

Full Length Research Paper

Study on risk perceptions of international tourists in India

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Anxiety of becoming a criminal victim not only influences the willingness to visit, but also harms the development of local tourism industry. In order to understand the psychological reaction to fears of crime from tourists and discuss the relevant factors, this study examined survey data of 156 international tourists during their visit to India in January 2010. It is discovered that harassment, fraud and larceny are crimes that tourists experience the most. Female and Asian tourists took various defense reactions more than male and European tourists. In comparison to business tourists, sightseeing tourists perceive more likely to become victims in India. In addition, different victim experiences in India tend to affect different kinds of victim risk perception. Regression analysis verified that there is a negative relationship between perception of travel victim risk and visiting decision. Moreover, travel risk awareness and travel information have interactive effects on perceptions of victim risk and visiting decision.

Key words: Tourism crime, perception of victim risk, risk awareness, travel information, visiting decision.

INTRODUCTION

Tourists usually travel to cities with good impression. Safety is a big issue to affect impression. For safety concern, tourists intentionally visit somewhere familiar and nearby, but avoid nations or areas with high crime rates or political instability. Safety issues during a trip include crime, disease, traffic incidents, explosion and accidents. Among them, the very first safety issue that concerns tourists most is crime, especially robbery, larceny and fraud. (Zheng and Zhang, 2002; Glensor and Peak, 2004; Hauber and Zandbergen, 1996). For tourists, the likelihood of becoming criminal victims in tourism destinations is a kind of subjective risk awareness. In order to avoid being victims of crime, tourists are often told to carry less cash and valuables, travel with others or tour groups, and intentionally dress as the locals. However, it is proved that tourists have more chances of being criminal victims than the locals (Barker et al., Meyer, 2002; Chesney-Lind and Lind, 1986; Fujii and Mak, 1980;

among tourists is that they are “easy targets” or “wrong persons in space and time” for criminals. Tourists often carry quite amount of money, act different than the usual, stay up in nightclubs and head to dangerous place. They also make wrong decisions and engage in risky behaviors (Chiu, 2008). Tourists deny reporting crimes because they are hard to identify local suspects (Harper, 2001). Language barriers, different cultural backgrounds, and appearance are easy to tell from the locals (Lepp and Gibson, 2003; 2008). Furthermore, economic gap between tourists and the locals arises dissatisfaction which motivates the locals to obtain properties from tourists illegally (Chiu, 2009).

Traveling is a behavior similar with trading. A tourism destination could be promoted like a product, but with differences. It is not like other products which could be tried out in advance. Choosing a travel destination is definitely a complicated decision-making process for tourists. Of course crime is a big issue to be considered. If there are safety concerns in a tourism destination, potential tourists will draw back. If tourists feel unsecured, they will avoid any activities beyond set tour schedules.

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McPheters and Stronge, 1974). A common perception

Tourists do not visit a tourism destination again nor recommend others to visit if they felt unsafe. According to Garofalo (1981), a mental reaction to fears of being a criminal victim is relevant to not only personal characteristics, but also the emotional circumstances. Fears are easily arisen by victim experiences from themselves, neighbors, and others. On the other hand, fears also come along with reports from the media and simple imagination.

When one considers he/she has obvious weakness or victim characteristics, he/she will react to crime with more fears.

One will objectively take action of adaptation, avoidance, and defense to deem more safety. Therefore, the estimation of travel victim risk is not only relevant to tourists' personal characteristics, but also the impression of the locals and the ability of self-defense. For tourists, in order to lessen the loss of properties and the risk of being victims, perceptions of victim risk is crucially concerned in every step of making a trip, including the places to visit, and the way they travel.

It is well proved that crimes have negative effects on the willingness to visit (Brunt et al., 2000; Dimanche and Leptic, 1999; Pizam, 1999; Pizam et al., 1997; Ellis, 1995; Garcia and Nicholls, 1995; Hall et al., 1995; Moore and Berno, 1995). Tourists might have bad impressions to a tourism destination or its near areas where there are reports by media or tourism alert by government about local tourism crimes. India is considered as a risky tourism destination because of its mysticism, political instability, grinding poverty, illiteracy, terrorism, unemployment, communal discord, lack of social services, and corruption (Sarkar, 1997; Horner and Swarbrooke, 2005).

Chaudhary (2000) analyzes ten negative images perceived by international tourists, among which the top three are larceny, fraud, and harassment from beggars, and they are all relevant to crimes and society disorder. Consequently, unsecured image is definitely a big burden to Indian tourism.

Anxiety of becoming a criminal victim not only influences the willingness to visit, but also harms the development of local tourism. In order to understand the mental reaction to fears of crime from tourists and discuss the relevant factors to perception of victim risk, this study takes international tourists to India as the research population. There are three purposes of this study.

First, to understand degrees of risk perception from tourists toward different kinds of crime victims in India; second, to discuss the relationship between perception of criminal victim risk of travel and visiting decision; and the last is to test that tourism information and risk awareness have interactive effects on perceptions of travel victim risk and visiting decision. The conclusion of this study presents a reference for tourists, tourism, and governments to evaluate the whole tourism industry and improve the quality of travel.

LITERATURE REVIEW

Criminal victim risk of travel and visiting decision

Criminal victim risk refers to the estimation for the chance of being a victim, the ability to resist crimes, and the sensation of crimes. If the estimation of criminal victim risk is high, the perception for the chance of being a criminal victim is high as well. The more a tourist feels unsecured, the less he visits (Chiu, 2008). Tourists also take actions to defend themselves from harm. According to Sonmez and Graefe (1998), 77% of tourists only choose safe cities to travel. Most European tourists who visit Jamaica would rather lodge in resorts which are considered more secured (Alleyne and Boxill, 2003). Japanese tourists are not willing to take activities beyond tour schedule during the visiting in Guam (Hauber and Zandbergen, 1996). Travel with tour group is another way to lower the victim risk. In comparison with backpackers, tourists traveling with tour group are safer and secured during most of the time. Package tour lessens the risks of tourists accidentally getting into a dangerous place (Chiu, 2010). According to Han (2005), the main purpose of Latin-American tourists over age of 65 visits Europe with tour groups is for safety concern. Crimes that tourists suffer from include:

- (1) Property crime such as larceny, fraud, and robbery;
- (2) violent crime such as murder and forcible sexual assault;
- (3) terrorism;
- (4) crime against human rights such as illegal search, illegal detention, revenge, torture and confession extortion;
- (5) other offense by street vendors, beggars, pimps, taxi drivers and the locals (Chiu, 2009).

Responses to worries about crimes show in three ways: (1) paying attention to local security, especially to general crime events, serious crime incidents and social disorder; (2) perceiving the crime victim risk by instincts, higher risk perception of being a victim increases tourists' worry and horror; (3) taking precautions to prevent him from crime threats (Chiu, 2002). Hence, for examining the tourist's perception of criminal victim risk, different types of crimes have to be considered as well as attitude, emotion and reaction.

Awareness of travel risk

Awareness of travel risk refers to tourists' concern, attention and reaction to safety. According to Zheng (2003), the main reason to endanger travel security is the weakness of travel risk awareness. The fallacies about tourism crime like: travel crimes are uncommon; only violent crimes are crimes; tourists should not be responsible for the occurrence of crime; male tourists have stronger ability to protect themselves than the females; tourists are more easily attacked by those who look fierce,

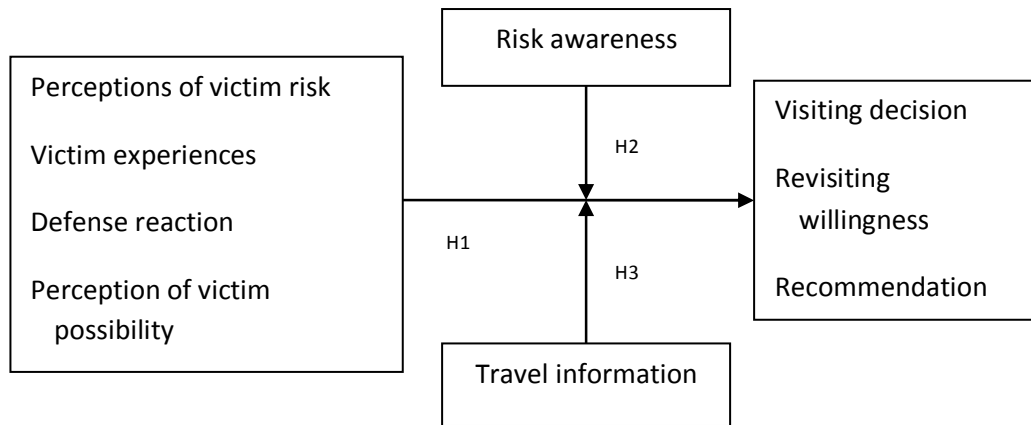


Figure 1. The research framework.

stupid, lazy, and drugs addicts; and there is nothing tourists can do to protect themselves from unexpected crimes (Chiu and Lin, 2010). The concern for travel security relates to the demographic characteristics as well. If a tourism destination is considered unsecured, the female and the elderly tourists tend to cancel travel plans while the younger tourists tend to keep their planned trips. Tourists with high incomes or those traveling with families prefer to cancel travel plans (Zheng and Zhang, 2002). In addition, the concern to travel safety relates to tourists' personalities. Tourists with allocentric personality are aggressive and energetic. They tend to choose tourism destination without safety concern (Lepp and Gibson, 2003; 2008). Tourists with sensation seeking personality love to look for unusual trips and travel to a new place without safety concern (Chuang, 2004).

Travel information

Crime events, disorder, and negative reports in tourism destination can influence tourists' risk awareness and willingness to visit or revisit (Hauber and Zandbergen, 1996; George, 2003; George, 2009; Chaudhary, 2000). Besides reports, media and others' victim experiences, tourists will get more fear by their own experiences of being a crime victim (Milman and Bach, 1999; Demos, 1992; Hauber and Zandbergen, 1996). Mawby et al. (2000) and George (2003) suggested that the satisfaction with the attitude toward crime investigation hold by police department in tourism destination is rather important than the victim experiences. Tourists will not revisit because of dissatisfaction to the local police department (Pizam and Mansfeld, 1996).

According to environmental psychology, people tend to take unfamiliarity for risk. On the contrary, people consider themselves safer and lessens the sensitivity in a familiar environment (Milman and Pizam, 1995). For instance, tourists visit the U.S. territory close to the boundary between the U.S. and Mexico like an unfamiliar area. Thus

tourists' concern of risk is increased (Martinez, 2000). The likelihood of revisit is higher if tourists feel the victim risk lessens when they are more familiar with the tourism destination (Lepp and Gibson, 2003; 2008). The familiarity with the tourism destination is affected by the retention period and purpose of trips. The longer the tourists stay, the lower the crime rate of the tourism destination is thought of (George, 2003). Tourists on vacation or business trip to the travel area are seldom told by the local about crime information (George, 2003). Sönmez and Graefe (1998) studied on the U.S. tourists and found that those with foreign travel experiences recognize actual safety condition better than those without travel experiences. What tourists saw and heard during their trips provide them some knowledge to make adequate judgements. Travel experiences in the past offer more senses of safety to tourists as well (Mazursky, 1989).

RESEARCH FRAMEWORK AND METHODS

According to the purpose of study and theoretical basis, 3 hypotheses were proposed as follows. H1: the perception of travel victim risk has a negative impact on visiting decision; H2: the awareness of travel risk has an interactive effect on perceptions of travel victim risk and visiting decision; H3: the travel information has an interactive effect on perceptions of travel victim risk and visiting decision. The research framework is shown in Figure 1. The questionnaire was designed to explore the relationships among perceptions of victim risk, risk awareness, travel information, and visiting decision. The collected data were later statistically processed to derive useful information by five parts:

(1) travel information for examining tourists' knowledge to India; (2) travel victim risk including: the possibility of being the travel crime victim, any experience of being the travel crime victim, and the response for safety; (3) tourists' risk awareness for examining tourists' concern to safety; (4) visiting decision including revisiting willingness and recommendation; (5) demographic and travel information.

Likert's five-point scale was used, 1 refers to strongly disagree, and 5 refers to strongly agree. In order to avoid tourists' imaginary estimation of local risk, this study has planned to choose Indian

Table 1. Sample descriptive statistics analysis.

Item		No.	Ratio (%)
Gender	Male	97	62.18
	Female	59	37.82
Age	Under 20	9	5.77
	21-35	82	52.56
	36-50	36	23.08
	51-65	23	14.75
	Above 66	6	3.85
Tourism purpose	Sightseeing	81	51.92
	Business	41	26.28
	Visit	19	12.18
	Meeting	15	9.62
Monthly income	Below US\$500	27	17.31
	US\$ 501~2000	43	27.56
	US\$2001~4000	31	19.87
	US\$4001~6000	27	17.31
	Above US\$6001	28	17.95
Times of travel abroad within 3 years	1-5	102	65.38
	6-10	34	21.79
	Above 21	20	12.82
Nationality	Asia	52	33.33
	Europe	45	28.85
	America	42	26.92
	New Zealand and Australia	17	10.99
Ways of travel	Backpack tour	140	89.74
	Guided tour	16	10.26
Education	High school or under	10	6.41
	College/university	103	66.03
	Graduated student	39	25.00
	Other	4	2.56
Where to get the travel information	Internet	125	36.98
	Friend/relative	94	27.81
	Newspaper/magazine	66	19.53
	Television	31	9.17
	Travel agency/tour guide	22	6.51
Days of stay	1-15	76	48.72
	16-30	42	26.92
	Above 31	38	24.36
Total 156 respondents			

international airport as the research location and surveyed departing tourists' perceptions of safety in India, however, because of Delhi airport regulation, departing tourists could enter the airport to check in only 3 h before the airplane taking off. Hence the survey was hard to carry out. Therefore this study changed the location to visitor lounge next to airport T2.

The survey was conducted from January 17 to 31 in 2010. The researcher waited at the entrance near the spot of taking order. Tourists who entered the visitor lounge and looked like foreigners with lots of baggage were the survey population. There were 212 tourists being surveyed, among them 22 were not qualified because they were Indians, 34 among them refused because of lack of time, language barriers and disbelief of strangers. Hence there were 156 effective samples. The collected data were analyzed using descriptive statistics analysis, factor analysis, t-test analysis, correlation analysis and regression analysis.

ANALYSES AND RESULTS

Sample description

Table 1 shows respondents' demographic profiles. Most respondents of this survey were male (62.18%). 52.56% of respondents were between the age range of 21 and 35. Asian was the largest visitor group (33.33%). The majority of the subjects graduated from college or university (66.03%). The monthly income was between US\$501 to US\$2,000 in average (27.56%). According to travel experiences, most respondents traveled abroad below 5 times within 3 years (65.38%). 42.95% of respondents have been to India. 48.72% of respondents stayed for 1 to 15 days. The purpose of travel was mainly for sightseeing (51.92%). Most respondents obtained travel information from internet (36.98%). Most respondents backpacked to India (89.74%).

Validity and reliability analysis for the survey structure

The questionnaire items for perceptions of victim risk, risk awareness, and travel information in this study was obtained from the literature review and interviews with expert scholars. Therefore, it could be presumed that the questionnaire items had high construct validity. In terms of reliability for all surveys, the Cronbach's α coefficients of the dimensions were 0.895 for perceptions of victim risk, 0.875 for risk awareness, and 0.869 for travel information, respectively. The Cronbach's α coefficients for individual variables each significantly exceeded 0.7. These results indicate high reliability for the survey. Overall, the questionnaire results feature a certain degree of consistency and stability and will produce meaningful findings in subsequent analyses.

Factor analysis of perceptions of victim risk, risk awareness and travel information

This study adopted factor analysis to examine perceptions of travel victim risk, risk awareness and travel information. Yes or no questions regarding specific crime encounter in

India. The crimes that visitors have experienced from the most to the least in sequence were local harassment (101 visitors), fraud (77 visitors), larceny (23 visitors), sexual harassment (21 visitors), robbery (12 visitors), illegal search/detention/extortion (11 visitors), and attack (6 visitors). Up to 64.74% of visitors have been harassed by beggars, vendors, drivers, or the locals while fraud (49.36%) was the next that visitors often encountered. Violent crimes such as murder, attack, and assault were the least for visitors to suffer.

Perception of victim possibility

Table 4 shows the rates that international tourists traveling in India perceived various types of crime victims. Types of crime victim of this study are classified into 5 categories (Wellford, 1997; Albuquerque and McElroy, 1999; Chiu, 2009). The average rates rank from high to low are harassment victims (4.05), property victims (3.52), right violated victims (2.76), sexual harassment/sexual assault victims (2.63), violence victims (2.29). Consequently, tourists perceived they might be mostly harassed by beggars, vendors, pimps, drivers, or the locals, while property crimes such as larceny, robbery, and fraud were the next to encounter. Violence crimes such as murder, attack and assault were perceived to be rarely possible.

Defense reaction

Table 5 shows the average that tourists traveling in India took various types of defense behavior. The average rates rank from high to low are dress casually to prevent them from being a victim of crime (2.68), avoid going out at night (2.64), afraid to take public transport alone (2.21), and except for tourism arranged schedule, they would rather stay in hotel (2.16).

Analysis of differences between demographic variables and perceptions of victim risk

As shown in Table 6, only defense reaction factor is significant. The results show the analysis of tourists' gender, age, nationality, education and income along with the possible corresponding reactions such as avoiding being. First of all, the appropriateness of the data was tested to get Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity values. The KMO (Kaiser-Meyer-Olkin) values were 0.819, 0.765, and 0.746, respectively. The Bartlett's tests derived the significance level as 0.000. Therefore, these results indicate a correlation between the indicator variables and appropriateness for factor analysis.

According to the load variables of principal component factor analysis, 9 items for perception of travel victim risk were selected and classified as perception of victim

Table 2. Factor analysis of perceptions of victim risk, risk awareness and travel information.

Factor	Items	Factor loading	Eigen value	Variance explained (%)
Factors analysis of perceptions of victim risk				
Defense reaction	dress casually	0.884	2.882	32.026
	avoid going out at night	0.855		
	afraid transport alone	0.741		
	stay hotel except for arranged schedule	0.740		
Perception of victim possibility	Property victim	0.824	2.726	30.726
	Sexual victim	0.816		
	Violence victim	0.679		
	Harassment	0.673		
	Right victim	0.596		
Cumulative variance explained 62.752%; the overall Cronbach's α 0.895				
Factor analysis of risk awareness				
Adventure type	Frequently travel to dangerous areas	0.883	1.530	25.500
	Frequently engage in risky matters	0.845		
Destiny type	Crime victim is destined	0.822	1.488	24.793
	Crime victim is inevitable	0.818		
Defense type	Females are more likely to be victims than males	0.823	1.241	20.676
	Defense could lessen the chance to be victims	0.719		
Cumulative variance explained 70.969%; the overall Cronbach's α 0.875				
Factor analysis of travel information				
Understanding to the local	Frequently heard or watched tourists being victims in India	0.856	1.318	32.957
	Spend much time searching relevant information	0.706		
Interest to the local	Interested in everything in India	0.859	1.302	32.562
	Frequently hear or read something relevant to India	0.697		
Cumulative variance explained 65.519%; the overall Cronbach's α 0.869				

Source: Compiled as part of this study.

possibility and defense reaction. 6 items for risk awareness were selected and classified as adventure type, destiny type and defense type. 4 items for travel information were selected and classified as understanding to the local and interest to the local. The factor analysis result of the retail service quality is shown in Table 2.

Analysis of perceptions of victim risk

Victim experiences

Table 3 shows 156 visitors' experiences of being victim. The approach applied in this subject is to inquire visitors

along in transportation, avoiding going out at night, dress casually intentionally, and only staying out of hotel when it is necessary shows in Table 6. There is a significant difference in gender and nationality. Females took various corresponding reactions more than males. Asian tourists took various corresponding reactions more than European tourists.

The relation among victim experiences, perception of victim possibility, and defense reaction

The correlation coefficient of individual victim experience

Table 3. Tourists' experiences of being victim.

Type of crime	No. of victim	(%)	No. of non-victim	(%)
Attack	6	3.85	150	96.15
Robbery	12	7.69	144	92.31
Larceny	23	14.74	133	85.26
Fraud	77	49.36	79	50.64
Illegal search/detention/extortion	11	7.05	145	92.95
Sexual harassment	21	13.46	135	86.54
Harassed by locals	101	64.74	55	35.26

Table 4. Analysis of perception of victim possibility.

Type of crime victim	Average	Standard deviation
Harassment	4.05	1.22
Property victim	3.52	1.20
Right victim	2.76	1.15
Sexual victim	2.63	1.15
Violence victim	2.29	1.06

Table 5. Analysis of defense reaction.

Defense reaction	Average	Standard deviation
dress casually	2.68	1.38
avoid going out at night	2.64	1.82
afraid transport alone	2.21	1.34
stay hotel except for arranged schedule	2.16	1.35

Table 6. Summary of differences in defense reaction.

Demographic variable	No. of sample	Mean	t/F	Mean difference in comparison
Gender	Male	97	13.845	4.563*
	Female	59	15.780	
Nationality	Asia	52	15.885	3.774**
	Europe	45	12.279	
	US/Canada	42	15.095	
	New Zealand/Australia	17	15.235	

** Significant level: $p < 0.01$, * significant level: $p < 0.05$.

and perception of victim possibility is shown in Table 7. Accordingly, the victim experiences of attack also increases the perception of the risk of violence victim ($r=0.168^*$) and sexual victim ($r=0.211^{**}$). However, the experiences of illegal search/detention/extortion ($r=0.190^*$) and sexual harassment ($r=0.260^{**}$) would only raise the fear of those similar types of crime. On the other hand, the experiences of fraud would affect the perception of all kinds of victim risk such as violence victim ($r=0.262^{**}$), property victim ($r=0.358^{**}$), sexual victim ($r=0.308^{**}$), right

violated victim ($r=0.272^{**}$), and harassment victim ($r=0.220^{**}$). Tourists having been harassed by the locals perceived traveling in India is easy to be property crime victims ($r=0.233^{**}$), right violated victims ($r=0.281^*$) and harassment victims ($r=0.536^{**}$).

Generally speaking, direct victim experiences bring more fears and take more defense reactions in response. As shown in Table 7, tourists having been attacked preferred to stay in the hotel in order to lower the risk ($r=0.178^*$). Tourists having been defrauded intentionally

Table 7. Correlation analysis of victim experiences, perception of victim possibility and defense reaction.

	Victim experience						
	Attack	Robbery	Larceny	Fraud	Search /detention /extortion	Sexual assault and harassment	Harassed by locals
Perceptions of victim possibility							
Violence victim	0.168*	0.068	0.111	0.262**	0.140	0.108	0.135
Property victim	0.080	0.115	0.060	0.358**	0.026	0.063	0.233**
Sexual victim	0.211**	0.115	0.152	0.308**	0.134	0.260**	0.111
Right victim	0.101	0.061	0.072	0.272**	0.190*	0.098	0.281**
Harassment	-0.093	-0.075	0.012	0.220**	-0.012	0.061	0.536**
Defense reaction							
Dress casually	0.046	-0.030	0.004	0.285**	0.017	0.031	0.062
Stay in hotel	0.178*	0.015	0.091	-0.024	0.094	-0.065	-0.045

** Significant level: $p < 0.01$, * significant level: $p < 0.05$.

Table 8. Analysis of differences between perceptions of victim risk and travel behaviors.

F-value	Ever been to India	Ways of travel	Purpose of travel	Times of going abroad	Days of staying
Perception of victim possibility	0.820	0.623	4.383**	0.081	1.586
Defense reaction	0.820	2.232	4.383**	0.214	1.122

** Significant level: $p < 0.01$, * significant level: $p < 0.05$.

dressed casually to avoid being crime victims ($r=0.285^{**}$).

Analysis of differences between perceptions of victim risk and travel behaviors

Theatrically, the experiences of visiting India, the ways of travel, the purposes of travel, times of going abroad, and days of staying, etc., all affected tourists' familiarity and understanding toward India, and then affected the risk awareness as well (George, 2003). This survey discovered that only the purpose of travel had the significant relation with perception of victim possibility ($F=4.383^{**}$), as shown in Table 8.

Regression analysis of perceptions of victim risk and visiting decision

In order to examine the relationship between perceptions of travel victim risk and visiting decision, this study adopted multi-regression analysis to analyze two factors (defense reaction and perception of victim possibility) as the independent variables, and two decisions (revisiting willingness and recommendation) as the dependent variables (Table 9). It revealed that perception of victim possibility factor has the significant effect on revisiting willingness and recommendation, with the regression

coefficients respectively 0.285^{**} and 0.349^{**} . It showed that tourists perceive themselves more likely to be victims in India, they will consider more not to return, and they will take more efforts to warn friends or relatives not to visit India as well.

Examination of relationship between perceptions of victim risk and visiting decision by risk awareness and travel information

In order to examine the risk awareness and travel information effects on the relationship of perceptions of travel victim risk and returning decision, this study adopted layer regression analysis to test the interaction effects among independent variables, which are two perceptions of travel victim risk factors, three risk awareness factors and two travel information factors along with the dependent variables, which are revisiting willingness and recommendation. The factors of significant interaction effects showed in Table 10.

For risk awareness, only a significant effect shows the interaction of perception of victim possibility factors and destiny type ($\beta=0.858^*$). It means that tourists of non-destiny type consider being more likely to be the victims during their travel; therefore they deny revisiting India because of the public security. For travel information,

Table 9. Regression results for perceptions of victim risk and visiting decision.

Factor	Beta	t-value	p-value	F	R ²
Revisiting willingness decision					
Defense reaction	0.136	1.672	0.097	11.130	0.280
Perception of victim possibility	0.285	3.510	0.001**		
Recommendation decision					
Defense reaction	0.055	0.682	0.496	12.270	0.249
Perception of victim possibility	0.349	4.329	0.000**		

**Significant level: $p < 0.01$, * significant level: $p < 0.05$.

Table 10. Summary of regression results for risk awareness and travel information in perceptions of victim risk and visiting decision.

Interaction factor	β	t-value	p-value	F	R ²
Revisiting willingness decision					
Perception of victim possibility \times destiny type	0.858	2.493	0.014*	8.734	0.227
Defense reaction \times understanding to the local	-0.925	-2.841	0.005**	7.077	0.192
Perception of victim possibility \times interest to the local	-0.800	-2.258	0.025*	8.431	0.221
Recommendation decision					
Defense reaction \times understanding to the local	-0.950	-2.938	0.004**	7.609	0.203
Perception of victim possibility \times interest to the local	-0.996	-2.819	0.005**	8.670	0.225

** Significant level: $p < 0.01$, * significant level: $p < 0.05$.

there is a significant interaction effect of defense reaction factors and the understanding to the locals toward revisiting willingness and recommendation decisions. The correlation coefficients are -0.925** and -0.950** respectively.

It showed that tourists who spent much time collecting information or frequently heard others being victims in India would take more defense reactions. However, they will not deny revisiting India for public security, and warn friends or relatives not to visit India. There is a significant interaction effect of perception of victim possibility and interest to the locals factors toward revisiting willingness and recommendation. The correlation coefficients are -0.800** and -0.996* respectively. It showed that tourists who have more interest in India will not deny revisiting India even though being victims is very much possible for them, nor warn their friends or relatives not to visit India for the safety.

CONCLUSIONS, SUGGESTIONS AND FUTURE RESEARCH

This study classified travel crime into violence crime, property crime, sexual crime, right violated crime, and harassment. According to the perception of international tourists, it is quite possible to be harassed, defrauded and robbed in India. It also showed that international tourists

have more experiences of being harassed, defrauded and robbed. On the other hand, the victim experiences of violence crime and sexual crime are comparatively less, and so is the perception of risk estimation. In fact, there are not many serious victim cases while traveling. Tourists' perception of all kinds of crime victim extremely matches their true victim experiences.

Perception of travel victim risk not only affects tourists' fear to be victims, but also influences their reactions. The study results indicate that females obviously behave themselves such as avoiding going out at night, dressing casual intentionally, afraid to take public transport alone and rather staying in hotels for safety. In comparison Europeans, Asians are more likely to take any defense reactions. Tourists having been serious violence crime victims would rather stay in hotels to protect themselves. Tourists having experienced fraud usually dress casually to lessen the possibility of being cheated again. Tourists, whose purpose mainly on sightseeing, perceive they are more likely to be victims in India than those on business. The possible explanation is that all the lodging, traffic, and route for tourists on business are arranged by the locals. Sometimes tourists on business are even accompanied with the locals since their plane landing on. Therefore, compared with those on sightseeing, tourists on business are supported and protected better. Their chances of being victim are lessened, while their perception of safety is increased.

For examining the expansion effect on fear of crime, this study analyzed the victim possibility with personal victim experiences, and found that the experiences of right violated crime victims (illegal search/detention/extortion) and sexual harassment increasing the fears to crimes of similar kinds. However, the experiences of being attacked would increase the risk awareness to violence crime and sexual crime. Tourists with harassment experiences perceived their chances of being property crime victims, right violated crime victims and harassment victims are increasing much more. Tourists having been the fraud victims tend to keep a wary eye on the locals. They are afraid of being defrauded again and the fear would also affect all kinds of victim risk awareness.

A survey was conducted for the relationship among perception of victim risk, risk awareness, travel information and visiting decision. It showed that tourists with more safety awareness, especially those who consider that crime is irrelevant with luck, and believe that crime is avoidable, may feel there is a high possibility to be victimized during the trip. At the same time, one will decrease the willingness to revisit when he /she knows the destination is unsafe. Besides, those who spend much time to search information about India or those who heard about tourism crimes in India would take more defense reactions. However, they would not stop revisiting India because of safety problems, nor warn others not to visit India. Tourists who initially have much interest in India would not change their minds to revisit India or recommend this destination to others in spite of high possibility of being crime victims. This study verified that there is a negative relationship between perception of travel victim risk and visiting decision. Moreover, travel risk awareness and travel information have interactive effects on perceptions of victim risk and visiting decision.

This study showed that two-thirds of tourists have experienced harassment in India. Half of them have been defrauded. The issues of harassment and fraud happened to international tourists, not only affect the tour quality, but also threaten the image of the city, and even more, the prosperity of the whole tourism. Hence, the authority should take them seriously and seek out better solutions. As to the practical implications, harassment and unfaithful business dealings are continuing problems without easy solutions. In cooperation with associations of vendors, training programs can be instigated to encourage friendly behavior and to eliminate tourist's complaints. It was also discovered that tourists who have more interests in India would revisit in spite of high possibility of being crime victims. Meanwhile, they would not advise others not to visit even though there are safety problems in India. It is perceived that tourists' belief and attitudes are less affected by risk. For developing the tourist market, multiple art and abundant cultural heritage should be greatly focused on. Accordingly, the risk international tourists consider might be possibly left behind so as to give a boost to the tourism.

Tourists' confidence of the safety in tourism destination is a crucial factor that affects visiting decisions and the development of tourism industries. The inner perception of risk reaction refers to the relationship between an individual and the whole surroundings. A future study should understand more interactions between variables as well as consider the regional and cultural factors of social phenomena. The purpose of this study was to understand whether foreign tourists visiting a destination might have different types and degrees of crime risk perception. Future studies that employ samples to different nations will enhance the generalization of the results.

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