

PERCEIVED RISK BETWEEN DISABLED TOURISTS

A Specific Approach Proposition

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In scientific research in tourism, there are quirks to be investigated when it comes to the perceived risk by consuming a tourism product. As stated by Reichel, Uriely & Fuchs (2007), these risks do not rely solely on information given about a tourist destination but also the individual characteristics of tourists. This article draws attention to the need for a specific approach when analyzing the perceived risks between disabled tourists. The aim was the identification of generating elements of perceived risk among these tourists, which can be summarized in the following categories: adaptation of services and tourist facilities, type of disability of the subject, structure of urban location, services offered to disabled people and use of benefits reserved for disabled people. The statements of the respondents demonstrated the great importance of these attributes as elements of differentiation in the risk perception of tourists disabled. It is believed therefore that this work can provide a significant contribution to the understanding and perceptions of the tourist experience of disabled people, and proposes an approach that links risk perceptions and attributes considered relevant to the disabled.

KEY WORDS: *perceived risk, disabled tourists, attributes that generate perceived risks.*