

The Determinants of Accident Risk Perception, Travel Motivation, eWOM and Travel Intention on Island Tourism Destination

Sari Wulandari

Faculty of Industrial and System
Engineering, Industrial Engineering
Telkom University
Bandung, Indonesia
sariwulandariit@telkomuniversity.ac.id

Husni Amani

Faculty of Industrial and System
Engineering, Industrial Engineering
Telkom University
Bandung, Indonesia
husni@telkomuniversity.ac.id

Nurdinintya Athari

Faculty of Industrial and System
Engineering, Industrial Engineering
Telkom University
Bandung, Indonesia
nurdinintya@telkomuniversity.ac.id

Abstract—The high number of tourist transport accidents in Indonesia makes transportation security as a factor that affects tourist risk perception. Electronic word of mouth (eWOM) about tourism places also affects the tourist risk perception. Research on the effect of travel risk perception on intention to travel has been done, but research on risk perception variables associated with accident risk perception has not been found. This research fills the research gap on the development of travel intention model which involves travel motivation, eWOM and risk perception variables associated with accident risk perception on island tourism using water transportation (ship) as the main transportation. This research used qualitative method by collecting data through depth interview, focus group discussion and using literature study data as research data. The findings of this research are 10 indicators for accident risk perception variable, 10 indicators for travel motivation-push motivation variable, 7 indicators for travel motivation – pull motivation variable and 5 indicators for eWOM variable. The model developed in this study is adapted to the characteristics of the island tourism in Indonesia that is considering the island tourist experience and the risk of tourism island perceived by domestic tourist of Indonesia.

Keywords—travel motivation, accident risk perception, electronic Word of Mouth, island tourism

I. INTRODUCTION

Many previous researchers found that the tourism sector can survive in a bad economic situation. Tourism is one of the largest and most prospective branches in the world economy [1]. Indonesia as an archipelagic country has great archipelago tourism potential. The National Development Planning Agency estimates that the potential of the archipelago in Indonesia reaches Rp. 4,000 trillion. The island becomes an attractive tourist destination due to the distances, challenging geographical conditions, exotic local environments, and cultures [2]. However, as the largest archipelago country in the world, Indonesia is only visited by 8.8 million foreign tourists every year, much smaller than Malaysia which reached 25.7 million and Thailand of 26.6 million [3]. This shows that there are still many markets that have not been absorbed properly by Indonesia.

On the other hand, Indonesia has 17,504 islands, with 13,466 islands having names and registered to the UN and 11,799 or 87.64% of them are unpopulated. The data provide

an illustration that island tourism, especially small islands, can open a huge market opportunity for Indonesia. Transportation as a means of interconnection among islands becomes a very important factor to support the island's tourism development. The safety of transportation facilities is needed to get the trust of tourists, given the high number of transportation accidents in Indonesia, one of which is water transportation. In 2016, tourist ship accident also happened in Raja Ampat where a ship carrying dozens of tourists had marine accidents. The ship was damaged and lost control. Another incident in 2016 in Bali was that fast boat Gini Cat 2 exploded when carrying 30 tourists who wanted to sail to Lombok island. In previous years there has also been a tourist ship accident incident. In early 2017, the Zahro Express tourist boats were on fire as they were about to cross the tourists to Pulau Tidung Kepulauan Seribu. Even in 2018, two tourist ship accidents happened in Lake Toba namely KM Sinar Bangun and KM Ramos Risma. The number of missing victims in the accident of KM Sinar Bangun was 184 people. The captain of KM Sinar Bangun was appointed as a suspect. Meanwhile KM Ramos Risma was hit by a storm after driving passengers from Sibandang Island to Nainggolan Port, Lake Toba.

Tourists' perceptions of safety and security during travel are factors that determine the decision of tourists when choosing a tourist destination [4]. However, tourists in making decisions about their destination are strongly influenced rather by perceptions than by reality [4]. Therefore, risk factors and risk perceptions are different. The news in the media and word of mouth information about tourism place can affect tourists' perception of risk [4]. Research on travel risk perception and its influence on intention to travel has been done by many researchers before. Travel risk perception is examined in various contexts, including financial risk, psychological risk, physical risk, time risk, and etc. Research on travel risk perception has also been done on various object studies such as in Islamic destination, rural tourism, nature-based tourism, young tourists, travel health, mega - event tourism, and other special objects. However, research on travel risk perception in the context of accident risk on island tourism study object has not been found. The research with the object of study of island tourism has been done, but the scope of the research is the literature review which covers how to manage the island tourism, that is a research conducted by Huang and Hsu [5].

In addition, many researchers also linked intention to travel with travel motivation. There are several basic models of travel motivation, including Travel Carrer Patterns (TCP) Model, Travel Carrer Ladder (TCL) Model, and Push and Pull Motives. The use of such motivational models evolves over time. This research will combine the three models by determining the motivation variable that is relevant to the study object of island destination. The gap that will be filled by this research in addition to researching the object of island destination is to research the development of travel intention model involving travel motivation, eWOM, and risk perception variables associated with accident risk perception on island tourism using water transport (vessel) as the main transportation means. The method used in this research is Qualitative Research method by using depth interview and focus group discussion as data collection tool.

Objective of the research is to develop travel intention model using travel motivation, accident risk perception (the risk of accidents using water transportation to the island) and eWOM as a variable that determines one's desire to travel the island.

TABLE I. VARIABLE AND THEORETICAL CONTRIBUTION ON PREVIOUS RESEARCH

Author(s)	Variable	Theoretical contribution
Mehmetoglu & Normann [6]	Travel motivation (push factors), travel activities (pull factors).	An empirical study of the links between travel motivations and travel activities within the nature-based tourism context
Ritchie, Chien, and Watson [7]	Motivational antecedents, travel risk perception, regulatory focus, treveler response outcome.	Using psychological motivation variable for travel risk perception. Travel risk perception analyzed is the risk of travel health and safety.
Desivilya, Regev, and Shahrabani [8]	Risk Perceptions & Travel Intention of young tourist	Analyzing the effects of conflict on risk perception and travel intention of young tourists
Riera, Ruiz, Zarco, and Yusta [9]	Information source, motivation, destination image, eWOM.	Involving variable influence of social media on tourists' motivation and image formation of a destination.
Abubakar & Ilkan [10]	Online WOM, Destination trust, Intention to Travel	Examine the impact of online WOM on destination trust and intention to travel in the medical tourism sector
Jeuring [14]	Weather perception, Holiday satisfaction, Value-attitude-intention, destination choice & adaptive behavior	Using weather perception variable and holiday satisfaction as the variables that affect the intention, form the destination choice, and generate adaptive behavior.
Zhang, Wu, & Buhalis [29]	Country image, Destination image, memorable tourism experience, Revisit intention	A causal relationship model among perceived image (including country image and destination image), MTEs and revisit intention

Based on Table 1, it is known that the originality or value given from the research conducted by Mehmetoglu & Normann [6] is this research adds useful knowledge to the relationship between nature-based tourists' travel motivations and activities. This research focused only on the variables of travel motivation and travel activities. On the other hand, many other motivational factors as well as other variables can influence travel activities of tourists. In addition, Ritchie, Chien, and Watson [7] in their research developed a travel risk perception model that refers to motivation theory based on one's psychological processes in making decisions. On the other hand, Desivilya, Regev, and Shahrabani [8] filled the research gap on the contextual effects of decision making in travel. The study focused on the intetion, attitude, and risk perception of young tourists to travel to risky places (conflict areas).

The next relevant research was conducted by Riera, Ruiz, Zarco, and Yusta [9]. Riera, Ruiz, Zarco, and Yusta [9] in their research carried out the construction of a theoretical model that: contemplates UGC as information source and considers the direct and moderating relationships between different variables such as information sources, motivations, and the various dimensions of the image . This study focused on studying how the image of a tourist destination is formed.

II. LITERATURE REVIEW

The research on tourism has been done on various objects such as nature-based tourism, medical tourism sector, domestic tourism, tourism in conflict areas. In addition, other related research on tourism has also been done such as factors or variables that affect attitude, motivation, intention of tourists in doing tourism activities. The results of studies of previous research also found that the online WOM (electronic word of Mouth) also known as eWOM or reporting (news) or other influential sources of information on the web about tourism place has an important role in shaping the image associated with the tourism place. Online WOM or often referred to eWOM also gives impact to attitude, motivation, and intention to visit the tourism place.

Some studies also used travel risk perception variable as a variable that determines intention to travel. The following is Table 1, the results of related literature studies that show the variables and theoretical contributions of each study that has been done before.

Based on the results of literature studies, it can be seen that the variables of motivation, risk (related to healthy and safety), and information (online WOM or eWOM) have been used as a variable that determines intention to travel. However, the use of these variables on the island tourism object is still very limited. Moreover, the use of risk perception related to transportation accident not founded in previous research. Therefore, this research fills the research gap on the use of accident risk perception variables related to the use of ships as transportation when making an island travelling.

A. Island Destination Tourism & Risk Perception

Island is an interesting tourist destination for tourists because of its distance away from the hustle of the city, the natural beauty of the local island, the culture of the people who live on the island and the environment is still beautiful. Hall (2010) as cited in Cave and Brown [2] states that the island's tourist attractions include exoticism, exclusivity, the uniqueness of natural conditions and the culture of people living on the island. Often the numbers of tourists who come to visit even exceed the population of people who live on the island. These characteristics make the island tourism topic is interesting to discuss.

Image of the island as a tourist destination is now increasingly popular, but the island's tourist attraction can be decreasing due to the actual experience of tourists from island visits [2]. One of the factors that influence the experience and decision of tourists to do island tour is the perception of risk. Similar statements are also stated by Lepp and Gibson (2003) as cited in Qi, Gibson and Zhang [11] stating that risks received by the tourists are related to image of a tourist destination. Perceptions of safety and security are key determinants of decision making for travel [4]. In addition, Mitchell and Vasso [12] found that the perception of risk or later is often called risk perception compared with actual facts or risk, greatly affects the tourists to avoid or even cancel a tour plan to particular destination. It shows that tourists make decisions based on perception rather than on the reality of actual risk factors.

Risk perception in traveling is also interpreted as a tourist judgment of the possibility of undesirable negative events over a period of time [7]. Successful tourism development is closely linked to the reduction of risk associated with tourism destinations [11]. Many of the previous researchers suggested, to understand the risk perception as a whole to consider, also other factors such as behavior of tourists and individual factors of tourists. One of the very determinant individual factors is travel motivation.

B. Push & Pull Motivation

Push and pull motives have been studied and often discussed in the topic of travel motivation extensively [13]. Push factor is a socio-psychological construct of tourists and comes from a tourist's home environment that encourages them to travel, while the pull factor is a factor that attracts tourists to visit certain tourism destinations. Both of the factors will then determine the decision to make a tourist tour [6].

III. METHODOLOGY

This research used qualitative method by collecting data through depth interview, focus group discussion and literature study. Interviews were conducted with people who have been travelling the island around Java and using water transportation to island tourism places, for about 21 respondents. Depth interview were conducted to identify indicators of each research variable. Then, to validate the result of depth interview data and to get deeper understanding were done by using focus group discussion together with 10 respondents. Meanwhile, literature studies were conducted on previous research relevant to island tourism. The data of literature study is used to confirm and complete the previous primary data obtained through depth interview. The model used in this study adopted the research model from the previous research (6, 7, 8, 9, 10, 14) by using travel motivation (push & pull motivation) eWOM, accident risk perception, and travel intention variable.

IV. RESULTS AND DISCUSSION

A. Identification of Indicators of Research Variables Based on Literature Study

Here are the indicators of each research variable based on the results of literature studies on previous research about travel motivation (push & pull motivation), travel intention, accident risk perception and eWOM.

TABLE II. RECAPITULATION OF INDICATORS OF RESEARCH VARIABLES BASED ON LITERATURE STUDY

<i>Indicator</i>	<i>Source</i>
<i>Variable : Accident Risk Perception</i>	
<ul style="list-style-type: none"> • Weather conditions • Socio-economic characteristics • Exposure • Physical characteristics of the road • Natural disasters • Technological risks • Health-related risk • Criminality • Probability assessment of risk • Personnel unfamiliar with equipment • Equipment not available 	Rossello and Miera [23]; Kum and Sahin [19]; Rundmo, Nordfjærm, Iversen, Oltedal, & Jorgensen [24]
<i>Variable : Travel Motivation</i>	
<ul style="list-style-type: none"> • Social relationship • Escape / relaxation / to relieve from stress & tension • Appreciating natural resources • Exploration • Appreciating famous sites and heritages • Prestige & impression / prestige & status • Learning new things / try something new • Seeing and experiencing new destination (s) • Doing something exciting • Reducing stress • Meeting new and varied people • Increasing my knowledge and experience • Experiencing something different • A need for risk seeking • To seek out new sensation • To escape from daily routine • To enhance health • Experience rural 	Yiamjanya & Wongleedee [13]; Xu & Chan [26]; Naidoo, Munhurun, Seebaluck & Janvier [20]
<i>Push Motivation</i>	
<ul style="list-style-type: none"> • Landscape and exotic scenery of the island • Hospitality & accommodation services offered • Climate and weather • Higher income • Promotion packages • Attractiveness of the physical Environment • Ideal climate and clean environment • Experience the natural environment • Advertising/promotions for Eco tourism • Closer than other attractions • Convenient transport 	Xu & Chan [26]; Kasseen & Gassita [18]; Naidoo, Munhurun, Seebaluck & Janvier [20]
<i>Pull Motivation</i>	
<ul style="list-style-type: none"> • Online provider honesty • Online provider competence / skills & ability of the eWOM source • Positive – negative eWOM • Credibility and reliability of eWOM • Read online travel reviews about destination • Consult to choose a good medical destination • Gather information from tourists' online travel reviews • Tourists' online travel reviews make me confident in traveling to the destination • Good impressions about destination from online review 	Zainal, Harun, & Lily [27]; Abubakar, Ilkan, Al-Tal, & Eluwole [10]
<i>Variable : eWOM</i>	
<ul style="list-style-type: none"> • Recommending behaviors • Favourable behavioural intentions come by way of saying positive things about island destination • Cognitive state that reflects the consumer's plan to travel 	Zainuddin, Zahari [28]
<i>Variable : Travel Intention</i>	

B. Identify Indicators Based on Depth Interview and Focus Group Discussion Data

a) Indicator of Accident Risk Perception Variable.

The interview results showed that 35 % of respondents rated the highest risk of accidents as the risk of accidents on the island was when the people did activities on the island such as snorkeling, swimming, diving and others; people lacked of information about the island to get lost, to worry about the risk of wild animals or marine animals attack. Not much different, 34% of respondents felt the highest risk of accidents was the crash on the way to port and during crossing the island. The third largest percentage was 18% of respondents felt the risk of accidents due to bad weather which can cause ship accidents caused by tidal waves and storms. While 15% of respondents felt the risk of accidents was when the ship was not operated properly and the ship was not feasible to be operated. Moreover, there were for about 10% of respondents felt the health risk due to dirty infrastructure and water conditions that caused potential disease and health problems during a ship trip. Overall, there are 9 indicators which influence risk perception of accident, such as probability assessment of risk, weather conditions, equipment not available, physical characteristics of the road, health risk perception, culture risk perception, financial risk, criminality, and accidents in island. The results of the group discussions agree with these results, but there are some risks felt by FGD respondents, apart from the 9 indicators are:

- 1). Uncertainty of people around the island (fisherman) or tour guide on safety procedures (K3).
- 2). Often, a tour guide also has minimal experience of accident anticipation.
- 3). Cultural differences are thus constrained when communicating.

Statement 1 and 2 can be categorized as “lack of knowledge of safety factors”, or can be called “lack of safety procedure knowledge risk”, whereas statement 3 can be included in the indicator group “culture risk perception”. From this variable, it can be concluded that there are 10 indicators which contribute to the accident risk perception variable.

b) Indicator of Travel Motivation – Push Motivation.

Based on the results of the interviews, there are 8 indicators that describe the variables of travel motivation – push motivation, such as (1) availability of time, budget & opportunity, (2) Hobby, (3) Personal needs, (4) Curiosity & learning experience, (5) Following social trends, (6) Social bonding needs, (7) Serene atmosphere and preferences of solitude, and (8) Loving the island beauty & activity. The greatest percentage of indicators is the motivation of personal need (25%) to travel the island, that is the need for a vacation, having fun, releasing stress (relaxing) and indeed planning to travel to the island. Indicators with the second greatest percentage (18%) is the hobby motivation where respondents have the island tourism because of having a hobby, loving the island tour, being happy to visit new tourist attractions, and loving beach tourism on the island. The third largest indicator is the curiosity and the need for learning (learning experience) of 16%. The result of the group discussion shows that the respondent agreed with the indicator. Some statements obtained during group discussions can still be categorized on indicators that have

been previously identified at the time of the interview. However, there are four new findings: a. desire to make others happy, b. supportive activities to build and improve new relationships, and c. desire to seek new things with partner (sweet escape). The statements a, b, and c can be grouped into 1 indicator, namely relationship building. Therefore, the indicator on the variable of travel motivation - push motivation has 10 indicators in total.

c) Indicator of Travel Motivation – Pull Motivation.

The result of interview shows that there are 6 indicators of pull motivation variables, such as (1) Package offer & island tour access, (2) Tourism management of the island, (3) Island tourism popularity - promotion, (4) Activity and culinary attraction of the island, (5) Social - culture experience, and (6) Nature experience. Generally, respondents agreed with indicators identified through interviews. However, there are several findings of new indicators in the group discussion which differ from the results of the interviews, namely a. Travel because of the element of “compulsion” that is because there is a specific purpose of the office gathering event and family event (wedding) and b. Getting closer to the nature. Statement a can be categorized as “on purpose vacation” while statement b is categorized as nature experience. Therefore, the total of pull motivation variable has 7 indicators.

d) Indicator of eWOM Variable. Based on the interview data, there were 4 indicators of eWOM variables, namely (1) information & consultation media of accommodation & transportation plan, (2) news & review about island tour, (3) visualization of island destination through online photo & video, and (4) monitoring the island condition online. From the result of group discussion, respondents gave opinion or answer similar to the interview result. However, there are some findings or group agreements that some respondents seek and use information from an official social media account or an account which is specifically owned by the island tourism marketing manager (Vlogtrip, blogtrip and youtube). Furthermore, all respondents also used search engines – google as the initial information media to find out which island destinations were in demand and knew the island destination rating. Some e-marketplace tourism was also used by respondents as an information media and sharing personal experience when traveling to island. Word of mouth on electronic media was also used by some respondents as their consideration when planning an itenary trip on island tours. Therefore, we got 1 additional indicator for eWOM variable, namely sharing media and documentation of island tour experience.

V. CONCLUSION

In this research, identification of indicator of research variables was performed by using the literature study data related to island tourism as well as tourism in general and qualitative data obtained through in-depth interview and FGD. The indicators obtained from in-depth interviews and FGDs for each research variable that indicate the uniqueness of the island attractions were indicators (1) Culture gap risk perception, (2) Financial risk, (3) Activity island accident, and (4) Lack of safety procedure knowledge risk for variable accident risk perception. In addition, the indicator of variable travel motivation - Push motivation was

relationship building while the indicator for variable pull motivation was on purpose vacation. The indicators for eWOM variables were information sharing & documentation (sharing information media and documentation of island tourism experience). Overall, after the combination with the literature study data, there were 10 indicators for the accident risk perception variable, 10 indicators for travel motivation-push motivation variable, 7 indicators for travel motivation-pull motivation variable, and 5 indicators for eWOM variable.

This study is adapted to the conditions and experiences of island tourists in Indonesia with the level of accident risk which is high enough. The use of respondents of island tourists in Indonesia provided information related to it. The variable of accident risk perception in this study is a variable that shows the uniqueness of island tourists in Indonesia and becomes a research value compared to the previous research. The limitation of this study is the use of respondents who are very diverse from the aspects of age and generation. In addition, further research is needed to test the model quantitatively by using sufficient number of respondents. The theoretical implications of these results are the addition of several indicators of the variables that have been used in general to make the object of island tourism travel model of motivation is more complicated because of a particular indicator to measure the perception of the risk of accidents during the tour of the island. Besides, practical research results that might imply that there are more diverse marketing programs and focus on security aspects during island trips and emphasize emotional influences such as relationship building and recognition of prestige through information and experience of island travel through social media. Therefore, the use of social media as a medium to share knowledge and expertise of island tourism will also increase even social media is used as an effective marketing medium for island tourism businesses.

REFERENCES

- [1] C. Lin, "Chinese Tourists in Taiwan: Motivation and Satisfaction," *World Journal of Management*, vol. 5, no. 1, pp. 20-35, 2014.
- [2] J. Cave & K. G. Brown, "Island tourism: destinations: an editorial introduction to the special issue," *International Journal of Culture, Tourism and Hospitality Research*, vol. 6, no. 2, pp. 95-113, 2012.
- [3] R. Bachtiar, "Potensi pariwisata kepulauan Indonesia Rp4.000 triliun," *Kamis Januari 2015*. [Online]. Available: <https://www.antaranews.com/berita/476994/potensi-pariwisata-kepulauan-indonesia-rp4000-triliun>.
- [4] M. R. Jalilvand & N. Samiei, "Perceived risks in travelling to the Islamic Republic of Iran," *Journal of Islamic Marketing*, vol. 3, no. 2, pp. 175-189, 2012.
- [5] S. Huang & C. H. Hsu, "Travel motivation: linking theory to practice," *International Journal of Culture, Tourism and Hospitality Research*, vol. 3, no. 4, pp. 287-295, 2009.
- [6] M. Mehmetoglu & Ø. Normann, "The link between travel motives and activities in nature-based tourism," *Tourism Review*, vol. 68, no. 2, pp. 3-13, 2013.
- [7] B. W. Ritchie, P. M. Chien & B. M. Watson, "It Can't Happen to Me: Travel Risk Perceptions," *In Tourists' Behaviors and Evaluations*, pp. 65-73, 2014.
- [8] H. Desivilya, S. T. Regev & S. Shahrabani, "The effects of conflict on riskperception and travelling intention of young tourists," *EuroMed Journal of Business*, vol. 10, no. 1, pp. 118-130, 2015.
- [9] I. L. Riera, M. P. M. Ruiz, A. I. J. Zarco & A. I. Yusta, "Assessing the influence of social media on tourists' motivations and image formation of a destination," *International Journal of Quality and Service Sciences*, vol. 7, no. 4, pp. 458-482, 2015.
- [10] A. M. Abubakar & M. Ilkan, "Impact of online WOM on destination trust and intention to travel: A medical tourism perspective," *Journal of Destination Marketing & Management*, vol. 5, no. 3, pp. 192-201, 2016.
- [11] C. X. G. H. J. Qi & Z. J. J., "Perceptions of Risk and Travel Intentions: The Case of China and The Beijing Olympic Games," *Journal of Sport & Tourism*, vol. 14, no. 1, pp. 43-67, 2009.
- [12] V. V. V. Mitchell, "Perceived risk and risk reduction in holiday purchases: a cross-cultural and gender analysis," *J. Euro—Mark*, vol. 6 , no. 3, p. 47-79, 1997.
- [13] S. Yiamjanya & K. Wongleedee, " International Tourists' Travel Motivation by Push-Pull Factors and The Decision Making for Selecting Thailand as Destination Choice," *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, vol. 8, no. 5, 2015.
- [14] J. H. G. Jeuring, "Weather perceptions, holiday satisfaction and perceived attractiveness of domestic vacationing in The Netherlands," *Tourism Management*, vol. 61, pp. 70-81, 2017.
- [15] A. M. Abubakar, M. Ilkan, R. M. Al-Tal & K. K. Eluwole, "eWOM, revisit intention, destination trust and gender," *Journal of Hospitality and Tourism Management*, vol. 31, pp. 220-227, June 2017.
- [16] D. Gilbert & M. Terrata, "An Exploratory Study of Factors of Japanese Tourism Demand for the UK," *International Journal of Contemporary Hospitality Management*, vol. 13, no. 2, pp. 70-78, 2001.
- [17] J. H. G. Jeuring, "Weather perception, holiday satisfaction and perceived attractiveness of domestic vacationing in The Netherlands," *Tourism Management*, vol. 61, pp. 70-81, 2017.
- [18] H. Kasseen & R. Gassita, "Exploring tourists push and pull motivations to visit Mauritius as a holiday destination," *African Journal of Hospitality, Tourism & Leisure*, vol. 2, no. 3, 2013.
- [19] S. Kum & B. Sahin, "A root cause analysis for Arctic Marine accidents from 1993 - 2011," *Safety Science*, vol. 74, pp. 206-220, 2015.
- [20] P. Naidoo, P. R. Munhurun, N. V. Seebaluck & S. Janvier, "Investigating the motivation of baby boomers for adventure tourism," *Procedia - Social and Behavioral Sciences*, vol. 175, pp. 244-251, 2015.
- [21] J. Pesonen, R. Komppula, C. Kronenberg & M. Peters, "Understanding the relationship between push and pull motivations in rural tourism," *Tourism Review*, vol. 66, no. 3, pp. 32-49, 2011.
- [22] R. e. a. Riri, "Exploring Indian Tourists' Motivation and Perception of Bangkok," *Tourismos: An International Multidisciplinary Journal of Tourism*, vol. 7, no. 1, pp. 61-79, 2012.
- [23] J. Rossello & O. Saenz-de-Miera, "Road Accidents and Tourism: The Case of the Balearic Islands (Spain)," *Journal Accident Analysis and Prevention*, vol. 43, no. 3, pp. 675-683, 2011.
- [24] T. Rundmo, T. Nordfjaern, H. H. Iversen & S. H. Jorgensen, "The Role of risk perception and other risk-related judgments in transportation mode use," *Safety Science*, vol. 49, no. 2, pp. 226-235, 2011.
- [25] P. Wang, "Exploring the influence of electronic word-of-mouth on tourists' visit intention A dual process approach," *Journal of Systems and Information Technology*, vol. 17, no. 4, pp. 381-395, 2015.
- [26] J. Xu & S. Chan, "A new nature-based tourism motivation model: Testing the moderating effects of the push motivation," *Tourism Management Perspectives*, vol. 18, pp. 107-110, 2016.
- [27] N. T. Zainal, A. Harun & J. Lily, "Examining the mediating effect of attitude towards electronic words-of mouth (eWOM) on the relation between the trust in eWOM source and intention to follow eWOM among Malaysian travellers," *Asia Pacific Management Review*, vol. 22, no. 1, pp. 35-44, 2017.
- [28] Z. Zainuddin, S. M. Radzi & M. S. M. Zahari, "Perceived Destination Competitiveness of Langkawi Island, Malaysia," *Procedia - Social and Behavioral Sciences*, vol. 222, pp. 390-397, 2016.
- [29] H. Zhang, Y. Wu & D. Buhalis, "A model of perceived image, memorable tourism experiences and revisit intention," *Journal of Destination Marketing & Management*, vol. 8, pp. 326-336, 2018.