

Can political instability positively affect (some) travellers' decisions?

Msc in Economics and Business

Master Specialization: Marketing

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Year: 2016

Abstract

The main purpose of this thesis is to estimate how political instability affects travelers' decisions and the probabilities that political instability would impact travelers' decisions not only negatively. In order to gain an insight into the real world, this paper specifically explores the degree of political instability in North Korea, Iran, and Venezuela. To make a comparison, South Korea, Turkey, and Brazil are therefore evaluated correspondingly. Moreover, factors that primarily influence the extent of political instability and different responses of travelers are investigated. Similar risk perception activities, such as disaster travel and extreme sports, are discussed to broaden and deepen the study.

Keywords: travel risk, political instability, peace index, decision making process

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1 Introduction

1.1 Background

Issues regarding travel safety and risk are weighty as they have been studied in numerous literatures for a long period. However, when it comes to the relation between terrorism, political turmoil as well as political instability and tourism, the question remains complicated for the unpredictable international political situations. Previous studies mainly focus on specific situations that are worth noting, however, each event or condition is highly unique and there is no universal conclusion and strategy could be figure out. Considering the condition mentioned above, the paper narrows the scope of discussions and specifically concentrate on political instability and how tourism is affected by political instability.

1.2 Research questions

Travel risks, such as political risk, natural disasters, wars and terrorist attacks are unstable conditions that most of travelers want to avoid primarily because of life threats. According to the literatures, famous political unstable events such as student protests in Beijing's Tiananmen Square on June 4, 1989, Al-Gama'at al-Islamiyya in Egypt, 911 attacks in America and so on, damaged local tourism industry seriously and took a long time for each country to recover and reconstruct its positive image. Nevertheless, thinking from another side, what harmed countries might push the countries to the spotlight and receive a high degree of attention. People perhaps notice that, though, the tourism in these countries hurts badly, the travelers are not forbidden to enter. The aim of this paper, in this regard, is to examine the probabilities that the tourists expect to travel politically unstable places exactly because of political instability and the reason why political instability is welcomed in such a group.

Measuring the probability is rather than complex since the tourists' data is not available for researches in some politically unstable countries, especially in North Korea, which isolates itself entirely from outside. Therefore, the thesis would evaluate the willingness, feelings and mental activities of all the respondents, no matter if they expect to travel the countries under political instability or not.

To explore thoroughly, it is crucial to define "political instability" or "politically unstable country" as well as their types and characteristics structurally. Three countries that are under

political instability in the present would also be taken into discussion: North Korea, Iran and Venezuela. They all ranked particularly high among the politically unstable countries but beyond different status and worth a special evaluation.

Though the investigation towards three countries are able to figure out a result, to reach a more plausible and convincing conclusion, another three countries in the same geographical areas correspondingly but without political instability worries would be used to compare. South Korea versus North Korea, Turkey versus Iran and Brazil versus Venezuela.

The results of the paper should be able to interpret the reasons why (or why not) the tourists expect to travel politically unstable countries, how they make the decisions, what element they value the most as well as what are the differences among various types of tourists and political instabilities. Finally, how travel agents manage potential instability in the tourism and tailor corresponding strategies are also involved.

2 Literature review

The paper is formed on the previous researches regarding six perspectives. Firstly, researches on travel risks lays the foundation. Next, since this paper emphasizes the effects that political instability has on the tourist decisions, the literatures that study the relation and political instability risk are included. Thirdly, the backgrounds and present occasions of six countries as well as the areas they are representing would be elaborated, especially referring the academic researches on the political situations of these countries. Moreover, behavior psychology, as it is regarded as one of the most prominent factors that affects the decision making process, would be explored. Literatures on disaster travel and extreme sports, which correlate closely with political instability travel as well, are the extensions and examples of behavior psychology. Fifthly, we leave a position to mass media and cultural diversifications. Under a concrete analysis of the academics researched above, literatures discovered the new tourist type is finally be demonstrated.

2.1 *Travel risk*

2.1.1 *Risks*

Referring to Roget's II: The New Thesaurus Dictionary (1995), risk can be defined as (1) a possibility of danger, harm, or loss; and (2) a chance or hazard. While other definitions are (a) uncertainty of buying product (or service) (Dowling & Staelin, 1994); (b) unfavorable consequences of a purchase (Cunningham, 1967; Dowling & Staelin); (c) expectation of loss (Stone & Winter, 1987); and (d) the amount of loss (Cunningham) according to the studies of consumer researches. Kogan & Wallach thinks risk could be seen as "danger" if emphasizing the negative consequences and could be seen as "chance" if the probabilities are detected (Kogan & Wallach, 1964).

2.1.2 *Types of risks*

Haddock differentiate risks to have two types in 1993: absolute (real) and perceived (subjective) risk. The previous one is evaluated by commercial providers who conduct the measurement and take corresponding safety procedures in order to minimize it. While the latter one is estimated by the individual itself under specific situations.

The focus of this paper is on both sides, I use Global Peace Index as the absolute one and explore traveler perceived risk degree.

2.1.3 Risks associated with tourism

Literatures demonstrates that there are five risks are correlated with tourism: terrorism (Richter, 2003), war and political instability (Sonmez, Apostolopoulos, & Tarlow, 1999), health (Richter, 2003), crime (Dimanche & Lepetic, 1999), and cultural & language difficulties (Basala & Klenosky, 2001). These risks are brought to the forefront for a long time owing to the threats not just posed on tourists, but also on the host countries and tourists' home countries. (Richter, 2003).

Terrorism is regarded as the most serious threat to international tourism (Norton, 1994), leading to a much heavier and a more negative influence than any other human-caused (e.g., crime, regional tensions, international conflicts) or natural (e.g., hurricanes, earthquakes, floods) catastrophe or disaster (Cavlek, 2002). War and political instability decreases the quantity of tourists directly as a well-known example is 11,500 tourists in 1989 cancel their trips to Beijing owing to the massacre in Tiananmen Square in China (Gartner & Shen, 1992). Health risks such as diseases related to AIDS, litter, garbage, deforestation, pesticide use, malaria, mosquitoes discourage travelers from some destinations (Richter, 2003). Crime, primarily manifest as robbery and stealing, causes a decline in some countries such as Brazil, Papua New Guinea, Republic of South Africa (Pizam, Tarlow, & Bloom, 1997). Cultural and language difficulties were represented as differences in cultures, religions and languages, though could be seen as a motivator of travelers' decisions, they are sometimes regarded as worries and troublesome.

Other types of risks, as listed in **Table1**, that are related to tourism include financial, psychological, satisfaction and time risks (Roehl & Fesenmaier, 1992).

Table1 Other types of risks

Type of risk	Definition
Financial	Possibility of wasting of money if the experience of traveler does not match the expectation.
Psychological	Possibility of a gap between travel experience and traveler's personality or self-image.
Satisfaction	Possibility of a gap between travel experience and personal satisfaction.
Time	Possibility of a wasting of time and unexpected delay during the travelling.
Physical	Possibility of get injured physically owing to the accidents.
Social	Possibility of the disapproving of the travel by social relations, results in a losing of social status.
Equipment	Possibility of an equipment organization problem occurring in the journey (transportation, accommodation, attractions).

Source: Sonmez and Graefe (1998); Basala and Klenosky (2001); Dimanche and Lepetic (1999).

2.2 Political instability, political turmoil and tourism

US Department of State defines terrorism as "...premeditated, politically motivated violence perpetrated against civilians and unarmed military personnel by subnational groups...usually intended to influence an audience" and international terrorism as "...involving citizens or the territory of more than one country". In the discussion of terrorism, tourists are always regarded as vulnerable ("soft") targets in indiscriminate attacks. A series of terrorists' attacks in 90s to U.S. and in latest five years from ISIS are solid evidences. These attacks hurt local tourism badly and require a long-period recovery. We could not deny that political instability is unrelated to terrorism. According to the paper of Cook in 1994, political instability is a condition that the government of the country "has been toppled, or is controlled by factions in following a coup, or basic functional pre-requisites for social order control and maintenance are unstable and periodically disrupted. Well known examples in recent 30 years include 1989 student uprising in China and North Korea; racial, ethnic, religious conflicts in Burundi, Haiti, India, Pakistan, Rwanda, Somalia and South Africa; and the ongoing, what is the center of attention in worldwide, conflicts in the Middle East. Wieviorka in his 1994 paper argues that political crises would finally lead to terrorism since civil wars, ethnic cleansing and religious conflicts are always the results of political unrest, which finally, hamper those areas and "block" the international tourists.

Literatures explain that political instability and tourism share some characteristics such as involvement of citizens from different countries and the utilization of travel. Severe political

turmoil threatens tourists and curtail tourism flows until the negative impression fade. Moreover, as what is happening in Syria, persistent political strife tarnishes the country that last for thousands of years and put an end to its entire tourism. Countries may experience diverse conditions, but to some degree, tourism industry shares more drastic changes than others.

Furthermore, not all the studies agree that political instability and terrorism cannot be separated. Richter (1983) depicts the symbolic value of tourists, which says tourists are often targeted by terrorists because they are regarded as ambassadors as well as representatives of hostile or unsympathetic governments. And this judgment has fatally been verified till now. Involvement of tourists and citizens from other countries is not scarce since “terrorism against one’s own citizens may in fact go unmentioned by a media controlled by the hostile government” (Richter and Waugh 1983:328). Thus, terrorists secure their exposures and attention to mass media through killing and kidnapping while media gain in circulation and rating inverse. Example might need attention is the terrorists attack in Paris in the evening of 13 November 2015. However, political instability is not directly intended to target on neither tourists nor attraction of media, which obviously differentiate itself from the terrorism.

2.3 Background of countries

Understanding to what extent the political instability affects each country, a fundamental knowledge from geographic perspective is required.

2.3.1 Middle East and North Africa

Mansfeld (1996) identifies shifts in tourism from the less stable “inner ring” of the Middle East (e.g., Egypt, Israel, Jordan, Lebanon, and Syria) to the calmer “outer ring” (e.g., Cyprus, Greece, and Turkey) owing to Arab-Israeli conflicts in these countries. Mansfeld states that “a country that does not take an active part in conflict is not regarded by potential tourists as a threat” (1995, 1996:275). He supports his arguments by explaining that the outer ring gained visitors the inner ring lost as a result of the conflict in the region.

2.3.1.1 Turkey— “spillover effect” (tourism gains by neighbours of countries experiencing conflict).

The “generalization effect” might explain the reason why some tourists who tend to presume entire regions to be risky since the threat in only one country is perceived (Enders, Sadler and Parise 1992). The result indicates a deterrence of tourism in totally safe destinations when their

neighbors going through instabilities like terrorism. This was observed by a significant decline in overall European travel, which results from terrorism in a few countries whose neighbors were going through political turmoil. For example, recent attacks in Nice, Paris, Brussel and the Mediterranean region registered serious decrease in tourism during the 1991 Gulf War in Iraq (other examples are discussed later).

Before writing the thesis, Turkey was seen as a popular destination between Europe and the Middle East with a fame of safety and security. However, nothing lasts as we wish and Turkey has entered a period of high tension under heavy influences of turmoil and war from neighbors. Several attacks occurred in Istanbul, Ankara and Gaziantep hurt local tourism badly.

2.3.1.2 Iran

Iran is a country in Western Asia, which is described as ”.....If travel is most rewarding when it surprises, then Iran might just be the most rewarding destination on Earth.” However, people need a careful thought before coming to the Islamic Republic, since rewarding is accompanied by adventurous elements and Iran is a country whose politics and religion are impossible to escape. That means a few more than some pre-departure questions about their sanity would be asked and it is not always that easy to get a visa. And particularly for Americans, who must be accompanied, rewarding but sometimes sobering. However, a journey in Iran is able to change the way of seeing this part of the world. At in this moment, is it possible that political instability affects travelers not just negatively?

2.3.2 East Asia— North Korea and South Korea

North Korea is a country in East Asia, the death of Kim Jong-il in late 2011 has seen the highly repressive police state back in the headlines as nervous governments around the world watch his son Kim Jong-un take over the reins of a nuclear-armed state with an enormous army.

Although the nature of each country differs significantly, the government is aware of that tourism could be utilized as a political tool. Observations and studies of Richter on the conditions in the Tibet and Gambia, for example, is an evidence that tourism is an extremely powerful political tool if used proper. With such strategies, tourism is effectively used to repair the country’s political image. North Korea is perceived to apply corresponding strategies since it realizes that the positive image of country weight more than tourism revenue, since Philippine government receives goodwill as a result of using tourism development as an instrument of foreign and domestic policy.

Another intention of using the tool in North Korea is inspired by Tibet. Tibet's fledgling tourism industry suffered a serious blow with the nationalist unrest, which is oriented from the declaration of martial law in March 1989. However according to the description of Schwartz, the most noteworthy effect was the establish of a secret network of tourists who gathered information on human rights problems in order to carry the Tibetans' message to the rest of the world. The entry as well as interview of Journalists were not permitted, thus, the population who are able to witness, photograph and collect the information on the demonstrations in which civilians were shot and killed by police are particularly priceless.

Similarly, North Korea is experiencing a rather long condition, which results in a secret impression in foreigner's mind. Most people do not even know that it is possible to travel here, and indeed the compromises required to do so are significant. Travelers would be accompanied by two government minders at all times and only hear a one-sided account of history, any other books about the country and its politics or history should be left at home, cameras and smartphone are also forbidden. Those who cannot accept this might be better off staying away- but those who can will have a fascinating trip into an unsettling world. Thus the safety is questioned under such a severe monitoring.

Nearly no one could deny that peace, calm and safety in destinations are prerequisite to attract tourists. However, the innovation in North Korea tourism development retains a fast growing attention of tourists, unlike Teye states in 1988 that a country's prospects of developing a strong tourism industry remain dismal in the absence of political stability. Moreover, Scott underlined his opinions on the potential damage for long-term political instability: “. . . whereas a natural disaster creates havoc and passes, a political crisis may last for days, months, or even years”, totally destroying the fragile concept of image for a developing tourism industry (1988:58). And inversely, North Korea totally builds its unique concept of image during this period, let alone the travelers' security can be ensured if they follow the rules.

2.3.3 South America— Venezuela and Brazil

And Venezuela, the representative of South America political unstable countries in the paper, is known for high homicides and violent crimes. The root cause of such a situation is political instability as well as a poor functioning of government. Similar to Iran, Venezuela is facing the fights among diverse political groups, but the countries next to Venezuela are way better and more peaceful.

2.4. Behavioural Psychology

2.4.1 Academic researches on behavioural psychology

The war, which is the horrible conditions happened before gives special meanings and memories to places and events that link warfare to tourism. Examples include battlefields (e.g., Civil War, WWII); cemeteries (e.g., Arlington); memorials/ monuments for soldiers (e.g., Vietnam Memorial); flames for the fallen, museums for medals, historical re-enactments and military museums.

Literatures shows whether a country is experiencing war, political unrest, terrorism, or heavy crime, its tourism industry is bound to pay a heavy toll regardless of the abundance of scenic or cultural attractions. Even normally safe destinations can suffer when security is threatened (Richter 1980).

Then, literatures on the cultural differences could be applied, tourists will have react diversely to risks because of various culture backgrounds. Cross-cultural studies of risk perception have demonstrated that differences not only exist in ranking risks but also appear in the magnitude and source of perceived situations (Goszczyńska, Tyszka and Slavic 1991; Mechitov and Rebrik 1990; Tiegen, Brun and Slavic 1988). Perhaps a destination's social, cultural and environmental characteristics are stronger determinants of how tourism is affected than the type of political conflict (i.e., military coup, armed rebellion and regional war).

From the discussions above, I can find the associations between behavioral psychology and political instability travel start emerging. What drives people to pursue known risks and dangers? What element under the risks attracts people? At what cost people are willing to change their mind? What are the feelings of people before and after experiencing the risks and instabilities?

However, current literatures emphasize a unilaterally negative relation without exception. They research into the travel risks, the decision processes, the current political situations and the negative sides that worrying occasions affect tourists. Few researchers notice the possibilities that there might be a positive impact that political instabilities have on the tourists. Therefore, the purpose of the thesis is to examine whether the political instabilities would have a at least non-negative effects on tourists' decisions.

2.4.2 Disaster travel and extreme sports

As Richter comes up in her 1983 paper that travel styles illustrate the ideological values, class behavior, political culture of tourists and their countries, tourists show particular interest in risky and adventurous experiences might also share similar logical pattern with the one who enjoy disaster travel and extreme sports. The time that statistics results demonstrate that risks alter tourism demand patterns not only implies the inverse correlation.

Tourist type can affect the decision process, which is more restricted to their destinations and working arrangement. To clarify, the crisis is defined as events that cause negative publicity and the time after a disaster occurrence which lasts until full recovery is achieved and pre-disaster conditions resume; while a disaster is defined as an event that suddenly results in loss of lives, human suffering, public and private property damage, economic and social disruption” (Sonmez, Backman and Allen 1994:2.1). To extend it, a tourism crisis is any events which pose threats on the tourism industry related business and consequently damage the overall reputation of destinations regarding the perspective of safety, attractiveness and comfort by negatively affecting visitors’ perceptions, further, lead to a downside trend to the local travel as well as tourism business and interrupt the development of its operation continuity by a reduction of traveler arrivals and expenditures. (Sonmez, Backman and Allen 1994:2.2). No matter natural or human-caused, I can infer that crisis conditions that threaten tourists always begin with short-lived disasters. Therefore, if the impression on safety of one destination is significantly damaged, a disaster or repeated incidents could cause a crisis situation (i.e., Egypt, Peru, and Spain) (Wahab 1996). To recover and reconstruct the positive reputation, the destination must manage the crisis and initiate marketing endeavors. Though both terrorism and natural disaster that trigger the tourism crises are seemingly similar, managing recommendations on tourism crises follows the same order. Not only a task force organization but also a crisis management framework is suggested to guarantee discipline and dedication until achieving full recovery. Besides what mentioned above, organizing press conferences, developing a close cooperation with mass media and developing press kits for media distribution is recommended. (Sonmez, Backman and Allen 1994). These advises, in a word, direct crisis managers into recovery marketing, the motivation of which is to rescue the damaged reputation of the destination. The similarities of the researches on the disaster travel and the extreme sports are they all dangerous and are conducted at the risk of traveler’s safety. And the similarities, together with the tourism attraction theory are firm foundations of the conclusions.

2.5 Other factors

2.5.1 culture differences

A final point is that the tourist's reaction to instability involves cultural diversification-oriented mentality in evaluation processes. What's more, cross-cultural studies of risk perception have demonstrated that differences not only in evaluating risks but also in estimating magnitude and source of perceived situations (Goszczyńska, Tyszka and Slavic 1991; Mechitov and Rebrik 1990; Tiegen, Brun and Slavic 1988).

2.5.2 Influences of mass media

As the pervasive nature of print and mass media leads, some people believe that reports would immediately be informed and risks in tourism could be deterred in a short period in affected areas. To the contrary, related research indicates that tourists' reaction to terrorism is delayed.

International tourism is an expensive purchase and tourists may be reluctant as well as unable to immediately alter their decision after the occurring of the risk. In fact, it is generally believed among them that even the immediate probability of other incidents at the same destination is slim. Another possible explanation might be that continuing media coverage after terrorism occurs might exert a strong influence on travel flows.

2.6 New Tourist Type

Political instability travellers are the major group of people the paper pays attention, which is inspired and motivated by another literature on "conflict or war tourists" by Pitts (1996). They were detected in San Cristobal after interviewing tourism constitutes regarding the effects of the 1994-armed rebellion against the Mexican government. The so called "conflict or war tourists" were excited in becoming a part of the action and in seeing what was happening themselves. They also transformed Chiapas from an ethnic tourism product to one offering the experience of conflict and "thrill of political violence" (1996:224). Another sort of travellers appeared in the form of journalists, researchers, and human rights activists.

Therefore, the social, cultural and environmental characteristics of the destinations probably are stronger determinants of how tourism is affected than the type of political conflict (i.e., military coup, armed rebellion and regional war). Thus, different challenges in overcoming negative imaged are faced by different destinations.

Furthermore, the relation between multidimensionality of the war and tourism becomes clear only after careful analysis. The breadth of it is communicated by Diller and Scofidio as:

Tourism and war appear to be polar extremes of cultural activity-the paradigm of international accord at one end and discord at the other. The two practices, however, often intersect: tourism of war, war on tourism, tourism as war, war targeting tourism, tourism under war, war as tourism are but a few of their interesting couplings (quoted in Smith 1996:249).

The discussion can be interpreted from three perspectives. Firstly, war is a negative impact on tourism industry and drives tourist flows to safer regions (Bar-On 1996; Hall and O'Sullivan 1996; Mansfeld 1995, 1996; MihaliE 1996; Richter 1980; Teye 1986, 1988). Secondly, wartourism relation involves the creation of a new kind of tourist who is attracted by the conflict (tourism of war) (MihaliE 1996; Pitts 1996;Wahab 1995). For example, some tourists wanted to see the results or consequences of the war in Croatia and Bosnia (Mihalic 1996;Wahab 1995) while others wanted to witness armed rebellion in Mexico(Pitts 1996). Wahab (1995:90) demonstrate these "war spotters" as risk takers in search of excitement. Other types drawn to a warring region include members of the media, human rights activists, and refugees (war tourists) (Pitts 1996).

3 Hypotheses development

Hypothesis 1

As mentioned in the previous chapters, the main objective of the thesis is to test if the political instability could affect travelers' decisions not only negatively. Therefore, in order to directly estimate the relation, PROB—the dependent variable displays the probabilities that the traveler decide to travel the destinations, and H_{1A} is the major hypothesis. Moreover, according to literatures on behavioral psychology, Hypothesis H_{1B} and Hypothesis H_{1C} are dedicated to test the explanatory powers of factor “Excitement” and factor “Unusualness” as well as to what degree the independent variable “Political Instability”, which is used as a control variable as well, would have an effect on each factor. Thus, the first hypothesis and its sub-hypothesis would be:

H_{1A} : Political instability decreases the probabilities of travelling, the larger the dangers it brings, the less safety and comfort that travellers experience, thus the fewer probabilities the travellers will go.

H_{1B} : A travelling goal of looking for excitement reduces the negative effects that political instability has on probability of travelling.

H_{1C} : A travelling goal of looking for unusualness reduces the negative effects that political instability has on probabilities of travelling.

Hypothesis 2

Owing to the condition that the decision making progress could be influenced directly by respondent's background and his or her previous experiences in the destinations, for example, the one who have travelled the place before or have experiences in more countries might make a different decision with the one who does not. The second hypothesis is developed to investigate this relation in detail.

H_{2A} : The older the traveller is, the more negative impacts the political instability will have on his or her travelling decisions.

Secondly, males and females could have different insights and expectations on political instability since genders might correlate closely with personalities, as some travellers are more adventurous while others are more prudent regarding decision making.

H_{2B1}: Males demonstrate more optimistic attitudes towards political instability travelling.

H_{2B2}: Females demonstrate more pessimistic attitudes on political instability travelling.

H_{2C1}: The more countries the travellers have visited, the greater probabilities the travellers are willing to experience countries with political instability.

Traveler perceived knowledge of destination is also under the consideration of structure designing. Travelers who have been to the destinations would obviously be more familiar with the actuals. Consequently, dummy variable “Familiarity” is introduced into hypothesis. Finally, the information obtained from the mass media, lectures, friends and so on cannot be overlooked, which is defined as the variable “Acknowledgement”.

H_{2C2}: The higher degree the travellers familiar with the country, the greater probabilities the travellers are willing to experience the political unstable destinations.

Hypothesis 3

Since political instability has its unique characteristics, different countries might be influenced to various levels and behaves in diverse forms as a result. Some countries, for instance, though under the condition of political instability, the safety of tourists could be ensured; other destinations that fascinating and attractive, perhaps cause travelers’ hesitation because of potential threats to their lives. Political instability does not necessarily mean unsafety, thus, in order to classify the conditions clearly, the third hypothesis are made as follows.

H_{3A}: Travellers prefer the political unstable countries that will not threat their lives, however, the conditions that their physical freedom will be limited is accepted if the political instability is originated from the cultures and local policies. What’s more, they might be willing to experience this kind of restriction sometimes.

H_{3B}: Travellers have greater probabilities to visit politically unstable countries if a new government would come to power.

Hypothesis 4

It is a common phenomenon that who always show up in the unstable countries are people with special purposes, such as journalists, employees and so on. Broadening the target groups in this study to a wider scope, travelers with special goals are another group that worth paying attention. In other words, destinations that have distinctive features would lead to a higher traveler's purposefulness and result in a large probabilities of travelling.

H_{4A}: Travellers with strong and specific purposes (journalists, religious believers, scholars and employees) in political unstable countries will ignore potential dangers and are willing to risk their lives. In other words, destinations with distinctive characteristics attract travellers who have a higher degree of purposefulness more.

Previous literatures demonstrated a similar behavioural pattern among people who pursue excitement and adventurous experiences, thus travelers who have experienced extreme sports and who show more interests in disaster travelling are expected to react more positively to political instability.

H_{4B}: Travellers who have experienced extreme sports have higher travelling probabilities.

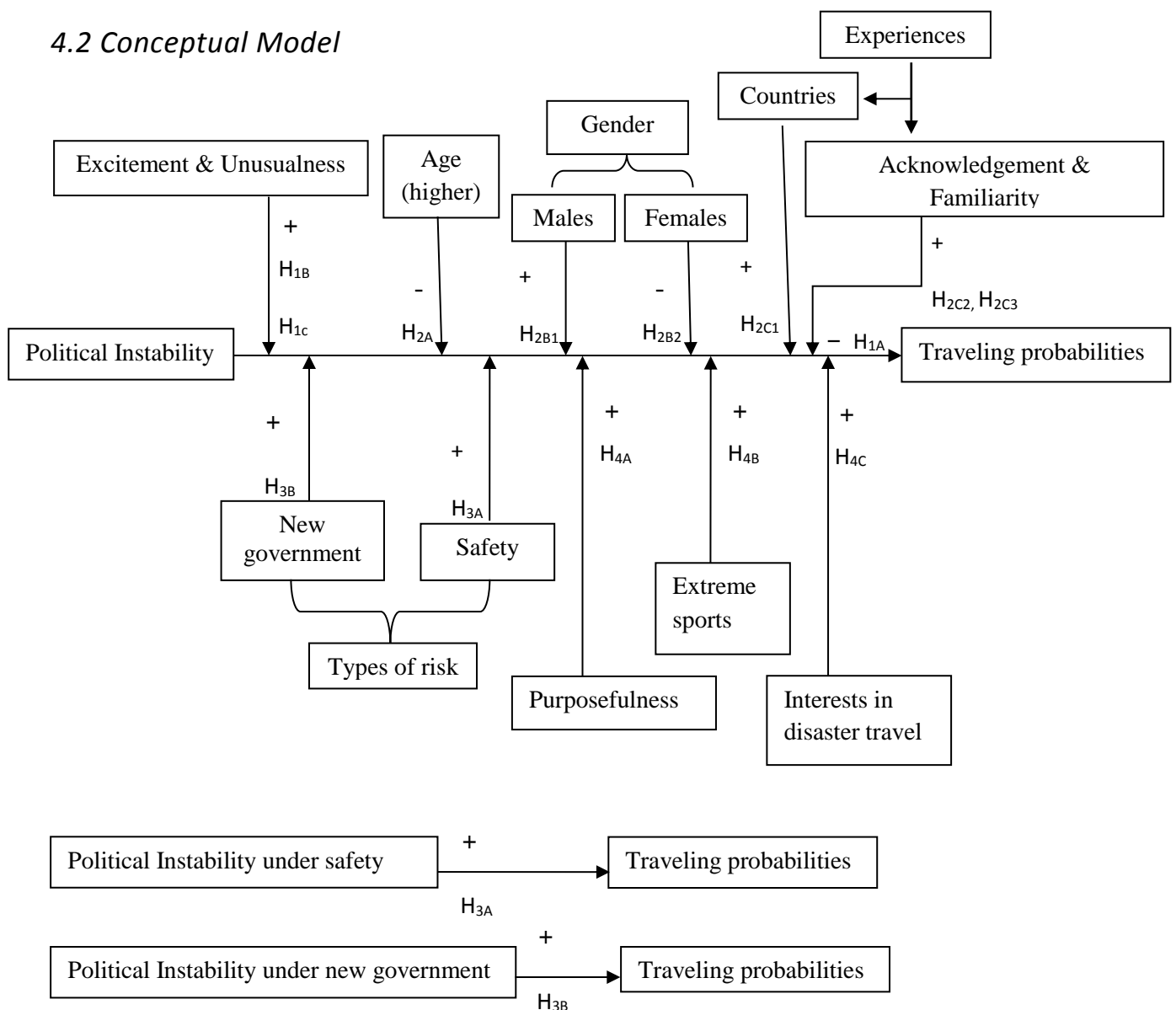
H_{4C}: Travellers that show more interest in disaster travel have higher travelling probabilities.

4 Methodology

4.1 Research Design

The methodology of study consists of two parts. The first component is questionnaires and the other is interviews with respondents who have experiences in countries the study focuses on. The questionnaire is distributed to respondents who at least traveled once no matter his/her nationality, cultural background, age, gender, education or other characteristics. The extent of diversified respondent constitutions would not weaken the explanation power of the conclusion, instead, is a firm base of convincing.

4.2 Conceptual Model



4.3 Questionnaire Design

Questionnaire is a primary instrument for collecting data in the study and therefore composed of questions regarding all the hypotheses. There are three parts—background of respondents, evaluation of six countries and comparisons as well as relations with other academic grounds.

In the first constitution, respondent is asked to give his or her age, gender, travel frequency, travel partner, travel purpose and so on. And in the following part, questions tailored for six countries are preceded by corresponding brief introductions. After refreshing and recalling the memories of the country, the respondent would be asked to what degree he or she understands the country, the experiences related to the country and what is the probability as well as the motivations he or she would like to travel the country. One difference in designing between politically stable country and politically unstable country is that two more questions are addressed for politically unstable country. The study is curious about the probability of travelling if the personal safety could be definitely secured or a new government would come to power, since political instability does not necessarily mean personal unsafety. The additional questions are also of help in distinguishing the purposes of travelling, as a critical argument in this study is whether the respondents expect to travel the destinations as to seek for the political instability or not. Therefore, if there are positive differences between the probability of previous and new government ($\Delta \text{PROB_GOV}$), and even between personal unsafety and personal safety ($\Delta \text{PROB_SAFETY}$), the motivations that respondents are seeking for political instability in purpose could possibly be verified from another aspect.

In the final part, to deepen and broaden the study, the respondents are asked if their decisions of travelling are affected by other factors, after all, “would like to do” does not always equal to “will do”. Additionally, behavioral psychology is taken into account since literatures indicate extreme sports are a kind of behavior of looking for excitement. Finally, a question in regard to interests in disaster travel are put forward, not only from a view of behavioral psychology, but as an extension to travel industry.

4.4 Variable Definition

According to ISO 3166-1 alpha-3 codes, which is the International Organization for Standardization (ISO), the country code is defined. And further in the study, the three regions

are respectively represented by one stable country as well as another unstable country, as indicated in **Table 2**.

Table 2-Countries and represented areas

Area code	Area	Country Code	Country
EA	East Asia	PRK	North Korea
		KOR	South Korea
MENA	Middle East and North Africa	IRN	Iran
		TUR	Turkey
SA	South America	VEN	Venezuela
		BRA	Brazil

All the variables are defined as follows in **Table 3**:

Table 3-Dependent and independent variables

Attribute	Variable	Definition	
Dependent variable	PROBABILITY (PROB)	The probabilities that travelers would like to make the decisions of travelling	
	GPI	The degree of instability that estimated by Global Peace Index organization	
	PERCEIVED INSTABILITY (PI_PERCEIVED)	The degree of instability that estimated by respondents themselves	
	STABLE/STABBLE_X	Dummy variables, equal 1 if the area/country is politically stable	
	UNSTABLE/UNSTABLE_X	Dummy variables, equal 1 if the area/country is politically unstable	
	RELIGION/RELIGION_X	Dummy variables, equal 1 if the area/country is a religion state	
	SECULAR/SECULAR_X	Dummy variables, equal 1 if the area/country is a secular state	
	EXCITEMENT (EXC)	Dummy variable, equals 1 if the travelling goal is looking for excitement	
	UNUSUALNESS (UN)	Dummy variable, equals 1 if the travelling goal is looking for usualness	
	AGE (AGE)	The age of respondent	
	MALE	Dummy variable, equals 1 if the respondent is male, 0 if is female	
	Independent variables	EXPERIENCE (EXP)	The number of countries (home country included) the respondent has visited
		ACKNOWLEDGEMENT (KNOW)	The degree that the respondent knows about the country
		FAMILIARITY (FAMI)	Dummy variable, equals 1 if the respondent has visited that country
PROB_SAFETY		The probabilities that travelers would like to travel the destinations if their safety could be secured	
Δ PROB_SAFETY (DELTAS)		The differences between PROB_SAFETY and PROB	
PROB_GOV		The probabilities that travelers would like to travel the destinations if a new stable government come to power	
Δ PROB_GOV (DELTA GOV)		The differences between PROB_GOV and PROB	
PURPOSEFULNESS (PURP)		Dummy variable, equals 1 if the respondent travels corresponding country with special purpose (journalists, religious believers, scholars and employees)	
EXTREME (EXTR)		Dummy variable, equals 1 if the respondent has experienced extreme sports before	
DISASTER		Dummy variable, equals 1 if the respondent has interest in disaster travel	

To clarify the ambiguous perceptions, some points worth noting for the definition of variables. Firstly, South Korea, Brazil and Venezuela are classified as Secular Country, North Korea, Iran and Turkey are defined as Religion Country. Secondly, though Turkey is Secular Country literally, religion dominates its culture and education nearly everywhere. Therefore, categorizing Turkey as Religion Country might be more accurate. Moreover, in some countries, there is a political ideology sponsored by the government that may be called political religion. And North Korean government has promulgated Juche as a political alternative to traditional religion. The doctrine advocates a strong nationalist propaganda basis and is fundamentally opposed to Christianity and Buddhism, the two largest religions on the Korean peninsula. Juche theoreticians have, however, incorporated religious ideas into the state ideology. According to government figures, Juche is the largest political religion in North Korea. The public practice of all other religions is overseen and subject to heavy surveillance by the state (Gentile 2004). Thus this study classifies North Korea as a Religion Country.

However, religion is not the focus of this study after all and the thesis would discuss it merely literally under such a consideration. Nonetheless, the impact of religion is more than complicated: the types of religion, to what percent of believers in each country (in this study, a population of 64.5% in PRK, 29.3% in KOR, 98% in IRN, 99.8% in TUR, 98% in VEN and 89% in BRA) and the degree of violation of religion to cultures as well as economics worth further studies.

To be consistent with the hypotheses raised above, the study design shall be divided into several parts as follows;

Hypothesis 1

An overall framework, which reflects the traveler responses to the attributes of destinations, would be constructed in the first section of study design, as described in Hypothesis 1A. Three comparisons concerning different country/area categories are listed under 1A to provide a multi-perspective observation. Inferring as the main motivation to participate in travel instability travelling, “Excitement” and “Unusualness” are assigned to 1B and 1C respectively. And no comparisons would be added to other hypotheses in order to avoid the ambiguity as well as a lack of convincingness because fewer respondents would exist in more detailed categorizations.

Hypothesis 1A

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \varepsilon \quad (1)$$

COMPARISON 1-STABLE/UNSTABLE

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 UNSTABLE + \varepsilon \quad (2)$$

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 UNSTABLE_PRK + \beta_3 UNSTABLE_IRN + \beta_4 UNSTABLE_VEN + \varepsilon \quad (3)$$

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 STABLE_KOR + \beta_3 STABLE_TUR + \beta_4 STABLE_BRA + \varepsilon \quad (4)$$

COMPARISON 2-SECULAR/RELIGION

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 RELIGION + \varepsilon \quad (5)$$

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 RELIGION_PRK + \beta_3 RELIGION_IRN + \beta_4 RELIGION_TUR + \varepsilon \quad (6)$$

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 SECULAR_KOR + \beta_3 SECULAR_VEN + \beta_4 SECULAR_BRA + \varepsilon \quad (7)$$

COMPARISON 3-EA/MENA/SA

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 MENA + \beta_3 SA + \varepsilon \quad (8)$$

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 EA_KOR + \beta_3 MENA_IRN + \beta_4 MENA_TUR + \beta_5 SA_VEN + \beta_6 SA_BRA + \varepsilon \quad (9)$$

Hypothesis 1B

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 EXCITEMENT + \beta_3 EXCITEMENT \cdot GPI + \beta_4 EXCITEMENT \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (10)$$

Hypothesis 1C

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 UNUSUALNESS + \beta_3 UNUSUALNESS \cdot GPI + \beta_4 UNUSUALNESS \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (11)$$

Hypothesis 2

Study design in this section primarily considers the background of travelers and is curious about the degree of influence that responds to the travelers themselves. Therefore, the investigations in “Background” part is divided into innate condition investigation-age and gender, as well as acquired behavior inspection-learned knowledge and formed familiarity.

Hypothesis 2A

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2AGE + \beta_3AGE \cdot GPI + \beta_4AGE \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (12)$$

Hypothesis 2B

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2MALE + \beta_3MALE \cdot GPI + \beta_4MALE \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (13)$$

Hypothesis 2C1

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2EXPERIENCE + \beta_3EXPERIENCE \cdot GPI + \beta_4EXPERIENCE \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (14)$$

Hypothesis 2C2

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2ACKNOWLEDGEMENT + \beta_3ACKNOWLEDGEMENT \cdot GPI + \beta_4ACKNOWLEDGEMENT \cdot PERCEIVED\ INSTABILITY + \beta_5FAMILIARITY + \beta_6FAMILIARITY \cdot GPI + \beta_7FAMILIARITY \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (15)$$

Hypothesis 3

Besides exploring the relationship between travelling probabilities and destinations or traveler himself/herself, the study design considers the critical factors that alter the decisions directly. What changes the decision of going to a political unstable place? Hypothesis 3A examines the safety factor and 3B evaluate the current government. However, 3A and 3B would use the probabilities after traveler feeling relieved in safety or government, which in turn will be compared to Hypothesis 1A. Additionally, the study would also perform Wilcoxon Signed Ranks Tests specifically for dependent variable *PROB_SAFETY* in Hypothesis 3A and

dependent variable *PROB_GOV* in Hypothesis 3B respectively, to examine that if personal safety security or new stable government would result in a positive impact to traveler's decision.

Hypothesis 3A

$$PROB_SAFETY = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \varepsilon \quad (16)$$

Hypothesis 3B

$$PROB_GOV = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \varepsilon \quad (17)$$

Hypothesis 4

Finally, Hypothesis 4A tests the traveler's purposefulness and two possible dimensions under traveler's behavioral psychology pattern.

Hypothesis 4A

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2PURPOSEFULNESS + \beta_3PURPOSEFULNESS \cdot GPI + \beta_4PURPOSEFULNESS \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (18)$$

Hypothesis 4B

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2EXTREME + \beta_3EXTREME \cdot GPI + \beta_4EXTREME \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (19)$$

Hypothesis 4C

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2DISASTER + \beta_3DISASTER \cdot GPI + \beta_4DISASTER \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (20)$$

What's more, several interviews would conduct before and after distributing questionnaires in order to design questions more appealing, interpreting the results more thoroughly and reaching a more convincing conclusion, since a real-world experience from who has already traveled politically unstable countries are particularly instructive to the further researches.

5 Data and Results

In this section the paper shall elucidate the data source and questions designing for each variable utilized. Furthermore, the independent variable and/or control variable under consideration and the reason for their inclusion, shall be explicated in the following sections. Finally, the output of the data analysis is going to be discussed.

5.1 Data Sources

The study of this paper is primarily concerned with feedbacks of questionnaires (see Appendix1). In order to obtain relative robust results and to be able to demonstrate the applicability of the conclusions more broadly, the distributions of age, gender and background are carefully considered, target groups participated in the questionnaire are taken into account as well. A total of 154 questionnaires were administered, with 149 valid responses and a valid return rate of 96.75%. All the people come from the countries the study analyzed are excluded from the survey.

5.2 Descriptive analysis—Sample Characteristics

As shown in **Figure 1**, 73% respondents are under 30 years old, 17% respondents are within 31~40 years old, ages from 41 to 50 account 15% of population. Owing to 55 years old is the maximum age in the respondent groups, the last section of age group is 50~55, with a response rate of 5%.

Corresponding to age distribution, the allocation of gender within each classified group is counted as depicted in **Figure 2**, red bar denotes the number of female whilst the blue one is male.

The final one, which is shown in **Figure 3**, is the depict of respondent background. Instead of dividing groups according to the academic levels, this study concerns the current situations of respondents more. And it is obvious that students and employee occupies most of positions, partially echoes the age distribution.

Figure 1-Age distribution

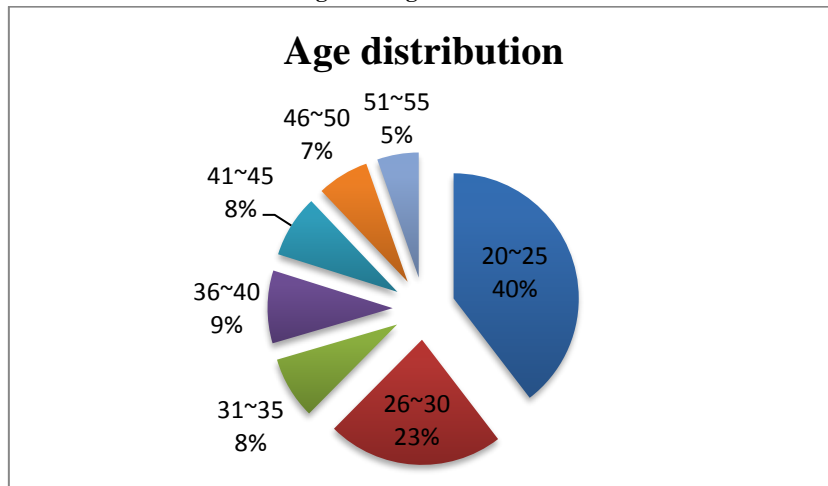


Figure 2-Gender distribution

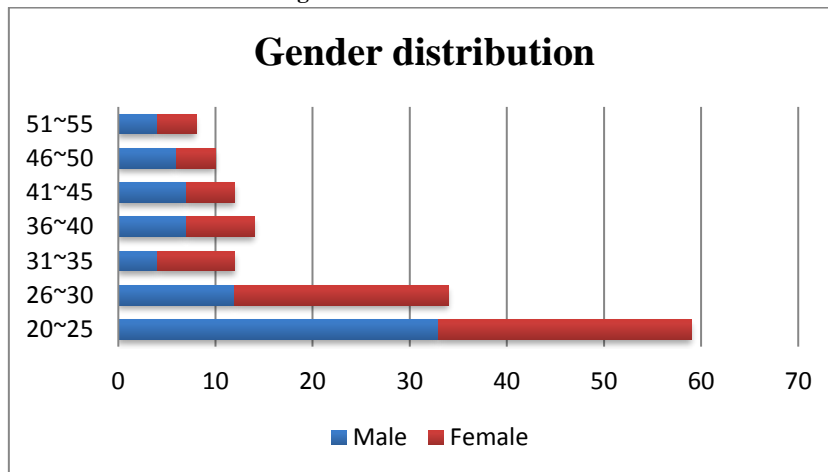
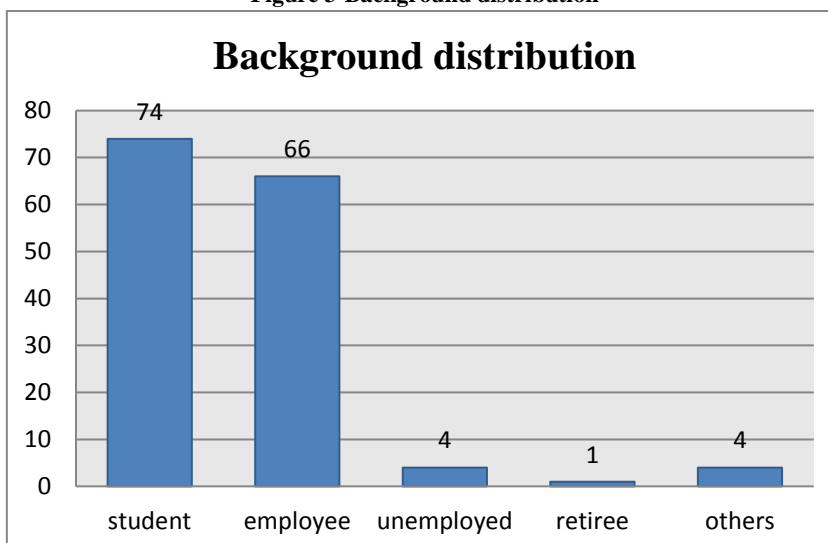


Figure 3-Background distribution



5.3 Results

In order to test the hypotheses and estimate the correlations between dependent variable and each independent variable, the study performed multiple linear regressions and Wilcoxon Signed Ranks Tests. The output and interpretations are shown as follows:

5.3.1 Hypothesis 1

5.3.1.1 Hypothesis 1A

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \varepsilon \quad (1)$$

Table 4-Descriptive Statistics

	Mean	Std. Deviation	N
PROB	36.07	35.503	894
PI_PERCEIVED	1.119799	1.3917710	894
GPI	2.833333	.8796983	894

Table 5-Correlations

		PROB	PI_PERCEIVED	GPI
Pearson Correlation	PROB	1.000	.200	-.383
	PI_PERCEIVED	.200	1.000	.000
	GPI	-.383	.000	1.000
Sig. (1-tailed)	PROB	.	.000	.000
	PI_PERCEIVED	.000	.	.500
	GPI	.000	.500	.
N	PROB	894	894	894
	PI_PERCEIVED	894	894	894
	GPI	894	894	894

Table 6-Model Summary^b

Model	Change Statistics									
	R	Adjusted R	Std. Error of	R Square	F	Sig. F		Durbin-		
dimension0	R	Square	Square	the Estimate	Change	Change	df1	df2	Change	Watson
1	.432 ^a	.186	.185	32.061	.186	102.037	2	891	.000	1.216

a. Predictors: (Constant), GPI, PI_PERCEIVED

b. Dependent Variable: PROB

Table 7-ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	209763.725	2	104881.863	102.037	.000 ^a
Residual	915843.975	891	1027.883		
Total	1125607.700	893			

Table 8-Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		Correlations		Collinearity Statistics			
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Tolerance	VIF	
(Constant)	74.104	3.720		19.923	.000	66.804	81.404					
PI_PERCEIVED	5.101	.771	.200	6.618	.000	3.589	6.614	.200	.216	.200	1.000	1.000
GPI	-15.440	1.220	-.383	-12.660	.000	-17.834	-13.046	-.383	-.390	-.383	1.000	1.000

a. Dependent Variable: PROB

Aggregating surveys towards six countries, descriptive statistics in **Table 4** shows respondents underestimate political instability in average compared to what official website did. Further under correlation analysis in **Table 5**, positive correlation appears between respondents perceived political instability and probabilities of traveling whilst negative correlation is between official website estimated one and probabilities. Since both correlations are significant, multiple linear regression is needed. Moreover, because the primary goal of this study is not finding the most fitting model, instead, is reaching conclusion according to comparisons on coefficients, R square would not be discussed anymore, though the model is indeed a good fit for the data according to the model summary and F-value as well as p-value in **Table 6** and **Table 7**.

Finally, and most importantly, **Table 8** depicts the output of multiple linear regression. One degree increases in respondents perceived political instability (more unstable) results in a 5.101% increase in the travelling probabilities. However, Global Peace Index displays an opposite correlation, which is one degree rises in GPI would lead to a decline of 15.440% in probabilities of travelling willingness. Official estimated one does decrease the probabilities, nevertheless, it seems that travellers evaluate political instability differently as well as positively and such differentiation works reversely on the decisions. What's more, GPI has a higher impact on travelling decisions than PI based on the standardized coefficients.

Besides the discussions on an overall level, firstly, the thesis also compares travelling probabilities among three stable countries, three unstable countries as well as between stable and unstable area as an integral. Therefore, country dummy variables are added to the regression

formula. Similarly, the differences among three secular states, three religion states as well as between secular area and religion area are estimated. In the end, concerning the diversities owing to the geographical location, probabilities between two East Asia countries, two Middle East & North Africa countries, two South America countries and among three areas as an integral are compared.

COMPARISON 1-STABLE/UNSTABLE

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 UNSTABLE + \varepsilon \quad (2)$$

Table 9-Descriptive Statistics

	Mean	Std. Deviation	N
PROB	36.07	35.503	894
GPI	2.833333	.8796983	894
PI_PERCEIVED	1.119799	1.3917710	894
UNSTABLE	.5000	.50028	894

Table 10-Correlations

		PROB	GPI	PI_PERCEIVED	UNSTABLE
Pearson Correlation	PROB	1.000	-.383	.200	-.465
	GPI	-.383	1.000	.000	.900
	PI_PERCEIVED	.200	.000	1.000	.000
	UNSTABLE	-.465	.900	.000	1.000
Sig. (1-tailed)	PROB	.	.000	.000	.000
	GPI	.000	.	.500	.000
	PI_PERCEIVED	.000	.500	.	.500
	UNSTABLE	.000	.000	.500	.

Table 11-Model Summary^b

Model	Change Statistics									
	R	Adjusted R	Std. Error of	R Square	F	Sig. F	Durbin-			
dimension	R	Square	Square	the Estimate	Change	Change	df1	df2	Change	Watson
0	.513 ^a	.263	.260	30.532	.263	105.824	3	890	.000	1.337

Table 12-ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	295948.779	3	98649.593	105.824	.000 ^a
Residual	829658.921	890	932.201		
Total	1125607.700	893			

Table 13-Coefficients^a

Model	Unstandardized		Standardized	t	Sig.	95.0% Confidence		Correlations			Collinearity	
	Coefficients					Interval for B		Zero			Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	order	Partial	Part	nce	VIF
1 (Constant)	31.178	5.699		5.471	.000	19.993	42.363					
GPI	7.677	2.670	.190	2.875	.004	2.436	12.917	-.383	.096	.083	.189	5.285
PI_PERCEIVED	5.101	.734	.200	6.949	.000	3.661	6.542	.200	.227	.200	1.000	1.000
UNSTABLE	-45.143	4.695	-.636	-9.615	.000	-54.358	-35.929	-.465	-.307	-.277	.189	5.285

a. Dependent Variable: PROB

As **Table 9**, **Table 10**, **Table 11** and **Table 12** denote, the correlation is significant and is eligible to perform multiple linear regression analysis. After considering countries as a whole, as shown in **Table 13**, unstable area appears to have the highest impact, largely than GPI as well as PI_PERCEIVED and a negative effect compared to the stable areas. The unstable area displays a 45.143% lower travelling probabilities than stable area. Additionally, the influence of variables GPI and PI_PERCEIVED in unstable area affect more positively than in stable area, that is, one-unit increase in the rating of GPI and PI_PERCEIVED brings 7.677% and 5.101% more probabilities in unstable area. In this case a conjecture rises in this study—does the result imply that more interests come from more severe political condition if one has decided to travel unstable areas? Or it depends on the specific countries?

$$\begin{aligned}
 PROB = & \alpha + \beta_0 GPI + \beta_1 PERCEIVED INSTABILITY + \beta_2 UNSTABLE_PRK + \beta_3 UNSTABLE_IRN \\
 & + \beta_4 UNSTABLE_VEN + \varepsilon
 \end{aligned}
 \tag{3}$$

Table 14-Coefficients^a

Model	Unstandardized		Standardized	t	Sig.	95.0% Confidence		Correlations			Collinearity	
	Coefficients					Interval for B		Zero			Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	order	Partial	Part	Tolerance	VIF
1 (Constant)	28.055	6.623		4.236	.000	15.057	41.053					
GPI	9.206	3.140	.228	2.932	.003	3.044	15.369	-.383	.098	.084	.137	7.299
PI_PERCEIVED	5.101	.735	.200	6.945	.000	3.660	6.543	.200	.227	.200	1.000	1.000
UNSTABLE_PRK	-49.606	6.794	-.521	-7.301	.000	-62.941	-36.272	-.190	-.238	-.210	.163	6.141
UNSTABLE_IRN	-47.323	5.582	-.497	-8.478	.000	-58.278	-36.369	-.212	-.274	-.244	.241	4.144
UNSTABLE_VEN	-45.767	4.927	-.481	-9.289	.000	-55.437	-36.097	-.221	-.298	-.267	.310	3.229

a. Dependent Variable: PROB

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 STABLE_KOR + \beta_3 STABLE_TUR + \beta_4 STABLE_BRA + \varepsilon \quad (4)$$

Table 15-Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B			Correlations			Collinearity Statistics	
	Std. Error		Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
	B	Error										
(Constant)	.584	18.501		.032	.975	-35.727	36.894					
GPI	3.663	5.083	.091	.721	.471	-6.313	13.639	-.383	.024	.021	.052	19.151
PI_PERCEIVED	5.101	.734	.200	6.948	.000	3.660	6.542	.200	.227	.200	1.000	1.000
STABLE_KOR	36.552	8.751	.384	4.177	.000	19.378	53.726	.178	.139	.120	.098	10.197
STABLE_TUR	42.914	5.846	.451	7.340	.000	31.439	54.388	.287	.239	.211	.220	4.552
STABLE_BRA	36.900	11.181	.388	3.300	.001	14.956	58.845	.159	.110	.095	.060	16.649

a. Dependent Variable: PROB

From a perspective of comparisons in unstable countries, North Korea, Iran and Venezuela show a parallel degree of influence to the travelling probabilities and are all fluctuate around similar level, as it could be seen in **Table 14**. From a view of stable countries, as in **Table 15**, Turkey has the highest positive influence on the travelling probabilities, slightly more than South Korea and Brazil, both of which lead to the similar level of increment. A flagrant contrast displays in GPI, compared to changeless PI_PERCEIVED, is between stable countries and unstable countries, which might suggest that traveller perceived peace index occupies a more important position while making travelling decisions towards unstable countries. And while in stable countries, traveller does not show much diversifications in reaction to the different peace indecies.

COMPARISON 2-SECULAR/RELIGION

The second comparison would be discussed individually is between Secular State and Religion State. North Korea, Iran and Turkey belong to Religion State while South Korea, Venezuela and Brazil belong to Secular State.

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 RELIGION + \varepsilon \quad (5)$$

Table 16-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence					Collinearity		
	Coefficients		Coefficients		Interval for B		Correlations			Statistics		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	84.230	3.899		21.600	.000	76.577	91.884					
GPI	-22.380	1.546	-.555	-14.481	.000	-25.414	-19.347	-.383	-.437	-.426	.591	1.693
PI_PERCEIVED	5.101	.751	.200	6.795	.000	3.628	6.575	.200	.222	.200	1.000	1.000
RELIGION	19.075	2.718	.269	7.019	.000	13.741	24.409	-.086	.229	.207	.591	1.693

a. Dependent Variable: PROB

It is obvious, as **Table 16** shows, that coefficient of variable GPI decreases substantially as a result of adding the dummy variable Religion, which equals 1 if Religion Country is chosen and 0 otherwise. Consequently, independent variable GPI shows the largest impact and one-unit increase would lead to 22.380% less travelling probabilities. One surprising result is Religion Countries receive 19.075% more decision preferences than Secular Countries, which coincident partly with the Hypothesis 4A. However, Secular State does not imply that no religion exists in that country or the proportion of believers can be overlooked (KOR-29.3%, VEN-98%, BRA-89%). One possible explanation is that theocracy provides traveller a psychological hint of steady status in that country of a specific attraction originated from religious cultures.

$$\begin{aligned}
 PROB = & \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 RELIGION_PRK + \beta_3 RELIGION_IRN \\
 & + \beta_4 RELIGION_TUR + \varepsilon
 \end{aligned}
 \tag{6}$$

Table 17-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence					Collinearity		
	Coefficients		Coefficients		Interval for B		Correlations			Statistics		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	74.682	4.626		16.143	.000	65.602	83.762					
GPI	-18.175	1.900	-.450	-9.567	.000	-21.904	-14.447	-.383	-.306	-.277	.378	2.646
PI_PERCEIVED	5.101	.738	.200	6.911	.000	3.653	6.550	.200	.226	.200	1.000	1.000
RELIGION_PRK	13.294	4.385	.140	3.032	.002	4.689	21.900	-.190	.101	.088	.395	2.533
RELIGION_IRN	3.597	3.802	.038	.946	.344	-3.864	11.059	-.212	.032	.027	.525	1.904
RELIGION_TUR	26.142	2.981	.275	8.769	.000	20.291	31.993	.287	.282	.254	.854	1.171

a. Dependent Variable: PROB

Considering separately, Turkey is the most welcomed Religion Country, since **Table 17** displays a 26.142% more probabilities if it is selected. Iran ranks the last though it locates the same area as Turkey does. North Korea shows an average attraction but still half of Turkey.

What explains the divergence perhaps the most appropriate is the degree of political instability, as GPI consistently has the greatest influence power.

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 SECULAR_KOR + \beta_3 SECULAR_VEN + \beta_4 SECULAR_BRA + \varepsilon \tag{7}$$

Table 18-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence				Collinearity			
	Coefficients		Coefficients		Interval for B		Correlations		Statistics			
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Tolerance	VIF	
1 (Constant)	128.661	8.805		14.612	.000	111.379	145.942					
GPI	-29.847	2.545	-.740	-11.726	.000	-34.842	-24.851	-.383	-.366	-.341	.213	4.699
PI_PERCEIVED	5.101	.742	.200	6.874	.000	3.645	6.558	.200	.225	.200	1.000	1.000
SECULAR_KOR	-24.505	4.599	-.257	-5.329	.000	-33.530	-15.479	.178	-.176	-.155	.363	2.756
SECULAR_BRA	-40.911	5.640	-.430	-7.254	.000	-51.981	-29.842	.159	-.237	-.211	.241	4.146
SECULAR_VEN	-17.008	2.928	-.179	-5.810	.000	-22.754	-11.263	-.221	-.191	-.169	.895	1.117

a. Dependent Variable: PROB

Table 18 provides another contrast among Secular Countries. Two points worth noticing. Firstly, compared to Religion Countries, GPI in Secular State appears to have a higher impact and one more rating would lead to a 11.672% less travelling probability. The other point is Venezuela is the most popular choice in Secular Country though it is more unstable than same-area Brazil, which is slightly different from the speculation above but is consistent with the primary hypothesis.

COMPARISON 3-East Asia/Middle East and North Africa/South America

The final comparison was held from a view of geographical locations. It cannot be denied that travelling preferences are affected by the distance of destination more or less. More critically, the study expects to explore if travellers exist endogenous discrepancies in attitudes towards different areas, since the reputation of one area is sometimes represented automatically by one country that is well-known for something. But rationally, it cannot be.

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 MENA + \beta_3 SA + \varepsilon \tag{8}$$

Table 19-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence					Collinearity		
	Coefficients		Coefficients		Interval for B		Correlations			Statistics		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	85.066	4.299		19.789	.000	76.629	93.503					
GPI	-18.399	1.269	-.456	-14.504	.000	-20.889	-15.910	-.383	-.437	-.428	.880	1.136
PI_PERCEIVED	5.101	.752	.200	6.782	.000	3.625	6.578	.200	.222	.200	1.000	1.000
MENA	5.178	2.566	.069	2.018	.044	.142	10.214	.059	.068	.060	.748	1.336
SA	-12.911	2.671	-.172	-4.833	.000	-18.154	-7.668	-.049	-.160	-.143	.690	1.448

$$\begin{aligned}
 PROB = & \alpha + \beta_0 GPI + \beta_1 PERCEIVED INSTABILITY + \beta_2 EA_KOR + \beta_3 MENA_IRN \\
 & + \beta_4 MENA_TUR + \beta_5 SA_VEN + \beta_6 SA_BRA + \varepsilon
 \end{aligned}
 \tag{9}$$

Table 20-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence					Collinearity		
	Coefficients		Coefficients		Interval for B		Correlations			Statistics		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	15.274	2.635		5.797	.000	10.103	20.445					
PI_PERCEIVED	5.101	.735	.200	6.945	.000	3.660	6.543	.200	.227	.200	1.000	1.000
EA_KOR	29.188	3.540	.307	8.246	.000	22.241	36.135	.178	.267	.237	.600	1.667
MENA_IRN	-1.745	3.540	-.018	-.493	.622	-8.692	5.202	-.212	-.017	-.014	.600	1.667
MENA_TUR	37.839	3.540	.397	10.690	.000	30.892	44.786	.287	.338	.308	.600	1.667
SA_VEN	-2.490	3.540	-.026	-.703	.482	-9.437	4.457	-.221	-.024	-.020	.600	1.667
SA_BRA	27.705	3.540	.291	7.827	.000	20.758	34.652	.159	.254	.225	.600	1.667

Table 21-Excluded Variables^b

Model	Collinearity Statistics						
	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
1 GPI	. ^a000	.	.000

a. Predictors in the Model: (Constant), SA_BRA, PI_PERCEIVED, SA_VEN, NENA_TUR, AS_KOR, MENA_IRN

As **Table 19** depicts, as an integral, South America undertakes the worst impression, East Asia (benchmark) follows, Middle East and North Africa plays the best. Extending it to the country level, as shown in **Table 20**, Turkey hold the best interests, South Korea and Brazil are the second place, North Korea is the benchmark, Iran and Venezuela yield negative decision probabilities. The output eliminates variable GPI, as indicated in **Table 21** probably because it

is hard to estimate both effect of GPI and country dummies at the same time since they are nearly confounded with each other.

5.3.1.2 Hypothesis 1B

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2EXCITEMENT + \beta_3EXCITEMENT \cdot GPI + \beta_4EXCITEMENT \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (10)$$

$$EXCPI: EXCITEMENT * PI$$

$$EXCGPI: EXCITEMENT * GPI$$

Table 22-Coefficients^a

Model	Unstandardized		Standardized			95.0% Confidence		Collinearity	
	Coefficients		Coefficients			Interval for B		Statistics	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	77.345	4.843		15.971	.000	67.840	86.850		
GPI	-17.467	1.596	-.433	-10.947	.000	-20.599	-14.336	.570	1.754
PI_PERCEIVED	4.718	.913	.185	5.168	.000	2.927	6.510	.696	1.437
EXC	-4.202	5.959	-.083	-.705	.481	-15.898	7.493	.064	15.688
EXCGPI	3.968	2.006	.244	1.978	.048	.031	7.905	.058	17.124
EXCPI	-.333	1.021	-.015	-.326	.744	-2.337	1.671	.400	2.499

a. Dependent Variable: PROB

Expanding to primary hypothesis, Hypothesis 1B introduces one moderator variable as well as a dummy variable-EXC and tests how it would affect the direction and/or strength of the relation between GPI or PI_PERCEIVED and PROB. As **Table 22** denotes, Excitement alters the relation directions of both predictor variables. The coefficient change from a negative value of -17.467 to a positive value of 3.968 indicates the effect of GPI on PROB increase as EXC goes from 0 to 1. Interpreting it empirically, the travelling probability that depends on the Global Peace Index increases 21.435% as travellers feel exciting for the destination. But the reverse effect occurs to the PI_PERCEIVED reveals the travelling probability decreases 4.505% when a travelling motivation is excitement. The seemingly contradictory phenomena could possibly result from, on the one hand, the different criteria of political instability estimation of GPI and PI_PERCEIVED; on the other hand, the limited sample size. And after all, GPI weighted the greatest in the relations.

5.3.1.3 Hypothesis 1C

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2UNUSUALNESS + \beta_3UNUSUALNESS \cdot GPI + \beta_4UNUSUALNESS \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (11)$$

$$UNPI: UNUSUALNESS * PI$$

$$UNGPI: UNUSUALNESS * GPI$$

Table 23-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence		Collinearity Statistics		
	Coefficients		Coefficients		Interval for B				
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	76.020	4.857		15.650	.000	66.487	85.553		
GPI	-18.420	1.688	-.456	-10.910	.000	-21.734	-15.107	.477	2.099
PI_PERCEIVED	1.800	1.107	.071	1.626	.104	-.373	3.973	.443	2.258
UN	14.113	7.390	.199	1.910	.057	-.392	28.617	.077	12.981
UNGPI	-.138	2.422	-.006	-.057	.954	-4.891	4.614	.067	14.918
UNPI	4.735	1.494	.160	3.170	.002	1.804	7.667	.326	3.066

a. Dependent Variable: PROB

Another moderator variable that is considered regarding the travelling objective is Unusualness, which is UN in **Table 23**. What is obviously different from variable EXC is, UN implies a particular positive influences towards depend variable, as other independent variables equal to 1. Moreover, UN amplify the relation between GPI and PROB, which increases 18.307% as well as the PI and PROB, which increase a percent of 2.075%. Thus Hypothesis 1C is examined as traveller acts optimistic towards a travelling objective of Unusualness.

5.3.2 Hypothesis 2

The exploratory analysis above is mainly concentrated on the factors that alter causal relation between tourist destinations and subjective orientations of travellers. The personal judgement, for one thing, is largely endogenously originated in the traveller himself/herself, such as age and gender; for another, is exogenously acquired from the environment, such as experience, knowledge and familiarity.

The thesis is going to explore the endogenous moderator variables in Hypothesis 2A & 2B1 & 2B2, whilst approach the exogenous moderator variables in Hypothesis 2C1 & 2C2.

5.3.2.1 Hypothesis 2A

$$\begin{aligned}
 PROB &= \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \beta_2 AGE + \beta_3 AGE \cdot GPI \\
 &+ \beta_4 AGE \cdot PERCEIVED\ INSTABILITY + \varepsilon \qquad (12) \\
 AGEPI &= AGE * PI \\
 AGE\ GPI &= AGE * GPI
 \end{aligned}$$

Table 24-Descriptive Statistics

	Mean	Std. Deviation	N
PROB	36.07	35.503	894
GPI	2.833333	.8796983	894
PI_PERCEIVED	1.119799	1.3917710	894
AGE	31.32	9.652	894
AGEGPI	88.727069	39.7330245	894
AGEPI	35.873490	47.9854116	894

In the previous descriptive analysis, the study saw a percentage of respondents in the age group of 20~25 is 40% and 26~30 is 23% while other groups share the remaining proportions comparably. Additionally, as we can see in the **Table 24**, the average level of respondents is 31.32 years old, nearly the same as the median age. Finally, the gender distributed almost equally across each age group, which could be seen in **Figure 2**.

Table 25-Coefficients^a

Model	Unstandardized		Standardized			95.0% Confidence		Collinearity	
	Coefficients		Coefficients			Interval for B		Statistics	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	67.979	12.531		5.425	.000	43.386	92.572		
GPI	-9.492	4.096	-.235	-2.317	.021	-17.532	-1.452	.087	11.539
PI_PERCEIVED	8.815	2.660	.346	3.314	.001	3.595	14.035	.082	12.176
AGE	.190	.383	.052	.496	.620	-.562	.942	.082	12.161
AGEGPI	-.190	.125	-.213	-1.519	.129	-.435	.055	.046	21.924
AGEPI	-.111	.081	-.150	-1.379	.168	-.269	.047	.075	13.297

a. Dependent Variable: PROB

As a continuous variable, AGE describes a decision tendency that in accordance with the increasing of the age. As in **Table 25**, AGE weakens the negative relation between GPI and PROB, indicates that the older the respondents are, the less they would consider the influence of GIP towards travel decisions. With similar implication but a reverse transformation, the strength of PI_PERCEIVED are decreasing under the moderation of the AGR.

5.3.2.2 Hypothesis 2B1 & 2B2

$$\begin{aligned}
 PROB = & \alpha + \beta_0GPI + \beta_1PERCEIVED INSTABILITY + \beta_2MALE + \beta_3MALE \cdot GPI \\
 & + \beta_4MALE \cdot PERCEIVED INSTABILITY + \varepsilon \quad (13) \\
 MALEPI = & MALE * PI \\
 MALEGPI = & MALE * GPI
 \end{aligned}$$

Table 26-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence			Collinearity Statistics	
	Coefficients		Coefficients		Interval for B				
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	74.919	5.184		14.452	.000	64.744	85.093		
GPI	-16.522	1.705	-.409	-9.688	.000	-19.870	-13.175	.510	1.961
PI_PERCEIVED	6.776	1.148	.266	5.902	.000	4.523	9.029	.450	2.224
MALE	-1.517	7.434	-.021	-.204	.838	-16.108	13.075	.083	12.044
MALEGPI	2.209	2.437	.096	.907	.365	-2.573	6.991	.081	12.346
MALEPI	-3.150	1.554	-.107	-2.027	.043	-6.201	-.100	.329	3.039

a. Dependent Variable: PROB

In a perspective of endogenous factor, the study secondly considers the influences of the gender. Not surprisingly, as shown in **Table 26**, the Hypothesis 2B is not supported. Firstly, MALE alters the coefficient directions of GPI and PI_PERCEIVED, implies that the impact of GPI on PROB goes up as the traveller gender turn out to be male; but at the same time, the impact of PI_PERCEIVED on PROB goes down as the traveller gender is male. As discussed earlier, the possible explanation to the contradictory results is the different way in estimating the political instability, implies that males positively valued the Global Peace Index while pessimistically reacted to the level of political instability they perceived.

5.3.2.3 Hypothesis 2C1

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2EXPERIENCE + \beta_3EXPERIENCE \cdot GPI + \beta_4EXPERIENCE \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (14)$$

$$EXPPI = EXPERIENCE * PI$$

$$EXPGPI = EXPERIENCE * GPI$$

Table 27-Descriptive Statistics

	Mean	Std. Deviation	N
PROB	36.07	35.503	894
GPI	2.833333	.8796983	894
PI_PERCEIVED	1.119799	1.3917710	894
EXPERIENCE	3.77	2.990	894
EXPGPI	10.667785	9.4689846	894
EXPPI	5.846644	10.1549490	894

Corresponding to the question “How many countries have you ever travelled till now? ”, the moderator variable EXPERIENCE is defined. And an average of 3.77 countries could be found in **Table 27**.

Table 28-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence		Collinearity Statistics		
	Coefficients		Coefficients		Interval for B				
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	82.327	5.827		14.129	.000	70.890	93.763		
GPI	-20.439	1.923	-.506	-10.629	.000	-24.213	-16.665	.387	2.587
PI_PERCEIVED	3.578	1.290	.140	2.774	.006	1.047	6.110	.343	2.914
EXPERIENCE	-1.664	1.249	-.140	-1.333	.183	-4.115	.786	.079	12.604
EXPGPI	1.328	.400	.354	3.319	.001	.543	2.113	.077	12.972
EXPPI	-.043	.227	-.012	-.188	.851	-.489	.403	.207	4.822

a. Dependent Variable: PROB

In the process of designing questionnaire, the study speculates that more countries might results in a higher toleration to the political instability. Moderation effect that reflected by the variable EXPGPI agrees with the speculation but EXPPI is slightly different. However, proceeding as a whole, EXPERIENCE seems not to be a highly critical factor comparing to others.

5.3.2.4 Hypothesis 2C2

$$\begin{aligned}
 PROB = & \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2ACKNOWLEDGEMENT \\
 & + \beta_3ACKNOWLEDGEMENT \cdot GPI + \beta_4ACKNOWLEDGEMENT \cdot PERCEIVED\ INSTABILITY \\
 & + \beta_5FAMILIARITY + \beta_6FAMILIARITY \cdot GPI + \beta_7FAMILIARITY \cdot PERCEIVED\ INSTABILITY + \varepsilon
 \end{aligned}$$

(15)

$$KNOWPI = ACKNOWLEDGEMENT * PI$$

$$FAMPI = FAMILIARITY * PI$$

$$KNOWGPI = ACKNOWLEDGEMENT * GPI$$

$$FAMGPI = FAMILIARITY * GPI$$

Table 29-Descriptive Statistics

	Mean	Std. Deviation	N
PROB	36.07	35.503	894
GPI	2.833333	.8796983	894
PI_PERCEIVED	1.119799	1.3917710	894
FAMI	.14	.342	894
KNOW	2.59	1.159	894
FAMIGPI	.303342	.8030308	894
KNOWGPI	7.143317	3.7201977	894
FAMIPI	.214821	.8084493	894
KNOWPI	3.220190	4.6531122	894

It is complex to estimate to what degree the traveller knows about the country, but the knowledge of the destination is worth considering as an important element that controls traveller's judgement. Taking account into subjective factor ACKNOWLEDGEMENT, which corresponds to the question "To what extent you know about XXX" is lacking a recognized standard, another dummy variable FAMILIARITY is added, which equals 1 if the respondent has been to the country under the survey.

As **Table 29** reveals, an average of 2.59 degree of acknowledgement (5 is the highest level) is recognized among the respondents, but who has been to the destination countries are merely estimated to be an average of 0.14.

Do the travellers really know the countries or they think they really know the countries?

Table30-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence		Collinearity Statistics		
	Coefficients		Coefficients		Interval for B		Tolerance	VIF	
	B	Std. Error	Beta	t	Sig.	Lower Bound			Upper Bound
1 (Constant)	69.883	9.759		7.161	.000	50.729	89.037		
GPI	-18.037	3.041	-.447	-5.932	.000	-24.005	-12.069	.149	6.702
PI_PERCEIVED	4.452	2.117	.175	2.103	.036	.297	8.607	.123	8.131
FAMI	-44.060	12.206	-.425	-3.610	.000	-68.017	-20.104	.061	16.350
KNOW	1.459	3.640	.048	.401	.689	-5.684	8.602	.060	16.675
FAMIGPI	24.762	4.921	.560	5.032	.000	15.104	34.421	.068	14.628
KNOWGPI	1.099	1.158	.115	.948	.343	-1.175	3.372	.057	17.398
FAMIPI	-2.330	2.278	-.053	-1.023	.307	-6.801	2.141	.315	3.177
KNOWPI	-.115	.769	-.015	-.149	.882	-1.625	1.395	.083	12.005

a. Dependent Variable: PROB

Revealed by the **Table 30**, the previous speculation that FAMILIARITY possesses a leading position is supported by the significantly reverse effect reflected by a coefficient change from -18.037 to 24.762. Elaborating empirically, the travelling probability goes through an increase of 42.799% under one-unit rise in the GPI if the traveller has experienced the destination; that means, travellers have higher expectations on the political instability after their firsthand experiences. Though reaching the same conclusion, ACKNOWLEDGEMENT works far weaker than FAMILIARITY, indicating that the experience accounts a heavier position.

Some points should notice especially after the discussion; in the first place, different weights probably should be allocated to two moderator variables considering both theoretically and empirically for travellers who have experiences definitely know more than who have not and a same "5" does not actually reflect; secondly, the overlap between two moderator variables are

overlooked, which could not be distinguished easily. Lastly, the conclusion is trustless to some degree for there is such a small group that have been to the politically unstable countries in the sample.

5.3.3 Hypothesis 3

5.3.3.1 Hypothesis 3A

One of the most common factors that travellers generally worry about for politically unstable travelling is safety. Governments update and publish alerts to travellers frequently regarding the condition of unstable countries. Hypothesis 3A, therefore, assumes a significant improvement in travel probabilities occurs if travellers’ safety could be secured. To compare the paired results, this study uses a non-parametric statistical hypothesis test-- Wilcoxon Signed Ranks Test, which not only determines the direction of the differences, but also the level of the differences.

H₀: The median difference between pairs of observations is zero

H₁: The median difference between pairs of observations is not zero $\alpha=0.05$

Table 31-Wilcoxon Signed Ranks Test: Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
PROB_PRK	149	20.99	28.088	0	100	.00	10.00	27.50
PROB_IRN	149	19.24	25.230	0	100	.00	10.00	30.00
PROB_VEN	149	18.50	24.495	0	100	.00	10.00	30.00
SAFETY_PRK	149	36.13	33.136	0	100	5.00	20.00	60.00
SAFETY_IRN	149	34.83	31.254	0	100	10.00	30.00	60.00
SAFETY_VEN	149	30.83	31.728	0	100	1.00	20.00	50.00

As **Table 31** elicits, after guaranteeing the travelling safety, improvements to all the countries could be witnessed in the mean values. North Korea and Iran are especially preferred and see an increment higher than 15%.

Table 32-Ranks

		N	Mean Rank	Sum of Ranks
SAFETY_PRK - PROB_PRK	Negative Ranks	1 ^a	10.50	10.50
	Positive Ranks	91 ^b	46.90	4267.50
	Ties	57 ^c		
	Total	149		
SAFETY_IRN - PROB_IRN	Negative Ranks	0 ^d	.00	.00
	Positive Ranks	97 ^e	49.00	4753.00
	Ties	52 ^f		
	Total	149		
SAFETY_VEN - PROB_VEN	Negative Ranks	10 ^g	44.35	443.50
	Positive Ranks	85 ^h	48.43	4116.50
	Ties	54 ⁱ		
	Total	149		

a. SAFETY_PRK < PROB_PRK

b. SAFETY_PRK > PROB_PRK

c. SAFETY_PRK = PROB_PRK

d. SAFETY_IRN < PROB_IRN

e. SAFETY_IRN > PROB_IRN

f. SAFETY_IRN = PROB_IRN

g. SAFETY_VEN < PROB_VEN

h. SAFETY_VEN > PROB_VEN

i. SAFETY_VEN = PROB_VEN

Although the sample size is not large enough, the ranks table—**Table 32** provides an obvious contrast between the data without safety (PROB_XXX) and with safety (SAFETY_XXX). It can be seen that positive ranks(SAFETY>PROB) of three countries have overwhelming advantages over ties(SAFETY=PROB) and negative ranks(SAFETY<PROB). Incorporating with the Statistics result shown in the **Table 33** as follows, H1 is rejected for the p value, the conclusion is that there is a statistically significant change in safety-secured travelling probabilities

Table 33-Test Statistics^b

	SAFETY_PRK - PROB_PRK	SAFETY_IRN - PROB_IRN	SAFETY_VEN - PROB_VEN
Z	-8.305 ^a	-8.592 ^a	-6.847 ^a
Asymp. Sig. (2-tailed)	.000	.000	.000

a. Based on negative ranks.

b. Wilcoxon Signed Ranks Test

Without the hesitation on safety, the study is curious that to what extent the political instability would affect travelling probabilities. Making a comparison on the regression output under this

hypothesis and the result from Hypothesis 1, as appears in **Table 34** and **Table 35** correspondingly. Traveller perceived political instability index seems to perform more critically as well as occupies the most important position, while coefficient of GPI experiences a large change and becomes much less crucial for travellers. In other words, if safety could be secured, one degree increases in PI_PERCEIVED would receive a 10.73% improvement in travelling probabilities and 0.198% decrease while GPI have one unit increase. Obviously, the result suggests that safety is a key element that travellers perceive GPI as a critical indicator for travelling, however, without worrying safety, travellers prefers to make decisions up to their own judgement and political instability affect final probabilities positively.

$$PROB_SAFETY = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \varepsilon \quad (16)$$

Table 34-Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B			Correlations			Collinearity Statistics	
	Std. Error		Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
	B	Error										
(Constant)	22.543	5.282		4.268	.000	12.162	32.923					
PI_PERCEIVED	10.730	.967	.466	11.101	.000	8.830	12.630	.466	.466	.466	1.000	1.000
GPI	-.198	1.566	-.005	-.126	.900	-3.275	2.880	-.005	-.006	-.005	1.000	1.000

a. Dependent Variable: SAFETY

$$PROB = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \varepsilon \quad (1)$$

Table 35-Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B			Correlations			Collinearity Statistics	
	Std. Error		Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
	B	Error										
(Constant)	74.104	3.720		19.923	.000	66.804	81.404					
PI_PERCEIVED	5.101	.771	.200	6.618	.000	3.589	6.614	.200	.216	.200	1.000	1.000
GPI	-15.440	1.220	-.383	-12.660	.000	-17.834	-13.046	-.383	-.390	-.383	1.000	1.000

a. Dependent Variable: PROB

5.3.3.2 Hypothesis 3B

Besides concerning “safety”, another question in the survey “Assuming a new stable government would come to power, what’s the probability (%) that you want to travel XXX?” is originated from the interviews with the travellers who had already been to the North Korea, Iran or Venezuela. Not only the policies and actions that the governments are taking severely influence the peace index, but also the travel industry are implicated more or less all the time.

Hence, the study assumes that there is a significant change in decision probabilities if travellers are informed that a new government would come to power in his/her destination.

Similarly, Wilcoxon Signed Ranks Test is conducted and the result is displayed in **Table 36**, **Table 37** and **Table 38**. Astonishingly, the response to the political alternations is even stronger, 14.72% in total, than to the personal security. And among all the responses, Iran and North Korea are still the one who fluctuate most. North Korea coherently receives a more positive attitude after the assumption of a new government.

H₀: The median difference between pairs of observations is zero

H₁: The median difference between pairs of observations is not zero $\alpha=0.05$

Table 36-Wilcoxon Signed Ranks Test: Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
PROB_PRK	149	20.99	28.088	0	100	.00	10.00	27.50
PROB_IRN	149	19.24	25.230	0	100	.00	10.00	30.00
PROB_VEN	149	18.50	24.495	0	100	.00	10.00	30.00
GOV_PRK	149	41.72	33.829	0	100	10.00	40.00	65.00
GOV_IRN	149	40.43	32.379	0	100	10.00	40.00	60.00
GOV_VEN	149	34.56	31.908	0	100	5.00	30.00	50.00

Table 37-Ranks

		N	Mean Rank	Sum of Ranks
GOV_PRK - PROB_PRK	Negative Ranks	5 ^a	25.00	125.00
	Positive Ranks	109 ^b	58.99	6430.00
	Ties	35 ^c		
	Total	149		
GOV_IRN - PROB_IRN	Negative Ranks	2 ^d	56.50	113.00
	Positive Ranks	110 ^e	56.50	6215.00
	Ties	37 ^f		
	Total	149		
GOV_VEN - PROB_VEN	Negative Ranks	9 ^g	35.44	319.00
	Positive Ranks	90 ^h	51.46	4631.00
	Ties	50 ⁱ		
	Total	149		

a. GOV_PRK < PROB_PRK

b. GOV_PRK > PROB_PRK

c. GOV_PRK = PROB_PRK

d. GOV_IRN < PROB_IRN

e. GOV_IRN > PROB_IRN

f. GOV_IRN = PROB_IRN

g. GOV_VEN < PROB_VEN

h. GOV_VEN > PROB_VEN

i. GOV_VEN = PROB_VEN

Table 38-Test Statistics^b

	GOV_PRK - PROB_PRK	GOV_IRN - PROB_IRN	GOV_VEN - PROB_VEN
Z	-8.927 ^a	-8.880 ^a	-7.547 ^a
Asymp. Sig. (2-tailed)	.000	.000	.000

a. Based on negative ranks.

b. Wilcoxon Signed Ranks Test

Combining with the output in **Table 37** and **Table 38**, H1 is rejected and there is a statistically significant change in travelling probabilities under the new government assumption. Then testing in the same way, the study conducts a multiple regression on post data, getting a comparable result with the Hypothesis 3B. As displayed in **Table 39**, GPI loses its crucial position in determining the travelling probabilities whilst individual perceived political index becomes highly weighted. However, what is unrealistic and even unreasonable is that politics alternation does not guarantee a steady state would come, changes in hereditary ruling like in North Korea are unpredictable as well as worrying; last but not least, not only government

policies influence political instability the most, Iran and the area it stands for is the best sample supporting this opinion.

$$PROB_GOV = \alpha + \beta_0 GPI + \beta_1 PERCEIVED\ INSTABILITY + \varepsilon \quad (17)$$

Table 39-Coefficients^a

Model	Unstandardized		Standardized		95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	Coefficients		Coefficients		Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
	B	Std. Error	Beta	t	Sig.							
(Constant)	28.550	5.436		5.252	.000	17.867	39.233					
PI_PERCEIVED	10.725	.995	.455	10.782	.000	8.770	12.680	.455	.456	.455	1.000	1.000
GPI	-.519	1.612	-.014	-.322	.748	-3.687	2.649	-.014	-.015	-.014	1.000	1.000

a. Dependent Variable: GOV

5.3.4 Hypothesis 4

The final part mainly concerns the inevitable factors that correlate to the decision making process of travelling. Named as PURPOSEFULNESS, the dummy variable as well as a moderator in Hypothesis 4A discusses a group of people, such as journalists, religious believers, scholars, athletes, volunteers and employees, that go to the destinations in purpose. This study proposes that probabilities would be much higher than in Hypothesis 1 owing to the uncontrollable inducement.

5.3.4.1 Hypothesis 4A

As **Table 40** demonstrates, purposefulness alters the direction of tourist reactions both in GPI and PI_PERCEIVED on the one hand, on the other hand adjusts the strength of the relations. After taking special purposes into account, one-unit change in GPI and PI_PERCEIVED respectively have a 22.935% increase and a 10.308% decrease. Nevertheless, the exploration on this hypothesis is suspicious since, firstly, particular purpose perhaps denotes a 100% probabilities of travelling, which indicates that GPI and PI_PERCEIVED are meaningless under such circumstances; secondly, whether the group of people with purpose could be defined as travellers or not require a further distinguishment. Finally, possible stronger official security as well as severer conditions that such a group of people might face with should also not be underestimated in the further study. In addition, respondents who have travelled with purpose is so scarce that the results presented in the table need discussing prudently with unavoidably insufficient sample size.

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2PURPOSEFULNESS + \beta_3PURPOSEFULNESS \cdot GPI + \beta_4PURPOSEFULNESS \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (18)$$

$$PURPPI = PURPOSE * PI$$

$$PURPGPI = PURPOSE * GPI$$

Table 40-Coefficients^a

Model	Unstandardized		Standardized			95.0% Confidence		Collinearity	
	Coefficients		Coefficients			Interval for B		Statistics	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	77.556	5.035		15.403	.000	67.674	87.437		
GPI	-17.836	1.665	-.442	-10.711	.000	-21.104	-14.568	.530	1.886
PI_PERCEIVED	6.787	1.268	.266	5.353	.000	4.298	9.275	.365	2.737
PURPOSE	-6.028	7.435	-.085	-.811	.418	-20.622	8.565	.083	12.119
PURPGPI	5.099	2.429	.221	2.099	.036	.331	9.867	.081	12.271
PURPPI	-3.521	1.628	-.128	-2.162	.031	-6.716	-.325	.258	3.876

a. Dependent Variable: PROB

5.3.4.2 Hypothesis 4B

From a perspective of behaviour psychology, moreover, extreme sport is considered to have a side effect, as the one who have enthusiasm in extreme activities like Bungee Jumping and mountaineering might show a larger affinity with political unstable countries. Therefore, the study utilizes dummy variable EXTREME as a moderator and respondent who have experienced extreme sports would select a value of 1.

Revealed in **Table 41**, with an experience in extreme activities, the travellers behave a slightly more negative in the attitude towards travelling probabilities, whilst put GPI and PI_PERCEIVED to a lower position. But since the direction of strengthen in GPI is changed, GPI and PI_PERCEIVED cast a positive effect on the dependent variable in the same time, which could be described as the one who experienced extreme sports have an increasing positive attitude to the political instability travelling when the level of PI and PI_PERCEIVED grows.

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2EXTREME + \beta_3EXTREME \cdot GPI + \beta_4EXTREME \cdot PERCEIVED\ INSTABILITY + \varepsilon \quad (19)$$

$$EXTRPI = EXTREME * PI$$

$$EXTRGPI = EXTREME * GPI$$

Table 41-Coefficients^a

Model	Unstandardized		Standardized			95.0% Confidence		Collinearity	
	Coefficients		Coefficients			Interval for B		Statistics	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	75.828	4.509		16.817	.000	66.978	84.678		
GPI	-15.507	1.484	-.384	-10.449	.000	-18.420	-12.594	.675	1.481
PI_PERCEIVED	4.599	.975	.180	4.719	.000	2.687	6.512	.626	1.599
EXTREME	-4.141	5.807	-.075	-.713	.476	-15.537	7.256	.084	11.962
EXTRGPI	.151	1.910	.008	.079	.937	-3.596	3.899	.084	11.866
EXTRPI	1.268	1.382	.041	.918	.359	-1.444	3.980	.451	2.217

a. Dependent Variable: PROB

5.3.4.3 Hypothesis 4C

Finally, this survey researches into another newly-developing travelling pattern—disaster travel and investigates that if travellers react similarly as the political instability travel. Ranging from 1 to 5, respondents are asked to rate the degree of willingness to experience a disaster travel, and not surprisingly, **Table 42** shows little interests since the average rate is merely 1.17. However, **Table 43** elaborates that travellers who expect more in disaster travel have a relatively positive attitude to GPI and PI_PERCEIVED, that is, the higher political instability the country exists, the more travelling probabilities the traveller have.

One thing worth notice under this hypothesis is though both are dangerous, disaster travel and political instability travel varies a lot. A new government and more security measures are not the guarantee of the disaster travel, which changes the value orientation of the traveller largely.

$$PROB = \alpha + \beta_0GPI + \beta_1PERCEIVED\ INSTABILITY + \beta_2DISASTER + \beta_3DISASTER \cdot GPI + \beta_4DISASTER \cdot PERCEIVED\ INSTABILITY + \varepsilon \tag{20}$$

$$DISAPI = DISASTER * PI$$

$$DISAGPI = DISASTER * GPI$$

Table 42-Descriptive Statistics

	Mean	Std. Deviation	N
PROB	36.07	35.503	894
GPI	2.833333	.8796983	894
PI_PERCEIVED	1.119799	1.3917710	894
DISASTER	1.17	.772	894
DISAGPI	3.3087	2.51129	894
DISAPI	1.6493	2.91299	894

Table 43-Coefficients^a

Model	Unstandardized		Standardized			95.0% Confidence		Collinearity	
	Coefficients		Coefficients			Interval for B		Statistics	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	92.593	6.863		13.492	.000	79.124	106.062		
GPI	-20.196	2.192	-.500	-9.212	.000	-24.499	-15.893	.304	3.288
PI_PERCEIVED	.716	1.506	.028	.475	.635	-2.240	3.671	.258	3.883
DISASTER	-16.137	5.098	-.351	-3.165	.002	-26.143	-6.132	.073	13.709
DISAGPI	4.072	1.566	.288	2.600	.009	.999	7.146	.073	13.673
DISAPI	3.194	1.004	.262	3.182	.002	1.224	5.163	.132	7.556

a. Dependent Variable: PROB

5.3.5 Results summary

To briefly conclude all the results, a summary table is organized as follows. Additionally, partly supported by GPI equals to partly rejected by perceived PI.

Table 44-Results summary

Hypothesis	Factor	Supported/rejected
<u>H_{1A}</u>	Overall	Partly Supported(GPI)
<u>H_{1B}</u>	Excitement	Partly Supported(GPI)
<u>H_{1C}</u>	Unusualness	Supported
<u>H_{2A}</u>	Age	Partly Supported(GPI)
<u>H_{2B1}</u>	Male	Partly Supported(GPI)
<u>H_{2B2}</u>	Female	Partly Rejected(GPI)
<u>H_{2C1}</u>	Experience	Partly Supported(GPI)
<u>H_{2C2}</u>	Familiarity	Partly Supported(GPI)
<u>H_{2C2}</u>	Acknowledgement	Partly Supported(GPI)
<u>H_{3A}</u>	Safety	Supported
<u>H_{3B}</u>	Government	Supported
<u>H_{4A}</u>	Purposefulness	Partly Supported(GPI)
<u>H_{4B}</u>	Behavioral pattern 1—Extreme sports	Partly Supported(GPI)
<u>H_{4C}</u>	Behavioral pattern 2—Disaster travel	Supported

6 Conclusions and Discussions

According to the final results, most of hypotheses are partly supported by GPI coefficients as well as partly rejected by perceived PI coefficients, besides H_{1C} , H_{2B2} , H_{3A} , H_{3B} and H_{4C} . In other words, the coefficient alternations of corresponding GPI support all the hypotheses except H_{2B2} . The conclusion, therefore, could be summarized as Global Peace Index and traveller perceived peace index perform differently in traveller's mind, which would be interpreted in detail later. Moreover, an additional discussion concerning the influence degree of diverse factors are required since support or rejection simply represents an initial evaluation, which need a careful look on the extent of change as well as the specific interpretations. Finally, the change in coefficient directions and the change of degrees appears to have differential information, though both are supported or rejected. After elaborating and analysing the results, the thesis could be concluded into four parts, as follow.

To the beginning, the study considers the peace index evaluation standard and the characteristics of each country. Global Peace Index and traveller perceived peace index show opposite directions in estimating travelling probabilities, which could be explained as traveller have their unique evaluation criteria and diverse understandings of political instability. Moreover, tourists prefer political stable countries, religion areas and MENA region more than unstable countries, secular areas and EA as well as SA regions respectively. Countries under each attributes are differing internally and to the different degree.

Political instability decreases the travelling probabilities, the higher the GPI and/or the lower the PI is, the fewer the travelling probabilities the tourists have. Adding the moderator variables, Excitement and Usualness altered the directions and extents of the influences of Global Peace Index as well as perceived peace index. Excitement reduces the negative effect of GPI and Unusualness reduces the one of GPI as well as increases the one of perceived peace index.

In the second place, the age of traveller displays little impact on the relations between both peace indices and travelling probabilities. The results are reasonable since the age does matter in a limit range of ages, since for example, the population who are beyond 80 years old behaves perhaps the same as the ones below 10 years old. On the contrary, genders affect differently. Males demonstrate their optimistic attitudes towards GPI but a rather pessimistic attitude towards self-perceived peace index compared to females. Additionally, travellers who have been to more places appear react more positively to the heavier level of GPI while show less

concern on personal perceived peace index, which seems that they pay little concentration on the perspective of political instability indices overall or they might less care such conditions.

As for the initial knowledge of the country, tourist who had experiences in the corresponding countries exhibit a more passive estimation on the relations of self-estimated peace index, which implies they are inclined to the self-judgement once they have real world experiences. Partly supporting this conclusion, the result regards the level of knowledge reveals traveller without experiences tend to believe GPI more than the perceived index, which was largely weakened by the moderator variable Acknowledgement.

Furthermore, Wilcoxon Signed Ranks Tests under the Hypothesis 3A and 3B indicate that there are differences in travelling probabilities that without the consideration on the safety and that assuming a new government would come to power. The multiple regressions performed afterwards demonstrate that GPI is less critical and travellers become to make decision up to their own estimations on political instability. Nevertheless, the results could also be interpreted as tourists often refer GPI as an indicator for the factors they are unable to precisely evaluate owing to limited information and resources. And exactly because of the limited channels of acquiring and analysing the information, social media become the major sources. Butler (1990) discusses that destination depend heavily on positive images and influences of media-oral, literary and visual-on image formation from a historical perspective but does not delve into the effects of mass media on destination image formation. Then in 1994, Weimann and Winn (1994) underscores the impact of mass media on public perceptions. Therefore, thanks to the rapidly developing in the social networking software like Facebook and Twitter, truth mingled with falsehood spreads in every second. Consequently, people find hard to actually know the destination without a real experience, which could also result from the exaggeration and misinformation originated from the social media in purpose. The situation in the kingdom of Bhutan, for instance, is well known for a vast difference between the advertising and reality.

Finally, there is a doubt that people travel the politically unstable areas might not owing to the interests in the political instability itself. Journalists, religious believers, scholars, athletes, volunteers and employees have other purposes come before travelling. Thus, travellers with purposefulness show relatively less concerns on peace index compared to other factors, let alone the global one or the self-perceived one appear to be weighted similarly. Last but not least, respondents who have already experienced extreme sports or express interests in disaster travel all react positively to both peace indices. And on the other hand, it implies that political

instability travelling is more suitable for the travellers who exist the similar behavioural patterns. Additionally, behaviour psychology might be another view to dig into this study.

7 Limitations and further researches

Due to a lack of abundant academic researches into political instability travelling, this study drafts an initial conception of possible framework, which was continuously found imperfect through implementation and discussions.

Firstly, the unpredicted political unrest situation. At the start of the thesis, Syria, instead of Iran, is selected to be the unstable representative of MENA region. However, the condition of Syria got out of control to such an extreme situation presently that is far beyond the political instability. More than the deterioration of political unstable countries, Turkey and Brazil, which are defined as stable countries on the paper, consistently experiencing turbulent situations. Therefore, the thesis regards changing social conditions as the largest limitations. However, the conditions are consistent with the questionnaire at the time of respondents participating the survey. Thus we assume that it needs time for both tourists and tourism industry to react to the new conditions and update choices, and the conclusion would not change in a short time since the stable as well as unstable politics are presumed to be a relative definition in the paper.

Secondly, theory does not necessarily equal to the practice. An obvious example in the thesis is the differentiations between secular country and religion country. People might less care the diversifications, but the quantity of believers should not be overlooked. Moreover, though not be classified as religion country, Venezuela has nearly the same percentage of believers as Iran does, Brazil even exceeds North Korea to a large extent. Under such a consideration, a further research into religion are probably of help. Another evidence that from the research of Cook, who proposes that realistic reactions are questioned because the one's imagined response to a hypothetical threat cannot represent their actual response to real danger, worth referring since he did experiments through providing participants with hypothetical situations and imaginary countries in order to understand their reactions to terrorism risk. Similarly,

Thirdly and finally, in estimating the special groups, like people with purposes, few respondents have corresponding experiences and which, results in a conclusion with weak basis. Further, we saw a relatively positive attitude of respondents toward estimating the degree of political instability themselves and lower levels of perceived risk increase individuals' propensity for choices and temper the need for safety factors in selecting one destination over another. Nevertheless, what should keep in note is that less than 10% respondents experienced political instability. Therefore, the optimistic imaginations might largely reflect in the surveys. In order

to achieve a more concrete understanding of travelling probabilities involving risk, actual situational factors need to be included in the further research and a study on the population with experiences is recommended to be involved.

8 Reference

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9 Appendices

Questionnaire

Dear Respondent,

Thank you for your willingness to answer this questionnaire!

1. There are two types of scales:

One is 1 to 5: 1-definitely not want to do, 2-unlikely to do, 3-neutral, 4-likely to do, 5-definitely want to do;

The other is probability: 0~100%, 0% - would never go and 100% - would certainly go.

2. ALL of the questions are single choice, unless indicated to be multiple choice questions.

1.	Age	<input type="text"/>
----	-----	----------------------

2.	Gender	a) Male <input type="checkbox"/>
		b) Female <input type="checkbox"/>

3.	Background	a) Student <input type="checkbox"/>
		b) Employee <input type="checkbox"/>
		c) Unemployed <input type="checkbox"/>
		d) Retiree <input type="checkbox"/>
		e) Others <input type="checkbox"/>

4.	How many times do you travel one year? (In recent five years)	<input type="text"/>
----	--	----------------------

5.	How long do you travel per year in total? (In recent five years)	a) Within two weeks <input type="checkbox"/>
		b) Within one month <input type="checkbox"/>
		c) Within three months <input type="checkbox"/>
		d) Within half year <input type="checkbox"/>
		e) Within one year <input type="checkbox"/>

6.	With whom you often go for a travel? (In recent five years)	a) Family <input type="checkbox"/>
		b) Friends <input type="checkbox"/>
		c) Partner <input type="checkbox"/>

d) Colleague

e) Alone

f) Travelers that have same destinations

7. What is your main purpose of travelling?
(multiple choice)

a) Accompanying family, partners and friends

b) Relaxing and enjoying the vacations

c) For excitement and challenge

d) For unusual experience

e) Gaining knowledge or improving skills

f) For business

g) Religious

8. How many countries have you ever travelled till now?

9. Which one do you think is the CRAZIEST/MOST UNFORGETTABLE thing in travel?
(no matter experienced or not)

a) Restriction of personal freedom

b) Political unrest

c) Civil war

d) Natural disaster

e) Ethnic and religious conflicts

10. What's the probability (%) that you would like to experience the one you choose in last question? %

North Korea is a country in East Asia, the death of Kim Jong-il in late 2011 has seen the highly repressive police state back in the headlines as nervous governments around the world watch his son Kim Jong-un take over the reins of a nuclear-armed state with an enormous army.

Most people do not even know that it is possible to travel here, and indeed the compromises required to do so are significant. You will be accompanied by two government minders at all times and only hear a one-sided account of history, any other books about the country and its politics or history should be left at home, cameras and smartphone are also forbidden. Those who cannot accept this might be better off staying away-but those who can will have a fascinating trip into another, unsettling world.

Your security can be ensured can be ensured if you follow the rules, if not, it is possible that you will be under arrest.

11. To what extent you know about North Korea? 1 2 3 4 5

12. Have you ever been to North Korea?

- a) yes
b) no

(1) What was the main reason of this trip?
(multiple choice)

- h) Accompanying family, partners and friends
i) Relaxing and enjoying the vacations
j) For excitement and challenge
k) For unusual experience
l) Gaining knowledge or improving skills
m) For business
n) Religious

(2) What's the probability (%) that you would like to travel NK(again) in the next five years?

%

(3) Why?

In some countries, you may be safe even though the government is not stable.

(4) What's the probability (%) that you want to go to North Korea if your safety would be ensured?

%

(5) Assuming a new stable government would come to power, what's the probability (%) that you would like to travel North Korea?

%

South Korea is also in East Asia. Different from the North Korea, it is a high-tech nation with a reverence for tradition, superb transport infrastructure and open-mind people. More important, South Korea has a political stable government.

13. To what extent you know about South Korea?

- 1 2 3 4 5

14. Have you ever been to South Korea?

- a) yes
b) no

(1) What was the main purpose of this trip?
(multiple choice)

- o) Accompanying family, partners and friends
p) Relaxing and enjoying the vacations
q) For excitement and challenge
-

- r) For unusual experience
- s) Gaining knowledge or improving skills
- t) For business
- a) Religious

(2) What's the probability (%) that you are willing to travel SK(again) in the next five years?

(3) Reason?

Venezuela is a country on the northern coast of South America, is a land of stunning variety. The country has Andean peaks, endless Caribbean coastline, idyllic offshore islands, grasslands teeming with wildlife, the steamy Amazon and rolling savanna punctuated by flat-topped mountains called tepuis. Those seeking adventure will find hiking, snorkelling, scuba diving, kite-surfing, windsurfing, paragliding and more.

However, In the 2014 Global Peace Index Venezuela was ranked 129 out of 162 countries and had the fourth highest homicide rate in the world at 45 per 100,000. This ranking was due to, among other factors, high rates of perceived criminality in society, access to weapons, violent crimes and a poor functioning of government.

15. To what extent you know about Venezuela? 1 2 3 4 5

16. Have you ever been to Venezuela?

- a) yes
- b) no

(1) What was the main purpose of this trip?

(multiple choice)

- u) Accompanying family, partners and friends
- v) Relaxing and enjoying the vacations
- w) For excitement and challenge
- x) For unusual experience
- y) Gaining knowledge or improving skills
- z) For business
- a) Religious

(2) What's the probability (%) that you would like to travel Venezuela (again) in the next five years?

 %

(3) Reason?

In some countries, you may be safe even though the government is not stable.

(4) What's the probability (%) that you want to go to Venezuela if safety can be ensured (political instability still exists)?

 %

(5) Assuming a new stable government would come to power, what's the probability (%) that you want to travel Venezuela?

 %

Brazil is a country in South America, a dazzling country of powdery white-sand beaches, pristine rain forests and wild, rhythm-filled metropolises. Without doubt, it is one of the world's most captivating places.

Brazil's attractions extend from enchanting, frozen-in-time colonial towns to dramatic landscapes of red-rock canyons, thundering waterfalls and idyllic tropical islands.

Add to that, Brazil's government status is more positive than Venezuela.

17. To what extent you know about Brazil? 1 2 3 4 5

18. Have you ever been to Brazil?
c) yes
d) no

(1) What was the main purpose of this trip?

(multiple choice)

- aa) Accompanying family, partners and friends
bb) Relaxing and enjoying the vacations
cc) For excitement and challenge
dd) For unusual experience
ee) Gaining knowledge or improving skills
ff) For business
b) Religious

(2) What's the probability (%) that you want to travel Brazil(again) in the next five years?

 %

(3) Reason?

Iran is a country in Western Asia. If travel is most rewarding when it surprises, then Iran might just be the most rewarding destination on Earth. Before you come to Iran, you might be thinking the main reasons to visit the Islamic Republic are because it's a bit adventurous and there's a lot to see from the years when Persia was a great world power. If you like people, you'll like Iran. The Iranians, a nation made up of numerous ethnic groups and influenced over thousands of years by Greek, Arab, Turkic and Mongol occupiers, are endlessly welcoming.

However, if you make your travel decisions based on what your friends and family say, you'll probably never make it to Iran. This is a country whose politics are impossible to escape. For most travellers that will mean little more than some pre-departure questions about their sanity, but it can make getting a visa a challenge. Except for Americans, who must be accompanied, once in Iran independent travel is easy and, through the people you meet, rewarding and sometimes sobering. However, you chose to plan your travel, a journey in Iran will change the way you see this part of the world.

19. To what extent you know about Iran? 1 2 3 4 5

20. Have you ever been to Iran? a) yes
b) no

(1) What was the main purpose of this trip?
(multiple choice)

- gg) Accompanying family, partners and friends
- hh) Relaxing and enjoying the vacations
- ii) For excitement and challenge
- jj) For unusual experience
- kk) Gaining knowledge or improving skills
- ll) For business
- a) Religious

(2) What's the probability (%) that you are willing to travel Iran (again) in the next five years? %

(3) Reason?

In some countries, you may be safe even though the government is not stable.

(4) What's the probability (%) that you would like to travel Iran if safety can be ensured? %

(5) Assuming a new stable government would come to power, what's the probability (%) that you are willing to travel Iran? %

Turkey is a parliamentary republic in Eurasia, largely located on the peninsula of Anatolia in Western Asia, with a smaller portion in East Thrace within the Balkan peninsula in Southeast Europe. It is a richly historical land with some of the best cuisine you will ever taste, scenery from beaches to mountains and the great city of Istanbul.

What's more, you do not need to worry about unstable politics, which are quite different from Iran.

21. To what extent you know about Turkey? 1 2 3 4 5

22. Have you ever been to Turkey?
e) yes
f) no

(1) What was the main purpose of this trip?
(multiple choice)

- mm) Accompanying family, partners and friends
- nn) Relaxing and enjoying the vacations
- oo) For excitement and challenge
- pp) For unusual experience
- qq) Gaining knowledge or improving skills
- rr) For business
- ss) Religious

(2) What's the probability (%) that you feel like to travel Turkey (again) in the next five years? %

(3) Reason?

23. To what extent you think the importance of political instability for travelling? 1 2 3 4 5

24. What's the probability (%) that you are interested in/ feel like to have a try to travel politically instable country? %

25. What's the probability (%) you consider that you can travel to politically instable countries in practice? %

26. If your answers to question **24** and question **25** are different, what's the reason of these differences?
(donot need answer if the same)

27. To what extent you expect travelling a country exactly because of the political instability in that country?

1 2 3 4 5

28. What benefits and (or) disadvantages do you think political instability may affect you?

29. Have you ever experienced Extreme Sports?
(Bungee jumping, Ice climbing, Surfing, Motocross etc.)

1.yes
2.no

30. To what extent you are interested in disaster travel?

1 2 3 4 5
