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## **CONFERENCE PROCEEDINGS**

**2nd Rome International Conference on Social Science & Humanities  
(ICSSH), 05-06 June 2018, Rome, Italy**

**05-06 June 2018**

### **Conference Venue**

**University of Washington - Rome Center (UWRC), Piazza del Biscione  
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## **PLENARY SPEAKER**



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	<p>steady development through the various agricultural development plans in all regions of the Kingdom. The Al-Qassim region has key components for agriculture. This paper examines fodder cultivation and its impact on sustainable development in Al-Qassim region. The aims of this study are to identify and measure the quantity of fodder crops' production and area development in the Al-Qassim region; to disclose the geographical distribution of fodder cultivation in the Region; to show the effects of fodder cultivation on natural resources; to identify the extent of fodder cultivation's contribution to the implementation of economic development in the Al-Qassim region; to find solutions for the present and future which can help to develop the cultivation of fodder from a geographic perspective; to determine the most salient constituents of fodder cultivation in the Al-Qassim region; and, finally, to recognize the most significant restrictions that limit fodder cultivation in the region.</p> <p><b>Keywords:</b> Fodder Cultivation, Sustainable Development, Saudi Arabia.</p>
<p>Raweewan Proyrungroj GICICSSH1806149</p>	<p style="text-align: center;"><b>Perceived Risks of Traveling Oversea: A Case of Thai Tourists</b></p> <p style="text-align: center;">Raweewan Proyrungroj Faculty of Humanity and Social Sciences, Suan Sunandha Rajabhat University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study investigates perceived risks faced by Thai tourists in traveling oversea. As this study primarily aims to gain rich, in-depth, and holistic understanding of how Thai tourists perceive and interpret travel risks in taking an oversea trip, an interpretive paradigm utilising qualitative research approach was employed. The data were collected from 33 respondents who had no previous experience in traveling oversea, neither by themselves nor with a tour operator. The number of the informants was determined by data saturation point, which is when new theme stopped emerging from the data during the data collection and analysis process. These informants were selected using purposive sampling and snowball sampling. A combination of semi-structured interviews and participant observation was used to collect the data. The data were then analysed by thematic analysis technique. The findings revealed that all informants in this study had perceived of travel risks which influenced their decision to take an oversea trip. Specifically, seven categories of perceived risks were identified. They were: (i) risks concerning transportation (i.e. fear of airplane crashing); (ii) risks concerning laws and orders (i.e. fear of being a target of crimes); (iii) health risks (i.e. fear of getting sick or being infected with diseases at the tourist destination); (iv) risks concerning accommodations (i.e. dirtiness of the accommodation); (v) risks concerning climate (i.e. fear of natural disaster; fear of cold weather); (vi) risks concerning tourist attractions (i.e. insufficient and dirty public toilets); and (vii) risks concerning medical support system (i.e. lack of efficient medical support in a case of being sick or getting accident). The findings of this research could provide a valuable insight for outbound tour operators and other tourism-related businesses on the travel risks perceived by Thai tourists so that they could find appropriate solutions to eliminate or reduce those travel risks in the perception of Thai tourists.</p> <p><b>Keywords:</b> perceived risks; traveling oversea; Thai tourists</p>
<p>Abbas Mottaghian GICICSSH1806164</p>	<p style="text-align: center;">Animal's rights and environment in Islam points of view</p> <p style="text-align: center;">Abbas Mottaghian</p>

# Perceived Risks of Traveling Oversea: A Case of Thai Tourists

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## ABSTRACT

This study investigates perceived risks faced by Thai tourists in traveling overseas. As this study primarily aims to gain rich, in-depth, and holistic understanding of how Thai tourists perceive and interpret travel risks in taking an overseas trip, an interpretive paradigm utilising qualitative research approach was employed. The data were collected from 33 respondents who had no previous experience in traveling overseas, neither by themselves nor with a tour operator. The number of the informants was determined by data saturation point, which is when new theme stopped emerging from the data during the data collection and analysis process. These informants were selected using purposive sampling and snowball sampling. A combination of semi-structured interviews and participant observation was used to collect the data. The data were then analysed by thematic analysis technique. The findings revealed that all informants in this study had perceived of travel risks which influenced their decision to take an overseas trip. Specifically, seven categories of perceived risks were identified. They were: (i) risks concerning transportation (i.e. fear of airplane crashing); (ii) risks concerning laws and orders (i.e. fear of being a target of crimes); (iii) health risks (i.e. fear of getting sick or being infected with diseases at the tourist destination); (iv) risks concerning accommodations (i.e. dirtiness of the accommodation); (v) risks concerning climate (i.e. fear of natural disaster; fear of cold weather); (vi) risks concerning tourist attractions (i.e. insufficient and dirty public toilets); and (vii) risks concerning medical support system (i.e. lack of efficient medical support in a case of being sick or getting accident). The findings of this research could provide a valuable insight for outbound tour operators and other tourism-related businesses on the travel risks perceived by Thai tourists so that they could find appropriate solutions to eliminate or reduce those travel risks in the perception of Thai tourists.

Keywords: perceived risks; traveling overseas; Thai tourists

## **I. INTRODUCTION**

Perceived travel risk is one of the significant factors influencing the tourist decision-making process to travel. It plays an important role in preventing or impeding tourists to take a holiday. Currently tourists are more concerned about travel risks occurring in many parts of the world, especially at famous tourist attractions. Natural disasters, terrorism, plane crashes, car accidents, and disease outbreaks are the examples of major travel risks perceived by tourists.

Tourists' concerns on travel risks appear to have more influence on the tourists' decision to travel when it is the overseas trip. Many tourists decide to not take an outbound trip because they feel insecure and unsafe. Therefore, the understanding on these travel risks are pivotal because it can help tour operators and other tourism-related stakeholders to develop appropriate strategies to overcome these perceived risk.

Existing literature on tourists predominantly focus on the roles of tourist motivations in taking a holiday and the experiences they have gained from participating in a certain type of holiday. The studies on perceived travel risks is relatively limited, especially those related to travelling abroad. Upon realizing the gap in literature, this study aimed to investigate travel risks associating to take an outbound holiday perceived by Thai tourist.

## **II. LITERATURE REVIEW**

A perceived travel risk is one of the factors that prevent individuals to make a final decision to travel. The study of the perceived travel risks is very significant because the understanding of this issue could help tour operators and other tourism-related stakeholders to have a better understanding of the perception of tourists regarding their decision to travel overseas.

Taylor (1974) defines 'risk' as 'possible loss', whereas Tsaur, Tzeng, and Wang (1997: 798), defines 'tourist risk' as "the possibility of various misfortunes which might befall a group package tourist in the process of traveling or at its destination."

Based on a review of existing literature, four main categories of travel risks generally perceived by individuals are found. These include:

- I. Risks of terrorism (Sönmez, Apostolopoulos and Tarlow, 1999): during the past decades, there were a number of terrorism incidents occurring in many parts of the world including the countries that are reputable as major tourist destinations. Many tourists were affected from these incidents: some were died, whereas some were seriously hurt. The example is the incident of terrorism occurring in Egypt in 1997 when 71 tourists were shot by a gunman. These incidents have been happening continuously and have affected the tourism industry in many countries because tourists are scared and decide not to travel (Lepp and Gibson, 2003). For example, the 9/11 incidents in USA caused a decrease in the number of tourists travelling to

USA by 6.8 per cent in that year, compared to the number of tourists in the year before (World Tourism, Organisation, 2002).

- II. Risks related to wars and political instability (Loannides and Apostolopoulos, 1999): Wars and instability in politics occurring in many countries are also factors causing tourists to be anxious and scare of travelling. For example, the incident of Tiananmen Square protests in 1989 caused approximately 11,500 tourists to cancel their trips to Beijing, China (Garner and Shen, 1992).
- III. Health-related risks or health concerns (Carter, 1998; Cossens and Gin, 1994): at the present time, more and more people are aware of the risks of being infected with a disease or getting sick from visiting at a certain destination. Such perception of risks causes tourists not to travel. The prime example of the consequence of this category of risk is the incident of the mad cow disease outbreaks in the United Kingdom in 2001 which caused more than one thousand tourists to cancel their trip to the country (CNN Europe, 2001). The studies of Carter (1998) and Cossens and Gin (1994) similarly report that in the opinion of general tourists, Europe is a safe continent and free from health-related risks, whereas Africa is the most dangerous place where tourists have to face these risks the most, especially the risks of being infected with HIV. Health concerns also covers the perceptions on food safety at the destination. Choovanichchannon's (2015) study reports that a number of tourists are more concerned about how clean and safe food and beverage at the destination is.
- IV. Crime (Brunt, Mawby and Hambly, 2000; Dimanche and Leptic, 1999): tourists are often the target of crimes because they normally carry a lot of money with them, are not familiar with the destination, have language barrier, and have such behaviors that are risky to cause crimes such as visiting a night club, drinking alcoholic beverage, and roaming into unfamiliar places (Lepp and Gibson, 2003).

Tsaur, Tzeng, and Wang (1997) propose a criteria the evaluation criteria for tourist risks which consists of seven aspects as follows:

Table 1: The evaluation criteria for tourist risks

Objective	Attribute
Transportation	Safety of transportation Convenience of telecommunication facilities Safety of driving
Law and order	Political stability Possibility of criminal attack Attitude of inhabitants towards tourist
Hygiene	Possibility of contracting infectious diseases Hygiene of catering conditions
Accommodation	Hotel fire control system Hotel security system

Table 1: The evaluation criteria for tourist risks (Cont'd)

Objective	Attribute
Weather	Difference of weather change Possibility of natural disasters
Sightseeing spot	Safety of recreational facilities Quality of the management staff
Medical support	Degree of assistance available in case of accident Completeness of medical service system

Source: Tsaur, Tzeng, and Wang (1997: 799)

This study used this criteria as a framework in examining the perceived risks of Thai tourists in taking an outbound trip.

### III. RESEARCH METHODOLOGY

As the main aim of this research is to gain an in-depth, holistic understanding of the travel risks in travelling overseas perceived by Thai tourists travelling abroad, an interpretive paradigm utilising qualitative research approach deems to be an appropriate approach to be used. Specifically, this study employed a combination of semi-structured interviews and participant observation as data collection methods. This approach served as a triangulation strategy in which data gathered from different methods were cross-checked and any similarities and differences (if any) in the data could be identified. Moreover, with the use of both qualitative data collection methods, a more complete understanding of the travel risks in travelling internationally perceived by Thai tourists could be achieved. All in-depth individual interviews were video-recorded upon receiving a permission via a consent form from the informants. They were ensured of the anonymity and confidentiality of their information by the use of pseudonyms.

The pilot study was conducted for one month before the main study was undertaken. The aim for conducting the pilot study was to test the effectiveness of the data collection methods in order to ensure that they could enable the researcher to achieve the research objective. After reflecting on the pilot study, the main study was carried out over a period of three months between January and March 2017.

The informants of the study data were Thai tourists aging between eighteen and sixty years who had no previous experiences in taking an outbound trip, neither by themselves nor with a tour operator during the last five years. These informants were selected by purposive sampling and snowball sampling. As a result, a total number of thirty-three respondents were selected. This total number was determined based on the data saturation.

In terms of the respondents' profile, they consisted of fourteen males and nineteen females. Their ages ranged from nineteen to fifty-six years old at the time of conducting the study. Sixteen respondents were married, and the rest respondents were single. In terms of educational background, it varied from high school education to postgraduate studies. As for the professional background, five respondents had their own business,

eight were university students, two were recent graduates and had no work at that time, one was a home maker and the remaining were workers in either a government agency or a private company.

The collected data were analysed by thematic analysis. The data analysis was conducted at the same time as the data collection continued after data collection was completed. Although, there were computer software programmes that could facilitate the analysis of qualitative data, the researcher chose to analyse the data manually by following six steps of the thematic analysis: (i) becoming familiar with the data; (ii) generating initial codes; (iii) searching for themes; (iv) reviewing themes; (v) defining and naming themes; and (vi) producing the report (Braun and Clarke, 2006).

#### IV. RESEARCH FINDINGS

Based on the analysis of the data, seven themes of travel risks, as proposed by Tsaur, Tzeng, and Wang (199), were found to influence the perception of the respondents in taking an overseas trip. These themes were discussed below.

- (I) Risks arising from travelling with certain modes of transportation: many respondents stated that when they thought about travelling overseas, they were always scared of travelling with a plane. They added that their fear of travelling with a plane came from having heard the news about plane crashes occurring many times recently. Some respondents also perceived about risks associated with travelling with a car such as car accidents.
- (II) Risks concerning law and order: five respondents stated that they perceived the risks of being attacked or robbed during the trip because tourist attractions were always crowded with people and tourists were usually targets for such crimes. T21 stated that, "One of my friends have been to France and Italy. She told me that one tourist in her group was robbed by pickpockets and did not realize when it happened".
- (III) Risks concerning with health: the perception of these risks were found to be one of the travel risks influencing the decision of the respondents to travel abroad. However, in the view of the respondents, health-related risks were perceived to be associated with specific countries, especially the countries where there were certain kinds of disease outbreaks.
- (IV) Risks related to accommodation: the perception on the risks related to accommodation was also mentioned by some respondents. The analysis of the data showed that this category of risk was found only in some countries such as T21 said that "I don't want to go to some countries. I have heard that the places are crowded and the hotels are very old and dirty. I don't want to travel and come back to stay in such a hotel."

(V) Risks related to weather: some respondents stated that they did not want to travel abroad, especially to some countries where natural disasters, such as tsunami, earthquake, flood, or storm, used to occur. The respondents also added that they would not go to countries where natural disasters recently occurred because they were scared that the similar incident would occur again.

(VI) Risks concerning sightseeing spots: these risks include fear of insufficient and dirty toilets, unfamiliar food and beverage, difficulties to find convenient stores and restaurants, being crowded and difficulties to reach the attractions. These risks were also found to impede the respondents to take an overseas trip. Similarly to the risks related to accommodation, this category of risk was viewed to be associated with certain countries, not with every country.

(VII) Risks related to medical support. According to the respondents, they did not want to travel abroad because they were afraid that they would not get prompt and proper medical support at the destination in case that they were sick or got hurt.

## V. IMPLICATION

The findings of this study could provide a valuable insight for an outbound tour operator in Thailand as well as other tourism-related businesses on the travel constraints that impede Thai tourists to take an outbound trip. They can use this knowledge to plan and develop strategies to overcome or eliminate these constraints as well as find the appropriate ways to encourage these tourists to travel abroad.

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