Degree Project

Master’s

International Students’ Perception of Risk and Safety when Travelling

Case Study on students of Dalarna University, Borlange, Sweden

Author: Naseef Rahman
Supervisor: Ionna Farsari
Examiner: Tara Duncan
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Abstract

International students are becoming a more and more attractive group for tourism agencies, and for those responsible for regional development, some study is warranted to explore how one may effectively recognize their preferences, wants, needs, and constraints to draw their attention towards the destination or to experience tourism firm’s offerings specially in this research about their perception about risk, safety and security during their travelling. Perception of risk, safety and security of a tourist destination may create a broader platform of preferences, and associated constraints. Perceived risk is defined as a consumer’s perception of the overall negativity of a course of action based upon an assessment of the possible negative outcomes and the likelihood that those outcomes will occur. Tourism, exclusively international tourism, is highly delicate to safety and security issues. It is one of the enterprise most exposed to changes in the world stage that may produce alteration in tourist behavior. A clearer perceptive of the traveler’s decision-making process and the role of intervening variables are compulsory, notably respecting travel inhibitors, such as risk perception, to assist develop enhanced destination development or recovery strategies. Constructing conditions for tourists to feel safe before and during the trip may be demanding to the success of a destination competing internationally.

The current study attempts to fill a gap by exploring risk perceptions of individual international students who engaged in tourism and try to explore the concerned safety measure among them. The findings revealed that the most common risk perception and endeavors were transportation, fraudulent behavior of locals towards tourists, losing valuables, health issues and sexual harassment. However, the international students with experience with travelling themselves gave the safety and security precautions needed to minimize these risks. The safety and security features involve avoiding informal sectors, taking care of personal belongings, being always cautious about the situation happening around, educating themselves about the destination they are visiting, proper health care and proper authority to report any mishaps. After this research it could be understood that international student tourist is concerned about their safety and they would improve the situation of risk they perceive if given the chance to.

**Keywords:** International Student traveller, Perception, Risk, Safety and Security, Thematic Analysis, Semi-Structured Interview, Avoiding Risk, Travelling safety concern.
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1. Introduction

There can be multiple items that have an impact on the selection of a travel destination. The items may include examination of the destination from perspectives such as culture, economic and political situations, climate, and accessibility of attractions (e.g., cultural events, monuments, and festivals), as well as from the viewpoint of the tourists, their age and sex, family and socioeconomic status, the size of the domicile location, their financial and physical wellbeing, etc. (Vukicz et al., 2015). These above characteristics are often interrelated, but travelers’ risk perception about their personal safety majorly affect examples of tourism request, as a result safety and security of a tourist destination ought to be a standout amongst the most crucial conditions for the advancement of tourism goals (Fletcher and Morakabati, 2008). Making conditions for travelers to feel safe previously and amid the trip is perhaps critical but is a basic to the accomplishment of a goal contending globally (Huan and Braman 2004). According to an old research by Um and Crompton (1992) who stressed that travel destination decision is probably going to be set apart by uncertainty and risk due to potential tourists’ high dependence on outer data as opposed to self-experience. A decision of travel destination may not give the expected encounters, consequently bringing about loss of cash, time and exertion and physical damage, mental outcomes and feedback from groups of friends. A potential traveler encounters an issue, more so in the utilization of an obscure travel goal, particularly far off nations, for example, the predicament of picking amongst safety and security and new things that gives unique experience (Tasci and Boylu 2010). Consequently, studies estimating perception of travel destination by real and potential travelers more often include both dimensions identified with safety and security needs, for example, familiarity of destination, safety, security and risk and dimensions identified with tourists look for unique encounters, for example, cultural amenities, historic factors and exoticism (Tasci and Boylu 2010). Visitors' worries about safety and security are a worldwide issue concerning all nations. Various examinations report a decrease in traveler numbers due to dangers to safety and security (Tasci and Boylu 2010). Travelers safety and security of tourists are associated with risks of different types and in this research, it was tried to be found out from international students.

The student travel market is producing a vast bit of benefits and constitutes a substantial market section inside the whole travel framework (Federation of International Youth Travel 2003). It can be visualized that expenditures by young people for tourism purposes are on the rise (Demeter and Bratucu, 2014). As young people are becoming a more and more attractive group
for tourism agencies, and for those responsible for regional development, some study is warranted to explore how one may effectively recognize their preferences, wants, needs, and constraints to draw their attention towards the destination or to experience tourism firms’ offerings specially in this research about their perception about risk, safety and security during their travelling. The importance of verification of such research originates from aspects relative to the experience of a student’s visit to destinations they have already travelled. Evidence to support or reject such research may help determine the key risk elements students perceive that impact the destination choice and what safety and security measures can be taken subject to characteristics of prospective tourists.

**Study Gap:** As mentioned by Debski and Nasierowski (2017) there is a study gap between young tourists and travel agencies as they currently operate, and they tried to find the criteria for selecting tourism destinations by students of different countries through quantitative methods. According to Reichel, Fuchs and Uriely (2007) most students are considered as bag packers and he said bag packing is often associated with a propensity for risk taking and that literature lacks analyses of backpackers’ perceived risk. Fuchs and Uriely (2007) further mentioned very few studies focused on the perceived risk involved in a travel experience of a defined segment and they tried to fill the gap in the literature by exploring risk perception of individuals who engaged in the noninstitutionalized form of tourism through quantitative measures making Israeli students as sample. Carballo et.al. (2017) stated literature lacks perception of risk in tourism about substantial detailed discussion related to types of risk in international destination and its contribution to the formation of risk perceptions and their paper tried to investigate the different types of risk also through quantitative measures. Other researchers such as Chapuis et.al. (2015), Chew and Jahari (2014) and Lepp, Gibson and Lane (2011) have demonstrated destination image and travel risk perception have impact on travel motive. However, effect of these factors is focused on a single destination. It could be said from all the research paper is that results obtained from general tourist or specific destination may not permit generalizability to the specific characteristics of particular tourist group. As concluding example of study gaps covered by recent papers, Promsivapallop and Kannaovakun (2017) tried to explain the comparative assessment of destination image, travel risk perceptions and travel intentions of German students visiting ASEAN countries. Even though there have been many related and close research on risk perceptions, international tourists, students, travelling, safety and security, study gap remains on international students’ perception of risk and safety when travelling through qualitative methods. This paper tries to identify and explore international students’ encounters and perception about the topic.
More than four decades of consumer behavior literature have dealt with the theory of perceived risk. Perceived risk is defined in this literature as “a consumer’s perception of the overall negativity of a course of action based upon an assessment of the possible negative outcomes and the likelihood that those outcomes will occur” (Mowen and Minor 1998, p. 176). According to Conchar et al. (2004), an integrated model of consumer perceived risk, the marketing literature often conceptualizes risk as involving two elements: uncertainty and consequences. The current study attempts to fill a gap by exploring risk perceptions of individuals who engaged in tourism and how they would consider themselves safe and secured from the risks.

Tourism, exclusively international tourism, is highly delicate to safety and security issues (Pizam & Mansfeld, 1996). It is one of the enterprise most exposed to changes in the world stage that may produce alteration in tourist behavior (Seabra et al 2013). Safety involvement actively effect tourists’ decision-making processes (Seabra et al 2013). Travelers prefer destinations that best match their needs, offer the most interest, and have the minimum possible costs or risks. If a tourist feels anxious or vulnerable at an individual destination, an overall negative consequence is likely to develop (George, 2003). Therefore, destinations perceived as being safer may be favored, and those perceived as risky or unsafe may be dismissed (Seabra et al 2013). Travelers’ risk perceptions about their personal safety have an extensive impact on arrangement of tourism demand. Unsafe destinations will have complications in appealing tourists, and an adverse appearance due to the perceived absence of security may vigorously hamper the local tourism industry (Seabra et al 2013). Therefore, we need to know the market’s susceptibility to avert considerable drops in demand when unfavorable external events occur.

A clearer perceptive of the traveler’s decision-making process and the role of intervening variables are compulsory, notably respecting travel inhibitors (Quintal, Lee, and Soutar, 2010), such as risk perception, to assist develop enhanced destination development or recovery strategies (Chen, 1997). Studies on risk and safety perception have developed aggressively (Fuchs & Reichel, 2006), with handful displaying the pessimistic impacts of perceived risk on tourism (Coshall, 2003). Perhaps as a repercussion, elements associated to risk and safety are progressively being included in destination image appraisal mechanism (Sönmez & Graefe, 1998). However, despite an affirmation of the influence of perceived risk, very few approaches have been implied that proactively accord with perceived risk. For example, market segments could be classified which are less distressed with probable risks and may thus revert less negatively in difficult times (Dolnicar, 2005, 2007). To appraise if such a market segment exists, this paper obligates to achieve some observation into the perception within the
international student tourism market regarding perceived risk and the safety and security measures to tackle the risk. This is the aim of the present study.

1.1 Research Aim:

The current study attempts to fill a gap by exploring risk perceptions of individual international students who engaged in tourism and try to figure out, according to their experience what could be done to better improve safety and security conditions of the encounter.

1.2 Research Questions:

i) What and why do students perceive certain phenomenon as risky when they travel to a tourist destination?

ii) How would they consider themselves safe from these risks?
2. Literature Review

2.1 The Student Market

The reports of the World Tourism Organization (WTO) contain information that propose that the presence of youngsters as clients in the tourism sector has expanded (Debski and Nasierowski 2017). The quantity of trips has expanded from 136 to 187 million somewhere in the range of 2000 and 2010 and represent somebody fifth of every world voyager (Debski and Nasierowski 2017). Expenditures for such trips amounted to US$ 165 million in 2010 (The Power…, 2011, pp. 6-8 as cited in Debski and Nasierowski 2017). The expansion in expenditure towards tourism by youngsters is resolved mostly by two elements: being interested in the world and education (Youth Travel 2008 p.xi as cited in Debski and Nasierowski 2017). The meaning of “youth travel” embraced by WTO additionally takes after such an example: “Youth travel includes all independent trips for periods of less than one year by people aged sixteen to twenty nine which are motivated, in part or in full, by a desire to experience other culture, build life experience and or benefit from one’s usual environment.” (Di-onysoopoulou, Mylokanis, 2013, p.23). There are additionally other attributes and patters of travel by youngsters. Youngsters have more available time, so trips are frequently long and hence costly. There gives off an impression of proof that youngsters require some time off their studies and or from work to travel (Yoon 2014). An extra thought process in youth is a craving to learn more about foreign locations. Youngsters are inclined to look for oddities and are every now and again pioneers in distinguishing appealing destinations. They are less debilitated considering social distress, diseases, cataclysmic events, or terrorist threats that may negatively affect such destinations (Vukicz et al 2015). Kim et al (2007), have distinguished typical thought processes in voyaging displayed by youngsters. Which includes knowledge, sports, adventure, relaxation, lifestyle, bragging about their travels and family. A portion of these components can be viewed as universal and might be run of the mill for other age groups, however some are particular to youngsters, gaining knowledge for instance.

The study findings of Reichel, Fuchs and Uriely (2007) indicate that perceived risk of the bag packers' experience is a multidimensional marvel, which incorporates components of hazard like those said in both the consumer behavior literature and in studies about perceived risk in tourism. Perception of risk associated with the bag packing background change over the person's qualities, for example, sexual orientation, past bag packing knowledge and inclination for individual voyagers (Reichel, Fuchs and Uriely 2007). It gets bolster from Elsrud (2001) who found that risk and adventure are key to the development of a bag packer personality. In
particular, it creates the impression that bag packers’ stories have a tendency to incorporate records of their supposedly adventurous experience as a major aspect of their endeavor to separate themselves from traditional mass visitor (Elsrud 2001).

As of the incline of the number of international student travelers, this literature review is crucial to state that the international student market is very important to consider in the leisure, travel and tourism sector worldwide. It is clear, that when properly positioned, higher education students create a profitable market segment for the leisure tourism industry to target. Youthful voyagers are named novelty seekers, as they are especially adventurous and willing to take risks. Extra clarification to this phenomenon can be connected to travel risk reduction procedures by and large embraced by youthful voyagers. As pointed out by Brunt, Mowby and Hambly (2000), a few voyagers may not be worried about travel risk, as long as they are readied. Past research related to international student travel includes quantitative approach on how to recognize markets, and quantitative research about how countless students are interested to travel abroad just on spring and summer vacations. Further quantitative research investigated the credits commonplace to international students who start travel, the rationales and want for voyaging, the arranging strategies, and the convenience and money related necessities. But, study gap remains in the perception of risk from students and its safety and security features of risk related to tourism. It is an important aspect to consider for their satisfaction and to make them feel safer and secured.

2.2 Tourist’s Perception of Risk

Many researchers studied the idea of perceived risk in tourism from very old times (Bauer 1967, Moutinho 1987, Rohel and Fesenmaier 1992). In the tourism setting, risk is characterized as the vulnerability experienced by visitors amid the buying and utilization procedure of travel sources and destination choice (Tsaur, Tzang and Wang 1997). Risk is additionally distinguished as a major worry of purposeful tourists. Perceived risk is further explained as “a consumer’s perception of the overall negativity of a course of action based upon an assessment of the possible negative outcomes and the likelihood that those outcomes will occur.” (Mowen and Minor 1998, p.176). Lepp and Gibson (2003) uncovers that voyagers looking for oddity perceive lower levels of risk related with worldwide tourism than those looking for commonality. Conversely, the risk perception view of unpracticed sightseers were observed to be higher than those of their accomplished partners (Lepp and Gibson 2003). Note, anyway that these examinations distinguish the traveler part by depending on their respondents' journey
for oddity, instead of their real travel involvement. Confirmation demonstrates that the tourism business is wellbeing and security subordinate (Tarlow and Santana, 2002) and there is a wide cluster of potential risks influencing travelers’ decisions and recognitions. There is a need to characterize a wide range of risks to comprehend the procedure of risk perception, i.e. what are the components of properties that impact hazard recognition. Tourists confront diverse wellsprings of risk as they plan their outing and when they arrive at a destination. They confront both general and particular risks. There are general risks influencing both the travelers and residents at a destination, for example, crime, health and catastrophic events, however there are likewise different dangers identified with the visitor utilization process, for example, those got from social obstructions, transportation modes, inhabitants cynicism, terrible climate, strikes, poor cleanliness and vulnerability from laws and controls at the destination (Fuchs et al 2013). Calm, peace and security are requirements to draw in vacationers to any destination (Sonmez 1998). Tourism research gives enough confirmation to the way that perception of risk is innately identified with destination image (Lepp et al 2011) and impacts destination choice (Karamustafa et al 2013).

There is a contrast between genuine risk and perceived risk. Risk is the likelihood of an unfortunate occurrence connected to the conceivable negative results of a consumer behavior (Rittichainuwat and Chakraborty, 2009). Perceived risk alludes to a consumer’s view of the general pessimism of an activity that if past a satisfactory level, may influence travel conduct (Reichel et al 2007). In general, vacationers settle on their travel choices in view of perception as opposed to the real world (Roehl and Fesenmaier, 1992). The perception of risk by voyagers is emotional, and this discernment can considerably fluctuate for various kinds of risk (Uriely and Belhassen, 2006). In this manner, it is important to explore the determinants of the perception of risk, i.e. what are the components or traits that impact risk perception. Seeing how tourists perceive risk is pertinent in light of the fact that risks impact decision making, and accordingly, it can help in outlining practices to enhance the picture of the destination and make a positive domain. This is self-evidently imperative to pull in tourists to the destination and to advance tourism improvement. Risk perception is an essential angle in the administration of any tourist destination. As travelers are touchy to risks and security, these variables are fundamental contemplations in giving quality vacationer encounters and regarding supportable improvement of tourist destination. The investigation adds to a superior comprehension of risk perception related with global tourism destination. Uncontrollable risks are perceived as more imperative characteristics clarifying the diverse kinds of risks than those which are more controllable. Artuğer (2015) contended that travel and tourism are much more
inclined to risk and uncertainty than tangible items. As travel may not be a need of life, visitors who are delicate to risk and security issues will defer or drop their touring plans to keep away from any anticipated risks. This is progressively pertinent today, as different types of crisis including terrorism, political turmoil, cataclysmic events and epidemics are happening even more frequently and are influencing more individuals, with negative messages achieving sightseers overall in a flash through social media and the Internet. A full comprehension of the impacts of destination image and travel risk perception on travel expectations is required, both theoretically for researchers and for all intents and purposes for marketers and managers in managing destinations. Research into travel risk has increased more prominent prominence and importance given in the event of tourism crises. Perceived risk has been characterized to allude to a desire for a potential misfortune (Quintal, Lee and Soutar, 2010). Perception of travel risk has been conceptualized as a multidimensional develop. The most surely understood build was created by Sonmez and Graefe (1998) and was later adjusted by Han (2005) and Lepp and Gibson (2003). Sonmez and Graefe (1998) recognized 10 kinds of hazard related with global travel as takes after:

I) Equipment/Functional
II) Financial: not providing value for money
III) Health: possibility of becoming sick
IV) Physical: physical danger or injury
V) Political Instability: being caught up in political turmoil
VI) Psychological: disappointed with the travel experience
VII) Satisfaction: not being satisfied with the experience
VIII) Social: risk of objection from others of the destination choice
IX) Terrorism: being caught in a terrorist act
X) Time: travel experience being a waste of time.

Han (2005) propelled this theory to incorporate communication risk to the above list. Communication risk identifies with the uneasiness of the level of challenges in speaking with the local individuals and the local service providers. Essentially, Lepp and Gibson (2003) recognized seven risks, in particular health and wellbeing, war and political instability, terrorism, strange food, political and religious dogma, cross-cultural differences and petty crimes. Repeat visitors have lower travel risk perception than first time guests (Adam 2015; Fuchs and Reichel 2011). The above discoveries recommend that visitors who have never been to the destination tend to build up some sentiment of vulnerability and risk in light of media and different sources that they have been presented to. A considerably more positive view of
the goal is typically created among repeat explorers who have encountered the destination and in this manner are fundamentally more mindful of conditions at the destination. Accordingly, repeat voyagers have a tendency to be more relaxed, have less feelings of trepidation and their risk perception decays (Fuchs and Reichel 2011).

2.2.1 Health related risks
Traveling and travel decision making include a specific level of risk that should be perceived by the both tourists and tour operators (Quintal, Lee and Sountar 2010). One territory where there is an unmistakable requirement for more prominent understanding identified with voyager’s risk perception as for individual wellbeing and prosperity and its downstream results on health preventive and defensive conduct, for example, purchasing travel protection or being vaccinated before voyaging abroad. Studies over different settings have ordinarily discovered direct to solid positive connections between perceived risk and health protective behavior (Schmiege, Bryan and Klein 2009). Instinctively, elevated health risk perception ought to urge individuals to limit risks (Uriely and Behlhassen 2006), however episodic and research confirmation proposes this may not generally be the situation (Hajibaba et al 2015). It was chosen to center around perceived risk that incorporate health and individual security perils, for example, traffic accidents and food poisoning for a few reasons. To begin with, these dangers are ordinary regardless of destinations. If encountered that experience, they are probably going to have psychological, financial and even social ramifications to the traveler and in addition the health care services framework at the destination, and maybe even the origin nation. Second, visitors tend to be at more elevated amounts of exposure to a scope of health and security danger amid an excursion than local residents in view of an absence of destination familiarity or exercise of alert (Page 2009). Despite the potential expenses related with travel related illness or damage, research consistently demonstrates that numerous explorers travel abroad without prudent steps (Jonas et al 2011), perhaps in view of their low perceived risk defenselessness. At long last yet not by any stretch of the imagination under one's control, a considerable lot of these risks can be counteracted, or their effect limited through health protective practices, for example, vaccination or protection cover. Perceived risk speaks to a focal build in numerous theories of health behavior and is regularly alluded to as perceived probability, perceived likelihood, powerlessness or helplessness (Brewer et al 2004). As of late, there have been calls to more readily comprehend explorers' mind with a specific end goal to decide their general risk predisposition independent of kinds of emergencies, in order to permit
the advancement of compelling, travel health and security interchanges (Hajibaba et al 2015). Understanding risk perception from singular voyager's point of view is essential for policy makers and tourism operators for both risk avoidance and risk management. A few observational examinations in health psychology have discovered constructive relationship between risk perception and health defensive activity, with the end goal that higher perceived risk of harm ought to urge individuals to make a move to diminish their risk (Weinstein et al 2007).

2.2.2 Worry
Emotion is an affective predecessor that is theorized to trigger changes in comprehension and activity, thusly a developing literature in psychology has considered the interaction of emotion and risk perception (Lerner et al. 2003). Rundmo (2002) recommends that affective measurements go about as the best indicators of risk estimates and is likely that the most striking emotional component that impacts risk perception is worry. Worry is portrayed as an emotional reaction to a danger and normally for some, who consider a risk source, there are sentiments of worry and concern (Schmirge, Bryan and Klein 2009). Worry might be comprehended as negative effect and generally uncontrollable chains of thought identified with future vulnerabilities and envisioned fiascoes (Larsen, Brun and Ogaard 2009). In any case, worry can serve useful capacities by keeping people mindful of potential dangers and propelling them to find methods for maintaining a strategic distance from conceivable issues (Watkins 2008). This recommends worry can embroil mental adapting and selection of versatile practices that diminish foreseen negative results. In that capacity, worry is considered as a predecessor of risk perception and defensive conduct. McCaul and Mullens (2003) proposed that worry spurs self-defensive conduct since it keeps an issue notable. The experience of worry may add a cognizance to one's storage facility of motivations to take defensive activities, along these lines persuading endeavors to deal with the subversives of worrying. Worry matters since it composes considerations, centers activities and stimulates adapting procedures concerning unpleasant circumstances and, in this way, organizes risk (Peters et al 2006).

2.2.3 Sexual Harassment
Sexualized male consideration was additionally observed to be an essential limitation. Experiencing provocation men in the destination they visited, the ladies ended up dreadful of assault or manhandle and this constrained their utilization of the recreation space offered at the destination (Seow and Brown 2018). Ladies need to manage undesired male consideration, inappropriate behavior and savagery (Khoo-Latimore and Gibson 2015; Khoo Lattimore and Prayag 2015). Generally, ladies have needed to confront sex related obstructions in their voyage to seek after leisure encounters. To changing degrees in various parts of the world, a shame remains, and ladies are yet obliged by social standards for gendered conduct (Brown and Osman 2017). Brutality towards ladies is further constraint however not restricted to the tourism industry. For the most part the essential focuses of sexual orientation-based viciousness are women and youthful young ladies (United Nations Population Funds 2008). Besides, when ladies travel solo, it is relatively difficult to get away from the danger of being externalized through gazing and inappropriate behavior and this applies to numerous destinations (Jordan and Aitchison 2008). To maintain a strategic distance from the sexualized look, ladies every now and again expel themselves from general visibility, along these lines abridging their chances for strolling around the avenues alone, to meet individuals from the host community and different voyagers.

2.3 Safety and Security to Avoid Risk Factors

Travel safety and security are paramount in the minds of the traveling abroad and the need for safety and obtaining a secured environment is one of the basic conditions to ensure tourism (Shin, 2005). It comes as no surprise that travel is sensitive to personal safety, and the secured environment has a great impact on the tourism industry in any region. Further researches (Floyd, Gibson, Pennington-Gray & Thapa, 2004; Lepp & Gibson, 2003) indicate that the most important apprehensions for tourists relate to safety and security (Poon & Adams, 2000). Tourists expect certain gauges for their safety and solace or they won't visit (Seraphin and Butler, 2013) and are unquestionably pulled in by great impressions and a suspicion that all is safe and secured. Chiu and Lin (2011) report that vacationers deliberately visit places that are recognizable and near to evade zones with high wrongdoing and political unsteadiness. Safety and security are viewed as a need for a prosperous tourism industry in any destination (Neumayer, 2004), on the grounds that individuals' impression of the safety and security of a destination is very liable to impact behaviors, for example, decision making, destination choice, quality experience, satisfaction, enjoyment, loyalty and word of mouth.
Hence, the perception of travel safety and security can be a major determinant in travelers’ decisions to visit a place. From tourists’ perspective, tourists’ concerns focus on the general feelings of safety and security traveling to, within, and from the destination. From a destination perspective, tourists’ most concerns relate to food and drinking water hygiene, feeling secure at attractions and in their accommodations, being able to drive safely in a place that is different from home, feeling secure at night spots, and access to emergency care if needed. Lo and Lam (2004) indicated that personal safety is a critical determinant of participation in package tourism. Silva, Reis & Correia., (2010) concluded that tourists normally avoid some certain destinations and favor other presumably safer destinations. Fekete (2012) clearly suggested that travel agencies on the generating markets do not want to sell holidays to risky destinations and do not willing to risk the problems their customers might face at unsafe destinations, even if they have a customer who is interested in them. If tourists feel unsafe or threatened at a holiday destination, they can develop a negative image of that destination. In this respect, when travel safety and security become overriding or headline news, it can alter the conventional decision-making behavioral models and ultimately cause tourists to change or cancel their scheduled destinations. When tourists feel that the overall negativity of tourism travel decision has reached a certain level, they might change their plans or cancel their travels to a destination (Mansfeld, 2006 as cited in Hsu, Lin and Lee, 2017). Williams and Balaž (2013) also remarked that safety and security certainty are increasingly prominent concerns in tourist’ travel decision making and behavior. The negative image created through the lack of safety and security may damage the tourism and travel industry due to its unavoidable nature through the negative word-of-mouth communication, regardless of the provision of high quality visitor attractions (Lepp & Gibson, 2003).

Tourists’ concerns about safety and security are a global matter, concerning all countries, including developed ones. USA, in particularly after 11 September 2001, conducted several meetings to help the tourism industry cope with safety and security issues effectively (United Nations World Tourism Organization (UNWTO), as cited in Tasci and Boylu, 2010, p.180). The UNWTO includes safety and security as a determinant of quality tourist product (UNWTO, 2003 as cited in Tasci and Boylu, 2010, p.180). It is one of the six standards, along with hygiene, accessibility, transparency, authenticity and harmony, in the human and natural environment where tourism activity takes place. For a tourism product or service to comply with the UNWTO’s safety and security standard, it should not pose a threat to the life, health and other interests, and integrity of the consumer. As outlined by the UNWTO, the concern for safety and security is reflected in several components of tourism experience, including health,
cleanliness of accommodation facilities, and reliable and accurate information. Thus, people can have safety and security concerns when components of tourism products do not live up to the expected level. In other words, although the concepts of safety and security are usually mentioned in relation to natural and human-caused disasters or dramatic events, travelers’ concerns about safety and security are not limited to such events only.

Satisfaction is a particularly important concept to be investigated in relation to safety and security perception because consumer satisfaction is believed to be a close correlate of, or even a proxy to, a few desired consumer behavior variables such as repeat business, customer loyalty and positive word-of-mouth (Kandampully and Suhartanto, 2000). One factor that can affect the safety and security perception of a destination is the level of familiarity with it. An increased level of familiarity is purported to provide ‘rewards of security’ that outweigh potential rewards of uncertainty that is also highly likely to be costly (Burch, 1969, as cited in Tasci and Boylu, 2010 p.181). Familiarity can be defined in different ways. Milman and Pizam (1995) as cited in Tasci and Boylu, (2010, p.191) defined familiarity as a dichotomous variable (familiar and unfamiliar) based on the existence of a previous visit. Several researchers investigated the influence of a prior visit and observed that visitors hold more accurate and positive images than non-visitors (Tasci and Boylu, 2010). However, further studies criticized this method as simplistic and operationalized familiarity as a multidimensional concept because the level of familiarity is believed to depend on not only previous visits, but also on many other factors including educational materials, mass media, commercial information and word-of-mouth (Tasci and Boylu, 2010).

After reviewing this literature review, it is of no doubt that safety and security is a major concern for tourists. In travel behavior theory, sentiments of safety and security not exclusively are among a few factors that have been recommended as elements affecting travel conduct. During the process of travel decision making, sightseers are more pulled in to tourism destination with a positive, clear and solid pictures that have huge effect on travel conduct. Travel safety and security are foremost in the psyches of the explorer abroad and the requirement for safety and getting a secured situation is one of the fundamental conditions to guarantee tourism. It does not shock anyone that travel is touchy to individual safety and the security condition greatly affects the tourism business in any region. Tourism destination image are critical component of marketing management, as long-haul accomplishment of destination depend vigorously on how well the tourism firms are situated in the market. Travel safety and security has an immediate association with tourism basic destination management through tourism destination image as a directing variable. Since foreign guests have restricted
knowledge of destination they have not visited, they to a great extent rely upon their apparent tourism destination image in settling on decision. Where in some cases, natural disasters cannot be controlled but can be prepared for, whereas other aspects such as crime, terrorism, food safety and health issues can be better looked after. If personal safety is not ensured for tourist, it is most likely for them to avoid the travel destination. This qualitative research plans to ask international students about their perception of risk while they travel. According to their perceived risk, they should also be concerned about the safety and security measures. They will be given the freedom to talk about how they would consider the risks to be tackled better than the measures already provided. By doing this in a qualitative approach, students will share their own knowledge and experience of their thinking structure of how safety and security can be carried out to avoid potential risks while travelling.
3. Methodology

3.1 Background of the research

International students introduce a noteworthy open door for the growing of the tourism business around the world. Growing of students travelling internationally is a multi-million-dollar business and Bywater (1993) has put significant importance because of its financial importance. This thesis paper tries to explore how international students perceive risk factors while traveling and how they would consider themselves safe and secured to not hesitate to visit a tourist destination. Dalarna University College is a public University located in Falun and Borlange, in Dalarna County, Sweden. The research focuses on Borlange because of the researcher’s convenience. Dalarna University is one of Sweden’s recent higher education institute established 1977. It is located 200 kilometers north-west of Stockholm in Dalarna. According to an online article in the University website “www.du.se” there has been an increased number of International Students at Dalarna University. The autumn semester of 2017 had over 9000 fee-paying students applying to Swedish Universities according to UHR (the Swedish council for Higher Education). This also proves to be a continued increase in the number of international students coming to Sweden including Dalarna University. Dalarna University is concerned about working continuously to increase the number of international students registering and is active in maintaining an international profile to attract as many as international students to study in the province stated by Susanne Corrigox who works with internationalization and global contacts at the University. She added that international students contribute greatly to a diverse study environment and raises the quality and value in and of itself, students and University.

The main student accommodation for the University is called Locus, located in Tjarna Angar, designated as a vulnerable area by the police for a socially deprived area with high crime rate because of many refugees living in the area. Insecurity can be felt by especially by female students who avoid walking alone at night due to persistent harassment which was heard from the local students living there. The reason for mentioning about the University and its accommodation is because the research focuses on International Student’s perception about risk, safety and security in Dalarna University, Borlange campus and Locus is the most convenient place to collect interviews for the researcher as he was also living there.
3.2 Research Approach
As mentioned previously, this study focuses on international student’s perception of risk and their knowledge concerning the safety and security measures. For trying to find out perception, qualitative research approach is the most meaningful form to perform. The structure of this research is designed to know the perception of international student travelers by already knowing about the researches done for general tourists itself through quantitative methods. This procedure might help the researcher to add a specific target market’s perception to help improve tourism industry. There is a study gap in qualitative research about the student market to try to understand their perception regarding risk, safety and security during their travelling endeavors.

Qualitative research is primarily exploratory research which tried to gain an understanding of underlying reasons, opinions and motivations which in this case is the perception of students. Qualitative data is also used to uncover trends in thoughts and opinions, and dive deeper into the problem. Bryman & Bell (2015) and Saunders, Lewis & Thornhill (2012).

There have been many researches to find out risks related to travelling but student’s perception about it has yet not been specified. The previous literature can help the researcher to compare the different risk perception about general tourist and students. Relating to the research methods used, the research presented past perceptions about travel risk and explored the perception on students to add to the literature. As per approach, the data collection is used to explore a phenomenon, identify themes and patterns, locate these in a conceptual framework and test this through subsequent data collection and so forth.

3.3 Data Collection Methods
As mentioned in the research approach that this study follows a qualitative approach. The main purpose is to understand the perception of international students and the best way to do it is through interviews. The interviews were conducted face to face and semi-structured format will be used to explore the information. According to Bowling (1997), the advantages of interviews include detailed questions can be asked, further probing can be done to provide rich data, non-verbal data can be collected through observation and complex and unknown issues can be explored through the procedure. Bowling (1997), also mentioned semi-structured interview also has some drawbacks, such being time consuming, susceptible to interviewer and interpreter bias and sensitive issues maybe challenging. Some characteristics of semi-structured interviews include using an interview guide which is a list of questions and topics
that need to be covered during the conversation, usually in an order. The interviewer follows the guide but can follow topical trajectories in the conversation that may stray from the guide when he or she feels this is appropriate. Semi-structured interviewing according to Bernard (1988) as cited in Robert Wood Johnson Foundation (2008) is best used when you won’t get more than one chance to interview someone.

The semi structured interview guide provides a clear set of instructions for interviews and can provide reliable, comparable qualitative data. Semi-structured interviews are often preceded by observation, informal and unstructured interviewing to allow the researchers to develop a keen understanding of the topic of interest necessary for developing relevant and meaningful semi-structured questions. The inclusion of open-ended questions and training of interviewer’s new ways of seeing and understanding the topic at hand. The interviewer used notes of interview guide and noted down important details of the interview. Since semi-structured interviews often contain open-ended questions and discussions may diverge from the interview guide. A voice recorder was used, and the interview was transcribed for analysis. Many researchers like to use semi-structured interviews because questions can be prepared ahead of time (Robert Wood Johnson Foundation 2008). This allows the interviewer to be prepared and appear competent during the interview. Semi-structured interviews also allow informants the freedom to express their views in their own terms. Semi-structure interviews can provide reliable, comparable qualitative data (Robert Wood Johnson Foundation 2008).

3.4 Research Instrument Design:

Research instruments include using a pre-set interview guide of open-ended semi-structured interview themes (Meyburg and Metcalf N.D.). The interview guide is provided in the Appendix section at the end. The list of themes of topics to be covered in a themed interview should be as short as possible whilst incorporating all the issues required by the aims and objectives of the study (Meyburg and Metcalf N.D.). The aim of this themed interview is to elicit in-depth responses on each theme and interviewees should not be interrupted because the list maybe too long and the interviewer might want to move onto next theme. Some ways of using non-directive probes to stimulate the respondent are using phrases such as ‘tell me more about’, ‘take me through exactly what happens when you’, ‘can you give an example of’, ‘did I understand you correctly when you said’, ‘can you explain a bit more what you mean by’, ‘why do you think that is the case’, ‘do you think everyone thinks that’, ‘what do you do if’ etc (Meyburg and Metcalf N.D.). These phrases are specially designed to be used
in open-ended semi-structured interview. Researcher’s field note should also add useful additional data source along with comments on own feelings during interviews and potential useful observations (Meyburg and Metcalf N.D.).

There are four types of question pattern mentionable, they are Classification Question, Factual Questions, Opinion and attitude questions and lastly Stated Response questions (Meyburg and Metcalf N.D.). The researcher used opinion and attitude questions relating the best match for performing interview about perception. This can be the most challenging of question types in an interview. The reason is obvious: since opinions and attitudes, rather than facts are solicited, even the slightest suggestion in the way a question is formulated can potentially lead the respondent toward an answer, this is particularly true in personal or telephone interview, where the script needs to be followed verbatim and with consistent intonation (Meyburg and Metcalf N.D.). The questions the respondent faced allowed them to speak their answers freely without having to choose a predetermined response category. As previously mentioned open-ended semi structured interview are useful for allowing the respondent to express opinions, attitudes or preferences. While this process is likely to reveal interesting facts about and opinions of the respondent, they can constitute a real challenge for the analyst with respect to their coding and evaluation (Meyburg and Metcalf N.D.).

3.5 Sampling

The researcher used non-probability convenience sampling for data collection being the fastest way to collect interviews. Non-probability sampling help researchers to select units from a population that they are interested in studying (Laerd Dissertation N.D.). A core characteristic of non-probability sampling technique is that samples are selected based on the subjective judgement of the researcher, rather than random selection (Laerd Dissertation N.D.). The main practical reason for using this sampling technique is for students doing dissertations at the undergraduate and master’s level, such practicalities often lean to the use of non-probability convenience sampling. This procedure used to select units for inclusion is a sample are much easier, quicker and cheaper (Laerd Dissertation N.D.). The sample size used is 7 international students staying in “Locus” because of researcher’s convenience as he was also living there. The sample was chosen as completely random from different countries.

3.6 Data analysis
“Qualitative thematic analysis is a widely-used tool for interpreting written text in disciplines such as psychology” (Braun & Clarke, 2006 as cited in Walters, 2016). Thematic analysis was used to analyze the collected data. Hannam and Knox (2005) as cited in Walters (2016) recognized the value of thematic analysis for its ability to unpack the inherent cultural meanings in written text. “The most frequent use of thematic analysis in tourism research has been its application to the interpretation of written documents such as interview transcripts.” Walters (2016). A series of six phases were identified by a combination of two authors Attride-Stirling (2001) and Braund and Clarke (2006) as cited in Walters (2016) considered as the best practice in conducting thematic analysis. They are:

i) Initial reading of texts to gain familiarity  
ii) Repeated readings to code text  
iii) Development of basic themes  
iv) Consolidate into organizing themes  
v) Derive global themes and networks  
vi) Describe, explore and analyze networks

This step by step process was used for data analysis after data was available through voice recorder and field notes. The voice recorder was carefully read of the data in the first phase to gain familiarity. In the second phase the different respondent’s data was compared for coding. In the third phase, basic similar themes of the respondent were developed. Recheck and compares of basic themes and redefine and organized them into further themes if possible in the fourth phase. At phase five, all the themes derived from the interview was cleared and could be compared with the themes mentioned by other authors in the past about risk and security perception of tourists in the literature review. At the final sixth phase the entire procedure of coming to conclusion by describing what was found, exploring new ideas and network analyzing takes place.

According to Ryan and Higgins (2006), thematic approach of analysis is the best way to explore the motivations, perceptions and experience of tourists. Clarke and Braun (2016) also mentioned that this analysis method helps relate to the participants’ lived experiences, seeking to understand what they think and feel. Vaismoradi, Turunen and Bondas (2013) concluded that thematic analysis is used to consider perceptible mechanisms from people’s life stories, usually by breaking down text into smaller fragment, and can be illustrated afterwards assisted by the codes and the themes which develop from the data collected. Coding is the course of action through which the researcher classifies words or phrases that represent a certain phenomenon in the data with an identical meaning (O’Leary, 2004). It involves connecting a
label (code) to units across the data that illustrate a meaning, making it uncomplicated and handier for future analysis.

Summary of the characteristics of International Student Travellers in this study

<table>
<thead>
<tr>
<th>Number of Participants</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender (M:F)</td>
<td>3:4</td>
</tr>
<tr>
<td>Total Number of countries visited by 7 participants</td>
<td>Around 105 Countries (Sum of each participants visit)</td>
</tr>
<tr>
<td>Nationality of Participant:</td>
<td>ASIA/EUROPE/AMERICA/AUSTRALIA/AFRICA:</td>
</tr>
<tr>
<td>Participant 1:</td>
<td>India (Male) 9 Countries Visited</td>
</tr>
<tr>
<td>Participant 2:</td>
<td>Pakistan (Female) 17 Countries Visited</td>
</tr>
<tr>
<td>Participant 3:</td>
<td>Germany (Male) 20 Countries Visited</td>
</tr>
<tr>
<td>Participant 4:</td>
<td>Germany (Female) 30 Countries Visited</td>
</tr>
<tr>
<td>Participant 5:</td>
<td>Sweden (Female) 5 Countries Visited</td>
</tr>
<tr>
<td>Participant 6:</td>
<td>Ghana (Female) 6 Countries Visited</td>
</tr>
<tr>
<td>Participant 7:</td>
<td>Mexico (Male) 18 Countries Visited</td>
</tr>
<tr>
<td>Duration of Semi-Structured Interview in Minutes:</td>
<td>The duration varied because of the Participants diversified experience:</td>
</tr>
<tr>
<td>Participant 1:</td>
<td>15:41</td>
</tr>
<tr>
<td>Participant 2:</td>
<td>14:12</td>
</tr>
<tr>
<td>Participant 3:</td>
<td>16:37</td>
</tr>
<tr>
<td>Participant 4:</td>
<td>43:27</td>
</tr>
<tr>
<td>Participant 5:</td>
<td>37:00</td>
</tr>
<tr>
<td>Participant 6:</td>
<td>33:33</td>
</tr>
<tr>
<td>Participant 7:</td>
<td>22:22</td>
</tr>
</tbody>
</table>

Table 1: Summary of the characteristics of International Student Travellers in this study
4. Findings/Results

Seven international students studying in Dalarna University took part in the semi-structured interview process between 11th to 15th of May 2018 totalling over 180 minutes and characteristics of the participants are summarised in the table above. Systematic analysis of the thematically coded interview transcripts enabled identification of three major topics and some sub topics where configured under it which could be further categorised.

The three main Topics are:

- Reason for liking and disliking a travel destination with the number of countries visited with favourite and worst experience.
- Risk Perceived by international student travellers with Personal Risk Encounters and reasons.
- Perception of better safety and security.

4.1 Reason for liking and disliking travel destination according to the number of countries visited with favourite and worst experience:

As found by the researcher, all the participant visited minimum of five countries and maximum of around thirty countries. All the participants agreed to enjoy travelling but their reason varied from each other. Participant one said he enjoy travelling because it is fun to explore new cities, it kills boredom and it makes him happy. Participant two mentioned “Travelling helps learn things, meet new cultures, helpful to understand how the world works, helps to understand a lot of things, and most importantly helps to grow as a person.” Participant three focused his interest on seeing new cultures and prioritized his interest in seeing the nature. Participant four told the researcher, “I get to know new country, people and specially culture. So, I enjoy exploring, learn about new people, religions and hands on my knowledge and experience.” Participant five likes to see new places as she gets used to regular lifestyle, she wants to see new places for recreation by exploring. Participant six confessed that, “I get to see new places, experience new cultures and enjoy the experiences coming along.”. Lastly participant seven announced, “It is good for knowing new people and places, new knowledge for yourself, opening your mind and horizon to new things.” The common findings from the seven participants is that they all enjoy seeing and exploring something new and learn from their experiences. The total sum of countries visited by all seven participants is around one hundred.
five countries and they had many perceptions of risk and personal encounters to share. Participant one’s favourite travel destination was France as he got to see one of the wonders of the world, the Eiffel Tower and his worst travel destination was the Kingdom of Saudi Arabia as he did not enjoy the high temperature of the country. Participant two shared her experience of the worst travel destination as Bangkok, Thailand, “It was too crowded, and it lacked good accommodation. The travel agency did not do their work well. They provided me with bad quality hotel. Even though I booked hotel online for seven days, but it was booked for five days. Maybe it was miscommunication, but I had to find a new hotel for the rest two days in short notice. It was even harder because of the language barrier as hardly anyone understood English. It was very hard for me to find a cheap and good hotel for last two days and out on the road was definitely not convenient.” She mentioned her favourite travel destination was Dubai because the agency was efficient, it was safe as she lost luggage as the airport and found it in the next day on the same spot she left it outside the airport as no one took it. Participant three being the nature lover enjoyed New Zealand as his favourite travel destination. He compared the country to Europe but with a special nature. Different and also similar to his home in his words. Participant three also told the researcher that Phuket, Thailand, was his worst travel destination even though he had some good memories there. The reason he stated was, it was overcrowded with mass tourism. It had nice beaches, but it was made dirty by too many people. Participant four added that Indonesia was her favourite travel destination. “I lived and studied there for some time. I got to know their culture deeply, learned their language, communicated with locals, learned about their culture, religion and everything very intensely. It had beautiful country side with lot of cultural heritage and lot from everything.” Third time in a row Participant 4 assured that Thailand was her worst travel destination because she was travelling by boat and had to go through a storm. “We thought we would never arrive, everyone was puking, couldn’t see any land anymore, drivers of the boat they themselves were afraid. This is one of the harshest experiences when travelling.” Nervousness could be felt during this interview as the respondent felt and remembered the same feeling she had in the boat and how she was scared for her life. Out of seven respondents, coincidentally three of their worst experience happened while they were in Thailand even though the experience was from different aspect.

Accommodation is always a major concern for tourist and if he/she lacks this service, it is likely he/she will be stressed and cannot enjoy the trip without a place to stay, rest and get refreshed. Mass tourism even though brings financial benefit can also destroy the destination by littering
and harming the nature. Natural disaster cannot be prevented but safety precaution to maximum must be taken to prevent life threats from happening. Participant five’s favourite travel destination was Rome, Italy. “I went on my own. It was beautiful. Even though hostel wasn’t the best. Could have been better but really liked the experience of travelling alone.” She revealed her worst travel destination was Estonia. The reason being not being as nice as Rome even though she had a nice and luxury hotel. Participant six reported her favourite destination to be Oslo, Norway and she really enjoyed travelling by train from Sweden being able to see the landscape, nature, and relax to the long-distance train journey. She revealed that she enjoyed her vacation there because it had lots of people, many activities and places to see. She had family living there and people were ready to help. It was quite international and warm with comfortable weather. Her worst travel experience was in Abuja, Nigeria. “People were not honest, street vendors would cheat on you in any opportunities to take money, hotel had no hot water. I did not have fun during my three days stay there. Only fun place was in the airport. I even had trouble buying bread from where I stayed as it was difficult to find a grocery store nearby.” Sometimes because of local people, tourist becomes upset and do not want to visit the country again. Participant seven enjoyed Switzerland as his most favourite travel destination. Even though it wasn’t the best weather for travelling, the country had clear roads, trip in general was smooth in his words. He stayed in Luzern, and the city was quiet and clean. He loved the landscape with mountains, cities in between mountains with river around. He genuinely felt safe in that country. His worst travel destination was the South American country Bolivia. “I felt unsafe in general. Out of the airport many people were walking in rush. I took a taxi to go from one point to another, but the driver was purposely taking longer routes to charge more. If they see you as a tourist, they try to abuse you or charge high prices.”

This topic of the semi-structured interview was the introduction and getting to know about the respondent’s favourite and worst travel destination experience with reasons. The researcher started with this conversation to know how the respondent perceived their experience to be good or bad and why also relating it with the destination image they had. Later the respondents were asked questions about their perceived risk and further safety and security features related to their perceived risk. This part of the interview proved how safety and security was an important aspect for tourist satisfaction and similarities were found from the literature review mentioned.
4.2 Risk Perceived by international student travellers with Personal Risk Encounters and reason.

4.2.1 Transportation related risks:
All seven respondents agreed to think about risk before they initiated their travelling endeavours. The initial mode of travelling to a faraway land is through aeroplane. Participant one and participant six shared that they take travelling by aeroplane as a risk. This findings from the semi-structured interview can be related to the literature by Carlsson, Johansson-Stenman, & Martinsson, (2004) as he noted primary reasons that lead to an oversight of risk perception identified with flying are the perceived lack of authority and the seriousness of the risk involved, higher associated price, and the large media coverage of flight incidents and accidents. Along with the phobia of travelling by plane, participant six mentioned that she would rather travel by train twenty-four hours than travel by plane for two hours because according to her, the percentage of accidents in train is way lower than that of a plane. Participant one, “I have a fear of travelling by plane.” Participant six, “What if the plane crashes? I am going to die.” These are the exact words stated by two respondents telling the researcher about their phobia.

Participant four, five, and seven encountered risk related to unauthorized taxis. Participant four faced arguing taxi driver in Indonesia for price. Even though she bargained before getting in the unauthorized taxi, the driver did not stick to the agreement about price and where he was supposed to drop. Stated by participant four, “It doesn’t matter which of the Asian developing country I go to, I know I have to negotiate prices before. Depends on which vehicle you take, I am aware that it often happens people want to take advantage and take money and you become angry but can’t change the fact and accept it. The driver dropped us earlier than we agreed but the driver offered where we wanted to go but would have to pay more. So, I actually did not want to because, I did not want to give the guy even more money, so we just went off the unauthorized taxi and searched for some local people with the scooter and asked if they could drive us and gave them little bit of money.”

Participant five said, “I accidentally took an unauthorized taxi. It was just a person driving you pretending to be a taxi. He could kidnap you. He charged me way too much money. He took me so many ways around the hostel only because he wanted to charge me more.” She shared her experience in detail how she came in really late at night to Rome. She had an appointment with the hostel authority for receiving the key but was late. The hostel was run by one person only and he was barely there as he lived somewhere else but just visited the hostel for their
guest, letting them in when they were new. She was concerned that she arrived at the station late and did not want to miss the appointment as she might have to spend the night in the street. She tried using maps which she printed earlier but wasn’t logical for her and she did not find anything. She also tried google maps in the phone. She researched earlier that the hostel would be only five minutes from the station but was actually a two-hour walk. “I went to some men standing next to a cab, asked them about the hostel and one person offered to go with him mentioning it was close. I asked about the price before I went in. He asked for thirty euros. When I agreed, he just grabbed my bag and took it to the other side of the road, in his private car instead of the cab. I was like UH, NO! I was scared. The taxi driver wasn’t there. I took that ride anyways because I was also panicking because I was late. It was 11pm and thought the hostel guy left and actually did. The driver was so scary that I was ready to jump out any moment. He drove around for a while and said it is 35 euros. I still paid because he left me in the right spot. Thank GOD!”. There was a pizza place nearby and the driver talked there to let them know the situation. The pizza guy asked her to follow him inside, but she denied and waited in the open street. The pizza guy called someone, and she thought that was the moment she was going to be raped as he was calling his friends. Luckily, he called the hostel person and she could enter the hostel. She thought it was the biggest risk for a girl to travel alone in an unfamiliar location at late night.

The final experience shared from unauthorized taxi was from respondent seven. He experienced it in Bolivia. He took a taxi to travel to his destination. He asked the taxi to take the main road and avoid small roads he did not know. In reply, the taxi driver mentioned about traffic and the route he was taking was faster. Participant seven mentioned there were no registered taxi in Bolivia. He added, “They have small community with motorcycle and attached is a cabin where passengers ride. It is an informal sector even without number plates.” Unauthorized taxi can be a huge risk as the driver may have dreadful intentions and may even get away with it because he is not registered. The driver could take the passenger to an isolated spot to rob or even sexually assault them. Even if that is the case and the victim would want to report it to the police, they might have no idea how to recognize the criminal. This can be an extremely dangerous situation and could change perceptive of travelling for a lifetime.

4.2.2 Fraudulent Department

Where there is tourist, there are also some local people trying to take advantage of them to gain monetary profit. As an incident told by participant one, his friend from Oman visited India for
the first time. According to participant one, his Omani friend was looking for the tourism department for gathering information about his travel. There were other fraudulent tourism department and people associated to gain unfair monetary advantages from tourist. As he asked some local people where he could find the tourism department and the people replied to give him a ride with their car to the tourism department, but he refused as it seemed suspicious. He also asked where he could find an ATM from the same people and he was misguided to another direction so that somehow, they could take advantage of the tourist. But, with significant luck, he managed to find the real tourism department and the ATM near it. Participant three also mentioned about a risk which tourist might face near the Berlin wall. “There is a hipster area right around the corners of Berlin wall. Some of them have trained themselves to be professional gambling tricksters. They come in a group of three to four people and start playing the game of finding a ball from three cups. They show that people were winning money playing that game but was actually their own people and when tourist try to play, they get tricked and lose money as it was a trick all along.” He did not face this risk himself because he was familiar with it. This incident matches with the literature by Burch (1969) as cited in Tasci and Boylu 2010 p.181 as increased level of familiarity is supported to provide ‘rewards of security’ that outweigh potential rewards of uncertainty that is also highly likely to be costly. Participant four, five and seven also mentioned about cheating locals who try to take advantage of tourist with every opportunity they get, let it be taxi driver, shop vendors or anyone dishonest wanting to gain an extra financial benefit. This is a very misleading scenario which leads the tourist angry and sometimes dumb fold, but they cannot do anything about it. It creates a bad image for the country and the same tourist may never return and tell their friends and family to avoid visiting that country as well.

**4.2.3 Losing Valuables:**

Losing valuable can be of several sorts. It can be stolen by someone else while the owner did not notice, it could be pickpocketed, the owner maybe careless and lose it themselves, the aeroplane might lose it or even can be robbed with guns and weapons. Some experiences and perception from the respondent will be shared in this section.

“Theft! Theft is the main risk I am scared of.” Quoted by participant two when asked what risks she thinks about when travelling. She added, “Popular tourist spots have high risk of theft. Locals with not a satisfied economy, tend to steal from tourist. In Barcelona, they just steal, and you should always be cautious about personal belongings, specially passport and travel
documents. If important documents are lost, you get stuck in a foreign country and may not even have enough budget to survive for more than two weeks needed to make new travel documents to travel.” After stating what is her main concern of risk when travelling she shared her personal endeavour while she was in USA. She lost her bag at the airport which also had all the important travel documents and for that reason she was stuck in that city for almost one month. The reason was because, the immigration was busy, and she could not even go to anywhere else but that city. “Losing travelling documents is a horrific nightmare. I felt threatened. I freaked out and went to police. I did not know if it was self-lost or someone took it. It is difficult to understand in a crowded airport. I reached out to an agency, police got involved and it took about one week just to reach out to immigration. Later, following procedures, it took further time to get new travel documents to travel.” Participant two’s stress could be understood while she was giving the interview. The reason for taking theft as the biggest threat was justifiable with her example and this was one of the most dangerous risk that can be faced by any tourist. Participant three shared that his father was once pickpocketed in Venice while travelling for business. Participant six mentioned, “What if I lose my bags, money or valuable? If I or the airlines loses my valuable, I become stranded.” Other respondent also mentioned about theft, robbery and pickpocketing in their interview, but these were the most important aspects to mention. Losing valuable is a major risk concern among international student travellers.

4.2.4 Health Concerns

It seemed that only two respondents out of seven were concerned about health risk factors. Coincidentally, both were German. Participant three, “Diseases! Tropical places might have some diseases. Healthcare in the destination is very important. For example, in Cambodia diseases maybe treated but probably not as well as Germany. I don’t want to get sick and die.” Participant four, “Health is really important. In adventure travelling, anything can happen, just the fact that diseases can be transferred by these little mosquitos. It can harm the body really really badly so, I think it’s necessary to be prepared as much as possible to enjoy your holiday as much as possible. I spend a lot of money in planning so, I prepare as much as possible to enjoy the whole experience. Specially, when I am travelling to Asian developing countries. I plan my travel medicine, pack different kind of medicine. I take something against malaria, diarrhoea in case I ate something wrong.”
It is clear for most people that you cannot enjoy tourism if you get sick or something happens to health. If something related to health happens in a foreign land, the tourist might have to spend his/her days in the hospital or resting in the hotel instead of exploring the destination. This is very inconvenient for any tourist. This finding clearly relates to the studies of Schmiege, Bryan and Khein (2009) who mentioned perceived risk and health protective behaviour had moderate to strong positive relationship with each other. Furthermore, Uriely and Belhassen (2006) and Weinstein et al (2007) mentioned heightened health risk perception encourages people to minimize or shift risks. Even Brewer et al (2004) said perceived risk represents a central construct in many theories of health behaviour and is often referred to as perceived probability, perceived likelihood, susceptibility or vulnerability. Hajibaba et al researched about travellers’ psyche to determine their general risk predisposition irrespective of types of crises, so as to allow the development of effective travel health and safety communication.

4.2.5 Sexual Harassment:
Only one of the seven respondents faced sexual threat and she was participant five. She shared her experience how she enjoyed Rome and how she was late in the hostel mentioned in this report previously. She rented the cheapest hostel she could, and it was a combined male and female hostel with both genders sleeping in the same room in bunk beds. There were two French men in her room who barely spoke English and it was hard to communicate with them. They did speak the basics about where they came from and introduction. One of the men according to her words said, “You are from Sweden, I want to Zlatan you.” He obviously meant it in a sexual way. She luckily also made five male friends and there was nothing creepy about them. She mentioned about her friends, “They were watching over me where the French guys were coming onto me.” She further informed activity of the French people and verbal assault like, “I want to French kiss you, I want to massage you, want to sleep with you and stuff like that. He took his pillow from his bed and put it in my bed and tried to sleep with me. I got so pissed and scared. I took his pillow, freaked out at him and threw it at his bed. I then noticed one of my friends was going out to get his ticket and I asked if I could follow him because I did not want to stay at the hostel. I left the hostel then but had to come back and meet them more times. The French guy came up behind me and massage me and stuff, being creepy. Always trying to talk to me but I was always trying to defend myself. My male friends were also defending me, so they finally eventually stopped.”
Situation like this may be common in cheap combined hostels and some females with low budget may not have enough budget to get any better accommodation. The worst case is that the female might not even have anyone to complain the incident to. As participant five mentioned, the caretaker was only present to provide the keys to guests and left. This might leave some female tourist travelling alone extremely vulnerable and prone to sexual assaults. Participant five was lucky enough to not actually get raped and she also thanks her five male friends who supported her. If unluckily she could not make the five-male friend, she admitted being in huge trouble. This finding is similar to Khoo-Latimore and Gibson (2015) and Khoo Lattimore and Prayag (2015) who mentioned how woman have to deal with undesired male attention, sexual harassment and violence. Brown and Osman (2017) also said from ancient times women had to face gender related obstacles in their journey to pursue leisure experiences and to verifying degrees in different parts of the world a stigma remains and women are still constrained by gendered behaviour even in countries like Italy and France. Even reports from United Nations Population Fund (2008) stated woman and adolescent girls are primary targets of gender-based violence. Jordan and Aitchison (2008) added that as a solo woman traveller it is almost impossible to escape the risk of being objectified in the form of staring and sexual harassment.

4.2.6 Miscellaneous

There were also some other small risks mentioned by the respondent other than the five sub themes mentioned in this section. For example, participant one and two mentioned about language barrier and about getting accustomed to local foods in a foreign land. Participant one and participant six mentioned about corrupted police in their own countries where police requires bribe to do their job or being worse they take bribes from criminal to not act and protect the victim. Participant three mentioned about terrorism and how it is out of control for everyone. Participant four shared her experience on how she suffered from severe alcohol poisoning because she bought open bucket alcohol at the beach of Cambodia and suspected that something was mixed with alcohol as she suffered more than three days and her body was weak and aching. Participant four and seven confessed that they also faced threat of being followed with weapon for robbery, respondent four faced in Rio de Janeiro and participant seven faced it in Bolivia. Both respondents said they were lucky enough to escape the situation, participant four by running and participant seven by moving to a crowded street from an isolated street. Participant six argued that time is one of the biggest risks for her as she
mentioned her devastating experience of staying in the airport over twelve hours because the flight was delayed in Germany. She takes time seriously as delay could mean losing time which she could invest in sightseeing, keeping someone waiting for her or maybe miss an important meeting.

There can be several miscellaneous risks but this entire themed section 4.2 focused mostly on detailed risk perception and encounters by the respondents. It can be assured that relating to the literature by Fletcher and Morakabari (2008) safety should be recognized as one of the most fundamental conditions for the development of tourism destinations. Huan and Beaman (2004) also stated that even though making tourists feel safe before and during the trip may be critical but is the main cause of success of success of a destination competing internationally. This finding can also be related to Lepp and Gibson (2003) who said risk perceptions of inexperienced tourists were found to be higher than experienced once, as a result who already faced similar risk will be more concerned in the future. Also the literature by Milman and Pizam (1995) mentioned that influence of a prior visit holds a more accurate and positive images than non-visitors, which means the experienced tourist will be more familiar with the destination if they ever visit the destination again and be prepared for the outcomes. The risks faced in this section has matches with the risks found by Fuchs et al (2013) which are cultural barriers, transportation modes, residents’ negativity, bad weather, strikes, poor hygiene and uncertainty derived from laws and regulations of the destination. Most of the risks are already identified and mentioned in the literature by Sonmez and Graefe (1998) and modification by Han in 2005 and by Lepp and Gibson (2003), but the difference is they identified general tourists risks and this thesis paper identified only international students encountered risks.

**4.3 Perception of better safety and security**

In this theme the researcher focused on what the safety and security solution the respondents themselves thought about according to their risk perception and encounters. Participant one said the traveller must always have clear idea about activities in a foreign country, maybe even have a local friend who can guide and let the tourist know about the idea of travelling in the country. According to him risks of a country can also be googled. Researching where to go, how to go is an absolute necessity and how to go with approximate expenses added by him. He also suggested to place more sincere police in the major tourist spots. Every country has good and bad people. According to him, money is an important factor for safety, as with good money you can afford a good hotel, always have a local tour guide accompanying or go to the travel
agency who can pre-set everything before travelling for you. Depending on the country, risks can be minimized. He suggested to always ask information from the information desk rather than strangers on the street. He showed a bit of shame in his face when he told the researcher that even though tourism enhances the financial condition of a country there are still some misleading frauds to diminish the country image. This is a digitalized world now and according to Adam (2015) and Fuch and Reichel (2011), repeat visitors have lower travel risk perception than first time visitors. Even if the tourist is travelling to a place for the first time, there are numerous blogs who shares their travelling experience and new travellers can get knowledge and experience from the blogs and google.

Participant two suggested to always pre-book everything before initiating travel, contact travel agent if required, have a good accommodation and prepare enough budget. As participant two previously shared her experience of losing her travel document, she also said she was satisfied with the service that USA gave her as situation could have been much worse in other countries and mentioned specifically Africa. She said extra attention should always be given to safety by putting locks, codes to secure valuables. As of her USA experience she suggested that even though the airport had all the important amenities, she thinks it was not enough comparing to the amount of people travelling every day, for example, more check posts and security staff, baggage scanner, and CCTV footage being observed by more people in the control room. She said she will feel completely safe and secured if there is the least possibility of theft and harassment. Even in Spain, Italy and France harassment occurs and she will feel safe if she does not face any trouble and being less prone to risk. She added risk is not entirely the responsibility of the authorities, government or travel agent, it also depends on the individual. Sometimes, it can also be the fault of the person facing the risk as the blame game is not just one sided.

Participant three and four was asked if they consider Germany their homeland as a safe destination. Both replied that it was. The reason includes police being everywhere available even though participant two mentioned it might not be safe for tourists to visit certain places at night but for him its safe because he is familiar with it. He also mentioned that there are some places in Germany where the authority know that people deal with drugs, as he added “There are criminals but it’s really hard for the police or any other authorities to go there to check them because they need reasons. They should have more rights to check people, even without extra evidence just to check if they have intentions to rob people. Suppose if you find someone with 5 mobile phones, you know they were stealing them, and it was happening in certain areas, but police are not allowed to check them. So, I suggest police should be given more power to check
people, even randomized.” Participant four mentioned mostly about transportation and traffic according to her personal encounters with it in foreign countries. She said it is very safe in Germany transportation wise. In her words, “Everything is regulated, there are no informal taxis and metered taxis won’t cheat you to take your money. In public transports you don’t have to worry about something going to happen. Also, in Indonesia passing the streets you could always get hit by a scooter because the traffic is so crazy. But in Germany if the traffic light is red, they will stop. Indonesia do not follow traffic rules.” As she also focused diseases as part of her biggest perception of risk she also stated that she will feel completely safe and secured if she knew, whatever diseases she had could be cured with just one shot or medicine without suffering but also said it requires much more improvement with the research of diseases and really big inventions needed. She ended her conversation by saying, “Funny enough is that, it is even more exciting to go to countries where all the securities are not provided, and it was more fun to travel in Indonesia in my point of view.” As Weinstein (2007) said, higher perceived risk of harm encourages people to take action to reduce their risk, if the tourist is concerned about what might happen, he/she will be well aware of the situation and intuitively as mentioned by Uriely and Belhassen (2006) heightened health risk perception will encourage to know about the possible health risk well in advance and keep track of health institutes nearby. Also, literature by Bizirgiannia and Dionysopoulou (2013) stated how young travellers were classified as novelty seekers and how they love adventure and are willing to take risks. The findings also relate to Elsrud (2001) literature who found that risk and adventure are central to the construction of a bag packer identity. As bag packers tend to include accounts of their supposedly adventurous experiences as part of their attempt to distinguish themselves from conventional mass tourists.

Participant five said she learned from her experience and would react differently if she faces the same risks again. For instance, if someone grabs her bag to take her to a place she would just deny and protest because the first time she was panicking and tell him that she would take an official cab instead. She also said she will never again take a combined hostel and would rather spend a little more to get a female hostel instead. Participant six with her risk of being delayed at the airport said she now knows that she can ask for refund or at least a compensation, or even change the ticket which she did not know the first time. Her experience was, “I felt lonely, disappointed, tired, a lot of mixed feelings and also hungry. When we travel we have budgets, I did not expect a 12 hours extra expenditure on food and beverages.” The researcher also asked if she consider it safe to travel in Ghana, her homeland. Her reply was, “HELL NO!” She agreed that Ghana is a tourist destination but unfortunately, it’s not developed. She
concluded, “If you are a tourist and coming there, you have to take care of yourself. Country really doesn’t care of that or has any policies.” The researcher then asked her what she thinks could make situation better. She said, tourist should always be registered and make travel insurance compulsory. She said not to risk of coming alone and to visit through travel agents and tours and if something happens there will be someone to compensate. She also said that the airport of Ghana should be improved to the fact that transportation system, escalators, immigration should always have a smooth flow and no unnecessary queues or delays should be made. She mentioned that police in the country are paid but does not do their job properly. Participant seven also as participant one mentioned that money is an important factor for safety as he will always prefer to take a personal taxi instead of public transport in case he doesn’t know the place with the fear of getting lost or something else happening. He said, “I will always spend more money to feel safer.” He also said, “Accidents can happen, but you can minimize it by taking safety precautions.”

This section of the semi-structured interview proved that international students do have some good perceptions of safety and security about their own perceptions of risk. Almost everyone agreed they will probably never feel completely safe and secured while they travel. There will always be risk and the tourist should always be careful.

5. Discussion:

5.1 Uncertainty and consequences:

According to Conchar et al (2004), an integrated model of consumer perceived risk, the marketing literature often conceptualizes risk as involving two elements, uncertainty and consequences. Throughout this research it was found that international students do think about risk before and during their travel endeavours. Relating it with Conchar’s literature these student thinks of risk because of the uncertainty that something bad might happen to them while they might have undesired consequences. As the results, participant one and six were scared about plane crashing as uncertainty and which might result in the consequence of dying in the crash. Participant two had to look for a new accommodation in a very short notice which was very uncertain and the consequence of being staying on the streets if she could not find a proper accommodation in time. Further, participant two had experienced losing her travel document which was very uncertain, and it was also uncertain when she could leave that city by making new travel documents, the consequence being stuck in a city, getting out of budget and may
even starve without accommodation. Participant three and four mentioned about diseases which is also very uncertain as no one knows when they may fall ill and the consequence being lying in the hotel bed or hospital instead of spending that time enjoying in a foreign land. Participant four encountered a storm when she was travelling by boat. Natural disaster is always uncertain and can also consequence in death. Theft, robbery or fraudulent behaviour can never be assumed before it takes place and may result in losing valuables, money or even physical harm. As of experience of participant five, she faced sexual harassment in a combined hostel which no one knew who the roommates would be like and aftereffect in harassment. After all the findings from this research it could be assured that the literature from Conchar et al (2004) can always be related to international student travellers. This study provided one of the first data driven market segmentation of international student’s study based on tourists’ pattern of perceived risk

5.2 Safety and Security

Safety and security are one of the enterprise most exposed to changes in the world stage that may produce alteration in tourist behaviour (Seabra et al 2013). This quote was also proved to be true in the findings as most of the respondent agreed to not visit a country where they will not feel safe. Further replies from participant one, four and seven agreed that more money can help them feel safe and secured as they prefer spending more money if they feel safer and secured. If a tourist feels anxious or vulnerable at an individual destination, an overall negative consequence is likely to develop (George, 2003). For instance, participant two, three and six does not feel safe in Africa as a result they feel anxious or vulnerable to visit there and will most likely avoid the destination. Participant three also mentioned about terrorism and said it can happen any day, and anywhere in the world, but there are countries which are more prone to attack and can be seen or heard in news very frequently. Tourists will never prefer to travel to countries with high risk of terrorist attacks like Syria, Palestine or Afghanistan. Also, if there are news about robbery, rape or other crime in a certain country, it also puts the country image in jeopardy for tourists. Safety should be identified as one of the most constitutional situations for the development of tourism destination (Fletcher and Morakabati 2008). Both participant three and four confessed that they feel safe to travel in their homeland Germany whereas participant one, six and seven agreed that the safety regulation in their homeland is not the best and they themselves suggested some features to improve the situation. Risk perception assist develop enhanced development or recovery strategies (Chen, 1997). This literature by Chen is
also true because as the participants could think about what kind of risk they might face, they also could think about how they could improve the situation or recover if something went wrong. Most of the risk personally encountered by the participant was an experience for them and they used it to learn from it and they agreed to react better if something similar happens to them in the future.

Tourism consumption is emotional and indicate to glorify experiences that broadly comprise a prolonged planning process leading to destination choice. Tourists make their travel destination with no assumption of economic or material return rather they assume intangible results such as pleasure and satisfaction (Seabra et al 2013).

Tourism is solely relied on leisure as it was proved with the result of the first question of the interview guide. All respondents replied that they travel because it is fun to explore, learn by exploring new cultures, enjoy nature, escape from regular life and so on. As a result, no one expected any tangible return when they travelled and always wanted pleasure in return. In fact, the tourist spends money for travelling based on their emotions and expectations. The participants in many scenarios was emotionally hurt when they faced incidents like fraudulent behaviour, scandals, sexual harassment and so on.

Preferred transport mode is intimately associated with deciding travel destination (Seabra et al 2013). Transportation is a huge factor when travelling and a big section is dedicated to it in the findings. Majority of the respondent faced, or perceived risk related to transportation. As transportation can be cause of death, can be used to rob or charge more money from tourist and sometimes wrong choice of transport can get the tourist lost or moved to a vulnerable position of delay. Jacoby and Kaplan (1972) as cited in Seabra et al (2013) p.503 concluded main five risk factors. They are social risk, financial risk, time risk, physical risk and psychological risk.

Relating the research to this literature no international student respondent mentioned about social risk as how others may think about them when they travel. But, some respondents did mention how they heard from their friends and family about a destination before they went as word of mouth and about how they shared their experience with others to encourage or discourage them to travel according to their experience in the country. There is always financial risk when travelling mentioned by the respondents. They always have a pre-set budget and any risk encounters related to finance may get them to trouble as students are likely to have much less budget than that of a working adult or businessman. Time risk was only mentioned by participant six probably because international students have more time available to travel than working adult or businessman. It was also mentioned in the literature about how international students love to travel during their semester breaks and even take long break in studies just to
travel. Physical risk can be of different sort, as mentioned by the respondents are mostly about health issues such as diseases, armed robbery, sexual harassment and adventure travelling like hiking, winter sports, sky diving etc. Psychological risk starts with the phobia of plane crash. Psychological risk may differ from person to person and even terrible experience may create a phobia. For example, as participant four faced a storm while on a boat, she will think many times before going on a boat journey. Further participant five chose never to stay in a combined hostel again because of the incident she faced. Participant six valued time and never wants to get delayed. These were the example of psychological risks among the respondents.

5.3 Similarities and Differences from literature

As mentioned in the very beginning of the report that there was a study gap in qualitative research on international student’s perception of risk and safety even though many researches have been done on risk and safety perception of general tourists but through quantitative research. The main difference between previous research and this research in the approach of qualitative and quantitative. Quantitative never focuses on individual person’s experience rather usually uses a structured questionnaire for mass coverage of data specially in a topic like perceptions. Perception can always be chosen from four five options, but the real experience cannot be figured out. After analysing the finding, many common risk and safety perception match and has been explained in findings and discussion section. The main differences which was noticed was probably the international students almost none of them except one mentioned about threat of terror, and no one pronounced politically motivated violence. International students are usually young and more fearless than older people. They tend to be more adventurous and even with some risk they would prioritize the adventure enjoyment more. Besides these, the literature did not particularly mention about fraudulent activities in countries and sexual harassment which was found from this research through semi-structured interviews.

6. Conclusions

The aim of the research was to fill a gap by exploring risk perceptions of individual international students who engaged in tourism and try to explore the concerned safety measure among them. The research approach used was qualitative research and data was collected through semi-structured interview among international students of Dalarna University, Borlange campus. Thematic analysis was used to find themes from the transcribed interviews. This helped the researcher to find out some unique experiences from the respondents about
their personal encounters and how they would perceive to make the situation of safety and security better.

The findings revealed that the most common risk perception and endeavors were transportation, fraudulent behavior of locals towards tourists, losing valuables, health issues and sexual harassment. However, the international students with experience with travelling themselves gave the safety and security precautions needed to minimize these risks. The safety and security features involve avoiding informal sectors, taking care of personal belongings, being always cautious about the situation happening around, educating themselves about the destination they are visiting, proper health care and proper authority to report any mishaps. After this research it could be understood that international student tourist is concerned about their safety and they would improve the situation of risk they perceive if given the chance to. For all the risks mentioned, the industry must have a well developed and well communicated safety proposal in terms of destination offerings and communication information materials. The designated satisfaction apprehensive and materialistic operators and travel agents should prepare travel packages that offer good value for the student’s money that also provides and communicates convincing schemes. For the students concerned about health and personal risks, products must be offered where health and personal integrity are assured such as medical assistance and health insurance. Destination manager should also use their market knowledge to pressure the public sector to invest reasonably in health facilities at the destination. Clearly understanding the market segment of international students and their potential should encourage the destination to evolve their strategy and provide the tourist with information they need to reduce their fear. This research can help add to the literature of the particular segment of international student market as mentioned in the literature that the number of student tourist is increasing at an alarming rate every year and a lot of finance is invested in the tourism industry. The international student market will keep increasing every year. Because the interviewees of this research had experience they knew many things. This research can help add to literature for specially the new student traveler who wishes to travel to many countries. Different levels of safety concerns influence the evaluation process and subsequent decision making of the students. In their decision making, they evaluate many factors, specially those relating to safety and risk associated with the tourist destinations. It is of no doubt that risk perceptions are highly subjective in nature and constantly do not reflect actual risk. Hence, an appropriate development of marketing strategy is an important part of crisis management. Recognizing these attributes may contribute to a better understanding of tourist behavior and projected image by the international students in terms of risk and safety.
The limitations of this study include lack of time as there could be more interviewees added to the research if more time was available. More interviewees could have added more perspective of risk and safety of travelling from their experience. Qualitative research in general might have some weakness as the findings/results and discussion solely relies on the biasness of the researcher. The quality of the data gathered in qualitative research is highly subjective. The respondent might have forgotten or exaggerate some incidents which the researcher might not know.

Following this research, there are many areas of future research. Firstly, this research was only focused on students from Dalarna University. Further research can be done in other international Universities around the globe can be compared if different continent students have a different perception of risks and safety when they travel. Similar researches could be done to understand how European student’s perception differ from other continents because in this research Europeans considered themselves safe in their own country but other respondent outside of Europe did not consider their country as much safe. Research can also be done how perception differ from developed and developing country students. As, developing countries have more risk and their citizens are familiar with it, relating it to the literature of familiarity and unfamiliarity will they consider themselves more cautious and prone to risk? Lastly, further research could be done on students’ perception of satisfaction, how they will consider themselves most satisfied and what upsets them when travelling.
7. References


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8. Appendix

Interview Guide:

As it is a semi-structured interview, a guide is prepared to ask related question for answering the research questions. The questions asked were open ended and neutral and the chance was given to the interviewees to speak up from themselves and share their own experiences. Follow up questions were constructed during the interview as the conversation continued.

**Sample:** Seven young international student and tourist from Dalarna University, Borlange

**Interview Type:** Semi-Structured Interview

**Aim:** What are the travel risks that are perceived by these young tourists?
What are the safety and security concerns of them to tackle the risk perceived by them when traveling to a tourist destination?

**Record Type:** Voice Record and Notes

Sample Questions were:

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<tr>
<th>Themes</th>
<th>Questions</th>
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<tbody>
<tr>
<td>Travelling, Tourism,</td>
<td>1. Why do you enjoy travelling?</td>
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<tr>
<td>Tourists</td>
<td>2. How many countries did you visit?</td>
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<td></td>
<td>3. What was your favourite and worst travel destination and why?</td>
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<tr>
<td>Perception of Risk</td>
<td>1. Do you think about risks of travelling before initiating travel?</td>
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<td></td>
<td>2. What risks can you think about when travelling?</td>
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<tr>
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<td>3. Why do you take these as risks?</td>
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<tr>
<td>Risk Encounters</td>
<td>1. Tell me about your experience if you have any personal risk encounters.</td>
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<td></td>
<td>2. How would you react if you face the same risk again?</td>
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<td></td>
<td>3. Were you familiar with similar risks or have you shared your experience with someone?</td>
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<tr>
<td>Safety and Security</td>
<td>1. How was the risk taken care of?</td>
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<td>3. Do you think there is enough safety and security concern amoung tourists and tourism board of the country? Explain.</td>
</tr>
<tr>
<td>Perception of better</td>
<td>1. Do you think you could handle the situation better? How?</td>
</tr>
<tr>
<td>safety and security</td>
<td>2. What would you suggest the authority to improve situation? Why?</td>
</tr>
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<td></td>
<td>3. When will you consider yourself completely safe and secured from your perceived risks? Explain.</td>
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