

**RISK PREFERENCE AND RISK PERCEPTION IN
INTERNATIONAL TRAVEL AND THE
MODERATING ROLE OF TRAVEL MOTIVATION**

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of the degree of**

**DOCTOR OF PHILOSOPHY
in
MANAGEMENT**

**By
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Research Guide

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DECLARATION

I, Veeraj Govind Mahatme, hereby declare that the present thesis entitled '**Risk Preference and Risk Perception in International Travel and the Moderating Role of Travel Motivation**' is a bonafide record of research work done by me, under the supervision of Dr. Nandakumar Mekoth, Professor, Goa Business School, Goa University.

I further state that no part of the thesis has been submitted by me for a degree or diploma or any other similar titles of this or any other University.

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This is to state that the Ph.D. thesis entitled '**Risk Preference and Risk Perception in International Travel and the Moderating Role of Travel Motivation**' is an original work carried out by Mr. Veeraj Govind Mahatme, under my guidance, at Goa Business School, Goa University.

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Dedicated at the lotus feet of my Guru

Her Holiness Shri Mataji Nirmala Devi



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Abstract

Man is curious and seeks experiences outside of his everyday experiences. Sometimes he does not seek anything in particular, but wants to escape the routine. At the same time he is also driven by nativistic motivation, the drive to seek familiarity. Tourism, limited in time and space is the ideal product for such a person. Pushed to seek new experiences or escape the routine, he travels, to seek out of ordinary experiences and yet returns to his everyday experience in a short period of time.

Every traveler has a certain risk preference, a relatively steady character trait of being attracted or repelled by risks. He is willing to embrace risk for the possible benefits or avoid risks to seek safety.

His desire to travel often takes him into unfamiliar territory and the unknown gives rise to risk perceptions. These risk perceptions are the starting points for many travel decisions, such as length of stay, mode of transport, choice of destinations, types of activities etc.

His motivations goad him to travel. Motivations have a tendency to suppress risk perceptions. Travel motivations have been studied in the context of, expectation formation, satisfaction, destination loyalty, distance travelled etc. However the impact of travel motivations on the relationship between, risk preference and risk perceptions have not been studied.

Since travel motivations are varied, will different types of motivations impact risk perceptions differently? Will different intensities of motivations impact risk perceptions differently?

The motivation paradigm of ‘escape’ and ‘seeking’ motivation was used to evaluate the impact. The original scale developed to measure the ‘escape’ and ‘seeking’ motivation, did not work in the Indian context and was abridged.

Risk preference is domain specific. A person may have high risk preference in financial domain and low risk preference in social domain. Since a scale to measure risk preference in tourism was not available, a scale was developed.

Risk perceptions increase when a traveler crosses the country's boundaries and risks perceived in international travel are higher. However when compared across domestic and international travel, some risks varied and some did not. This gave rise to new typologies and a scale to measure risk perceptions with two new constructs, namely 'Risk to Experiencer' and 'Risk to Experience' was developed.

The researcher found that the relationship between components of travel risk preference and travel risk perceptions varied. 'Higher the risk preference, lower is the risk perception', was not found to be true for different components of risk preference.

The researcher also found evidence that type and intensity of motivation, moderates relationship between different component of risk preference and risk perceptions, in different ways. Escape motivations was found to be a greater suppressor of risk perceptions as compared to seeking motivations.

Since people travel due to different travel motivations, which in turn have different moderating impact, it is important for tourism planners to take this into account to customize their touristic offerings.

Key words: International Travel, Escape Motivations, Seeking Motivations, Risk Preference, Risk Perceptions, Risk to Experience, Risk to Experiencer and scale development

TABLE OF CONTENTS			
			Page
		LIST OF TABLES	xiii
		LIST OF FIGURES	xvi
		CHAPTER	
1		INTRODUCTION	
	1.0	The Background	1
	1.1	Risk Characteristics in travel	4
	1.2	The Model & the Hypothesis	6
	1.3	Research Plan	7
	1.4	Organisation of Chapters	7
	1.5	Data Collection & Participants	8
	1.5.1	Data Collection	9
	1.5.2	Risk Preferences & Travel Motivation	10
	1.5.3	Risk Perceptions	11
2		RISK PREFERENCES	
	2.0	Literature Review	12
	2.1	Risk Preference Constructs	14
	2.2	Measuring Risk Preference	17
	2.2.1	Destination Dimension	17
	2.2.2	Travel Dimension	18
	2.2.3	Experience Dimension	18
	2.3	Item Generation	18
	2.4	Item purification Stage 1 - Ease of understanding	20
	2.5	Item purification - Stage 2 - Validity	26
	2.5.1	Inter – Rater Reliability	26
	2.5.2	Content Validity	28
	2.6	Exploratory Factor Analysis	31
	2.7	Confirmatory Factor Analysis	35
	2.7.1	Composite Reliability	37
	2.7.2	Convergent Validity	37
	2.7.3	Discriminant Validity	37
	2.8	Multicollinearity	38

TABLE OF CONTENTS			
CHAPTER			Page
3		RISK PERCEPTIONS	
	3.0	Literature Review	41
	3.1	Risks in International Travel	45
	3.2	Research Methodology	49
	3.2.1	Participants	49
	3.2.2	Item generation	50
	3.3	Validity	51
	3.3.1	Inter – Rater Reliability	51
	3.3.2	Content Validity	53
	3.4	Factor Analysis	55
	3.4.1	Composite Reliability	58
	3.4.2	Convergent Validity	58
	3.4.3	Discriminant Validity	58
	3.5	Multicollinearity:	59
4		TOURIST MOTIVATIONS	
	4.0	Literature Review	63
	4.1	Impact on Risk Perception - Intensity of motivation	65
	4.2	Impact on Risk Perception - Type of Motivation	66
	4.3	Measurement of travel Motivation	67
	4.3.1	Participants	68
	4.3.2	Evaluating possible travel motivation Models – Model A	69
	4.3.3	Model B	70
	4.3.4	Model C	71
	4.3.5	Model D	72
	4.3.6	Composite Reliability	73
	4.3.7	Convergent Validity	73
	4.3.8	Discriminant Validity	73
	4.4	Comments	74
	4.5	Impact of <i>Intensity</i> of Travel Motivations	74
	4.6	Impact of <i>type</i> of Travel Motivations	77

TABLE OF CONTENTS			
CHAPT			Page
5		MODEL EVALUATION & HYPOTHESIS TESTING	
	5.1	Linearity Test	79
	5.2	Converting S curve data to linear data	81
	5.3	Model Testing	85
	5.4	Model Testing at Low Escape Motivation	86
	5.5	Revised Model – Model C	87
	5.6	Model Testing at Low Seeking Motivation	89
	5.7	Model Relationships at high motivation	91
	5.7.1	High escape motivation	91
	5.7.2	High Seeking Motivation	92
	5.8	Hypothesis Testing	93
	5.9	Testing Group differences for Escape motivation Low V/S high	95
	5.10	Testing Group differences for seeking motivation Low V/S high	97
	5.11	Testing Group differences for types of motivations – Escape V/S Seeking	99
6		CONTRIBUTIONS, FINDINGS & DISCUSSIONS	
	6.0	Findings	101
	6.1	Relationship between Risk Preference and Risk	101
	6.2	Moderating Role of Tourist Motivations	102
	6.2.1	Intensity of Motivations	102
	6.2.2	Type of Motivations	103
	6.3	Discussion	104
	6.3.1	Managerial Implications for the Travel Industry	104
	6.4	Academic Contribution	106
	6.4.1	Tourist Risk Preference Scale	106
	6.4.2	RPIT Scale	106
	6.5	Future Research	107
	6.5.1	In the area of Risk Perceptions	107
	6.5.2	In the area of Travel Motivations	108
	6.6	Limitations	109
	6.7	Conclusion	110
7		REFERENCES	111

TABLE OF CONTENTS		
		Page
Annexure 1	Exploring the Travel Decision Process	123
Annexure 2	Form for inter-rater reliability – Risk Preferences	124
Annexure 3	Form for Content Validity – Risk Preference	129
Annexure 4	Normality of Data for measuring Risk Preference	135
Annexure 5	Inter-Rater Reliability – Risk Perceptions	136
Annexure 6	Form for Content Validity – Risk Perception	139
Annexure 7	Normality of Data for measuring Risk Perception	144
Annexure 8	Standardised residual covariances for Risk Perception	145
Annexure 10	Composite Reliability for Risk Perception Scale	145
Annexure 11	Convergent Reliability for Risk Perception Scale	146
Annexure 12	Travel Decisions Questionnaire	147
Annexure 13	Scale to measure Risk Preference in tourism Domain	157
Annexure 14	Scale to measure Risk Perception in International travel	158
	Publication	159

LIST OF TABLES	PAGE
Table 1.1: No. of Indian Nationals departures from India	1
Table 1.2: Recommendations on Sample size	9
Table 1.3: Age profile of respondents to measure risk preference	11
Table 1.4: Age profile of respondents to measure risk perception	11
Table 2.1: Comments on statements	21
Table 2.2: Flesch-Kincaid readability score	25
Table 2.3: Flesch-Kincaid grade score	25
Table 2.4: Dale-Chall Adjusted Grade Level Table	25
Table 2.5: Fleiss Kappa limits for level of agreement	26
Table 2.6: The Fleiss Kappa values for the items of Risk Preference	27
Table 2.7: Content Validity- Risk Preference Scale	29
Table 2.8: Statements for developing Risk Preference Scale	30
Table 2.9: Test for factorability of sample	32
Table 2.10: Total Variance Explained ML	33
Table 2.11: Total Variance Explained PCA	33
Table 2.12: Pattern Matrix PCA	33
Table 2.13: Pattern Matrix ML	33
Table 2.14: Model Fit Measures Risk Preference Scale	36
Table 2.15: Cutoff Criteria for model fit	36
Table 2.16: Model Validity Measures for risk preference scale	37
Table 2.17: Testing Discriminant Validity for risk preference scale	38
Table 3.1: Differences in Perception of risks	48
Table 3.2: Age profile of sample to measure risk perception	50
Table 3.3: The standards for acceptable Fleiss kappa statistic	51
Table 3.4: Fleiss Kappa Inter-rater Reliability for risk perception scale	52
Table 3.5: Content Validity - Risk Perception Scale	54
Table 3.6: Items to measure risk to experience	54
Table 3.7: Items to measure risk to experiencer	55
Table 3.8: The model fit indices for confirmatory factor analysis.	56
Table 3.9: The model fit indices for the improved model.	58

Table 3.10: Measures for discriminant validity	59
Table 4.1: Major contributions to travel motivations	64
Table 4.2: Age profile of respondents to measure travel motivation	68
Table 4.3: Model fit for Model A	69
Table 4.3: Model fit for Model B	70
Table 4.3: Model fit for Model C	71
Table 4.3: Model fit for Model D	72
Table 4.7: Measures for discriminant validity for model D	73
Table 4.8: Median statistic for travel motivation	76
Table 5.1: Curve fit CONTROLLERS_RPREF to RPCEXPERIENCER	80
Table 5.2: Curve fit EXPLORERS_RPREF to RPCEXPERIENCER	80
Table 5.3: Curve fit S1_CONTROLLERS_RPREF to RPCEXPERIENCER	82
Table 5.4: Curve fit S2_CONTROLLERS_RPREF to RPCEXPERIENCER	83
Table 5.5: Curve fit LOG_S2_CONTROLLERS_RPREF to LOG_RPCEXPERIENCER	83
Table 5.6: Curve fit LOG_S2_EXPLORERS_RPREF to LOG_RPCEXPERIENCER	84
Table 5.7: Model Estimates - Regression weights of Model A	85
Table 5.8: Model Fit Measures at low motivation – Model A	86
Table 5.9: Modification Indices – Model A	86
Table 5.10: Model Estimates - Regression weights of Model B	87
Table 5.11: Model Fit Measures at low motivation – Model C	88
Table 5.12: Cut off Criteria for Model fit	88
Table 5.13: Model Estimates - Regression weights of Model C at low escape motivation	89,92
Table 5.14: Modification Indices – Model A	89
Table 5.15: Model Estimates - Regression weights of Model B	90
Table 5.16: Model Estimates - Regression weights of Model C at low seeking motivation	90,92
Table 5.17: Model Estimates - Regression weights of Model C at high escape motivation	92
Table 5.18: Model Estimates - Regression weights of Model C at high seeking motivation	92

Table 5.19: Group differences between low and high escape motivations	96
Table 5.20: Group differences between low and high seeking motivations	98
Table 5.21: Group differences between escape and seeking motivations for CONTROLLERS_RPREF → RPCEXPERIENCER	99
Table 5.22: Group differences between escape and seeking motivations for ESCAPE_RPREF → RPCEXPERIENCER	100

LIST OF FIGURES	PAGE
Fig 1: The proposed model	6
Fig 2.1: Retained choice power	15
Fig 2.2: Path diagram for confirmatory factor analysis for risk preference	36
Fig 3.1: Plog's Personality profiles	43
Fig 3.2: Gap in the perception of risky events across contexts	47
Fig 3.3: Path diagram for proposed model for Risk Perception	56
Fig 3.4: Path diagram for improved model for Risk Perception Model	57
Fig 4.1: Path Diagram for Travel Motivation - Model A	69
Fig 4.2: Path diagram for Travel Motivation - Model B	70
Fig 4.3: Path Diagram for travel motivation – Model C	71
Fig 4.4: Path Diagram for travel motivation – Model D	72
Fig 4.5: The restated model	78
Fig 5.1: Specified structural equation model	79
Fig 5.2: Structural equation model – Model A	85
Fig 5.3: Path diagram at low escape motivation –Model A	86
Fig 5.4: Path diagram at low escape motivation –Model B	87,95
Fig 5.5: Path diagram at low escape motivation –Model C	88,97
Fig 5.6: Path diagram at low seeking motivation –Model C	90
Fig 5.7: Path diagram at high escape motivation –Model C	91,95
Fig 5.8: Path diagram at high seeking motivation –Model C	92,97
Fig 6.1: Model for future research	108

Chapter 1

Introduction

1.0 The Background

People travel for leisure, business, to visit friends & relatives, for religious obligations & other reasons. Travelers perceive risk, but egged on by the fruits of the journey; travel anyway. Since 2010 the number of international travelers has grown annually at 4 % to touch 1.32 billion in 2017 (UNWTO, 2018). The industry has grown for eight straight years, with 84 million added in 2017 (UNWTO, 2018a). Cohen (1972) explains that tourism as a cultural phenomenon becomes possible, when man becomes curious of what lies beyond the everyday environment. Lundberg (1971) has placed the need for change, the need for new experiences, somewhere near the top of the hierarchy of universal needs. Satisfying the human need for change, tourism, is today the largest service industry in the world.

The number of Indians travelling abroad has also increased steadily. From 19.42 lacs in 1991 to 281.72 lacs in 2016. The annualized growth rate has been 9.38% (Market Research Division, Ministry of Tourism, Government of India, 2017).

Table 1.1

Year	No. of Indian Nationals departures from India
2011	1,39,94,002
2012	1,49,24,755
2013	1,66,26,316
2014	1,83,32,319
2015	2,03,76,307
2016	2,18,71,995

Source : Government of India, Ministry of Tourism (2017)

When a certain dissonance awakens within, some people seek to travel. Iso Ahola (1982) states that people are motivated to travel, to ‘Escape’ their current situations or to ‘Seek’ specific experiences.

Those who ‘Seek’ specific experiences need to plan more as compared to those who wish to ‘Escape’, for whom, it’s a question of anywhere but here. International Travel required much more involvement and planning as it involved higher expenditures and more uncertainties as compared to domestic travel. This meant that people, who were ‘seeking’ the benefits of the international destinations, would travel to these destinations. They were willing to go through the planning and the hazards to get what they wanted. ‘Escaping’ is more to do with moving away from something rather than moving towards something. So the easier option of domestic travel was chosen by those who wanted to escape. Therefore International Travel had a “seeking” flavor while domestic travel had ‘Escape’ flavor (Marques, 2006).

However certain changes are happening in the travel industry.

“If you were a middle-class American at the turn of the century in 2000, you would probably have had to spend valuable time with an often indifferent travel agent who was planning your trip; you stocked up on often outdated guidebooks and relied on word-of-mouth recommendations for where to eat and stay. You could plan on your own, but it was cumbersome — Rick Steves’s travel guides as late as 2000 included sample form letters you could mail to a European hotel to make a reservation, together with an international postal-return coupon to ensure confirmation.

Now, thanks to breakthroughs in the Internet and cellphones, travelers can book their own flight and hotels online, opt to stay at a stranger’s home through Airbnb, and browse reviews of restaurants on their mobile devices using often-free Wifi. GPS-locator technology can tell me if there is a wine store or a boutique within walking distance of where I am, and the store’s website can tell me what it has in stock” (Fund, 2017).

The increase in disposable incomes, the mushrooming of budget airlines, access to websites like www.airbnb.com, has empowered travelers. It's easier to plan their entire travel itinerary, choose hotels and travel guides at international destination. One of the person, I interviewed, took a two weeks' vacation in Bali for his and brother's family and planned the complete travel schedule, homestay, cook, taxi service and guide, from the comfort of his residence in Goa.

This has reduced the cost of travel and increased the ease of travel. These changes have now made it easier to 'escape' to international destinations. Therefore international leisure travel can now be fuelled by 'Escape' as well as 'Seeking' motivation.

However risks persist in travel and are higher for a tourist who crosses his country's boundaries, to travel to an international tourist destination, as compared to domestic travel. The increasing terrorist attacks & suicide bombings being witnessed in Europe, rise in inclement weather and natural calamities, political upheavals in Thailand, Nepal, Turkey, Egypt, Maldives etc. increase risk perceptions of travel, for the international tourist, who by being further away from his support system, is more vulnerable.

While Risk perceptions creates resistance, motivations push a person to travel. Fuchs & Reichel (2011) has stated that the study of risk perception is inadequate if it does not consider the motives for the visit to the particular destination.

Blanton (1997) states that strong motivations, towards a course of an action leads to suppression of perceived risk entailed in the action.

There is a substantial research in the area of travel motivations along with its impact on expectation formation, destination loyalty etc. However, in spite of the fact that travel motivation is a crucial part of tourists' behavior as a consumer, there is very little research between travel motivations and other behavioural constructs (Hsu, Cai & Li 2010). To that extent this research becomes exploratory in nature with almost no research between travel motivations and travel risk perceptions.

The question is, would different intensities and types of travel motivations, impact risks perceptions differently? The researcher feels it will impact. This is important area of research as risk perceptions are the starting point for many travel decisions. If different intensities and types of travel motivations, impact risks perceptions differently, this would help the destination managers and other service providers to better segment their offerings.

1.1 Risk Characteristics in travel

Every human has a particular risk preference, a relatively steady state, defined as character trait, of being attracted or repelled by risks. He is willing to take a certain amount risk, trading it for the benefit. At one end of the spectrum are Zuckermans's sensation seekers, people for whom the risk itself is the benefit and at the other end are the risk averse, Plog's Psychocentrics, who do not like risks and would like to travel in a safe manner to a safe tourist destination and indulge in safe activities. Tourism products have been planned for those with high risk preference and those with low risk preference.

When a person with his unique risk preference, seeks to travel, he has choices. He can choose different destinations, choose different ways to travel and choose different ways to

experience the destinations. Each choice gives rises to risk perception. The traveler is confronted with multiple choices and varying risk perceptions. While Risk Preference is a relatively steady state, risk perceptions is a dynamic state.

At the beginning of the research, I had interviewed travelers (Annexure 1) to better understand their travel decisions process.

One couple with 2 children travelled regularly. They made 2 trips per year and had made 20 trips in the last 10 years. They travelled to well-known destinations, but did all the planning and execution themselves, indicating an 'individual mass tourist' profile for 10 years (Cohen, 1972). However when they travelled to a destination, though beautiful, but plagued by terrorist violence, they shifted to 'organised mass tourist' profile. Next year they were back to travelling as 'individual mass tourist'.

We observe that steadier core risk preference profile has been influenced by the dynamic risk perception of the destination, leading to a risk reduction strategy. Cho & Lee (2006) state that risk preferences impacts risk perception; lower risk preferences lead to higher risk perception and higher risk preference lead to lower risk perception.

A traveler with low risk preference, is expected to have higher risk perception. If such a person is highly motivated to travel, these motivations will suppress the risk perceptions. Since motivations are the starting point for behaviour (Mayo & Jarvis, 1981), different motivations will lead to different behaviour seeking different outcomes. Different Motivations, value outcomes differently and therefore they will have different risk perceptions attached to possible outcomes.

Types of Motivations and intensity of motivations, will therefore moderate the relationship between ‘Risk Preference’ and ‘Risk Perception’.

1.2 The Model & the Hypothesis

To answer the research question we propose a model as follows.

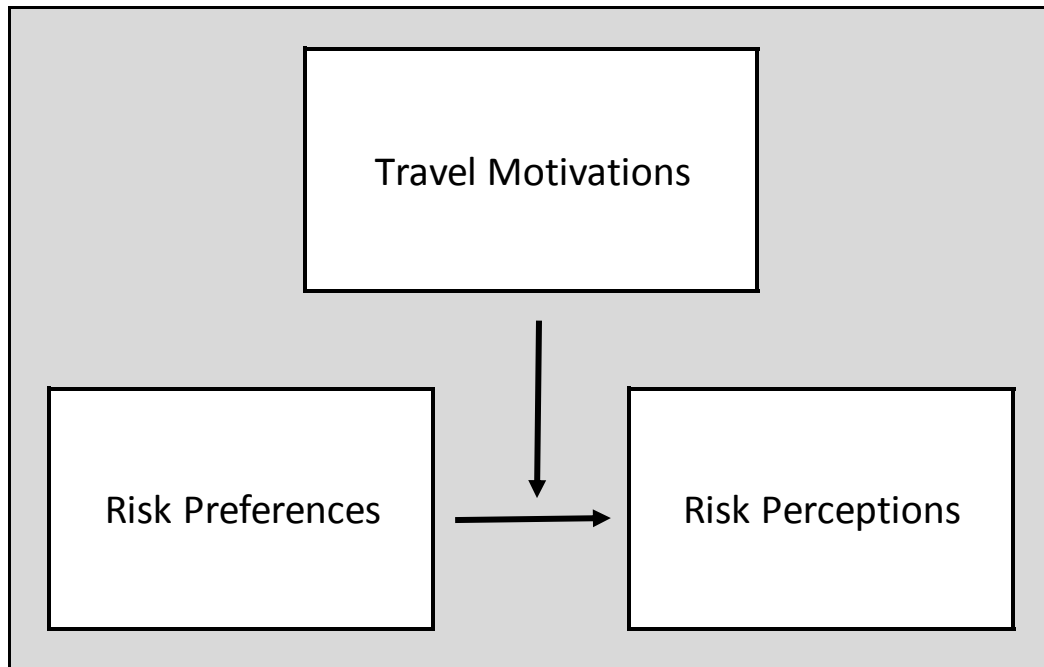


Fig 1: The proposed model

The hypothesis, developed further, as the thesis proceeds, are as follows:

H1: Higher the risk preference of tourists, lower will be their travel risk perception.

H2: Intensity of motivation will moderate the relationship between risk preference of tourists, and their travel risk perception.

H3: The relationship between travel risk preference and travel risk perception will be moderated differently by escape motivation as compared to seeking motivation.

1.3 Research Plan

Testing the model requires that we measure Risk Preferences, Risk Perceptions and travel motivations.

Risk Preferences are domain specific. The researcher did not find a scale that helps one to measure risk preferences in the travel domain. Therefore a scale had to be developed to measure risk preferences in the travel domain.

There is much research in the area of perceived risks in tourism. Dolnicar (2005) showed us the differences in travel risk perceptions across domestic and international travel. These differences were used to develop a scale to measure travel risks perceptions.

The third variable needed is Travel Motivation. A scale has been developed to measure 'Escape' and 'Seeking' motivation. However when the same was tested with Indian data, the scale did not give proper results. There was a need to modify the scale and the same was done.

The model was then tested using SEM to evaluate the hypothesis.

1.4 Organisation of Chapters

Since the thesis consists of three distinct constructs of travel motivations, travel risk preferences and travel risk perceptions, the literature review was placed in the respective chapters.

The dissertation consists of chapters including the introduction. The outline of the contents of the following chapters are stated below in brief:

The second chapter consists of the literature review of Risk Preference and the scale development to measure Risk Preference.

The third chapter consists of literature review of Risk Perception and the scale development to measure Risk Perception.

The fourth Chapter consists of literature review of travel motivations and modifying the travel motivation scale to measure 'Escape' and 'Seeking' motivations.

The fifth chapter consists of testing the model and the hypothesis

The sixth Chapter consists of findings, discussions and conclusion.

1.5 Data Collection & Participants

The data collection process is common across the three constructs. Hence it is explained at the beginning. The questionnaire sought to measure the constructs of Risk Preference, Risk Perceptions and Travel Motivations.

Since the canvass of research was international travel, the questionnaire qualified respondents. Those who had travelled to an International Tourist destination in the past and / or were travelling to an international destination, within the next few months, were asked to fill the questionnaire. The questionnaire (annexure 11) addressed the respondents thus.

Dear Friends,

I am currently doing my research on travel decisions by tourists, when they plan to travel to an international tourist destination.

My research wants to collect responses from those who have,

1. Done partial or full planning on their own and traveled to an international tourist destination.

or

2. Are planning to travel shortly to an international tourist destination.

Your opinions will help me give inputs to Tourism Policy Planners.

This is an academic exercise and your answers & data, will be kept confidential. I Request you to spend 15 mins and give your valuable opinions.

Thanking you,

Yours Faithfully,

International travel is planned in advance. PATA (2015) mentioned that 95 % of the Indians travelling to Singapore and international travel destination, planned their holidays from 5 days to 180 days in advance. About 80 % of the travelers planned, this international trip 3 months in advance. Since April – June is a holiday season in India, the survey was started in Dec 2016 and continued till June 2017 and the cut-off date for planned travel was October 2017.

Those who had travelled to an International Tourist destination in the past but were not planning to travel to an international destination within the next few months were asked to fill that part of the questionnaire, which collected responses to measure risk preference and travel motivation only.

Since risk perception is specific to a choice, only those who had decided to travel to an International Tourist destination by October 2017, were asked to fill the full questionnaire to measure risk preference, travel motivation and risk perception.

1.5.1 Data Collection

Shah (2012) has listed the recommendations of various authors regarding the sample size required.

Table 1.2: Recommendations on Sample size

Author	Recommendation
Guilford (1954, p. 533)	N should be at least 200 cases [Rule of 200]
Lawley and Maxwell (1971)	To support chi-square testing, they suggested 51 more cases than number of variables [Significance Rule]
Cattell (1978)	Subject to Variable ratio of 3:1 to 6:1 is acceptable if the lower limit of variable-to-factor ratio is 3 to 6. But Minimum required N is 250 [Rule of 250]

Gorsuch (1983) and Kline (1979, p. 40)	Sample size should be at least 100. Even if the number of variables is less than 20, sample size should not be less than 100 [Rule of 100]
Comrey and Lee (1992)	He thought that sample size of 100, 200, 300, 500, 1000 or above are poor, fair, good, very good, excellent, respectively. They urged to get 500 or more sample size whenever possible [Rule of 500]
Hatcher (1994)	Sample size should be larger of 5 times the number of variables or 100
Hair, Anderson, Tatham, and Black (1995)	The sample size should be 20 times the number of variables (Ratio of 20:1)
Bryant and Yarnold (1995)	The subject-to-variable ratio should not be lower than 5 [Rule of 5]
Hutcheson and Sofroniou (1999)	Recommended 150 to 300 cases. When there are few highly correlated variables it should be around 150. [Rule of 150]
Norušis (2005)	There should be atleast 300 cases [Rule of 300]
David Garson (2008)	There should be at least 10 cases for each item in instrument being used [Rule of 10]

Costello and Osborne (2005), have reported that about 64 % of the studies they surveyed used a subject-to-variable (ratio) of 10:1. Schreiber et al (2006) state that the most adopted STV ratio is 10: 1. It was decided to use this method to decide sample size.

The questionnaire was administered using google form. It was sent to friends, family members, my ex-students and current students. They were requested to forward the link to google form to their friends. Convenience and snowballing sampling was used.

The survey was started in Dec 2016 and continued till June 2017. It was administered using google form to an Indian population.

The majority of respondents were from Goa, which is quite natural as this was the starting point for the survey.

In terms of language, respondents with different mother tongues who answered the survey were, Konkani - 46.9 %, Hindi – 11.5 %, Marathi – 9.4 %, English 8.4 %, accounting for 76.2 %. The balance 23.8 % spoke, Bengali, Gujarati, Kannada, Malayalam, Tamil, Telugu, Punjabi, Sindhi, Odia, Urdu, Haryanvi & Marwari

1.5.2 Risk Preferences & Travel Motivation

A total of 519 responded to the questionnaire. Since the survey could not proceed if a response was left blank, all 519 responses were complete.

Male : Female distribution was 302 : 217. Of the 519 respondents, 331 were married, 173 were single and the balance were divorced/widowed. The age profile of respondents was as below.

Table 1.3: Age profile of respondents to measure risk preference

Below 25	25-35	36-45	46-55	56-65	Above 65
109	141	132	101	30	6

1.5.3 Risk Perceptions

Of the 519 who responded to the questionnaire, 205 respondents had decided to travel to an international tourist destination within the next 6 months. Respondents were asked to specify the destination and respond to the questions with the particular destination in mind.

Male : Female distribution was 114 : 91. Of the 205 respondents, 127 were married, 70 were single and the balance were divorced/widowed. The age profile of respondents was as below.

Table 1.4: Age profile of respondents to measure risk perception

Below 25	25-35	36-45	46-55	56-65	Above 65
45	58	53	32	13	4

Total of 179 of the 205 respondents were graduates / post graduates. The balance being non graduates.

Chapter 2

Risk Preferences

2.0 Literature Review

People have different Risk personalities. People will seek a premium for undertaking risk, unless it is in those specific cases, where the risk taken, is itself the benefit. Risks are accepted to the extent that they have benefits and that the choice is voluntary (Starr, 1969).

At one end of the spectrum lie Zuckermans's sensation seekers, for whom the risk itself is the benefit sought and at the other end are Plog's Psychocentrics, who are risk averse. The willingness to take risk, with the inherent promise of greater benefits is an important personality trait that makes people travel to some touristic hotspots, endowed with beauty but also known for higher crime rate.

Risk Preferences have been suggested as an individual characteristic that influences individual action (Brockhaus, 1980). Weber & Milliman (1997) state that outcome framing, will affect risk perceptions but not their risk preferences implying that risk perceptions will vary but risk preferences are relatively stable, which is reflected in Sitkin & Pablo's (1992) definition –'Risk preferences are more stable traits and defined as character trait of being attracted or repelled by risks'.

Cho & Lee (2006) have used the construct of Risk propensity as a person's willingness to take or avoid risk and that higher risk propensity lowers risk perception. The tendency to be attracted or willing to take more risks has to be seen in the context of the higher benefits associated with higher risks and the same is expressed by Weber et al (2002) who defines

Risk preference in the risk – return framework as, Preference (X) = a (expected benefits (X)) + b (perceived risks (X)) + C.

For our research, we will define Risk Preference as the tendency to seek or forgo benefits by bearing or avoiding risks. Individuals at the two ends of the spectrum will display the following tendencies.

1. High Risk Preference - Willingness to seek benefits by bearing higher risk
2. Low Risk Preference - Eagerness to avoid risk by forgoing benefits.

Though Risk Preference is relatively stable for an individual, it varies across nations and decision domains, (Hsee & Weber, 1999) and across gender and life cycles (Lepp & Gibson, 2003).

Benett & Harrell (1975) distinguished between generalized self-confidence and specific self-confidence. Generalised self-confidence explains an individual's self-belief that he is capable, successful and worthy, while specific self-confidence stems from past experience and is with reference to a specific task.

Higher specific self-confidence, will therefore allow a subject to take higher risks to seek higher returns in the specific area. Using the DOSPERT Scale, Weber (2002) measured risk preferences in different domains such as, finance, health/safety, recreation, ethics and social dimension and found that risk preferences are domain specific. An individual who is risk averse in social domain may be risk seeking in health domain. This creates a need for measuring risk preferences for the travel domain.

Unlike the above domains of work, health & personal finance, which are more deliberate, long term in nature and obligatory, travel is for fun, intense, short term in nature and discretionary. It has the tendency to seek Novelty. This is one of the benefit that travellers seek. If they are willing to bear higher risks for higher level of novelty, we can say that they have higher risk preference in travel domain.

Novelty as a construct is composed of thrill, change of routine, boredom alleviation and surprise (Lee & Crompton, 1992). Lepp & Gibson (2003) have proved that those seeking higher levels of novelty may perceive less risk and their research draws parallels between novelty seekers of Crompton, drifters as classified by Cohen and the adventure seeking of Plog's Allocentrics.

Therefore it is hypothesised that,

H1: Higher the risk preference of tourists, lower will be their travel risk perception.

2.1 Risk Preference Constructs

From the DOSPERT scale (Weber et al, 2002) we realise that risk preference is domain specific. We do not have a specific one to measure risk preference in Tourism.

Measuring Risk Preference will have to measure trade-off between benefits and risks.

Cohen (1972) created a typology of tourists based on the way tourists choose travel. This was done using the familiarity \longleftrightarrow novelty continuum.

This resulted in four types of tourists based on preference for either familiarity or novelty.

1. The organised mass tourist
2. The individual mass tourist
3. The explorer
4. The drifter

The above four categories are risk-return trade-offs in the following areas.

1) Destination - The organised mass tourist preferring safe, well tested destinations while the drifter preferring untested destinations.

2) Mode of Travel - The organised mass tourist preferring to travel in groups while the drifter preferring to travel alone.

3) Consumption of experience - The organised mass tourist preferring to travel in an itinerary decided by the tour operator while the drifter making his own choice for the various activities.

Pictorially it is depicted as follows. The drifter retains maximum choices with himself while the organised mass tourist hands over maximum choices to the travel organiser.

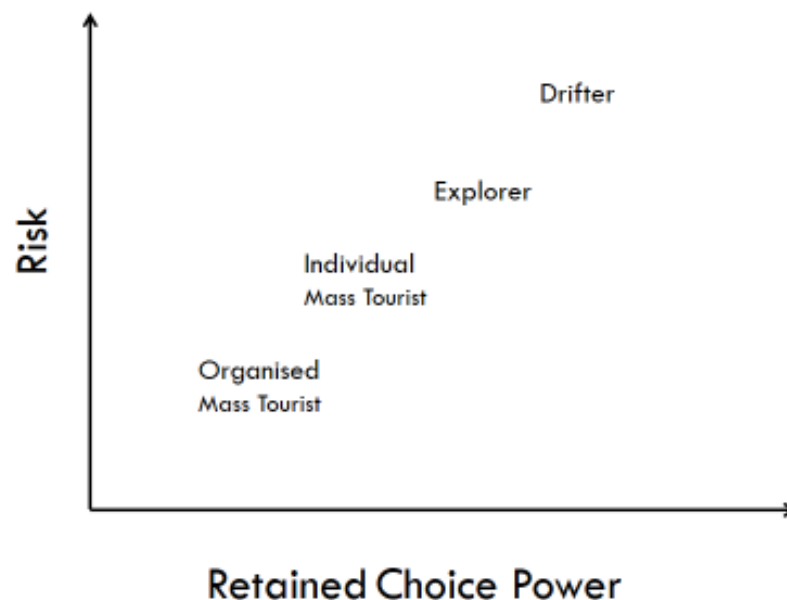


Fig 2.1: Retained choice power (Author Conceptualised)

Mo, Howard, and Havitz (1993) developed a scale to measure novelty seeking in international tourist and consist of Destination Dimension, Travel Dimension and social contact dimension. The same was validated by Jiang (2000).

As the name suggests, the social contact destination measures the extent to which a tourist would seek social contact with the locals.

However after arriving at the destination, the tourists can choose to enjoy or avoid the experiences at the destinations.

- Some may like to mix with the locals while some may avoid them.
- Some may try adventure activities, some will not.
- Some will try out the local food; some will prefer home type food.
- Some would like to explore lesser known parts of the destination

Since the focus of travel is to enjoy the touristic experience, we feel that the social contact dimension captures only a part of the touristic experience. The type of experiences that they seek at the destination will also be a reflection of their risk preference. We have expanded the third dimension to the ‘experience dimension’.

Our Construct of Risk Preference in travel domain consists of three Dimensions which are defined as follows.

1. Destination Dimension– measured as the willingness to take risks with respect to: Choosing or avoiding risky destinations.
2. Travel Dimension - measured as the willingness to take risks with respect to: the way they travel - to the destination and at the destination (local sightseeing).
3. Experience Dimension – measured as the willingness to take risks with respect to: the type of experiences they chose to enjoy at the destination.

2.2 Measuring Risk Preference

Charness et al (2013) have listed many methods to measure Risk preferences; incentivised and non-incentivised. The researcher chose the non-incentivised, questionnaire method to measure risk preference.

The scale development procedures suggested by researchers generally consists of the following steps (Hinkin, Tracey, & Enz, 1997; Chandralal & Valenzuala, 2015)

1. Construct Specifications
2. Item development
3. Exploratory factor analysis
4. Confirmatory factor analysis
5. Assessing reliability and validity

Risk preference in the travel domain will be measured using the above dimensions.

1. Destination Dimension
2. Travel Dimension
3. Experience Dimension

2.2.1 Destination Dimension – 14 statements

Some of the destinations would be safe, while some would be considered risky because of crime, unhealthy food/water, natural calamities, political agitations etc.

Some of the destinations are well known while some are relatively unknown.

The most visited destinations will have large tourist flows and a good tourist infrastructure to support the tourist flows, however one may encounter crowding and saturation.

The relatively unknown destination will be allow the tourist to move / explore freely but might not get comforts available at well-known destinations.

This dimension measures the willingness to take risks with respect to: Choosing or avoiding risky destinations.

2.2.2 Travel Dimension-13 statements

When a tourist wishes to travel to a destination, he has to make travel related decisions.

Some of these are listed below.

Should one book the travel himself or ask a tour operator to do it?

Should one travel with new or experienced tour operator?

Should one arrange the local sightseeing or ask the hotel to do so?

Should one travel alone or with a group people?

This dimension measures the willingness to take risks with respect to: the way they travel - to the destination and at the destination (local sightseeing).

2.2.3 Experience Dimension-15 statements

After arriving at the destination the tourists can choose to enjoy or avoid the experiences at the destinations.

Some may like to mix with the locals while some may avoid them.

Some may try adventure activities, some will not.

Some will try out the local food; some will prefer home type food.

This dimension measures the willingness to take risks with respect to: the type of experiences they chose to enjoy at the destination.

2.3 Item Generation

DeVellis (2003), suggests that items be generated which will measure the construct. The nos of items should be more than expected in the final scale. For a scale with 10 items, we can

have 30-40 items. This allows us the freedom to delete the items at various stages of purification. DeVellis (2003) also suggests that items can be reverse coded to check for acquiescence bias.

The construct that I wish to measure is Risk Preference. The items should reflect the following.

1. Willingness to seek benefits by bearing higher risk.
2. Eagerness to avoid risk by forgoing benefits.

Based on the literature review on travel benefits by (Chen & Petrick,2013) **perceived benefits** is defined as the physical, mental, emotional & spiritual satisfaction expected from travel.

Perceived Risk is defined as the probability of –ve consequences * importance of –ve consequences (Peter & Ryan 1976)

Items were developed based on

1. Present literature which was scarce. Mo, Howard, and Havitz (1993) and Jiang (2000), gave leads on writing items for the scale.
2. About 6 people who travelled regularly, were interviewed to understand their thought process. Please refer Annexure 1.

A total of 42 statements were developed. Clark and Watson (1995) have suggested that item pool should be comprehensive and should include items that go beyond the researcher's theoretical understanding and should have items that are actually unconnected to the

concept; it's better to err on the side of over inclusiveness. The statements were tested for ease of understanding.

2.4 Item purification Stage 1 - Ease of understanding

1. Evaluation by ten people who explored the meaning of each item from their own perspective. Their comments were used to improve the statements. These evaluators were, academics, students, businessmen etc. Some were familiar with the research process while others were not.

1. Shubham Chari 2. Joe Kurien 3. Dr R B Patil 4. Harsha Bhembre 5. Raheema 6. Bindu Kamalan 7. Dr Cidalia Bodade 8. Sivadas R 9. Shirish Wagle 10. Kiran Chari

2. Flesch-Kincaid readability test, which measures the ease with which the statement can be read.

The comments of each rater is noted against the statement.

Table 2.1: Comments on statements		
Sr no	Statements – Destination Dimension	YOUR COMMENTS The no before each statements correspond to Sr no of pre-testers,
1	I will visit only those holiday destinations which are considered safe.	3. Safe from which point? Terrorism, communal violence, cyclones floods? 6. Safety for women / safety against terrorism – try secure for tourists? 7. Safe for whom?
	I will travel to places which are safe for tourists.	
2	I will visit holiday destinations that are not yet famous.	1. People go to destinations which are famous. Not yet famous, no meaning. 2. I will visit holiday destinations that are not currently famous. 3. For what? 7. How to define Famous?
	I will travel to places that are not yet famous.	
3	I will visit a beautiful holiday destination even if it has higher crime rate.	3. How do you define beautiful? Is it not subjective?
	I will travel to a beautiful place in spite of its higher crime rate.	
4	I will preferably visit holiday destinations, which have been visited by friends or relatives.	1. Use mostly instead of preferably. 2. I will preferably visit holiday destinations that have been visited by friends or relatives. 3. Why?
	I will travel to places which have been visited by my friends or relatives.	
5	I will visit a popular holiday destination that faced political problems in the past.	2. I will visit a popular holiday destination that has faced political problems in the past. 3. What is the relationship between popular & Political problems? 5. Confusing- whether I will choose from various holiday packages or is it because of well-known tour operator
	I will travel to a famous holiday place that had political problems in the recent past.	
6	I will visit a holiday destination even if I can't speak the local language.	2. I will visit a holiday destination even if I can't communicate the local language. 3. Is it a consideration with guides?
	I will travel to a place even if I can't speak the local language.	
7	I will choose my holiday destination, from amongst the various holiday packages offered by well known tour operators.	7. Who are well known tour operators?
	I will select the place I will travel to, from the various tour packages offered.	
8	I will visit destinations which are beautiful but don't have good facilities.	2. I will visit destinations which are beautiful but don't have good facilities. 4. BUT could be replaced by 'even if they' 6. Facilities for locals or for tourists? 7. What do you
	I will travel to interesting places even if they don't have good facilities for tourists.	

		mean by good facilities? 8. Facilities like?
9	I will visit a popular holiday destination that faced floods / Cyclones in the past.	2. I will visit a popular holiday destination that faced floods / Cyclones in the recent past.6. 'In the past' – how recent? 8. Time frame might give clarity
	I will travel to a popular holiday place that had faced floods / Cyclones in the recent past.	
10	I will visit only those holiday destinations that are popular.	6. popular or less visited?7. which are popular ones?
	I will travel to those places which are visited by many people.	
11	I will visit a popular holiday destination where the food provided is strange.	1.What is strange- not understood. 2. I will visit a popular holiday destination where the food provided is not to my taste. 4. Can strange be replaced by unique?
	I will travel to a popular holiday place where the food is not to my taste.	
12	I will visit a popular holiday destination that faced health / disease problems in the past.	2. I will visit a popular holiday destination that has faced health / disease problems in the past. 8. Time frame might give clarity
	I will visit a popular holiday location that had faced health / disease problems in the recent past.	
13	I will visit only those holiday destinations where people are friendly.	2. I will visit only those holiday destinations where people are friendly.
	I will visit only those holiday locations where people are friendly.	
14		
	I will travel to an interesting place where the food quality is doubtful.	

Table 2.1: Contd.

Sr no	Statements – Travel Services Dimension	YOUR COMMENTS
1	I will book an attractive holiday package offered by a relatively new tour operator.	1. Relatively should be clear3. Attractive in what sense?
	I will book an attractive travel package offered by a new tour operator.	
2	I will arrange all local sightseeing on my own.	1. Difficult to understand.
	I will arrange all local sightseeing on my own.	
3	I will first choose my holiday destination and then plan how to travel there.	2. I will first choose my holiday destination and then plan how to travel there.
	I will first choose the place for my holiday and then plan how to travel there.	

4	I will book a holiday package offered at great discount by relatively new tour operator.	3. Great discount ???
	I will book a travel package offered at low cost by a new tour operator.	
5	I will only travel with reputed tour operators.	
	I will travel with well-known tour operators even though the rates are higher.	
6	I want my tour operator to arrange all local sightseeing and activities.	3. What is the difference between statement no 6 & 8
	I will ask my tour operator to plan all the sightseeing during my travel.	
7	I will travel with people from my own country.	
	I will travel with people from my own country.	
8	I will ask my tour operator to handle all my travel plans.	
	I will ask my tour operator to handle all my travel plans.	
9	I will form a group of my friends & relatives and then travel to my holiday destination.	1. Difficult to understand.
	I will travel with a group of friends & relatives.	
10	I will choose a tour operator, who will provide me food I am comfortable with.	4. The statement is not clear.
	I will choose a tour operator, who provides the food I like.	
11	I will book the hotel at the holiday destination, myself.	1. Difficult to understand. 2. I will personally book the hotel at the holiday destination.
	I will book the hotels for my holiday, on my own.	
12	I will arrange all local transport at the holiday destination, on my own.	
	I will arrange for all local transport at the holiday location, on my own.	
13	I will choose a tour operator who can handle medical problem on the holiday.	2. I will choose a tour operator who can handle medical problems during the holiday.
	I will choose a tour operator who can get medical help, if required.	

Table 2.1: Contd.

Sr no	Statements – Travel Experience Dimension	YOUR COMMENTS The nos before each statements correspond to Sr no of preestraters, mentioned at the end.
1	I will not engage in risky activities on a holiday.	
	I will not take part in any risky activities, on my holiday.	
2	I will taste the local food on road side stalls.	
	I will taste the local food on road side stalls.	

3	I will explore parts of the holiday destination, alone, even if my group or family does not wish to visit.	
	I will explore the holiday place on my own, even if my group or family does not wish to come.	
4	I will have at least one meal every day that resembles my home food.	1. Wording should be simpler.2. I will have at least one meal every day that matches my taste
	I will have at least one meal every day that is like my home food.	
5	I will visit lesser visited local attractions at the destination.	1. Should be clear 3. <u>Places</u> instead of attractions. 8. Question formation??
	I will explore parts of the location which are visited by few tourists.	
6	I will stay with locals in their homes (homestays) rather than hotels.	
	I will stay with locals in their homes rather than in hotels.	
7	I will stay in hotels which offer food, I am comfortable with.	
	I will stay in a hotel which offers food that matches my taste.	
8	I will first travel to my holiday destination and then plan the local activities.	8. The entire trip or on daily activities.
	I will first travel to my holiday place and plan all activities later.	
9	I will make friendship with locals and spend time with them.	
	I will make friendship with locals and spend time with them.	
10	I will stay for few days at the holiday destination when I travel out of the country.	3. What does this mean? 8. People usually stay for few days
	I will holiday for many days when I travel out of the country.	
11	I will try local food at the destination for most of my meals.	
	I will try the local food for most of my meals.	
12	I will engage in lot of adventure activities at the destination	1.Make more clear
	I will engage in lots of adventure on my holiday.	
13	I will stay in comfortable hotels	
	I will stay in comfortable hotels.	
14	I will stay in mud houses in natural surroundings.	
	I will stay in mud houses in natural surroundings.	
15	I will keep minimum contact with locals.	
	I will keep minimum contact with locals.	

Each of the modified statement was then evaluated by using the Flesch-Kincaid Reading Ease test (The Flesch Reading Ease Readability Formula, 2014)

The statements were then changed to improve scores. Care was taken to ensure that the meaning of the statement was not lost in trying to improve readability. Flesch Kincaid grade level and reading ease were calculated as advised by Kincaid et al. (1975)

Table 2.2: Flesch-Kincaid readability score

	Before Pre-test	Modified after pre-test
Flesch-Kincaid Reading Ease	57.9	77.2

- 90-100: Very Easy
- 80-89: Easy
- 70-79: Fairly Easy
- 60-69: Standard
- 50-59: Fairly Difficult
- 30-49: Difficult
- 0-29: Very Confusing

Table 2.3: Flesch-Kincaid grade score

	Before Pre-test	Modified after pre-test
Readability Formula	Grade	Grade
Flesch-Kincaid Grade Level	8.3	5.7
Dale–Chall readability formula	6.3	5.6

Table 2.4: Dale-Chall Adjusted Grade Level Table

FINAL SCORE	GRADE LEVEL	AGE
4.9 and Below	Grade 4 and Below	09-10
5.0 to 5.9	Grades 5 - 6	10-12
6.0 to 6.9	Grades 7 - 8	12-14
7.0 to 7.9	Grades 9 - 10	14-16
8.0 to 8.9	Grades 11 - 12	16-18
9.0 to 9.9	Grades 13 - 15 (College)	18-21
10 and Above	Grades 16 and Above (College Graduate)	22 >

2.5 Item purification - Stage 2 - Validity

As per Rossiter (2002) and Wynd, Schmidt & Schaefer (2003) two important considerations are

1. Inter-rater reliability using multi rater kappa statistic as an index of inter rater agreement.
2. Proportion agreement as an index of inter rater agreement about content validity.

Validity measures the appropriateness of the item, to measure a particular construct. Reliability refers to consistency of the measure across raters. (Heale & Twycross, 2015; Kimberlin & Winterstein 2008; Rubio, Berg-Weger, Tebb, Lee, & Rauch 2003; Drost 2011).

2.5.1 Inter – Rater Reliability

In statistics, inter-rater reliability is the degree of agreement among raters. It measures the homogeneity, or consensus, amongst the judges. It is useful in refining the tools given to human judges, for example by determining if a particular scale is appropriate for measuring a particular variable and tries to account for chance agreement between raters.

Since the number of raters are 6, I have used Fleiss Kappa. The standards by different researchers are as below.

Table 2.5: Fleiss Kappa limits for level of agreement

	Landis & Koch		Altman		Fleiss
<0	Poor agreement				
0.01 – 0.20	Slight agreement	< 0.20	Poor	< 0.40	Poor
0.21 – 0.40	Fair agreement	0.21 – 0.40	Fair		
0.41 – 0.60	Moderate agreement	0.41 – 0.60	Moderate	0.41 – 0.75	Intermediate to Good
0.61 – 0.80	Substantial agreement	0.61 – 0.80	Good		
0.81 – 1.00	Almost perfect agreement	0.81 – 1.00	Very Good	'> 0.75	Excellent

Source: Wongpakaran (2013)

The 42 statements across the three dimensions were arranged in a random manner. Each of the rater was asked to assign the item as a measure of a particular dimension. PI refer Annexure 2. Fleiss Kappa was calculated as explained by Sony (2014) and Nichols et al (2010)

Table 2.6: The Fleiss Kappa values for the items of Risk Preference

	Scale Items	Destination Dimension	Travel Dimension	Experience Dimension	N A to any Dimension	
Destination Dimension	1	5	0	1	0	0.666667
Travel Dimension	2	0	6	0	0	1
Destination Dimension	3	6	0	0	0	1
Travel Dimension	4	0	4	2	0	0.466667
Destination Dimension	5	4	0	2	0	0.466667
Destination Dimension	6	5	0	1	0	0.666667
Experience Dimension	7	0	1	5	0	0.666667
Travel Dimension	8	0	5	0	1	0.666667
Travel Dimension	9	0	6	0	0	1
Experience Dimension	10	0	0	6	0	1
Experience Dimension	11	0	1	5	0	0.666667
Experience Dimension	12	0	0	4	2	0.466667
Experience Dimension	13	0	1	5	0	0.666667
Destination Dimension	14	6	0	0	0	1
Experience Dimension	15	0	1	5	0	0.666667
Travel Dimension	16	0	6	0	0	1
Travel Dimension	17	4	2	0	0	0.466667
Destination Dimension	18	6	0	0	0	1
Destination Dimension	19	5	0	1	0	0.666667
Experience Dimension	20	0	0	6	0	1
Experience Dimension	21	0	0	6	0	1
Destination Dimension	22	6	0	0	0	1
Travel Dimension	23	0	6	0	0	1
Destination Dimension	24	5	0	1	0	0.666667
Experience Dimension	25	0	0	6	0	1
Destination Dimension	26	4	1	0	1	0.4
Travel Dimension	27	0	6	0	0	1
Experience Dimension	28	1	1	4	0	0.4
Experience Dimension	29	2	2	2	0	0.2
Travel Dimension	30	0	5	1	0	0.666667
Destination Dimension	31	6	0	0	0	1
Destination Dimension	32	6	0	0	0	1
Experience Dimension	33	1	0	5	0	0.666667
Travel Dimension	34	0	6	0	0	1
Experience Dimension	35	0	1	5	0	0.666667
Travel Dimension	36	0	5	1	0	0.666667
Experience Dimension	37	0	0	6	0	1
Travel Dimension	38	0	5	1	0	0.666667
Travel Dimension	39	0	6	0	0	1
Destination Dimension	40	6	0	0	0	1
Experience Dimension	41	0	0	6	0	1

Destination Dimension	42	4	0	2	0	0.466667
	Total	82	77	89	4	
		0.32540	0.30556	0.35317	0.01587	
		P bar	0.77778			
		Pe	0.32423			
	Fleis Kappa	K	0.67116			

While the Kappa for the scale is 0.67, indicating substantial agreement (Lynch et al, 2015), we can see that there is poor agreement on some item. These were deleted and the fleisch kappa improved to 0.7278, thus leading to substantial agreement.

2.5.2 Content Validity

Six judges were asked to rate each of the 42 items as follows. Please refer annexure 3.

For Relevance:

- 1- Not Relevant
2. Item needs some revision
3. Relevant but needs some minor revision
4. Very relevant

For Clarity:

- 1- Not Clear
2. Item needs some revision
3. Clear, but needs some minor revision
4. Very clear

For Simplicity:

- 1- Not Simple
2. Item needs some revision
3. Simple but needs some minor revision
4. Very simple

The method explained by (Polit & Beck, 2006) was used to test validity. The I-CVI of individual items was equal or more than 0.83, fulfilling the criteria, across relevance, clarity & simplicity. S-CVI/AVG for the scale 0.98 and above, which exceeds the criteria of 0.9 set for S-CVI / AVG by Lynn (1986).

Table 2.7: Content Validity- Risk Preference Scale								
	Relevance			Clarity			Simplicity	
RISK PREFERENCE - DESTINATION DIMENSION - 14 ITEMS	S-CVI/Avg	0.976		S-CVI/Avg	0.988		S-CVI/Avg	1.000
	Total Agreement	12		Total Agreement	13		Total Agreement	14
	S-CVI/UA	0.857		S-CVI/UA	0.929		S-CVI/UA	1.000
	Relevant			Clarity			Simplicity	
RISK PREFERENCE - TRAVEL DIMENSION - 13 ITEMS	S-CVI/Avg	0.923		S-CVI/Avg	1.000		S-CVI/Avg	1.000
	Total Agreement	8		Total Agreement	13		Total Agreement	13
	S-CVI/UA	0.615		S-CVI/UA	1.000		S-CVI/UA	1.000
	Relevant			Clarity			Simplicity	
RISK PREFERENCE - EXPERIENCE DIMENSION - 15 ITEMS	S-CVI/Avg	0.967		S-CVI/Avg	0.989		S-CVI/Avg	1.000
	Total Agreement	12		Total Agreement	14		Total Agreement	15
	S-CVI/UA	0.800		S-CVI/UA	0.933		S-CVI/UA	1.000
	Relevant			Clarity			Simplicity	
RISK PREFERENCE - FULL SCALE - 42 ITEMS	S-CVI/Avg	0.956		S-CVI/Avg	0.992		S-CVI/Avg	1.000
	Total Agreement	32		Total Agreement	40		Total Agreement	42
	S-CVI/UA	0.762		S-CVI/UA	0.952		S-CVI/UA	1.000

One Item, from the travel Dimension, ‘I will first choose the place for my holiday and then plan how to travel there’ generated an I-CVI of 0.667 which is below the acceptable limit of 0.83

Apart from the above item, all items had an I-CVI of 0.83 and above. The S-CVI at the level of respective dimensions and at the level of scale was more than the criteria of 0.9

Based on the results of Fleiss Kappa and content validity, certain items were deleted and the final list of 32 items were as follows.

Table 2.8: Statements for developing Risk Preference Scale

RPREFD1L	I will travel to places which are safe for tourists.
RPREFD2H	I will travel to places that are not yet famous.
RPREFD3H	I will travel to a beautiful place in spite of its higher crime rate.
RPREFD4L	I will preferably travel to those places, which have been visited by my friends or relatives.
RPREFD5H	I will travel to a place that interests me, even though it had political problems in the recent past.
RPREFD6H	I will travel to a place even if I cannot speak the local language.
RPREFD7L	I will consider the various available tour packages and select a destination for my travel.
RPREFD8H	I will travel to interesting places even though they don't have good facilities for tourists.
RPREFD9H	I will travel to a popular holiday place though it faced floods / Cyclones in the recent past.
RPREFD10L	I will travel to those places which are visited by many people.
RPREFD11H	I will visit a popular holiday destination though it faced health / disease related problems in the recent past.
RPREFD12L	I will visit only those holiday locations where people are friendly.
RPREFT1H	I will book an attractive travel package offered by a relatively new tour operator.
RPREFT2H	I will arrange all local sightseeing on my own.
RPREFT3L	I will travel with well-known tour operators even though the rates are higher.
RPREFT4L	I will ask my tour operator to plan all the sightseeing during my travel.
RPREFT5L	I will ask my tour operator to handle all my travel plans.
RPREFT6L	I will travel with a group of friends & relatives.

RPREFT7L	I will choose a tour operator, who provides the food I like.
RPREFT8H	I will book the hotels for my holiday, on my own.
RPREFT9H	I will arrange for all local transport at the holiday location, on my own.
RPREFX1L	I will not take part in any risky activities, on my holiday.
RPREFX2H	I will taste the local food on road side stalls.
RPREFX3H	Having reached the destination, I would like to explore the destination on my own, even if my friends or family does not wish to come along.
RPREFX4L	I will have at least one meal every day that is like the food I eat at home.
RPREFX5H	Having reached the destination, I will explore parts of the destination which are visited by few tourists.
RPREFX6H	I will stay with locals in their homes rather than in hotels.
RPREFX7H	I will make friendship with locals and spend time with them.
RPREFX8H	I will try the local food for most of my meals.
RPREFX9H	I will engage in lots of adventure on my holiday.
RPREFX10L	I will stay in comfortable hotels.
RPREFX11L	I will keep minimum contact with locals.

2.6: Exploratory Factor Analysis

Exploratory factor analysis was performed using SPSS 22 to get dimensionality of the scale. The total no of responses collected was 519. These were collected over a period of 6 months. The sample was split into 2 samples as done by Chandralal & Valenzuela (2015). The first sample had 319 responses and was used for EFA. The second sample had 200 responses

and was to be used CFA. As the total no of questions were 32, the sample of 319 gave an item to responses ratio of 1:10 (Bryant & Arnold, 1995).

Since in human behavior research, the constructs are expected to correlate, an oblique rotation (Promax) was used. The structure that would come out of EFA, was to be tested in CFA. Since the default in AMOS is Maximum Likelihood, it is recommended that the same is used for EFA (Williams, Onsman & Brown, 2010)

Generally, the variance extracted should be above 60 %, however (Beavers et al, 2013) says that up to 50% variance is acceptable. It is also found that the extracted variance for the same sample is higher in PCA as compared with Maximum likelihood (ML). Costello & Osborne (2005) have found the variance for the tested EFA with PCA, was 69.9 % and dropped down to 59.8 % with ML.

It was decided to extract the variance using PCA and maximum likelihood extraction methods. Factors were extracted for eigen values greater than 1. Using maximum likelihood, mandates that the data is normal. Using the features available in SPSS 22, the data of 319 cases was tested for normality and the data was found to be normal as per acceptable limits (Hair, 2006). Pl refer Annexure 4.

The KMO test for the sample of 319 yielded a result as follows indicating it's suitability for factor analysis. As per Hair (2006), a KMO figure of 0.871 is meritorious.

Table 2.9: Test for factorability of sample

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	4445.466
	df	496
	Sig.	.000

The variance extracted by the 2 methods, was as follows.

Table 2.10: Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total
1	2.697	44.958	44.958	2.300
2	.762	12.692	57.650	2.199

Extraction Method: Maximum Likelihood.

Table 2.11: Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total
1	3.110	51.838	51.838	2.612
2	1.142	19.039	70.877	2.537

Extraction Method: Principal Component Analysis.

As suggested by Costello & Osborne (2005), there is substantial difference in variance explained by PCA & Maximum Likelihood methods. However the variance extracted is above 50 % and therefore it meets the criteria. Both the methods of extraction led to similar, structures.

Table 2.12: Pattern Matrix^a

	Component	
	1	2
RPREFT9H	.926	
RPREFT8H	.874	
RPREFT2H	.735	
RPREFX5H		.895
RPREFD6H		.823
RPREFD2H		.737

Extraction Method: Principal Component Analysis

Table 2.13: Pattern Matrix^a

	Factor	
	1	2
RPREFT9H	.817	
RPREFT8H	.805	
RPREFT2H	.654	
RPREFX5H		.907
RPREFD6H		.714
RPREFD2H		.506

Extraction Method: Maximum Likelihood

The reliability Statistics were as follows. Cronbach's Alpha above 0.7 is acceptable (Hair, 2006)

For Component 1

Reliability Statistics

Cronbach's Alpha	N of Items
.817	3

For Component 2

Reliability Statistics

Cronbach's Alpha	N of Items
.750	3

For Full Scale

Reliability Statistics

Cronbach's Alpha	N of Items
.811	6

The two factors extracted were named as follows.

EXPLORERS_RPREF:

RPREFD2H	I will travel to places that are not yet famous.
RPREFD6H	I will travel to a place even if I cannot speak the local language.
RPREFX5H	Having reached the destination, I will explore parts of the destination which are visited by few tourists.

Explorers are travellers who tend to explore the unknown and are not deterred by uncertainty. This category of tourists like to travel to places that are yet to catch the attention of the mainstream tourists. These tourists want to explore unknown places and if at all they travel to a well-known place, they want to experience that which few tourists will attempt to experience. The routine does not attract them but novelty, does.

CONTROLLERS_RPREF:

RPREFT2H	I will arrange all local sightseeing on my own
RPREFT8H	I will book the hotels for my holiday, on my own.
RPREFT9H	I will arrange for all local transport at the holiday location, on my own

Controllers are tourists who do not like to cede control to the organised tourist industry and wish to retain control with themselves. They feel most comfortable when they are in control. Tourists who are low on this score would allow the organised tourist industry to make all arrangements.

The above 2 constructs, measure risk preference. Those who are higher on the above constructs are higher in risk preference in the travel domain.

2.7 Confirmatory Factor Analysis

The structure from the EFA was subjected to confirmatory factor analysis, with a sample of 200. Hair (2006) states that a sample of 150 is adequate for CFA. AMOS 22, was used for the CFA with Maximum Likelihood being the default method.

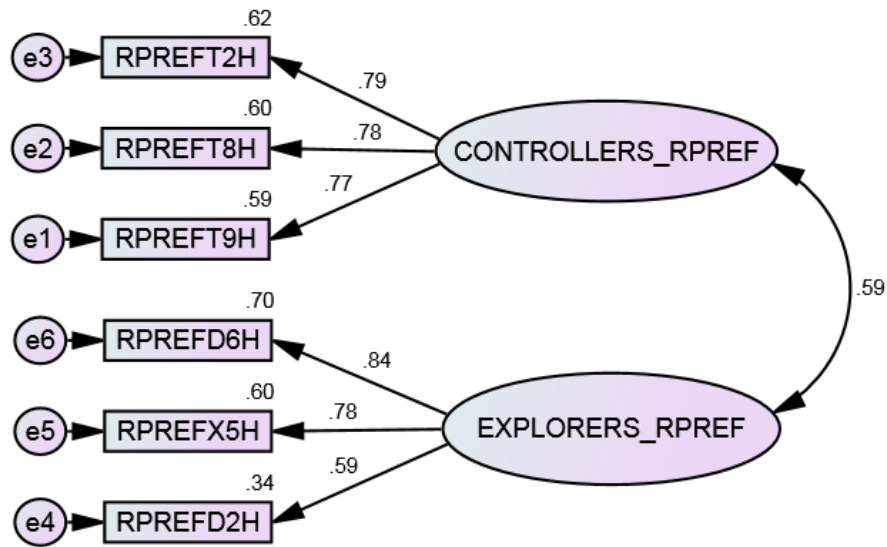


Fig 2.2: Path diagram for confirmatory factor analysis for risk preference

Table 2.14: Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	14.252	--	--
DF	8	--	--
CMIN/DF	1.781	Between 1 and 3	Excellent
CFI	0.986	>0.95	Excellent
SRMR	0.044	<0.08	Excellent
RMSEA	0.063	<0.06	Acceptable
PClose	0.300	>0.05	Excellent

Table 2.15: Cutoff Criteria

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
SRMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06
PClose	<0.01	<0.05	>0.05

The model fit is acceptable as per thresholds from Hu and Bentler (1999) and Hooper, Coughlan & Mullen (2008). Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin was used.

Table 2.16: Model Validity Measures

	CR	AVE
CONTROLLERS_RPREF	0.819	0.602
EXPLORERS_RPREF	0.781	0.549

Gaskin, J. & Lim, J. (2016), "Master Validity Tool", AMOS Plugin was used.

2.7.1 Composite Reliability

Composite reliability is a measure of internal consistency of a scale where the within-scale consistency of the responses to the construct is evaluated. Hair et al. (2006) have suggested a thresholds of 0.7 for composite reliability. The composite reliability (CR) for CONTROLLERS_RPREF was 0.82 and CR for EXPLORERS_RPREF was 0.78. Since the values are higher than 0.7, the scale has composite reliability.

2.7.2 Convergent Validity

Convergent validity refers to the degree to which two variable that are supposed to measure a construct, that theoretically should be related, are in fact related. Hair et al. (2006) have suggested that the average variance extracted should be > 0.5 . The AVE for both the constructs is greater than 0.5 thus ensuring convergent validity.

2.7.3 Discriminant Validity

Discriminant validity tests whether measurements that are supposed to be unrelated are, in fact, unrelated. As per Hair et al. (2006) and (Berteau & Zait, 2011), the square root of average variance extracted, should be greater than inter-factor correlation.

Table 2.17: Testing Discriminant Validity

	AVE	Square root of AVE	Inter-factor Correlation
CONTROLLERS_RPREF	0.602	0.776	0.59
EXPLORERS_RPREF	0.549	0.741	0.59

Since the square root of the AVE is greater than inter-factor correlation, the scale has discriminant validity.

2.8 Multicollinearity:

When two of the variables of construct are highly correlated, it gives rise to multicollinearity which is not desirable. It creates shared variance between the independent variables, thus impacting the ability to predict the dependent variable. To identify multicollinearity, each of the independent variable was regressed against the other independent variables. The three variables of each of our constructs were tested for multicollinearity and as per Hair (2006), did not exhibit multicollinearity. The ‘variance inflation index’ was within permitted limits of 10. In fact the VIF was less than 3 for all the evaluations.

CONTROLLERS RPREF

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RPREFD6H	.653	1.531
RPREFX5H	.653	1.531

a. Dependent Variable: RPREFD2H

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	RPREFX5H	.807	1.240
	RPREFD2H	.807	1.240

a. Dependent Variable: RPREFD6H

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	RPREFD2H	.806	1.241
	RPREFD6H	.806	1.241

a. Dependent Variable: RPREFX5H

EXPLORERS_RPREF

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	RPREFT8H	.650	1.538
	RPREFT9H	.650	1.538

a. Dependent Variable: RPREFT2H

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	RPREFT2H	.682	1.466
	RPREFT8H	.682	1.466

a. Dependent Variable: RPREFT9H

Coefficients

Model	Collinearity Statistics	
	Tolerance	VIF
1 RPREFT9H	.677	1.477
RPREFT2H	.677	1.477

a. Dependent Variable: RPREFT8H

Annexure 12 contains the scale to measure **Risk Preference in tourism Domain.**

Chapter 3

Risk Perceptions

3.0 Literature Review

There is real risk and perceived risk. Real risk can be measured by professionals, when large data is available. This is impossible for an individual who generally seeks novelty in his outings as a tourist. For him it is what, Mitchell (1999), states; risk is always relative to the perceiver. Tourists who perceive high risk, will take evasive action.

Every action of a consumer entails the possibility of negative consequence (Bauer, 1960). The options available to the tourists are indeed varied, each with its benefits and travel risks. This increased choice, compounds the problem (Taylor, 1974).

An individual's risk perception has two component. The first component deals with the chance or probability of his choice leading to unpleasant experiences. The second component focusses on the intensity of loss emanating from these negative experiences (Peter & Ryan, 1976; Cunningham 1967; Stone & Winter 1987). Statistically, flying is considered the safest form of flying, yet it creates anxiety. While the probability of accident is low, the intensity of loss, if the accident happens, is very high. So is the case of public resistance to nuclear energy generation; while it is considered safe, an accident can be catastrophic.

Sitkin & Weingart (1995) bring is a sense of 'controllability' that an individual can exercise, when they define it as an individual's assessment of riskiness of a situation and his control over the uncertainty.

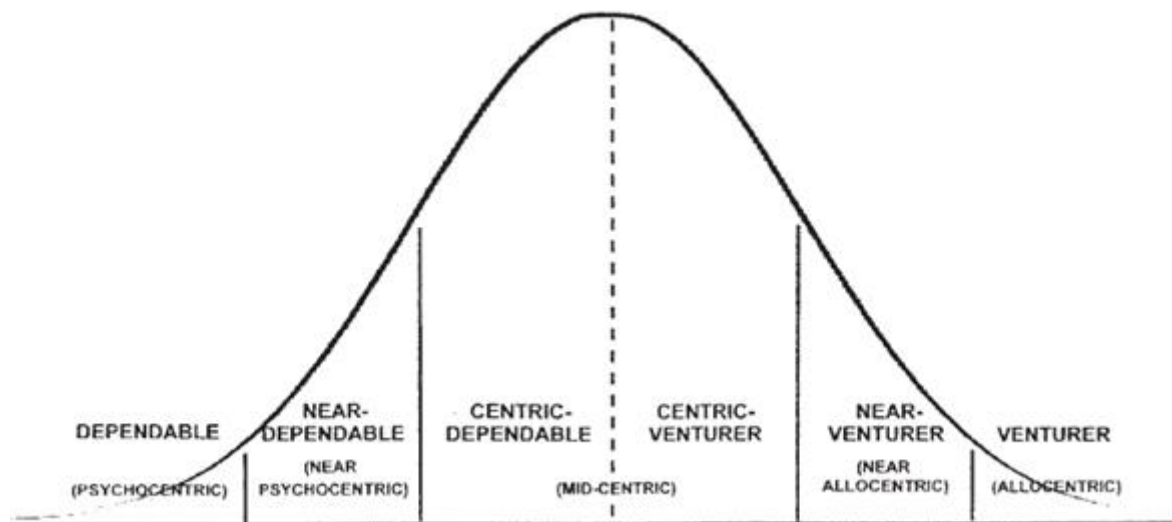
While most researchers opine that risk has two components, probability & severity, Raynor & Cantor (1987) question the use of such engineering approach when considering risk at 'felt' level of emotions. Mitchell (1999) states that it is difficult for individuals to objectively express their risk perceptions as often individuals often cannot differentiate between 25 % risk and 40 % risk. The engineering approach is what Slovic (2004) calls as 'risk as analysis' while the intuitive feelings at the gut level is what he calls as 'risk as feelings'.

For majority for the tourists, the joy of vacations start dwindling after 8 days (de Bloom J, Geurts S, Kompier M, 2013). As Cohen (1972) said that "Man is still basically moulded by his native culture and bound through habit to its patterns of behaviour. Hence complete abandonment of these customs and complete immersion in new and alien environment may be experienced as unpleasant and even threatening", giving rise to various risk perceptions which are key factors that influence travel decisions (Law, 2006)

The risks a tourist has to bear, have to be experienced in alien lands, far removed from the security of the familiar. To that extent, tourism involves risk to the experience and additionally to the experienter.

The way an individual perceives risk and behaves, will depend on his personality profile. Plog (2001) classified people based on their risk taking behaviour. He called them allocentrics (renamed as venturers) - who were willing to take risks, Psychocentrics (renamed as dependables) – who chose to avoid risks and midcentrics – who were in between. Allocentrics would travel to new destinations, while Psychocentrics chose the safe and popular destinations.

Fig 3.1: Plog's Personality profiles



Source: Plog (2002)

Seabra (2013) has also segmented tourists into seven categories based on the intensity of risks perceived by them; at one end of the spectrum is the category 'carefree', which has low risk perception while at the other end is the category 'all risks concerned', which has high risk perceptions.

While Plog's classification was on the non-observable personality profiles, Cohen (1972) created classifications based on tourist's need for familiarity and novelty and observable behaviour of the way these tourists travelled. He created the typology of 'organised mass tourist', 'individual mass tourist', 'explorer' and 'drifter'. The 'organised mass tourist', resembles the 'Psychocentrics' and 'All risk Concerned' while 'the drifter' resembles the 'Allocentric' and 'Carefree'.

In one instance, a family who had an 'individual mass tourist' profile for many years shifted to 'organised mass tourist' profile, when the destination, though beautiful, was plagued by

terrorist violence. It is observed that steadier core risk preference profile has been influenced by risk perception of the destination, leading to a risk reduction strategy.

While the above approach focussed on personality and resultant behaviour, (Roehl & Fesenmaier, 1992) chose to identify the different sources, from where risk emanated.

Sonmez and Graefe (1998a) & Roehl and Fesenmaier (1992); based on the work of earlier researchers, have listed a total of 10 risks that can apply in tourism. They are Equipment / Functional Risk, Financial risk, Health Risk, Physical Risk, Political Instability risk, Psychological Risk, Satisfaction Risk, Social risk, Terrorism Risk & Time Risk.

Dolnicar (2005), has classified travel risk into Political risk, Environmental risk, Health risk, Planning risk, & Property risk.

It is seen that risk research in tourism has focused on

1. Intensity of perceived risks
2. Source of perceived risk
3. Types of perceived risks.

3.1 Risks in International Travel

A tourist behaves differently in domestic and international travel settings. When a tourist crosses his countries boundaries, laws change, language changes, culture changes and the unknown increases. Carr (2002) found that tourists become passive in international travel as compared to domestic travel.

Dolnicar (2005) compared certain risks across domestic and international destinations. It was found that scores on some of the risks such as;

1. I might be exposed to the risk of contagious diseases
2. I might be a victim of terrorism
3. There might be a lot of insecurity involved
4. I might injure myself

which captured risk to the experiencer, varied substantially across domestic and international travel, being much higher for international travel as compared to domestic travel. This indicates that the perceived **risk to the experiencer** increases substantially for the international traveler. Loewenstein, Hsee, Welch & Weber (2001) differentiates between anticipatory and anticipated emotions. While international travel is planned in advance and the tourist may not feel the gut level, immediate, ‘anticipatory’ feelings of worry and dread, the ‘anticipated’ feeling of worry, dread will still generate emotions. Gut level feelings are processed from ‘feelings’ perspective. The researcher feels that international tourists will perceive the risks to the experiencer from the ‘risk as feeling’ perspective.

Contrary to the above, it was found that risks such as;

1. The vacation might not reflect my personality
2. The vacation might not be satisfying

3. I might not have a great time
4. It might be a waste of time

which captured risk to the experience, did not vary much across domestic and international travel. This indicates that the perceived risk **to the experience** is approximately the same whether it's domestic or international travel.

The Campbell Institute (2017) lists different theories associated with Risk Perceptions. They are,

1. Protection Motivations Theory
2. Risk Compensation Theory
3. Situated Rationality Theory
4. Habituated Action Theory
5. Social Action Theory
6. Social Control Theory.

The behaviour displayed above is more in tune with the Risk Compensation theory where, people are willing to take more risks when they feel a greater sense of security. The domestic travel gives a greater sense of control as compared to international travel and the lower controllability in International travel leads to higher risk perceptions for the individual as compared to domestic travel.

Risk to Experience, is more to do with returns on the investment made on time, money invested and tends to remain the same across domestic or international travel.

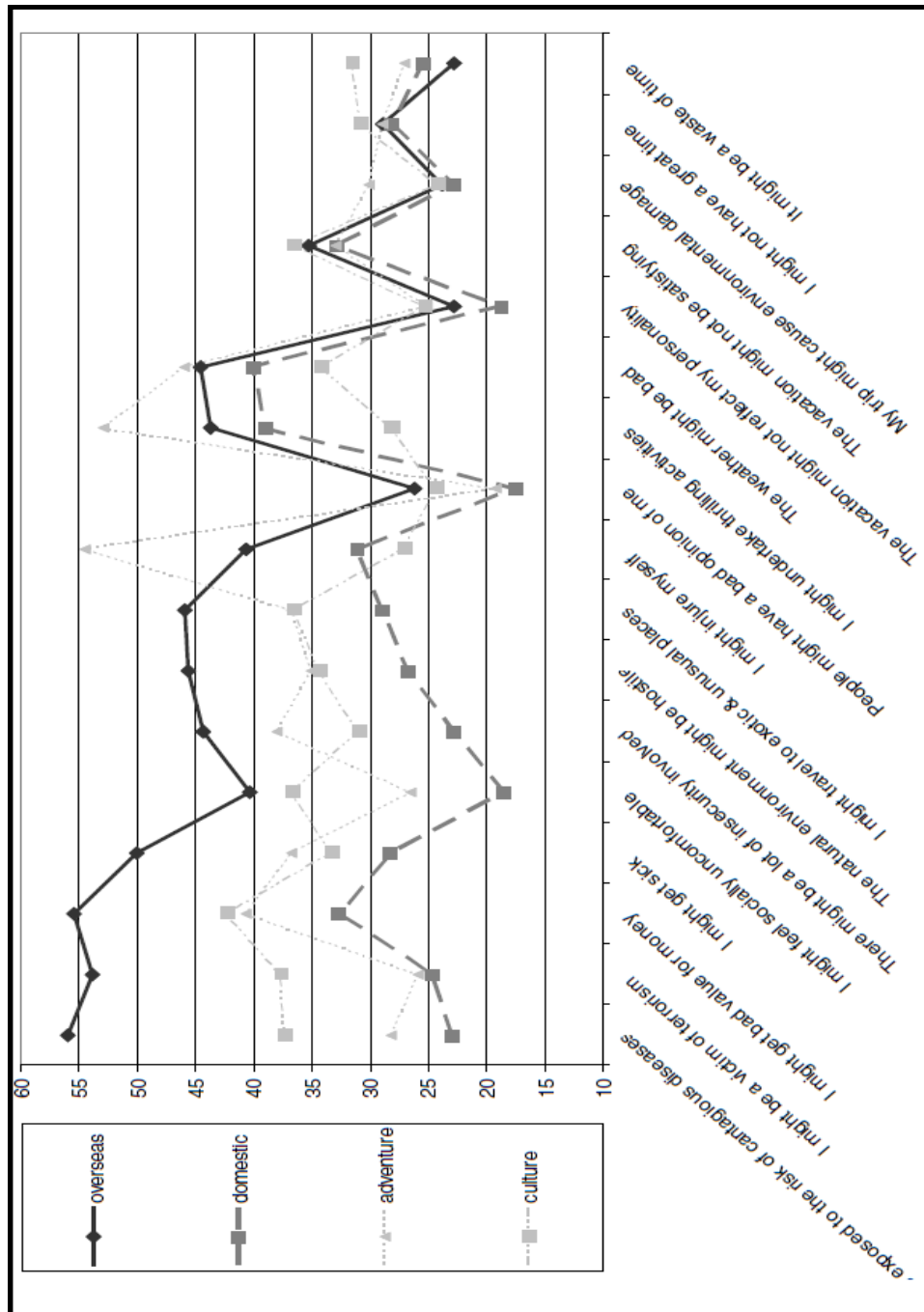


Fig 3.2: Gap in the perception of risky events across contexts

Source: Dolnicar (2005)

When the level of risk is measured comparing the domestic v/s international contexts, it was found that the difference in risk perception is more for ‘Risks to the tourist’ as compared to ‘Risks to touristic experience’

Table 3.1: Differences in Perception of risks

Risks	Int'l	Domestic	Difference
RISKS TO EXPERIENCER			
I might be exposed to the risk of contagious diseases	56	23	33
I might be a victim of terrorism	54	25	29
I might get sick	50	28	22
I might feel socially uncomfortable	40	18	22
There might be a lot of insecurity involved	44	23	21
The natural environment might be hostile	46	27	19
I might injure myself	41	31	10
The weather might be bad	45	40	5
		Avg	20.13
RISKS TO EXPERIENCE			
I might get bad value for money	55	33	22
People might have bad opinion of me	26	17	9
The vacation might not reflect my personality	23	18	5
The vacation might not be satisfying	36	33	3
My trip might cause environmental damage	24	23	1
I might not have a great time	28	28	0
It might be a waste of time	23	26	-3
		Avg	6.14

The touristic experience is experienced by the individual, 'I'. The 'I' will be concerned about risks to the physical being. Risk to the experiencer may diminish the ability to enjoy the experience. Rittichainuwat (2009) and George (2003) cite literature to state that feeling of safety is extremely important factor in tourist decisions about choice of destination, with the safer destination chosen among two destinations, with similar benefits. That being the case, 'Risk to the experiencer' is probably the most important risk perception. The current approach tends to club this risk in the form of 'physical risk' and measures it at par with other risk perceptions as health risk, financial risks, value risk, social risk etc. However we find that certain perceived risks vary across domestic and international travel, while certain perceived risks do not.

The researcher proposes a new typology to measure perceived risks in the international travel domain, where;

Risk to the experiencer is defined as - the possibility of harm to the individual which, threatens his physical well-being.

Risk to the experience is defined as - the possibility of a tourist being dis-satisfied with the experience during travel and at the destination.

It is felt that this typology is in tune with Rosa's (2003) definition of risk i.e. 'a situation or an event where something of human value (including humans themselves) is at stake. Risk to what a traveler values being 'Risk to Experience' and Risk to the traveler being 'Risk to Experiencer'.

A scale will be developed to measure the above constructs.

3.2 Research Methodology

3.2.1 Participants

International travel is planned in advance. PATA (2015) mentioned that 95 % of the Indians travelling to Singapore and international travel destination, planned their holidays from 5 days to 180 days in advance. About 80 % of the travelers planned, this international trip 3 months in advance. Since April – June is a holiday season in India, the survey was started in Dec 2016 and continued till June 2017. It was administered using google form. Only those, who had already chosen an international destination to travel, within the next 6 months, were asked to complete the questionnaire. A total of 205 responded to the questionnaire. Since the survey could not proceed if a response was left blank, all 205 responses were complete. The descriptives for normality of the sample is shown in annexure 7.

Male : Female distribution was 114 : 91. Of the 205 respondents, 127 were married, 70 were single and the balance were divorced/widowed. The age profile of respondents was as below.

Table 3.2: age profile of sample to measure risk perception

Below 25	25-35	36-45	46-55	56-65	Above 65
45	58	53	32	13	4

Total of 179 of the 205 respondents were graduates / post graduates. The balance being non graduates.

3.2.2 Item generation

Items were generated from literature related to perceived risks in tourism. The research publications of (Roehl & Feisenmer, 1992; Um & Crompton, 1992; Mitchell 1999; Sonmez & Graefe 1998a) were referred for different types of risks perceived by tourists. Dolnicar, (2005) who segmented international tourists, based on their fears and the scale of tourist worries developed by (Larsen, Brun, Ogaard , 2009) were used to generate items for the scale to measure our constructs of

1. Risk to Experiencer
2. Risk to Experience

Risk to experiencer was proposed to be measured with 10 items while risk to experience was proposed to be measured with 9 items.

Respondents would have to click on a five point scale, the likelihood (very likely.....very unlikely) that he/she may face the following negative incident / results when he/ she is traveling to or at the chosen destination.

3.3 Validity

As per Rossiter (2002) and Wynd, Schmidt & Schaefer (2003) two important considerations are

1. Inter-rater reliability using multi rater kappa statistic as an index of inter rater agreement.
2. Proportion agreement as an index of inter rater agreement about content validity.

Validity measures the appropriateness of the item, to measure a particular construct. Reliability refers to consistency of the measure across raters. (Heale & Twycross, 2015; Kimberlin & Winterstein 2008; Rubio, Berg-Weger, Tebb, Lee, & Rauch 2003; Drost 2011).

3.3.1 Inter – Rater Reliability

In statistics, inter-rater reliability is the degree of agreement among raters. It measures the homogeneity, or consensus, amongst the judges. It is useful in refining the tools given to human judges by determining if a particular scale is appropriate for measuring a particular variable and tries to account for chance agreement between raters. Since the number of raters are 6, I have used Fleiss Kappa. Annexure 5, contains the letter sent to the raters.

Table 3.3: The standards for acceptable fleiss kappa statistic

	Landis & Koch		Altman		Fleiss
<0	Poor agreement				
0.01 – 0.20	Slight agreement	< 0.20	Poor	< 0.40	Poor
0.21 – 0.40	Fair agreement	0.21 – 0.40	Fair		
0.41 – 0.60	Moderate agreement	0.41 – 0.60	Moderate	0.41 – 0.75	Intermediate to Good
0.61 – 0.80	Substantial agreement	0.61 – 0.80	Good		
0.81 – 1.00	Almost perfect agreement	0.81 – 1.00	Very Good	'> 0.75	Excellent

Source: Wongpakaran (2013)

The 19 statements across the two dimensions were arranged in a random manner. Each of the rater was asked to assign the item as a measure of a particular dimension. Pl refer Annexure 5.

The results were as follows.

Table 3.4: Fleis Kappa Inter-rater Reliability					
	Scale Items	Risk to <u>Experienter</u> Dimension	Risk to <u>Experience</u> Dimension	N A to any Dimension	
<u>Risk to Experience</u>	1	0	6	0	1
Risk to Experienter	2	6	0	0	1
<u>Risk to Experience</u>	3	0	6	0	1
<u>Risk to Experience</u>	4	2	4	0	0.466667
Risk to Experienter	5	4	2	0	0.466667
Risk to Experienter	6	6	0	0	1
<u>Risk to Experience</u>	7	3	3	0	0.4
Risk to Experienter	8	6	0	0	1
<u>Risk to Experience</u>	9	0	6	0	1
<u>Risk to Experience</u>	10	0	6	0	1
Risk to Experienter	11	4	2	0	0.466667
<u>Risk to Experience</u>	12	1	5	0	0.666667
Risk to Experienter	13	6	0	0	1
<u>Risk to Experience</u>	14	0	6	0	1
Risk to Experienter	15	6	0	0	1
Risk to Experienter	16	3	3	0	0.4
Risk to Experienter	17	4	2	0	0.466667
Risk to Experienter	18	6	0	0	1
<u>Risk to Experience</u>	19	1	5	0	0.666667
	Total	58	56	0	
		0.50877	0.49123	0	
		P_bar	0.78947		
		Pe	0.50015		
Fleis Kappa		K	0.57882		

The following statements were deleted, consequently the Fleiss kappa improved to 0.67, indicating substantial agreement (Lynch et al, 2015).

9	Getting separated from my travel group
16	Losing my baggage

3.3.2: Content Validity

Six judges were asked to rate each of the items for the following criteria.

For Relevance:

- 1- Not Relevant
- 2. Item needs some revision
- 3. Relevant but needs some minor revision
- 4. Very relevant

For Clarity:

- 1- Not Clear
- 2. Item needs some revision
- 3. Clear, but needs some minor revision
- 4. Very clear

For Simplicity:

- 1- Not Simple
- 2. Item needs some revision
- 3. Simple but needs some minor revision
- 4. Very simple

Annexure 6, contains the letter sent to the judges.

The method explained by (Polit & Beck, 2006) was used to test validity. The I-CVI of individual items was equal or more than 0.83, fulfilling the criteria, across relevance, clarity & simplicity. S-CVI/AVG for the scale 0.98 and above, which exceeds the criteria of 0.9 set for S-CVI / AVG by Lynn (1986).

The results were as follows.

Table 3.5: Content Validity - Risk Perception Scale
--

	Relevance			Clarity			Simplicity	
RISK PERCEPTION - RISK TO EXPERIENCER DIMENSION - 10 ITEMS	S-CVI/Avg	0.983		S-CVI/Avg	0.983		S-CVI/Avg	0.983
	Total Agreement	9		Total Agreement	9		Total Agreement	9
	S-CVI/UA	0.9		S-CVI/UA	0.9		S-CVI/UA	0.9
	Relevance			Clarity			Simplicity	
RISK PERCEPTION - RISK TO EXPERIENCE DIMENSION - 9 ITEMS	S-CVI/Avg	0.981		S-CVI/Avg	0.981		S-CVI/Avg	1
	Total Agreement	8		Total Agreement	8		Total Agreement	9
	S-CVI/UA	0.889		S-CVI/UA	0.889		S-CVI/UA	1
	Relevance			Clarity			Simplicity	
RISK PERCEPTION - FULL SCALE	S-CVI/Avg	0.982		S-CVI/Avg	0.982		S-CVI/Avg	0.991
	Total Agreement	17		Total Agreement	17		Total Agreement	18
	S-CVI/UA	0.895		S-CVI/UA	0.895		S-CVI/UA	0.947

Based on the results of Fleiss Kappa and content validity, certain items were deleted and the final list of 17 items were as follows.

Table 3.6: Items to measure risk to experience

		Risk to Experience
1	RCEXP1	Getting Bad weather during vacation
2	RCEXP2	Not getting value for money
3	RCEXP3	Airline delays
4	RCEXP4	Finding that the Vacation is not satisfying
5	RCEXP5	Facing Communication problems with locals
6	RCEXP6	Losing my baggage
7	RCEXP7	Unhappy interaction with locals
8	RCEXP8	Being cheated during travel
9	RCEXP9	Dissatisfactory hotel stay

Table 3.7: Items to measure risks to experiercer

		Risks to the Experiencer
1	RCEXCER1	Falling sick after eating food or drinking water
2	RCEXCER2	Getting exposed to diseases
3	RCEXCER3	Being robbed on my travel
4	RCEXCER4	Meeting with an accident
5	RCEXCER5	Getting injured
6	RCEXCER6	Getting lost
7	RCEXCER7	Getting separated from my travel group
8	RCEXCER8	Falling ill during the vacation

3.4 Factor Analysis

Exploratory factor analysis is used when researchers lack understanding of how the different variables relate while confirmatory factor analysis is used to test a hypothesised structure (Matsunaga, 2010). Confirmatory factor analysis can be done if there is a priori theory or empirical work (Hurley & Scandura, 1997; Suhr, 2006). Based on the empirical work of Dolnicar (2005) we have a possible structure. Testing the same through EFA, can create confusion, hence, we decided to test our proposed constructs through confirmatory factor analysis.

There are two categories of general recommendations in terms of minimum sample size in factor analysis. One category says that the absolute number of cases (N) is important, while the other says that the subject-to-variable ratio (p) is important. MacCallum, Widaman, Zhang & Hong (1999) have reviewed many of these recommendations. For the 'subject-to-variable' (STV) approach, different researchers have recommended ratios which range from 2 times the variables to 20 times the variables. The generally acceptable STV ratio is 10. Since our variables are 17, we need a sample size of 170. Therefore 205 responses were considered adequate. Total of 17 items were used to measure, risk perception. Maximum likelihood estimation was conducted using Amos 22 software.

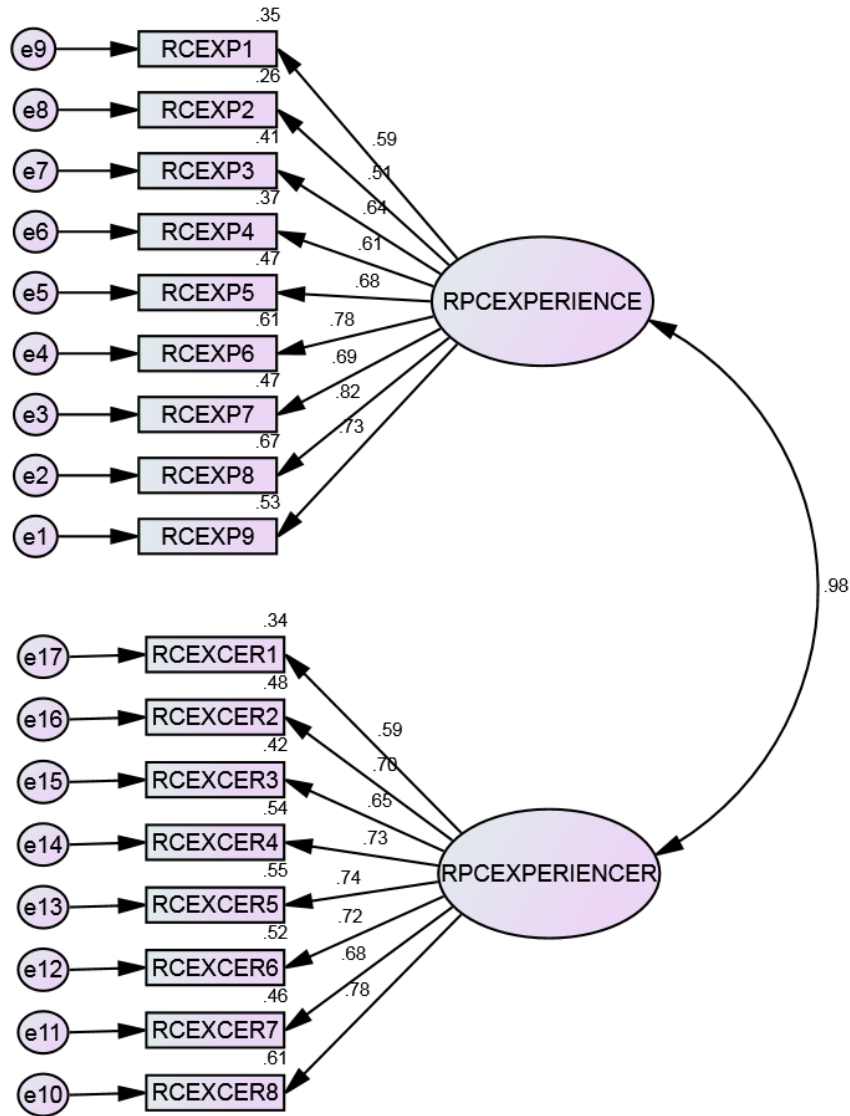


Fig 3.3 Path diagram for proposed model for Risk Perception

Table 3.8: The model fit indices for confirmatory factor analysis.

Measure	Estimate	Threshold	Interpretation
CMIN	446.329	--	--
DF	118	--	--
CMIN/DF	3.782	Between 1 and 3	Acceptable
CFI	0.835	>0.95	Need More DF
SRMR	0.078	<0.08	Excellent
RMSEA	0.117	<0.06	Terrible
PClose	0.000	>0.05	Terrible

Since the model fit indices were poor, the model needed to be improved. As suggested in Hair et al. (2006), a model can be improved by,

1. Dropping items with lower loadings
2. Looking at the ‘standardizes residual covariances’ and dropping items with high covariances &
3. Covarying the residuals, based on modification indices.

The standardized residual covariances for the above model are shown in annexure 8

Based on the above, we dropped certain items.

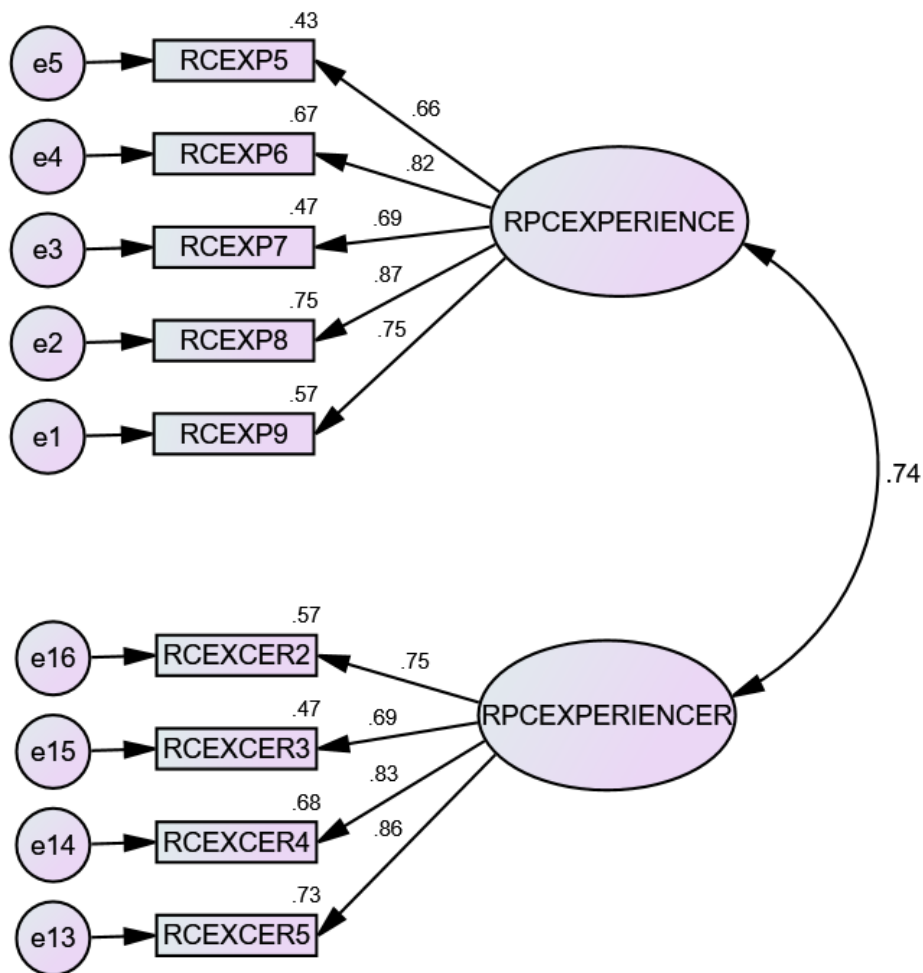


Fig 3.4 Path diagram for improved model for Risk Perception Model

Table 3.9: The model fit indices for the improved model.

Measure	Estimate	Threshold	Interpretation
CMIN	32.386	--	--
DF	26	--	--
CMIN/DF	1.246	Between 1 and 3	Excellent
CFI	0.993	>0.95	Excellent
SRMR	0.034	<0.08	Excellent
RMSEA	0.035	<0.06	Excellent
PClose	0.735	>0.05	Excellent

The model fit is excellent as per thresholds from Hu and Bentler (1999) and Hooper, Coughlan & Mullen (2008). Gaskin & Lim (2016), "Model Fit", AMOS Plugin was used for above calculation.

3.4.1 Composite Reliability

Composite reliability is a measure of internal consistency of a scale where the within-scale consistency of the responses to the construct is evaluated. Hair et al. (2006) have suggested a thresholds of 0.7 for composite reliability. As shown in annexure 9, the composite reliability (CR) for RPCEXPERIENCE was 0.87 and CR for RPCEXPERIENCER was 0.85. Since the values are higher than 0.7, the scale has composite reliability.

3.4.2 Convergent Validity

Convergent validity refers to the degree to which two variable that are supposed to measure a construct, that theoretically should be related, are in fact related. Hair et al. (2006) have suggested that the average variance extracted should be > 0.5. The AVE for both the constructs is greater than 0.5 thus ensuring convergent validity. Pl refer annexure 10.

3.4.3 Discriminant Validity

Discriminant validity tests whether measurements that are supposed to be unrelated are, in fact, unrelated. As per Hair et al. (2006) and (Berteau & Zait, 2011), the square root of average variance extracted, should be greater than inter-factor correlation.

Table 3.10: Measures for discriminant validity

	AVE	Square root of AVE	Correlation
RPCEXPERIENCE	0.5789	0.76	0.74
RPCEXPERIENCER	0.6124	0.78	0.74

Gaskin & Lim (2016), "Master Validity Tool", AMOS Plugin was used for above calculation. Since the square root of the AVE is greater than inter-factor correlation, the scale has discriminant validity.

3.5 Multicollinearity:

When two of the variables of construct are highly correlated, it gives rise to multicollinearity which is not desirable. It creates shared variance between the independent variables, thus impacting the ability to predict the dependent variable. To identify multicollinearity, each of the independent variable was regressed against the other independent variables. The variables of each of our constructs were tested for multicollinearity and as per Hair (2006), did not exhibit multicollinearity. The 'variance inflation index' was within permitted limits of 10. In fact the VIF was less than 3 for all the evaluations.

RPCEXPERIENCER

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXCER3	.641	1.560
RCEXCER4	.433	2.310
RCEXCER5	.442	2.263

a. Dependent Variable: RCEXCER2

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXCER4	.446	2.240
RCEXCER5	.399	2.509
RCEXCER2	.553	1.809

a. Dependent Variable: RCEXCER3

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXCER5	.535	1.868
RCEXCER2	.513	1.949
RCEXCER3	.614	1.629

a. Dependent Variable: RCEXCER4

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXCER2	.566	1.768
RCEXCER3	.592	1.690
RCEXCER4	.578	1.729

a. Dependent Variable: RCEXCER5

RPC EXPERIENCE

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXP6	.439	2.275
RCEXP7	.581	1.722
RCEXP8	.370	2.703
RCEXP9	.518	1.931

a. Dependent Variable: RCEXP5

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXP7	.601	1.664
RCEXP8	.434	2.302
RCEXP9	.510	1.961
RCEXP5	.653	1.531

a. Dependent Variable: RCEXP6

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXP8	.382	2.619
RCEXP9	.517	1.936
RCEXP5	.627	1.594
RCEXP6	.437	2.289

a. Dependent Variable: RCEXP7

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXP9	.553	1.808
RCEXP5	.647	1.545
RCEXP6	.511	1.956
RCEXP7	.618	1.617

a. Dependent Variable: RCEXP8

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 RCEXP5	.649	1.541
RCEXP6	.430	2.326
RCEXP7	.599	1.669
RCEXP8	.396	2.524

a. Dependent Variable: RCEXP9

Annexure 13 contains the scale to measure **Risk Perception in International travel.**

Now that we have the constructs of risk preference in tourism and risk perceptions of tourists, we state the sub hypotheses as follows.

H1: Higher the risk preference of tourists, lower will be their travel risk perception.

H1a: Higher the Controllers risk preference of tourists, lower will be the perceived risk to experienter.

H1b: Higher the Explorers risk preference of tourists, lower will be the perceived risk to experienter.

H1c: Higher the Controllers risk preference of tourists, lower will be the perceived risk to experience.

H1d: Higher the Explorers risk preference of tourists, lower will be the perceived risk to experience.

Chapter 4

Tourist Motivations

4.0 Literature review

Motivation is the reason for behavior (Mayo & Jarvis, 1981). Crompton (1997) has defined Tourist motivations as a process initiated by an individual's needs & wants. The unfulfilled desires generate a state of tension, egging the individual to seek action to fulfill the desires. Dann (1981) has defined tourist motivations as "A meaningful state of mind which adequately disposes an actor to travel and which is subsequently interpretable by others as a valid explanation for such a decision."

In many respects, tourism is the ideal product for variety-seeking individuals because it is voluntary, outside of ordinary life experiences, limited in time and space, and surrounded by an air of mystery (Godbey & Graefe, 1991).

Gray (1970) defined wanderlust as the desire to leave a known place and visit an unknown place and Sunlust as the desire to go to a place that has specific facilities that do not exist in the tourist's place of residence. Push Motives come from a person's needs while Pull motives, come from external sources.

"Tourism motivation is conceptualised as a dynamic process of internal psychological factors (needs & wants) that generate a state of tension or disequilibrium within individuals".
Compton & Mckay (1997)

Three of the major contributors to Tourist motivations look at motivation as follows.

Table 4.1: Major contributions to travel motivations

Crompton (1979)	
Push	Pull
Internal drives that energise a person to travel	Forces that drive an individual to select a specific tourist destination
Dann (1977)	
Anomie	Ego-enhancement
Inherent need to escape the daily routine	The need for recognition and status
Iso-ahola (1982)	
Escape	Seeking
Escape from his/her daily life	Seeking psychological rewards

An individual seeks out a level of stimulation that is the optimum for him / her. If too quiet, the person may seek out stimulation. If the stimulation is too much then the person reduces stimulation and finds a quieter environment (Fridgin, 1991, as cited in Crompton, 1997).

Since motivation is the cause of behaviour, different tourist profiles lead to different motivations which in turn lead to different behaviours. Those who are higher in ‘sensation seeking’ travel to more risky travel destinations (Lepp & Gibson, 2003). The senior travellers seek education in travel (Sangpikul, 2008). Motivation impacts the level of involvement which in turn impacts tourists’ experience value (Prebensen, Woo, Chen & Uysal, 2012). A study of motivations to parks, revealed push and pull motivations which impacted the choice of private parks (Phau, Lee & Quintal, 2013). Those who wish to ‘escape’ want to move

away from their current life while those who 'seek' want to absorb something new into their life. These different motivation will result into different behaviours.

Domestic travel has 'escape' flavor while international travel has a 'seeking' flavor (Marques, 2006). This may be because international travel requires more planning, crossing legal boundaries of one's country and taking higher risks and the tourist would not like to do this when he wants to 'escape'. As a matter of fact, the author suggests that within one's country, 'escape' accounts for 85 % of the travel motivations. International travel because of the higher 'seeking' motivation, should create a better balance between escape and seeking motivations.

4.1 Impact on Risk Perception - Intensity of motivation

Man, the social animal, lives in an environment that influences him. An unpleasant change in the environment might make him to move away and a marketing campaign by a tourist destination might make him seek. These external factors will have an impact on the risk perception. Risk perception is not only dependent on how they 'think' about it but also how they 'feel' about it (Slovic 2004).

An entrepreneur who loves business activity in general or particular, perceives lower risk. Cooper, Woo & Duhkelberg (1988) have indicated that entrepreneurs do not necessarily have high risk preferences but an optimistic perception of risk. Men motivated to strongly pursue a particular course of action, will tend to believe that his action will entail few or no risks (Blanton, 1997). This suggests that a positive feeling towards an activity will lower the risk perception and should hold true in the travel domain.

A tourist with low risk preference would perceive higher risks. However a higher motivation to travel will suppress his higher risk perception, leading to different travel choices. Therefore we hypothesise,

H2: Intensity of motivation will moderate the relationship between risk preference of tourists, and their travel risk perception.

4.2 Impact on Risk Perception - Type of Motivation

Boksberger (2009) has segmented senior travelers on the basis of travel motivations and reported that 35.3 % were motivated by seeking benefits while 35.1 % were motivated by escape from the routine.

Dey & Sarma (2010) have classified tourists along continua, where tourists who have a strong desire to seek specific benefits are at one end and those who wish to escape their normal environment at the other end with another cluster in between.

These behaviours are well explained by Iso Ahola's 'Escape – Seeking' approach to measure tourist motivation (Snepenger, 2006).

Escape (Reduce OSL- optimum stimulation level) is associated with

- Get rid of stress
- Get away from routine
- Escape from demanding life

Seeking (Increase OSL- optimum stimulation level) is associated with

- Go to places with new culture
- Have fun
- Know the world better

The dimensions of the Escape – Seeking motivation theory, can be measured using items generated by (Snepenger, King, Marshall, & Uysal, 2006).

Tourists with low risk preference will perceive higher risk. However, what will happen if this tourist is motivated by ‘seeking’? Since ‘seeking’ has to do with an experience, the researcher feels that he will be more concerned about ‘risk to experience’ than ‘risk to experienter’.

Instead of ‘seeking’, if he wants to ‘escape’, how will his risk perceptions change? Someone who wishes to ‘escape’ would be less concerned about the experience than someone who is ‘seeking’ and will be more concerned about ‘risk to experienter’ than ‘risk to experience’.

The type of motivations is bound to moderate the relationship between risk preference and risk perception. Therefore we hypothesise,

H3: The relationship between travel risk preference and travel risk perception will be moderated differently by escape motivation as compared to seeking motivation.

4.3 Measurement of travel Motivation

An instrument was needed to measure these differences, so that the impact of these different motivations on other factors can be studied.

The dimensions of the Escape – Seeking motivation theory, can be measured using items generated by (Snepenger et al., 2006).

Personal escape

- To get away from my normal environment (PE1)

- To have a change in pace from my everyday life (PE2)
- To overcome a bad mood (PE3)

Interpersonal escape

- To avoid people who annoy me (IPE1)
- To get away from a stressful social environment (IPE2)
- To avoid interactions with others (IPE3)

Personal seeking

- To tell others about my experiences (PS1)
- To feel good about myself (PS2)
- To experience new things by myself (PS3)

Interpersonal seeking

- To be with people of similar interests (IPS1)
- To bring friends/family closer (IPS2)
- To meet new people (IPS3)

It was decided to evaluate this scale in the Indian conditions.

4.3.1 Participants

The survey was started in Dec 2016 and continued till June 2017. It was administered using google form to an Indian population. A total of 519 responded to the questionnaire. Since the survey could not proceed if a response was left blank, all 519 responses were complete. Male : Female distribution was 302 : 217. Of the 519 respondents, 331 were married, 173 were single and the balance were divorced/widowed. The age profile of respondents was as below.

Table 4.2: Age profile of respondents to measure travel motivation

Below 25	25-35	36-45	46-55	56-65	Above 65
109	141	132	101	30	6

4.3.2 Evaluating possible travel motivation Models – Model A

The model as per the scale developed by Snepenger et al (2006). AMOS 22 was used to perform confirmatory factor analysis.

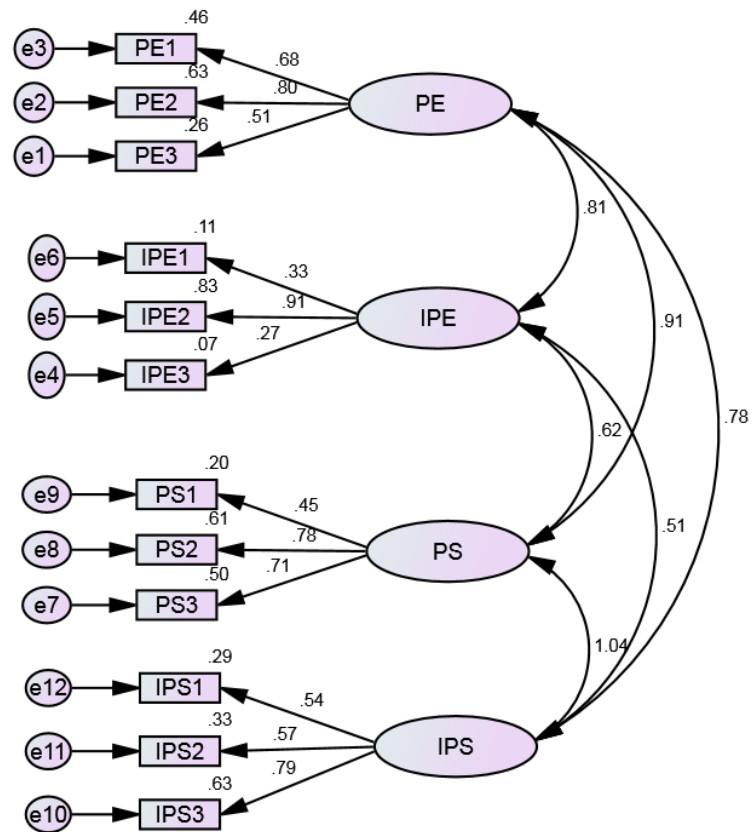


Fig 4.1: Path Diagram for Travel Motivation - Model A

The model fit indices were not acceptable.

Table 4.3: Model fit for Model A

Measure	Estimate	Threshold	Interpretation
CMIN	614.378	--	--
DF	48	--	--
CMIN/DF	12.800	Between 1 and 3	Terrible
CFI	0.770	>0.95	Need More DF
SRMR	0.115	<0.08	Terrible
RMSEA	0.151	<0.06	Terrible
PClose	0.000	>0.05	Terrible

4.3.3 Model B

A second order model to measure escape & seeking motivation was tested.

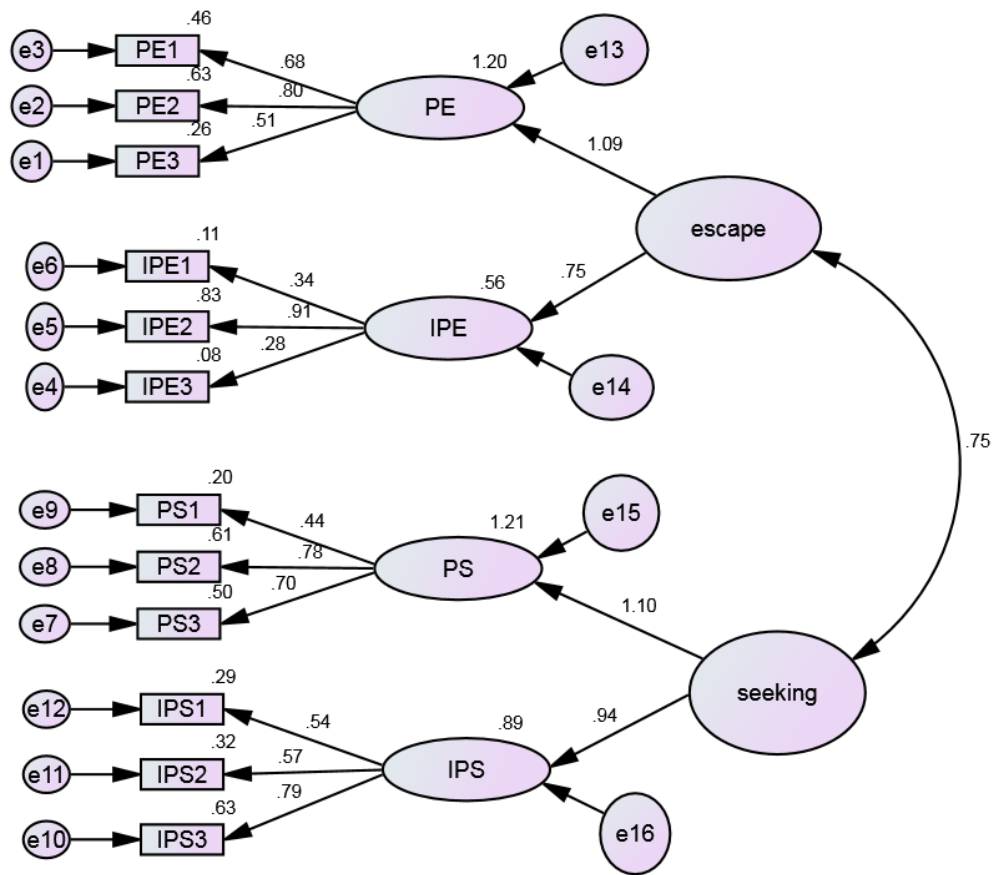


Fig 4.2: Path diagram for Travel Motivation - Model B

The model fit indices were not acceptable.

Table 4.4: Model fit for Model B

Measure	Estimate	Threshold	Interpretation
CMIN	615.261	--	--
DF	49	--	--
CMIN/DF	12.556	Between 1 and 3	Terrible
CFI	0.770	>0.95	Need More DF
SRMR	0.116	<0.08	Terrible
RMSEA	0.149	<0.06	Terrible
PClose	0.000	>0.05	Terrible

4.3.4 Model C

This model measured only two constructs, of escape motivation and seeking motivation.

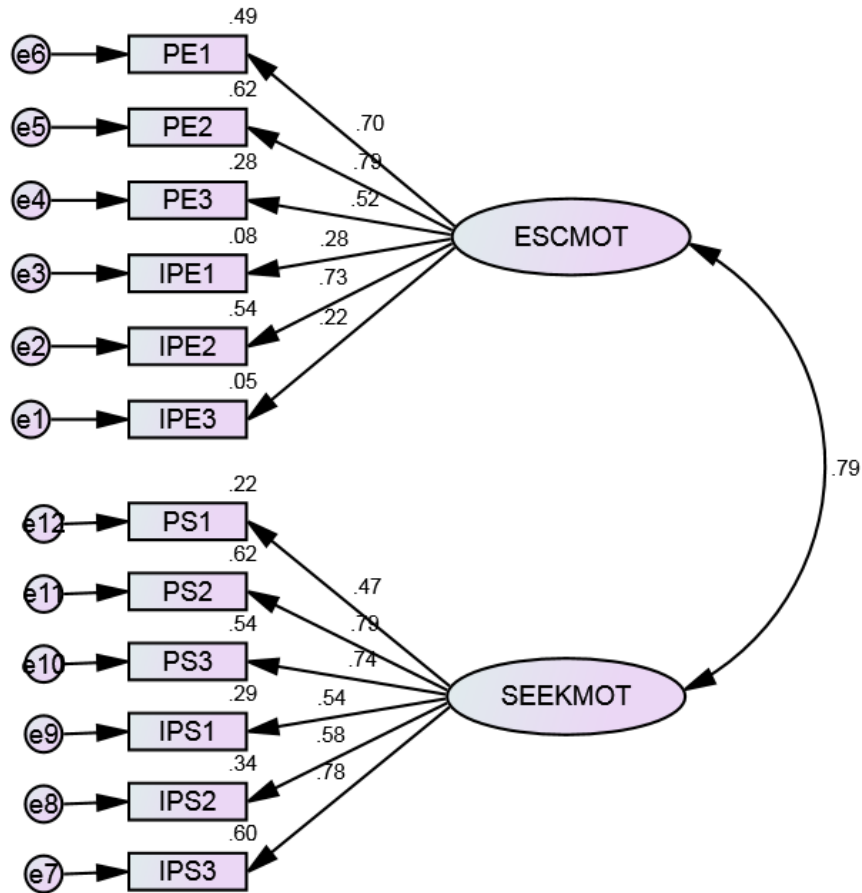


Fig 4.3: Path Diagram for travel motivation – Model C

The model fit indices were not acceptable.

Table 4.5: Model fit for Model C

Measure	Estimate	Threshold	Interpretation
CMIN	675.040	--	--
DF	53	--	--
CMIN/DF	12.737	Between 1 and 3	Terrible
CFI	0.747	>0.95	Need More DF
SRMR	0.119	<0.08	Terrible
RMSEA	0.151	<0.06	Terrible
PClose	0.000	>0.05	Terrible

4.3.5 Model D

The researcher is interested in measuring escape & seeking motivation. Since the model fit indices of model C, were poor, the model needed to be improved. As suggested in Hair et al. (2006), a model can be improved by,

1. Dropping items with lower loadings
2. Looking at the ‘standardizes residual covariances ’and dropping items with high covariances
3. Covarying the residuals, based on modification indices.

The standardized residual covariances for the above model are shown in annexure 2

Based on the above, certain items were dropped.

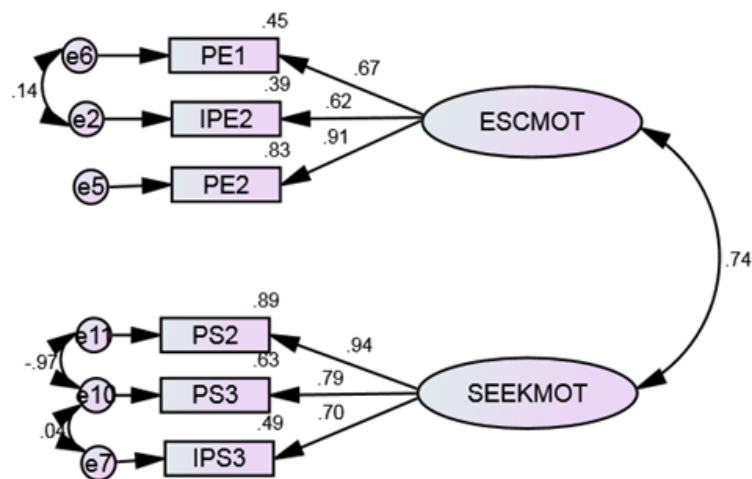


Fig 4.4: Path Diagram for travel motivation – Model D

Table 4.6: Model fit for Model D

Measure	Estimate	Threshold	Interpretation
CMIN	21.431	--	--
DF	5	--	--
CMIN/DF	4.286	Between 1 and 3	Acceptable
CFI	0.988	>0.95	Excellent
SRMR	0.028	<0.08	Excellent
RMSEA	0.080	<0.06	Acceptable
PClose	0.066	>0.05	Excellent

The model fit is acceptable as per thresholds from Hu and Bentler (1999) and Hooper, Coughlan & Mullen (2008). Gaskin & Lim (2016), "Model Fit", AMOS Plugin was used for above calculation.

Table 4.7: Measures for discriminant validity for model D

	CR	AVE	ESCMOT	SEEKMOT
ESCMOT	0.785	0.556	0.746	
SEEKMOT	0.857	0.669	0.736***	0.818

Gaskin & Lim (2016), "Master Validity Tool", AMOS Plugin was used for above calculation.

4.3.6 Composite Reliability

Composite reliability is a measure of internal consistency of a scale where the within-scale consistency of the responses to the construct is evaluated. Hair et al. (2005) have suggested a thresholds of 0.7 for composite reliability. The composite reliability (CR) for ESCMOT was 0.785 and for SEEKMOT was 0.857. Since the values are higher than 0.7, the scale has composite reliability.

4.3.7 Convergent Validity

Convergent validity refers to the degree to which two variable that are supposed to measure a construct, that theoretically should be related, are in fact related. Hair et al. (2005) have suggested that the average variance extracted should be > 0.5. The AVE for both the constructs is greater than 0.5 thus ensuring convergent validity. Pl refer annexure 4

4.3.8 Discriminant Validity

Discriminant validity tests whether measurements that are supposed to be unrelated are, in fact, unrelated. As per Hair et al. (2006) and (Bertea & Zait, 2011), the square root of average variance extracted, should be greater than inter-factor correlation. So the modified scale has discriminant validity.

4.4 Comments:

The original scale developed by Spenger et al (2006) did not give good results in the Indian context. The scale abridged from, the original scale had acceptable model fit indices, reliability and validity measures.

Some of the items that were dropped were ‘To avoid people who annoy me’, ‘To avoid interactions with others’. The original scale was developed in America whose culture is individualistic as compared to India whose culture is collectivist. Collectivist cultures promote social cohesion and interdependence (Chadda & Deb, 2013). So one wonder’s whether in a society that is comfortable with high people interaction, one would escape to avoid people. Similarly item like ‘To bring friends/family closer’ in a society where already the family is close, might not make sense.

As such need is felt for a better measure of ‘escape’ and ‘seeking’ motivations, one that can be used across different cultural settings.

4.5 Impact of *Intensity* of Travel Motivations

The sub hypotheses to test the impact of intensity of motivations are,

H2: Intensity of motivation will moderate the relationship between risk preference of tourists, and their travel risk perception.

H2a: Intensity of escape motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experienter.

H2b: Intensity of escape motivation will moderate the relationship between explorers risk preference of tourists and the perceived risk to experienter.

H2c: Intensity of escape motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experience.

H2d: Intensity of escape motivation will moderate the relationship between explorers risk preference of tourists and the perceived risk to experience.

H2e: Intensity of seeking motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experienter.

H2f: Intensity of seeking motivation will moderate the relationship between explorers risk preference of tourists and the perceived risk to experienter.

H2g: Intensity of seeking motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experience.

H2h: Intensity of seeking motivation will moderate the relationship between explorers risk preference of tourists and the perceived risk to experience.

To test the above hypotheses, motivation as measured by ESCMOT and SEEKMOT was split into low motivation and high motivation, using the median split, by using SPSS 22.

The results were as follows.

Table 4.8: Median statistic for travel motivation

	SEEKMOT	ESCMOT
Median	2.7630	3.9006

For SEEKMOT 2.76 represents 50.7 below the median

For ESCMOT 3.9 represents 50.2 below the median

Values below the median, were coded as low motivation and values above the median were coded as high motivation. Therefore each type of motivation, now had low motivation and high motivation, which would be used to test the moderating impact of intensity of motivation.

4.6 Impact of *type* of Travel Motivations

The sub hypothesis with respect to the impact of different types of motivations are

H3: The relationship between travel risk preference and travel risk perception will be moderated differently by escape motivation as compared to seeking motivation.

H3a: The relationship between controllers risk preference and perceived risk to experiencer will be moderated differently by escape motivation as compared to seeking motivation.

H3b: The relationship between explorers risk preference and perceived risk to experiencer will be moderated differently by escape motivation as compared to seeking motivation.

H3c: The relationship between controllers risk preference and perceived risk to experience will be moderated differently by escape motivation as compared to seeking motivation.

H3d: The relationship between explorers risk preference and perceived risk to experience will be moderated differently by escape motivation as compared to seeking motivation.

The model is restated as below.

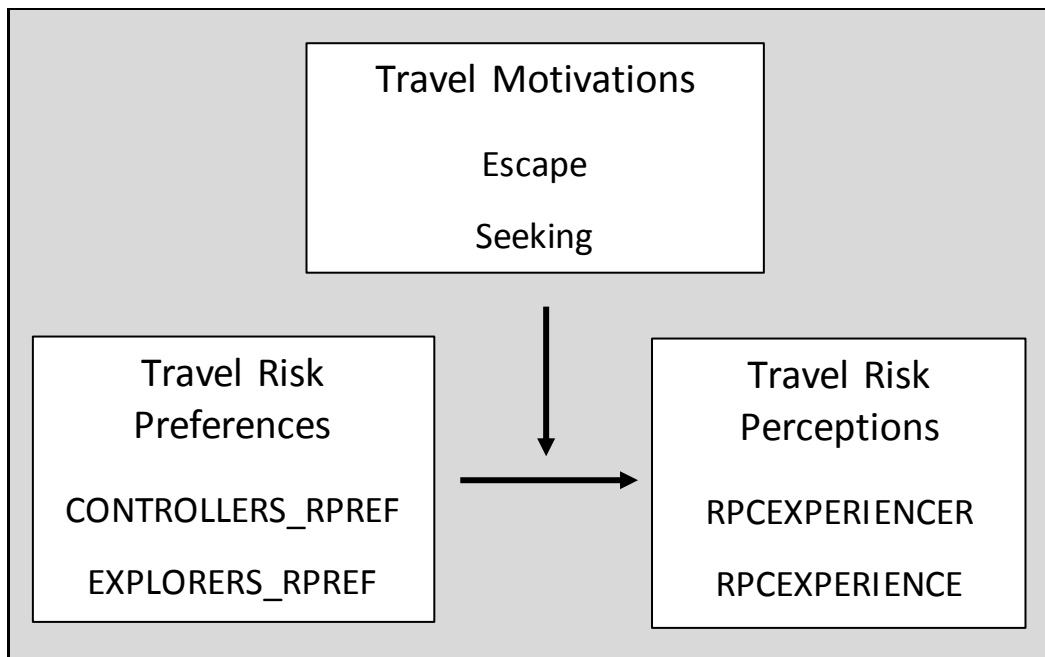


Fig 4.5: The restated model

Chapter 5

Model Evaluation & Hypothesis Testing

The model was tested using structural equation modelling. SEM is a statistical model that can explain relationships between multiple variables and therefore be used to define a model to explain the entire set of relationship. SEM can handle regression analysis where the dependent variable can also be the independent variable (Hair et al, 2006, Afthanorhan 2014).

The VIF factor between the components of Risk Preference was 1.00, indicating that multicollinearity did not exist. SEM, requires linear relationship between independent and dependent variables.

5.1 Linearity Test

The model to test the relationship between Risk Preference and Risk Perception was specified as follows.

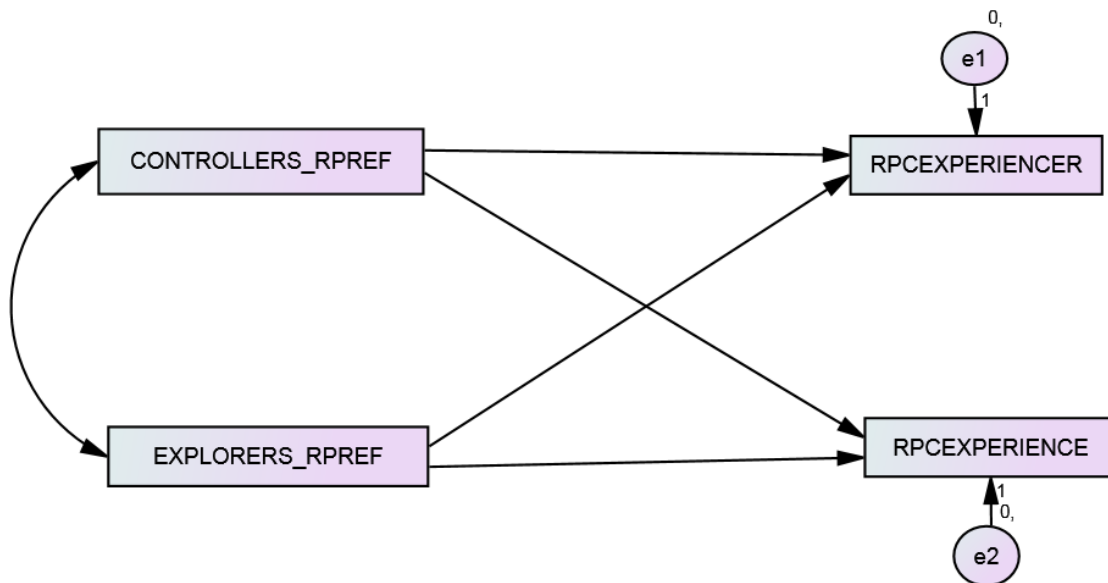


Fig 5.1: Specified structural equation model

Upon testing the variables relationship between CONTROLLERS_RPEF (IV), EXPLORERS_RPEF (IV) with RPCEXPERIENCER (DV) the following curve fit was noticed.

Table 5.1: Curve fit CONTROLLERS_RPREF to RPCEXPERIENCER					
Dependent Variable: RPCEXPERIENCER					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.018	3.641	1	203	.058
Logarithmic	.025	5.182	1	203	.024
Inverse	.034	7.052	1	203	.009
Quadratic	.031	3.243	2	202	.041
Cubic	.037	2.554	3	201	.057
Compound	.025	5.138	1	203	.024
Power	.036	7.498	1	203	.007
S	.048	10.261	1	203	.002
Growth	.025	5.138	1	203	.024
Exponential	.025	5.138	1	203	.024
Logistic	.025	5.138	1	203	.024
The independent variable is CONTROLLERS_RPREF.					

Table 5.2: Curve fit EXPLORERS_RPREF to RPCEXPERIENCER					
Dependent Variable: RPCEXPERIENCER					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.049	10.418	1	203	.001
Logarithmic	.065	14.174	1	203	.000
Inverse	.078	17.223	1	203	.000
Quadratic	.083	9.180	2	202	.000
Cubic	.091	6.694	3	201	.000
Compound	.058	12.447	1	203	.001
Power	.081	17.959	1	203	.000
S	.102	22.991	1	203	.000
Growth	.058	12.447	1	203	.001
Exponential	.058	12.447	1	203	.001
Logistic	.058	12.447	1	203	.001
The independent variable is EXPLORERS_RPREF					

It was found that the data was following an S curve. In case of the relationship between CONTROLLERS_RPREF and RPCEXPRIENCER, the linear relationship was not significant.

Utility functions are known to reflect a person's risk preference which vary from Risk Averse to Risk Neutral to Risk Seekers (Genest et al, 2016). Some of the utility curves follow logistic curve or S curve. The data following an S curve is most likely a reflection of the nature of Risk Preferences.

5.2 Converting S curve data to linear data

Two formulae were identified for this conversion from the SPSS manual (IBM, 2018)

Formula 1

$$Y = E^X / E^X + 1 = 1 / (1 + E^{-X})$$

$$Y = RPCEXPRIENCER$$

$$X = CONTROLLERS_RPREF \text{ (Risk Preference factor)}$$

$$X = EXPLORERS_RPREF \text{ (Risk Preference factor)}$$

Using formula 1, the data for CONTROLLERS_RPREF and EXPLORERS_RPREF was linearized giving rise to new variables S1_ CONTROLLERS_RPREF and S1_ EXPLORERS_RPREF

Formula 2

$$Y = E^{(A + (B/X))}$$

$$Y = RPCEXPRIENCER$$

$$X = CONTROLLERS_RPREF \text{ (Risk Preference factor)}$$

$$X = EXPLORERS_RPREF \text{ (Risk Preference factor)}$$

Using the nonlinear regression function in SPSS 22.0, the parameters A & B were identified, leading to the following equations.

$$RPCEXPEREINCER = E^{(1.121 + (-0.410 / CONTROLLERS_RPREF)} = S2_CONTROLLERS_RPREF$$

$$RPCEXPEREINCER = E^{(1.220 + (-0.654 / EXPLORERS_RPREF)} = S2_EXPLORERS_RPREF$$

Using formula 2, the data for CONTROLLERS_RPREF and EXPLORERS_RPREF was linearized giving rise to new variables S2_ CONTROLLERS_RPREF and S2_ EXPLORERS_RPREF.

The curve parameters with these new variables were calculated testing relationship between CONTROLLERS_RPREF and RPCEXPERIENCER. It was found that using formula 2 gave better levels of significance as compared to formula 1

Table 5.3: Curve fit S1_CONTROLLERS_RPREF to RPCEXPERIENCER					
Dependent Variable: RPCEXPERIENCER					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.028	5.947	1	203	.016
Logarithmic	.030	6.344	1	203	.013
Inverse	.032	6.743	1	203	.010
Quadratic	.039	4.096	2	202	.018
Cubic	.039	4.096	2	202	.018
Compound	.042	8.841	1	203	.003
Power	.044	9.414	1	203	.002
S	.047	9.979	1	203	.002
Growth	.042	8.841	1	203	.003
Exponential	.042	8.841	1	203	.003
Logistic	.042	8.841	1	203	.003
The independent variable is S1_CONTROLLERS_RPREF.					

Table 5.4: Curve fit S2_CONTROLLERS_RPREF to RPCEXPERIENCER					
Dependent Variable: RPCEXPERIENCER					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.032	6.617	1	203	.011
Logarithmic	.034	7.052	1	203	.009
Inverse	.035	7.452	1	203	.007
Quadratic	.039	4.130	2	202	.017
Cubic	.039	4.131	2	202	.017
Compound	.045	9.649	1	203	.002
Power	.048	10.261	1	203	.002
S	.051	10.811	1	203	.001
Growth	.045	9.649	1	203	.002
Exponential	.045	9.649	1	203	.002
Logistic	.045	9.649	1	203	.002

The independent variable is S2_CONTROLLERS_RPREF.

At this point it was decided to explore the possibility of testing with logarithmic reductions of the equations. Logarithmic reductions help in improving the linear relationship. Thus $\ln(\text{RPCEXPERIENCER})$ was plotted against $\ln(\text{S2_CONTROLLERS_RPREF})$.

Table 5.5: Curve fit LOG_S2_CONTROLLERS_RPREF to LOG_RPCEXPERIENCER					
Dependent Variable: LOG_RPCEXPERIENCER					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.048	10.261	1	203	.002
Logarithmic	.051	10.900	1	203	.001
Inverse	.053	11.380	1	203	.001
Quadratic	.055	5.903	2	202	.003
Cubic	.055	5.922	2	202	.003
Compound	.071	15.567	1	203	.000
Power	.072	15.676	1	203	.000
S	.071	15.440	1	203	.000
Growth	.071	15.567	1	203	.000
Exponential	.071	15.567	1	203	.000
Logistic	.071	15.567	1	203	.000

The independent variable is LOG_S2_CONTROLLERS_RPREF.

The significance level was much better. Therefore the Log reductions of formula 2 would be used in SEM. The relationship between Ln(RPCEXPHEREINCER) against Ln(S2_EXPLORERS_RPREF) is shown below. The linear relationship is significant.

Table 5.6: Curve fit The independent variable is LOG_S2_EXPLORERS_RPREF to LOG_RPCEXPHEREINCER					
Dependent Variable: LOG_RPCEXPHEREINCER					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.102	22.991	1	203	.000
Logarithmic	.103	23.344	1	203	.000
Inverse	.096	21.611	1	203	.000
Quadratic	.106	11.916	2	202	.000
Cubic	.107	12.082	2	202	.000
Compound	.154	36.882	1	203	.000
Power	.151	36.005	1	203	.000
S	.133	31.126	1	203	.000
Growth	.154	36.882	1	203	.000
Exponential	.154	36.882	1	203	.000
Logistic	.154	36.882	1	203	.000

The independent variable is LOG_S2_EXPLORERS_RPREF

5.3 Model Testing

The model was run using AMOS 22, with maximum likelihood estimation and produced the following results.

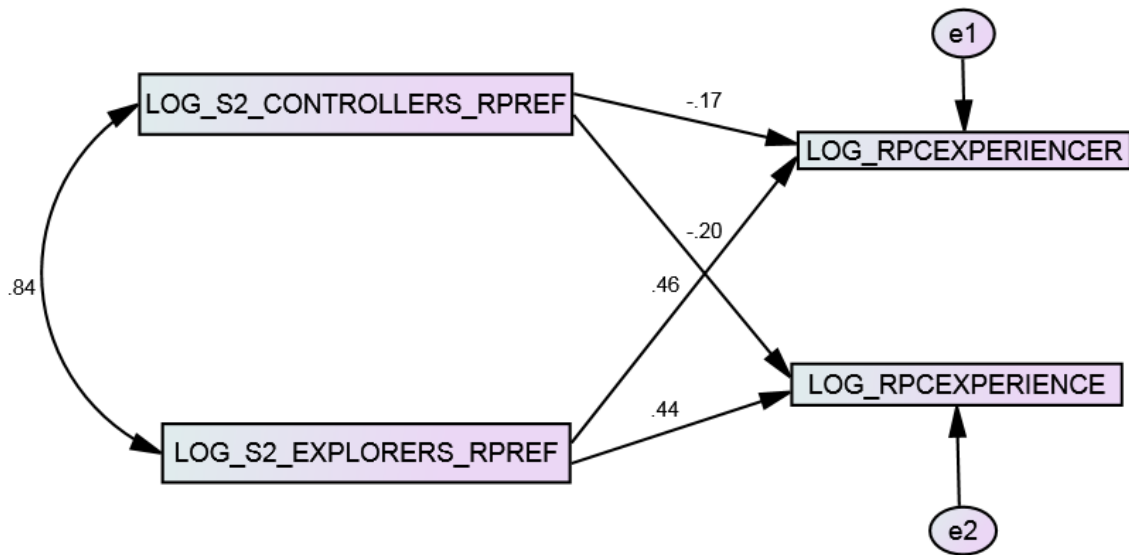


Fig 5.2: Path diagram– Model A

Table 5.7: Model Estimates - Regression weights of Model A

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-0.987	0.724	-1.365	0.172	par_1
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	1.651	0.439	3.762	***	par_2
LOG_RPCEXPERIENCE	<---	LOG_S2_CONTROLLERS_RPREF	-1.229	0.774	-1.589	0.112	par_3
LOG_RPCEXPERIENCE	<---	LOG_S2_EXPLORERS_RPREF	1.674	0.469	3.567	***	par_4

The result showed that only one component of risk preference (EXPLORERS_RPREF) had a significant relationship with components of risk perception.

Since the proposed hypothesis states that motivation suppresses risk perception, it was decided to test the model at low motivation levels where the suppression of risk perception is low.

5.4 Model Testing at Low Escape Motivation

The model was evaluated at low escape motivation.

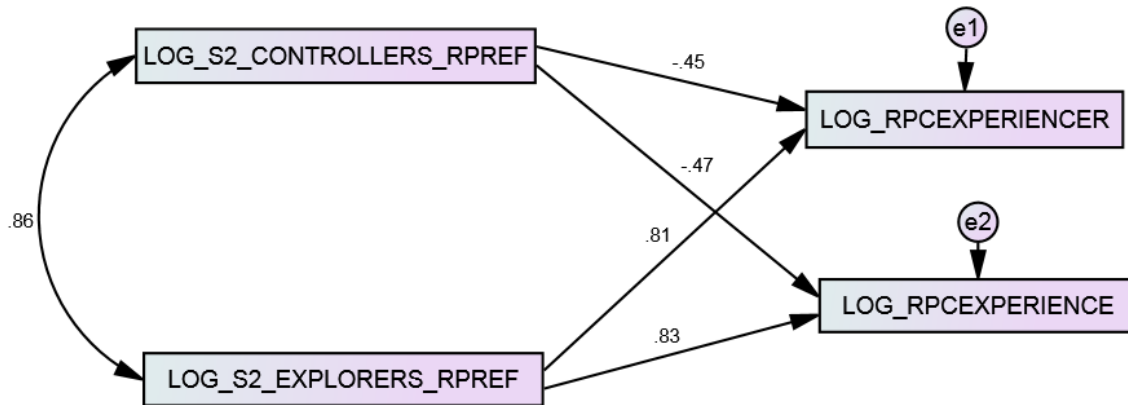


Fig 5.3: Path diagram at low escape motivation –Model A

Table 5.8: Model Fit Measures at low motivation – Model A

Measure	Estimate	Threshold	Interpretation
CMIN	218.906	--	--
DF	2	--	--
CMIN/DF	109.453	Between 1 and 3	Terrible
CFI	0.516	>0.95	Need More DF
SRMR	0.219	<0.08	Terrible
RMSEA	0.731	<0.06	Terrible
PClose	0.000	>0.05	Terrible

The model fit indices were poor. The modification indices (MIs) indicated a relationship between risk to experiencer and risk to experience.

Table 5.9: Modification Indices – Model A

			M.I.	Par Change
LOG_RPCEXPERIENCE	<---	LOG_RPCEXPERIENCER_RPREF	38.173	.561
LOG_RPCEXPERIENCER	<---	LOG_RPCEXPERIENCE_RPREF	38.161	.515

Based on the indications from MIs, the model was revised and run again.

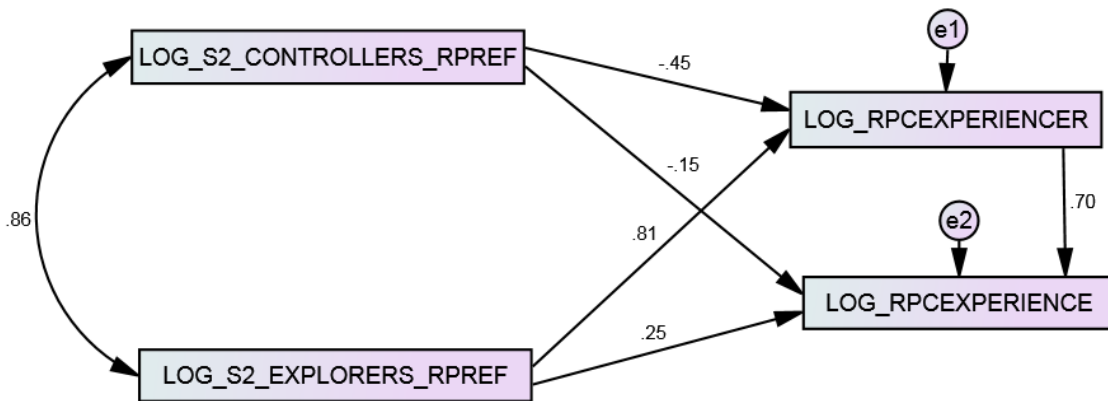


Fig 5.4: Path diagram at low escape motivation –Model B

Table 5.10: Model Estimates - Regression weights of Model B

Regression Weights: (ESCMOTLOW - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	-2.316	0.879	-2.634	0.008	par_2
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	2.431	0.509	4.777	***	par_3
LOG_RPCEXPERIENCE	<--	LOG_S2_CONTROLLERS_RPREF	-0.827	0.674	-1.226	0.220	par_4
LOG_RPCEXPERIENCE	<--	LOG_S2_EXPLORERS_RPREF	0.791	0.418	1.891	0.059	par_5
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.734	0.074	9.943	***	par_6

It was found that the relationship between, risk preference and risk to experience were not significant. The relationship between Risk preference and risk perception was not direct but was mediated by risk to experiercer.

5.5 Revised Model – Model C

Based on the non-significance of relationships, the model was revised.

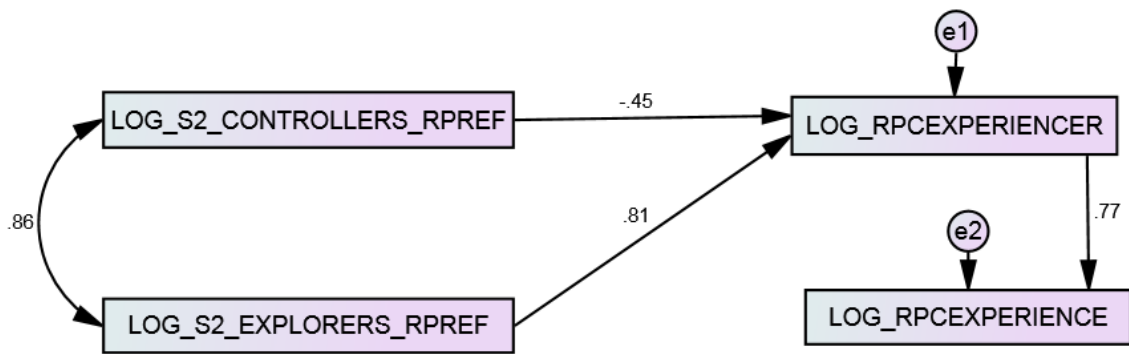


Fig 5.5: Path diagram at low escape motivation –Model C

Table 5.11: Model Fit Measures at low motivation – Model C

Measure	Estimate	Threshold	Interpretation
CMIN	5.411	--	--
DF	4	--	--
CMIN/DF	1.353	Between 1 and 3	Excellent
CFI	0.997	>0.95	Excellent
SRMR	0.042	<0.08	Excellent
RMSEA	0.042	<0.06	Excellent
PClose	0.477	>0.05	Excellent

Table 5.12: Cut off Criteria for Model fit

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
SRMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06
PClose	<0.01	<0.05	>0.05

The choice of fit indices and cut-off values were as per Hu and Bentler (1999).

Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin, was used for the above analysis.

Table 5.13: Model Estimates - Regression weights of Model C at low escape motivation

Regression Weights: (ESCMOTLOW - Default model)

			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-2.316	0.879	-2.634	0.008	par_2
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	2.431	0.509	4.777	***	par_3
LOG_RPCEXPERIENCE	<---	LOG_RPCEXPERIENCER	0.807	0.066	12.257	***	par_4

Standardized Regression Weights: (ESCMOTLOW - Default model)

	Estimate
LOG_RPCEXPERIENCER <--- LOG_S2_CONTROLLERS_RPREF	-.449
LOG_RPCEXPERIENCER <--- LOG_S2_EXPLORERS_RPREF	.815
LOG_RPCEXPERIENCE <--- LOG_RPCEXPERIENCER	.773

5.6 Model Testing at Low Seeking Motivation

When the process was repeated for low seeking motivation. The modification indices again indicated a strong relationship between risk to experiencer and risk to experience.

Table 5.14: Modification Indices – Model A

	M.I.	Par Change
LOG_RPCEXPERIENCE <--- LOG_RPCEXPERIENCER_RPREF	45.038	.657
LOG_RPCEXPERIENCER <--- LOG_RPCEXPERIENCE_RPREF	46.102	.579

Here too, the relationship between components of risk preference and risk to experience were not significant at 5 % significance levels.

Table 5.15: Model Estimates - Regression weights of Model B

Regression Weights: (SEEKMOTLOW - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	-2.313	0.957	-2.417	0.016	par_2
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	2.228	0.566	3.933	***	par_3
LOG_RPCEXPERIENCE	<--	LOG_S2_CONTROLLERS_RPREF	-0.736	0.723	-1.018	0.309	par_4
LOG_RPCEXPERIENCE	<--	LOG_S2_EXPLORERS_RPREF	0.552	0.447	1.236	0.217	par_5
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.788	0.073	10.782	***	par_6

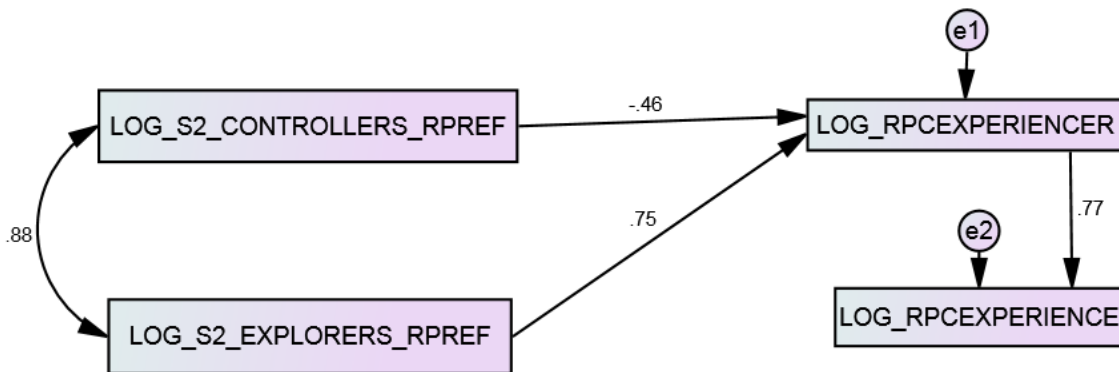


Fig 5.6: Path diagram at low seeking motivation –Model C

Table 5.16: Model Estimates - Regression weights of Model C at low seeking motivation

Regression Weights: (SEEKMOTLOW - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	-2.313	0.957	-2.417	0.016	par_2
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	2.228	0.566	3.933	***	par_3
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.823	0.067	12.241	***	par_4

Standardized Regression Weights: (SEEKMOTLOW - Default model)			
			Estimate
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	-0.460
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	0.749
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.773

At low escape motivation, it was found that the relationship between, components of risk preference and risk to experience were not significant. The relationship between Risk preference and risk to experience were not significant. The relationship between Risk preference and risk perception was not direct but was mediated by risk to experienter. The same result was found at low seeking motivation.

The feeling of safety is extremely important factor in tourist decisions about choice of destination, with the safer destination chosen among two destinations, with similar benefits (Rittichainuwat 2009; George 2003). The above result gives credence to the findings that risk to experienter is the most important perceived risk.

5.7 Model Relationships at high motivation

The relationships were tested for high motivation levels.

5.7.1 High escape motivation

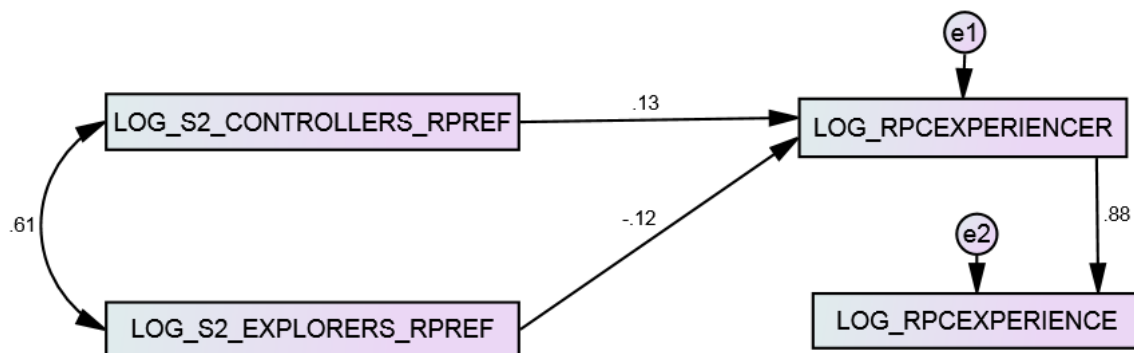


Fig 5.7: Path diagram at high escape motivation –Model C

Table 5.17: Model Estimates - Regression weights of Model C at high escape motivation

Regression Weights: (ESCMOTHIGH - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	1.256	1.193	1.052	0.293	par_6
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	-0.954	0.989	-0.965	0.335	par_7
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.955	0.052	18.519	***	par_8

5.7.2 High Seeking Motivation

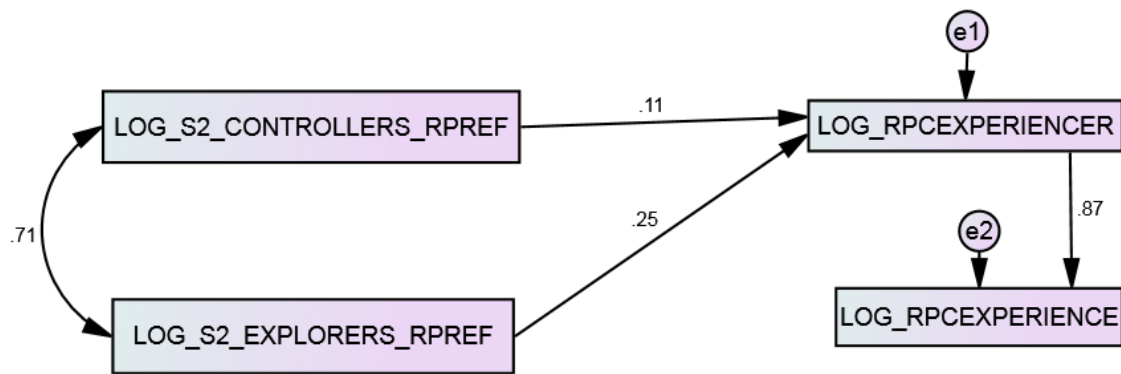


Fig 5.8: Path diagram at high seeking motivation –Model C

Table 5.18: Model Estimates - Regression weights of Model C at high seeking motivation

Regression Weights: (SEEKMOTHIGH - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	0.909	1.095	0.83	0.407	par_6
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	1.288	0.684	1.882	0.06	par_7
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.908	0.052	17.535	***	par_8

It is observed that for high escape motivations and high seeking motivations, the relationships between risk preference components & risk to experiencer are not significant at 5% significance levels.

Since there was no direct relationship between components of risk preference and risk to experience, it was decided not to test hypothesis **H1c, H1d, H2c, H2d, H2g, H2h, and H3c & H3d**, as these hypothesis were based on an expected direct relationship between components of risk preference and risk to experience.

5.8 Hypothesis Testing

The relationship between components of risk preference and risk perception was significant at 5 %, indicating a relationship at low escape motivation and low seeking motivation.

Table 5.13: Model Estimates - Regression weights of Model C at low escape motivation

Regression Weights: (ESCMOTLOW - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-2.316	0.879	-2.634	0.008	par_2
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	2.431	0.509	4.777	***	par_3
LOG_RPCEXPERIENCE	<---	LOG_RPCEXPERIENCER	0.807	0.066	12.257	***	par_4

Standardized Regression Weights: (ESCMOTLOW - Default model)

		Estimate	
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-.449
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	.815
LOG_RPCEXPERIENCE	<---	LOG_RPCEXPERIENCER	.773

Table 5.16: Model Estimates - Regression weights of Model C at low seeking motivation

Regression Weights: (SEEKMOTLOW - Default model)							
			Estimate	S.E.	C.R.	P	Label
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-2.313	0.957	-2.417	0.016	par_2
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	2.228	0.566	3.933	***	par_3
LOG_RPCEXPERIENCE	<---	LOG_RPCEXPERIENCER	0.823	0.067	12.241	***	par_4

Standardized Regression Weights: (SEEKMOTLOW - Default model)			
			Estimate
LOG_RPCEXPERIENCER	<--	LOG_S2_CONTROLLERS_RPREF	-0.460
LOG_RPCEXPERIENCER	<--	LOG_S2_EXPLORERS_RPREF	0.749
LOG_RPCEXPERIENCE	<--	LOG_RPCEXPERIENCER	0.773

The regression weights give the direction of the relationship.

H1: Higher the risk preference of tourists, lower will be their travel risk perception.

H1a: Higher the Controllers risk preference of tourists, lower will be the perceived risk to experiencer.

The hypothesis is supported at low levels of motivation. The relationship is significant and the regression weights of - 0.449 and - 0.460, for escape and seeking motivation respectively, indicate that higher the Controllers risk preference lower is the perceived risk to experiencer.

At higher motivation levels, the relationship is non-significant for escape as well as seeking motivation.

H1b: Higher the Explorers risk preference of tourists, lower will be the perceived risk to experiencer.

While there is a relationship at low levels of motivation, the regression weights of + 0.815 and + 0.749, for escape and seeking motivation respectively, indicate that the relationship is reverse of what was hypothesized. Higher the Explorers risk preference, higher is the perceived risk to experiencer. The hypothesis is not supported.

Fuchs (2013) reports in his findings that sensation seeking, which is a risk preference, and travel risk perceptions, are negatively correlated, however, other findings in their research suggest that the relationships between the two concepts are more complex and might not be negatively correlated.

The findings of my research give evidence to Fuchs's research.

5.9 Testing Group differences for Escape motivation Low V/S high

It was hypothesized that **intensity** of travel motivation would moderate the relationship between risk preference and risk perception. The model was run using AMOS 22. The regression weights at low motivation levels & high motivation levels along with critical ratios for differences between parameters, were captured. The stats tool available on Gaskin, J., (2016) were used for the calculations. These have been used and cited by Rajablu (2014) & Novotona (2018)

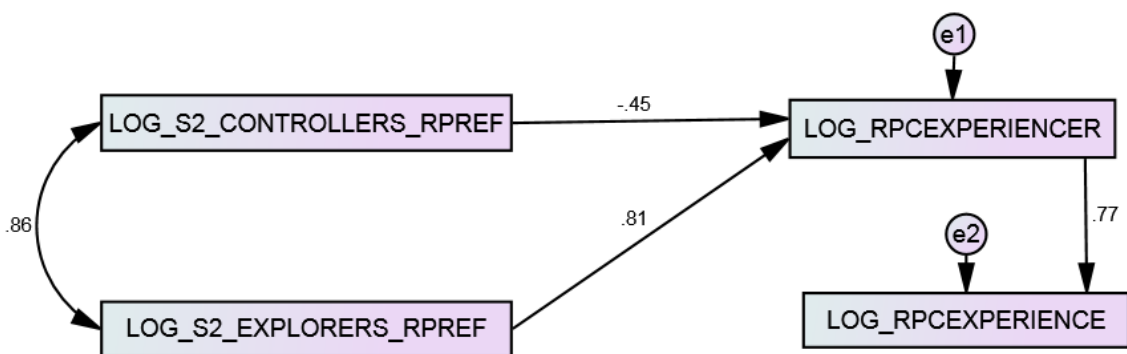


Fig 5.4: Path diagram at low escape motivation –Model C

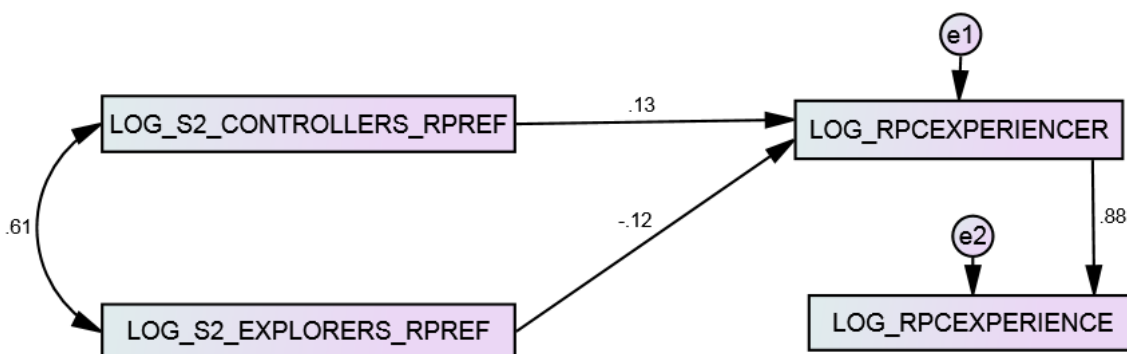


Fig 5.7: Path diagram at high escape motivation –Model C

Table 5.19: Group differences between low and high escape motivations

			ESCMOTLOW		ESCMOTHIGH		z-score
			Estimate	P	Estimate	P	
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-2.316	0.008	1.256	0.293	2.409**
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	2.431	0.000	-0.954	0.335	3.044***
LOG_RPCEXPERIENCE	<---	LOG_RPCEXPERIENCER	0.807	0.000	0.955	0.000	1.771*
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

H2: Intensity of Motivation will moderate the relationship between risk preference of tourists, and their travel risk perception

H2a: Intensity of escape motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experiencer.

A z-score of 2.409 at p-value < 0.05, indicates that there is difference in the relationship between controllers risk preference of tourists and the perceived risk to experiencer, for low escape motivation and high escape motivation. Therefore intensity of motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experiencer. **The Hypothesis is supported.**

H2b: Intensity of escape motivation will moderate the relationship between explorers risk preference of tourists and the perceived risk to experiencer.

A z-score of 3.044 at p-value < 0.01, indicates that there is difference in the relationship between explorers risk preference of tourists and the perceived risk to experiencer for low escape motivation and high escape motivation. Therefore intensity of motivation will moderate the relationship between explorers risk

preference of tourists and the perceived risk to experiencer. **The Hypothesis is supported.**

5.10 Testing Group differences for seeking motivation Low V/S high

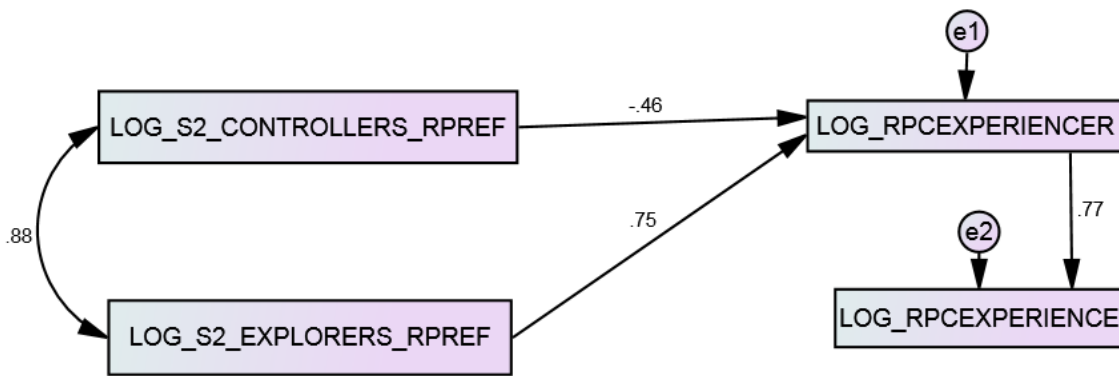


Fig 5.5: Path diagram at low seeking motivation –Model C

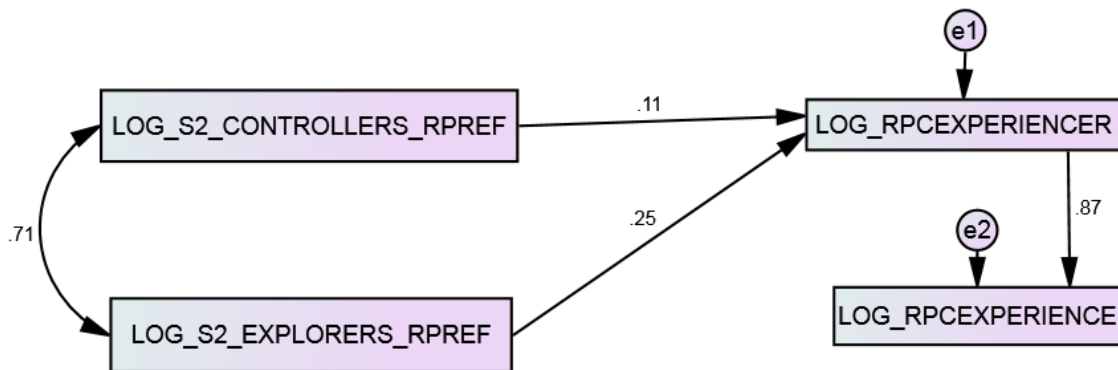


Fig 5.8: Path diagram at high seeking motivation –Model C

Table 5.20: Group differences between low and high seeking motivations

			SEEKMOTLOW		SEEKMOTHIGH		
			Estimate	P	Estimate	P	z-score
LOG_RPCEXPERIENCER<---	LOG_S2_CONTROLLERS_RPREF		-2.313	0.016	0.909	0.407	2.215**
LOG_RPCEXPERIENCER<---	LOG_S2_EXPLORERS_RPREF		2.228	0.000	1.288	0.060	-1.058
LOG_RPCEXPERIENCE<---	LOG_RPCEXPERIENCER		0.823	0.000	0.908	0.000	1.008
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

H2: Intensity of Motivation will moderate the relationship between risk preference of tourists, and their travel risk perception.

H2e: Intensity of seeking motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experiencer.

A z-score of 2.215 at p-value < 0.05, indicates that there is difference in the relationship between controllers risk preference of tourists and the perceived risk to experiencer for low seeking motivation and high seeking motivation. Therefore intensity of seeking motivation will moderate the relationship between controllers risk preference of tourists and the perceived risk to experiencer. **The Hypothesis is supported.**

H2f: Intensity of seeking motivation will moderate the relationship between explorers risk preference of tourists and the perceived risk to experiencer.

A z-score of – 1.058 is not significant. This indicates that there is no difference in the relationship between explorers risk preference of tourists and the perceived risk to experiencer for low seeking motivation and high seeking motivation. **The Hypothesis is not supported.**

5.11 Testing Group differences for types of motivations – Escape V/S Seeking

The differences in the relationships between components of risk preference and risk perception were measured for Escape motivation and Seeking motivation at low and high motivation levels. The results are as follows.

H3: The relationship between travel risk preference and travel risk perception will be moderated differently by escape motivation as compared to seeking motivation.

Table 5.21: Group differences between escape and seeking motivations for CONTROLLERS_RPREF → RPCEXPERIENCER

Differences across type of Motivations - Escape V/S Seeking							
			ESCMOTLOW		SEEKMOTLOW		
			Estimate	P	Estimate	P	z-score
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	-2.316	0.008	-2.313	0.016	0.002
			ESCMOTHIGH		SEEKMOTHIGH		
			Estimate	P	Estimate	P	z-score
LOG_RPCEXPERIENCER	<---	LOG_S2_CONTROLLERS_RPREF	1.256	0.293	0.909	0.407	-0.214
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

H3a: The relationship between controllers risk preference and perceived risk to experiencer will be moderated differently by escape motivation as compared to seeking motivation.

No significant differences were noted between escape and seeking motivation at low as well as high motivation levels. **The Hypothesis is not supported.**

Table 5.22: Group differences between escape and seeking motivations for
EXPLORERS_RPREF → RPCEXPERIENCER

Differences across type of Motivations - Escape V/S Seeking							
		ESCMOTLOW		SEEKMOTLOW			
		Estimate	P	Estimate	P	z-score	
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	2.431	0.000	2.228	0.000	-0.267
		ESCMOTHIGH		SEEKMOTHIGH			
		Estimate	P	Estimate	P	z-score	
LOG_RPCEXPERIENCER	<---	LOG_S2_EXPLORERS_RPREF	-0.954	0.335	1.288	0.060	1.864*
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

H3b: The relationship between explorers risk preference and perceived risk to experiencer will be moderated differently by escape motivation as compared to seeking motivation.

No significant differences were noted between escape and seeking motivation at low motivation levels.

However at high motivation levels the z-score of 1.864 at p value < 0.1 indicates that type of motivation does moderate the relationship between explorers risk preference and perceived risk to experiencer. **The Hypothesis is supported.**

Chapter 6

Findings, Discussion & Contribution

6.0 Findings

The research focused on exploring the relationship between risk preference and risk perceptions in the international travel domain and evaluate the impact of different types and different intensities of travel motivations on the relationship between risk preference and risk perceptions as motivations tends to suppress risk perceptions. The research found some interesting results.

6.1 Relationship between Risk Preference and Risk Perception

Cho & Lee (2006) said that those who have higher willingness to take risks or higher risk preference, perceive lower risks.

We found that hypothesis **H1a**, proved this relationship. Controllers risk preference, indicated by those who liked to take decisions themselves, rather than surrender it to the organized travel industry; was negatively correlated to perceived risk to experienter.

However explorers risk preference was positively correlated to perceived risk to experienter. Those who wished to explore new places or less explored parts of a tourist destination, perceived higher risk. **H1b** was not supported, in fact, the reverse was supported.

This means that certain risk preferences may have negative correlation with risk perceptions while some may have positive correlation.

Fuchs (2013) had put forth the possibility that some of the risk preferences of tourists would be positively correlated to risk perceptions. This has been validated by the research.

6.2 Moderating Role of Tourist Motivations

6.2.1 Intensity of Motivations

It was hypothesised that intensity of motivation would moderate the relationship between components of risk preference and risk perception.

Relationship between controllers risk preference and risk to experiencer

Hypothesis **H2a** indicated that the relationship between controllers risk preference and risk to experiencer, would be moderated by intensity of **ESCAPE** motivation.

Hypothesis **H2e** indicated that the relationship between controllers risk preference and risk to experiencer, would be moderated by intensity of **SEEKING** motivation.

Both the above hypothesis are supported. This means that the intensity of motivation, irrespective of the type of motivation, moderates the relationship between controllers risk preference and Risk to Experiencer.

Relationship between explorers risk preference and risk to experiencer

Hypothesis **H2b** indicated that the relationship between explorers risk preference and risk to experiencer would be moderated by intensity of **ESCAPE** motivation. **H2b** is supported.

Hypothesis **H2f** indicated that the relationship between explorers risk preference and risk to experiencer would be moderated by intensity of **SEEKING** motivation. **H2f** is not supported.

Intensity of seeking motivation does not moderate this relationship. This is expected since those high in explorers risk preference want to explore new places. When these tourists are further motivated by seeking motivation, it is unlikely that seeking motivation will suppress risk perceptions.

It is seen that intensity of escape motivation, moderates both the relationships, while intensity of seeking motivation moderates one relationship only. Escape motivation therefore had ability to moderate and suppress risk perception across the relationships.

6.2.2 Type of Motivations

It was hypothesised that type of motivations would moderate differently, the relationship between risk preference and risk perception.

H3: The relationship between travel risk preference and travel risk perception will be moderated differently by escape motivation as compared to seeking motivation.

The relationship between controllers risk preference and risk to experienter was not moderated differently by different types of motivations. **H3a** is therefore not supported.

The relationship between explorers travel risk preference and risk to experienter was moderated differently by seeking motivation as compared to escape motivation. **H3b** is supported.

This proves that different types of motivations, moderate differently, the relationships between, risk preference and risk perceptions.

6.3 Discussion

This study, has pinpointed the impact of travel motivations on risk perceptions which in turn are the starting point for risk reduction strategies and many travel related decisions.

‘I want to relax’ and ‘I need to relax !’ are two intensities of escape motivations, the latter being more intense. These different states impact risk perception differently.

Since type of motivations impacts risk perceptions, a tourist driven by escape motivation will end up making different decisions as compared to those driven by seeking motivation.

In the introduction, the researcher mentioned that the difficulties of international travel ensured that those who were driven by seeking motivations would make the trip. The domestic travel being more driven by escape motivation (Marques, 2006).

However technology & ecommerce is making travel easier, allowing those with escape motivations to move to international destinations.

6.3.1 Managerial Implications for the Travel Industry

Those high in controllers risk preference perceive less risk when they do the travel arrangements themselves, rather than the travel industry. They retain control with themselves.

Any change in the travel industry structure that allows the tourist to take decisions for themselves will be welcomed by those high on controllers risk preference, as this decreases their risk perception.

As mentioned in the introduction, internet based bookings, websites like www.airbnb.com, have made travel easier and will be much appreciated by them.

However those high in explorers risk preference seek innovative experiences but are well aware of the risks. Higher this risk preference, higher is the risk perception. This is reverse of the relationship between controllers risk preference and risk perception.

This is an important take away for the travel industry. It would be a fallacy to assume that those high in this risk preference, those who wish explore the unexplored, would not bother about the risks. In fact the reverse was found to be true. They would therefore need deeper involvement with the organised travel industry to help them manage the risks.

Risk Perceptions act as travel inhibitors. Any phenomenon that suppresses, travel risk perceptions therefore can accelerate travel bookings. We find that the travel industry constantly promotes travel products that seeks to appeal to the seeking motivation. We rarely find products that cater to the escape needs of the tourists.

This research found that escape motivation has a wider ‘numbing’ effect on the travel inhibitors as compared to seeking motivation and therefore the travel industry should actively create and promote products that appeal to those who want to escape. Such products can definitely help increase tourist footfalls.

Since types of motivations impact risk perceptions differently, a deeper understanding of the phenomenon is very much needed and will help destination managers, to innovate and offer differentiated products catering to different motivations.

6.4 Academic Contribution

The research contributed by developing two measurement scales, creating greater clarity on the relationships between tourist risk preferences and tourist risk perceptions and investigating the impact of travel motivations on travel risk perceptions

6.4.1 Tourist Risk Preference Scale

Risk Preference is a character trait of being attracted or repelled by risks. Weber et al (2002) developed the DOSPERT scale that measured risk preferences in 6 domains and discovered that, Risk Preferences are domain specific. A person may have high risk preference in financial domain, but low risk preference in social domain.

Current literature does not have a Risk Preference scale in the area of tourism.

My research has developed the Tourist Risk Preference (TORIPR) scale which can be used to measure risk preferences of tourists in international travel. Two factors were extracted

CONTROLLERS_RPREF

Those high in this risk preference sought control. They are extremely comfortable making the decisions themselves.

A 'Hand's off approach' will be preferred by those high in this risk preference, with the organised travel industry playing more the role of a facilitator rather than an executioner of travel services.

EXPLORERS_RPREF

Those high in this risk preference like to explore the less explored and this would necessitate the support of the travel industry.

6.4.2 RPIT Scale

The researcher developed the RPIT, Risk Perceptions in International travel scale using the new typology of 'Risk to Experiencer' and 'Risk to Experience'. The scale had excellent model fit, reliability and validity.

The scale can be used to measure risk perceptions of tourists travelling to international destinations. Risk perceptions are the starting point for many decisions and risk perceptions especially in International Travel are higher. An accurate measurement of risk perceptions to the self and to that experienced by the self would help the industry in offering risk reducing measures.

6.5 Future Research

A research must generate ideas for further research. The current research, throws up some questions which are future research possibilities. They are explained as below.

6.5.1 In the area of Risk Perceptions

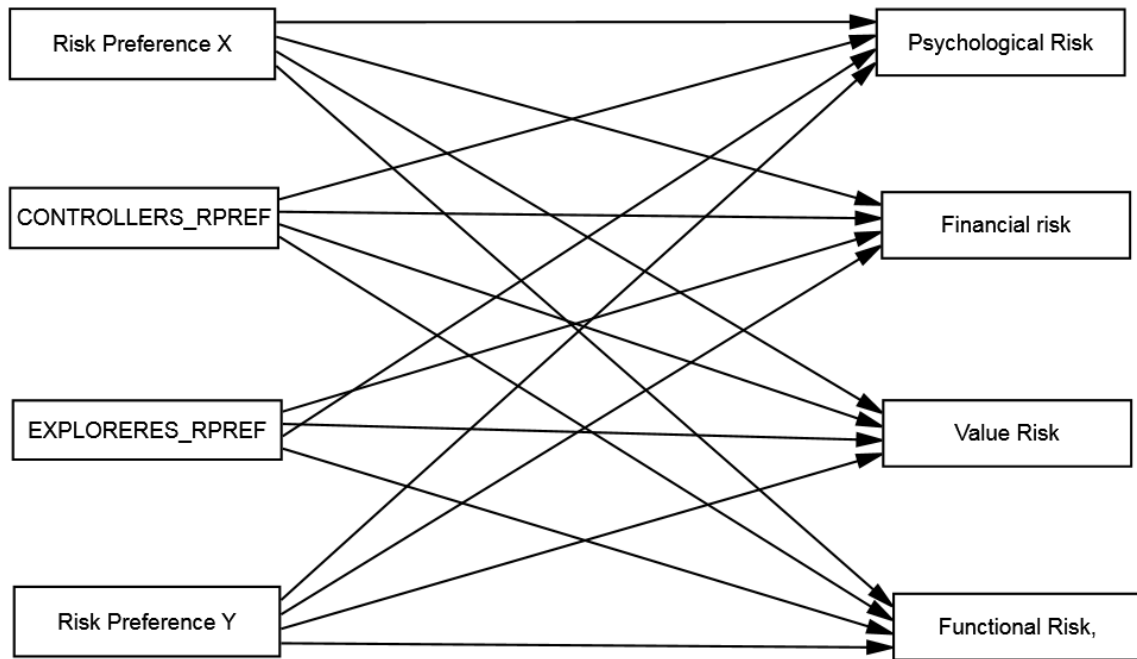
Tourists with higher risk preference, those who are attracted to risk for the higher benefits, they carry, would perceive lower risks. This was not found to be universally true. It was true for one relationship and not true for the other, giving empirical proof to Fuchs (2013) research that the correlations between travel risk preferences and travel risk perceptions could be positive or negative. It was also found that 'Risk to Experiencer' mediating the relationship between components of Risk Preference and 'Risk to Experience'. Rittichainuwat (2009) and George (2003) cite literature to state that feeling of safety is extremely important factor in tourist decisions about choice of destination, with the safer destination chosen among two destinations, with similar benefits.

Travel literature lists at least 10 types of risks. Are all the risk perceptions independent of each other or are there mediating relationships which will indicate the more important risk perceptions?

Future Research 1: This area can be researched further. The literature on travel risk perceptions, lists different risks such as, social risk, value risk, health risk, psychological

risk, equipment risks, financial risks etc. exploring the relationships will develop a better understanding of the correlations between travel risk preferences and travel risk perceptions. These relationships can also be researched and compared across domestic and international travel to reveal differences if any, which will add to the body of knowledge on travel risk perceptions.

A model to test this relationship is expressed below. Risk Preference X & Y denote possible new travel risk preferences. The right side lists 4 travel risk perceptions, only as a representation of all possible travel risk perception.



Model for future research

6.5.2 In the area of Travel Motivations

There is practically no research between travel motivations and travel risk perceptions. This study was therefore exploratory in nature trying to establish how motivation impacts risk perception.

It was found that intensity of travel motivations, escape as well as seeking, did indeed moderate relationships, between travel risk preference and risk perceptions. However it was found that seeking motivation impacted one of the relationship differently from escape motivation, which helps us conclude that, **intensity** as well as **type** of motivations, moderate the relationship between travel risk preference and travel risk perceptions.

Future Research 2: The scale to measure, escape & seeking motivation should be improved. From the way it is measured, it appears that, this scale would be sensitive to cultural background as what you want to escape from, would vary in ‘Individualistic’ cultures and ‘Collectivistic’ cultures. A better scale would give more accurate results.

Future Research 3: We find that seeking motivation suppresses risk perception differently as compared to escape motivation. Risk Perceptions lead to risk reduction strategies. Motivation will therefore impact risk reduction strategies through Risk perception. Answering the following question will be the next possible research
How will the risk reduction strategies of those tourists driven by escape motivation be different from those tourists driven by seeking motivation?

6.6 Limitations

This survey originated in Goa, being the researcher’s physical location. The majority of the respondents were from this geographical location. Consequently the sample was not representative of the cross section of the Indian population. One wonders, if the sample had Gujarati’s and Bengali’s, traditionally travelling communities, whether the results would have altered.

The researcher used reverse coded items to develop the Travel Risk Preference Scale. The final items in the scale were 6. This means that 26 items dropped out. Some of the items were reverse coded to avoid acquiescence bias. However the researcher feels that this lead to, many items not loading on the risk preference constructs.

6.7 Conclusion

Certain changes were observed in the travel domain especially with respect to India. The increase in disposable incomes, the mushrooming of budget airlines, access to websites like www.airbnb.com, has empowered travellers. This has allowed people to escape to international destinations which were earlier visited by those driven by seeking motivation. It was felt that different types of motivations, would impact travel decisions differently and chose to investigate one area i.e. the impact of these travel motivations on travel risk perceptions. Being an unexplored area, there was hardly any research to build upon and the study become exploratory in nature. However, the research proved that different intensities as well as types of motivations do moderate travel risk perceptions differently.

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Annexure 1

Exploring the Travel Decision Process

You plan to travel to _____ in summer of 2013. When did you decide?

When did you start thinking about travelling this summer?

Which were the places that you considered?

How was the final destination decided?

Are you travelling as a family, a group or taking a package tour?

Is this your 1st trip to _____ (type of destination)?

What is _____ to you?

What are the factors that pull you to _____

What are your apprehensions?

What sort of information search did you do?

What are the benefits that you/ your family seek from this vacation?

How has your previous trips affected your current decision to choose _____?

If you had more money which destinations would you consider?

How did you choose your package tour operator?

Which is the next destination you are planning?

What is most important to you when you travel?

Annexure 2

Form for inter-rater reliability

Dear Sir/Madam

When tourists travel, they have to make decisions. These decisions are about what they want to enjoy as well as the risks they will have to face.

Some tourists are willing to take more risks while some would like to avoid risks.

Risk Preference is defined as character trait of being attracted or repelled by risks.

People who have high risk preference will be willing to take higher risks to enjoy the higher benefits.

People who have low risk preference will be willing to forgo benefits to avoid risks.

As part of my research, I am developing a scale to measure the risk preference of tourists who wish to travel out of India.

I need your judgement to improve my measurements.

A brief explanation about the measurement and instructions are provided in Annexure A.

Thanking you in anticipation.

Yours Truly

Veeraj Mahatme

Annexure A

More and more people are travelling across the world seeking various experiences.

However travelling also involves facing the unknown, visiting unfamiliar places, meeting & interacting with unknown people, eating different types of foods etc.

Tourists have to face these risks to enjoy the benefits of travel. The Tourist Risk Preference Scale measures the willingness of tourists to take these risks.

The different risks are grouped into the following three Dimensions and are explained below.

1. Destination Dimension 2. Travel Dimension 3. Experience Dimension

Destination Dimension

Some of the destinations would be safe while some would be considered risky because of crime, unhealthy food/water, natural calamities, political agitations etc.

Some of the destinations are well known while some are relatively unknown.

The most visited destinations will have large tourist flows and a good tourist infrastructure to support the tourist flows, however one may encounter crowding and saturation.

The relatively unknown destination will allow the tourist to move / explore freely but might not get comforts available at well-known destinations.

This dimension measures the willingness to take risks with respect to: Choosing or avoiding risky destinations.

Travel Dimension

When a tourist wishes to travel to a destination, he has to make travel related decisions. Some of these are listed below.

Should one book the travel himself or ask a tour operator to do it?

Should one travel with new or experienced tour operator?

Should one arrange the local sightseeing or ask the hotel to do so?

Should one travel alone or with a group people?

This dimension measures the willingness to take risks with respect to: the way they travel - to the destination and at the destination (local sightseeing).

Experience Dimension

After arriving at the destination the tourists can choose to enjoy or avoid the experiences at the destinations.

Some may like to mix with the locals while some may avoid them.

Some may try adventure activities, some will not.

Some will try out the local food; some will prefer home type food.

This dimension measures the willingness to take risks with respect to: the type of experiences they chose to enjoy at the destination.

Not Applicable to any Dimension – N A

I have some statements which measure risk preference. Once you read them you may feel that they belong to one of the 4 dimensions mentioned above. Pl tick the respective dimension to which, you feel, they belong.

Thanking you for your valuable time.

Sr no	Please judge whether the following statements belong to, Destination Dimension or Travel Dimension or Experience Dimension	Destination Dimension	Travel Dimension	Experience Dimension	N A to any Dimension
		Please tick () below			
1	I will travel to an interesting place even though the food quality is doubtful.				
2	I will book an attractive travel package offered by a new tour operator.				
3	I will travel to a popular holiday place that had faced floods / Cyclones in the recent past.				
4	I will choose a tour operator, who provides the food I like.				
5	I will visit only those holiday locations where people are friendly.				
6	I will travel to a place that interests me, but had political problems in the recent past.				
7	I will stay in comfortable hotels.				
8	I will travel with people from my own country.				
9	I will book a travel package offered at low cost by a new tour operator.				
10	I will make friendship with locals and spend time with them.				
11	I will not take part in any risky activities, on my holiday.				
12	I will holiday for many days when I travel out of the country.				
13	I will engage in lots of adventure on my holiday.				
14	I will travel to those places which are visited by many people.				
15	I will stay in a hotel which offers food that matches my taste.				
16	I will ask my tour operator to handle all my travel plans.				
17	I will first choose the place for my holiday and then plan how to travel there.				
18	I will preferably travel to those places, which have been visited by my friends or relatives.				
19	I will travel to a place that interests me, even though the food is not to my taste.				
20	I will stay with locals in their homes rather than in hotels.				

21	I will taste the local food on road side stalls.				
----	--	--	--	--	--

Sr no	Please judge whether the following statements belong to, Destination Dimension or Travel Dimension or Experience Dimension	Destination Dimension	Travel Dimension	Experience Dimension	N A to any Dimension
		Please tick () below			
22	I will travel to a place even if I can't speak the local language.				
23	I will arrange all local sightseeing on my own.				
24	I will travel to places that are not yet famous.				
25	I will keep minimum contact with locals.				
26	I will choose the place for my travel, from the various available tour packages.				
27	I will travel with well-known tour operators even though the rates are higher.				
28	I will explore the holiday place on my own, even if my group or family does not wish to come.				
29	I will first travel to my holiday place and plan all activities later.				
30	I will book the hotels for my holiday, on my own.				
31	I will travel to interesting places even if they don't have good facilities for tourists.				
32	I will visit a popular holiday location that faced health or disease related problems in the recent past.				
33	I will explore parts of the location which are visited by few tourists.				
34	I will ask my tour operator to plan all the sightseeing during my travel.				
35	I will stay in mud houses in natural surroundings.				
36	I will travel with a group of friends & relatives.				
37	I will have at least one meal every day that is like my home food.				
38	I will arrange for all local transport at the holiday location, on my own.				
39	I will choose a tour operator who can get medical help, if required.				

40	I will travel to a beautiful place in spite of its higher crime rate.				
41	I will try the local food for most of my meals.				
42	I will travel to places which are safe for tourists.				

Annexure 3
Form for Content Validity

Dear Expert

The Tourist Risk Preference (TORIPR) scale is being developed to measure the risk preference of tourist when they travel outside their country (international Travel).

When a tourist travels outside his country, he has to cross a certain risk threshold which may not exist when he chooses to travel to a location nearer to his residence.

This measure will help to predict travel behaviour of international tourists with different risk preferences.

When tourists travel, they have to take decisions. These decisions are about what they want to enjoy as well as the risks they will have to face.

Some tourists are willing to take more risks while some would like to avoid risks.

Risk Preference is defined as character trait of being attracted or repelled by risks.

People who have high risk preference will be willing to take higher risks to enjoy the higher benefits.

People who have low risk preference will be willing to forgo benefits to avoid risks.

The initial items to measure risk preference were generated through literature review & interviews. The forty two statements have been grouped in three dimensions.

These dimensions are explained in **annexure B**.

Kindly go through **annexure B** and rate the initial items w.r.t. relevance, clarity and simplicity on a 4 point scale.

Thanking you in anticipation.

Yours Truly

Veeraj Govind Mahatme
Phd Candidate
Dept Of Management Studies
Goa University

More and more people are travelling across the world seeking various experiences. However travelling also involves facing the unknown, visiting unfamiliar places, meeting & interacting with unknown people, eating different types of foods etc.

Tourists have to face these risks to enjoy the benefits of travel. The Tourist Risk Preference Scale measures the willingness of tourists to take these risks.

The different risks are grouped into the following three Dimensions. The dimensions are.

2. Destination Dimension 2. Travel Dimension 3. Experience Dimension

Each Dimension is explained below.

Destination Dimension – 14 Statements

Some of the destinations would be safe while some would be considered risky because of crime, unhealthy food/water, natural calamities, political agitations etc.

Some of the destinations are well known while some are relatively unknown.

The most visited destinations will have large tourist flows and a good tourist infrastructure to support the tourist flows, however one may encounter crowding and saturation.

The relatively unknown destination will be allow the tourist to move / explore freely but might not get comforts available at well-known destinations.

This dimension measures the willingness to take risks with respect to: Choosing or avoiding risky destinations.

Travel Dimension – 13 Statements

When a tourist wishes to travel to a destination, he has to make travel related decisions.

Some of these are listed below.

Should one book the travel himself or ask a tour operator to do it?

Should one travel with new or experienced tour operator?

Should one arrange the local sightseeing or ask the hotel to do so?

Should one travel alone or with a group people?

This dimension measures the willingness to take risks with respect to: the way they travel - to the destination and at the destination (local sightseeing).

Experience Dimension – 15 Statements

After arriving at the destination the tourists can choose to enjoy or avoid the experiences at the destinations.

Some may like to mix with the locals while some may avoid them.

Some may try adventure activities, some will not.

Some will try out the local food; some will prefer home type food.

This dimension measures the willingness to take risks with respect to: the type of experiences they chose to enjoy at the destination.

RATING GUIDELINES

You are requested to review the test items based on the relevance, clarity and simplicity of its content vis-à-vis respective dimension.

In the rating sheet provided, you are requested to indicate the following.

1) RELEVANCE:

Please indicate on a scale ranging from 1 – 4 whether the specified item is relevant as a measure for which it is intended. The rating is represented as below.

1. Not Relevant
2. Item needs some revision
3. Relevant but needs some minor revision
4. Very relevant

2) CLARITY:

Please indicate on a scale ranging from 1 – 4 whether the specified item has clarity in understanding. The rating is represented as below.

1. Not Clear
2. Item needs some revision
3. Clear, but needs some minor revision
4. Very clear

3) SIMPLICITY:

Indicate on a scale ranging from 1 – 4 whether the specified item is simple to understand. The rating is represented as below.

1. Not Simple
2. Item needs some revision
3. Simple but needs some minor revision
4. Very simple

Annexure B

Sr no	<u>DESTINATION DIMENSION</u>			
	<u>FOR RELEVANCE:</u> 1- Not Relevant 2. Item needs some revision 3. Relevant but needs some minor revision 4. Very relevant			
	<u>FOR CLARITY:</u> 1- Not Clear 2. Item needs some revision 3. Clear, but needs some minor revision 4. Very clear			
	<u>FOR SIMPLICITY:</u> 1- Not Simple 2. Item needs some revision 3. Simple but needs some minor revision 4. Very simple			
	Please rank the following statements as explained above	Relevance (1 - 4)	Clarity (1 - 4)	Simplicity (1 - 4)
1	I will travel to places which are safe for tourists.			
2	I will travel to places that are not yet famous.			
3	I will travel to a beautiful place in spite of its higher crime rate.			
4	I will preferably travel to those places, which have been visited by my friends or relatives.			
5	I will travel to a place that interests me, but had political problems in the recent past.			
6	I will travel to a place even if I can't speak the local language.			
7	I will choose the place for my travel, from the various available tour packages.			
8	I will travel to interesting places even if they don't have good facilities for tourists.			
9	I will travel to a popular holiday place that had faced floods / Cyclones in the recent past.			
10	I will travel to those places which are visited by many people.			
11	I will travel to a place that interests me, even though the food is not to my taste.			
12	I will visit a popular holiday location that faced health or disease related problems in the recent past.			
13	I will visit only those holiday locations where people are friendly.			
14	I will travel to an interesting place even though the food quality is doubtful.			

Sr no	<u>TRAVEL DIMENSION</u>			
	FOR RELEVANCE: 1- Not Relevant 2. Item needs some revision 3. Relevant but needs some minor revision 4. Very relevant			
	FOR CLARITY: 1- Not Clear 2. Item needs some revision 3. Clear, but needs some minor revision 4. Very clear			
	FOR SIMPLICITY: 1- Not Simple 2. Item needs some revision 3. Simple but needs some minor revision 4. Very simple			
	Please rank the following statements as explained above	Relevance	Clarity	Simplicity
		(1 - 4)	(1 - 4)	(1 - 4)
1	I will book an attractive travel package offered by a new tour operator.			
2	I will arrange all local sightseeing on my own.			
3	I will first choose the place for my holiday and then plan how to travel there.			
4	I will book a travel package offered at low cost by a new tour operator.			
5	I will travel with well-known tour operators even though the rates are higher.			
6	I will ask my tour operator to plan all the sightseeing during my travel.			
7	I will travel with people from my own country.			
8	I will ask my tour operator to handle all my travel plans.			
9	I will travel with a group of friends & relatives.			
10	I will choose a tour operator, who provides the food I like.			
11	I will book the hotels for my holiday, on my own.			
12	I will arrange for all local transport at the holiday location, on my own.			
13	I will choose a tour operator who can get medical help, if required.			

Sr no	<u>EXPERIENCE DIMENSION</u>			
	FOR RELEVANCE: 1- Not Relevant 2. Item needs some revision 3. Relevant but needs some minor revision 4. Very relevant			
	FOR CLARITY: 1- Not Clear 2. Item needs some revision 3. Clear, but needs some minor revision 4. Very clear			
	FOR SIMPLICITY: 1- Not Simple 2. Item needs some revision 3. Simple but needs some minor revision 4. Very simple			
	Please rank the following statements as explained above	Relevance (1 - 4)	Clarity (1 - 4)	Simplicity (1 - 4)
1	I will not take part in any risky activities, on my holiday.			
2	I will taste the local food on road side stalls.			
3	I will explore the holiday place on my own, even if my group or family does not wish to come.			
4	I will have at least one meal every day that is like my home food.			
5	I will explore parts of the location which are visited by few tourists.			
6	I will stay with locals in their homes rather than in hotels.			
7	I will stay in a hotel which offers food that matches my taste.			
8	I will first travel to my holiday place and plan all activities later.			
9	I will make friendship with locals and spend time with them.			
10	I will holiday for many days when I travel out of the country.			
11	I will try the local food for most of my meals.			
12	I will engage in lots of adventure on my holiday.			
13	I will stay in comfortable hotels.			
14	I will stay in mud houses in natural surroundings.			
15	I will keep minimum contact with locals.			

Annexure 4
Normality of Data for Risk Preference

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
RPREFD1L	319	1.376	.137	1.655	.272
RPREFD2H	319	-.504	.137	-.507	.272
RPREFD3H	319	.531	.137	-.686	.272
RPREFD4L	319	.393	.137	-.040	.272
RPREFD5H	319	-.080	.137	-.799	.272
RPREFD6H	319	-1.129	.137	1.223	.272
RPREFD7L	319	.659	.137	-.354	.272
RPREFD8H	319	-.323	.137	-.741	.272
RPREFD9H	319	.105	.137	-.874	.272
RPREFD10L	319	.402	.137	.018	.272
RPREFD11H	319	.701	.137	-.029	.272
RPREFD12L	319	.146	.137	-.609	.272
RPREFT1H	319	.269	.137	-.634	.272
RPREFT2H	319	-.380	.137	-.737	.272
RPREFT3L	319	.132	.137	-.841	.272
RPREFT4L	319	.098	.137	-.819	.272
RPREFT5L	319	.031	.137	-.950	.272
RPREFT6L	319	.786	.137	.099	.272
RPREFT7L	319	.055	.137	-.965	.272
RPREFT8H	319	-.644	.137	-.264	.272
RPREFT9H	319	-.323	.137	-.569	.272
RPREFX1L	319	.325	.137	-.883	.272
RPREFX2H	319	-.837	.137	-.288	.272
RPREFX3H	319	-.305	.137	-.954	.272
RPREFX4L	319	-.286	.137	-.913	.272
RPREFX5H	319	-.681	.137	.098	.272
RPREFX6H	319	.555	.137	-.418	.272
RPREFX7H	319	-.243	.137	-.385	.272
RPREFX8H	319	-.652	.137	-.129	.272
RPREFX9H	319	-.351	.137	-.554	.272
RPREFX10L	319	.708	.137	.506	.272
RPREFX11L	319	-.182	.137	-.197	.272
Valid N (listwise)	319				

Annexure 5
Risk Perception
Inter-Rater Reliability

Dear Expert

I am developing a scale to measure risk perception of tourists who are planning to travel to an international destination.

Perceived risk has two dimensions; a probability of negative consequences and severity of the negative consequences.

Perceived Risk is conceptualised as subjectively determined expectation of a potential loss.

Sonmez (1998) has listed ten different types of risks in international travel. This stream of research was to explore the different types of risks.

Dolnicar (2005) measured the risk perceptions for different categories of travel. Two of the categories were domestic and international travel. A group of risk perceptions was found to vary much more than the other group when risk perception values were compared across domestic and international travel.

Kluge (2000) has defined typology as an organised system of types; which have different attributes. A closer observation of the risk perceptions in two groups, revealed a typology.

1. Risk to the Experiencer
2. Risk to the Experience

The initial items to measure risk perception were generated through literature review. The 19 statements have been grouped in two dimensions.

These dimensions are explained in **annexure y**.

Kindly go through **annexure y** and assign each of the 19 items to three dimensions as per your judgement.

1. Risk to the Experiencer
2. Risk to Experience and
3. Not applicable to any dimension

Thanking you in anticipation.

Yours Truly

Veeraj Govind Sn Mahatme
Phd Candidate
Dept Of Management Studies
Goa University

Annexure y

People perceive risks in travel; more so in International travel. The traveller perceives risks to the 'self' and the 'experience desired by the self'. These perceptions propel him to seek risk reduction measures.

The different risks are grouped into the following two Dimensions. The dimensions are.

3. Risk to Experiencer Dimension 2. Risk to Experience Dimension

Each Dimension is explained below.

Risk to the experiencer: -10 items

The entire tourism experience is experienced by the individual, ' I '. The 'I' can be apprehensive about inconveniences / dangers to the physical being. Risk to the experiencer may diminish the ability to enjoy the experience.

Risk to the experiencer is defined as - the possibility of harm to the individual which, threatens his physical well-being and his ability to fully enjoy the touristic experience.

Risk to the experience:- 9 items

The touristic experience starts when the individual starts on his journey. It starts with his travel experience, followed by his experiences at the destination. The experiences can be the expected ones that he is looking forward to enjoy as well as the unexpected. These experiences can be pleasant or unpleasant, leading to satisfaction or dissatisfaction.

Risk to the experience is defined as - the possibility of a tourist being dis-satisfied with the experience during travel and at the destination.

Sr no	Please judge whether the following statements belong to, Risk to the experiencer Dimension or Risk to the experience Dimension or NA to any Dimension	Risk to <u>Experiencer</u> Dimension	Risk to <u>Experience</u> Dimension	N A to any Dimension
		Please tick (√) below		
1	Finding that the Vacation is not satisfying			
2	Getting caught in local agitations			
3	Facing Communication problems with locals			
4	Being cheated during travel			
5	Getting caught in local political problems			
6	Getting injured			
7	Losing my baggage			
8	meeting with an accident			
9	Airline delays			
10	Not getting value for money			
11	Getting lost			
12	Getting Bad weather during vacation			
13	falling sick after eating food or drinking water			
14	Unhappy interaction with locals			
15	Getting exposed to diseases			
16	Getting separated from my travel group			
17	Being robbed on my travel			
18	Falling ill during the vacation			
19	Dissatisfactory hotel stay			

Thanking you for your valuable time.

Annexure 6
Risk Perception
Content Validity

Dear Expert

I am developing a scale to measure risk perception of tourists who are planning to travel to an international destination.

Perceived risk has two dimensions; a probability of negative consequences and severity of the negative consequences.

Perceived Risk is conceptualised as subjectively determined expectation of a potential loss.

Sonmez (1998) has listed ten different types of risks in international travel. This stream of research was to explore the different types of risks.

Dolnicar (2005) measured the risk perceptions for different categories of travel. Two of the categories were domestic and international travel. A group of risk perceptions was found to vary much more than the other group when risk perception values were compared across domestic and international travel.

Kluge (2000) has defined typology as an organised system of types; which have different attributes. A closer observation of the risk perceptions in two groups, revealed a typology.

3. Risk to the Experiencer
4. Risk to the Experience

The initial items to measure risk perception were generated through literature review. The 19 statements have been grouped in two dimensions.

These dimensions are explained in **annexure z**.

Kindly go through **annexure z** and rate the initial items w.r.t. Relevance, clarity and simplicity on a 4 point scale.

Thanking you in anticipation.

Yours Truly

Veeraj Govind Sn Mahatme
Phd Candidate
Dept Of Management Studies
Goa University

Annexure z

People perceive risks in travel; more so in International travel. The traveller perceives risks to the 'self' and the 'experience desired by the self'. These perceptions propel him to seek risk reduction measures.

The different risks are grouped into the following two Dimensions. The dimensions are.

4. Risk to Experiencer Dimension 2. Risk to Experience Dimension

Each Dimension is explained below.

Risk to the experiencer: -10 items

The entire tourism experience is experienced by the individual, ' I '. The 'I' can be apprehensive about inconveniences / dangers to the physical being. Risk to the experiencer may diminish the ability to enjoy the experience.

Risk to the experiencer is defined as - the possibility of harm to the individual which, threatens his physical well-being and limits his ability to fully enjoy the touristic experience.

Risk to the experience:- 9 items

The touristic experience starts when the individual starts on his journey. It starts with his travel experience, followed by his experiences at the destination. The experiences can be the expected ones that he is looking forward to enjoy as well as the unexpected. These experiences can be pleasant or unpleasant, leading to satisfaction or dissatisfaction.

Risk to the experience is defined as - the possibility of a tourist being dis-satisfied with the experience during travel and at the destination.

RATING GUIDELINES

You are requested to review the test items based on the relevance, clarity and simplicity of its content vis-à-vis respective dimension.

In the rating sheet provided, you are requested to indicate the following.

1) RELEVANCE:

Please indicate on a scale ranging from 1 – 4 whether the specified item is relevant as a measure for which it is intended. The rating is represented as below.

1. Not Relevant
2. Item needs some revision
3. Relevant but needs some minor revision
4. Very relevant

2) CLARITY:

Please indicate on a scale ranging from 1 – 4 whether the specified item has clarity in understanding. The rating is represented as below.

1. Not Clear
2. Item needs some revision
3. Clear, but needs some minor revision
4. Very clear

3) SIMPLICITY:

Indicate on a scale ranging from 1 – 4 whether the specified item is simple to understand. The rating is represented as below.

1. Not Simple
2. Item needs some revision
3. Simple but needs some minor revision
4. Very simple

Sr no	<u>Risk to Experiencer</u> The possibility of harm to the individual which threatens his physical well-being and also his ability to fully enjoy the touristic experience.			
		Relevance	Clarity	Simplicity
	<u>FOR RELEVANCE:</u> 1- Not Relevant 2. Item needs some revision 3. Relevant but needs some minor revision 4. Very relevant			
	<u>FOR CLARITY:</u> 1- Not Clear 2. Item needs some revision 3. Clear, but needs some minor revision 4. Very clear			
	<u>FOR SIMPLICITY:</u> 1- Not Simple 2. Item needs some revision 3. Simple but needs some minor revision 4. Very simple			
	Please rank the following statements as explained above	(1 - 4)	(1 - 4)	(1 - 4)
1	falling sick after eating food or drinking water			
2	Getting exposed to diseases			
3	Being robbed on my travel			
4	meeting with an accident			
5	Getting injured			
6	Getting caught in local political problems			
7	Getting caught in local agitations			
8	Getting lost			
9	Getting separated from my travel group			
10	Falling ill during the vacation			

Sr no	<u>Risk to Experience</u>			
	The possibility of a tourist being dis-satisfied with the experience during travel and at the destination.			
	FOR RELEVANCE: 1- Not Relevant 2. Item needs some revision 3. Relevant but needs some minor revision 4. Very relevant			
	FOR CLARITY: 1- Not Clear 2. Item needs some revision 3. Clear, but needs some minor revision 4. Very clear			
FOR SIMPLICITY: 1- Not Simple 2. Item needs some revision 3. Simple but needs some minor revision 4. Very simple				
	Please rank the following statements as explained above	Relevance	Clarity	Simplicity
		(1 - 4)	(1 - 4)	(1 - 4)
1	Getting Bad weather during vacation			
2	Not getting value for money			
3	Airline delays			
4	Finding that the Vacation is not satisfying			
5	Facing Communication problems with locals			
6	Losing my baggage			
7	Unhappy interaction with locals			
8	Being cheated during travel			
9	Dissatisfactory hotel stay			

Thank you for your valuable time.

Veeraj Govind Sn Mahatme

Annexure 7

Normality of Data for measuring Risk Perception

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
RCEXP1	205	-.046	.170	-.755	.338
RCEXP2	205	.219	.170	-.242	.338
RCEXP3	205	-.250	.170	-.339	.338
RCEXP4	205	.291	.170	-.183	.338
RCEXP5	205	.245	.170	-.984	.338
RCEXP6	205	-.004	.170	-.494	.338
RCEXP7	205	.385	.170	-.129	.338
RCEXP8	205	-.055	.170	-.635	.338
RCEXP9	205	.025	.170	-.267	.338
RCEXCER1	205	.348	.170	-.447	.338
RCEXCER2	205	.279	.170	-.121	.338
RCEXCER3	205	.410	.170	-.142	.338
RCEXCER4	205	.156	.170	-.124	.338
RCEXCER5	205	.193	.170	-.361	.338
RCEXCER6	205	.267	.170	-.657	.338
RCEXCER7	205	.554	.170	.054	.338
RCEXCER8	205	.128	.170	-.261	.338
Valid N (listwise)	205				

Annexure 8

Standardized Residual Covariances

	RCEXCER1	RCEXCER2	RCEXCER3	RCEXCER4	RCEXCER5	RCEXCER6	RCEXCER7	RCEXCER8	RCEXP1	RCEXP2	RCEXP3	RCEXP4	RCEXP5	RCEXP6	RCEXP7	RCEXP8	RCEXP9
RCEXCER1	0.00																
RCEXCER2	2.30	0.00															
RCEXCER3	0.72	1.60	0.00														
RCEXCER4	-0.26	0.99	1.09	0.00													
RCEXCER5	0.55	1.66	0.88	2.31	0.00												
RCEXCER6	-0.96	-1.66	0.33	-0.79	-1.55	0.00											
RCEXCER7	-0.41	-1.00	-1.06	-0.57	-1.06	1.54	0.00										
RCEXCER8	0.15	-0.89	-1.49	-0.44	-0.56	-0.17	0.63	0.00									
RCEXP1	1.68	1.77	1.06	-0.14	0.83	-1.15	-2.17	0.02	0.00								
RCEXP2	0.62	1.34	1.70	1.08	-0.07	0.38	-0.83	-0.99	1.65	0.00							
RCEXP3	-0.07	0.36	0.87	-0.16	-0.07	-0.59	-0.78	-0.13	1.90	2.19	0.00						
RCEXP4	0.54	1.47	1.45	2.03	1.66	-0.76	-0.30	-0.43	0.79	1.61	-0.38	0.00					
RCEXP5	-0.22	-0.36	0.33	-0.26	-1.09	1.23	0.85	0.40	0.24	0.13	0.06	-0.70	0.00				
RCEXP6	-0.61	-1.23	-1.07	-0.61	-0.40	0.89	0.43	0.95	-0.56	-1.16	0.24	-1.94	0.11	0.00			
RCEXP7	-0.30	-0.97	-1.08	-0.97	-0.87	2.49	1.54	0.72	-1.17	-0.66	-1.35	0.08	-0.83	0.35	0.00		
RCEXP8	-1.69	-0.91	-0.90	-1.01	-0.91	0.77	0.78	0.81	-0.78	-0.89	-0.01	-0.75	-0.03	1.02	0.56	0.00	
RCEXP9	-0.05	-0.83	-1.29	-1.12	-0.15	0.40	0.26	0.78	-0.52	-1.64	-0.48	-0.11	0.21	0.31	0.45	0.85	0.00

Annexure 9

Composite Reliability

REXPERIENCE	Regression Weights	Variance explained	Error Variance		
Dissatisfactory hotel stay	0.756	0.572	0.428	Sum of Standardised Loading	3.79
Being cheated during travel	0.865	0.748	0.252	Square of Sum of STD Loading	14.35
Unhappy interaction with locals	0.689	0.475	0.525	Sum of error variances	2.10
Losing my baggage	0.818	0.669	0.331		
Facing Communication problems with locals	0.660	0.436	0.564	Composite Reliability	0.87
REXPERIENCER					
Getting injured	0.794	0.630	0.370	Sum of Standardised Loading	3.06
Meeting with an accident	0.748	0.560	0.440	Square of Sum of STD Loading	9.36
Being robbed on my travel	0.708	0.501	0.499	Sum of error variances	1.65
Getting exposed to diseases	0.810	0.656	0.344		
				Composite Reliability	0.85

Annexure 10

Convergent Validity

			Estimate		AVE
RCEXP9	<---	RPCEXPERIENCE	0.754	0.568516	0.578917
RCEXP8	<---	RPCEXPERIENCE	0.867	0.751689	
RCEXP7	<---	RPCEXPERIENCE	0.687	0.471969	
RCEXP6	<---	RPCEXPERIENCE	0.819	0.670761	
RCEXP5	<---	RPCEXPERIENCE	0.657	0.431649	
RCEXCER5	<---	RPCEXPERIENCER	0.856	0.732736	0.612399
RCEXCER4	<---	RPCEXPERIENCER	0.825	0.680625	
RCEXCER3	<---	RPCEXPERIENCER	0.685	0.469225	
RCEXCER2	<---	RPCEXPERIENCER	0.753	0.567009	

Annexure 11

Travel Decisions Questionnaire

Dear Friends,

I am currently doing my research on travel decisions by tourists, when they plan to travel to an international tourist destination.

My research wants to collect responses from those who have,

1. Done partial or full planning on their own and traveled to an international tourist destination.
- or
2. Are planning to travel shortly to an international tourist destination.

Your opinions will help me give inputs to Tourism Policy Planners.

This is an academic exercise and your answers & data, will be kept confidential. I Request you to spend 15 mins and give your valuable opinions.

Thanking you,

Yours Faithfully,

Veeraj Govind Mahatme
Phd Research Scholar, Department of Management Studies, Goa University

Phone: - 9326109900

Email : vgmahatme@gmail.com

Pl click the appropriate choice that applies to you at the moment.

Mark only one oval.

- I have already travelled to an international tourist destination.
- I have decided to travel to an international Tourist Destination by OCTOBER 2017.
- I will travel to an International Tourist Destination after OCTOBER 2017.

TRAVEL MOTIVATIONS *

Would you travel for the following reasons? Pl let me know your level of agreement or dis-agreement, with EACH of the reason.

	Strongly disagree	Disagree	Neither agree or Disagree	Agree	Strongly Agree
To get away from my normal environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To avoid people who annoy me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To tell others about my experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be with people of similar interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have a change in pace from my everyday life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get away from a stressful social environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience new things by myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To bring friends / family closer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To overcome a bad mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To avoid interactions with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To feel good about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TRAVEL MOTIVATIONS *

Would you travel for the following reasons? Pl let me know your level of agreement or dis-agreement, with EACH of the reason.

	Strongly disagree	Disagree	Neither agree or Disagree	Agree	Strongly Agree
To get away from my normal environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To avoid people who annoy me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To tell others about my experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be with people of similar interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have a change in pace from my everyday life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get away from a stressful social environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience new things by myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To bring friends / family closer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To overcome a bad mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To avoid interactions with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To feel good about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TRAVEL CHOICES *

The number of people traveling to tourist destinations, OUTSIDE their country, is increasing. As a tourist, you have many choices with respect to the type of destination you chose, the way you travel and type of experiences you wish to enjoy. Some choices are listed below. Against each choice, please click on the likelihood of you making that choice.

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
I will travel to places which are safe for tourists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will book an attractive travel package offered by a relatively new tour operator.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not take part in any risky activities, on my holiday.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel to places that are not yet famous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will arrange all local sightseeing on my own.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will taste the local food on road side stalls.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel to a beautiful place in spite of it's higher crime rate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel with well known tour operators even though the rates are higher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having reached the destination, I would like to explore the destination on my own, even if my friends or family does not wish to come along.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will preferably travel to those places, which have been visited by my friends or relatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will ask my tour operator to plan all the sightseeing during my travel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will have at least one meal every day that is like the food I eat at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
I will travel to a place that interests me, even though it had political problems in the recent past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will ask my tour operator to handle all my travel plans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having reached the destination, I will explore parts of the destination which are visited by few tourists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel to a place even if I can't speak the local language.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel with a group of friends & relatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will stay with locals in their homes rather than in hotels.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will consider the various available tour packages and select a destination for my travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will choose a tour operator, who provides the food I like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will make friendship with locals and spend time with them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel to interesting places even though they don't have good facilities for tourists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will book the hotels for my holiday, on my own.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will try the local food for most of my meals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel to a popular holiday place though it faced floods / Cyclones in the recent past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will arrange for all local transport at the holiday location, on my own.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will engage in lots of adventure on my holiday.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will travel to those places which are visited by many people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
I will stay in comfortable hotels.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will visit a popular holiday destination though it faced health / disease related problems in the recent past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will keep minimum contact with locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will visit only those holiday locations where people are friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Need a Confirmation ! *

Mark only one oval.

- I have decided to travel to an International Tourist Destination by OCTOBER 2017.
- Not yet decided. May travel after OCTOBER 2017. Skip to question 15.
- May not travel. Skip to question 15.

Please type below, the international tourist destination that you are planning to travel to. *

On the above trip, are you planning to stay with friends and family? *

Mark only one oval.

- Yes
- No
- For sometime I will stay with friends & family and the remaining time, stay independently.

This is a required question

At this moment, what is the level of travel preparation, with respect to the above destination.(Multiple answers allowed) *

Check all that apply.

- Visited websites, Found rates of Hotels, plane tickets
- Vacation dates confirmed
- Advance payment done

RISK PERCEPTION

When you travel, there is a possibility of certain negative incidents / results. Please click the likelihood that you may face the following negative incident / results when you are traveling to the ABOVE DESTINATION CHOSEN BY YOU.

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
falling sick after eating food or drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting Bad weather during vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting exposed to diseases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not getting value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being robbed on my travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airline delays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
meeting with an accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding that the Vacation is not satisfying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting injured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RISK PERCEPTION cont.. *

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Facing Communication problems with locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting caught in local agitations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Losing my baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting lost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Unhappy interaction with locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting separated from my travel group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being cheated during travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Falling ill during the vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dissatisfactory hotel stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PRE - TRAVEL STRATEGIES *

Tourists engage in pre-travel actions. I am listing some actions you may take, before traveling to the ABOVE DESTINATION CHOSEN BY YOU. Please click on the likelihood that you will take these actions.

	Definitely will not	very likely will not	likely will	Very likely will	Definitely will
Purchase travel insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bring extra cash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search for latest information about the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take note of emergency hotline for tourists at the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read about the culture of the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seek advice from family or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seek advice from travel agent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not to travel independently but travel on tour group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn to speak the language for simple conversations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get immunization vaccines before departure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHICS

Thanks for your patience. Just a few more details. Please note that, in this questionnaire, I do not collect your name at any point, therefore your identity remains secret. Please feel free to share the following information. *

	Below 25	25 - 35	36 - 45	46-55	56 - 65	above 65
Your Age (Completed years)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Male	Female
Gender	<input type="radio"/>	<input type="radio"/>

	Single	Married	Divorced	Widowed
Marital Status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Nil	1	2	3	4	> 4
Nos of Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Below 5 lacs	5 - 10 lacs	11 - 20 lacs	21 - 30 lacs	31 - 50 lacs	Above 50 lacs
Gross Annual Family Income in Lakhs - (you + spouse/partner)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	12th or less	Studying for Graduation / Diploma	Graduate/Diploma	Studying for Post Graduation	Post graduate or more
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	NIL	1 - 3	4 - 6	7 - 10	Above 10
Nos of International Leisure trips in last 10 years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Service	Business	Self Employed	Student	Home Maker	Other
Occupation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your E-mail (Optional)

This is a required question

Your Mother Tongue (Pl type below) *

**A BIG THANK YOU FOR YOUR VALUABLE TIME.
PL CLICK ON 'SUBMIT'.**

Annexure 12

Scale to measure Risk Preference in tourism Domain

The number of people traveling to tourist destinations, OUTSIDE their country, is increasing. As a tourist, you have many choices with respect to the type of destination you chose, the way you travel and type of experiences you wish to enjoy. Some choices are listed below. Against each choice, please click on the likelihood of you making that choice.

CONTROLLERS_RPREF	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
I will arrange all local sightseeing on my own					
I will book the hotels for my holiday, on my own.					
I will arrange for all local transport at the holiday location, on my own					

EXPLORERS_RPREF	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
I will travel to places that are not yet famous.					
I will travel to a place even if I cannot speak the local language.					
Having reached the destination, I will explore parts of the destination which are visited by few tourists.					

Annexure 13

Scale to measure Risk Perception in International travel

When you travel, there is a possibility of certain negative incidents / results. Please click the likelihood that you may face the following negative incident / results when you are traveling to the destination chosen by you.

Risk to Experience	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Facing Communication problems with locals					
Losing my baggage					
Unhappy interaction with locals					
Being cheated during travel					
Dissatisfactory hotel stay					

Risks to the Experiencer	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Getting exposed to diseases					
Being robbed on my travel					
Meeting with an accident					
Getting injured					

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TRAVEL MOTIVATIONS: EVALUATING A MEASUREMENT SCALE

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ABSTRACT

Behaviour is the result of motivation. Different types of travel motivations will result in different behaviors which in turn will impact travel decisions. These decisions are of great importance to the travel industry. Therefore it's important to have good measures of travel motivations. We evaluated the scale to measure 'seeking' and 'escape' motivation developed in U.S.A and found that it did not give satisfactory results in the Indian setting. We tested different models and an abridged version was developed which gave satisfactory results. There is a need to develop a better scale to measure 'seeking' and 'escape' motivation, one that can be used, across different cultural settings.

KEYWORDS: *Escape Motivation, Seeking Motivation, Individualistic Cultures, Collectivistic Cultures*

INTRODUCTION

Travel Motivations

On one hand, we have the touristic drives which make us move away from the current situation and on the other side, we have the nativistic motivations, which makes us come back home. 'A man travels the world in search of what he needs and returns home to find it.' The quote by the Irish author George Moore sums up the world of travel.

Every behavior is the result of motivation (Mayo & Jarvis, 1981). Unfulfilled desires, build within a person, a state of tension, which beyond a point, forces him to act, in order to relieve the tension. Unfulfilled needs and desires are responsible for tourist motivation (Crompton, 1997).

Wanderlust is the desire to move away from the known into the unknown while Sunlust is the desire to seek something that's not available at the place of residence Gray (1970). Men have a nativistic motivation, the desire to go back to the usual environment (George, Inbakaran & Poyyamoli, 2010). However, when the routine becomes boring or the usual gets unnerving, the 'Push' of the internal drives forces one to surrender to the 'Pull' of the destination or experience (Crompton, 1979)

"Tourism motivation is conceptualized as a dynamic process of internal psychological factors (needs & wants) that generate a state of tension or disequilibrium within individuals." Compton & Mckay (1997)

Boksberger (2009) has segmented senior travelers on the basis of travel motivations and reported that 35.3 % were motivated by seeking benefits while 35.1 % were motivated by escape from the routine.