

DESTINATION COLOMBIA

A Study of Tourist Risk Assessment

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This paper identifies and ranks the risks consumers face when choosing a vacation destination in Colombia. The concept of risk is associated with the intrinsic perception of experts in the whole process of purchasing and enjoyment; therefore we use as qualitative information the assessment of travel agencies in the city of Medellín (Colombia). A multi-criteria analytic hierarchy process methodology is used in order to find the most important risks according to the identified valuation criteria, given the inherent uncertainty and subjectivity of the process. Among the risks with higher valuation are security conditions, aspects related to the itineraries of the trip, higher prices at the final destination, and trips that do not meet expectations; it was also found that coastline areas are perceived with a higher level of risk.

KEY WORDS: *perceived risk, decision making process, tourist, package tours, analytic hierarchy process.*