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¹**Tourophobia: Fear of travel resulting from man-made or natural disasters**

Abstract

Purpose - The aim of the present paper is to examine how crises impact overall tourist behaviour and travel preferences in times of crisis events, both man-made and natural disasters. In doing so, the present paper has been designed to provide a new conceptualisation of travellers' shifting preferences in terms of the selection of holiday destinations through the new concept of *tourophobia*, and to classify this as a new type of tourist behaviour.

Design/methodology/approach - The present study employs a literature review as a qualitative deductive content analysis of 58 field studies published by major hospitality and tourism journals. By utilizing a deductive content analysis approach, the current paper is designed to delineate tourist behaviour through a generic review of relevant literature detailing travellers' preferences in times of crisis.

Findings - The developed concept of *tourophobia* and the suggested model, which proposes two possible scenarios, shows that traveller behaviour is heterogeneous in terms of the destination selection process; this finding is based on a content analysis of the articles chosen. Further, by using the developed model, the decline in travel and tourism can also be explained by an increase in what is termed in this paper '*tourophobia*', which results from the various devastating effects of crises.

Research limitations/implications - The proposed model is expected to help destination managers and marketers to segment and forecast the future market demand of tourist travel preferences, thereby enabling them to form effective marketing strategies and increase their responsiveness during difficult times. Only articles from hospitality and tourism journals were subjected to the content analysis; this is a major limitation of the study.

Originality/value - The present research contributes to current knowledge by describing the concept of *tourophobia* as a tourist behaviour in times of crisis. As an emerging phenomenon, it is also introduced as being one criterion for the selection of destinations and, therefore, is regarded as a driver for tourist behaviour, thus generating the originality of the paper. This study strives to provide a new direction for future studies on tourist behaviour, rather than offering new empirical data.

Keywords - Touristic avoidance behaviour, *Tourophobia*, Tourist behaviour, Tourist typology, Crisis and Disaster, Socio-Psychology of Travellers

Paper type - Literature review

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Introduction

Tourism is highly sensitive to catastrophes, both man-made and natural disasters (Sausmarez, 2007; Walters and Mair, 2019). Such events can also significantly tarnish the affected tourist destination's image, drastically changing tourist behaviour in times of crisis events by precipitating the emergence of a new type of behaviour pattern, as described by the concept of *tourophobia*. *Tourophobia* can be defined as a fear of travel resulting from man-made or natural disasters; it can deeply impact the tourism sector in destinations that have suffered or are suffering from crises. *Tourophobia* also influences other behaviours that can lead to a lack of touristic activity in a destination, forcing tourists to visit alternative locations and adjust their activities in response to their fears. In the context of tourism, this newly-defined behaviour is an attempt to examine and explain the root cause of tourists' travel decisions in the aftermath of crisis events.

Crises, which spread fear and concern among those who travel for leisure much more so than other types of travellers (Korstanje and Olsen, 2011), appear to increase the perceived risk of travelling, which, to a lesser or greater extent, triggers tourists' aversions to travel. Furthermore, the devastating effects of catastrophes are likely to disseminate a fear of travelling throughout society. Recently, the tourism sector has experienced several catastrophes in various countries, including terrorist attacks, wars, political unrest, natural disasters, epidemics, etc.; these have emotionally and psychologically affected the travel decisions of international tourists (Seabra et al., 2013).

The latest examples of terrorist attacks at Brussels and Istanbul airports, as well as terrorist attacks in Paris, directly involved foreign tourists, thereby adversely impacting tourist behaviour and directly - as well as indirectly - influencing tourists' international and domestic travel choices (Lagrave, 2016; Liu and Pratt, 2017; Oliveira and Costa, 2018; Reuter et al., 2018). As a result of these incidents, travellers are compelled to either travel elsewhere or cancel their trips altogether (Araña and León, 2008; Timothy, 2006). These problems, which negatively affect travellers' psychological and socio-psychological motivations to go abroad, heavily influence not only where they choose to travel, but if they travel at all as they affect travellers' choices in terms of modes of transportation (Hall, 2002; Quintal et al., 2010). As Sönmez et al. (1999) proposed in their study, the devastating results of a crisis can raise travel concerns, which affects tourism and travel patterns alike.

The potential losses resulting from disasters can be categorised as either tangible or intangible;

these labels refer to the traumatogenic shifts associated with tragic events, such as wars and epidemics (Sztompka, 2007). The existing literature on fear within tourism, which strives to conceptualise tourist behaviour in a more generic manner (Fennell, 2017; Isaac and Velden, 2018; Ivanova and Light, 2018; Leung et al., 2018), remains limited. Despite the increasing recognition of the term ‘fear within tourism’ in the field, its impact on travellers’ destination selection processes in times of crisis remains unexplored by tourist typologies. Moreover, the existing academic literature on tourism mainly deals with the tangible losses arising from crises, such as tarnishing the destination image, the recovery process, and economic and psychical disruptions; in contrast, the literature tends to overlook the intangible losses pertaining to how travellers themselves respond to and are psychologically affected by critical incidents. In view of the fact that the literature fails to discuss travellers’ psychological and socio-psychological concerns about travelling, the present study is dedicated to meeting this need by identifying and explaining the reasons behind shifting travel preferences in times of crisis. This study is also designed to introduce the concept of *tourophobic* through a generic review of the relevant literature on travellers’ tourism choices in times of crisis.

In order to answer the question as to whether tourist behaviour is homogenous or heterogeneous in times of crisis events, this paper aims to meet the following specific objectives:

- a) To conceptualise tourist behaviour in times of crisis, as regards both man-made and natural disasters, using the aforementioned concept of crisis-induced *tourophobia*, and
- b) To explore the possible effects of *tourophobia* on tourist behaviour and the future travel preferences of travellers using a proposed model.

Literature Review

Tourism Crises

Crises are described as predictable, if unexpected, events, while disasters are defined as both unpredictable and unforeseen (Faulkner, 2001; Prideaux et al., 2003; Timothy, 2006). Crises and disasters are vitally significant for destinations that experience them as such moments can ruin or sully the very images that are instrumental for attracting tourists (Sönmez et al., 1999; Noh and Vogt, 2013). Crises that have adversely affected tourism in the past decade include the September 11th terrorist attacks (Aschauer, 2010; Blake and Sinclair, 2003; Goodrich, 2002; Mühlberger et al., 2005), the spread of foot-and-mouth disease in the UK in 2001 (Ritchie et al., 2003), the terrorist attack in Indonesia’s province of Bali on October 1, 2005 (Hitchcock

and Putra, 2005), the Severe Acute Respiratory Syndrome (SARS) epidemic in 2003 (Eichelberger, 2007; Wen et al., 2005; Mao et al., 2010), the 2004 tsunami that struck southeast Asia (Henderson, 2007; Nguyen et al., 2017), Hurricane Irma in the Caribbean (Seraphin, 2019), the global economic crisis in 2008 (Li et al., 2010), the Japanese earthquake and tsunami in 2011 (Forgash, 2011; Rittichainuwat, 2012; Takamatsu, 2014), the 2010 volcanic eruption in Iceland (Bird et al., 2010), the 2010 Arab Spring (Afonso-Rodríguez and Santana-Gallego, 2018; Álvarez-Díaz et al., 2019; Báez-García et al., 2018; Lanouar and Goaid, 2019; Perles-Ribes et al., 2016), the Ebola outbreak in West Africa (Mizrachi and Fuchs, 2016), and most recently, the terror attacks at both Brussels and Istanbul airports.

The attacks on Brussels and Istanbul airports are, alongside the attacks at sites in several French cities, including Paris, different in that they directly involved foreign travellers (Harb and Bassil, 2019; Isaac and Velden, 2018; Lagrave, 2016; Liu and Pratt, 2017; Oliveira and Costa, 2018; Reuter et al., 2018). Further, such events have not only influenced tourists' behaviours in terms of preferred travel destinations and their overall pre- and post-purchasing behaviours, but have also increased the perceived risk of travelling and decreased travel flexibility (Hsu et al., 2009). Catastrophes' detrimental psychological effects on travellers thus jeopardizes tourism itself, as they create and fuel the public's fear of travelling (Korstanje, 2011) or fear of flying (Fleischer et al., 2012; Hall, 2002; Kormos, 2003; Laker, 2012; Mühlberger et al., 2005), which may emerge due to a lack of feeling safe because of the possibility of a terrorist attack at their destination after the flight (Mason et al., 2005).

Fear and Risk in Travel and Tourism, and their Possible Impacts on Tourist Behaviour

Fear is an emotion that can emerge in distinct forms and at different phases during travel (Fennell, 2017). According to Shaver, Schwartz, Kirson and O'Connor (1987), emotions are split into three basic categories: primary, secondary and tertiary emotions. While fear is a primary emotion, the secondary emotions that constitute fear are horror and nervousness. The tertiary emotions related to horror include the elements of alarm, shock, fear, fright, horror, terror, panic, hysteria, and mortification, while the tertiary emotions related to nervousness include anxiety, nervousness, tenseness, apprehension, worry, distress, and dread (Fennell, 2017; Shaver et al., 1987). According to this categorisation, fear is seen as a generic emotion. The existing literature contends that there are three ways in which fear is precipitated: through information obtained from others, direct conditioning derived from past experiences, and learning through observation (Mühlberger et al., 2005).

Air travel is the most significant determinant of tourism for a number of tourist destinations. In a similar manner, the tourism industry and travel patterns are heavily driven by demand for travel itself; travel is thus the lifeblood of all tourism. Safety and security issues are seen as crucial factors that significantly influence travellers' destination choices (Elshaer and Saad, 2016). Previous studies have demonstrated that the issues of crime, violence, terrorism and political instability or civil unrest negatively impact tourist behaviour, encouraging people to travel to safer destinations and avoid risky locations, or postpone their holiday plans (Ivanov et al., 2017; Liu and Pratt, 2017; Mansfeld and Pizam, 2006; Ryan, 1993; Saha and Yap, 2014).

The terrorist attacks on September 11, 2001 are among the most significant incidents that conveyed fear across the globe; they had an immense detrimental impact on not only the United States, but the whole world (Clarke, 2003; Korstanje, 2018) by leading to a fear of flying and subsequently shifting tourist decision-making in terms of transportation modes in the aftermath of the event and media reports of the event (Hall, 2002; Mason et al., 2005). Despite being localized events, the terror attacks at the airport in Brussels, at Atatürk International Airport in Istanbul, and similar attacks in Paris directly involved foreign travellers, and so also precipitated fear around the world (Lagrave, 2016; Liu and Pratt, 2017; Oliveira and Costa, 2018; Reuter et al., 2018). The clear but delicate relationship between travellers' chosen destinations and their safety concerns thus underscores the importance of a location's strong demand for tourism (Fleischer et al., 2012). Several scholars from various perspectives have also elaborated on this fear of flight-related travel (Fleischer et al., 2012; Mühlberger et al., 2005; Laker, 2012; Bogaerde and Raedt, 2008; Bogaerde and Raedt, 2013; Bianchi, 2007; Korstanje, 2011).

Perceived Travel Risk and Fear

There is no doubt that the perceived safety and security of particular destinations are major constituents of tourists' decisions to visit those locations (Beirman, 2003). The concept of risk perception has received considerable attention since 9/11, becoming the focus of intense research for scholars in the field of tourism (Korstanje, 2009). Destination risk perception reflects multidimensional characteristics based upon travellers' perceptions, rather than single facets (Fuchs et al., 2012). The concept of perceived risk or fear in the field of tourism was originally addressed by Roehl and Fesenmaier (1992). The authors found physical risk, vacation risk and destination risk to be the main factors of perceived risk, and divided vacation risk into seven distinct categories of potential risk: equipment, financial, physical, psychological, satisfaction, social, and time.

According to Korstanje (2009), risk can be classified into several categories: financial, social, psychological, physical, functional, situational, and travel-related. The magnitude of travel-related risks can be dependent on the scale and structure of the disasters that produce such risks (Pelling et al., 2002). However, Roehl and Fesenmaier's (1992) work on perceived risk and travel behaviour cannot be generalized, since the responsiveness of an individual to an uncertain condition may vary across circumstances, depending on the individual. Since then, Sönmez and Graefe (1998b) have contributed to the perceived risk literature by suggesting that perceived risk and safety are the main influencers shaping travellers' future behaviour in either avoiding particular locations or planning to visit them. In particular, the majority of tourists often seek safe and secure destinations and avoid travelling to locations that have experienced the adverse effects of crisis events such as terrorism (Liu and Pratt, 2017). In the existing literature, the concept of risk can be divided into four categories, namely terrorism, war and political instability, health concerns, and crime (Lepp and Gibson, 2003), while Reisinger and Mavondo (2006) classify types of risk into the two categories of absolute (real) and perceived (subjective) risk.

On the other hand, Dolnicar (2005a) preferred to use the terms "perceived fear" and "perceived risk" interchangeably. Based on market-driven segmentation, the present study further extended the approach suggested by prior research (Roehl and Fesenmaier, 1992; Sönmez and Graefe, 1998b) to explain the different patterns of perceived fear and concern among tourists that occur in distinct destination contexts (Dolnicar, 2005b).

While past experiences can consciously or unconsciously inform prospective tourists' preferred travel destinations, external stimuli also significantly influence them (Martin, 2010). Perception is identified as the conscious awareness, organization or recognition of stimuli, leading to a neural response which causes sensation (Scharff, 2008). An increased aversion to travel resulting from crises can occur for many reasons, but this behaviour is often justified with reference to a fear of flying (Mühlberger et al., 2005) and a fear of an increased risk from travelling to specific locations (Korstanje, 2009) because of crime or possible terrorism events (Hall, 2002; Mason et al., 2005). Like other phobias, flight phobia is formed through classical conditioning and is not only an extreme fear, but an irrational one (Wilhelm and Roth, 1997). Fear of flying is thus conditioned when flying becomes associated with an aversive and possibly traumatic incident; this association then triggers fear of the formerly neutral stimulus of travelling by air (Bogaerde and Raedt, 2013). The catastrophes and traumatic incidents that can cause this phobia and thus threaten destinations' images can be man-made, natural, or a

combination of both (Boniface and Cooper, 2009).

Fear of flying is classified as a situational sub-type phobia (Laker, 2012). In this regard, one can assert that *tourophobia* is a type of *phobia*, which, to a large extent, takes root in fear experienced over time due to an increase in the number of traumatic events and, in doing so, interferes with tourism and travel. In this vein, fear of flying is also encouraged by *phobia*, and can emerge because of the detrimental effects of catastrophes such as terrorist attacks, pandemics, plane crashes and/or other traumatic events. Such incidents create aversions to travel because they increase the perceived risk of travelling abroad. The concept of '*tourophobia*' strives to identify not only why individuals are impelled to travel and participate in touristic activity, but the factors that amplify aversion to travel, describing this behaviour as deriving from disturbing events.

Anxiety is considered to be one of the most glaring symptoms of *tourophobia*, and this specific phobic reaction can exacerbate or even cause a fear of flying (Van Gerwen et al., 1997) or fear of travelling (Korstanje, 2011). Those who experience such anxiety about flying are often afflicted with unsettling thoughts and images of harm to themselves (Lang and McTeague, 2009). By bringing a distinct perspective in their study, Caramanica, Brackbill, Liao and Stellman (2014) found that those exposed to the negative impacts of disastrous events are more likely to develop comorbid disorders such as Post-Traumatic Stress Disorder (PTSD), anxiety and depression, which significantly reduces quality of life.

The Conceptual Framework and Theoretical Background of Tourophobia

Before examining the factors that engender *tourophobia*, one must first understand the concept. The concept was coined to explain avoidant human behaviours – specifically human efforts to avoid travel for a certain period of time – that are often associated with devastating societal events such as terrorism, political instability, epidemics, crimes or wars. It underpins the reasoning behind the fear of travelling, as well as an avoidance of tourism as a whole where perceived risk is high. *Tourophobia* can also be used to refer to a tourist who is apprehensive of travelling or of travelling to particularly *tourophobic* destinations where crises and adversity are present or more conspicuous.

The concept of *tourophobia* is a combination of the words *tour* and *phobia*. *Touro-* includes the thematic vowel *o, which links the two aforementioned terms. *Tour* encapsulates the variety of forms that tourism takes, including travel, which is one of the drivers of tourism. The suffix of

the proposed concept, i.e. '*phobia*', denotes an individual's intense and irrational fear of travelling due to perceived risk (Dolnicar, 2005a; 2005b; Fennell, 2017; Kapuściński and Richards, 2016; Leung et al., 2018; Sönmez and Graefe, 1998a; 1998b; Roehl and Fesenmaier, 1992; Sönmez et al., 1999). '*Phobia*' entails a sense of fear, anxiety, shock, panic, risk, worry/concern and uncertainty which can all be experienced by those suffering from *tourophobia*, and can manifest in touristic behaviours that, in this case, stem from negative perceptions of destinations affected by catastrophic events. Additionally, *tourophobia* involves the perceptions of catastrophes and their consequences, which are largely contingent on individuals' initial reactions to unexpected events such as crises, while its development relies on endogenous parameters such as the cognitive, perceptual and personal characteristics of the individual. The developed model posits that the destination selection process of travellers is not only a psychological process but is also psycho-social.

Given the considerations of *tourophobia* within an epistemological context, the concept relies upon interpretative ontology and offers a causal explanation of human action in a naturalistic and pluralistic world. The theoretical ground of *tourophobia* is based on three theoretical assumptions: a) protection motivation theory of fear appeals and attitude change, b) consumer switching behaviour, and c) attribution theory. According to Rogers (1975), fear appeals often shift information related to one or more subsequent dimensions, namely the personally relevant consequences of some unpleasant incident, the likelihood of the emergence of the event, and recommended responses. Protection motivation theory arises here to explain why travellers engage in adaptive behaviours for particular situations in the face of any dangerous event which evokes fear (Rogers, 1975).

Consumer switching behaviour provides another aspect of the theoretical background of the proposed concept, and signals a consumer's voluntary decision to select among different kinds of brands, services and products rather than previously-chosen options, which can potentially provide more benefits for a consumer (Su et al., 2017, p. 8). Overall, switching behaviour is significantly influenced by consumer variety-seeking (Cheng et al., 2016) and can most often be seen in times of crisis with regards to choosing between affected and safer, or more familiar, holiday destinations.

On the other hand, attribution theory, within a social-psychological context, explains the causal relationships between individual actions and perceived outcomes (Yum and Jeong, 2015). It also assumes that stimuli can force people to behave a certain way based on two separate forms

of control: internal (personal characteristics, attitude or personality) and external (characteristics of the environment or the situation) (Aronson et al., 2010). The theory postulates that the factors arising from any given incident play an influential role in formulating the individual causal inferences – known as attributions – of certain outcomes. Additionally, an individual's beliefs, knowledge and motivations influence their perceptions within both aforementioned ascriptions. The theory suggests that the consequences of causal attributions represent emotional or affective reactions to an event. In other words, information, and the motivations and beliefs of the perceiver can be described as antecedents to travel aversion (Kelley and Michela, 1980; Snead et al., 2015).

In the present study, attribution theory is utilized to explain the motivation-perception interfaces of tourist behaviour as major concepts that are inextricably linked in the context of tourism, and that heavily impact travellers' decisions in pressing times. Travellers experience anxiety in its purest form due to merely being away from their homes (Korstanje, 2011), but when discussing the concepts of crisis and disaster as precursors to community shock (Ferretti et al., 2015), as well as antecedents to psychological and psychosocial trauma in the form of *fear* and *phobia*, attribution theory deserves special attention in attempting to understand the reasons behind tourist behaviour in times of crises.

As tourists display a wide range of risk aversion behaviours (Liu and Pratt, 2017) and reflect heterogeneous travel behaviours with regards to risk and safety perceptions (Seabra et al., 2013), the proposed model and suggested concept offer four possible travel behaviours that are likely to emerge for the traveller in times of crisis:

- Lower level of concern about security threats and continuing to travel regardless (Type 1),
- Cancelling the trip altogether (Type 2),
- Choosing to postpone trips until the destinations have regained their former image (Type 2); or
- Selecting locations that are perceived as safe, less dangerous, or familiar (George, 2010; Lagrave, 2016; Mansfeld and Pizam, 2006; Rittichainuwat and Chakraborty, 2009) (Type 1).

In the suggested model, two types of traveller emerge in times of crisis, upon which the concept is based. The first type of traveller can be categorized and named as risk-taking since they do not tend to organize their trip in advance and are less concerned with risk (Alvarez and

Asugman, 2006). This type of tourist may often reflect travel behaviours in times of crisis that are consistent with the following categories: Plog's allocentrics (2001, 2002), Cohen's drifters (1972) and Smith's explorers (1989). This is because they often experience low levels of fear of travel and seek the highest degree of novelty rather than familiarity (Reuter et al., 2018). Rather than cancelling their trips, this type of traveler is more likely to prioritize familiarity by choosing internationally recognized hotel chains, native language guides, and familiar food, whilst travelling mostly with friends or family, and taking group tours (Fennell, 2017) rather than cancelling their trips.

Unlike the first type of tourist, the second type is labelled risk averse (Alvarez and Asugman, 2006) as they experience high levels of fear and thus are more likely to choose a different destination that they perceive to be safer rather than abstaining from travel or cancelling their holidays altogether (Liu and Pratt, 2017). Alternatively, by following media reports they may choose a different mode of transportation (Hall, 2002; Mason et al., 2005) if they develop a fear of flying, or perhaps even switch destination from international to domestic. Plog's (2001, 2002) psycho-centric and mid-centric, Cohen's (1972) organized mass of 'bubble travellers', and Smith's (1989) charter and mass tourists' typologies fall within this group segment (Basala and Klenosky, 2001). Travellers that perceive high degrees of risk, with characteristics of *tourophobia*, mostly belong to and comply with the Type 2 segment described above.

Methodology

Research Approach

The purpose of the present research is to investigate whether tourist behaviour or travellers' responses are more heterogeneous or homogenous in times of crisis. In conjunction with the defined research purposes, the present research has utilised a deductive qualitative content analysis of articles dealing with crisis and disaster issues in the field of hospitality and tourism, in order to conceptualise tourist behaviour and explain fear of travel in times of crisis, whether the incidents are man-made or natural. Content analysis, which allows for an in-depth analysis of large volumes of data with relative ease, is often regarded as a powerful reduction technique (Stemler, 2001), as well as being positivist in orientation, as it can provide countable results or quantitative descriptions (Fennell, 2001). Seuring, Müller, Westhaus and Morana (2005) argue that as a qualitative method, the literature review as content analysis can be considered the most appropriate way of conducting any research as it is this method that enables contributions to be made towards theory development. On the other hand, a deductive content analysis that adopts

an *a priori* approach means that categories are determined in advance through a generic review of the relevant literature (Mehmetoglu, 2004). Choosing between deductive and inductive techniques hinges upon the type of study employed along with the research question raised (Stepchenkova et al., 2009). Also, together with an inductive approach, deductive content analysis is one of the most appropriate post-positivist research paradigms and is consistent with the use of qualitative research methods; consequently, it is also regarded as a significant step towards ensuring the trustworthiness of the findings obtained from qualitative research (Hyde, 2000).

A literature review is considered the most appropriate and valid approach as it paves the way for researchers to structure a research field while forming the backbone of any piece of research being carried out (Chang and Katrichis, 2016; Easterby-Smith et al., 2012). The most significant advantage of literature reviews is that researchers can find a gap in the literature that needs to be filled (Kwok et al., 2017) through benefitting from extant studies that also offer directions for future research (Brouder, 2014). The number of literature reviews has been steadily increasing, most of which have employed content analysis (e.g., Gross, Gao and Huang, 2013), with reviews covering various topics such as consumer experiences in hospitality and tourism (Walls et al., 2011), governance (Ruhanen et al., 2010), photography in tourism (Balomenou and Garrod, 2019), business models (Reinhold et al., 2018), sustainability in restaurants (Higgins-Desbiolles et al., 2017) as well as the following: sustainability in tourism (Ruhanen et al., 2019); eTourism (Navío-Marco et al., 2018), information technology (IT) applications in hospitality and tourism (Law, Leung and Buhalis, 2009), dark tourism (Harvey-Lemelin et al., 2013) and innovation in hospitality and tourism (Gomezelj, 2016). Despite this increase, however, their number still remains negligible. There has been no study, according to previous literature reviews, that has striven to conceptualize tourist behaviour in times of crisis; therefore, the present paper aims to fill this gap in the literature.

When using qualitative research methods, written texts or materials can also be used as forms of data collection alongside many other sources of data, including observations, in-situ interviews, and focus group interviews (Gill et al., 2008). Indeed, the analysis of documents can be used by researchers as a stand-alone method (Flick, 2009). During the course of research, inquirers may benefit from these primary, qualitative sources of data in the form of public or private documents such as newspapers, reports, personal journals, diaries, letters and e-mails (Creswell, 2014). Thus, in order to develop an integrated approach with the aim of conceptualizing tourist behaviour in times of crisis, the present study employs content analysis

with relevant keyword indexes to classify the articles that are most frequently used by scholars. This is intended to solve a diverse range of problems among academic research (Chang and Katrichis, 2016) that fits best with the general characteristics of qualitative research (Seuring, Müller, Westhouse and Morana, 2005).

Data Collection

To identify relevant articles published in the field of tourism and hospitality, the first stage of data collection was based on the inclusion of field studies that have simply dealt with tourism crises and disasters. This comprises the empirical components of this qualitative research that were obtained from leading tourism journals. Overall, the data were primarily drawn from scientific articles consisting of theoretical and empirical studies published between 1992 and 2018, and found by using the general keywords ‘tourism’, ‘crisis’ and ‘disaster’ in the Google Scholar search platform. The major hospitality and tourism journals from which articles were retrieved derive from internationally recognized publications such as *Annals of Tourism Research*, *Asia Pacific Journal of Tourism Research*, *Current Issues in Tourism*, *International Journal of Tourism Research*, *Journal of Tourism and Cultural Change*, *Journal of Hospitality and Tourism Research*, *Journal of Travel & Tourism Marketing*, *Journal of Travel Research*, *Journal of Vacation Marketing*, *Journal of Hospitality Marketing & Management*, *Tourism Economics*, and *International Journal of Tourism Cities and Tourism Management*. The final stage involved compiling a list of articles that encompasses a comprehensive review of the major hospitality and tourism journals and the identification of journal articles for the content analysis.

Identifying and Classifying Relevant Articles

During the course of identifying and classifying relevant articles for the content analysis, keywords were identified through a generic literature review based on the researcher’s knowledge of crisis and disaster management. In a subsequent stage, the data collection process was continued by adopting a snowball sampling technique that followed the approach of Liao et al. 2011, p. 302:

- Only articles that had been published in hospitality and tourism journals were selected since the appropriateness of these journals’ content conforms more closely to tourist behaviour.
- Conference papers, Master’s and PhD dissertations, textbooks and unpublished working

papers were excluded as academics and practitioners alike most often use journals to acquire information and disseminate new findings. In general, journals represent the highest level of research (Nord and Nord, 1995).

- Articles that possess no keywords were eliminated.
- When considerable discussion emerged in the popular press concerning tourist behaviour, no attempt was made to include them in the analysis.

In the next stage, relevant journal articles were identified and selected, in particular those that cited the existing set of identified articles, which allowed for an expansion of keyword searches for the content analysis based on their inclusion and their discussion of key concepts. The following descriptive terms were then extracted under the major themes of tourism crises and disasters: “risk perception”, “visitor perception” “travel fear”, “tourism fear”, “tourist fear”, “travel risk”, “terrorism and tourism” and “travel anxiety”.

The process of reviewing was repeated and a total of 58 potential articles were selected, since they more frequently included the terms ‘risk’ and ‘fear’ with regards to tourism. However, 47 of these articles were published by leading tourism and hospitality journals and met the required criteria by including the aforementioned key terms, as well as others such as “risk perception”, “visitor perception” “travel fear”, “tourism fear”, “travel risk”, “terrorism and tourism” and “travel anxiety”. The remaining articles were not subjected to the analysis as their focal points do not directly involve the terms “risk” or “fear” with regard to tourist behavior in the context of tourism crises and disasters, unlike other studies. The most prominent articles outshine the remaining articles in dealing with the concept of fear and its antecedents, which constitute the theoretical foundations of the suggested concept, along with the developed model (see Dolnicar, 2005a; 2005b; Fennell, 2017; Roehl and Fesenmaier, 1992; Sönmez and Graefe, 1998a; 1998b; Sönmez et al., 1999).

Content Analysis of Studies

In the following stage, data analysis processes were finalized after the identification of other relevant studies that used more specific terms and adopted similar research techniques (Chang and Katrichis, 2016; Fennell, 2001; Mayring, 2003; Stemler, 2001). In particular, the content analysis of articles in the current research was implemented using Mayring’s (2003) approach which encompasses four main steps, namely material (data) collection, descriptive analysis, category selection, and material evaluation. As such, keywords such as “risk perception”,

“visitor perception” “travel fear”, “tourism fear”, “travel risk”, “terrorism and tourism” and “travel anxiety” were classified as travel and tourism fear and *phobia*, and, for the purposes of the content analysis, each article’s keywords were coded and subsequently grouped into main themes that referred to approximately the same meaning (travel and tourism fear and *phobia*). From this, common keyword categories were extracted (uncertainty, fear, shock, worry/concern, anxiety) that fall under the identified themes, and the theoretical grounding of the suggested terms were frequently searched in the subject line of the selected articles on the basis of the defined theoretical concept (see Table 1).

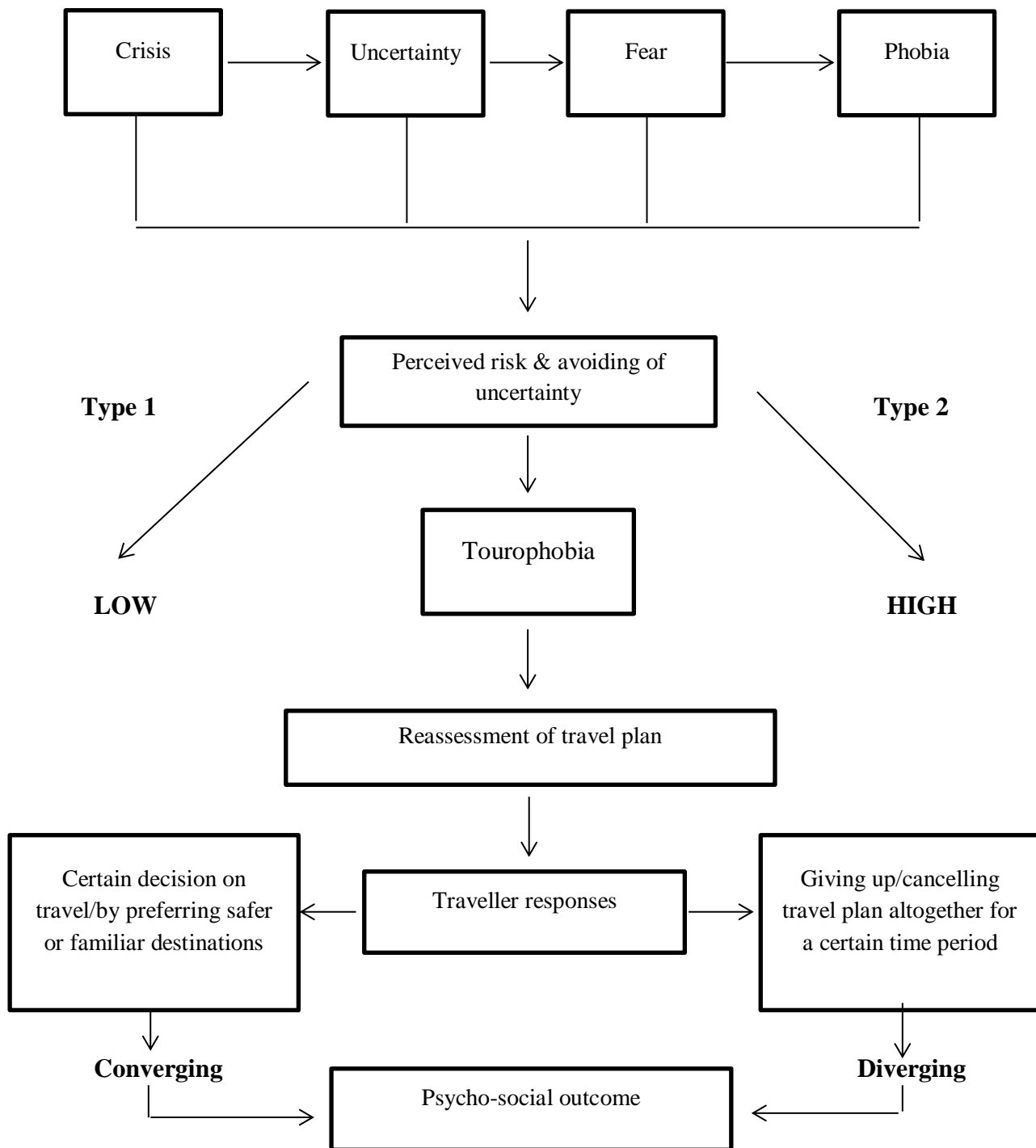
Results

A content analysis of 47 journal articles elicited *travel and tourism fear* as the main theme and categories were identified as *phobia*, *fear*, *anxiety*, *shock*, *risk*, *worry/concern*, and *uncertainty*. These categories generated the antecedents, underscoring the theoretical grounding of the concept of *tourophobia*. Moreover, the data analysis revealed two types of traveller response in terms of destination selection, identified on the developed model (Figure 1).

Travel and Tourism Fear

The act of travelling is the ultimate determinant of tourism, and is, alongside other determinants, the motivation for touristic activity, thus they are both affected by the devastating effects of crisis events, which can dramatically shift travellers’ perceptions of certain destinations and of travel itself. It is, therefore, the togetherness of both terms that was considered during the data analysis process as they both generate the antecedents of the suggested concept of *tourophobia* and the developed model.

Figure 1: Evolutionary Process of *Tourophobia* and its Possible Impacts on Traveller Decision Making Processes



Source: Author

Phobia: The term *phobia* is defined by the Oxford Dictionary (2018) as “an extreme or irrational fear or aversion to something” while Cambridge Dictionary (2018) defines it as “an extreme fear or dislike of a particular thing or situation”. Therefore, the term *phobia* refers to

the accumulation process, and its result, by which generic fear builds up over time and is classified as one of the sub-types of fear (Gold and Revill, 2003). It can also be regarded as one of the most significant constituents of the fear-related concept of *tourophobia* and an extension of the term fear.

Fear: This category has been found to be the most salient due to the frequency with which the word was encountered in this content analysis of field studies. Within the tourism context, the term *fear*, used interchangeably with the term *risk* in the extant literature, has been seen as one of the most prevalent components of the concept of *phobia*, which is at the heart of the concept of *tourophobia*. It has also been noted in fear-related studies that the concept of fear can be split into five main categories of risk, namely, political, environmental, health, planning and property. Overall, analyses of the concept have highlighted that, in the context of travel and tourism, fear is associated with several different factors, including fear of crime, of travelling and flying, and of diseases (see Dolnicar 2005b; Fennell, 2017; Korstanje, 2011; Leung et al., 2018; Mawby, 2000; Mizrachi, 2016; Mura et al., 2012).

Anxiety: It is argued that a distinction can be made between state anxiety and trait anxiety, where the former refers to a temporary emotional state of hypervigilance and hyperarousal, and the latter refers to a tendency to experience the former on a regular basis in different contexts; i.e. to be anxiety-prone is regarded as a personality trait (Barlow, 2002; Sylvers et al., 2011). The content analysis in this study suggests that in the context of travel and tourism, anxiety and fear are associated with risk, which subsequently affects purchasing decisions (Reisinger and Mavondo, 2006).

Shock: This term has been found to be the fear-related word used least often in the articles analysed for this content analysis. It can also be said that researchers often prefer to use the concepts of crisis, disaster and catastrophe. In terms of the concept of *tourophobia* developed in this study, the analysis has shown that shock is mostly related to the periods during and after crisis events, representing the emotional responsiveness of the traveller, and can be classified as a tertiary emotion (see Fennell, 2017).

This emotional response has mostly been reported in the context of terrorist events to which travellers or tourists are directly exposed, such as the attack on the Twin Towers in New York in 2001, which can cause tourists to feel shock and precipitate negative images of those destinations. In a similar vein, financial crises, natural disasters and health scares can negatively affect the degree to which destinations feel safe to visit and consequently tourists' intention to

visit; this can subsequently impact when tourists choose to travel (see Arana and Leon, 2008; Lean and Smyth, 2009).

Table 1. Content Analysis of Field Studies (Journal names in alphabetical order)

Source	Total number of Studies	Number of Studies involving <i>fear</i>	Number of Studies involving <i>anxiety</i>	Number of Studies involving <i>shock</i>	Number of Studies involving <i>risk</i>	Number of Studies involving <i>worry/concern</i>	Number of Studies involving <i>uncertainty</i>
Annals of Tourism Research	7	222	42	38	587	90/50	13
Asia Pacific Journal of Tourism Research	1	3	0	47	5	0/3	2
Current Issues in Tourism	1	162	0	0	1	2/16	0
International Journal of Tourism Cities	1	1	1	0	121	0/6	6
International Journal of Tourism Research	2	4	0	6	19	1/3	4
Journal of Hospitality and Tourism Management	1	7	0	0	96	2/7	0
Journal of Tourism and Cultural Change	1	216	2	0	97	1/7	0
Journal of Travel & Tourism Marketing	7	128	58	9	435	3/66	19
Journal of Hospitality & Tourism Research	1	1	2	0	12	3/22	8
Journal of Travel Research	7	43	91	1	931	16/69	43
Journal of Vacation Marketing	1	33	0	0	132	2/16	1
Tourism and Hospitality Research	1	1	2	0	16	3/23	8
Tourism Economics	1	49	2	0	18	4/21	0

Tourism Management	15	112	56	1	1109	245/109	142
Total	47	978	257	96	3560	374/415	242

Risk: During the course of the data treatment process, the term risk emerged as the most frequently-used term, and is thus reported as the most significant driving factor behind *tourophobia* as it is interchangeably used with the term fear. The concepts of risk and risk perception conform to the many facets of tourism experience that have been dealt with in previous studies. These studies can be split into two categories: studies of perceived risks evoking negative meanings, and sensation-seeking behaviour that is generally considered to be positive. The meaning of the term risk used in previous studies is the same as the word fear. Moreover, perceived risks and safety have been noted as major factors and are regarded as the most significant factors driving the avoidance of particular locations (see Dolnicar 2005a; 2005b; Sönmez and Graefe, 1998b). One of the key results of this aspect of the content analysis is that the degree to which tourists perceive risk relies on the extent of their experience and whether they are a first time or repeat visitor. This approach clearly suggests that the responses and reactions of travellers towards perceived risk is not static and can vary depending on the situation (see Fuchs and Reichel, 2011).

Worry/Concern: Tourist concerns are often associated with the impacts of catastrophes, which are elements of uncertainty presented by the modern media (Larsen et al., 2009). The analysis has indicated that the categories of worry and concern are the most salient terms encountered after fear. It has also been found that these terms, which reflect heterogeneous features, are used alongside fear, in particular to explain the potential risks that tourists may perceive (see Dolnicar, 2005b). The content analysis has also revealed that worry should be regarded as one of the most significant components of anxiety and is considered to be a better predictor of behaviour than risk perception (e.g. Wolff and Larsen, 2017). As a consequence, it has been shown that although some tourists may consider a destination to be risky, they may not worry about visiting that destination, while others, who do not perceive the same destination to be risky, may nevertheless worry about visiting that destination; this is consistent with previous research (Fennell, 2017). On the other hand, tourists' concerns were mostly found to be related to safety and security in relation to crime, health, food, terrorism and travel warnings issued by governments, which all have the potential to deter travellers from visiting a destination perceived as risky (see Fuchs et al., 2012; Mawby, 2000; Reichel et al., 2007).

Uncertainty: The existing literature shows that when travellers feel higher degrees of uncertainty, they tend to avoid risk-taking behaviour due to anxiety felt in unfamiliar places (Sharma, 2010); consequently, they mostly prefer to select familiar or safer destinations (Alvarez and Asugman, 2006). It should also be kept in mind that travellers may show a tendency to choose known, rather than unknown, tourism products and often prefer risk to uncertainty; this is known as ‘ambiguity aversion’. In other words, travellers may choose to experience familiar products depending upon the degree to which they perceive risk and uncertainty (Minnaert, 2014).

As in the case of the term *phobia*, uncertainty is considered another sub-type of the term fear (Gold and Revill, 2003) and is the most significant antecedent of the concept of *tourophobia*. In essence, the element of uncertainty avoidance which pertains to national culture has the potential to impact external searching and trip planning behaviour, including certain travel parties and trip characteristics (Money and Crotts, 2003). Naturally, the concept of uncertainty often stems from cultural differences generated by psychological processes. However, this category has been found to be one of the elements that has the most influence on travellers’ decision-making processes with regards to destination selection in times of crisis and disaster events.

Discussion

One can explain the causes of travel aversion during times of crisis by referring to internal and external attributions, and the fear and *phobia* that precipitate *tourophobia*. The internal factors of fear and *phobia* caused by catastrophes can also be seen in many tourist typologies, such as Plog’s (2001, 2002) model of psychocentrism, Cohen’s (1972) organized and individual mass tourist, Pearce’s (2005) distinction between stimulated and isolated tourists and Smith’s (1979) charter and mass tourists’ typologies. Such postulations comprise the internal attributions pertaining to fear (of travel and tourism) and *phobia* as the roots of *tourophobia* and mainly address the individual personalities of tourists. Plog’s psycho-centrism model is concerned with security and safety, and in this way, it is similar to Cohen’s and Smith’s model, stating that natural worriers tend to seek familiar destinations in order to avoid danger and risk.

Those who can be generally characterized as anxious also experience a strong sense of insecurity in their daily lives (Hsu and Huang, 2008). Pearce’s model of the stimulated tourist and isolated tourist shares commonalities with Plog’s psycho-centrism and can be seen in individual personalities, underscoring the notion that external acts are heavily impacted by

internal processes. Compared to other tourist typology models those who are categorized as such under both tourist typologies are the most likely to attribute an event or correlate certain causes to assumed outcomes, since their degree of consensus is high. More concretely, people possessing such characteristics are more likely to develop *tourophobia*, and have a higher chance of being affected by catastrophes. This type of tourist's attribution tendencies can be explained by the changes that they observe in the actions of others whose attributions and resulting fears of travel are affected by internal dimensions (which encapsulate a person's characteristics, attitude or personality) rather than external dimensions. More precisely, in times of crisis, antecedents such as information, motivation and perceiver beliefs emerge as attributions that can increase fear and *phobia*.

One of the most important predictions is that people are more likely to benefit from activity-based decision-making models of choosing destinations. This model has been offered by Moscardo et al. (1996) and encompasses marketing variables and external inputs, as well as the following: variables in travellers' socio-psychological states, perceptions of destinations, and destination choices, including the state of certain destinations (cited in Cooper, 2005) during the decision-making process. In considering fear and *phobia* in the formation of *tourophobia*, attributions are affected by internal and external factors from a socio-psychological point of view with regard to attribution theory. External circumstances that lead to fear and *phobia* can be attributed to information provided by the mass media (including news obtained via media outlets and other news services), past experiences, learned behaviours, travel precautions, travel bans, information from reference groups gained through word-of-mouth, social media, friends and relatives, and information from non-touristic sources (such as news stories), documentaries, magazine articles, books, movies, and marketing tools (such as brochures, advertising and promotional campaigns) (Fennell, 2017; Sönmez and Graefe, 1998b).

Most importantly, during catastrophic events, all types of antecedents can closely affect individual perceptions while disseminating fear and *phobia* within communities. Consequently, obtaining distinctive types of information may give rise to several attributions within society, including the influence of the media in the categorization process of announcements and comments (Ferretti et al., 2015; Hall, 2002). People are also more likely to be affected by such events because of the media's coverage and comments about them, especially as this coverage informs public opinion. Moreover, the multiple facets in the formation of fear, *phobia*, motivation and perception constitute the internal ascriptions of an outcome.

Conclusion

The main objective of the current paper was to conceptualize tourist behaviour in times of crisis events while exploring whether travellers' varying behaviour in times of crisis is homogenous or heterogeneous in nature. The study also attempts to provide a new direction for future studies on tourist behaviour within the context of tourism in difficult times – an area neglected by scholars – through utilizing a generic literature review of the current literature rather than conducting research with travellers. It is, therefore, by filling the current gap that this paper strives to define the concept of *tourophobia* as an emerging phenomenon, while describing and classifying it as a new type of tourist behaviour.

The content analysis has indicated that tourist behaviour in times of crisis is heterogeneous, rather than homogenous, as described by several tourist typologies and supported by the developed concept and model in the present study. The detrimental impacts of crisis events, the socio-psychological and psychological aspects of which have received less attention by scholars, can be explained through attribution theory; this is not only unique but was also one of the focal points of the present research. The findings of the study reveal that attribution occurs in two primary forms, internal and external, and directly informs tourists' motivations and consumer choices when travelling during critical events. From this perspective, the factors precipitating *tourophobia*, as a new type of tourist behaviour, derive from the elements of fear and *phobia*; such fear can be down to internal or external circumstances (or a combination of both), generating individual attributions that seek to explain the causal consequences of events whose outcomes subsequently trigger and develop *tourophobia*.

The theoretical ground of the concept of *tourophobia* is based on three theoretical assumptions, namely attribution theory, motivation protection theory, and consumer switching behaviour. *Tourophobia* can occur under two main circumstances: one in which people directly experience disturbing events while on holiday, and one in which people are indirectly affected by catastrophes abroad after consuming information from their reference groups, the opinions of others, and the media and the media, the latter of which is labeled the 'globalization of fear' (Korstanje, 2018).

The managerial implications of the present research provide rich and useful insights for destination marketers, planners and destination managers in segmenting markets for travellers' in terms of the perceived risks that affect destination selection processes in times of crisis. First, the present study unveiled that traveller behaviour is heterogeneous since their decisions are

shaped by several different factors (for example, different motivational factors and personalities) in times of crisis. This has been supported by both the concept developed in this paper as well as the travel destination choice model (Figure 1), both of which are generally consistent with prior research (Alvarez and Asugman, 2006; Qiu, Masiero and Li, 2018). While some tourists are less concerned with security threats and would continue to show tendencies to travel to affected locations, other travellers may either cancel their holiday plans completely and avoid risky places, or postpone their trips until traveller confidence in affected destinations is restored (Liu and Pratt, 2017; Mansfeld and Pizam, 2006). Thus, from a demand side perspective, and according to the suggested concept and developed model, there would appear to be two possible scenarios in times of crisis for travellers in the future: either they will continue to travel, or will cancel their holiday.

On the other hand, from a supply side perspective, safer or more familiar destinations – such as those that travellers have previously visited and thus are less *tourophobic* – may increasingly be seen as alternative tourist destinations to *tourophobic* ones that are affected, and thus are more likely to be selected by travelers. These destinations may emerge if there is increased market demand in the future due to travellers' behaviour in times of crisis, until affected or risky destinations have regained their confidence. As a consequence, one can claim that such traveller behaviour mostly complies with, and falls within the tourist typologies of Plog's allocentrics, Smith's explorers and Cohen's drifters, represented by Type 1 in the suggested model described in this paper.

Second, according to the developed concept and proposed model presented in this paper, travellers are those who perceive high risk due to the detrimental impacts and devastating results of crises, and tend to prefer safer or familiar destinations that are less affected or less risky. The suggested concept and model therefore proposes that travellers' responses in times of crisis reflect a more heterogeneous, rather than homogenous, pattern (Seabra et al., 2013) as the degree to which tourists' personal traits and the characteristics of their preferred destinations differ from each other, as well as travellers' responses in times of crisis, are shaped by degrees of perceived travel risk or fear (Alvarez and Asugman, 2006). Perceiving fear or risk is key, and regarded as one of the primary motivational factors when it comes to travel, within the suggested model.

Moreover, the media's role in the rise of *tourophobia* is that of disseminating anxiety and fear within the community, which subsequently leads to widespread *phobias* of travelling that

significantly influences tourist behaviour and future travel plans. In this sense, evocative feelings about tragic events are formed and presented by the mass media, constructing narratives that perpetuate the anxieties, fears, *phobias* and traumas that are symptomatic of *tourophobia*. Since the media plays a crucial role in publicizing local events on a global scale, such events can thus cause trauma for people who are not directly involved (Silver et al. 2013); therefore, managers and marketers should be aware of the media's influential position and thus they should use their communication channels effectively, such as social media for promotional activities, to reduce travellers' perceived risk. Destination managers and industry practitioners should also be aware of the different tourist typologies that can reflect the different characteristics that subsequently influence behaviour and attitudes in terms of the selection of holiday destinations in times of crisis. Further, they should be conscious of investing more in promotional activities to raise the positive image formation of destinations for travellers since different types of tourists will be drawn to different destinations (Marrocu and Paci, 2013) in times of crisis events, as indicated by the results of this study.

The current study tried to conceptualize tourist behaviour through a generic review of the existing and relevant literature rather than providing empirical data based on primary sources; this is the major limitation of the present paper. Nevertheless, by developing a quantitative scale of *tourophobia*, future research can attempt to empirically corroborate and investigate the duration of these adverse psychological and socio-psychological effects through using the theoretical foundation of *tourophobia*, alongside exploring the reasons behind changing travel preferences both during and in the aftermath of crisis events.

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