

THE TOURIST AND THE RISK PERCEPTION

Role of the Information Management on the Images of Destinations that Have Suffered Terrorist Attacks

Andrea Mabel Duran
Universidad Nacional de La Plata - Argentina
María de los Ángeles Bacigalupe
CONICET - Universidad Nacional de La Plata - Argentina

In face of terrorist acts with similar consequences regarding the quantity of victims the reaction is not the same: in some cases the international arrivals of tourists is easily recovered but in other cases the destination seems to suffer a process of stigmatization which negatively impacts tourism for a long time. The present article analyzes relations between risk perception and information management, supposing that the information management can affect the perception of the risk of visiting a destination. A documentary and bibliographical analysis was done in conjunction with a behavioral study with a convenience sample of potential tourists. The ZMET technique was used, where the participants were divided into 4 subgroups, each one received a different set of stimuli of two destinations, Egypt and France, some of them with images of violence and some others not. Although with differences according to the received stimuli, the results show greater familiarity and solidarity with the destination France and greater ignorance and incomprehension of the public attitude in the destination Egypt. The concepts Terrorism in Egypt and Risk in France appeared in the groups which received stimuli with images of violence, showing a combination of perceptions related with the previous information plus the information offered by the interviewer. It is concluded that information management is a key factor in the decision making of the tourist and that it is necessary to provide resources adequately to maximize the destinations.

KEY WORDS: *Information management, risk perception, tourism, terrorism, destination image, ZMET.*