



**EXPLORING THE POTENTIAL OF STAYCATION
MAKING TO TRAVEL DURING AND
AFTERMATH OF THE COVID-19**

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ABSTRACT

The purpose of this study is to explore the potential of a staycation as one of the preferred destinations for travel during and after Covid-19. This study is also to find out the needs of millennials for staycations in the tourism industry, which mainly focuses on factors such as the distance that can affect staycations, social interactions, and millennials' experience of staycations that can increase their motivation when working. This staycation plays an important role in de-stressing and is a more eco-friendly and easier way to spend a vacation close to home. In addition, this study focused on millennials' people because they are an important new market that can change the tourism landscape in the world market. The research design used in this study is a qualitative method. This study proposed posed a staycation is one of the best and most effective ways to de-stress after and before the Covid-19 pandemic.

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ABSTRAK

Tujuan kajian ini adalah untuk meneroka potensi *Staycation* sebagai salah satu destinasi pilihan untuk perjalanan semasa dan selepas Covid-19. Kajian ini juga adalah untuk mengetahui keperluan golongan milenial untuk berehat dalam industri pelancongan, terutamanya memfokuskan kepada beberapa faktor seperti jarak, interaksi sosial, dan pengalaman milenial untuk berehat yang boleh meningkatkan motivasi mereka ketika bekerja. Menginap ini memainkan peranan penting dalam menghilangkan tekanan dan merupakan cara yang lebih mesra alam dan mudah untuk menghabiskan percutian berhampiran dengan rumah. Kajian ini lebih tertumpu kepada golongan milenial kerana golongan ini merupakan golongan yang penting untuk mengubah landskap pelancongan di pasaran dunia. Reka bentuk kajian yang digunakan dalam kajian ini ialah kaedah kualitatif. Oleh itu, kajian ini akan melihat *Staycation* adalah salah satu cara terbaik dan paling berkesan untuk menghilangkan tekanan selepas dan sebelum pandemik Covid-19.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will have started with an introduction and the background of the study on work stress and a short vacation, and then, followed by the problem statement. This chapter also included the research objectives, research questions, and the significance of this study. Followed by the definition of the key terms and will end this chapter with a summary of the chapter.

1.2 BACKGROUND OF STUDY

Globally, since the Covid19 outbreak towards the end of 2019, the disruption of global flows and mobility has triggered economic loss to the tourism industry affecting human freedom and well-being. Tourists face high risks in traveling due to the health threats and limitations introduced by governments. The situation is changing daily causing problems for millions of travelers, and making travel unappealing and quite stressful. The shutdown of numerous communities and the implementation of major restrictions on border crossings has virtually eliminated the tourism economy in communities throughout the world (Goodwin, 2020). Places, which only a few months ago were suffering from extreme problems of over-visitation (Milano et al., 2019) are presently eerily quiet (Kimmelman, 2020). This is because the tourism industry has been severely damaged due to travel being regarded as a high-risk activity. Worse still, due to the uncertainty and misleading information about epidemics in social media, tourist perceptions and behavior

changes in traveling have led to significant reductions in travel demand (Romagosa, 2020).

Staycation is a local travel practice and domestic tourism experience referred to as proximity tourism (Wong, Lin & Kou, 2021). Staycations represent a form of domestic tourism with shorter length and proximity. In other words, the length of a staycation is often short, as it mostly pertains to excursions within driving distance from home. Since domestic tourists tend to travel shorter distances or staycation, domestic tourists may come from neighboring areas for a weekend or a short stay (Canavan, 2013; Jeuring, 2017), or overnight (Wong, Lin, & Kou, 2021). In this study, the staycation concept is required tourists to detach from home to undertake touristic activities in surrounding spaces from home and often undertaken as an overnight stay.

Millennials are the latest generation to enter the workplace; they are the generation born between the 1980s and 2000s. Since they are the latest generation, their job characteristics are still evolving and changing. However, they are a highly motivated bunch, with their upbringing filled with positive reinforcement. They are said to be among the highly educated generation; 60% or more of them are university graduates. They share many similarities with Generation X, such as being more entrepreneurial and less process-focused, as well as demanding and highly confident (Crampton & Hodge 2006). They differ significantly from Baby Boomers and Veterans, who are more concerned with work and traditional organizational structures.

Next, millennials are one of the main users of staycation package products. A staycation, or "holiday," is a period in which an individual or family stays home and participates in leisure activities within day-trip distance of their home and does not require overnight accommodation. In British English, the term has increasingly come to refer to

domestic tourism, taking a holiday in one's own country as opposed to traveling abroad. This is because they are more likely to try new things and are interested in traveling. In addition, they are also among the people who are tech-savvy compared to other generations, so they try to be sensitive and follow the latest trends or developments. Therefore, staycations are popular among their group to fill their free time after work. Most participants are willing to share their staycation experience with friends and family and make recommendations through social media platforms, such as Instagram because they consider social media to be one of the main channels to connect with others.

The study's main focus is on millennials' opinions of staycations. For millennials, quality of life and enjoyable experiences are more important than for older generations (such as baby boomers), who prioritize their careers more. Millennials may find staycations appealing as a new norm because they are open to new experiences and trend-conscious (Dabija et al., 2018; Ketter, 2020; Siegel and Wang, 2019). According to Bowen and McCain (2015) and Williams and Page (2011), millennials are also sensitive to current events and potential future developments. Millennials' behaviors are primarily influenced by actual events in their lives.

In this way, millennials' staycation experiences at COVID-19 may differ from conventional travel experiences since a staycation is defined as "a vacation in which the vacationer stays at home, or near home while creating the ambiance of a standard vacation" (Wixon, 2009, p. 2). Instead of traveling to another location, a person on a staycation experiences the physical surroundings of a local hotel and visits nearby attractions. As a result, the surroundings and cultures they encounter might not be all that different from their own. A staycation involves people's behavior within their social circle because it takes place in a constrained physical environment (such as a hotel or resort) in a nearby neighborhood (Besson, 2017). However, staycation actions might not be typical

because, although being locals, they are simultaneously assuming the role of tourists exploring the neighborhood (Besson, 2017).

1.3 PROBLEM STATEMENT

Domestic tourism is a neglected topic in the literature and its importance to the economy has generally been underestimated (Stylidis, Belhassen, & Shani, 2017). In the current circumstances, some people are spending their holidays locally (Jeuring and Haartsen, 2017) and favor a staycation, where the number of staycation offers is increasing in popularity during Covid19. Referring to vacationing in one's usual environment (Vada, Prentice, Scott, & Hsiao, 2020), staycation has become a popular (and perhaps the only available) tourism activity amid mobility constraints with border lockdowns (Le & Phi, 2021). The staycation concept has gained increasing attention during the last year because of the ongoing Covid19 pandemic (Wong, Lin and Kou, 2021). There are limited previous study has considered the staycation phenomenon as a study object and as a potential empirical source of data to address this issue.

Despite the importance of applying staycation concepts during the Covid19 pandemic, the existing literature has lagged (Knezevic Cvelbar & Ogorevc, 2020). Several questions arise concerning the tourists/residents' experiences, well-being, and psychological outcomes from the staycation concept. Tourist well-being pertains to therapy and healing; it is subjectively evaluated with a reflection on tourists' life satisfaction and happiness. Fritz and Sonnentag (2006) claim that staycation in particular has the potential to promote recuperation and recovery from daily exhaustion, to replenish new resources. In this vein, undertaking staycations offers tourists recovery experiences to help prevent them from developing severe health problems such as depression, stress, trauma, and fear with this pandemic situation (Lin et al., 2021). However, there are

limitations has led to debates on staycation impact, whereas “*staycation have less pronounced effects on wellbeing than do vacations spent outside the person’s usual living environment*” (de Bloom, Nawijn, Geurts, Kinnunen, & Korpela, 2017, p. 574).

Millennials are one of the main consumer groups for staycation package items (Barclays, 2019). in comparison to earlier ones. Millennials tend to pursue quality of life and meaningful life experiences and are technologically savvy and trend-conscious (Sethi et al., 2018). Because they enjoy traveling, are open to trying new things, and have a lot of money to spend (Siegel and Wang, 2019). Staycations are locals who transform into domestic tourists while on vacation because they are familiar with the surroundings but feel emotions that are different from their normal ones. This suggests that they paradoxically experience an extraordinary feeling of wonderment in their regular surroundings.

By categorizing sets of data from earlier research, limited descriptions of the structure of staycation experiences are provided for local activities for staycations. For instance, Besson (2017) lists the most popular activities as outdoor leisure, adventure, sightseeing, socializing, relaxation, and gustatory pleasures. By examining internet postings, Rosu (2020) identifies eight staycation behaviors that are frequently associated with activities and a love of the outdoors. According to Kalista (2020), research on families with children demonstrates that when staying at a nearby resort, families are more willing to attempt new activities. In general, a person's level of happiness and relaxation is generally more influenced by what they do and experience than by how long they stay (de Bloom et al., 2017; Kalista, 2020). While most publications on the subject of staycations describe practices, there is little research on the situational aspects of staycation experiences, particularly when they occur at work.

Last but not least, the younger consumer segment is generally ignored in the existing studies on staycations. According to the millennial lifestyle, James and colleagues (2017) study of millennials' hotel staycation experiences identifies four types of staycations: socialites who enjoy watching movies, socialites who enjoy trying new foods, adventurous eaters who enjoy watching television and movies, and culture enthusiasts. Millennials' staycation experiences while at work can take different forms compared to the typology of millennial staycationers and the typical tourist experience at a destination.

1.4 GENERAL RESEARCH OBJECTIVE

To explore the potential of staycations among Millennials as one preferred travel choice during and in aftermath of the Covid19.

1.5 RESEARCH QUESTIONS

1. What are the concepts of staycation used among Millennials?
2. What are the drivers that push Millennials to make staycation?
3. Can the staycation be one travel choice making during and in the aftermath of the Covid19?

1.6 RESEARCH OBJECTIVES

1. To study the awareness of staycation concepts
2. To explore the staycation drivers that push tourists to travel in the short-term
3. To investigate whether staycation is one travel choice making during and in aftermath of the Covid19.

1.7 SIGNIFICANCE OF THE STUDY

The purpose of this research is to study the need for a millennial staycation in the tourism industry which mainly focuses on factors, the distance that can influence millennials' staycation, social and experiences on millennial's staycation that can increase their motivation when working.

1.8 DEFINITION OF KEY TERMS

Millennials

The generational group that follows Generation X and comes before Generation Z in the West is referred to as millennials, sometimes known as Generation Y or Gen Y. (Sadaghiani, 2010). With the generation commonly being described as persons born from 1981 to 1996, researchers and the general public use the early 1980s as starting birth years and the mid-1990s to early 2000s as the ending birth years.

Staycation

A staycation, also known as a holiday or a combination of the words "stay" and "vacation," is a period during which a person or family stays at home and engages in leisure activities that are easily accessible by day trip and do not require overnight lodging. (Sanchez-Rebull, 2022). By having a vacation at home rather than overseas, the phrase has gradually evolved to mean domestic tourism in British English. Using a home pool, visiting nearby parks and museums, and going to fairs and theme parks are all typical staycation activities. Some staycationers prefer to adhere to a set of guidelines in order to mimic the experience of a traditional vacation. These guidelines may include setting a start and end date, making advance plans, and avoiding routine.

Crisis of Covid-19

The COVID-19 pandemic sometimes referred to as the coronavirus pandemic, is an ongoing global disease outbreak brought on by the coronavirus 2 that causes severe acute respiratory syndrome (SARS-CoV-2). (Yosra A. Helmy 1, 2020). In December 2019, an epidemic in the Chinese city of Wuhan led to the discovery of the new virus. There were futile attempts to contain it, which allowed the virus to spread to other parts of Asia and eventually the entire world. On January 30, 2020, and March 11, 2020, respectively, the World Health Organization (WHO) labelled the outbreak a pandemic and a public health emergency of international concern. The pandemic was one of the deadliest in history as of 27 December 2022, with more than 657 million illnesses and 6.67 million confirmed deaths.

1.9 SUMMARY

This chapter identifies that the use of staycations is derived from millennials' behavior after work hours. The millennial staycation experience dynamically consists of their physical and cognitive, social interactions, and emotional responses, with a list of research questions and research objectives that will help produce something meaningful and meaningful results in the end.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this literature review chapter attempts to review the relevant literature and research related to work stress and a short vacation. The chapter first discusses the concept of the crisis of Covid-19. The second part has discussed the theory of decision-making and tourist destination choice. The third part is focused on the concept of staycations. The next part is about Millennials group. short vacations. This chapter will end with a research conceptual and summary.

2.2 THE CRISIS OF COVID-19

A 'crisis' is described as a sudden and unexpected event relating to the internal environment, which causes chaos and destroys organizations that lack decisive action (Hyndman & Hyndman, 2016). The tourism crisis is rooted in the economic, sociocultural, environmental, and political impact. Imoaka (2013) mentioned that the crisis has a significant impact on the tourism industry regarding reduced tourist flow, travel plans, unemployment, and business investment. Besides that, tourism literature is satisfied with examples of crises and the consequential impacts on tourism flux and business operations. A crisis is not limited to adverse weather or geological processes, but epidemics and pandemics have also caused exogenous shocks to tourism systems. For example, health outbreaks, such as foot-and-mouth disease, SARS epidemic and Avian Influenza pandemic, led to a decline in demand in multiple tourism sectors

(Borzyszkowski, 2013; Herbane, 2013; Calgaro, Lloyd, & Dominey-Howes, 2014). Nevertheless, after the crises, the tourism industry recovered (Tejan & Safaa, 2018).

In year 2019, the effect of Covid19 pandemic has changed the tourist landscape with the need to adapt to the 'New Norms' practiced worldwide after the post-Covid19 pandemic (Galvani, Lew, and Perez, 2020).

During the COVID-19 crisis, leisure travel and tourism have been hit hard compared to the global financial crisis. This is because the pandemic has had a more devastating impact on international travel and tourism. Intervention measures such as curfews, stay-at-home orders, restrictions on public gatherings, travel restrictions, and travel bans have been used by various national governments to control the spread of the virus at various times since the beginning of the COVID-19 pandemic, with cross-border travel restricted or constrained by testing, quarantine, or vaccine requirements. According to Romagosa (2020) and Cabello and colleagues (2020), during the early part of the COVID-19 pandemic, international travel came to an almost complete halt, with international arrivals plunging by 97% in April 2020 to levels not seen since the early 1990s, resulting in a more than tenfold loss of international tourism revenue. times the depths of the global financial crisis (UNWTO, 2020). For example, Italy was the first western country to order a nationwide shutdown on March 9, 2020, and by the end of March 2020, over 90% of the world's population was under some form of international travel restrictions (Romagosa, 2020).

Subsequently, the rate of COVID-19 infections in different countries came in waves, and when the first wave of infections subsided with a decrease in positive cases around June 2020, some control measures were relaxed, which allowed some forms of tourism to resume (Gossing et al., 2020). After the relaxation of these travel restrictions, attempts have been made to restart tourism through the promotion of travel to domestic

destinations, and domestic tourism is showing some signs of recovery in many countries. Among the few countries that started the staycation initiative to encourage visits to local destinations are Ireland, Iceland, Italy, Poland, Slovenia, Lithuania, South Korea, and Thailand. Therefore, staycations have grown rapidly during the COVID-19 pandemic and have become part of the emerging customer behaviour inspired by the epidemic. However, the literature on staycations is still sparse, especially in the context of the COVID-19 pandemic.

The tourist industry is one of the most impacted by the Covid-19 pandemic issue, which is the second effect of the crisis. Berita Harian Online reported on March 13 (2020), that the Covid-19 epidemic's increase may have cost the tourist industry as much as RM3.37 billion between January and February 2020. This is the case because of the Covid-19 pandemic, which has forced travel restrictions to be quickly lifted in order to avoid the epidemic from spreading to tourist-friendly countries. Even airlines are unable to travel till the Covid-19 pandemic is under control. Hence, the Covid-19 problem has had an impact on the tourist industry, which also is the backbone of the country's economy.

Not to forget, the impact of the Covid-19 issue has caused fewer work prospects. This is because most companies won't be able to run during the Covid-19 epidemic in 2020 and 2021, and even people will have to stay in during the execution of the Movement Control Order (MCO). Since this, the business has had to cut costs by decreasing its workforce and is unable to hire new workers because it is operating at a loss. Berita Harian reported on October 9, 2020, that in order to reduce costs, Air Asia X has to terminate more than 2,000 workers, around 10% of its 24,000 entire workers. It is evident that many people have experienced employment loss as a result of the Covid-19 outbreak, particularly family heads who are responsible for providing for their families.

2.3 THEORY OF DECISION MAKING

Researchers have focused on studies about travel decision-making for over four decades to understand how tourists make their leisure choices. The tourism literature reports that tourists' decision follows a funnel-like procedure of narrowing down choices among alternative destinations (Sirakaya & Woodside, 2005). The decision process is seen as multi-staged rather than a single-step process (Chon, 1990; Gunn, 1989), which are 1) Dreaming; 2) Planning; 3) Reservation; 4) Experience; and 5) Loyalty. Decision-making is a dynamic and complex process that is not characterized by unchanging sequential stages (Decrop & Snelders, 2005). It is influenced by several variables from both socio-psychological and non-psychological.

Sirakaya & Woodside (2005) claimed that the decision-making process is not fully developed theoretically. This lack of development is due to the current state of decision-making research in tourism lacks a consistent perspective that reflects the unique characteristics of tourism services. Besides, as decision-making is a complex and dynamic process, research focusing on understanding and describing the dynamic nature of the decision itself is needed (Marcevovala, 2011). Hence, it is expected that the decision process will be influenced in different ways for different situations like the pandemic of COVID-19 and different generations.

2.4 TOURISTS' DESTINATION CHOICE

Information from social media and word of mouth is increasingly contributing to the formation of perceptions about tourists' choices. This is because the tourism industry is a service industry that inherits intangible factors. Therefore, interpersonal influence and

word of mouth act as important sources of information, with the advent of increasingly sophisticated and growing technology, information sharing has become easier, and a wider choice is available for information sources for potential tourists. Therefore, for tourists, apart from being able to rely on other people's opinions to make their travel decisions, there are also some suggested social media channels such as Instagram, TikTok, YouTube, Facebook, blogs, websites, and many other facilities. This situation makes it easier for tourists to access information sources and find information about the destination they have chosen to visit. Therefore, to choose a tourist destination, tourists search for information from various sources, such as airlines, transport operators, travel agents, visitor centers, and marketing activities, including advertising.

The choice is the tourist's decision about which destination to visit from among various alternatives. However, researchers often see consumer decision-making as a sequential process, which involves several steps from need identification, information search, product evaluation and comparison, and then to the purchase decision. In the context of tourism, tourist destination choice is also an isolation process, which contains a series of steps, including the passive acquisition of information, initial choice considering situational constraints, set-induced evaluation, active information search, and selection of the destination. of this separation process can be influenced by several types of internal motivation, attitudes, needs, and external factors information, price, time, and space. Several similar frameworks have been developed to understand the destination decision process based on behavioral decision theory. Overall, this framework destination choice process is driven by various factors that influence destination choice, and these basic factors are classified by their demographic background, related destination attractions, and situational destination awareness. Among the influencing factors are environmental factors and individual character factors. Environmental factors refer to

external forces such as information sources, culture, family, lifestyle, and destination characteristics, while individual characteristic factors refer to the personal characteristics of tourists such as personal motivation, personality, and past experience. Among the various factors that influence the decision to choose a tourist destination. The effect of culture on the choice of destination is reflected in two aspects, the first is that tourists from different cultural backgrounds behave differently in choosing a second destination.

2.5 THE CONCEPT OF STAYCATIONS

Since December 2019, the Covid-19 crisis has led to profound changes around the world with a lot of interdictions or constraints to travel outside one's own country. One of the major consequences has been the development of proximity tourism in outdoor spaces less conducive to the spread of the virus. During COVID-19, staycation became a new trend and its popularity continued to rise when the virus spread worldwide (Raj 2020). Based on Google Trends in Indonesia, the keyword "staycation" has been rising in the middle of 2020 (Eloksari 2020). According to Terry Massey in the Myrtle Beach Sun-News, "staycation" is an alternative vacation during the crisis (James et al. 2017). This trend started to emerge in 2008, amidst the United States' economic crisis (Fox 2009). The term refers to people's desire to visit a tourist destination near home rather than traveling to a distant area (Papatheodorou et al. 2010; Yesawich 2010). Hence, people have an interest to staycation during COVID-19.

Staycation is a local travel practice and domestic tourism experience referred to as proximity tourism (Wong, Lin & Kou, 2021). Staycations represent a form of domestic tourism with shorter length and proximity. In other words, the length of a staycation is often short, as it mostly pertains to excursions within driving distance from home. Since domestic tourists tend to travel shorter distances or staycation, domestic tourists may

come from neighboring areas for a weekend or a short stay (Canavan, 2013; Jeuring, 2017), or overnight (Wong, Lin, & Kou, 2021). According to Dixon, a staycation is a vacation spent at or near one's home, creating a traditional holiday environment while enjoying everything that home and one's home ambiance have to offer. This demonstrates that creating a traditional holiday environment is an important aspect of staycation.

Staycation is a neologism derived from the contraction of "stay" and "vacation" that originated in the United States. Nonetheless, a staycation is not a vacation model for students or low-budget travellers (though it may be a concept a large share of these audiences decides to adopt (Jeuring, 2017; Wong, Lin, & Kou, 2021). Rather, a staycation is an environmentally friendly way to spend your vacation close to home. It is associated with less pollution, saving money, and not contributing to the overwhelming chaos that occurs in some of the world's most popular tourist destinations.

2.6 MILLENNIALS GROUP

The “millennials” generation represents the more predisposed segment of the population toward this new paradigm of mobility (Mulley, 2017). The millennial generation or ‘Y generation’ are a significant new market segment that could change the tourism landscape in the world market. This generation is a unique group of tourists whose considered traveling experience is a priority, and their consumption choices and preferences differ significantly from previous generations (Benckendorff et al., 2010).

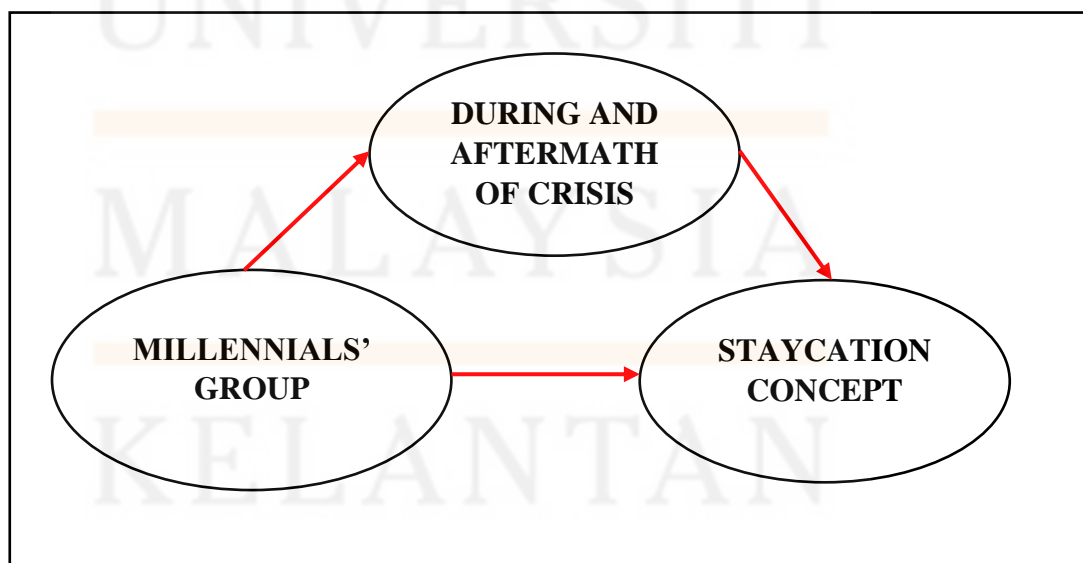
Millennials are one of the main consumer groups for staycation package items (Barclays, 2019). in comparison to earlier ones. Millennials tend to pursue the quality of life and meaningful life experiences and are technologically savvy and trend-conscious (Sethi et al., 2018). Because they enjoy traveling, are open to trying new things, and have

a lot of money to spend (Siegel and Wang, 2019). Staycations are locals who transform into domestic tourists while on vacation because they are familiar with the surroundings but feel emotions that are different from their normal ones. This suggests that they paradoxically experience an extraordinary feeling of wonderment in their regular surroundings.

2.7 RESEARCH CONCEPTUAL

A theoretical framework is a network of linkages between variables that are logical, explicated, and elaborated with respect to the issue. The association between staycations and millennials from the workplace is important to comprehend for this study. The study aims to identify the factors that cause millennials to take a staycation from the workplace, identify whether short or long distance affects travel for vacation and whether the experience while on vacation can improve performance or motivation when working as shown in Figure 2.1 below.

Figure 2.1: The conceptual framework of the staycation concept among millennials group during and aftermath of the crisis.



2.8 SUMMARY

A direct and unavoidable result of the sudden travel restrictions put in place in response to the COVID-19 pandemic were personal reflections on the necessity of frequent leisure travel. In the post-COVID-19 rebuild, it will be advantageous from the perspectives of urban governance and (outdoor) recreation policy to counter the negative and elevate the positive aspects of local and regional vacationing. Since many Millennials group gained a deeper understanding of their local environment and recreational opportunities, further development of local leisure opportunities such as commercial services and public amenities, as well as bettering awareness of and access to them, could encourage more staycations in the future. A crucial action might be to imitate some ostensibly positive aspects of vacationing farther away while staying closer to homes, such as togetherness through newly discovered sights or experiences in the immediate vicinity. In that regard, the forced staycation revealed opportunities to get around one's natural perspective of one's home and surroundings and appreciate one's regular surroundings with new eyes. After COVID-19, there may be more opportunities for short-haul travel and stay-cations during other holiday seasons and in different situations with fewer common customs and a wider range of vacation interests.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter discusses how the research was carried out to achieve the research objectives. It includes the research framework, research design, case study approach, sampling design, data collection techniques, and data analysis. The study target population and sample size the aspect of whom, where, and how to be studied were explained. Then, further explanations of what types of sampling methods were used and how data collection was conducted. This study also describes how and where the questionnaires were distributed. Lastly, data analysis is also highlighted.

3.2 RESEARCH DESIGN

The research design refers to the option between the quantitative and qualitative analysis methods. Patrick (2015) said the qualitative approach is a method of research that summarizes phenomena based on numbers. A **qualitative approach** has been constructed as our research tool in this research. Qualitative research is used to explore the behavior, perspective, feelings, and experiences of people and stories at the real-life event which are useful in exploring change and conflict (Yin, 2011). In exploring real-life events, researchers have chosen the case study as a qualitative research approach.

Creswell (2013) derives the definition of case study as “a qualitative approach in which the investigator explores a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time, through detailed, in-depth data collection involving multiple sources of information (e.g., observations, interviews, audio-visual

materials and documents, and reports), and report a case description and case themes” (page 97). A case study is an empirical inquiry that investigates a contemporary phenomenon within its natural context (Yin, 2009:18).

Generally, there are three types of case studies, namely, exploratory, descriptive, and explanatory studies (Yin, 2014). The exploratory approach is the preferred one as a smaller number of previous research is conducted. The exploratory approach of the case study is applicable to this study with a reason to examine the phenomena that clearly specify to explore the potential of staycations among Millennials as one preferred travel choice during and in aftermath of the covid19.

3.3 SAMPLING DESIGN

Qualitative data collection is a different process from quantitative and has its specific characteristics. Due to its weight, which emphasizes on quality rather than quantity, the objective was not to maximize numbers but to become “saturated” with information on the topic (Padgett, 1998). Qualitative sampling is drawn from information factors rather than the number of participants (Kayat, 2002). The qualitative material collected is guided by theoretical sampling (Jennings, 2005). Theoretical sampling leads to data collection and analysis and contributes to the determination of when to stop sampling. Interviews will be stopped when the data reach the saturation level (Seidman, 2006), or when a qualitative informational “isomorph” is achieved (Jennings, 2005). The term "qualitative informational isomorph” refers to the gathering of data until redundancy of information is reached and when the interviewees repeat the same information.

The most commonly used method in qualitative analysis is purposive sampling (Creswell, 2013; Yin, 2011). The purposive sample is defined as “having logic and power and providing rich information” (Patton 1990, p. 169). Purposive sampling was chosen

for this study, whereby the researcher is interested in the informants who have the best knowledge and rich experience concerning the research topic (Creswell, 2013).

The population size of respondents is based on millennials people in Malaysia. The study will focus on the selection of respondents based on

- 1) age (born between 1981–1994)
- 2) professional type (Lecturers).

Therefore, the sample size is among lecturers in UMK for this study.

3.4 DATA COLLECTION METHOD

Data collections are the method of collecting, measuring, and analyzing correct insights for research using preferred proven techniques. The information of the collection method can be divided in two types such as primary data and secondary data (Hox & Boeije, 2005). Primary data includes the original data that has been collected for research purposes in the first time while secondary data refers to the data that was gathered by another source other than the respondents. Data collection is one of the most critical stages in conducting research starting with deciding what kind of data is needed followed by selecting the sample from a certain population.

For the case study approach, there are various sources of techniques in collecting the data, such as documentation, archival records, interviews, direct observations, participant observation, and physical artifacts (Creswell, 2007; Yin, 2014). Data collection is a combination of activities that aim to achieve the research objective 116 and answer the research questions (Creswell, 2009). The most appropriate research approach for this study is the interview method.

Table 3.1: Questionnaire of exploring the potential of staycation as one preferred destination to travel during and aftermath of the covid-19.

Research questions	Research approach	Respondents
1. What are the concepts of staycation used among Millennials?	Semi-structured interview	Millennial's people
2. What are the drivers that push Millennials to make staycation?		
3. Can staycation be one travel choice making during and in the aftermath of the Covid19?		

3.4.1 SEMI-STRUCTURED INTERVIEWS

To suit the need of this study, a qualitative semi-structured interview was chosen because it is an essential data-gathering method (Gale, Heath, Cameron, Rashid, & Redwood, 2013) among the government officers and SMABs in the case study areas. In this type of interview, the researcher attempts to achieve a holistic understanding of the interviewee's points of view or situations (Van Teijlingen, 2014). In this study, there were interview sessions with millennials people.

3.4.2 TYPES OF INTERVIEW QUESTIONS

The interview guideline is categorized based on the research question in this study.

There are several questions will be asked of respondents as listed below.

Table 3.2: List of interview questions

No.	List of interview questions	Research objective
1.	What do you understand about the staycation concept?	RO1
2.	Where are the places that you do the staycation?	
3.	How many days for a staycation?	
4.	Did you make a staycation? If yes, why?	RO2
5.	What do you think about the staycation that can release stress before/after the crisis? Please explain.	RO3

All these interviews were recorded by tapes and notes and lasted between 30 minutes to 45 minutes. The interviewees were free to decide whether to do the interviews in English or Malay. Decisions for interview selection were based primarily on the availability of interviewees' which time corresponds between the selected participant and the researcher. After the interview process, the audio tape interviews will be transcribed in the original language by the researcher. During the transcription process, reference was made to the field notes to ensure accuracy. Then, the researcher will translate the interviews in English faithfully to the interviewees' meaning as possible. Therefore, any language idiosyncrasies and grammatical errors are attributed to the researcher. Complete transcriptions will be verified against the recording and corrections were made.

3.5 DATA ANALYSIS AND INTERPRETATION

Scholars have suggested that the data speaks for itself, but it must be well-organized (Gale et al., 2013). As mentioned by Patton (2002), the process of analyzing qualitative data is known for taking out rich information and narrowing it down into an actual size in order

to determine usage patterns and build a framework vision from the objectives set up earlier. However, there was no single correct method for analyzing qualitative data; clearly, the course of action chosen must reflect the purpose of the study (Creswell, 2011; Patton, 2015).

Within the qualitative method, there are a variety of data analysis techniques from which to choose. The available tools include content analysis, constant comparison, successive approximation, thematic analysis, domain analysis, ideal type, event structure analysis, matrices, grounded theory, and other analytical methods (Silverman, 2006). However, choosing an appropriate technique depends on many factors, including the nature of the data and the type of research questions to be addressed. Table 3.3 shows examples of qualitative methods of data analysis.

Table 3.3: Examples of qualitative methods of empirical material (data) analysis.

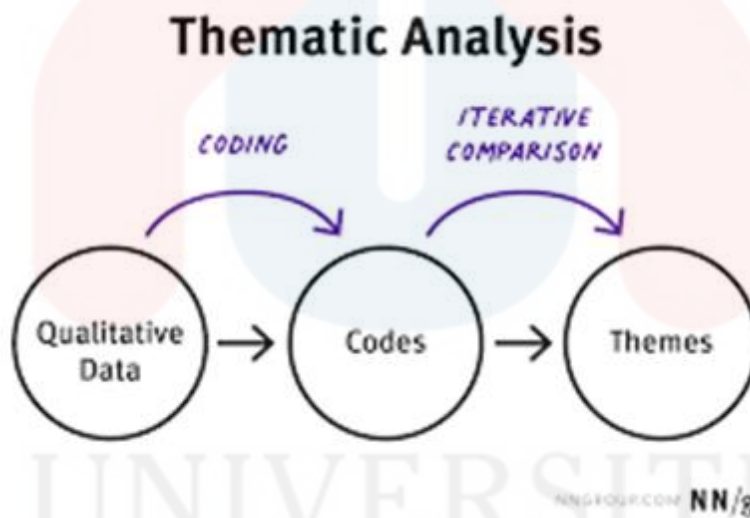
Types of analysis	Discussions
Content analysis	Textual materials are read, annotated and coded. Categories are generated from reading, annotating and coding. Categories are evaluated regarding the relevance of emerging taxonomy in relation to the empirical setting from which they emerged. This involved reflection and questioning of the assignment of codes and categories and the real-world context.
Constant comparative analysis	Constant comparative analysis two generic stages, coding and the comparison of codes to generate categories to build an ideographic representation of the study phenomenon. Theoretical sampling will also be applied to establish the repetitive presence of concepts. The method has similarities with grounded theory analysis.
Domain analysis	Categories study units using a “cover term,” “included the terms”, and a “semantic relationship”. Categorization is an ongoing process during data

	collection. Domain analysis is founded on Spradley's Participant Observation as well as the study of culture
Event-structure analysis	The chronological ordering of events highlights the causal relationships for their occurrence.
Grounded theory analysis	Grounded theory is attributed to the work of Barney Glaser (1930) and Anselm Strauss (1916-1996). It is an inductive process, as are all of the qualitative methods of empirical material analysis. In its original form, the theory is produced by identifying conditions that result in a phenomenon occurring, which establishes a specific context, concomitant actions, and related consequences.
Thematic analysis	It is an approach dealing with data analysis based on emerging themes from interviews. The 'data' being analyzed might take any number of forms – an interview transcripts, field notes, policy documents, photographs, video footage, etc.

Normally researcher frequently uses content analysis and thematic analysis. The content analysis uses a descriptive approach in both coding of the data and its interpretation of quantitative counts of the codes (Hsieh & Shannon, 2005). Conversely, the thematic analysis provides a purely qualitative, detailed, and nuanced account of the data 126 (Braun & Clarke, 2006). However, both of these analyses are sets of techniques and systematic processes to analyze textual data, coding, and creation of theme (Forman, Creswell, Damschroder, Kowalski, & Krein, 2008; Vaismoradi, Jones, Turunen, & Snelgrove, 2016). For the purpose of the study **thematic analysis** was used to analyze the qualitative data analysis.

3.5.1 THEMATIC ANALYSIS

According to Braun and Clarke (2006), thematic analysis is a technique for studying qualitative data that comprises looking through a data set to find, examine, and document recurring themes. It is a technique for summarising data, but when choosing codes and creating themes, it also involves interpretation. The versatility of thematic analysis to be employed within a wide range of theoretical and epistemological frameworks, as well as to be applied to a wide range of study topics, designs, and sample sizes, is one of its distinguishing characteristics. While some academics have claimed that thematic analysis belongs in the category of ethnography or is particularly suited to phenomenology (Aronson 1995), (Joffe 2011)



3.6 CONCLUSION

This chapter describes the method of data collection used to investigate the exploring of the potential of staycation as one preferred to travel during and aftermath of the covid-19. A qualitative approach has been constructed as a research tool in this research to gather data from the respondents using interview sessions. The main advantage of qualitative research is that it provides a more in-depth understanding of the

subjects. The main disadvantage of qualitative research is that because sample sizes are typically small and non-random, the conclusions may not be applicable to the larger community from which the sample was drawn. A self-administered questionnaire will be the research tool employed in this study. This research can address data gathering and processing, while a pilot study is used to assess the research's strengths and weaknesses.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter focuses on in-depth interviews with 7 respondents related to exploring the potential of staycation as one preferred destination to travel in aftermath of the Covid-19. This chapter answers two research questions namely, 1) What are the concepts of staycation used among Millennials? and 2) What are the drivers that push Millennials to make staycation? Sections 4.2 to 4.4 present the reaction of the respondents' understanding, knowledge, and experience to make a staycation towards the Millennials in Malaysia. The opposite, followed by Sections 4.5 and 4.6 answers the third research question which is "3) Can the staycation be one travel choice making during and in the aftermath of Covid-19?". Most respondents gave a positive reaction because making a staycation is one of the necessities in everyday life with the effects before and after making a staycation. The respondents required to achieve the objectives of this study are as many as 7 respondents who are Millennials in Malaysia.

4.2 THE CONCEPTS OF STAYCATION AMONG MILLENNIAL GROUPS IN MALAYSIA

This section discusses the data analysis for the first research objective which is to explore the concepts of staycation. A semi-structured interview was conducted with the respondents to find out the level of knowledge about the concept of staycation among Millennials group in Malaysia. The analysis found that this study has four themes in the concept of staycation after seven respondents were interviewed. This study found that most respondents understood the concept of staycation. The following are 4 themes found when interviewing respondents, namely 1) Duration, a sub-theme for a short period of time, 2) Type of activity, there are two sub-themes namely leisure activities and visiting family, 3) Place, a sub-theme for place. is a hotel or resort and 4) Distance sub-theme for distance is near to home. Table 4.1 shows the theme of concept the staycation, sub theme, percentage, and responses.

Table 4.1. Shows the theme of concept the staycation, sub-theme, and percentage of responses.

Theme	Sub Theme	Percentage of responses (n:7)
1. Duration	Short Period	57%
2. Type Activity	Leisure Activity	26%
	Visiting Family	43%
3. Place	Hotel or resort	71%
4. Distance	Nearby from Home	57%

4.2.1 AWARENESS OF STAYCATION CONCEPTS

First and foremost, about question number 1 which is “Did you know about staycation?”, “What do you understand about the staycation concepts? “Did you do the staycation? If yes, why?”. R1 stated that “*A staycation is a person who leaves their home to go somewhere nearby home with a purpose in a short period of time. I do have a staycation a few times a year such as spending time with family, especially during the weekend.*” Then R5 said,

“Staycation is a person who leaves home with the purpose to visit a nearby place in a short time like to release stress after working for long periods of time. I do have to make a staycation a few times a year like going to Penang, and Kuala Lumpur for holidays for a few days, also I go on staycation because I want to be shopping, eat something delicious and Viral, and so on.”

These responses are like respondent R6. Some respondents also said that “*Staycation can be defined as a short stay or less than three days. For Example, I make the staycation to visit my family and villages, staying at a hotel or homestay because of the kid who want to be swimming at the pool*” – This response is similar to the respondent R3, R7 and R4.

Meanwhile R2 response that that “*Yes, I do understand about staycation. A staycation is a leisure activity in which an individual or family stays in a hotel, vacation rental or other nearby accommodation for one nights in order to experiences the local area as a tourist while avoiding the time and expenses associated with long-distance*

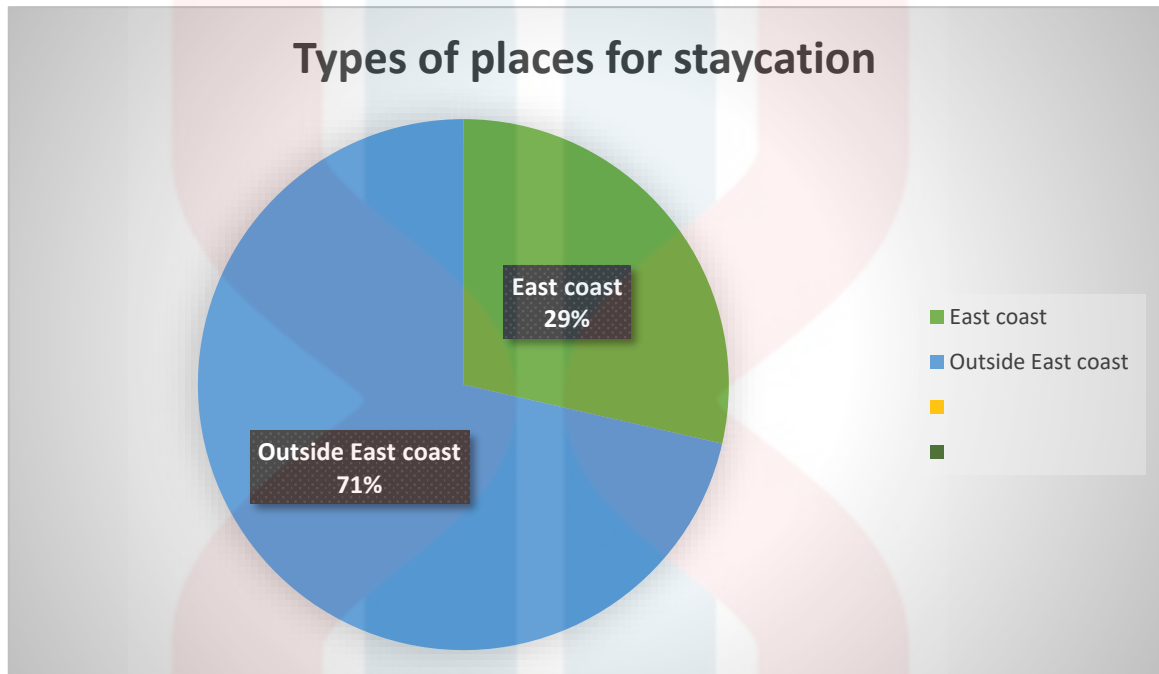
travel and for leisure activities I participated in such as Independence Day celebrations, went camping, and even participated in a concert.

Table 4.2 shows the summary of the result analysis.

Theme	Sub Theme	Example Of Responses
1. Duration	Short Period	R1: “a person who leaves home to go somewhere with a purpose in a short period of time.” R3: “... a staycation can be defined is a short stay or less than three days.”
2. Type Activity	Leisure Activity	R2: “Independence Day celebrations, went camping, and even participated in a concert”
	Visiting Family	R3: “Visiting parents and relatives, travelling to new places, and trying new foods.” R4: Purpose for a staycation is to visit family, spend time with family”
3. Place	Hotel or resort	R3: “every time they visit their parents, usually opting for a 2-day 1-night or 3-day 2-night stay at a hotel.” R1:” Resorts and pools with beaches.”
4. Distance	Nearby from Home	R3: “The respondent's staycation location is to visit family but stay at a hotel or homestay for privacy because of their kids”

4.3 TYPES OF PLACES FOR STAYCATION

Figure 4.1: Types of places for staycation



The chart above depicts several types of destinations to staycation, which is an overview provided by multiple responders. The chart depicts the numerous locales that are suited for their staycation lodging. The described location is divided into two parts, the east coast and outside east. Based on their tastes and interests, responders can enjoy a wide range of venues in this situation.

According to the graphic, many respondents choose to spend their staycation somewhere other than the East Coast. This is owing to a number of external attractions located outside of the East Coast. For example, R2 and R6 identified Kuala Lumpur as their ideal destination for a staycation, and R5 mentioned Penang as one of the intriguing places to visit. While R3 and R1 chose a location outside of Kelantan to see their families in their homeland and look for a beachfront hotel resort. R2 explained,

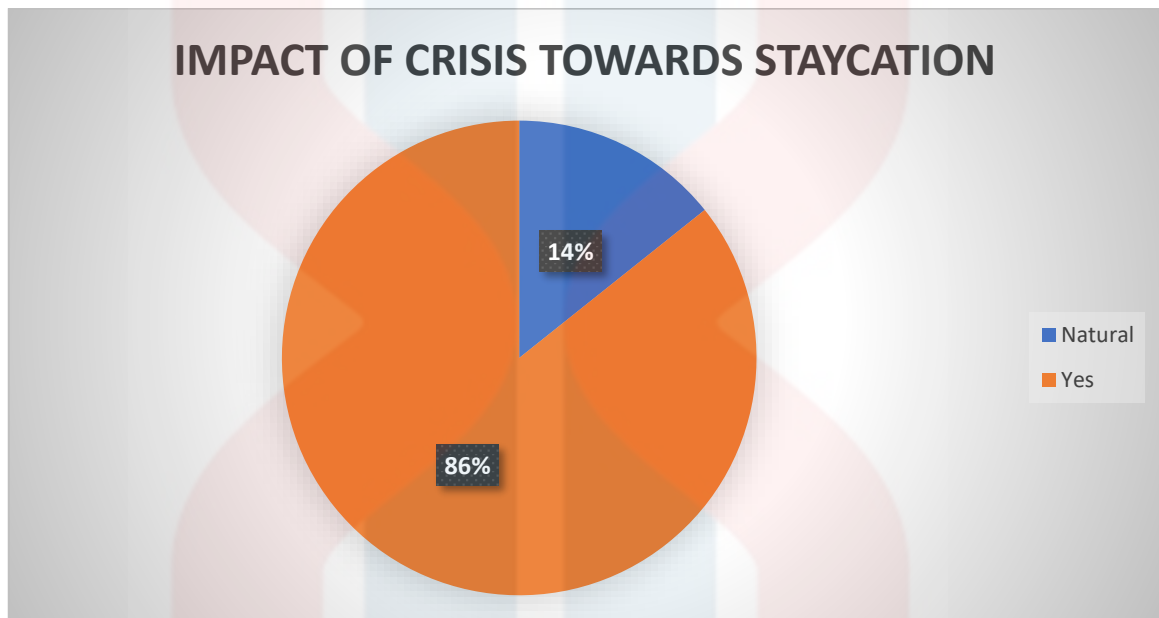
“I had experienced a staycation in Malaysia that went beyond the state of Kelantan. I suggested some places where I had a staycation, such as Kuala Lumpur and Terengganu.” Also similar to R6 *“I love to visit in the state of Kelantan and also around the east coast such as Terengganu. Sometimes I also go to Kuala Lumpur for a staycation.”*

R5 mentioned the other places that not in east coast, *I went on a staycation outside Kelantan; for me, outside Kelantan is much better than inside the state, such as Penang and Kuala Lumpur, for a staycation.”* While R1 and R3 mentioned *“I went on a staycation outside Kelantan as well as looking for a resort in the coastal area. Went I visit the village but prefers to stay in a nearby hotel due to the size of their family and the number of children. This would provide more comfortable and convenient accommodation for them during their stay”.*

Respondents from the East Coast chose their preferred destination. According to R4, she went on a staycation in Kelantan to visit his closest family or take the kids to the Kuala Krai Zoo. R7 will make Kelantan a tourist destination. R4 had proposed Kuala Krai as one of the places do a staycation, *“I went on a staycation in Kelantan to visit his closest family or take the children for a walk at the mini zoo, Kuala Krai.*

4.4 IMPACT OF CRISIS ON A STAYCATION

Figure 4.2: Impact of crisis towards staycation



The graphic above depicts the impact of the crisis on staycation, it is apparent that daily living has an impact on the crisis. This is due to the fact that staycation has had a big impact since the crisis. Staycations, spent at home or in one's local neighborhood, have become a popular option for people wishing to get away from their routine without travelling far. This circumstance is demonstrated by the responses given to two groups, namely "natural and yes.

R2 states that *"staycations can have a negative impact on daily life during times of crisis since everyone needs time to unwind, especially those with young children. I can thus spend more time with my family and reduce my stress, especially at work, by making a staycation. I'd be lying if I declared I wasn't anxious at work, particularly as the student's deadline drew near and I had work*

to prepare for the students. My staycation allowed me to unwind and spend time with my family both before and after the crisis.”

While the majority of responders replied *Yes*. That the crisis had a big impact on staycations. Yes, since responders are happy during their staycation because they can spend time with their families. Respondents can also enhance their motivation. When working, the respondent can operate more efficiently than previously. According to R5,

“I believe that a staycation can have a good impact because I feel more refreshed after making a staycation, my excitement when working increases, I feel more motivated to work and can improve the quality of work. In addition, the staycation also benefits me personally, which means that I can improve the level of excellence in my career. I believe that staycation is the most beneficial thing that I can do.

4.5 PURPOSE OF A STAYCATION

Table 4.3 shows the purpose of staycation.

Purpose Of Staycation
➤ Spend time with family.
➤ Release stress
➤ Lifestyle

This section will analyze the purpose of a staycation among respondents. R1 explained based on her experience, *“staycation is to release stress, spend time with family, and find resorts and pools with beaches”*. R2 said *“she is a married couple (Long*

Distance Learning). They plan to go on vacation together during holidays to spend quality time with their family”. R3 stated that “she makes a staycation for visiting parents and relatives, travelling to new places, and trying new foods”. R4 stated that “staycation can release stress from work and wants to spend time with the family, looking for a 'viral' food port is also a cause for a staycation and finally the children also influence for staycation”.

R5 stated that “He makes a staycation to desire to unwind after a long day of work, relax, lose their desire to work, shop, and find tasty cuisine”. Then R6 says that “staycation relax, release stress, can recognize people’s country and involving work and traveling long distances to study places”. The last respondent R7 said that “the staycation is spending time with family and love to travel”.

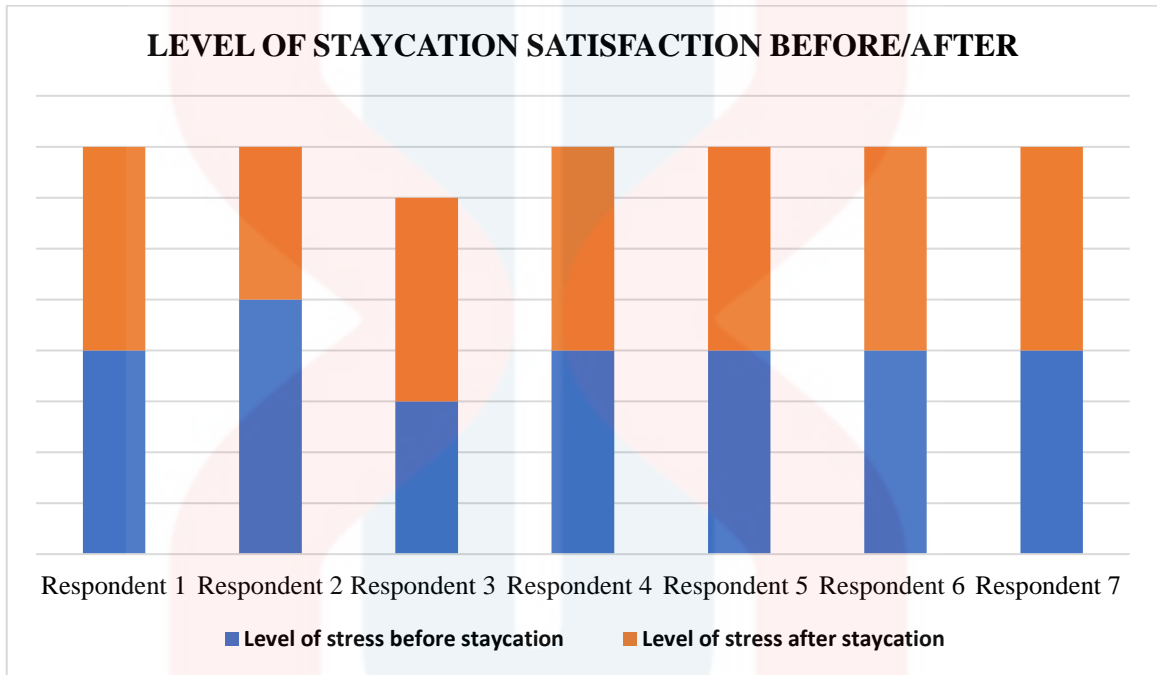
4.6 LEVEL STRESS BEFORE AND AFTER STAYCATION

The respondent were selected one of the five scales listed below in this section. The respondent should select their scale level of stress release before and after staycation. Respondents should decide on their stress level. The question is “*Is your working life very stress?*”. The first scale states, “strongly disagree”, “disagree”, “natural”, “agree” and “strongly agree”, which is the last scale. Respondents R1, R4, R5, R6, and R7 selected the fourth scale on which is agree. While R2 selected strongly agree and R3 selected the third scale which is natural.

Next, the respondent should select their scale level after staycation as the following below after staycation. The first scale states, “strongly disagree”, “disagree”, “natural”, “agree” and “strongly agree”, which is the last scale. R1, R3, R4, R5, R6, and

R7 responded by selecting the fourth scale which is agree. R2 responded by selecting the third scale which is natural.

Figure 4.3: Level of staycation satisfaction before and after the crisis



4.6.1 STAYCATION CAN RELEASE STRESS BEFORE AND AFTER CRISIS

Most respondents said a staycation can relieve stress before and after a crisis. For example, R1 stated,

“Yes, because before the COVID-19 crisis, stress levels showed less stress, but after the crisis, the desire to release stress was very high because during the crisis we were not allowed to leave the house let alone go on vacation. So, after the crisis, we can leave the house to release the stress with a staycation.”

Another respondent also states that, *“Yes, this is because before the COVID-19 crisis we were free to go anywhere regardless of the time and the stress level was not too bad, but after the crisis the desire to leave the house increased because the respondent experienced stress and could not sit at home alone. Therefore, with a staycation, the respondent can take a vacation to release stress, especially when at work there is so much work that there is no time to spend with family.”*- R4.

“During the crisis, stay at home in has become a more popular option as people look for ways to de-stress without traveling far from home. Staycations can be an easy and fun way for people to escape the stresses of everyday life and enjoy a change of scenery without traveling too far from home.” -R3

Also, R5 states that *“Yes, before the COVID-19 crisis, he liked backpacking for a long time to do extreme activities such as hiking, enjoying nature, and so on. However, after the COVID-19 crisis, I prefer a short staycation due to time constraints when working.”* Meanwhile, R7 says otherwise,

“No, this is because before the COVID-19 crisis, I was less able to spend much time with my family however after the COVID-19 crisis, I was able to spend more time with my family and children.”

4.7 CONCLUSION

At the end of this chapter, we identify the data analysis that includes the concept of staycation, push factors to make a staycation, and the effect of staycation during and aftermath of Covid-19 among the Millennial group in Kelantan, Malaysia by the respondents accurately.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

The three components of the data analysis from the chapter four results are covered in this chapter. The findings that support the study's principal goal are discussed and highlighted in the first section. The suggestion for a staycation is in the second section. The third concern is the limitations on how researchers may analyse staycations among Millennials group.

5.2 RECAPITULATION OF THE FINDINGS

The main finding of the study is outlined in this chapter. The previous chapter stated the study's objective. The outcome is outlined below in accordance with the research question of the study.

5.2.1 WHAT ARE THE CONCEPTS OF STAYCATION USED AMONG MILLENNIALS?

The concept of staycation is often short, as it mostly pertains to excursion within driving distances from home. Millennials are the latest generation to enter the workplace; they are the generation born between the 1980s and 2000s. Millennials are one of the main users of staycation package products. A staycation or “holiday” is a period in which an individual or family stays at home and participate in leisure activities within day-trip

distances of their home and does not require overnight accommodation. In British English, the term has increasingly come to refer to domestic tourism, taking a holiday in one's own country as opposed to traveling abroad. This is because they are more likely to try new things and are interested in traveling. In addition, they are also among the people who are tech-savvy compared to other generations, so they try to be sensitive and follow the latest trends or developments. Therefore, staycations are popular among their group to fill their free time after work. Most participants are willing to share their staycation experience with friends and family and make recommendations through social media platforms, such as Instagram because they consider social media to be one of the main channels to connect with others. one of our informant's states staycations is a leisure activity in which an individual or family stays in a hotel, vacation rental, or other nearby accommodation for one nights in order to experience the local area as a tourist while avoiding the time and expense associated with long -distance travel.

5.2.2 WHAT ARE THE DRIVERS THAT PUSH MILLENNIALS TO MAKE STAYCATION?

Several questions arise concerning the tourists/residents' experiences, well-being, and psychological outcomes from the staycation concept.

Tourist well-being pertains to therapy and healing; it is subjectively evaluated with a reflection on tourists' life satisfaction and happiness.

Staycation in particular has the potential to promote recuperation and recovery from daily exhaustion, to replenish new resources. In this vein,

undertaking staycations offers tourists recovery experiences to help prevent them from developing severe health problems such as depression, stress, trauma, and fear with this pandemic situation. In this part it can be identified about the causes or factors that cause the Millennials to decide to make a staycation especially in their daily life or when they are at work. The proof, one of the informants said, the cause or factor that causes them to make a staycation is to release stress, need to spend time with family, their lifestyle especially in their free time.

5.2.3 CAN THE STAYCATION BE ONE TRAVEL CHOICE MAKING DURING AND IN THE AFTERMATH OF THE COVID-19?

Considering a staycation is defined as "a vacation in which the vacationer stays at home, or near home while creating the ambiance of a standard vacation" in this section, millennials' staycation experiences at COVID-19 may differ from those of traditional travellers. A person on a staycation explores the local hotel's physical surroundings and visits nearby attractions rather than travelling to another region. The environments and cultures they meet may thus not be all that dissimilar from their own. Because a staycation occurs in a physically restricted setting (like a hotel or resort) in a local community, it includes people's behaviours inside their social circle. However, staycation actions might not be typical because, although being locals, they are simultaneously assuming the role of tourists exploring the neighbourhood.

Millennials' decisions to have a staycation are impacted by several circumstances or reasons, especially during the pandemic. The reason is

since the pandemic's increasingly common Covid-19 component severely restricts their ability to take vacations. Due to the opportunity to travel wherever to relax or fill downtime at that period and after the epidemic, people's urge to stay up late is growing. One of the informants provided this statistic as evidence: "Before the COVID-19 crisis, the level of stress showed less stress, but after the crisis, the desire to release stress is very high because during the crisis we aren't allowed to leave the house, much less go on vacation." Hence, after the crisis, we can leave the house to release the stress with a staycation.

5.3 RESEARCH FINDING

Previous study that related to the concepts of the staycation, the researcher found the result of the themes of the staycation for duration is similar with finding from (Wong, Lin & Kou, 2021) that found the length of a staycation is often short, as it mostly pertains to excursion within driving distance from home. Next theme is leisure activity are similar with (Wong, 2021) that the staycation needs to detach from home to undertake touristic activities in surrounding spaces, often as an overnight stay. Third theme is place similar with (Matoga, 2016), a staycation is a new tourism trend, especially for city dwellers, because of changing lifestyle and work-life balance preference. Besides, it must be in another place to stay. Lastly, distance is similar with (Jeuring & Diaz-Soria, 2017) found that the length of a staycation is often short, as it mostly pertains to excursion within driving distance from home.

Previous studies have revealed the concepts of staycation and tourists' well-being during Covid19 crisis (Wong et al., 2021; Yan et al., 2022), and looked at industry and business perspectives to have strategies for staycation (Sharma & Sharma, 2022; Anton,

2022). If before, tourists can travel anywhere, even abroad; however, the pandemic has imposed numerous travel restrictions that would affect the landscape of future travel decisions. For example, tourists can only go to nearby destinations and within the country but still need to be selective in the destination due to avoiding the crowded place and practicing new norms. Staycation has become a new trend starting from the COVID-19 global pandemic and this trend continue until now (the post-COVID-19 global pandemic era). Furthermore, staycation has been one of few concrete and feasible adaptations of tourism and hospitality activities factoring in the restrictions of mobility and access due to Covid-19, as against the immature recovery schemes such as the “tourism bubble,” which has been nothing but disenchanting (The Strait Times, 2021).

5.4 LIMITATIONS

For the limitations we are new to learn qualitative method, so we need to explore more about qualitative method like how do are get interview, so this is our first experience that we learn about qualitative method. For the future research they can do qualitative method because of we have known what variables are, element staycation concept, so they can measure the element of the staycation into toward tourist staycation.

For the next research, they can do qualitative method for the main goal is to comprehend a study question from a humanistic or idealistic perspective. Although the quantitative technique is more trustworthy because it is based on numerical data and can be replicated by other researchers, it is less flexible. The qualitative technique is used to comprehend people's attitudes, interactions, behaviours, and beliefs. It produces data that is not numerical. Researchers from several disciplines are paying more attention to the integration of qualitative research into intervention studies. The involvement of everyone

involved in the study is improved via qualitative research. Along with the quantitative metrics used in the study, the researcher also considers sociological aspects. The study also gives the participants a sense of empowerment. They participate actively in the study and are free to express any personal advantages or disadvantages. Additionally, the participant-researcher connection in qualitative methods is sometimes less formal than it is in quantitative research.

5.5 RECOMMENDATION

Staycations have grown in popularity as an alternative to traditional vacations, especially in the aftermath of the COVID-19 pandemic. However, there is still a significant gap in academic research on the implications and outcomes of staycations, particularly in the academic context. Qualitative research can be beneficial in investigating the elements and dimensions of staycation experiences, for future Researchers can collect rich, nuanced data on the factors that contribute to tourist satisfaction during staycations through in-depth interviews, focus groups, and observation. They can investigate the various elements that define the staycation concept, such as relaxation, local exploration, cultural immersion, and personalised experiences.

Researchers can delve into the subjective perceptions, motivations, and behaviours of staycationers using qualitative methods, providing valuable insights into their preferences and expectations. Once the key elements of staycation experiences have been identified through qualitative research, quantitative research can be conducted to measure these variables and assess their impact on tourist satisfaction. Researchers can use surveys and questionnaires to collect quantitative data on a larger scale, allowing them to quantify and analyse the relationships between different variables. For example,

researchers can look into the impact of accommodation quality, proximity to attractions, leisure activity availability, and affordability on tourist satisfaction during staycations. Researchers can gain a more comprehensive and robust understanding of staycations by combining qualitative and quantitative approaches.

The qualitative research delves into the elements and dimensions of staycation experiences, whereas the quantitative research allows for statistical analysis and variable measurement, providing empirical evidence to back up the findings. This mixed-methods approach can help destination managers, policymakers, and stakeholders design and promote enjoyable and satisfying staycation experiences by providing a more holistic understanding of staycations.

5.6 CONCLUSION

To conclude, considering a staycation is defined as "a vacation in which the vacationer stays at home, or near home while creating the ambiance of a standard vacation" in this section, millennials' staycation experiences at COVID-19 may differ from those of traditional travellers. A person on a staycation explores the local hotel's physical surroundings and visits nearby attractions rather than travelling to another region. Millennials' decisions to have a staycation are impacted by several circumstances or reasons, especially during the pandemic.

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APPENDICES

TRANSCRIPT OF RESPONDENT

QUESTION	RESPONDENT
<p>1. Did you know about staycation?</p> <ul style="list-style-type: none"> • What do you understand about the staycation concepts? • Did you do the staycation? If yes, why? 	<p>R1. According to respondent 1, she does not understand what a staycation is. After explaining the meaning of staycation, the respondents understood that it is a person who leaves home to go somewhere with a purpose in a short period of time. In addition, she once took a staycation to spend time with his family.</p>
	<p>R2. According to Dr Nurzehan, from a lecture respondent. A staycation is a leisure activity in which an individual or family stays in a hotel, vacation rental, or other nearby accommodation for one nights in order to experience the local area as a tourist while avoiding the time and expense associated with long-distance travel.</p>
	<p>R3. From the third respondent, a staycation can be defined is a short stay or less than three days. Examples from respondent staycation locations are villages visiting family, staying at hotel or homestay.</p>
	<p>R4. According to the fourth respondent, it shows that she is not clear about the concept of a staycation. However, the respondent understood better after it was explained in detail to her. According to the respondent, she used to go on staycations to visit his family.</p>
	<p>R5. According to the next respondent, he better understands the concept of a "staycation," in which a person leaves home</p>

QUESTION	RESPONDENT
	<p>with a purpose to visit a nearby place in a short period of time.</p> <p>According to him, he has also had a short staycation to release stress and relax after working for a long time.</p> <p>R6. According to the next respondent, she understands the concept of a “staycation” take a holiday in the country, that is to spend the night in a certain place for a short period of time.</p> <p>R7. According to the next respondent, she understands the concept of a “staycation” is to go on vacation and stay in a hotel.</p>
<p>2. where the places that you do the staycation? In Kelantan or not?</p>	<p>R1. According to the respondent, she went on a staycation outside Kelantan as well as looking for a resort in the coastal area.</p> <p>R2. According to a respondent, she had experienced a staycation in Malaysia that went beyond the state of Kelantan. She suggested some places where she had staycation, such as Kuala Lumpur and Terengganu</p> <p>R3. The respondent plans to visit the village but prefers to stay in a nearby hotel due to the size of their family and the number of children. This would provide a more comfortable and convenient accommodation for them during their stay.</p> <p>R4. According to the respondent, she went on a staycation in Kelantan to visit his closest family or take the children for a walk at the mini zoo, Kuala Krai.</p> <p>R5. According to the respondent, he went to the staycation outside Kelantan; for him, outside Kelantan is much better</p>

QUESTION	RESPONDENT
	<p>than inside the state, such as Penang and Kuala Lumpur, for a staycation.</p> <p>R6. The respondent visited in the state of Kelantan and also around the east coast such as Terengganu. Sometimes she also goes to Kuala Lumpur for a staycation.</p> <p>R7. According to the last respondent, she visited in in the state of Kelantan and sometimes abroad.</p>
<p>3. What kinds of staycations do you take and why?</p>	<p>R1. The purpose of respondent's staycations is to spend time with family. She is also looking for resorts for children who come from swimming pools and beaches. In addition, she also visited her immediate family for a staycation.</p> <p>R2. The respondent visited KL to witness Independence Day celebrations, went camping, and even participated in a concert. However, during their stay in Kelantan, they preferred to check-in at a hotel due to their children's desire to swim in the swimming pool.</p> <p>R3. According from a respondent, go on a staycation with their children, choosing a location with a beautiful and large pool. Along with relieving stress, they will also search for delicious food in the hotel area.</p> <p>R4. The respondent's purpose for staycation is to visit family, spend time with family, find "Viral" food, and find a beach to enjoy the view.</p>

QUESTION	RESPONDENT
	R5. According to the respondent, he went on a staycation to relax, to release stress after working too much.
	R6. According to the next respondent, she went a staycation to spend time with family, to release stress after work and to continue distance learning.
	R7. According to the last respondent, she went staycation only for spend time with family.
4. how many times per year or how many days you do the staycation	R1. According to the respondent, she went to staycation more than three times per year, and each time she went to staycation, it would take three to four days.
	R2. From a respondent, they been taking staycations frequently, every holiday after working as a lecturer. They prefer to stay overnight no more than three days.
	R3. A respondent shared that they make staycations every time they visit their parents, usually opting for a 2-day 1-night or 3-day 2-night stay at a hotel.
	R4. According to this respondent, the frequency of staycations is very frequent because every weekend they will return to the village to visit family. In addition, they will also go on a staycation to find the beach.
	R5. The respondent's frequency of staycations depends on the frequency of the holiday and the situation. For now, the respondent will take time in 2 or 3 days for a staycation, or 5 or 6 times in a year for him to staycation.

QUESTION	RESPONDENT
	R6. According to next respondent, that they make staycations for 2 or 3 days and 3 or 4 times in a year.
	R7. From the last respondent, that she makes staycations for 2 days and 5 times in a year.
5. what the factor that push you to make the staycation?	R1. The factors that push you to make the staycation are to release stress, spend time with family, and find resorts and pools with beaches.
	R2. More about exposure and providing children with the opportunity to participate in activities such as independence celebrations, glamping, and camping. Next that they are a married couple (PJJ). They plan to go on vacation together during holidays to spend quality time with their family.
	R3. Visiting parents and relatives, travelling to new places, and trying new foods
	R4. The push factor that causes the respondent is to release stress from work, the respondent also wants to spend time with the family, looking for a 'viral' food port is also a cause for staycation and finally the children also influence for staycation such as going to the Mini Zoo in Kuala Krai.
	R5. The respondent's desire to unwind after a long day of work, relax, lose their desire to work, shop, and find tasty cuisine are the push factors that lead to staycations.
	R6. The factors that push her to make the staycation relax, can recognize people's country and involving work and also travelling long distances to study places.

QUESTION	RESPONDENT
	R7. The factors that push her to make the staycation is spend time with family and love to travel.
<p>6. what do you think about staycation that can release before and after crisis. Please explain.</p>	<p>R1. Yes, according to the respondent, this is because before the COVID-19 crisis, the stress level showed less stress, but after the crisis, the desire to release stress was very high because during the crisis we were not allowed to leave the house, let alone go on holiday. So, after the crisis, we can leave the house to release stress with a staycation.</p> <p>R2. The respondent indicated that before the crisis, staycations were taken as a reward after achieving something. However, after the crisis, the focus has shifted to spending quality time with the kids.</p> <p>R3. During the crisis, staying has become a more popular option as people seek a way to relieve stress without travelling far from home. Staycations can be a simple and enjoyable way for people to escape the stresses of everyday life and enjoy a change of scenery without travelling too far from home.</p> <p>R4. Yes, according to the respondent, this is because before the COVID-19 crisis we were free to go anywhere regardless of the time and the stress level was not too bad, but after the crisis the desire to leave the house increased because the respondent experienced stress and could not sit at home alone. Therefore, with a staycation, the respondent can take a</p>

QUESTION	RESPONDENT
	<p>vacation to release stress, especially when at work there is so much work that there is no time to spend with family.</p> <p>R5. Yes, according to the respondent, before the COVID-19 crisis, he liked backpacking for a long time to do extreme activities such as hiking, enjoying nature, and so on. However, after the COVID-19 crisis, he prefers a short staycation due to time constraints when working.</p> <p>R6. Yes, according to the respondent, before the COVID-19 crisis, she like vacation in the state and also abroad some for a few days. After the COVID-19 crisis, she prefers a short staycation.</p> <p>R7. No, according to the last respondent, before COVID-19 crisis, she like to spend time with her family. After the COVID-19 crisis, she still spend time with her family.</p>
<p>7. Is it your working life very stress? give the scale</p> <p>1-strongly disagree</p> <p>2-disagree</p> <p>3-natural</p> <p>4-agree</p> <p>5-strongly agree</p> <ul style="list-style-type: none"> • After staycation? 	<p>R1. On the first scale, respondents indicated a score of 4 out of 5. This shows the respondent's stress at work. On the stress scale after the staycation, respondents scored 4 out of 5. This means that the respondent can release stress after stress.</p> <p>R2. Strongly agree, 5 of 5. The respondent's statement suggests that they anticipate experiencing extreme stress when working. The specific causes of this stress are not clear, but it may be related to the nature of the work. After staycation, 3 out of 5. Respondents' comments indicate that they believe staycations may not be effective in providing long-term stress relief after a crisis. This is because after</p>

QUESTION	RESPONDENT
1-strongly disagree	vacation they will feel the same pressure when they return to work.
2-disagree	
3-natural	R3. 3 out of 5, it is possible for a person to be stressed at work, while still maintaining a sense of balance in their life.
4-agree	After staycation, 4 out of 5 The statement from a respondent,
5-strongly agree	that spending a refreshing holiday with children can be a positive and enjoyable experience. It suggests that taking time off work to spend quality time with family can provide a sense of refreshment and rejuvenation
	R4. For the first scale, the respondent gave 4 out of 5 for the level of stress when working on the faucet. She is a lecturer, so it is a very stressful time, especially when marking and due dates are involved. Then, after the staycation, the respondent gave a score of 4 out of 5, showing that the positivity after the staycation was able to release stress.
	R5. On the first scale, the respondent gives a score of 4 out of 5, indicating that he is stressed when working. Then, after the staycation, he showed a scale of 4 out of 5, showing that the respondents agreed that the staycation could reduce the level of stress at work.
	R6. Then, the respondent gave a score for the first scale, the respondent gave 4 out of 5 for the level of stress of 4 out of 5 following the staycation, demonstrating that the positive feelings following the trip helped to relieve stress.

QUESTION	RESPONDENT
	R7. For the first scale, the last respondent gave a score for the first scale, the respondent gave 4 out of 5 for the level of stress.
8. Can the staycation give the positive impact on your daily life?	R1. Yes, because after the staycation, respondents feel happier to be able to spend time with their family. In addition, respondents can increase their motivation. When working, respondents can work better than before.
	R2. Natural, the respondents suggests that while a staycation may provide temporary relief from stress, it may not be a long-term solution. The presence of small children during a staycation can also create stressful situations, as they require a comfortable atmosphere.
	R3. According to the respondent's a staycation can help reduce workplace stress. They also mention that bringing children along can make the staycation more enjoyable because they can take care of themselves.
	R4. Yes, according to the respondent, he is happier after the staycation because his stress level is reduced, and his work spirit is also increased. There are no more anger issues, especially when teaching.
	R5. According to the respondent, he thinks that a staycation can have a positive impact on him because, after the staycation, he feels fresher, his work spirit also increases, and he can improve the quality of his work in completing his tasks after the staycation.

QUESTION	RESPONDENT
	R6. According to the next respondent, she thinks that a staycation has a positive impact on her because it can improve the excellence of her work.
	R7. According to the last respondent, she thinks that a staycation has a positive impact.