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A study of tourist perception towards travel risk factors in tourist decision making

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People from different cultures tend to have different ways of making decisions, based on the emphasis they place on different phases of the decision making process. Studies have also suggested that people from divergent national cultures use different negotiation approaches, and they do so because their perceptions of the decision making situation are conditioned by the characteristics of the national culture from which they come. A Tourist undertakes a tour to recharge his/her energy, enjoy eternal peace and tranquility and for go on adventure in a safe and secure environment. Therefore, he/she would not go to a place affected by political upheavals and terrorist attacks. Safety and security of his and belongings is also kept in mind while selecting a tourist spot. A major determinant in a traveller's decision to visit a destination is the perception of safety and security. Specific events or a series of events may undermine these perceptions of a destination. These events or circumstances, individually or in a combination have a negative impact on perceptions of safety, security or desirability of tourist destinations. The work on which this paper is based is important because it sheds light on tourist's emotional experiences on holiday, which are central to increase our understanding of tourist behaviour. The importance of investigating perceptions of travel risks has been recognized with in a number of different disciplines, such as psychology, sociology, criminology and marketing. It is often assumed that perceptions of safety and security may influence individuals' destination choice. This paper is based on quantitative study conducted in Malaysia, including the nationals of Malaysia, India, China, Indonesia, Australia, and France. The study found that most holidaymakers perceive earthquake, tsunami, SARS, terrorist activities, swine flu as risk. The results of the study suggest that safety, peace and stability are major concerns for tourists' while choosing their travel destination.

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INTRODUCTION

One of the fastest developing sectors for the economy worldwide other than technology development is the Tourism Industry. The UNWTO defines tourists as the people who travel and stay in places outside their usual

environment for more than 24 hours and not more than one consecutive year for leisure, business and other purposes related to the exercise of an activity remunerated from within the place visited. The developments in technology and transport infrastructure such as jumbo jets, low cost airlines and other more accessible transport systems have made many types of tourism more affordable. Tourism industry trends also suggest that as many as 200 million people are engaged worldwide in the tourism industry. Statistical data opine that as many as 700 million people travel to international places annually (www.economywatch.com/worldindustries/tourism/trends).

Tourism contributes in many ways to the life of human population, such as generating revenues, jobs, supporting culture and entertainment. There are many industries that show positive relations with the growth of the tourism industry, examples are hotel & lodging industry, food and beverage industry, transport industry, travel agencies, tour operators and industries which are dealing with real estate, finance and insurance (Goeldner, Ritchie, and McIntosh, 2006). Although tourism industry has become fastest growing industry, it also has some obstacles due to the world crime activities such as terrorism and war, the spreading of the epidemic diseases, world natural disasters and recession crisis in the world's economy. These obstacles are giving big impact for the tourism growth and make it one significant term which is travel risks (Murthy, 2008).

The traveler's behavior in the decision making for what destination they are going to visit will always tie up with the travel risks (Henderson, 2007). The history shows that 9/11 attacks, SARS, swine flu, Tsunami, Bali bombing, 26/11 Mumbai attacks over the past few years have vacillated the global tourism industry due to these crises and disasters. Because of this situation, it created a perception from the traveler's perspective that the need of safety and security

become the main factors while choosing a travel destination (Hall, Timothy & Duval, 2003). The tourism industry should educate or increase the market understanding about the travelers' perception of the safety and security while travelling, also at the same time keep the industry to be stay still in its position or increase in its rapid growth and prevent the unexpected decrease (Henderson, 2007).

The objectives of this study are:

- To examine tourist perception on the tourist destinations upon their future travel plan.
- To identify how the tourists perceive the travel risks and how these events influence their decision making on their traveling destinations.
- To identify what are the negative impacts on the image of affected destinations.
- To identify whether cultural differences, media influence have an influence on the risk perception of the tourists.
- To examine whether risk perception have an influence on the tourist decision making.

Travel Risks

Generally the phrase of 'risk' define as probability or threat of a damage, injury, liability, loss or any other negative occurrence caused by an external or internal vulnerabilities and which may be neutralized through premeditated actions (Business Dictionary.com).

It is become paramount concern that this industry should help increase awareness of the hazards that travelers may face when travelling (Henderson, 2007). Risk perception is affected by the media and the marketing communication messages delivered by tourist companies, and the level of risk that tourists are generally willing to take is also significantly influenced by some factors which are their personality and socio-

cultural background (Konferenciakalauz.hu, 2009).

In hospitality and tourism, risk has been identified as what is loss perceived and experienced by the tourist during the process of purchasing and consuming travelling services and at the destination (Henderson, 2007). As tourism is all about fulfilling people's travel desire, both of the industry and the tourist trying hard to minimize the risks that will occur in visiting a particular travel destination. FTO (1999, 2003) emphasized, with appropriate standards in place, hospitality and tourism owners can take ownership and responsibility for health, safety and security in relation to its operations.

Since the terrorist attacks of 9/11 in US, the term 'Crisis Management' has become strongly connected with the physical safety and security of travelers (Kattiyapornpong & Miller, 2009). In recent years, international travelers became more interested and involved in ecotourism, personal health promotion, outdoor activities (such as adventure sports) and travel to remote destinations with their focus on the safety and security in travel destinations became a major priority (Belau, 2003).

Terrorism on Tourism Industry

International Terrorism can be defined as activities that involved violent acts or dangerous acts of human life; appear to be intended to coerce a civilian population; influence the policy of the government by intimidation or coercion; to affect the conduct of a government by assassinations or kidnapping (Lectric Law Library). Other definition of international terrorism adapted from the wordnet.com is terrorism practiced in a foreign country by terrorists who are not the native of that country. "International Terrorism- the subject of the American report – is defined as 'terrorism involving citizens or the territory of more than one country.' According to some people, the one of the characteristics of terrorism is that targets

must be random with the intention being to make everyone fear they might be the next victim. For the reality example are some of the Hamas suicide bombings appear to follow this principle but when attacks are aimed at predictable targets (such as the military) they are less likely to terrorize the public at large (Brian Whitaker, 2001/guardian.co.uk).

The link between terrorism and hospitality become major concern since the terrorist attacks of 26/11 at Mumbai, 9/11 on World Trade Centre in USA and in Bali, which brings such a big impact to Tourism industry (Garg, 2009). Because of these incidents, many lives were been lost and the obvious decline in the revenue of the industry connected to hotels and tourism. Tourists some times are victims of terrorism but they are always not targeted by the terrorists, tourists sometimes simply in the wrong place at the wrong time. But looking the Mumbai and Bali attacks, tourists were the main target of the terrorists. Attacking tourists gives a distinct advantage for terrorists groups (Kumar, n.d.).

In the world economies, countries which rely heavily on tourism industry, attacks can harm the Hospitality and Tourism industry and the economy of the country and undermining the government. By attacking the foreign tourists rather than the indigenous population, the terrorist groups does not risk in losing the support of the latter which can be very important. Foreign tourist often behaves in a way which local opinion in the destination and the terrorist groups themselves find unacceptable. Thus these groups can see them a 'legitimate' target because of their behavior. Attacking foreign tourists, guarantees the terrorists groups publicity for its cause in the tourist's own country.

The event of 9/11 shocked the entire world community and drastically brought an impact on the decrease of travel patterns of tourists in short term. By using civil airlines as their weapons, the terrorists made people frightened to travel by air.

The travellers preferred to travel closer to home, avoid air transport and the high numbers of cancellation of travel. This clearly generated a big impact on tourism industry around the world and disasters for the airline industry. According to Brendon Lube (2005) London for example, experienced a downturn in visitor's arrival because tourist felt that it could possibly be the next terrorist target, thus the attacks exacerbated the already looming recession of 2002.

SARS

It first appeared in February 2002 spread from Guangdong province of China before emerging to Hong Kong to rapidly infect individuals in some 37 countries around the world. This medical epidemic issue has brought collapsed on Asian tourism industry for the past few years after the pandemic spreading (Haider & Leslie, 2008). It had negatively impact on tourism around the world too, mainly through loss on inbound traffic plus a decrease of leisure and business travel as well as postponement of capital investment (Pine & Mckercher, 2003). The massive tourism impact on SARS to the four countries in Asia according to the World Travel and Tourism Council (WTTC, 2003) is shown in the table below.

Tsunami

Country	Increase In Tourism GDP (%)	Lost Jobs In Tourism Industry
Hong Kong	41	27,000
China	25	2.8 million
Singapore	43	17,500
Vietnam	15	62,000

Table 1. Impact of SARS in Four Asian countries according to report of WTTC Source: The Impact of SARS in Hong Kong's Tourism Industry (n.d.)

Biggest natural disaster that crashed the world in the year 2004 can be said as one of the nature's most deadly phenomenon. Tsunami can be defined as a series of water waves (called as tsunami wave train) that is caused by the displacement of a large volume of body water such as an ocean. The 2004 Indian Ocean earthquake was an undersea mega thrust earthquake that occurred on Sunday, December 26, 2004, killing over 230,000 people in fourteen countries with an epicenter off the west coast of Sumatra, Indonesia. The resulting tsunami is given various names, including the 2004 Indian Ocean tsunami, South Asian tsunami, Indonesian tsunami, and Boxing Day tsunami.

The tsunami had its greatest impact in countries such as Indonesia, Thailand, India, Sri Lanka, Malaysia, Myanmar, Maldives and Somalia. But the impact not just hit the countries mentioned, but also the other countries surrounding the border of Indian Ocean were affected including Tanzania, Bangladesh, Kenya, Oman, Yemen, Madagascar, Seychelles and South Africa.

The perception of risk of tsunami in beach recreation has become one of the major concerns for the tourists these days (Cochrane, 2008). Based on the past incidents, it brings out the traumatic sensitivity for the tourists to choose travel destinations such as beaches and location near the beach because a high number of international tourists are involved (Suvantola, 2002). For example, one of the destinations affected by tsunami was Phuket Island in Thailand. The beach resorts around Phuket Island were quickly cleaned up and have started their usual operations. The scarcity of tourists during the high season of 2004-05 had created very harsh economic conditions for all tourism related business people (Reputational disaster in Phuket: the secondary impact of Tsunami on the inbound tourism 2006).

Swine Flu (H1N1)

New flu pandemic in 2009 known as Swine flu was a global outbreak of H1N1 influenza virus also known as Pig Flu, Hog Flu and Pig Influenza, first detected in April 2009, contain a combination of genes from avian (birds), swine and human influenza viruses although it cannot be spread by eating pork or other pork related products (Haider & Leslie, 2008). While only mild symptoms are experienced by the majority of people, some have more severe symptoms. Mild symptoms may include fever, sore throat, cough, headache, muscle or joint pains, nausea, vomiting or diarrhea.

Because of the fast spreading of the infections, travelers think twice while they decide to travel on this specific time when the outbreaks of pandemic are very high around the world (Cochrane, 2008). For example, the tourism industry of Mexico had been badly hit by the swine flu, not just the cancelled trips, but also affected other businesses related to travel industry and also the closure of many public areas and attractions. UK travel brokers TUI travel, Virgin Holidays and Thomas Cook have cancelled all their flights and package holidays to Mexico during the peak of the outbreak and other countries such as Argentina and Cuba have also suspended all flights from Mexico during those time.

Tourist Decision Making

Tourist destination is a particular area that is frequently visited by travellers for their recreation or other travelling purposes. The tourist behavior to take a specific place for the travel destination can be divided into two purposes which are business purposes and leisure/relaxing purposes. Tourist decision making in choosing travel destination influenced by some major internal and external factors (Dmitrovic & Kolar 2007). Internal factors mentioned are family life and age, financial status of the individual/social class, motivation and perception inside the person

itself, personality, education and culture. The external factors comprises of economic growth/ financial developments, demographic and social changes, the safety of travel, technology advancements and public transportation developments.

According to 2007 advances in Tourism Marketing Conference about Destination and Event Marketing: Managing Networks; a tourist destination can be defined as a bundle of tourist products and services consumed under the same brand name, thus offering the consumer an integrated experience (Buhalis 2000; Leiper, 1995). Traditionally, destinations are described as well-defined geographical areas such as countries, islands or towns (Hall 2000; Davison and Maitland 1997), which their visitors perceive as unique entity (Buhalis 2000).

Risk Perception impact on destination decision

Weber and Hsee (1988) provide evidence that cultural differences may play a role in risk perception, which may, in turn, impact destination decisions. Suggestions from Weber and Hsee supported with the development consideration from Resinger and Mavondo (2006) which covered significant differences, in varying degrees, in risk perception, anxiety, safety perception and travel intention among tourists from different countries. Individuals behave depending on their culture from their nature of origin (Suvantola 2002). It affects the way they perceive the risk perception of a particular destination which suffer risk event on particular time. It shows in the Carlson and Hughes (2007) study that after the 2004 world natural disasters of tsunami, the Maldivian tourism industry showed the highest decline on tourist arrivals from the Italians, Japanese and French, while on the other side, tourists from India, Russia and Britain showed the lowest decline.

Other factors that define the reasons why risk perception is bringing impact to tourist destinations is where Richter (1983) explains that when tourists are victimized, worldwide media

broadcast exacerbate perception of risk associated with a particular destination. It means that it does determine high influence media such as newspaper article, television news, magazine and other types of media tools on the perception of risks of a tourist destination (Lakshman 2008). The way the media release the article about one particular destination can be most influence factors for the decision making because it could generate the whole region to be perceived as risky. Sonmez and Graefe (1998) also added that the perception of risks or safety concerns are of paramount importance in the decision making process of tourist since they can alter rational decision making it as consideration to travel modes and choice of destinations. Terrorist activity and political instability are identified factors that can be major concern and support the risk perception which can affect in the tourist decision making (Hall, Timothy & Duval 2003). Furthermore, Pizam and Fleischer (2002) found that while the severity of a terrorist attack will decrease tourism demand in the short term (6-9 months later). The frequency of terrorist attacks is more important in determining whether tourists will travel to a particular destination in the long term or not as tourists perceive as destination to be risky and tend to avoid it (Suvantola 2002).

This research is done based on the combination of theories of Richter (1983) that will be the 1st hypothesis for the research which is the cultural differences influences risk perception and from Weber & Hsee (1988) will be the 2nd hypothesis which is media influence influences risk perception. And this combination lead to the last research (3rd) hypothesis that risk perception influence tourist decision making

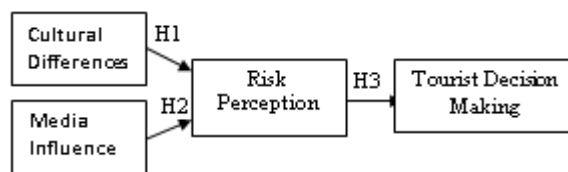


Figure 1
Risk Perception Impact on destination decision Weber & Hsee (1988); Richter (1983)

Cultural Differences

One of the factors that define the way people thoughts and act in their daily life is their culture taught since they were born. Cultural differences distinguish societies from one another. All cultures are known to have their own beliefs that define values for that particular culture. Education, social standing, religion, personality, belief structure, past experience, affection shown at home, and a lot of other factors will affect human behavior and culture. The events on the past certainly formed the moods and opinions of people living in that specific country.

Resinger & Turner (2002) define culture and its relationship to tourism as “differences and similarities in values, rules of behavior and perceptions, which influence interpersonal contact between international tourists and hosts and their satisfaction with each other. According to Moutinho (1987), with its norms and standards, culture guides a consumer’s behavior. Cultural norms have an impact on both tourists’ expectations and their perceptions of received service quality. One suggestion that supported the relationship between culture and tourist perception is the study from Bonn (2005) that people from different culture background have different image perceptions of a destination. Based on Weiermair (2000), culture affects not only the way in which people experience and interpret goods and services, but it also has an impact on decision making process and destination choice.

All of the statements about the culture differences and theory developed by Richter (1983) lead to the shape of hypothesis which is **H1 Cultural Differences influence Risk Perception**. The hypothesis supported with the study from Resinger and Mavondo (2006) shows that there are significant differences in perceptions of travel risks and safety, anxiety and travel intentions among tourists from different countries. Tourists from United States, Hong Kong and Australia perceived more travel risks,

fell less safe, were more anxious and reluctant to travel than tourists from United Kingdom, Canada and Greece. All of these effects to the influence of cultural differences in perceiving the risk perception are because of the history of their region.

Media Influence

Today people live in the information age, media tools such as internet, newspaper, television, radio, magazines and many more influence the way of living. Mass media plays crucial role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self-image of society.

It is showed that the influence of media is responsible for structuring people's daily routine lives and thoughts. Television broadcasting has a large amount of control over the society watches and the times in which it is viewed. The internet creates a space for more various political opinions, social and cultural points of view and a higher level of consumer participation. Common people in the city usually wake up in the morning, checks news on TV or newspaper, continue their daily activities and make some decision based on the information that they had either from co-workers, family, friends, news (media), financial reports, etc.

The media has a huge impact on society and also in public opinion. It can form public opinion in different ways depending on the objective. For example, after the attacks of 9/11, media gave a huge coverage of the event and exposed Osama guilty for the attacks as they were told by the authorities. This shaped the public opinion to support the war on terrorism, the same happened with the war on Iraq. The problem is if media receives inaccurate information, then the public opinion supports a wrong cause.

Because of the globalization era, media do have a role to influence risk perception of every human. The second theory that supported the theory of risk perception by Weber & Hsee is **H2 Media**

influence, influences risk perception. Media has an effect on the risk perception showed when the negative impact of dramatic news (particular events) released by the media sources. If the dramatic part is edited out, people's recall of the news becomes more accurate and probably a higher dramatic news story could have stronger effects on risk perceptions. The stronger is the message of one particular destination's image security problems released by the media, the stronger risk perception of the tourist generated and also can be result in the changes of the attitude.

Risk Perception

Risk perception is the subjective judgment that people make about the characteristics and severity of a risk. The phrase is most commonly used in reference to natural hazards and threats to the environment or health. Several theories have been developed to explain why different people make different estimates of the dangerousness of risks. Risk has been defined in a number of ways, but is often seen as the likelihood that an individual will experience the effect of danger according to Short Jr. (1984).

Boholm (1998) developed that risk appears different things to different people and action and understandings about risk are learn by socially and culturally structured conceptions and evaluations of the world, what it looks like, what it should be or should not be. Risk perceptions is a subjective assessment of the probability of a specific type of accident happening and how concerned the people are with the consequences. Perception of risks goes beyond the individual and it is a social and cultural construct reflecting values, symbols, history, and ideology (Weinstein 1989).

Risk perception link with cultural differences and media are the two factors that influence the level of risk perception for every person. Then it lead to the hypothesis of risk perception link with tourist decision making which is **H3 Risk Perception Influences Tourist Decision Making.** The all three hypothesis above are all

concern to the risk perceived by the tourists whether it is determined by the media or cultural differences of the tourist. When the risk perception of a particular destination is high, the continuing tourism growth of that particular destination will be obstructed. The paper will look into the two factors and survey whether the cultural differences and media messages influence the risk perception of the tourist and support the hypothesis (H1 & H2).

Other than the theory above, demographic factors also have the role in influence of the pattern of the tourists.

Age Factors – Romsa and Blenman (1989) study and compare the vacation patterns depending on the age scale of the travellers and found out that motivations for taking holidays vary by age groups.

Nationality – Pizamto and Sussman (1995) whether accepted or not, nationality cannot be separated with the way people think (People’s thoughts) and nationality made a difference to perception of every person. Tourists were perceived to be alike regardless of their nationality.

Gender – Universally men and women share many similarities, the travel patterns of women are still different from those of their male because women are, to a higher degree than men, responsible for household duties and childcare. So the male could have more flexibility of travel pattern than the women.

HYPOTHESIS

H1: Cultural Differences influence Risk Perception

Correlations

		Cultural Differences	Risk Perception
Cultural Differences	Pearson Correlation	1	.429**
	Sig. (1-tailed)		.000
	N	150	150
Risk Perception	Pearson Correlation	.429**	1
	Sig. (1-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (1-tailed)
 < 0.05 is significant.

Table 2
Correlation cultural differences and risk perception

After being tested under SPSS using Pearson correlation analysis, it shows the correlation between cultural differences and risk perception is 0.000, which means that correlation between them does exist. Since it fulfills the significance requirement which is less than 0.05, hypothesis significantly proves that cultural differences do influence the risk perception of the people. The theory developed by Richter (1983) People’s willingness to ignore risk or overemphasize it is linked to their culture is reliable in this research and is accepted by the respondents that cultural differences do influence the risk perception.

H2: Media Influence, influences Risk Perception

Correlations

		Media Influence	Risk Perception
Media Influence	Pearson Correlation	1	.664**
	Sig. (1-tailed)		.000
	N	150	150
Risk Perception	Pearson Correlation	.664**	1
	Sig. (1-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (1-tailed)

< 0.05 is significant.

Table 3
Correlation media influence and risk perception

The correlation between cultural differences and risk perception is 0.000, which means that correlation between them does exist. Since it fulfills the significance requirement which is less than 0.05, hypothesis significantly proves that Media Influence do influences the Risk Perception of the people. The theory developed by Weber and Hsee (1988) ‘Media has an effect on the risk perception of the people particularly when the negative impact of dramatic new released by the media sources’, which supported the second hypothesis is applicable for the research and is also accepted by the targeted respondents.

H3: Risk Perception Influences Tourist Decision Making

Correlations

		Risk Perception	Tourist Decision Making
Risk Perception	Pearson Correlation	1	.766**
	Sig. (1-tailed)		.000
	N	150	150
Tourist Decision Making	Pearson Correlation	.766**	1
	Sig. (1-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (1-tailed).

< 0.05 is significant

Table 4
Correlation risk perception and tourist decision making

After being tested under SPSS using Pearson correlation, it shows that the correlation between risk perception and tourist decision making is 0.000 which means that the correlation between both these variables do exist. Third hypothesis (H3) was proved that ‘risk perception does influences tourist decision making’ and it is accepted and supported by the respondents that risk perception do influence their decision making while choosing a travel destination.

RECOMMENDATIONS

In this research having the title ‘A study of Tourist perceptions towards travel risk factors in Tourist decision making’, the main issue which elaborated in the research is travel risk factors that could influence tourists in the process of choosing the destination of their choice. After the survey being conducted and analyzing the findings, this research comes out with few recommendations.

United Nations World Tourism Organization (UNWTO) along with the local authorities should take steps in improving the safety and security in every tourist destination thus reducing

the risks perceived by the tourists. Issuing early warnings for natural disasters such as tsunami and a proper training should be given to the locals particularly to those staying near the beach areas, which could prevent the higher number of casualties.

Re-promote and re-construct the places which have been affected by the risk event in the past. By this, it could bring back the positive image of that particular destination. The security of tourist complexes, five star hotels and restaurants must be upgraded and improved. The layout plan and architecture of such places must be designed in such a way that vehicles and armed persons do not get entry easily in the premises unless and until they are cleared by security personnel. The Karachi Sheraton Hotel and Tower in Pakistan, which was attacked in May 2002, has a system of checking all vehicles and screening packages and luggage (Henderson, 2007).

Plan ahead: One of the important things in dealing with an emergency is to have a proper plan in advance. The things should be known clear about what action has to be taken during the emergency. Systematic risk measurement should be compulsory for all the hospitality business. The staffs should be trained and informed about the evacuation, where to take the guests and the injured people for medical assistance, if required during a terrorist attack (Cetron, 2006). Infact this should be the part of every new employee’s orientation with periodic classes and exercises to remember the lessons. Special attention should be given to the food and water as these can be contaminated with poison or some bacteria and which might cause a heap of casualties (Cetron, 2004).

Establish an international marketing crisis team with representatives from the international tourism industry bodies such as WTO, IATA, WTTC, International Hotel Association, and PATA. This body would liaise and engage with the media, national governments and the United Nations.

Hospitality and tourism educational institutions can play a vital role in addressing the security threats by including safety and security subjects in hospitality programmes across the world. This will enable students to learn at the beginning of their career only before they face the actual world.

All the above recommendations above can be implemented to the tourist attractions worldwide for the long term period and expected to reduce the risk perceived by the tourists so that they can still feel safe while travelling to a particular destination. Travel risk factors does influence tourists in deciding their travel plan, these recommendations expected to help the tourism industry to face the crisis when it is hit one of the travel risk factors.

CONCLUSION

The summary of the findings of this research is that the cultural differences factors which are the component of the first hypothesis do influences the risk perception of the respondents. The correlation between cultural differences and risk perception is 0.000, which means that correlation between them does exist. Although the respondents were from different nationality and varied culture, they all agreed that cultural differences do influence the risk perception.

The other factors that were tested to be does media influence, influences the perception of risk. Using SPSS it resulted in the significant figures which led to the approval of the second hypothesis that is media influence influences the risk perception. Mass media as major information tool for human life nowadays does influence the daily activities of people. Mass media these days plays crucial role in forming public opinion. It also brings out strong impact on society of all levels across the globe.

The last hypothesis of risk perception influences tourist decision making (H3) was also tested and the findings of the test showed that correlation between risk perception and tourist decision making was 0.000 which means that the correlation between both the variable is significant. Different people perceive different estimates of dangerousness of risk, when the highly risk perception perceived by the people, it does influence their decision making for travelling. While the questionnaires were not distributed evenly according to respondents' nationality, but their perception of tourist decision making influenced by the risk is almost same.

The conclusion of the research is that from the three different hypotheses designed, all three of them are found to be significant. Safety and security are the primary conditions for normal tourism development of a destination, region or a country. Once a destination is perceived to be risky by the tourist, it will have serious implications on the growth and development of tourism industry of the specific destination.

Contributions to the research are time and effort in finding the theoretical framework applicable for this research, writing the whole part of literature review and distributing the questionnaires. Limitations faced in this research is that as mentioned under the hypothesis part, questionnaires were not distributed evenly to the different nationalities.

Recommendations for the future research could be that the researchers should include the demographic details also as one of the major consideration and equally distribute questionnaires to the various nationalities and races, so that the results of the research can be same as expected. The study has shown the importance of the travel safety, travel risk perception and how it affects in tourist behavior/ decision making. It is hoped that the results of this study will facilitate the tourism operators to understand and better provide the travel patterns of travelers' world widely.

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