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Influential Factors of Travel Bubbles Intention During COVID-19 among Cambodians in Siem Reap and Preah Sihanouk

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Abstract

Purpose: Travel bubbles, as the arrangements by the participant countries to open up their frontiers for travelers from partner destination or regions, has been widely implemented during COVID-19. Hence, this study aims to examine the influential factors of travel bubbles intention during COVID-19 among Cambodians in Siem Reap and Preah Sihanouk. The conceptual framework contains perceived usefulness, government support, innovativeness, trust, perceived risk, social influences, price value, and behavioral intention. **Research design, data, and methodology:** This quantitative study was distributed to 500 participants with a questionnaire. The sampling techniques involve judgmental, convenience, and snowball sampling. The Item Objective Congruence (IOC) Index and Cronbach's Alpha coefficient value of the pilot test of 42 respondents were assessed before collecting the data. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) are applied. **Results:** The results are that government support, trust, perceived risk, and social influences significantly influence, whereas perceived usefulness, innovativeness, and price value have no significant influence on behavioral intention to adopt travel bubbles. **Conclusions:** Travel agencies and hospitality should strategize their businesses in response to the new type of measure due to the new normal for every individual being enforced and the new tourism trend being shaped.

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

JEL Classification Code: D81, E44, F31, G15, L88

1. Introduction

The tourism sector could potentially benefit the development of socio-economic, socio-cultural, and socio-environmental domains by bringing in foreign exchange, generating employment and small businesses, attracting foreign direct investment and international trade as well as promoting local investments, helping exploit economies of scale and diffusing technical knowledge (Fawaz & Rahnama, 2014; Schubert et al., 2011; Selvanathan et al., 2012; Tang et al., 2007). Cambodia was graded more valuable by the leisure and adventure travelers for her natural assets, including natural phenomena, forests, animals, and untouched nature. Therefore, the Kingdom of Cambodia embraced cultural and natural tourism for its policy and

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development responsibly and sustainably (Kaynak & Kara, 2012).

The world has experienced an unprecedented new type of pandemic outbreak called Coronavirus disease 2019 or "COVID-19" The sector is forced to stand; still, all the tourism trip has been canceled, the airlines are grounded, the tourists are stuck in their destination, the middle of the ocean or locked in their own home to protect the spreading of the virus. Tourism is amid the shocking blow by the COVID-19 pandemic disease. In the effort to fight against the pandemic, Cambodia has shown its exceptional success on the management of the COVID-19 outbreak due to the kingdom effective leadership, response measure, vaccination rate and the reopening up the country (Li, 2022). Cambodia is observed as the country with the fastest recovery in the world and stood on the top rank in the Nikkei Covid-19 Recovery index (Mom, 2022) that monitors 120 countries and regions.

As civilization commence to restart and welcome the arrival of COVID-19 vaccines slowly, countries worldwide are seeking ways to restart their travel industry by hosting a safe travel strategy called "Travel Bubbles" with innovativeness and facilitation aspect like government support (Walrave et al., 2020). Travel bubbles, as the arrangements by the participant countries to open up their frontiers for travelers from partner destination or regions, has been widely implemented during COVID-19. (Luo & Lam, 2020).

The main objective of this research study is to investigate the factors that influence the behavioral intention of Cambodian towards Travel Bubbles in the middle of the COVID-19 pandemic, how the Cambodian outbound tourist could accept this special arrangement of travel by examining the character of the key constructs such as perceived usefulness, government support, technology innovativeness, trust, perceived risk, social influences, and the right price to make them confident to travel again within the safe, low infected and protected destination under safety and health risk with the help of the introduced technology and vaccination. 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 is the level of assurance that travelers expect that embracing suggested services or products will increase their capabilities and efficiency in performing desired activities like resuming their vacation (Phonthanukitithaworn et al., 2016). Various studies have confirmed that perceived usefulness applies a substantial and decisive consequence in general concerning the use of products or services and related systems (Davis et al., 1989; Venkatesh & Bala, 2008; Venkatesh & Morris, 2000). Moreover, Experimental research by Kim et al. (2010) also indicated that perceived usefulness significantly affects the user's intention to accept the product or services. Therefore, the researcher hypothesizes the following:

H1: Perceived usefulness has a significant influence on behavioral intention to adopt travel bubbles.

2.2 Government Support

Government support is the authority to give instructions, measures, and recommendations to support individuals and organizations in deciding on important subject matters (Charag et al., 2019). In this case, it is the suggested travel bubbles. Furthermore, sustainable governmental support is the collection of the government's hard work to convey circumstances and uphold them while accomplishing the necessities of existing and future generations, mostly the general public and the marketplace (Saleh & Al-Swidi, 2019). The approval of a new invention or service in a public setting to a larger level relied on government support and the authoritarian agenda. Effective government regulations play an important part in maintaining, giving confidence, and increasing behavioral intention to adopt travel bubbles (Charag et al., 2019). Therefore, this study guides a hypothesis:

H2: Government support has a significant influence on behavioral intention to adopt travel bubbles.

2.3 Innovativeness

Walrave et al. (2020) stated that a person's innovativeness is his/her desire to discover and examine innovative and substitute notions, products, and services. Slade et al. (2015) suggested individual's innovativeness or the tendency to penetrate for freshness was the degree that a person was keen to be exposed to or test out the newest technologies. In the middle of COVID-19, it was expected that people's direction toward the quick adoption of the new innovative technologies would certainly affect their purpose to accept the application (Parasuraman & Colby, 2015). Numerous researchers have demonstrated innovativeness as the determining factor of behavioral intention (San Martín & Herrero, 2012). In the event of COVID-19 application, it was anticipated that people's direction is heading toward the fast acceptance of the new technologies related to health measures such as travel bubbles, vaccination requirements, and social distancing. Hence, a hypothesis below is proposed:

H3: Innovativeness has a significant influence on behavioral intention to adopt travel bubbles.

2.4 Trust

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 (Wang et al., 2016). It primarily increases the travelers' or consumers' views on a product or service and its related setup, reducing the perceived degree of risk related to the business deal. Trust is significant as consumers regularly think about uncertainty (Gerrard & Cunningham, 2003; Pikkarainen et al., 2004). Trust implies that an individual is ready to rely on or expects to count on others, although he or she has no authority over the other. Trust is conceptualized as customers' solid acceptance of a product or service delivered (Bashir & Madhavaiah, 2015). Based on the above assumptions, trust is an influential factor influencing the perceived risk of adopting travel bubbles among Cambodians in Siem Reap and Preah Sihanouk. Consequently, 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 customers or travelers may endure financially, in fulfillment, and public and/or personal loss, when they cannot predict the outcome of utilizing any product or service (Bashir & Madhavaiah, 2015). Perceived risk is the insecurity and unassured values related to customers' anticipation. It could be stated as users' awareness of doubt and undesirable magnitudes or results related to the specific behavior (Mandrik & Bao, 2005). Perceived risk plays a significant factor in behavioral intention (Ndubisi & Sinti, 2006). In a marketing context, when consumers discovered that their real purchasing was not the same as their purchasing expectation, they would sense greater risk, and successively perceived risk would rely on the level of individual insecurity of results (Kesharwani & Singh Bisht, 2012). Based on the previous studies, a hypothesis is set:

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 their perceived benefits of accepting the travel bubbles service and the monetary cost of spending on such service (Venkatesh et al., 2012). Many industries, as well as tourism, have introduced a price-saving promotion to customers who are involved with their products or services shopping. Customers always search for more perceived benefits in exchange for their financial expenses. This indicated that price value is an important forecaster of behavioral intention to concede a service or product (Sharma et al., 2021) for e-booking and airline e-commerce (Escobar-Rodríguez & Carvajal Trujillo, 2013). Hence, this study indicates a causal relationship between price value and behavioral intention to adopt travel bubbles among Cambodians in Siem Reap and Preah Sihanouk, as stated below:

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. 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). Min et al. (2022) indicated that individuals' behavior is influenced by how other expect them to use a technology. The previous study recommended that consumers are likely to put their faith in their colleagues, and their behavior is mainly relative to the confirmation of their loved one (Tak & Panwar, 2017). It draws attention to how other people's views affect the considerations of important others (Wang et al., 2016) and is conceivably determined as an external inspirational motivator. Individuals usually adopt behavioral intentions influenced by other important persons (Halassi et al., 2019). Therefore, this research implies that social influences can drive an individual intention to adopt travel bubbles, as indicated hypothesis below:

H7: Social influences have a significant influence on behavioral intention to adopt travel bubbles.

2.8 Behavioral Intention

Behavioral intention is the magnitude or amount of strength of a person's intention to conduct a particular behavior. It is believed to be the greatest interpreter of behavior and it is also well recognized in consumer research literature (Im et al., 2011; Martins et al., 2014). Behavioral intention refers to users' willingness to take a certain behavior (Zhong et al., 2022). Behavioral intention had an enormous inspiration on technology usage (Venkatesh et al., 2012). Moreover, it was referred to as the possibility whether or not a person would carry or perform a specific behavior (Yueh et al., 2015). Furthermore, behavioral intention was expected to be a positive sign of confirmed user behavior. Furthermore, the behavioral intention was selected to be a dependent variable in the study that eventually decides the real acceptance of the particular product or service. Therefore, it was suggested that greater level of behavioral intention to use a particular product or service, greater the definite acceptance of user over those product or service (Madan & Yadav, 2018).

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework in this study is based on the previous theories and research, as illustrated in Figure 1. The key variables are perceived usefulness, government support, innovativeness, trust, perceived risk, social influences, price value, and behavioral intention. The previous research frameworks, once conducted by Dajani (2016), provided an understanding of perceived usefulness and government support, and behavior intention in the context of travel and e-commerce adoption. The next research framework, led by Walrave et al. (2020), delivered a comprehensive study on technology innovativeness and behavioral intention on COVID-19 contact-tracing app. The subsequent research framework by Sharma et al. (2021) presented the knowledge of innovativeness, perceived risk, price value, social influence, and behavioral intention to support the tour package via an online environment. The last research framework by Sakshi et al. (2020) proved the connection between trust and perceived risk in using social media for tourism trip purposes.

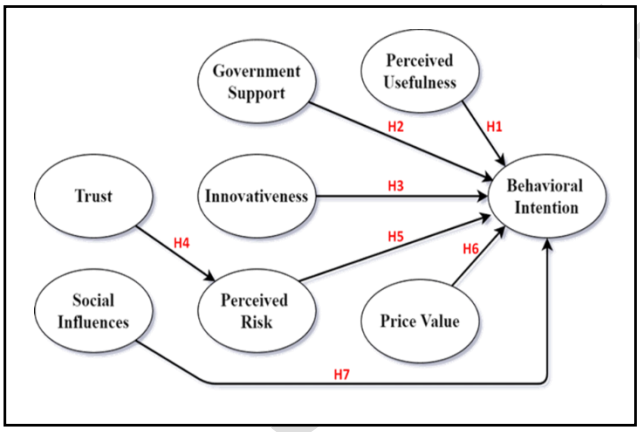

Figure 1: Conceptual Framework

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 study applied quantitative research methodology. The questionnaire consists of three parts which are screening questions, measuring items of a five-point Likert scale, and demographic information. Before the data collection, 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=42) 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 Siem Reap and Preah Sihanouk between 18 to 70 years old who used to travel oversea and are looking forward to traveling amid COVID-19. The reason of the selection is that these two major cities acquire almost 8% of the total countries' population. A factor analysis sample size is recommended to be at least 200-500 in the complex model (DeVellis, 2017). Therefore, the researchers consider a proper sample size to be estimated in the effective analysis of SEM of 500 participants.

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 Siem Reap and Preah Sihanouk between the age of 18 to 70 years old who used to travel oversea and are looking forward to traveling in the middle of 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

The demographic profile of 500 respondents is summarized in Table 1. Males are 53.4 percent, and females are 46.6 percent. The majority age group is between 41 and 56 years old, accounting for 37.6 percent, whereas the smallest proportion is between 18 and 24 years old, 9 percent. In terms of educational background, most respondents are Bachelor's degrees of 64.4 percent. Corporate employees take the largest proportion of the professions, representing 35.4 percent. Marital status shows that 67.2 percent is married, followed by a single (26.8 percent), and divorced (6 percent). Most respondents, about 68.2 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	267	53.4%
	Female	233	46.6%
Age	18 – 24 Years old	45	9.0%
	25 – 40 Years old	165	33.0%
	41 – 56 Years old	188	37.6%
	57 - 70 Years old	102	20.4%
Educational Level	Below Bachelor's Degree	69	13.8%
	Bachelor's Degree	322	64.4%
	Master's Degree	80	16.0%
	Doctoral Degree	29	5.8%
Professions	Student	70	14.0%
	Corporate employee	177	35.4%
	Government employee	122	24.4%
	Self-employed	85	17.0%
	Unemployed	11	2.2%
	Others	35	7.0%
Marital Status	Single	134	26.8%
	Married	336	67.2%
	Divorced	30	6.0%
Frequency of oversea travel per year	1-3 times	341	68.2%
	4-6 times	133	26.6%
	7 times or over	26	5.2%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was assessed with factor loadings, Cronbach's Alpha, AVE, convergent validity, and discriminant validity, as shown in Table 2. The results show that Cronbach's Alpha coefficient values are greater than 0.70. Per recommended by Hair et al. (2006), the significance of factor loading of each item and acceptable values in defining the goodness of fit. Factor loadings are higher than 0.50, with a p-value lower than 0.05. Furthermore, aligning with the recommendation from Fornell and Larcker (1981), if the Average Variance Extracted (AVE) is less than 0.5. However, if Composite Reliability (CR) is higher than 0.6, the convergent validity of the construct is still approved.

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 & Madhavaiah, 2015)	4	0.910	0.675-0.724	0.913	0.726
Government Support (GS)	(Yee-Loong Chong et al., 2010)	6	0.862	0.683-0.755	0.863	0.513
Innovativeness (INO)	(Chen et al., 2018)	7	0.891	0.560-0.842	0.892	0.544
Trust (TR)	(Shao et al., 2020)	4	0.823	0.759-0.975	0.825	0.541
Perceived Risk (PR)	(Phonthanukitithaworn et al., 2016)	4	0.747	0.672-0.728	0.748	0.428
Price Value (PV)	(Venkatesh et al., 2012)	3	0.882	0.822-0.896	0.882	0.714
Social Influences (SI)	(Venkatesh et al., 2012)	6	0.830	0.597-0.725	0.833	0.454
Behavioral Intention (BI)	(Venkatesh et al., 2012)	5	0.843	0.630-0.778	0.844	0.522

The goodness of fit for the 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 = 1.635, GFI = 0.897, AGFI = 0.881, NFI = 0.894, CFI = 0.956, TLI = 0.951, and RMSEA = 0.036. Therefore, the measurement model was not required for the adjustment.

Table 3: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values of Measurement Model
CMIN/DF	< 3.00 (Hair et al., 2006)	1101.805/674 = 1.635
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.897
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.881
NFI	≥ 0.80 (Wu & Wang, 2006)	0.894
CFI	≥ 0.80 (Bentler, 1990)	0.956
TLI	≥ 0.80 (Sharma et al., 2005)	0.951
RMSEA	< 0.08 (Pedroso et al., 2016)	0.036
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

According to Fornell and Larcker (1981), testing for discriminant validity was evaluated by computing the square root of each AVE. Based on this study, the value of

discriminant validity is larger than all inter-construct/factor correlations. Therefore, the discriminant validity is supportive. The convergent and discriminant validity were proved; Consequently, the evidence is sufficient for establishing construct validity.

Table 4: Discriminant Validity

	SI	PU	GS	INO	TR	PR	PV	BI
SI	**0.674**							
PU	0.566	**0.852**						
GS	0.502	0.445	**0.716**					
INO	0.236	0.197	0.241	**0.738**				
TR	0.429	0.277	0.146	0.090	**0.736**			
PR	0.620	0.486	0.559	0.237	0.282	**0.654**		
PV	0.651	0.762	0.528	0.275	0.255	0.588	**0.845**	
BI	0.573	0.384	0.458	0.182	0.326	0.595	0.457	**0.722**

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

4.3 Structural Equation Model (SEM)

Structural equation modeling (SEM) is usually conducted to determine the correlation between observable and latent variables. In Table 5, the statistical results of the structural model in SEM are measured by the goodness of fit criteria. The structural model fit is acceptable after the adjustment, including CMIN/DF = 2.580, GFI = 0.852, AGFI = 0.831, NFI = 0.839, CFI = 0.894, TLI = 0.885, and RMSEA = 0.056.

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)	2228.939/695 = 3.207	1759.663/682 = 2.580
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.787	0.852
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.761	0.831
NFI	≥ 0.80 (Wu & Wang, 2006)	0.796	0.839
CFI	≥ 0.80 (Bentler, 1990)	0.849	0.894
TLI	≥ 0.80 (Sharma et al., 2005)	0.839	0.885
RMSEA	< 0.08 (Pedroso et al., 2016)	0.067	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

In Table 6, SEM was used to test the hypothesis results, in which the level of significance can evaluate is evaluated with $p<0.05$, showing in the standardized path coefficient (β) and t-value. Consequently, H2, H4, H5 and H7 are supported, while H1, H3 and H6 were not.

Table 6: Hypothesis Results of the Structural Equation Modeling

Hypothesis	Standardized path coefficient (β)	t-value	Result
H1: PU → BI	-0.022	-0.365	Not Supported
H2: GS → BI	0.153	2.548*	Supported
H3: INO → BI	0.001	0.030	Not Supported
H4: TR → PR	0.294	5.030*	Supported
H5: PR → BI	0.366	6.323*	Supported
H6: PV → BI	0.058	1.235	Not Supported
H7: SI → BI	0.369	4.966*	Supported

Note: * $p<0.05$

The hypothesis results can be discussed per followings:

H1 shows that the significant relationship between perceived usefulness and behavioral intention to adopt travel bubbles is not supported. The statistical results reflect the standardized path coefficient (β) = -0.022 and t-value = -0.365. The outcome opposes previous studies that perceived usefulness is a decisive consequence concerning the account travel bubbles (Davis et al., 1989; Venkatesh & Bala, 2008; Venkatesh & Morris, 2000).

H2 approves the significant relationship between government support and the behavioral intention of travelers during the travel bubbles of COVID-19 in Siem Reap and Preah Sihanouk. The results present to approve this statement with the standardized path coefficient (β) = 0.153 and t-value = 2.548, which aligns with previous literature (Charag et al., 2019; Saleh & Al-Swidi, 2019).

H3 fails to support the significant relationship between innovativeness and behavioral intention with the standardized path coefficient (β) = 0.001 and t-value = 0.030. It opposes earlier findings that innovativeness is the stated that person's innovativeness is his/her desire to discover and examine innovative tools to adopt travel bubbles (Parasuraman & Colby, 2015; Slade et al., 2015; Walrave et al. (2020)

H4 approves that trust significantly influences the perceived risk of adopting travel bubbles, demonstrated by the standardized path coefficient (β) = 0.294 and t-value = 5.030. Therefore, trust is an influential factor influencing the perceived risk of adopting travel bubbles among Cambodians in Siem Reap and Preah Sihanouk (Wang et al., 2016).

In H5, the results show that perceived risk significantly influences behavioral intention, as evidenced by the standardized path coefficient (β) = 0.366 and t-value = 6.323. Mandrik and Bao (2005) stated that individuals' awareness of doubt and undesirable magnitudes or results related to the specific behavior could be implied that perceived risk affects travelers' behavioral intention to adopt travel bubbles.

H6 indicates the non-supported relationship between price value and behavioral intention to adopt travel bubbles.

The findings contradict earlier discussions among scholars that price value as travelers' or customers' intellectual trade-off between their perceived benefits can determine the behavioral intention to adopt the travel bubbles service (Venkatesh et al., 2012), showing that the standardized path coefficient (β) = 0.058 and t-value = 1.235.

Last, H7 provides the results that social influences have a significant influence on behavioral intention to adopt travel bubbles per the results of the standardized path coefficient (β) = 0.369 and t-value = 4.966. Halassi et al. (2019) highlighted that individuals usually adopt behavioral intentions influenced by other important persons, which can be implied that social influences can drive an individual intention to adopt travel bubbles.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This study aims to examine the factors that influence the behavioral intention to adopt travel bubbles of COVID-19 among Cambodians in Siem Reap and Preah Sihanouk. Five hundred participants were involved in the data collection, which was analyzed by Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The results are that government support, trust, perceived risk, and social influences significantly influence on behavioral intention to adopt travel bubbles. In contrast, perceived usefulness, innovativeness, and price value have no significant influence on behavioral intention to adopt travel bubbles.

In discussions, the finding can be implied in theories and practices. First, perceived usefulness is not influential in travelers' confidence in adopting travel bubbles during the pandemic. It contradicts previous discussions that perceived usefulness is the level of assurance travelers expect when embracing travel bubbles during the pandemic (Davis et al., 1989; Phonthanukitithaworn et al., 2016; Venkatesh & Bala, 2008; Venkatesh & Morris, 2000). Second, this study points out that government support is the authority to give instructions, measures, and recommendations to support individuals and organizations in deciding on travel bubbles (Charag et al., 2019; Saleh & Al-Swidi, 2019).

Third, people's innovativeness toward the quick adoption of the travel bubbles is disapproved and against by numerous researchers who have demonstrated innovativeness as the determining factor of behavioral intention (Parasuraman & Colby, 2015; San Martín & Herrero, 2012). Fourth, trust is significant to behavioral intention to adopt travel bubbles as travelers believe that the policy is reliable and offers them smooth travel during the pandemic (Gerrard & Cunningham, 2003; Pikkarainen et al., 2004). Fifth, perceived risk significantly influences behavioral intention as travelers to sense greater risk, and successively perceived risk would rely on the level of individual insecurity of adoption of travel bubbles (Kesharwani & Singh Bisht, 2012).

Next, price value and behavioral intention to adopt travel bubbles are not significantly related and deny the earlier statement that a price-saving promotion cannot enhance the intention to accept travel bubbles during the pandemic (Escobar-Rodríguez & Carvajal-Trujillo, 2013; Sharma et al., 2021). Last, social influences significantly influence behavioral intention to adopt travel bubbles. Many studies supported these results that individuals usually adopt travel bubbles influenced by other important persons (Halassi et al., 2019; Wang et al., 2016).

5.2 Recommendation

Travel agencies and hospitality should strategize their businesses in response to the new type of measure due to the new normal for every individual being enforced and the new tourism trend being shaped. Based on the results, government support, trust, perceived risk, and social influences significantly influence behavioral intention to adopt travel bubbles of Cambodians in Siem Reap and Preah Sihanouk. Travel agencies and hospitality businesses are recommended to join forces with the government to promote the travel bubble program, allowing more travelers to adopt quarantine-free travel in approved destinations. In order to build trust, travelers in the bubble programs should be informed about the guidelines to comply with the health and safety issue during the pandemic. Social influences can be endorsed through reliable parties such as tours, cruises, hotels, and airlines, which give accurate and clear information about the country's destination with the travel plan.

The study also emphasizes the following factors of travel bubble intention: perceived usefulness, innovativeness, and price value. Nevertheless, the findings found that they have no significant influence on these factors on behavioral intention. Research samples in this study only include 500 Cambodians residing in Siem Reap and Preah Sihanouk between 18 to 70 years old who used to travel oversea and are looking forward to traveling in the middle of 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.

5.3 Limitation and Further Study

This study incurs several limitations that can be beneficial for future research. First, the sample group in this study is scoped to Siem Reap and Preah Sihanouk. The

results may apply in particular countries and regions but not others. Second, the conceptual framework can be extended to investigate other potential constructs when looking at the other adoption model, such as facilitation conditions, satisfaction, and attitude. Next, a qualitative study should be extended to surge clearer implications of both influential and non-influential factors of the behavioral intention to adopt travel bubbles. Last, because this study was conducted during the pandemic, the results might differ in other situations, such as future or post-pandemic crises.

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