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Indian Hospitality Congress has conferred "Aspiring Researcher Welcome Award " to Dr. Vinay Rana for the year 2015-16. He has also received the "Educator of the year award 2016" by International Society for Hospitality Education.

This edited book is a compendium of research knowledge for university undergraduate / college students/research students and hospitality educators. The book through its research contents delves into the current and emerging trends, challenges in hospitality and tourism industry along with perspectives of women in Hospitality and Tourism Industry.

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Trends, Issues and Women in Hospitality and Tourism Industry

Edited By: Dr. Vinay Rana



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SCHOOL OF HOTEL MANAGEMENT & HOSPITALITY

Trends, Issues and Women in Hospitality and Tourism Industry

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TRENDS, ISSUES AND WOMEN IN HOSPITALITY AND TOURISM INDUSTRY

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PREFACE

International tourism is the world's largest export earner & an important factor in the balance of payments of many industries. For many destinations across the nation, tourism is an important part of their economy. The developing nations view tourism as a source to improve upon their economy whereas the developed nations view it as a stimulus for furthering their economic growth. The effect of tourism creates a multiplicative effect and thus leads to better growth and opportunities within the society and the country as a whole. There has been a major change in the interest and motivation for travel around the globe. The interest is changing giving a paradigm shift to tourist behavior and patterns. Accordingly various stakeholders need to relook at their policies and for new developments in the field of product designing and development. This changing nature of tourism is impacting inter – organizational, relations, collaborations, completion, innovation and marketing.

This book through research contents delves into the current and emerging trends, challenges in hospitality and tourism industry along with perspectives of women in Hospitality and Tourism Industry. The book has four sections. Section A, covers chapters on “Issues and trends in food /cuisine”, Section B covers chapters on “issues and trends in hospitality human resources”, Section C covers chapters on “ issues and trends related to women in hospitality & tourism” industry Section D covers chapters on “general Issues and trends related to hospitality & tourism industry”.

A number of people have contributed significantly to the realization of this book and must be acknowledged. The contributors to this book are well-known individuals from hospitality education in India and overseas Universities. I am grateful to all those who believed in this project and contributed with chapters or advise. Without their contribution, this book would have never materialized.

(Dr. Vinay Rana)

Table of Content

Chapter	Title	Page
<i>Section A-Issues and trends in food /cuisine</i>		
1	Pahari Cuisine: the food heritage of Uttarakhand <i>Dinesh Kumar Karush, Dr. Sonia Sharma</i>	1-11
2	Garhwali Cuisine: - cultural heritage of Uttarakhand <i>Mr. Vinod Negi</i>	12-20
3	Malaysian Chef's Perception towards Factory Farmed Poultry Products: A Qualitative Enquiry <i>Mayukh Dewan</i>	21-35
<i>Section B- Issues and trends in hospitality human resources</i>		
4	Role of job satisfaction of employees of selected five star hotels of Delhi <i>Pradeep Bhatt, Suraj M.Negi</i>	36-45
5	Job satisfaction and effects on employee turnover in the hotels of Kuala Lumpur city centre <i>Gopinath Sangaran</i>	46-55
6	An exploratory study about students learning capabilities in today's pedagogic trends based on gender differences <i>Kandappan Balasubramanian, Joaquim Dias Soeiro and Anshul Garg</i>	56-61
7	An impact of employee retention on job performance -A Study of some selected five star hotels of Delhi <i>Dr. Arunesh Parashar, Pradeep Bhatt</i>	62-73
<i>Section C- Issues and trends related to women in hospitality & tourism industry</i>		
8	Mediating role of employee engagement on work-life balance and job performance among women Workforce in Indian hospitality industry <i>Rajiv Mishra ,Namrata Mishra ,Prof. Mantun Kumar Singh</i>	74-84
9	An analysis of unlocking the potential talent of women entrepreneurs in the tourism and hospitality sectors of India <i>Dr. C. Rajesh Kumar, Dr Sherry Abraham</i>	85-94
10	Under Representation of Female in Leadership Role: A descriptive study <i>Mousumi Dasgupta, Himanshu Sharma</i>	95-104
11	Employer's expectations versus Employees competencies: A comparative study on female employees in selected hotels of Mussoorie <i>Ashish Dhyani, Yashveer Rawat</i>	105-112
12	Women participation and the work conditions in the hotel industry of Dehradun city <i>Richita Jakhawal, Sakshi Negi, Juhi Garg</i>	113-126

Chapter	Title	Page
13	Barriers to career advancement of women in the Indian hospitality sector <i>Juhi Garg, Pinnacci Negi, Alisha Ahuja</i>	127-137
14	Issues, Challenges and Trends, faced by women in tourism industry <i>Prakhar Singh, Shashank Maheswari</i>	138-144
Section D- General Issues and trends related to hospitality & tourism industry		
15	A case Study of the resident’s perceptions towards cultural tourism development in Murshidabad, West Bengal <i>Ms. Rupa Sinha ,Madhu Murdia</i>	145-157
16	Environmental and socio-cultural impacts of unregulated tourism activities in Uttarakhand glacier areas <i>Deepak Kholiya, Laxmi Rawat and Akash Rawat</i>	158-175
17	Management of a small hotel – A case study of Jaisingh Garh Hotel, Udaipur <i>Dr. Sangeeta Dhar</i>	176-182
18	Hotel Branding: The effects of hotel brand image on customer’s purchasing behavior and loyalty <i>Murugan Krisnamoorthy</i>	183-202
19	Role of Ministry of Tourism for Promoting India as a 365 days tourist destination <i>Umakant Indolia, Prasoon Kumar, Shailendra Rawat</i>	203-210
20	Wellness Tourism: Understanding the key issues & challenges in promoting wellness tourism in India <i>Dr. Umakant Indolia ,Kamal Kumar Lasiyal</i>	211-217
21	Tourists' Risk Perception Impact on their decision-making <i>Anshul Garg</i>	218-227
22	MOOC IT – an online platform to learn hotel housekeeping operations”-A conceptual paper <i>Ruth Sabina Francis</i>	228-230
23	Tourism Security and Safety <i>Himanshu Sharma, Mousumi Dasgupta</i>	231-239
24	Determining Hotel Industry Energy Efficiency Needs by Comparing two Model Theories <i>Pankaj Aswal, Akash Rawat, Ravish Kukreti</i>	240-245
25	Analysis & Evaluation of Seasonality Factors and Sustainable Development (A Study of the Hill Station of Nainital) <i>Anil Kumar Tamta, Dr. Spersh Bhatt</i>	246-252

Section-D

***General Issues and
trends related to
hospitality & tourism
industry***

Tourists' Risk Perception Impact on Their Decision-Making

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Abstract

This study gives an overview of the literature on the tourists' perception of risks attached to safety and security affecting their decision-making process. The study further discusses the risk perception of tourists in relation to social and cultural factors, and media influence that motivate tourists to choose a safe destination and how tourists perceive the safety and security measures in the hospitality and tourism industry and at their travel destination. Socio-cultural and media factors together with demographic characteristics of the travellers were examined in order to explore whether there are differences in risk averseness among travellers from different countries of origin. Quantitative research methodology was implemented and samples were collected from both the domestic as well as international tourists. The findings revealed that tourists' decision-making process is influenced by their risk perception level and provides useful information for destination marketers, hospitality operators and its stakeholders in proper planning and implementation of the policies and to utilize this information while undertaking the marketing campaign or develop tourist products.

Keywords: *Tourist Risk Perception, Decision Making, Socio-cultural, Media, Demographics*

1. Introduction

Although the tourism industry has become the fastest growing industry, it has also faced some obstacles due to the world crime activities such as terrorism and war, the spreading of epidemic diseases, world natural disasters and recession crisis in the world's economy. These obstacles are negatively impacting the growth of tourism and make it one significant term which is travel risks (Murthy, 2008). 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 traveller's perspective that the need for safety and security has become the main factors while choosing a travel destination (Hall, Timothy & Duval, 2003).

According to Middleton (1994), safety is an important concern for tourist. Safety and security are important social determinants to the tourists. The very first safety issue that concerns tourists most is the crime, especially robbery and fraud. Tourists are considered to be vulnerable to the victimization of crime due to varying behaviour patterns, carrying large amounts of money, lack of familiarity with their environments and they also tend to look different, standing out in a crowd (Pizam & Mansfeld, 1996; Brunt, Mawby, & Hambly, 2000). In recent years, international travellers have become 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).

2000). Additionally, many times tourists involve themselves in risky behaviour. Tourists are less likely to be aware of the local laws and processes of reporting crimes and pressing charges against criminals. Therefore, the likelihood of gaining from a visitor is high while the risk of conviction and detection are low (Pizam & Mansfeld, 1996; Brunt, Mawby, & Hambly, 2000).

It is proven that crimes have negative effects on the willingness to visit (Garcia & Nicholls, 1995; Hall, Selwood, & McKewon, 1995; Moore & Berno, 1995; Dimanche & Leptic, 1999; Pizam, 1999; Brunt, Mawby, & Hambly, 2000). The anxiety of becoming a victim of crime not only influences the willingness to visit but also harms the development of local tourism industry. But at the same time, it has also been noted that people travel to the places of risk in order to experience them. The best example would be bungee jumping in New Zealand. According to Castro, Armario and Ruiz (2007), understanding individual tourist behaviour pattern seem to be the major challenges faced by tourism players. They also argued that international tourists may face many dangers that may affect their behaviours such as the spread of illness, tourist accidents and natural catastrophes.

Natural disasters, industrial accidents, and other crises can disrupt an organization's functioning and survival (Caponigro, 2000). This is particularly true of the hospitality and tourism industry, which is often a prominent victim in crises (Faulkner, 2001). A major crisis can instantly damage a destination's reputation and infrastructure, both of which may take years to rebuild. The November 2008 terrorist attack in Mumbai and the hurricane disaster in New Orleans are some of the glaring examples (Racherla & Hu, 2009). But at the same time, there are cases of destinations which recovered quite soon as well. An example would be Bali, where within the days of the bombings, Bali Recovery Group was created (Bali Recovery Group, 2004) and due to the efforts of the Indonesian government, a large number of NGOs, volunteers, local residents, media and other stake holders, Bali strived to move beyond the negative images (Gurtner, 2004). Another big example is the recovery of Ground Zero after 9/11 terrorist attacks in New York. The city recovered from the incident within one year (Bonham, Edmonds, & Mak, 2006), and in 2002, the ruins of the World Trade Centre in New York attracted 3.6 million visitors.

Sonmez and Graefe (1998) mentioned that the potential tourist buying behaviour towards an affected destination is impacted by external and internal factors concerned with tourism crisis. According to Sonmez and Graefe (1998), the theories about consumer behaviour and tourist decision-making discussed in the literature review, motivation to travel results from a range of personal, social or commercial cues under socio-demographic and psychographic influences. When there is motivation to travel, tourists may have a consciousness of a set of destinations. Sonmez and Graefe (1998) mentioned that the consciousness of this set of destinations comes from those people who have come across them incidentally or through passive or a casual material search. These options are affected by personal attitudes toward destinations. According to Swarbrooke and Horner (1999), attitudes are influenced by people's initial views of destinations and by the limited details available about the destinations. Promotion activities and special offers after a tourism crisis encourage people to travel, since seeking a good deal is one of the most significant considerations influencing the choice of a destination.

The extent of the information search may depend on past travel experience, risk perception, travel anxiety, and the importance and purposes of the travel. Therefore, once a destination suffers an instance of tourism crisis, no matter if it has happened or it is happening, potential tourists may seek to acquire a large amount of definite information about the tourism crisis situation in the chosen destination. Sonmez and Graefe (1998) mentioned that this occurs because the safety and risk factors with regard to tourism crisis problems stimulate them to need more information in order to assess the

destination. Sonmez and Sirakaya (2002) studied Turkey's image from American travellers' perspective and discovered some factors that influenced the possibility of traveling were overall appeal, safe and hospitable environment, general mood and vacation atmosphere, travel experience, relaxing effect, local attractions and hospitality, authenticity of experience, social and personal communication channels, comfort/safety, and tourist facilitation.

According to Sonmez and Graefe (1998) in the evaluation stage, the image of the destination is formed by the information and relevant details tourists have collected and also from other external resources. The image of alternatives is the basic criteria for the evaluation of the alternative destinations. Once a crisis occurs in chosen destinations, media coverage of the crisis, government advice, as well as various other information related to the crisis affects tourist's perception of the destination and perceived risk level, resulting in changes to their images of destinations. In this situation, different levels of safety may influence the process of evaluating the alternatives. Destinations regarded as safe from the tourism crisis will be given more consideration, and those perceived as risky may be rejected. Sonmez and Graefe (1998) said that choice of destination is made by choosing an option that meets almost all of the tourists' needs and is perceived safe. If there is a crisis outbreak in the chosen destination after final destination choice has been made, the media coverage of the crisis in the destination, announcements by travel advisories and information from social interactions comprise the tourist's knowledge of the crisis. The knowledge gained then influences their final travel decision and travel intention towards the chosen destination. In other situations in which there is an outbreak of a tourism crisis in the chosen destination, knowledge of the crisis also comes from external sources. This knowledge relates to whether tourists still choose this affected destination as the final destination. Sonmez and Graefe (1998) argue that such information has the potential to impact the outcome of the decision, and is referred to as the behavioural component of the decision-making process.

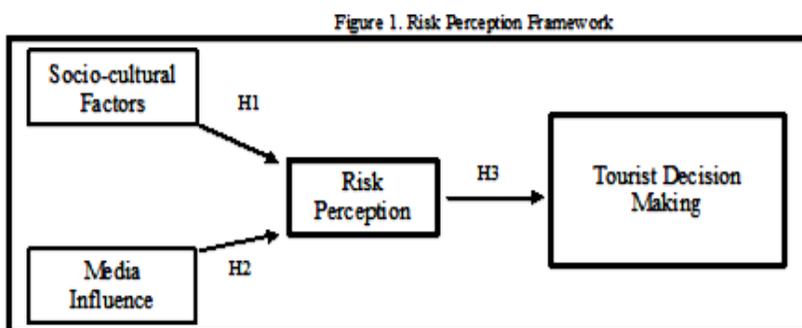
According to Pinhey and Iverson (1994), the outcome of travel decision and travel intention is determined by individuals' knowledge of the tourism crisis, risk perceived, travel safety, and attitude towards the destination. The outcome can be a cancellation of the trip to the selected destination, confirmation of previous decision making, or selection of another destination to visit instead. According to Pinhey and Iverson (1994), a tourist's decision-making is influenced by the individual's external and internal factors. Several internal factors related to tourism crises may influence every key stage of the travel decision. According to Sonmez and Graefe (1998), previous travel experience may affect the individual's confidence regarding future travel. The risk perceived of the tourism crises may cause travel anxiety towards a destination. Different levels of risk perception together with other internal factors may determine a tourist's motivation to travel, their awareness of destination alternatives, the extent of their information search, evaluation of alternatives, and different destination choice. According to Roehl and Fesenmaier (1992), the level of risk perception affects the amount of information required, since an information search is considered as a risk reduction strategy.

According to Swarbrooke and Horner (1999), attitude is one of the main determinants of tourist buying behaviours as discussed earlier. An individual with negative attitudes toward a destination due to the tourism crisis there may exhibit high levels of concern for safety, and this is likely to result in a negative outcome of the travel decision. External factors related to tourism crises, like media news about a crisis situation, tourism authorized advisories, the recovery campaign and so on, have an influence on tourists perceptions of the affected destinations, their attitude towards travel and their image of the destinations. Schmoll (1977) said that great bargains made available after the

crisis may encourage people to travel, since as mentioned before, a good deal of tourists considers this factor a vital motivation for visiting a destination and is the main factor in destination choice.

According to Kotler (1997), tourist behaviour is influenced by factors whose action could be independent or associated and these factors can be gathered as physiological factors, personal factors, cultural factors and social factors. Kotler (1997) also said that travel behaviour is influenced by a blend of a certain group or social class, upper-class tourist request for added services and travels fancifully by airplanes to limousines and yachts to dazzling destinations, while middle-class tourists look for lodging, camping, pensions, and one or two star hotel that offers less luxury. In the tourism industry, customer behaviour investigation is a process that is tough for marketers because of the characteristics that form the service of tourism products, as well as the factors that influence the behaviour is not as clear. Kotler (1997) concluded that socio-cultural factors that influence consumer behaviour the most are culture, social class, family and group behaviour combinations.

3. Conceptual Framework and Research Hypothesis



Source: Adapted from Risk Perception Impact on destination decision (Richter, 1983; van Raaij and Francken, 1984; Mansfeld, 1992; Um and Crompton, 1992; Weber and Hsee, 1998)

H1: Socio-cultural factors influence tourists' perception of risk.

H2: Media has a positive influence on the risk perception of the tourists.

H3: Tourists' perception of risk influences their decision-making process while deciding on the choice of destination.

4. Research Methodology

The main objective of this research was to analyse the influence of tourists' perception of various type of risks in their decision-making process. The research aims to understand the effect of risk perception of tourists on their decision-making process. In order to assess the influence of risk perception on tourists' decision-making quantitative research methods was implemented to collect detailed information on a sample size of 287 respondents which included both the International as well as Domestic tourists. The data was collected through the physical distribution of the questionnaires as well as through online. A Stratified Random Probability Sampling method was applied so that each member of the population has an equal and known chance of being selected. The questionnaire was designed to explore the relationships among tourists' perceptions of risk, factors that could influence the risk perception like, socio-cultural, media, demographic factors and tourists' decisions about the choice of destination. 4 point Likert scale was included to measure tourists'

perceptions, ranging from '1' with strongly disagree at the lower end, which stands for not being important at all, and its importance increases along the scale up to '4' with strongly agree at the higher end which stood for a factor being a very important attribute thus has a strong influence on visitors destination choice. The data collected was entered into Microsoft Excel and then exported to IBM Statistical Package for Social Sciences (SPSS) for processing the data. The statistical instruments used were Cronbach's alpha (1951) for the test of internal-consistency reliability. For Cronbach's α coefficient, the norm of 0.70 set by Nunnally (1978) was used.

5. Findings, Analysis and Discussion

5.1 Reliability Analysis

Reliability is the extent to which a measure will produce consistent results. The internal reliability of the measurement instrument is commonly assessed by Cronbach's alpha. A Cronbach's alpha of 0.70 or higher indicate that the measurement scale that is used to measure a construct is reliable (Nunnally, 1967). Table 1 demonstrates that the overall reliability (internal consistency) of the study was found to be coefficient alpha 0.844, which is deemed acceptable (Nunnally, 1978; Churchill, 1979), which suggests that the "measures were free from random error and thus reliability coefficients estimate the amount of systematic variance" (Churchill, 1979). The high alpha values indicated good internal consistency among the items, and the high alpha value for the overall scale indicated that convergent validity was met (Parsuraman, Berry, & Zeithmal, 1991).

Table 1. Reliability of the Study

Variables	Cronbach Alpha (α)	Number of Items
Socio-cultural factors	0.708	12
Media Influence	0.712	5
Risk Perception	0.825	20
Tourist Decision Making	0.710	11
Overall	0.844	48

5.2 Descriptive Analysis

The descriptive analysis helped to profile the respondents and assess their possible influences on travel frequency and their destination choice. The sample size of 287 respondents illustrated that the majority of the respondents were found to be male (52.6%) while the female respondents' participation was 47.4%. The dominant age group of the respondents ranged between 20 to 40 years of age which accounted for 56.4%. This indicates that most of the respondents were the young travellers. The least response that accumulated to 3.8% was above 61 years of age. This could be due to the fact that seniors are not generally willing to travel due to their health problems. Also, most of them have retired from work and live on pensions, which may not be high enough to afford overseas travel. Majority (51.6%) of the respondents were found to be single. 12.2% of respondents were married but had no children. The third category (16%) consisted of those respondents who were married and had children of age 12 and below. 20.2 % of respondents comprised of those who were married and had children above 12 years of age. It was interesting to establish that apart from the category 'single', the other three categories were used to understand their risk perception level as those who travel with family have a different perception of risk particularly the tourists with very young children. Results showed that majority (62%) of the respondents were Indian nationals which were followed by respondents from the UK (8.4%) and USA (3.8%). The respondents from Japan

and France accounted for 2.8% each while from Canada and Germany were 2.4% of each. The ‘others’ (15.3%) category consisted of tourists from Malaysia, Hungary, New Zealand, Russia, Norway, Uganda, Israel, Estonia, Turkey, Poland, Latvia, Netherland, Sweden, Belgium and Ukraine.

5.3 Regression Analysis

Hypotheses 1, 2 and 3 were tested using multiple regressions to predict the risk perception level and the travel motivation of the tourists. The three hypotheses tested were,

H1: Socio-cultural factors influence tourists’ perception of risk.

H2: Media influences the risk perception of the tourists.

H3: Tourists' perception of risk influences their decision-making process.

Table 2 Regression Analysis

Dependent variable: Risk Perception						
Independent Variables	β	t- value	p- value	Tolerance	VIF	Hypothesis
Social and Cultural Factors	0.369	6.512	0.000	0.864	1.157	H1 - Significant
Media Influence	0.174	3.064	0.002	0.864	1.157	H2 - Significant

Notes: Durbin-Watson = 1.531, $R^2 = 0.213$, $F = 38.489$, $p \leq 0.05$

It was necessary to use the regression analysis to predict the implications of ‘Risk Perception’ level and the obtained results showed in table 2 that there was a positive correlation with a coefficient of determinant (R^2) of 0.213, F value of 38.489 and p-value of 0.000 at the significance level of $p \leq 0.05$. It is found that ‘Socio-cultural factors ($\beta=0.369$)’ and ‘Media Influence ($\beta=-0.174$)’ exerts a significant positive effect on ‘Risk Perception’ level of the tourists, thus, Hypothesis H1 and H2 were found to be significant. This finding was found to be in line with previous studies conducted by Burtenshaw, Bateman and Ashworth (1991), Boerwinkel (1995), Engel, Blackwell and Miniard (1995), Hawkins, Best and Coney (1995) and Jansen-Verbeke (1997) which also found that the socio-cultural factors have an influence on the risk perception of the tourists.

Table 3 Regression Analysis

Dependent variable: Decision Making						
Independent Variables	β	t- value	p- value	Tolerance	VIF	Hypothesis
Risk Perception	0.229	3.974	0.000	1.000	1.000	H4 - Significant

Notes: Durbin-Watson = 1.935, $R^2 = 0.053$, $F = 15.794$, $p \leq 0.05$

Second regression was analysed by using ‘Decision Making’ as a dependent variable and ‘Risk Perception’ as independent variables. The results shown in table 3 indicate that R^2 was 0.053 and F value at 15.794. β value for ‘risk perception’ was 0.229 and the p-value was 0.000 at the significance level of $p \leq 0.05$, this also illustrates that Hypothesis 3 was also accepted and thus shows that ‘Risk Perception’ has a significant influence on the perception of tourists. This finding was also in line with the several studies conducted in the past (Sonmez & Graefe, 1998; Quintal, Lee, & Soutar, 2010; Silva, Reis, & Correia, 2010).

6. Conclusion

It was found through regression analysis that both socio-cultural factors and media influence exerts a significant positive effect on the risk perception level of the tourist. These findings are similar to the findings of Weber and Hsee (1998) who stated that cultural differences may play a role in risk perception of the tourists and which may have an impact on the destination decisions. The study of Weber and Hsee was supported by the study conducted by Reisinger and Mavondo (2006) which covered significant differences, in varying degrees, in risk perception, anxiety, safety perception and travel intention among tourists from different countries. When examining if different cultures have an influence on the risk perception, it was found to be positive and significant, which is in line with the previous studies (Wright & Phillips, 1980; Weber & Hsee, 1998; Weiermair, 2000; Reisinger & Turner, 2002; Bonn, Joseph, & Dai, 2005; Reisinger & Mavondo, 2006; Steers, Sanchez-Runde, & Nardon, 2010).

This study found that media plays an important role in risk perception of the tourists and is positively related. These findings are in line with the studies conducted by researchers in the past who found that different type of media such as newspapers, television news, magazine and other types of media tools have a high influence on the perception of risk of a tourist destination (Lakshman, 2008). There is always a strong belief among the researchers working on the risk that the media is persuasive in terms of forming and determining people's risk perceptions (Bastide, Moatti, Pages, & Fagnani, 1989; Keown, 1989; Kone & Mullet, 1994). Mass media indisputably creates awareness and has an influence not only on the way in which people react to events but also on the topics that are discussed openly and the opinions that people hold (Morakabati, 2007). Glaesser (2003) argues that the way in which the media brings about real changes in attitudes and opinions depends on a variety of factors from varying backgrounds, cultures, ages and gender.

Studies have explored the association between risk perceptions and travel intentions (Sonmez & Graefe, 1998; Floyd & Pennigton-Gray, 2004; Kozak, Crotts, & Law, 2007). The results also indicated that the risk perception has significant positive influence on the decision making of the tourists. The findings were consistent with the previous studies (Sonmez & Graefe, 1998; Kozak, Crotts, & Law, 2007; Rittichainuwat & Chakraborty, 2009; Jonas, Mansfeld, Paz, & Potasman, 2011) which say that tourists are more likely to choose safe destinations.

The purpose of this research study was to determine the risk perception and travel behaviour with specific reference to socio-cultural, media factors. The study draws attention to the importance of travel risk perception in the travel decision-making process and the existence of risk segments that vary in their perceived risk. The results indicate that majority of the respondents were mainly young tourists, largely domestic, whose prime purpose of the visit was leisure and excursion. This study contributes to a better understanding of the perceptions of risk associated with both domestic as well as the international tourists, mostly the middle-class income group.

Conceivably, the portrait that people hold of the risks at a destination may influence the possibility of visiting it. Understanding of tourists' risk perception and decision-making behaviour has important consequences for destination marketing. It appears reasonable that marketers can develop the image of a destination by reducing the perception that specific risk factors might pose.

These research results specified that it is clear that tourism marketers are obliged to do research on a continuous basis in order to determine tourists travel behaviour to different destinations. The results can be used as a focusing point of the marketing strategies. These strategies could then be instigated

to develop products for the specific travelling needs of the tourists. This study has emphasized the complications of how risk perceptions area shaped and also the factors that influence such formation. By drawing attention to the travellers' perceptions concerning the risks and also the factors that influencing them, it will facilitate policy and strategy formulation. These issues are predominantly significant for tourism policy makers and so destinations must be conscious of the dimensions of risks and how they are possible to influence their industry. Such consciousness would allow tourism managers/planners to project and implement policies to decrease the negative effects of risk perception.

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