A MEDIATING EFFECT OF RISK PERCEPTION ON FACTORS INFLUENCING TOURIST INTENTION TO TRAVEL: A CONCEPTUAL FRAMEWORK

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Abstract

Over the decade, tourism has experienced major expansion and diversification, thus transforming into one of the largest, fastest growing economic sectors in the world. The tourism industry becomes the largest source of employment and foreign revenue for a number of countries; therefore most of the countries become relatively dependent on the industry and similar thing goes to Malaysia’s tourism industry. Malaysia’s tourism market is growing including both inbound arrivals and outbound departures throughout past several years and expected to grow on each following year. However, it cannot be deny that tourism industry unable to develop in places that are perceived as dangerous especially to the tourists, which in turn affect the number of tourist arrival to Malaysia. Since tourism industry is very significant to Malaysia’s economy, there is a need to have a comprehensive research of risk perception in the Malaysian context. Thus, the main objective of this paper is to propose a conceptual framework that shows relationship between various factors (tourist past experiences, cultures, proximity, psychographics and demographic) in influencing intention to travel among international tourists while having risk perception as mediating variable that surface between independent and dependent variables.

Keywords: tourists, intention to travel, risk perception