

Role of Perceived Risks to Tourists in Building Their Future Intention: A Conceptual Model

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ABSTRACT: *Tourism is vital to the economy of a country. Successful tourism marketing strategies require an understanding of why people travel and what factors influence their behavioural intention of choosing a travel destination. Tourism scholars have recognized the impact of perceived risk on travel behaviour and decision, because tourists are likely to avoid destinations with greater perceived risk regardless of whether that notion is a real representation of the level of safety in a destination. While overall the field of tourism has been abundantly researched, there are certain areas where there is a paucity of research such marketing strategies of destinations that sorted by tourists as a risky destination. This article contributes to this extremely important researched subject, specifically, this study seeking to investigate the role of perceived risks in building the tourists future intentions toward the destination. The research is focusing on developing a conceptual model which identifies the components of the tourist behaviour that corresponding to the three stages, namely, perceived risks stage, actual experience stage, and future intention stage.*

KEYWORD: *Tourist Behaviour, Perceived Risks, Actual Experience, Future Intention*

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I. INTRODUCTION

The contemporary society is labelled as the “risk” society (Beck,2006), which reflects the growing sense of uncertainty and insecurity that emerge against the background of international events. Hence, “risk” has become a widely-used term in everyday life, scholarly research, and media (Lupton, 2013; Yang, Khoo-Lattimore, & Arcodia, 2017). A similar situation exists in tourism, where the growth of tourist risk research is observed. This growth has been most noticeable after the terrorist attack on 11 September 2001, followed by a myriad of global and regional tragic incidents. Such incidents include the SARS outbreak, which was contained worldwide on 5 July 2003; the Indian ocean tsunami on 26 December 2004; the Arab Spring uprisings on 17 December 2010, the Paris attacks on 13 November 2015, and the Istanbul Atatürk airport attack on 28 June 2016. All these incidents severely affected international and regional tourism (Kovari & Zimanyi, 2011; Avraham, 2015; Mullen, 2016). These international events also manifested as the tourist behaviour toward choosing their travel destination.

Tourist behaviour has been a key area of study in tourism literature (Kim, Kim, & Goh, 2011; Kheiri & Nasihatkon, 2015). For the tourism planning and marketing, understanding why people travel and what factors influence their behavioural intention of choosing a travel destination is crucial. Tourist behaviour is an umbrella term, which includes decision making (Li & Hao, 2015), onsite experience (Anantamongkolkul, Butcher, & Wang, 2016), and future behaviour (Su & Hsu, 2013; Lindblom, Lindblom, Lehtonen, & Wechtler, 2018). Several factors intervene in this process, one of which is perceived risk (Schroeder, Pennington-Gray, Kaplanidou, & Zhan, 2013; Rodrigo & Hendry, 2015). Perceived risk is a key determinant in tourism commerce because it tends to influence tourists’ choice of destination (Fuchs & Reichel, 2006; Deng & Ritchie, 2016). Tourists avoid destinations that are usually perceived as risky; thus, such destinations are negatively affected (Farajat, Liu, & Pennington-Gray, 2017). The general influence of perceived risk in tourism has been negative for destinations, whereas perceived risk tends to vary among various tourist sectors (Becken, Jin, Zhang, & Gao, 2017).

Perceived risk toward destination is the vision which the policy makers in the tourism industry try to refute to their customers, namely tourists. Considering the importance of tourist behaviour, the tourist future intentions is the main aim of the policymakers in tourism filed (Brida, Pulina, Riano, & Zapata-Aguirre, 2012; Kim, Woo, & Uysal, 2015), who resort to a variety of marketing mix strategies including destination development, promotion, security, and distribution including access to the destination and information about it

(Buda, 2015; Manhas, Manrai, & Manrai, 2016), to send reassuring messages to tourists about the destination. Adam (2015) stated that the tourists avoid destinations that are usually perceived as risky.

This research deals with this important yet relatively less researched subject of tourism marketing strategies. Specifically, this article studies the role the perceived risks plays in building the tourists future intentions toward the destination which is a critical tool for marketing the destination. The objective of this research is to review the literature and develop a conceptual model capturing key constructs, linkages and processes involved in the relationship between tourist perceived risks, actual tourists' behaviour and the tourists' future intentions toward the destination. The conceptual model is given in Figure 1 and discussed below.

II. LITERATURE REVIEW

1.1 Tourist Behaviour

Tourist behaviour considers purposes, modes of travel, seasonal selections, and destinations, which are closely linked with tourism effects, demand, and awareness (Lucy, 2014). However, several elements affect customer behaviour in general (Oliver, 1997), and perceived risk is the most important factor in particular (Mansfeld, Jonas, & Cahaner, 2016). Understanding the basic human need for security and safety is necessary to ensure that tourists feel secure prior to or during their travels. Unfortunately, safety and security problems are regularly dependent to the destination. High safety concerns and perceived risk are critical issues in the decision-making assessments of tourists. Sonmez and Graefe (1998) and Brunt et al. (2000) noted that such events may damage not only the image of the destination where they have occurred, but also those who would be interested in touring these destinations and the decision making of tourists to travel toward these destinations. Future travel plans for tourists might include avoiding destinations perceived as "at risk" such as the Middle East and Africa. By contrast, tourists who had previously travelled to a destination could feel safe and would probably revisit the destination because of increased feeling of safety (Kozak, Crotts, & Law, 2007; Chew & Jahari, 2014).

1.2 Actual Experience and Tourist Behaviour

The risks associated with the destination may affect the tourists' willingness to visit a destination or continue the trip in the destination. According to Tasci and Boylu (2010), the safety and security of a destination influence the level of satisfaction of tourists. Hence, the tourist satisfaction can potentially decrease based on perceived risk (Tasci & Boylu, 2010; Prayag, Hosany, & Odeh, 2013).

Song et al. (2012) indicated that managing and measuring satisfaction is vital to the success and development of tourism destinations. Babin and Griffin (1998) and Oliver (1997) confirmed that satisfaction is a positive response, which results from favourable assessment of customer experiences. Despite the importance of satisfaction, the nature and definition of satisfaction in tourism remains unclear (San Martin & del Bosque, 2008). Several researchers follow a cognitive approach and conceptualize tourist satisfaction as a post-consumption evaluation of whether tourist expectations are met (Eusebio & Vieira, 2013).

LaTour and Peat (1979) developed a comparison-level theory framework of satisfaction. This framework has been commonly used to study consumer satisfaction in the literature of marketing. This theory assumes that satisfaction or dissatisfaction arises through the comparison between a pre-experience standard and the actual experience (LaTour & Peat, 1979). If the actual experience is better than the referenced standard, then customer satisfaction increases, whereas if it is less than the referenced standard, then satisfaction decreases.

Research in tourism demonstrates that actual travel experiences to specific destinations increase the intention to travel to the location again (Prayag, Hosany, Muskat, & Del Chiappa, 2017). The underlying reason behind this relationship is that once a destination has been visited, tourists are more likely to perceive the destination as less risky and feel safe in choosing the same location in the future (Sonmez & Graefe, 1998).

1.3 Tourists' Future Behavioural Intention

Tourists' future behavioural intention indicates the concept of a person's predictive or planned future action (Barlas, Mantis, & Koustelios, 2010). It can be defined as the motivational component of a volitional behaviour and is highly correlated with the behaviour itself (Jang & Feng, 2007). Although there are still arguments about the level of correlation between behavioural intentions and actual action, it seems to be generally agreed that behavioural intention is a reasonable variable for predicting future behaviour (Ouellette & Wood, 1998). Tourists' future intention was considered as a multi-dimensional concept and was generally measured by 1) recommended by tourist (word-of-mouth), 2) revisit intention (Kim, Kim, & Kim, 2009; Phillips, Wolfe, Hodur, & Leistriz, 2013).

1.3.1 Tourist Revisit Intention

Repurchase intention is the judgment of individuals about purchasing a product or service again from the same enterprise based on probable state of affairs and current situation of tourists in the context of the study (Hellier, Geursen, Carr, & Ricard, 2003). According to Huang, Yen, Liu, and Chang, (2014) the main factor of

repurchase intention is revisit intention. Wang, Lu, and Xia (2012) confirmed that the key point of the determination of tourist destination in marketing activities is the revisit intention of tourists. Thiumsak and Ruangkanjanases (2016) consider revisit intention as one of the most important consequences of tourist's participation. For example, according to Som, Marzuki, Yousefi, and Abu Khalifeh (2012), respondents among 105 international tourists visiting Sabah in East Malaysia indicated that "relaxation and recreation" and "destination image" were the most significant travel motives and destination attributes for repeat visitors. Therefore, these destination attributes cannot be achieved without stability and security in the destination.

1.3.2 Tourist's Recommendation

Tourist's Recommendation is the impression of a tourist toward a destination or a service, which is identified as a Word-of-Mouth (WOM). According to Confente and Russo (2015), WOM is the interpersonal influence and the most important information source in making a purchase decision. Litvin, Goldsmith, and Pan (2008) referred that the service and products in the tourism and hospitality industries are intangible; thus, tourists cannot evaluate products or services before they have actual experiences. WOM has been proven as an effective form of marketing and has been widely accepted than other approaches (Bao & Chang, 2014). Zeithaml and Parasuraman (1996) stated that the role of WOM is considered to be significant when services are complex or have high perceived risk. Thus, WOM plays a crucial role in tourism and hospitality industries. Shanka, Ali-Knight, and Pope (2002) studied how Western Australians make travel decisions and reported that many tourists make travel decisions based on WOM sources. Litvin, Blose, and Laird (2005) conducted a USA-based study and confirmed that when consumers choose a restaurant, they are more likely influenced by recommendations than by formal media.

1.4 Perceived Risk

Perceived risk is a fundamental concept in consumer behaviour (Putri, 2015). Lin and Chen (2009) stated that the perceived risk is consumer behaviour involves risk in the sense that any action of a consumer will produce consequences that he/she cannot anticipate with anything approximating certainty. Therefore, perceived risk is not up to the degree of certainty, it depends on the information and its accuracy. In tourism context, perceived risk can be defined as the uncertainty that travellers face when they cannot foresee the consequences of their purchase decisions (Schiffman & Kanuk, 2007), or it's an individual's assessment of destination based on information that is obtained from various sources (Korstanje, 2009).

A review of previous literature on customer behaviour reveals that customers' perceived risk considers several risk dimensions. Roehl and Fesenmaier (1992) indicated seven perceived risk dimensions that affect the destination, namely, (1) time, (2) psychological, (3) social, (4) physical, (5) equipment, (6) satisfaction, and (7) financial risks. Moreover, Sonmez and Graefe (1998) found three more perceived risk dimensions which could likewise influence destination, which are (8) political instability risk, (9) terrorism risk, and (10) health risk. Han (2005) added one more variable as a valid dimension influencing international tourists, that is, (11) communication risk. Political instability and terrorism risks are the vital dimensions of perceived risk that influence the decline in the flow of tourists to destinations (Kapuscinski & Richards, 2016; Morakabati & Kapuscinski, 2016). In general, tourists need to feel safe while traveling abroad, they want to spend their money in a place that can offer them peace and tranquillity.

Studies in tourism have measured the factors that affect the perceived risk of tourists and the impact of perceived risk on destination choice. Yang and Nair, (2014) described that the two main factors that shape the perceived risk of tourists can be categorized into internal and external factors.

1.4.1 Internal Factors

Internal factors are closely related to tourists themselves (Heung, Lau, & Chu, 2001). Internal factors are examining the personal tourists' characteristics and their attention. Past studies noted that there are several internal factors that shape tourists' perceived risk such as motivation (Yang et al., 2015), cultural orientation (Williams & Balaz, 2013), past experience (Rezaei et al., 2016) and etc. Therefore, the internal factors are determined depending on the phenomenon that needs to examine.

1.4.2 External Factors

External factors are related to destination and the information sources (Heung, Qu, & Chu, 2001). External factors address the available information of the destination and the destination features to attract tourists, for example, destination image (Morakabati et al., 2012), level of awareness (Liu et al., 2016), media (Brown, 2015). Since each destination has different features and faced different problems, therefore, determining the external factors that shaping perceived risk varies from destination to destination.

1.5 The Relationship between Perceived Risk, Actual Experience, and Future Intention

In exploring the relationship between destination and consumer behaviour, Tasci and Gartner (2007) confirmed that destination has been addressed as an independent variable that affects travel behaviour in three stages, namely, 1) pre-visit, 2) actual visit, and 3) post-visit. In the pre-visit stage, intentions and decisions of possible tourists influence destination choice because of limited knowledge and intangible destination products. One of the essential elements that play an important role in tourists' intention to travel is the positive image of a target destination (Lee & Bai, 2016). Studies have examined the influence of wants and needs on the behaviour of tourists in choosing a destination (Tasci & Gartner, 2007; Phau, Quintal, & Shanka, 2014), the benefits offered by the destination (Tasci, Gartner, & Cavusgil, 2007), generated interest and awareness from destination information (Milman & Pizam, 1995), and familiarity with the destination (Baloglu, 2001).

Relatively limited studies about tourists' perceived risk on destination during a trip have been conducted. Lee and Bai (2016) confirmed that the most important factor that affect tourists' image formation during their visit and their experiences is actual tourist behaviour during the visit to the destination. With regard to post-visit behaviour, destination satisfaction is examined by measuring the relationship between a tourist's actual experiences during a visit and this tourist's pre-visit expectations (Lee and Bai 2016). Tasci and Gartner (2007) identified many aspects of the destination construct in three stages (i.e., pre-visit, the actual visit, and post-visit) to be explored empirically.

Furthermore, several studies have suggested that actual experience may strongly influence behavioural intention (Norman & Conner, 2006). Therefore, based on usual behaviour, past performance influences future behaviour. Ouellette and Wood (1998) discussed that future behaviour may be automatically repeated through usual behaviour. As a result, the actual experience plays a major role in determining tourists' future intentions to visit a destination.

III. DEVELOPING CONCEPTUAL MODEL

The decision to travel to target destinations depends on how such destinations meet tourist demand and differentiate from other tourism products (Fernandes, 2011). Negative and positive factors related to specific travel activities can affect tourists' overall satisfaction (Sirgy et al., 2011). Nevertheless, tourists' trip reflections in relation to satisfaction initiates from their satisfaction with their travel experiences (Neal, Sirgy, & Uysal, 2004). Therefore, a positive actual experience influences the future intentions of tourists to provide a positive WOM and re-visit the destination. Moreover, tourist safety is a priority in travel plans (Fernandes, 2011). Therefore, tourist satisfaction toward destination as a safe destination is the scale that determines the future behaviour intentions of international tourists.

Expectation-Confirmation Theory (ECT) (Oliver, 1980) seeks to investigate customers' behaviour intentions based on customer satisfaction. As ECT confirms that prior expectations and conformation are keys to satisfaction, satisfaction can be regarded as a key determinant of repurchase intentions. Under ECT, expectation is identified as a set of pre-exposure beliefs about products, whereas confirmation is the discrepancy between actual experiences and expectations (Oghuma et al., 2016). Confirmation outcomes highlight two situations: positive confirmation resulting from better-than-expected outcomes and negative confirmation resulting from worse-than-expected outcomes. Consumers are satisfied in the case of positive confirmation and dissatisfied in the case of negative confirmation.

Generally, post-purchase satisfaction can be assessed through ECT (Michalco, Simonsen, & Hornbaek, 2015; Hsu & Lin, 2015). Thus, satisfaction or dissatisfaction becomes evident during an actual visit, in which tourists assess their destinations. Previous findings have confirmed that perceived risk exerts a direct effect on tourists' actual experience and that it is a critical factor in influencing tourists' actual experience (Al Mual, 2010). Thus, the significant factors that shape tourists' perceived risks are identified to measure their impact on actual experience. As indicated in the literature review, the significant factors that shape tourists' perceived risks can be categorized into two types, namely, internal, and external factors. As well, determining these factors to shape perceived risk varies from destination to destination

The conceptual model generated in this article (See Figure 1) is based on ECT, to measure the influence of factors that shape tourists' perceived risks on actual experience to determine the future intentions of tourists. On the basis of ECT, internal, and external factors that shape tourists' perceived risks are hypothesized to influence actual experience, also a direct influence on tourists' future intentions. At the same time, actual experience is hypothesized to influence tourists' future intentions and serve as a mediator between factors that shape perceived risk and tourists' future intentions.

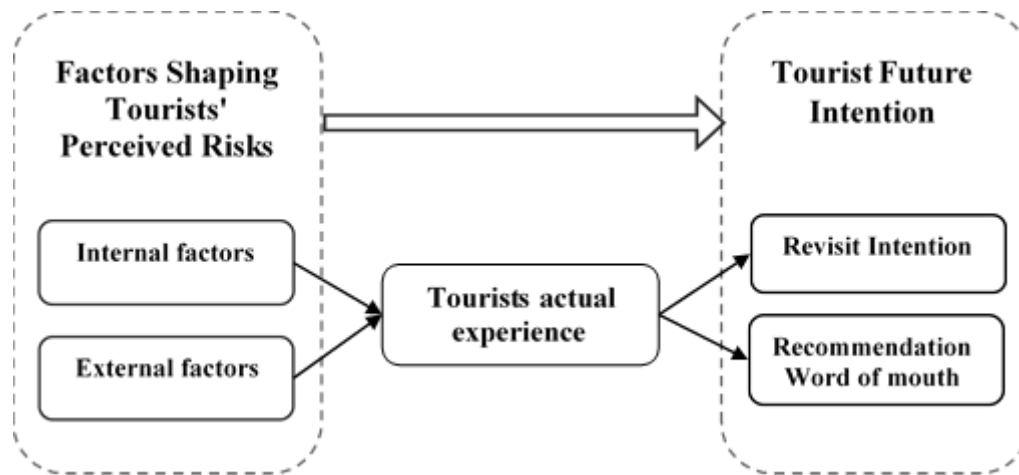


Figure1: Conceptual Model

IV. CONCLUSION AND DISCUSSION

The above conceptual model depicts the role of perceived risk in the influence the future intention of tourists' behaviour. First of all, a tourist behaviour toward destination is influenced by attractions of natural and cultural resources the destination is endowed with, its history and heritage, as well as the political and security stability of the country, which could negatively or positively influence the flow of tourists to a destination. Future behaviour of tourists and perceived risks toward a destination have a negative effect relationship. This is not to say that all the perceived risks of the destination are accurate. Lee and Bai (2016) identified that tourists' image formation of destination during their visit and their experiences is actual tourists' behaviour, which could be shaping their future behaviour intention. Therefore, tourists actual experience is the mediation between tourist perceived risks of destination and their future intention. Perceived risks therefore need to be carried out keeping in mind the factors that shaping perceived risk and all its consequences on tourists' behaviour and their flow to a destination as identified in Yang and Nair, (2014). This is not an easy task and requires an understanding of the processes and influences which are responsible for formation of Perceived risks toward the destination.

In the Conceptual Model (Figure 1) developed in our research we identify three components that frame the perceived risk influence tourists' future intention corresponding to the three stages of tourist behaviour. These are tourists' perceived risks stage, tourists actual experience stage, and tourists' future intention stage. In the tourists' perceived risks stage, the perceived risk results from the internal factors shaping tourists' characteristics and their interest, as well as from external factors shaping destination attractions and the information sources promoting destination or vice versa. The tourists actual experience stage is the result of tourists' own experiences which to start with are influenced through the realize the tourists' perceived risks of the destination during the visit, which is compared with their expectations result in post-traveling responses like satisfaction/dissatisfaction. As indicated earlier, the tourist's future intention stage responses influence their actual experiment through positive/negative word of mouth, and intentions to revisit.

Each of these three stages of tourist behaviour is relevant for the policymakers in the tourism industry. The tourism policymakers have to understand tourists' behaviour motivation toward their tourism destinations and how to make them feel safe. The development of the tourist destinations should be carried out such that it creates a safety tourist experience which in turn will result in positive word of mouth and repeat business for a particular tourist destination and at the same time improves the sustainability of tourist destination.

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