

## Decision – making patterns of young tourists regarding risky destinations

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### Abstract

The current study examines how exposure to terrorism and past foreign travel experiences influence attitudes and perceptions regarding travel to risky destinations. Specifically, it examines the impact of these attitudes and risk perceptions on Israeli students' intentions to travel to four destinations: Egypt, Turkey, Japan and India. According to the model tested by the study, an individual's risk perceptions mediate how past travel experience and exposure to terror affect intention to travel to various destinations. The results show that a greater number of previous trips abroad and past exposure to terrorism (with no adverse personal consequences) tend to diminish perceptions of travel risk and positively affect attitudes toward travel to risky destinations. In addition, intentions to travel to risky destinations rise as perceived risks decrease and as attitudes toward travel to risky destinations become more positive. Moreover, Israelis are less likely to travel to adversary countries (such as Turkey or Egypt) than to other countries (such as Japan or India). This research shows that prior experience with foreign travel and exposure to harsh experiences (such as terrorist acts) with no adverse personal consequences mitigate risk perceptions, which in turn positively affect intention to travel to destinations with various types of risks. Experiences with local conflicts diminish Israelis' intentions to travel to adversary countries.

**Keywords:** Young tourists, conflict experience, Risk perception, Israel, past foreign travel.



Source: <http://mideastposts.com/wp-content/uploads/2011/11/Egypt-Tourism2-e1320661720580.jpg>

## 1 INTRODUCTION

Tourism is a major economic sector and one that many countries depend on. Yet, revenues from this important branch of the economy tend to be volatile due to the effects of momentous events such as natural disasters, pandemics and terror attacks. For example, The World Travel and Tourism Council (WTTC, 2002) estimated that the USA lost 92 billion dollars in travel and tourism after the events of September 11, 2001. Other examples include the 28 percent drop in tourism to Japan due to the 2011 tsunami (WTTC, 2011) and the significant decrease in the demand for international tourism after the outbreak of the avian flu (Kuo *et al.*, 2009). Understanding the factors contributing to people's intentions to travel abroad is therefore important in attempting to mitigate the long-term negative impact of such events on tourism. Previous studies that examined factors affecting individuals' decision to travel focused mainly on socio-economic attributes, previous experience, culture and perceptions of various risks (e.g., Kozak *et al.*, 2007; Lepp & Gibson, 2003; Nicolaidis, 2012; Reichel *et al.*, 2009; Reichel *et al.*, 2007; Rittichainuwat & Chakraborty, 2009). The current study contributes to the existing literature in two ways: first, by assuming that past exposure to terrorist incidents affects attitudes toward risks and risk perception with respect to travel, and second by showing that attitudes toward risks and risk perceptions moderate the relationship between past experiences and intention to travel to risky destinations. Since terrorist incidents are prevalent in Israel, we assume that this situation has an impact on people's risk perceptions and attitudes and in turn on their decision-making in many areas, including travel.

The research reported in the current article focuses on young tourists. Today students and young people account for 20 percent of international travel, are the fastest growing group of those traveling abroad and spend increasing amounts of money on tourism (Richards & Wilson, 2004). Thus, understanding the factors underlying

their decision-making with respect to foreign travel is important. The current research focuses on Israeli students, a group that travels frequently (16 percent of Israelis traveling abroad are between the ages of 20 and 29). Many young Israelis take a major trip abroad following their military service, and this is considered a normative activity.

Specifically, the current study examines the factors that affect Israeli students' intentions to travel to four destinations: Egypt, Turkey, Japan and India. Because the research sought to test several types of risks that potentially influence travel-related decisions, countries that reflect different risks were chosen. These specific countries were selected in order to assess the impact of terrorism (Egypt, Turkey and India), health risk (India) and natural disaster (Japan<sup>1</sup>) on intentions to travel abroad.

### 1.1 The influence of various travel risks and attitudes towards destinations on motivation to travel abroad

The current research attempts to clarify how exposure to terrorism and other factors affect tourists' intention to travel to specific destinations.

Various factors affecting potential tourists' motivation to travel have been examined, including age, gender, previous experience, culture and perceptions of various risks (George, 2010; Kozak *et al.*, 2007; Lepp & Gibson, 2003; Reichel *et al.*, 2009; Reichel *et al.*, 2007; Rittichainuwat & Chakraborty, 2009). For example, Tasci and Boylu (2010) examined tourists' perception of Turkey as a safe and secure destination and found that positive evaluations increased trip satisfaction. Nevertheless, their results differed depending on the tourists' country of origin, with German tourists tending to display lower trip satisfaction.

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<sup>1</sup> While many countries experience natural disasters, the current study was conducted after the big earthquake in Japan that had a major effect on travel to that country.

Reisinger and Mavondo (2005) surveyed Australians and tourists to Australia, testing the effects of cultural orientation, personality and lifestyle on perceptions of terrorism, health and socio-cultural risks. Those evaluations were found to affect sense of anxiety and safety, with sense of safety influencing intention to travel. A strong relationship was found between travel risk perceptions and travel anxiety. Teitler Regev *et al.* (2013) found that terrorism, influenza and other risks affect the number of tourists visiting various destinations.

Since the 1980s, the effects of terrorism on tourism have been the topic of extensive empirical investigation (Arana & Leon, 2008; Mansfeld, 1999; Ocal & Yildirim, 2010; Pizam & Fleischer, 2001; Pizam & Smith, 2000; Sonmez *et al.*, 1999; Tremblay, 1989). Recurring terrorist incidents dramatically decrease the number of international visitors to areas plagued by terrorism (Drakos & Kutan, 2003; Sönmez, 1998; Sönmez & Graefe, 1998b). In addition to studies concentrating on the effects of terrorism on travel, research in the social conflict domain has pointed to the profound ramifications of protracted inter-group conflicts on the attitudes and perceptions of those residing in zones marked by recurring conflict, such as the Middle East in general and Israel in particular (Desivilya Syna, 2004).

Lingering inter-group discord breeds invidious perceptions, emotions and motivations directed toward the adversary group, leading to the formation of an overarching image of the other as an enemy – a villain who has turned one's group into a victim. Such transformations consequently lead to perceptions of deep distrust and fear of the enemy.

A study of Israelis' attitudes toward government aggression and human rights violations showed the effects of the Israeli-Palestinian conflict on residents' moral judgments, which reflected an ethnocentric-utilitarian orientation (Desivilya Syna & Yassour-Borochowitz,

2010). Similarly, ongoing inter-group discord has also negatively affected relationships in mixed Jewish-Arab work teams in health organizations, relationships among students in academic institutions and even relationships in Jewish-Arab professional partnerships (Desivilya Syna *et al.*, 2012). Extrapolating from these findings leads to the conclusion that Israelis conceivably would be less likely to choose to travel to destinations they consider to be adversary (countries displaying negative attitudes toward the state of Israel in general and its Jewish citizens in particular) than destinations not labeled as antagonistic to Israel.

## 1.2 The effect of foreign tourism experience on future travel

The effect of experience with foreign travel on future travel behavior was studied by Sönmez and Graefe (1998a). They surveyed international travelers with respect to the areas they would consider as travel destinations in contrast with areas not regarded as tourist destinations. The findings pointed at significant differences between those who had past travel experience and those lacking such experience regarding their likelihood for travel in the future. This study also showed that perceived risk had a much greater influence on the decision not to travel than on the decision to travel. The findings of Wachinger *et al.* (2013) show that personal experience of a natural hazard had the most substantial impact on risk perception.

In a study of tourists traveling to destinations in Spain, San Martin *et al.* (2013) found that satisfaction and past experience have a significant influence on loyalty to a destination and that past experience is a quasi-moderator variable that directly influences tourist loyalty and intention to re-visit a destination.

Yet according to the personal experience hypothesis (Barron & Erev, 2003; Yechiam *et al.*, 2005), personal experience with

similar events moderates people's sensitivity to risks they currently face. Presumably, past experience reduces the need for thorough information processing while facing a similar event. The findings of Yechiam *et al.* (2005) support the personal experience hypothesis in the context of repeated terrorist attacks. Their findings show that the sense of vulnerability among Israeli residents concerning the recurring terrorist attacks in 2001 diminished as their personal exposure to the attacks increased (provided they were not personally injured in these attacks). These findings lead to the conclusion that the typical experience of locals, provided that no harm has been inflicted on them personally, mitigates the impact of terrorist attacks.

The current study contributes to the existing literature by examining how exposure to terrorism and past foreign travel experience influence attitudes and perceptions regarding travel to risky destinations among young people. Moreover, the study examines the effect of exposure to terrorism (with no adverse personal consequences) not only on risk perceptions and attitudes toward travel to destinations at risk of terrorism but also on risk perception and attitudes toward travel to destinations with other types of risks as well (e.g., risk of natural disaster and health hazards). In addition, the study examines the impact of these risk perceptions on intention to travel to countries with different types of risks. To the best of our knowledge, these research directions have not been examined previously.

### 1.3 Research model and hypotheses

According to the theory of reasoned action (TRA) developed by Fishbein and Ajzen (1975), attitudes have a direct effect on intention to take an action. In particular, the more positive an individual's attitude toward a behavior, the stronger his/her behavioral intention. In contrast, the more negative the attitude toward a behavior, the weaker the behavioral intention (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975).

The proposed model, depicted in Figure 1, posits that past experience with foreign travel, exposure to terrorism (with no adverse personal consequences) and holding negative images of some countries as adversary due to protracted conflict exert an impact on attitudes toward traveling abroad to risky and unsafe destinations and on perceived travel risks (not only terrorism but also other types of risks). These attitudes and perceptions, in turn, affect an individual's intentions to travel to risky destinations (with different types of risk).

This model is based on the TRA theory, the personal experience hypothesis and protracted conflict theory (Barron & Erev, 2003; Desivilya Syna, 2004; Desivilya & Yasour Borochowitz, 2011; Yechiam *et al.*, 2005).

*The study hypotheses are:*

*Hypothesis 1: Positive attitudes toward travel to risky destinations, lower perceived travel risks and lower perceived destination risks will have a positive impact on intentions to travel to risky destinations.*

*Hypothesis 2: Young Israelis are less likely to travel to adversary countries (such as Turkey or Egypt) than to countries not perceived as adversaries (such as Japan or India)<sup>2</sup>.*

*Hypothesis 3: Young people with past foreign travel experience will have more positive attitudes regarding travel to risky destinations, lower perceived travel risks and lower perceived destination risks compared to those with no travel experience.*

*Hypothesis 4: Young people who have been exposed to terrorism (with no adverse personal consequences) will have positive attitudes regarding travel to risky*

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<sup>2</sup>At the time of this study, diplomatic relations between Israel and Turkey were strained.

*destinations, lower perceived travel risks and lower perceived destination risks compared to those who have not been exposed to terrorism.*

#### 1.4 Methods

The research participants were 585 undergraduate and graduate students enrolled in various academic departments at six institutions of higher education in Israel. The sample comprised 39% men and 59% women (about 2% missing values), with an average age of 25.16. Eighty-seven percent of the respondents were Jewish. Eighty-four percent of the respondents had served in the Israeli Defense Forces (IDF). Most of the respondents had been exposed to terrorism during the Second Lebanon war (85%), to missile attacks in the south (8.4%) or to both (9%).

The research questionnaire was based partially on the questionnaire developed by Floyd *et al.* (2003), translated into Hebrew by one of the authors and back-translated by the other author. The questionnaire was finalized following a pilot test of 27 students conducted at one of the higher education institutions.

Four popular tourism countries were chosen as destinations with different types of risks: Japan as a faraway destination with risks of natural disasters, Egypt and Turkey as close countries with complex relationships with Israel and the risk of terrorism and India as a faraway destination with both terrorism and health risks.

The questionnaire included four parts: (1) items requesting socio-demographic information, including age, marital status, education, exposure to terrorism (e.g., "Have you ever been personally exposed (not via the media) to a terrorist incident?"); (2) questions concerning attitudes toward travel to destinations with different types of risks (terrorism, health hazards, economic instability and natural disasters), measured on a 5-point scale ranging from 1 ("certainly agree") to 5 ("definitely do not agree") (e.g., "Travel to

destinations where terrorist incidents occurred during the current year should be avoided"); (3) degree of preference for traveling to different destinations (Japan, Turkey, Egypt and India) and reasons not to travel if the destination was indicated as being undesirable; (4) overall appraisal of self-risk, measured on a scale ranging from 1 ("avoid risks at all costs") to 10 ("take risks") based on Dohmen *et al.* (2011); (5) perceived travel risk (e.g., "I feel nervous about traveling abroad in the current period") and perceived destination risk (e.g., "Travel to nature sites such as national parks is not risky"), measured on a 5-point scale ranging from 1 ("definitely do not agree") to 5 ("certainly agree"). This part of the questionnaire was based on the Floyd *et al.* (2003) validated questionnaire for description of risks.

Scores on each of the scales were averaged to form the independent variables. Only scales with internal consistency reliability (Cronbach's alpha) higher than 0.60 were retained. (For a description of risks see Appendix A.)

The study was approved by the Institutional Ethics Committee of the Max Stern Yezreel Valley College in Israel. Data collection lasted about four months, from December 2011 through March 2012. Prior to distributing the self-administered questionnaires, we briefly explained the purpose of the study and indicated that participation was voluntary. Students could refuse to participate, but very few did. The questionnaires were distributed towards the end of the class (the last 30 minutes) and collected at the break. The response rate was very high – about 95%. The major reason cited by those who chose not to participate was that they did not have the time to fill in the questionnaire at the end of class and during the break between classes.

The statistical package SPSS17 was used for statistical analysis of the data.

## 2 RESULTS

### 2.1 Descriptive statistics

Of the entire sample of 585 respondents, 461 students (82%) reported traveling abroad during the last three years. Four hundred forty-seven (78%) of the study participants had been exposed to missile attacks or terrorist incidents during the past ten years.

Eighteen percent of the respondents had never traveled abroad, 28.5 percent had traveled once and 53.1 percent had traveled more than once.

Table 1 displays the level of intention to travel to Japan, Egypt, Turkey and India. Since the focus is on students' risk perceptions and how these affect travel decisions, for each of the destinations we excluded from the sample those who indicated they did not wish to travel to a specific destination because they had been there before, thought it was too expensive or had no interest in that destination. More specifically, in our analysis we excluded 128 respondents with respect to Japan, 205 for Egypt, 253 for Turkey and 166 for India. The results show that most of the participants declared an intention to travel to Japan (62.2%), while less than 40% intended to travel to India. The majority of respondents indicated they do not intend to travel to Egypt (62%) or to Turkey (69%). These results indicate that Israeli students refrain from visiting adversary countries, thus fully supporting Hypothesis 2. Further support for Hypothesis 2 emerges from a regression analysis (in Table 4 below) showing that young non-Jewish tourists display stronger intentions to travel to Turkey and to Egypt as compared to young Jewish tourists.

Table 2 summarizes the results of the multivariate analysis showing risk perceptions and various attitudes toward travel to risky destinations among those who had traveled abroad (experienced group) compared to among those who had not traveled before (inexperienced group). In line with Hypothesis 3, the results in Table 2 indicate that respondents with

previous experience traveling abroad exhibit more positive attitudes toward travel to risky destinations (lower average scores) as well as lower perceived travel risks and lower perceived destination risks compared to those with no travel experience.<sup>3</sup>

In addition, we used multivariate analysis to compare risk perceptions among the study participants who had not been previously exposed to terrorism to those of participants who had been exposed (data not shown here). The results indicate that the attitudes and risk perception levels on the three items were significantly lower for those who had experienced terrorism in the past (indicating lower risk perception and more positive attitudes) compared to those who had not been previously exposed. The items were: 1) "Travel to destinations with health hazards should be avoided" (exposed to terrorism group:  $3.62 \pm (1.11)$ , unexposed group:  $3.9 \pm (1.03)$ ,  $p < 0.05$ ); 2) "Travel to destinations with natural disaster hazards should be avoided" (exposed to terrorism group:  $3.09 \pm (1.2)$ , unexposed group:  $3.43 \pm (1.24)$ ,  $p < 0.05$ ); 3) "Travel Risks" (exposed to terrorism group:  $2.08 \pm (0.84)$ , unexposed group:  $2.35 \pm (0.94)$ ,  $p < 0.05$ ). The results for these items confirm Hypothesis 4.

### 2.2 Results of the Analytical Model

Tables 3 and 4 summarize the results of the regression analyses in the following two stages: (a) regression analysis in which the dependent variable comprised attitudes and risk perceptions, measured on a five-point scale (where 1 indicates low perception of travel risk and 5 indicates high perception of travel risk) and the independent variables included whether or not the participant had been exposed to terrorism in the past and how many times the participant had previously traveled abroad; (b) regression analysis in

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<sup>2</sup> Only one item did not show a significant difference between the two groups: 1) "Travel to destinations where there were terrorist incidents during the current year should be avoided."

which the dependent variables were the intention to travel to Japan, Egypt, India and Turkey, again measured on a five-point scale (where 1 indicates definitely no intention to travel and 5 indicates strong intention to travel) and the independent variables were perceived travel risks, perceived destination risks, attitudes toward travel to destinations with different types of risks, overall self-appraisal of risk and nationality.<sup>4</sup>

The results in Table 3 show that past experience with foreign travel is a significant factor affecting travel risk perceptions and attitudes. Specifically, in line with Hypothesis 3 the results indicate that more previous trips abroad tend to reduce travel risk perceptions and positively affect attitudes toward travel to destinations with various types of risks. In addition, Table 3 indicates that past exposure to missile attacks is a significant factor affecting travel risk perceptions and attitudes toward travel to risky destinations. This result supports Hypothesis 4, showing that exposure to terrorism may mitigate attitudes toward travel to destinations with different types of risks, among them health hazards, natural hazards and hazards due to economic conditions. Yet, the results also show that past exposure to terrorism has no significant impact on attitudes toward travel to destinations at risk of terrorism.

The results in Table 4 indicate that attitudes and risk perceptions are generally significant predictors of the intention to travel to all four countries. In other words, the intention to travel to risky destinations increases as the perceived risks decrease and as attitudes toward travel to risky destinations become more positive, as predicted by Hypothesis 1.

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<sup>4</sup> For each of the destinations, we excluded from the sample students who indicated they did not wish to travel to a specific destination because they had been there before, because it was too expensive or because they had no interest in the specific destination.

### 2.3 Other findings

Differences were found in the specific risk perceptions affecting the intention to travel to each of the four countries. Specifically, the intention to travel to Japan increases as the perceived destination risk decreases. The intention to travel to Egypt and Turkey increases as attitudes toward travel to destinations at risk of terrorism become more positive, and in the case of Turkey, as the perceived travel risk decreases as well. The intention to travel to India increases as attitudes toward travel to destinations with health hazards become more positive and the perceived destination risk decreases.

In addition, the findings in Table 4 indicate that overall self-appraisal of the inclination to take risks had a positive effect on the intention to travel to Japan and to Egypt. Namely, self-assessment of risk-taking is positively related to intention to travel to these destinations.

### DISCUSSION AND CONCLUSIONS

The current study contributes to the existing literature by examining the impact of exposure to terror incidents and past experience with foreign travel on attitudes and risk perceptions with respect to travel to risky destinations among students. It also tested the mediating effect of these attitudes and risk perceptions on the intention to travel abroad to four destinations, Egypt, Turkey, Japan and India, each representing various risks. Overall, the results lend support for the conceptual model underlying this research.

The findings of the study show that young Israelis (especially Jewish students) are less likely to travel to adversary countries (such as Turkey or Egypt) than to countries that are not perceived as adversaries (such as Japan or India). This result supports the contention that protracted inter-group conflicts have profound ramifications on the attitudes and perceptions of the residents of recurring conflict zones, such as the Middle East in general and Israel in particular (Desivilya

Syna, 2004). Lingering inter-group discord breeds invidious perceptions, emotions and motivations toward the adversary group, leading to the formation of an overarching image of the other as an enemy – a villain who has turned one's group into a victim. Consequently, such transformations lead to perceptions of deep distrust and fear of the enemy, in turn reducing motivation to travel to destinations associated with adversary countries.

The results of the multivariate analysis show that past foreign travel experience significantly affects attitudes and perceived risks among young people, in accordance with our hypothesis. Specifically, the group with foreign travel experience exhibited more positive attitudes toward travel to risky destinations and scored lower on perceived travel risk and on perceived destination risk compared to those without foreign travel experience. Moreover, the results of the analytical model show that more experience with foreign travel tends to reduce travel risk perceptions and positively affect attitudes toward travel to destinations with various types of risks. These findings also support earlier research by Lepp and Gibson (2003), who found that previous experience with foreign travel affects perceived risk, especially perceptions of risks related to health, terrorism and food consumption.

In addition, the results of the multivariate analysis indicate that the attitudes and risk perceptions for the three items were significantly lower for those students who had experienced terrorism in the past (indicating lower risk perception and more positive attitudes toward travel to risky destinations) compared to those students not previously exposed to terrorism. This finding confirms the personal experience hypothesis of Barron and Erev (2003), which contends that personal experience with similar events moderates people's sensitivity to the risks they face. Yet our findings also suggest that exposure to terrorism affects perception of other risks (health hazard, natural hazard, risk of unstable economic situation and general

travel risk). This finding is in line with previous research indicating that personal experience with major events has an impact on perceived self-risk, including risks unrelated to the events (Rosenboim *et al.*, 2012; Shavit *et al.*, 2013). Yet the results show that past exposure to terrorism among students has no significant impact on attitudes toward travel to destinations at risk of terrorism. A possible explanation for this result could be that the type of terrorism that the young people were exposed to in Israel (missiles attacks) is quite different from terror attacks in different countries (e.g., bombing a hotel in India).

The results of the second part of the analytical model indicate that attitudes and risk perceptions are in general significant predictors of intention to travel to all four countries. In other words, the intention to travel to risky destinations increases as perceived risks decrease and as attitudes toward travel to risky destinations become more positive. This result lends further support to the findings of Reisinger and Mavondos (2005), who found that perceptions of terrorism and sociocultural risks had a significant influence on anxiety level, while perceptions of health and financial risk had a significant influence on perceived level of safety. Anxiety had a major impact on safety perception and intentions to travel. Nevertheless, there are differences in the specific risk perceptions affecting the intention to travel to each one of the four countries. Specifically, the intention to travel to Japan among young people increases as the perceived destination risk decreases. This result supports the findings of Floyd *et al.*, (2003) with respect to the events of September 11, 2001, indicating that perceived destination risks are significant predictors of intention to travel. In addition, our results show that the intention to travel to Egypt and Turkey among young people decreases as attitudes toward travel to destinations at risk of terrorism become more negative, and in the case of Turkey as the perceived travel risk increases as well. Since Egypt and Turkey have experienced terrorism, this result supports the findings of Klar *et*



*a.l.* (2002) in the context of the 2001 terrorist attacks in Israel, indicating that perceived vulnerability is strongly related to precautionary behaviors, such as limiting visits to public places (which people perceive as risky), limiting outings and reducing bus travel. Finally, we found that intention to travel to India increases as attitudes toward travel to destinations with health hazards become more positive and as the perceived destination risk decreases. The finding that past experience affects future intention to travel also supports the findings of earlier studies (Sönmez & Graefe, 1998a).

In conclusion, the current study extends our understanding of the decision-making process with respect to travel to risky

destinations by linking past experiences to travel intentions through risk perceptions. The research results indicate that previous travel and exposure to risk mitigate risk perceptions and attitudes and in turn increase intentions to travel to risky destinations.

Future research should compare respondents from various countries that have recently experienced terrorist incidents. Examining additional potential destinations with different types of risks may be another interesting research direction. Finally, looking at the impact of terrorist incidents on risk perceptions and intention to travel after different periods of time have elapsed (close to event, short time thereafter and in the long run) may be a worthy research endeavor.

Figure 1: factors affecting the intention to travel to risky destinations.

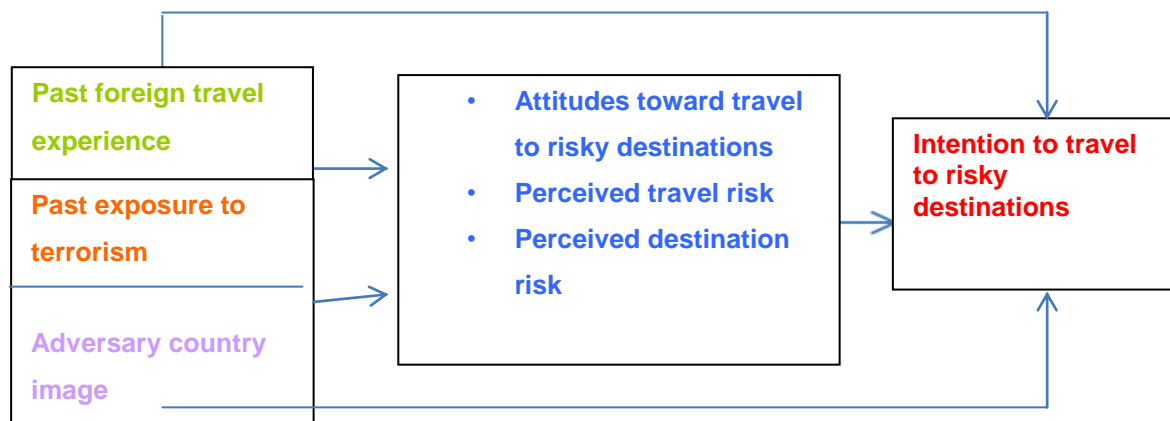


Table 1: Intentions to travel to Japan, Egypt, Turkey and India (numbers and percentages of sample)

	Japan Number (%)	Egypt Number (%)	Turkey Number (%)	India Number (%)
<b>Intend to travel</b>	331 (71.0)	83 (21.3)	69 (20.3)	219 (51.3)
<b>Do not intend to travel</b>	30 (6.4)	198 (50.7)	181 (53.2)	89 (20.8)
<b>Ambivalent</b>	96 (20.6)	99 (25.4)	82 (24.1)	111 (26)
<b>Total</b>	457 (100%)	380 (100%)	332 (100%)	419 (100%)

**Table 2: Effects of foreign travel experience on attitudes and risk perceptions (T-test analysis)**

Variables	Traveled abroad (experienced group) (N=460) Mean (S.D.)	Never traveled abroad (inexperienced group) (N=102) Mean (S.D.)
Travel to destinations with terrorist incidents should be avoided.	3.41 (1.15)	3.59 (1.11)
Travel to destinations with health hazards should be avoided.	3.60 (1.10)	4.01 <sup>c</sup> (1.07)
Travel to destinations with risks to Israelis should be avoided.	3.98 (1.01)	4.29 <sup>a</sup> (0.96)
Travel to destinations with unstable economic situations should be avoided.	2.08 (0.93)	2.42 <sup>b</sup> (1.04)
Travel to destinations with local conflicts should be avoided.	3.18 (1.07)	3.4 <sup>b</sup> (1.12)
Travel to destinations with natural disaster hazards should be avoided.	3.07 (1.19)	3.48 <sup>b</sup> (1.24)
Perceived travel risks	2.02 (0.82)	2.64 <sup>c</sup> (0.85)
Perceived destinations risks	1.81 (0.78)	2.02 <sup>c</sup> (0.82)

<sup>a</sup> p < .05 ; <sup>b</sup> p < .01 ; <sup>c</sup> p < .001

The scale of the various risks perceptions were: 1= low assessment of risk; 5= high assessment of risk

**Table 3. Regression analysis: Effect of travel experience and exposure to terrorism on travel attitudes and risk perceptions.**

Dependent variables	Attitudes toward travel to destinations with					
	Terrorism risks	Health hazards	Natural hazards	Unstable economic situation	Travel risks	Destination risks
Explanatory variables	Coefficient t (S.E.)	Coefficient (S.E.)	Coefficient (S.E.)	Coefficient (S.E.)	Coefficient (S.E.)	Coefficient (S.E.)
Number of times traveled abroad	-0.11 <sup>c</sup> (0.03)	-0.20 <sup>c</sup> (0.04)	-0.21 <sup>c</sup> (0.04)	-0.18 <sup>c</sup> (0.03)	-0.23 <sup>b</sup> (0.03)	-0.14 <sup>c</sup> (0.03)
Exposure to missile attack (base= Not exposed to missile)	0.02 (0.08)	-0.25 <sup>a</sup> (0.11)	-0.31 <sup>b</sup> (0.12)	-0.22 <sup>a</sup> (0.09)	-0.25 <sup>b</sup> (0.08)	0.03 (0.09)
N	549	549	549	547	537	507
R-squared	0.15 <sup>c</sup>	0.22 <sup>c</sup>	0.21 <sup>c</sup>	0.23 <sup>c</sup>	0.32 <sup>c</sup>	0.17 <sup>c</sup>

<sup>a</sup> p < .05 ; <sup>b</sup> p < .01 ; <sup>c</sup> p < .001

The scale of the various risks perceptions were: 1= low assessment of risk; 5= high assessment of risk

**Table 4: Regression analysis results: Factors affecting Israelis' intentions to travel to various countries**

Dependent variable (intention to travel)	Japan	Egypt	Turkey	India
<b>Explanatory variables</b>				
	Coefficient (S.E.)	Coefficient (S.E.)	Coefficient (S.E.)	Coefficient (S.E.)
Nationality (1=Jews)	-0.02 (0.08)	0.43 <sup>c</sup> (0.12)	0.65 <sup>c</sup> (0.11)	0.22 (0.12)
Attitudes toward travel to destinations at risk of terrorism <sup>d</sup> (avoid travel=1)	0.01 (0.08)	-0.24 <sup>a</sup> (0.12)	-0.31 (0.12)	0.18 <sup>a</sup> (0.11)
Attitudes toward travel to destinations with health hazards <sup>d</sup>	0.05 (0.06)	-0.15 (0.08)	0.003 (0.08)	-0.22 <sup>b</sup> (0.07)
Travel risks <sup>e</sup>	-0.08 (0.07)	0.17 (0.10)	0.24 <sup>a</sup> (0.10)	0.11 (0.09)
Destination risks <sup>e</sup>	-0.20 (0.07)	-0.11 <sup>b</sup> (0.09)	0.02 (0.09)	-0.20 <sup>a</sup> (0.09)
Overall self-appraisal of risk	0.07 <sup>a</sup> (0.02)	0.09 <sup>a</sup> (0.03)	0.06 (0.04)	0.05 (0.04)
N	394	327	281	361
R-squared	0.27 <sup>c</sup>	0.37 <sup>c</sup>	0.47 <sup>c</sup>	0.38 <sup>c</sup>

<sup>a</sup> p < .05 ; <sup>b</sup> p < .01 ; <sup>c</sup> p < .001

<sup>d</sup> 1 = definitely agree to avoid travel, 5=definitely agree to travel;

<sup>b</sup> 1= low assessment of risk; 5= high assessment of risk;

<sup>e</sup> 1= avoid risks, 10= take risks

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### 3 APPENDIX A

Category		Cronbach's alpha
Travel Risks	I feel nervous about traveling right now	0.783
	Traveling is risky now	
	Because of terrorism large theme parks should be avoided	
	I would feel very comfortable traveling right now	
Destination Risk	Travel to natural areas such as national parks is not risky	0.781
	Trips to natural areas and scenic attractions are safe right now	
	Vacation travel is perfectly safe	
	Visits to art galleries/museums are safe tourists activities	
Perceived risk	It is preferable to avoid traveling to destinations in which there were terrorist incidents during the current year	0.778
	It is preferable to avoid traveling to destinations with health hazards (e.g. infections, disease)	
	It is preferable to avoid traveling to destinations with unstable economic conditions	
	It is preferable to avoid traveling to destinations with local conflicts	
	It is preferable to avoid traveling to destinations at risk of earthquakes and other natural disaster hazards	
	It is preferable to avoid traveling to destinations where there were terrorist incidents during the current year	



