

Destination Trust as a Mediation of Perceived Health Risk and Intention to Visit Ecotourism Destinations in Indonesia: Post Covid-19 Pandemic.

- **Author(s):** Sri Suryoko ,Sari Listyorini ,Robetmi Jumpakita Pinem
- **Abstract:** The Covid-19 pandemic has become a disaster for the world, especially Indonesia, which has caused a slump in various sectors, one of which is the tourism sector. This sector makes a very significant contribution to the economy in Indonesia. With regulations to close tourism destinations, most tourism actors and visitors will be greatly affected. At the time of Post Covid-19 or new normal, tourism destinations are allowed to open with strict health protocol requirements. This study aims to determine the importance of trust from ecotourism visitors to visit ecotourism destinations during the new normal. Trust from visitors will mediate the relationship between Perceived Health Risk and Intention to Visit Ecotourism destinations. This research was conducted by purposive sampling method with 109 respondents who had visited ecotourism before and after the new normal in Indonesia. This study shows the results that Perceived Health Risk affects destination trust, destination trust has an effect on the intention to visit, and perceived health risk has an effect on the intention to visit.
- **Keywords:** Perceived Health Risk; Destination Trust; Intention to Visit; Ecotourism