Annotated Bibliography

Tourism, Safety, and Perceptions

Joel D. Silverstein

Arizona State University at Lake Havasu

COM 308 Advanced Research Methods

COM 499 Capstone Project

Anita Herold, PhD., Advisor

Correspondence concerning this document should be addressed to Joel D. Silverstein

3081 Star Drive, Lake Havasu City, AZ 86406

Contact: joel.silverstein@asu.edu

This annotated bibliography is directed at resources for the capstone project

HavasuSafety.com a web-based information portal. Preliminary research suggested that both

countries and cities focus their citizens' safety primarily around major health and travel

advisories and leave specific safety concerns to local authorities such as police, fire, and

emergency services departments. Also, it has been suggested in some literature that when

tourists have exposure to stringent safety measures their perception of a destination shifts to one

they prefer not to visit. Some of the literature available from academic, government, and

commercial sources that address tourism safety and perceptions from various viewpoints are

included here.

Bryson, J., & Salazar, K. (2012). National travel & tourism strategy. Washington, DC: U.S.

Department of Commerce, International Trade Administration.

http://travel.trade.gov/pdf/national-travel-and-tourism-strategy.pdf

Bryson and Salazar coordinate the efforts of the Task Force on Travel Competitiveness

under Executive Order of President Obama in developing this strategic plan. This thirty-eight-

page government report is a blueprint for assisting the travel and tourism industry. The United

States will see over 100 million international travelers annually year between 2012 and 2021

yielding over $250 billion annually. The impact is significant on a local level creating jobs in

every sector of the tourism industry. Moreover, while the strategy's primary focus is on

attracting foreign travelers, it devotes significant efforts to encouraging travel within the United

States by its citizens.

The strategy addresses five critical areas. Travel promotion to and within the U.S. including the use of technology and data available from government sources. Improvement of inbound visa and arrivals process. Training programs to improve tourism workforce. It also seeks to improve coordination among the national travel and tourism divisions of the Department of Commerce and local and international tourism offices. And, finally conducting ongoing research to measure best case practices and the development of measurement tools for gathering information on tourism behaviors.

Concrete steps direct federal agencies to improve transportation infrastructure including interstate air and motor trips. Measures include the development of safety materials including pamphlets, websites and checklists in seven languages. The report includes mandates on how different government departments will enhance the security of both international and local tourists at airports and border crossings as well as anti-terrorism efforts at major attractions.

In recent years, visits to remote local destinations have expanded requiring local destinations to expand services. To enhance the development of tourism throughout the United States, the Task Force instituted the expansion of websites for the National Park Service www.nps.gov and the development of www.recreation.gov a comprehensive trip planning site.

In a global economy travel and tourism is a critical aspect of the U.S. economy. The policies that affect travel and tourism have an impact on a variety of business that extends far past the tourism industry itself. The intent of the report it positive and its content is valuable to those who are participants in tourism, be they governments, international, or local travelers.

Money, R. B., & Crotts, J. C. (2003). The effect of uncertainty avoidance on information search,

planning, and purchases of international travel vacations. *Tourism Management, 24*(2),

191-202. doi:10.1016/S0261-5177(02)00057-2

Money and Crotts identify the needs for dependable travel and safety information for

travelers entering the United States from high uncertainty avoidance individual (UAI) cultures.

This study shows that consumers with high uncertainty avoidance can make decisions on travel

as quickly as other travelers when quality information is available.

The quantitative research derived from a survey sponsored by the US Department of

Tourism consisting of 80,000 travelers of German or Japanese origin over a two-year addresses

one hypotheses and three research propositions. H1 suggests that consumers from a high UAI

national cultures will engage in more external search from sources that are non-marketer

dominated, compared with consumers from a medium UAI culture, when seeking information on

travel (p. 195). Proposition 1 suggests consumers of a high UAI national culture will make their

travel plans further in advance compared with medium uncertainty avoidance consumers (p. 195).

P2 contends that travel parties of consumers from high UAI cultures will be larger than the travel

parties of medium uncertainty avoidance consumers, who will tend to travel alone (p. 195).

Moreover, P3 suggests consumers of a medium UAI national cultures will purchase fewer

prepackaged trips and will stay longer in the US, and visit more destinations compared with high

UAI consumers (p. 195-196).

The data collected from a self-administered, random clustered sampling survey consists

of 29 questions available in 11 languages. The selection process delimited the final sample to

visitors who were between the ages of 45 and 60, had not visited the United States in previous

five years, and the main purpose of the trip was not work related.

The final sample derived from the selection process included 1042 respondents composed

of 707 Japanese and 335 German travelers. To evaluate the hypotheses and proposition both

univariate and multivariate statistical procedures were used including discriminate analysis and

ANOVA to determine how uncertainty avoidance influenced trip behavior.

The results of H1 partially support that a high UAI group would search more in non-

marketing groups for information. P1: is not compatible with the need for long lead times.

ANOVA revealed a more rapid planning schedule for travel. P2: suggested high UAI group

would only travel in groups is supported. P3: is supported indicating travelers in this group

preferred packaged travel programs.

The study concludes that travelers rely significantly on reliable sources of information in

determining where they travel to, and how they travel. It also supports the need for quality

independent non-commercially attached information availability before travelers who come from

uncertainty avoidance cultures. The limitations of this study were self-imposed as a huge quality

sample base was available. Further study into local travel could yield additional data that could

support the staycation concepts.

Peattie, K., Clarke, P., & Peattie, S. (2005). Risk and responsibility in tourism: Promoting sun-

safety. *Tourism Management, 26*(3), 399-408. doi:10.1016/j.tourman.2003.11.020

Peattie, Clarke, and Peattie examine the challenges the tourism industry faces when

casual sunburn leads to the onset of skin cancer. They focus on the informational processes that

can be employed to help promote sun-safety specifically for children while on vacation. This article identifies promotion of risk reduction by encouraging "sun-safe" behavior within the travel and tourism industries. The authors seek to determine methods of communication that address key areas of security, where tourists are harmed by the criminal actions of others, and safety, where tourists are accidently injured as a result of tourism experiences.

A qualitative study using eighteen focus group discussions of 6-9 participants in each group divided among children and adults. The question sets were similar for each group asking about awareness of skin cancer, factors influencing the intensity of UV radiation, awareness of sun exposure strategies and perceptions of barriers to practicing and promotion of sun-safety. Participants recruited from schools were located in both Cardiff, UK, and Tasmania. The significance of Tasmania is it lies south of mainland Australia with a population of 450,000 and which 94% are descendants of European migrants. This region also holds the world's largest incidence of non-melanoma skin cancer cases (p. 402).

When analyzed the data produced interesting perceptions of sunburn. Many considered a sunburn a souvenir from a vacation, something that marked time and place. Others related it to ideas of places for foreign travel, and yet others related sunburn to rugged outdoor activities. Those who did not experience a burn but only a tan considered it to be a badge of achievement that they obtained the healthy glow that appeared on persons in brochures and advertisements.

The study concludes that many of the participants were aware that sun exposure could lead to skin cancer and that childhood exposure is also well documented. Health promotional strategies to encourage sun-safety have typically involved placing fear into the tourist mind, yet these discourage people from visiting certain locations. Some consider the responsibility lies with the destination, others with the traveler. Moreover, there are legal and ethical

responsibilities for destinations to help travelers understand sun-safety. Conversely, this could be an overreaction which could damage the tourism industry.

The authors suggest that there is an opportunity for tourism operators and health and safety organizations, make sun-safety a joint effort for the benefit of tourists. Making consumers aware of the long-term health risks of sun exposure and providing the means necessary for prevention could ensure safer vacations and particularly protect children.

Rittichainuwat, B. N. (2013). Tourists' perceived risks toward overt safety measures. *Journal of Hospitality & Tourism Research, 37*(2), 199-216. doi: 10.1177/1096348011425494

Rittichainuwat's study seeks to assess a tourist's perception towards safety at hotels and travel in general after a terrorist incident occurs. The study is qualitative in nature, with 476 respondents asked to indicate their perceptions to a 5-point semantic differential and a 5-point Likert-type scale survey. Data analysis included a two-step cluster analysis (ANOVA) to address differences and ensure criterion validity. Gender distribution was almost equal within two defined age groups ranging from 20-39 years. More than 90% of respondents are of Western origin with only 7% representing Asian tourists. Research results indicate 15.6% of travelers expressed concern with overt safety measures. Less than 50% felt an increased sense of safety and 38.4% remained neutral. Another 32.8% indicated a sense of fear whereas the balance of respondents indicated they were not discouraged or remained neutral. The study concludes that at periods of high terrorism reports tourists feel and perceive that hotel management care about their safety. However, in normal periods, overt safety measures cause an unwanted concern.

Future research to areas where emerging safety issues such as tsunami and hurricanes have large impacts on tourism (p. 213) would be beneficial.

Wilkes, J., & Page, S. J. (Eds.). (2003). *Managing tourist health and safety in the new*

millennium. Oxford, UK: Elsevier Science. doi:10.4324/9780080510798

Wilkes and Page co-edit and compile fourteen chapters in four sections addressing a combination of legal, business, government and academic viewpoints examining the broad discussion of tourism health and safety. This text highlights key subjects that have become concerns to all of the stakeholders in the tourism industry during the past two decades. The chapters address; medical conditions and injuries, adventure tourism, advice on best practices, and related issues including transportation safety and disaster management. The book concludes with a chapter on risks, rights, and responsibilities and questions which entities should be responsible for managing visitor well-being.

Of particular interest is the second section that addresses the unique case of travelers seeking locations that have high-risk type activities. Chris Ryan's chapter on risk assessment in adventure tourism helps identify the reasons tourists deliberately seek out risk and the uncertainty of its outcome (p. 55). In particular, Ryan addresses the context of the risk-taking during vacations and why these types of activities have become increasingly popular despite the risk as it has become a particular social construct.

Concurrent to the adventure seeker is a discussion on the current state of the industry in addressing both individual and ecological safety factors. As travelers seek with greater interest riskier activities and locations, are tourism professionals and destinations responsible for providing information and services that address risk and services? These questions are addressed

quite well in the book as it provides a comprehensive look at the risks and strategies for improving both the health of the tourist and safety conditions.

As a compendium, Wilkes and Page did an excellent job assembling this collection of articles and illustrations. Unfortunately, there are some deficiencies. Most notable is a large number of the case studies deal only with New Zealand. While these case studies have merit, they are not applicable to all regions. Also, some of the information included is already dated while this in and of itself is not insurmountable, the reader is forced to update mentally certain methodologies into current actions. Overall, even with the few deficiencies, the text is well balanced and is well suited to the tourism professional and adventure tourist.

References

Bryson, J., & Salazar, K. (2012). National travel & tourism strategy. Washington, DC: U.S.

    Department of Commerce, International Trade Administration.

    http://travel.trade.gov/pdf/national-travel-and-tourism-strategy.pdf

Money, R. B., & Crotts, J. C. (2003). The effect of uncertainty avoidance on information search,

    planning, and purchases of international travel vacations. *Tourism Management, 24*(2),

    191-202. doi:10.1016/S0261-5177(02)00057-2

Peattie, K., Clarke, P., & Peattie, S. (2005). Risk and responsibility in tourism: Promoting sun-

    safety. *Tourism Management, 26*(3), 399-408. doi:10.1016/j.tourman.2003.11.020

Rittichainuwat, B. N. (2013). Tourists' perceived risks toward overt safety measures. *Journal of

    Hospitality & Tourism Research, 37*(2), 199-216. doi: 10.1177/1096348011425494

Wilkes, J., & Page, S. J. (Eds.). (2003). *Managing tourist health and safety in the new

    millennium*. Oxford, UK: Elsevier Science. doi:10.4324/9780080510798