI	≥ 0.80 (Bentler, 1990)	0.951
TLI	≥ 0.80 (Sharma et al., 2005)	0.946
RMSEA	< 0.08 (Pedroso et al., 2016)	0.039
Model summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

In order to achieve discriminant validity, the square root of the AVE of the constructs must be greater than the correlation coefficient between the respective constructs. In order to achieve effective discriminant validity, the square root of the AVE for each construct should be bigger than the correlation coefficient of the individual constructs (Fornell & Larcker, 1981).

Table 4: Discriminant Validity

	SI	PU	GS	INO	TR	PR	PV	BI
SI	**0.672**							
PU	0.380	**0.701**						
GS	0.642	0.293	**0.712**					
INO	0.241	0.226	0.265	**0.731**				
TR	0.507	0.372	0.442	0.235	**0.871**			
PR	0.629	0.633	0.532	0.309	0.575	**0.689**		
PV	0.564	0.442	0.534	0.315	0.747	0.683	**0.852**	
BI	0.581	0.455	0.544	0.289	0.439	0.607	0.568	**0.700**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

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4.3 Structural Equation Model (SEM)

The structural equation modeling (SEM) or structural analysis was commonly conducted in the research study to examine the correlation between observable and latent variables. As shown in Table 5, structural model in SEM is assessed by the goodness of fit criteria, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA. Before the adjustment, statistical values are not acceptable fit. Consequently, the adjustment of the model is required.

Table 5: Goodness of Fit for Structural Model

Index	Acceptable Values	Statistical Values Before Adjustment	Statistical Values before Adjustment
CMIN/DF	< 3.00 (Hair et al., 2006)	2083.222/695 = 2.997	1740.536/685 = 2.541
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.796	0.852
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.771	0.831
NFI	≥ 0.80 (Wu & Wang, 2006)	0.799	0.832
CFI	≥ 0.80 (Bentler, 1990)	0.856	0.891
TLI	≥ 0.80 (Sharma et al., 2005)	0.846	0.882
RMSEA	< 0.08 (Pedroso et al., 2016)	0.063	0.056
Model summary		**Unacceptable Model Fit**	**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

4.4 Research Hypothesis Testing Result

SEM produces the hypothesis results measured by the standardized path coefficient (β) and t-value. The level of significance is evaluated with $p<0.05$, as shown in Table 6.

Table 6: Hypothesis Results of the Structural Equation Modeling

Hypothesis	Standardized path coefficient (β)	t-value	Result
H1: PU → BI	0.158	2.914*	Supported
H2: GS → BI	0.125	1.878	Not Supported
H3: INO → BI	0.079	1.652	Not Supported
H4: TR → PR	0.526	9.557*	Supported
H5: PR → BI	0.198	3.965*	Supported
H6: PV → BI	0.120	0.120*	Supported
H7: SI → BI	0.450	5.648*	Supported

Note: * $p<0.05$

As of Table 6, the hypothesis results of this research can be further extended per below:

H1 supports the significant relationship between perceived usefulness and behavioral intention to adopt travel bubbles among outbound travelers in Phnom Penh. The statistical results show the standardized path coefficient (β) = 0.158 and t-value = 2.914. The influence of PU on behavioral intention to accept the new measures is a consensus among various studies (Davis et al., 1989; Venkatesh & Morris, 2000).

In H2, this study proposes the significant relationship between government support and behavioral intention of outbound travelers to accept the travel bubbles amid COVID-19 in Phnom Penh. (Amin et al., 2011; Charag et al., 2019; Mandari et al., 2017). However, the results fail to approve this statement, reflecting the standardized path coefficient (β) = 0.125 and t-value = 1.878.

H3 disapproves of the support relationship between innovativeness and behavioral intention with the standardized path coefficient (β) = 0.079 and t-value = 1.652. It contradicts findings in previous research that innovativeness is the determining factor of behavioral intention, explaining that people anticipate fast acceptance of the newly introduced new measures (San Martín & Herrero, 2012; Walrave et al., 2020).

H4 confirms that trust significantly influences the perceived risk of adopting travel bubbles, demonstrated by the standardized path coefficient (β) = 0.526 and t-value = 9.557. The notion of trust as a mindset can enhance customers' perception of the risk of travel bubbles during the pandemic (McKnight et al., 2002; Wang et al., 2016).

H5 results from the significant influence of perceived risk on behavioral intention proven by the standardized path coefficient (β) = 0.198 and t-value = 3.965. The perceived risk could be travelers' awareness of doubt and undesirable magnitudes or results related to the specific behavior (Madan & Yadav, 2018; Mandrik & Bao, 2005). Consequently, perceived risk affects travelers' behavioral intention to adopt travel bubbles (Gupta et al., 2018).

H6 indicates that price value significantly influences behavioral intention to adopt travel bubbles among travelers in Phnom Penh. The findings show that the standardized path coefficient (β) = 0.120 and t-value = 0.120. Venkatesh et al. (2012) supported that the price value is implied as travelers' or customers' intellectual trade-off between the perceived benefits of travel policies during COVID-19.

Last, H7 provides evidence that social influences have a significant influence on behavioral intention to adopt travel bubbles per the results of the standardized path coefficient (β) = 0.450 and t-value = 5.648. Many studies point out the causal relationship between social influences and behavioral intention to adopt travel bubbles during COVID-19 (Gao & Bai, 2014; Halassi et al., 2019).

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5. Conclusion and Recommendation

5.1 Conclusion and Discussion

The research objectives are fulfilled to determine the factors that influence the behavioral intention of outbound travelers to accept the travel bubbles during COVID-19 in Phnom Penh. The data were collected from surveying 500 Cambodians residing in the capital city of Phnom Penh between the age of 18 to 70 years old who used to travel oversea and are looking forward to traveling during COVID-19. The data analysis results from Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) show that perceived usefulness, trust, perceived risk, social influences, and price value significantly influence behavioral intention, whereas government support and innovativeness have no significant influence on behavioral intention to adopt travel bubbles.

The findings can be discussed in the following. First, perceived usefulness can endorse travelers' confidence in adopting travel policies during the pandemic (Husin et al., 2017). Venkatesh and Bala (2008) also emphasized the significant relationship between perceived usefulness and behavioral intention in the technology acceptance model (TAM). Second, trust is a customer's security assurance in such travel bubbles to avoid the risk of virus infection (Bashir & Madhavaiah, 2015) and is characterized as a mental condition that makes an individual willing to assess risks. Therefore, trust and perceived risk are significantly related (Wang et al., 2016).

Third, perceived risk significantly influences behavioral intention to adopt travel bubbles among travelers. Bashir and Madhavaiah (2015) signified that perceived risk is the insecurity that a customer may endure financially, or in this study, is a health consciousness to comply with the travel bubbles. Fourth, it is explicated that social influences impact the behavioral intention of travelers to adopt travel bubbles. Halassi et al. (2019) stated that social influences are the degree to which travelers' decision-making about traveling is affected by how other individuals believe they should or should not. Fifth, Luarn and Lin (2005) and Venkatesh et al. (2012) determined that price value significantly influences behavioral intention, supported the statistical results of this study, and can be assumed that a tourism plan or package with quarantine obligations can be accepted during the pandemic.

Next, Charag et al. (2019) addressed that government support is the power to give orders, measures, and guidelines that support travelers during the pandemic, which this study opposes such claim. It can be implied that people are concerned about health security issues during the pandemic and are at the great attention of travel opportunity rather than any support. Last, innovativeness has no significant influence on behavioral intention to adopt travel bubbles. Many studies (Ivanov et al., 2020; Walrave et al., 2020) examine innovativeness in new technology adoption, whereas travel bubbles are vague and may involve non-digital aspect. The travelers might not concentrate on the innovativeness feature of the travel bubbles but on the usefulness, trust, and the fastest way that they can travel once again without restriction during COVID-19.

5.2 Recommendation

The results of this study could be an important contribution for the Cambodia tourism industry to identify the proper action and approach effectively to reengage with different segment of travel savvy in the recovery period during and post-pandemic. Based on the findings, perceived usefulness, trust, perceived risk, social influences, and price value significantly influence the behavioral intention of outbound travelers to adopt travel bubbles in Phnom Penh. The travel bubble initiative was strategized to allow quarantine-free travel between two or more international destinations. Travelers in the bubble programs should look over the requirements of the destination country in order to comply with the health and safety issue. The destination country should provide effective communication for travel information, such as COVID-19 test measures, and vaccination. The communication should focus on benefits to build trust and the risk of non-compliant behavior. Social influences can be enhanced through the related parties in the travel industry, such as tours, cruises, hotels, and airlines, which should also provide accurate travel information to travelers during their travel. The monetary benefits can be travel with a quarantine package that attracts travelers during the period.

The study also identified the following constructs as antecedents of travel bubble intention: government support and innovativeness. However, the findings found that both have no significant influence on such intention. Research samples in this study only include 500 Cambodians residing in the capital city of Phnom Penh between the age of 18 to 70 years old who used to travel oversea and are looking forward to traveling in during COVID-19. The findings did not present specific characteristics such as experience on the travel bubble or among vaccinated and non-vaccinated travelers. Therefore, this study suggests conducting qualitative research to dive deep into how and why such a claim was denied.

In conclusion, the study provided empirical evidence that a travel bubble framework can efficiently help people's cross-border movement even when critical conditions are imposed. In future crises, destinations may consider this framework to minimize travel disruptions. Bubble strategy execution can open opportunities for tourism-related businesses to focus on influential factors that enhance the behavioral intention of travelers.

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5.3 Limitation and Further Study

Some limitations can be deliberated for the future research. First, the sample group in this study is scoped to Cambodians residing in the capital city of Phnom Penh. The results may apply in particular countries and regions but not others. Next, the conceptual framework can be extended to investigate other potential variables such as facilitation conditions, satisfaction, and attitude. Last, a qualitative study should be conducted to explicate clearer explanations or interpretations of influential factors of the behavioral intention of outbound travelers, and perhaps in another scenario such as in the post-COVID-19.

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