

A Study of Relationship between Risk Communication and Tourism Ethics

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ABSTRACT

Future employment potential appears very bright. Bill Gates has identified tourism as one of his target areas for this century, as has John Naisbitt, of Megatrend fame, who sees it as a key component of the 21st century economy, along with telecommunications and information technology (College of Charleston , 2012) . Although the Internet technology has promoted "globalization" (Levitt, 1985) across country borders, when traveling abroad, people face the divergence of environment, language, culture, politics and law. To our much concern, tourism accidents and disputes frequently happen one after another. Tourism is one of the important needs of modern life. In this study, we investigate how risk communication can effectively influence tourists' behavior in line with tourism ethics, and help them to minimize the risk of traveling abroad as well. Our study frame consists of three variables, which are Independent Variable -Risk Communication, Inter Variable – Risk Identification, and Dependent Variable – Tourism Ethics. As for research methodology, we take advantage of questionnaires in a random way. After collecting 387 effective questionnaires of the tourists in Taiwan with travelling abroad experience, we analyzed them with the Hierarchical Regression of SPSS15.0. The results of our study are as follows: Risk Communication has a positive effect on Risk Identification. Risk Identification has a positive effect on Tourism Ethics. Risk Identification has a positive relationship of the mediating effects between Risk-Communication, Inter Variable – Risk Identification, and Tourism Ethics, however, which is only partially substantiated. Because when tourists have sufficient messages in communicating the magnitude of hazard, it is unnecessary for them to identify risks and they would behave ethically without doubt on the trip. According to the results above, at the end of our study we would like to make some suggestions for travelling abroad. We hope: government should expose serious international tour risks to the public in time; tour business owners should take the responsibility of providing sufficient risk information; children should be taught to learn to follow the rules of tourism since the elementary school education. All what we have done hopes to warn tourists to behave ethically, and have a safe and enjoyable trip overseas.

Keywords : Risk Communication、 Risk Identification、 Tourism Ethics

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