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Abstract

Nowadays, we are facing a new version of crisis and obstacle, as never seen before, COVID'19 pandemic. The main objective of this study was to see to what extent these risks of terrorist attack, political instability and health risk have an impact on the perception of visitors when choosing Barcelona as an international destination. Moreover, analyze to what extent Health risk can completely overcome other risks to the point of eliminating them. The methodology of this research will be quantitative and will be based on the collection of primary data. Travel behavior, it is a variable that has not been studied in depth in the tourism literature. However, it has had a very promising result for this research. In previous years political instability and terrorist attacks were the main risks that tourists worried about when visiting Barcelona. Thus, the conclusions at the end of the research clearly demonstrate that Health risk currently has the greatest impact on tourists followed by political instability and finally terrorist attack. The impact of Health risk was effectively verified and quantified, which before was not considered one of the main risks affecting the intention to visit Barcelona and the Travel behavior of tourists. The results obtained on the perceptions of risk in tourists focused on Barcelona as an international destination could be very useful for entities in the tourism sector and government entities by applying regulations as well as preventive measures that can be considered beneficial to reduce the risk that is perceived by tourists.

Keywords: risk perception in Barcelona, risk perception, health risk, terrorist attack risk, political instability risk, COVID 19, pandemic, visit intention, travel behavior, overall risk perception.

Abstracto

Hoy en día, nos enfrentamos a una nueva versión de crisis y obstáculo, como nunca antes se ha visto, la pandemia COVID'19. El objetivo principal de este estudio era ver hasta qué punto los riesgos de atentado terrorista, inestabilidad política y riesgo sanitario tienen un impacto en la percepción de los visitantes a la hora de elegir Barcelona como destino internacional. Además, analizar en qué medida el riesgo sanitario puede superar completamente otros riesgos hasta el punto de eliminarlos. La metodología de esta investigación será cuantitativa y se basará en la recogida de datos primarios. El comportamiento del viajero, es una variable que no ha sido estudiada en profundidad en la literatura turística. Sin embargo, ha tenido un resultado muy prometedor para esta investigación. En años anteriores la inestabilidad política y los ataques terroristas eran los principales riesgos que preocupaban a los turistas cuando visitaban Barcelona. Así, las conclusiones al final de la investigación demuestran claramente que actualmente el riesgo sanitario es el que más afecta a los turistas, seguido de la inestabilidad política y, finalmente, los atentados terroristas. El impacto del riesgo para la salud fue efectivamente verificado y cuantificado, lo que antes no se consideraba uno de los principales riesgos que afectaban a la intención de visitar Barcelona y al comportamiento de viaje de los turistas. Los resultados obtenidos sobre las percepciones de riesgo en turistas enfocados en Barcelona como destino internacional podrían ser de gran utilidad para entidades del sector turístico y entidades gubernamentales mediante la aplicación de normativas así como medidas preventivas que puedan considerarse beneficiosas para reducir el riesgo percibido por turistas.

Palabras clave: percepción del riesgo en Barcelona, percepción del riesgo, riesgo para la salud, riesgo de atentado terrorista, riesgo de inestabilidad política, COVID 19, pandemia, intención de visita, comportamiento de viaje, percepción general del riesgo.

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CHAPTER 1. INTRODUCTION

1.1 Context of the research

Barcelona has grown as a tourist destination since The Olympic Games of 1992, an event that marked the course of Barcelona's tourist evolution, and then in 1993, seeing the tourist interest the city could offer, the Consorci de Turisme de Barcelona was created, in charge of promoting and projecting the destination in a nationally and internationally way , attracting new tourist focuses that would strengthen the commercial offer that it has at its disposal increasing the touristic income in the following years.

In 2006 Barcelona was chosen as the official venue for the Mobile World Congress, under the public-private initiative created by the Mobile World Capital Barcelona and Telefónica. In 2008 a financial crisis broke out due to the collapse of the real estate bubble that affected the world economy, and this led to a crisis in Spanish tourism that would not recover until 2010

Barcelona is listed as the 3rd European city in terms of numbers of visitors and international visitors spent. Also, it is the 20th most visited city in the world. This city stands out for its innovation, quality of life, and its attractiveness to visit as a destination, work, and study. For this and other reasons, it has become such a competitive touristic city. Today Barcelona has earned a big international projection placing itself in the top destinations around the world and therefore it's important to continue growing in this industry. (Ajuntament de Barcelona, 2019)

Due to all the events mentioned above in Barcelona, and the great growth it had in the tourism sector, it became a priority for the economic sector. In Table 1.1 (Ajuntament de Barcelona, 2019) in 2019 the value of 56.0 is registered, it represents the income of the tourism sector for the city, which compared to the rest of the sectors, is the most predominant. Data for the year 2020 cannot be provided yet, since due to the aforementioned health emergency (COVID 19), the data will not be recorded normally and have not been published on the official website of the L'ajuntament de Barcelona. As a result of the great tourist activity in this city, Catalonia in 2019 reached its highest point in terms of GDP with 250,597 million euros (Statista, 2020).

%	2017	2018	2019
Tourism	70.3	60.4	56.0
Hotels & Restaurant	4.0	4.1	3.9

Industry	4.6	4.7	5.0
Commerce	5.8	5.6	4.9
Technology	0.0	1.8	2.1
Construction	0.2	1.0	0.9
Other Services	8.0	6.5	4.0
Other Sectors	0.8	1.8	2.3
CAP	0.3	0.5	0.4
NS/NC	5.9	13.5	20.5

Table 1.1 Economic Sectors that bring income to Barcelona

Source: Ajuntament de Barcelona, Percepció Del Turisme A Barcelona, Presentació de Resultats 2019

On August 17, 2017 Barcelona suffered a terrorist attack, a 22-year-old man drove a van into pedestrians on La Rambla, Barcelona, killing 23 of them and leaving 120 badly injured. This event caused an evident decrease in tourism during 2018, and less significantly during 2019 compared to the previous year. The recovery, moreover, occurred more quickly than in other cities that had suffered from terrorism according to L'Ajuntament de Barcelona and it had less impact than expected. Furthermore, Catalonia was declared internationally in political instability due to its desire to become independent. Between 2017 and 2018, with the first anniversary of the referendum of 1 October for the Independence of Catalonia, there were major disturbances and episodes of great violence in Barcelona, fostering a great sense of insecurity and concern of an international nature, causing a severe direct effect on tourist and hotel activity in Barcelona. Thus, resulting a large drop in bookings.

Barcelona received approximately 12 million international tourists last year (2019), the five foreign nationalities that commonly visit the city are EE. UU, UK, France, Italy, and Germany. According to statistics provided by Statista that shows a ranking of the main countries of origin of international tourists who visited Barcelona in 2019 the number of visitors from each country respectively are EE. UU(1.104 tourists), UK (764k tourists), France (728k tourists), Italy (584k tourists) and Germany (525k tourists) . During that year, the United States, with more than one million tourists, and the United Kingdom, with some 7650,000, were respectively the first and second most important international markets for the city. With the main purpose of the visit of leisure (70%) and an average of expense from around 82 euros a day in the city, not including accommodation (59.5 euros/night) (Statista, 2020).

In Barcelona the health risk has always been insignificant, since it is a western city where there is no danger of contracting a disease as could be the case in Africa where it is threatened by diseases such as

malaria, yellow fever, malaria and many others. But suddenly this year the circumstances have changed, and we have been hit by a worldwide epidemic. Until now, risks have been perceived that have impacted on the tourist's decision, such as economic risk, security risk, service risk, political instability, among others, but it has never been the case that health risk was in the spotlight in Barcelona, as a tourist destination.

COVID'19 pandemic, an epidemic that has spread over several countries, continents or the whole world, and that affects a large number of people. In March of this year, not only the borders of the countries were closed, but many countries in the world, if not most, confined their inhabitants to their homes for approximately three months. In the case of Spain, a pandemic with high mortality has slowed down tourist activity, which is gradually beginning to unblock. This great stoppage has meant great losses and a necessary adaptation to the new circumstances, needs and regulations, causing an exponential decrease in tourism with a slow recovery predicted. According to L'Ajuntament de Barcelona, tourism in Barcelona represents 12% of the GDP, which shows the great importance of this for its economy.

To know in depth what was the great impact that this pandemic has had on tourism, a graph can be presented Figure 1.2 (INE 2020) in which provisional data from August 2019 are shown regarding the percentage of tourists arriving in Spain, since no data has yet been registered for Barcelona city. It can be clearly seen that since March 2020 there was a big drop, reaching -64.3 followed by the next 2 months reaching -100 in the months of April and May. The health emergency has been the protagonist of unimaginable changes in the tourism sector, as well as one more risk when considering Barcelona and the rest of the world as a travel destination. The latest data according to the statistics of the study, carried out by AQR-Lab, largely composed of professors from the University of Barcelona (UB), and the university itself shows a 65% drop in international tourist arrivals in the first six months of 2020.



Figure 1.1 Arrival of international tourists by months

Source: Estadística de Movimientos Turísticos en Fronteras (FRONTUR) Agosto 2020. Datos provisionales. INE (2020)

In addition to the political instability, the terrorist attack and the pandemic, another risk that exists for a tourist in Barcelona can be considered. The security risk in terms of crimes, such as pickpockets which are a problem especially in tourist areas.

1.2 Identification of the research problem

The growth in tourist activity has made Barcelona a leading international destination. Today, Barcelona is a successful tourist city that enjoys wide international recognition and appreciation and is attractive to many different audiences. However, like any other tourist destination, it is exposed to factors that can damage its image, such as the high-risk perception of tourists.

This study will be based on the risk perceived in Barcelona as an international destination by tourists who wish to visit this place. The main focus will be on all those risks that influence the participation of possible visitors or tourists who have already visited Barcelona and could make them doubt whether to visit or not. Also, they could have an effect on your behavior change when traveling.

In recent years, Barcelona has experienced most of these negative factors, specifically: petty crime, political instability, terrorist attacks and recently, health risks.

In Barcelona, for the first time, irrigation for health can be considered as one of the most influential and with the most impact when making decisions for tourists.

The world is facing a global health, social and economic emergency due to the COVID-19 pandemic. With a great impact on the tourism industry since, travel restrictions have been implemented and as a result, which has triggered a drop in demand among travelers. The outlook for the year has been downgraded several times since the outbreak of the pandemic in view of the high level of uncertainty.

Is COVID'19 pandemic affecting international tourists' risk perception about Barcelona when it comes choosing it as a destination?

1.3 Originality and contribution to knowledge

The searches been carried in the online HTSI faculty library with the objective to find previous papers published in the main journals of tourism. with the same characteristics or objectives. The following keywords: "perceived risk", "Tourism in Barcelona", "COVID'19" and "terrorist attack" were used to find papers published on this subject. Every paper found described a general overview about the topics mentioned before but neither of them are analyzing the same variables or same objective. Therefore, since there are no articles on this topic, the research contributes to the knowledge of tourism.

List of Journals	Impact Factor
1. International Journal of Tourism Research	Impact factor 3.196
2. Annals of tourism research	Impact factor 3.194
3. Tourism Management	Impact factor 4.707
4. Journal of Hospitality and Tourism Research	Impact factor 2.646
5. International Journal of Contemporary Tourism Research	Impact factor 1.857

Table 1.2 Hospitality Journals by Impact factor

Source: HTSI library online

1.4 Aim and objectives

In order to achieve this main objective and to be able to demonstrate the hypothesis, secondary objectives had to be achieved, such as analyzing other risks that were present in Barcelona and which were mainly attended by international tourists.

There are several risks which influence travelers at the moment to decide to come to Barcelona as security risks (robbery or pickpocketing), political instability (Independence movement and its consequences) economical risk (the increasing prices due to tourism), service risks (the disagreement of some locals regarding the tourism in Barcelona) etc.

Nowadays, we are facing a new version of crisis and obstacle, as never seen before, COVID'19 pandemic. For this reason, the main purpose of this study is to analyze the hypothesis that international tourists that are actually visiting the city, conceive COVID'19 pandemic as a risk and it had a consequent influence when choosing Barcelona as a tourism destination.

Given that our study is connected to the city of Barcelona, five types of perceived risks have been selected, which could have a greater relationship and/or association with this destination. The risks selected are the following: terrorist attack, the risk of service, political instability, the security risk and finally the health risk, which had never been associated with the city of Barcelona, nor with Spain in general, but in this recent year of 2020 due to the COVID'19 Pandemic we must analyze if it can have repercussions on the decision-making of international tourists when choosing this city as a potential destination. These perceived risks will be set out and defined in the following part, the Literature Review.

1.5 Structure of the Study

Chapter 1. In this chapter, previous information about Barcelona as a tourist destination and its evolution is detailed. In addition, tables and graphs are presented with important information that support the above, such as tables about tourism as an income sector, number of tourists in Barcelona in hotels and Arrival of international tourists by monthly. Followed by the context, information is provided on the identification of the problem, originality of the work and objectives that are raised in this research.

Chapter 2. In the second chapter, different academic papers that have information from previous studies will be presented. Literature review tries to provide more information about the risks to be analyzed and the authors who have covered these topics. A map of the literature has been created, as well as the conceptual framework where the Health Belief Model is described.

Chapter 3. In this section the focus is on the methodology used in this research with a clear definition. It can be found within this section, the overall research design where, where the approach of this work is expressed, I defend whether it will be quantitative or qualitative and primary or secondary, which will be of great importance for this section, followed by the techniques used to collect data. data, questionnaire design and its variables. Finally, research instruments, as well as the data analyzes are specified.

Chapter 4. In this chapter you can find the findings, discussions as well as the research analysis. Through the descriptive analysis of the variables, the sample that has been used is described. It is also in this chapter, the results obtained for each variable proposed. To finish the chapter, there is a discussion section where results and differences between other studies and the influence that the results have had are exposed.

Chapter 5. This is the last chapter of the study, where the obtained data conclusions from the research aim are exposed. Moreover, some recommendations as well as the limitations and further research are presented. The aim of this final chapter is to give an overview of the previous chapters of the study and relating them to the most relevant findings discovered through this research as well as discuss the results according to the proposed objectives.

CHAPTER 2. LITERATURE REVIEW

2.1 Risk Perception Concept

There are several factors that a person takes into account when organizing a trip or visiting a place, tourist attraction, gastronomic offer, the climate and many other elements. The concept of risk perception was first analyzed by Bauer in 1960 and he stated the following definition “Subjectively discerned risk in the situation where customers need to select a choice such as a brand, store, and way of purchase”. Therefore, perceived risk is the uncertainty a consumer has when buying items, or certain doubts that may arise and make them question their choice of product (Campbell & Goodstein, 2001; Fuchs & Reichel, 2006, 2011).

For this reason, different Scholars concluded that high risk perception produces doubts in consumer behavior when purchasing or deciding for a product, while when there is low risk perception consumers are more likely to consider the product in a positive way (Horvat & Došen, 2013). Consequently, this is one of the most important aspects that control over customers decisions.

Many research have been made about risk perception related to consumers behavior, and with time this concept has been applied in different sectors and different risk dimensions also appeared along the way. The concept of “tourism risk perception” started to be known by the 1990’s thanks to the investigation of different Scholars (Hasan et al., 2017). More content will be analyzed more thoroughly in the following sections.

2.2 Tourism Risk Perception

In a tourism context, “risk perception” would be the main risk factor that could influence a tourist's decision to choose a city or country as a potential destination. Furthermore, it was stated by Roehl & Fesenmaier (1992) the first developer of tourism risk perception, that every activity, process and destination related with tourism will eventually have a grade of risks perceived (Çetinsöz & Ege, 2013). It is also important to mention that visitors can perceive risk in many ways due to their cultural backgrounds and where they come from (Aqueveque, 2006; Law, 2006). There are also external factors influencing travelers such as media and influential groups in the surrounding environment (Lepp & Gibson, 2003; Sönmez, 1998).

The tourist decision is susceptible to different factors such as: crime, political instability, climate, pandemics, terrorist attacks, inhospitable locals, strikes and more (Grönroos, 2007; Lovelock & Wirtz,

2007; Zeithaml & Bitner, 1996). While involved in a tourism activity, researchers in their literature, discuss that there are two categories of tourism risks, “physical and psychological” (Sohn et al., 2016).

As mentioned above there are several dimensions of risks that could affect the perception of tourists. Going deeper and more specifically, terrorist attacks and political instability were the most impactful risks for tourists.

Different health crises have affected the tourism industry such as : H1N1 (Lee et al., 2012; Leggat et al., 2010), Ebola (Cahyanto et al., 2016) or SARS (Pine & Mc Kercher, 2004). Risk perception consists of the susceptibility each person feels in regard to a disease (Floyd et al., 2000). Therefore, susceptibility refers to the risk of acquiring a disease (Brewer & Fazekas, 2007). The engagement and behavior of travelers perceiving this type of risk is avoiding and taking measures in order to prevent the contraction of it (Brewer et al., 2007).

2.3 Risk Dimensions

Over time, researchers found that all the perceived risks could and should be classified together, since the type of tourism and the type of tourist also played a role. Since in each situation one or another risk prevailed. Many authors have carried out studies on the subject of perceived risk in tourist destinations and each of them classifies the risks according to different points of view. (crime, illness, natural disasters, language, etc.). The identification of these types of risk is crucial, as they have a different impact on the perception and behavior of tourist demand. This is how the dimensions of the risks were created, most of the scholars determined that the range of risk dimensions vary between five and seven types of risks.

Many different concepts have emerged on a categorization of the dimensions of perceived risks to the extent that the number of dimensions extended to a list of 43 risk factors with a holiday package ranging from serious occurrences such as natural disasters to trivial matters such as not joining in activities (Mitchell, Davies, Moutinho, & Vassos, 1999).

According to scholars’ studies on tourism risk dimensions in recent years, is often summarized nowadays as five to seven dimensions. Five dimensions of risk consist of financial/economic risk, psychological risk, performance risk/equipment risk, health risk/physical risk and social risk. Alongside

these dimensions, six dimensions of risk included another one named time risk, and seven-dimension risk also added opportunity loss.

The first to suggest that physical, functional, financial, psychological and social factors are connected to travelers' risk perception while they make travel decision was Moutinho (1987), followed by Jacoby & Kaplan (1972) who also demonstrated that perceived risk was determined in five dimensions which are psychological, social, financial, physical and performance risks.

For a better understanding of these categorizations, a more consensual definition could be adjusted such as the following:

- Psychological risk: "Refer to feeling tension, worry, embarrassed while tourist purchase certain tourism products leading to a loss of self-esteem, image, and getting others' reactions"
- Social risk: "Social risk occurs when the choice of tourism products and services may detriment to the tourists' social image, and feel adverse impression of friends and family to them"
- Financial risk: "Refers that the purchase of a tourism product may not or is not worth of money in terms of value"
- Physical risk: "Refer to the possibility of accident, insecurity, changing environment and weather, natural disaster, life threatening diseases, illness, and so on causing the damage of personal body health"
- Performance risk: "This type of risk occurs if the quality of tourism products and services do not meet the expectations of tourists"

Within these categorizations, would meet many different perceived risks such as terrorism, political instability, security, health, economic, natural disasters risk, service quality risk, equipment risk, cross cultural differences risk, opportunity loss risk, time risk or food safety risk among many others, which are classified for a better understanding depending on the predominant factor that makes them a threat.

In travel and tourism, with the increasing number of risk perception dimensions, researchers have tried to define these dimensions from different aspects of tourism activities. Because some risk factors are associated with the specific tourism offers and activities.

In one of the pioneering studies for the understanding of dimensions of perceived risk, Roehl and Feisenmaier (1992) found that perceptions of risk and travel behavior result to be distinct depending on the situation. Meaning that tourists perceive risk differently depending on the destination and the type of tourists focusing then on the objective to study destination-specific risk perceptions. Then, the risk dimensions are ordered according to their significance perceived by tourists in different tourism processes. It is found that physical risk is most important for natural tourism, followed by performance risk, psychological risk and natural disaster risk. Secondly, the equipment risk is also the most important for visiting cultural tourism, followed by physical risk, performance risk, psychological risk and terrorism risk. Thirdly, tourists may be more concerned about the financial risk when they purchase tourism commodities and participate in cultural tourism activities. Finally, for adventure tourism, equipment risk is the most important concern of tourists, followed by physical risk, financial risk, social risk and performance risk.

As stated by Hassan et al. (2017) in their article “Tourist risk perceptions and revisit intention: A critical review of literature”, there is a rank order of risk dimensions according to their degree of significance in different tourism processes, where the risk dimensions are rank ordered according to the degree of tourist risk perceptions found in the relevant tourism attractions, resources, and process. The ranking, with the risk perceptions ordered from most influential to least influential respectively is the following:

- Nature based tourism: which includes land scenery, waters scenery, biological landscape, astronomer and climatic scenery: Physical risk, as the main perceived risk, followed by Performance risk, Psychological risk, Financial risk, Natural disaster.
- Historical and cultural sites: Including sites and ruins, construction and facilities, historic or large cities and their cultural facilities such as museums: Headed by Equipment risk, followed by Physical risk, Social risk, Psychological risk, Security risk.

- Adventure tourism: Including for example Hill trekking, Rafting, Kayaking, Backpacking, Mountain climbing, Sailing, Snowshoeing, Spelunking, Skydiving, Surfing and hang-gliding: Equipment risk, Physical risk, Psychological risk, Social risk, Financial risk
- Tourism commodity: Transportation, Accommodation, Equipment, Souvenir, Handicrafts: Financial risk, Performance risk, Physical risk, Time risk, Psychological risk
- Cultural tourism activities: National day celebration, Festivals, Photography competition, Culinary competition, rituals, theatres: Financial risk, Physical risk, Psychological risk, Social risk, Safety risk.

It should also be noted that the types of risks perceived take many names and sometimes change but many of them represent the same set or dimension.

As the years have gone by, all kinds of classifications have been proposed for the dimensions of perceived risk. For this reason, scholars began to look for new types of information to contribute, seeking differentiation and factors that would influence these dimensions by evolving existing papers. Looking for other influencing factors such as geographical aspects related to the fact that tourists may view risk issue differently due to the differences of geographical and cultural (Aqueveque, 2006; Law, 2006) or demographic distinctions, in order to contribute to the provision of new knowledge.

2.4 Tourist Risk perception and Satisfaction

In tourism literature, satisfaction was considered as the pleasure after experiencing a trip (Quintal and Polczynski, 2010; Sánchez-García, Callarisa Fiol, Rodríguez-Artola and Moliner, 2006). Later on with extensive research, (Johnson, et al., 2006; 2008) stated that satisfaction and customers' risk perception influence the final experience of the consumer and risk perception was already linked in previous studies to satisfaction (Szymanski & Henard, 2001). The risk perception generated by the experience of the customer could influence both positively and negatively. (Johnson et al., 2008)

According to (Wirtz & Mattila, 2001), a high level of risk perceived will eventually lead to a decrease in satisfaction and in repurchase intentions. Therefore if perceived risk levels drop, satisfaction will increase (Meng & Elliott, 2008). On different investigations, An et al. (2010) explained that each factor

related with risk, affects repurchase and satisfaction in different ways. Researchers have come to the conclusion that satisfaction is one of the decisive factors and that it can predict consumer loyalty when risk levels are low (Paulssen et al., 2014).

A topic of discussion has been the relation between revisit intention and satisfaction (Huang, 2007). Studies have demonstrated that a tourist will most likely spread word of mouth and recommend a destination if they feel satisfied with the experience (Kozak & Rimmington, 2000; Yoon & Uysal, 2005), meaning that satisfaction can have a positive impact on tourists and for a future revisit.

2.5 Risk Perception and revisit intention

Various studies have been carried out by e.g. Artuğer, 2015; Çetinsöz & Ege, 2013; Chew & Jahari, 2014; Sohn et al., 2016) to analyze which are the principal factors that tourists perceive in a destination and will eventually impact their revisit intention. Sönmez and Graefe (1998) with an extensive research about different risks such as “equipment, financial, health, physical, political stability, psychological, satisfaction, social, terrorism and time”, are factors to avoid a destination in a future decision. To give more support to these ideas, (Crompton, 1992; Floyd et al., 2003; Kozak et al., 2007), stated that a tourist will cancel and avoid a future trip if the destination is a target of attack.

It was revealed by Rittichainuwat and Chakraborty (2009) that tourist’s perception can vary if it is a first time visit or revisit referring to terrorism, travel cost, diseases and travel inconvenience. As a result, satisfaction and repurchase intention can be impacted differently depending on each risk factor (Hasan et al., 2017). Based on (Quintal et al., 2010) ideas about negative attitudes toward purchases, perceived risk can be outweighing reality, and this influences the attitude of travelers toward a destination. Baker (2014) highlights the importance of studying tourist risk perception and attitude in order to really understand the tourism market as well as the anxiety that appears for travelers when there is a high-risk perception.

2.6 Perceived Risk according to aim and objectives

As mentioned in previous sections, to understand the risk context of Barcelona as a tourist destination, the following risks should be addressed and explained:

Terrorist attack risk: Possibility of being involved in a terrorist incident, war and national riots, and the target of terrorist organizations. (Sönmez and Graefe 1998).

Service risk: The possibility of dissatisfaction on the part of locals with the consequences of tourism in their city, creating tension between citizens and tourists. Refer to feeling tension, worry, embarrassed while tourist purchase certain tourism products leading to a loss of self-esteem, image, and getting other reactions (Roehl and Fesenmaier 1992).

Political instability risk: Possibility of unstable political chaos and involved in the political turmoil of the visited country. A situation where a political system is subjected to challenges or changes in the form of internal conflict, internal change and external conflict. (Sönmez and Graefe 1998).

Crime risk: The possibility that new crime or assault is committed towards tourists at any one destination, as robbery or pickpocketing for example. Crime breeds confusion and personal safety is threatened by becoming the target of criminals (Lepp and Gibson 2003).

Health risk: Refer to the possibility of accident, insecurity, changing environment and weather, natural disaster, life threatening diseases, illness, and so on causing the damage of personal body health (Moutinho 1987).

2.7 Literature map

A literature map has been developed which visually summarizes and highlights the key topics that emerged about risk perception by eminent authors. It clearly portrays how tourist risk perception evolved from the definition of risk perception to which different authors proposed that tourist risk perception is influenced by different risk dimensions.

This Literature map shows the evolution of the concept of perceived risk which was originally intended for the field of marketing introduced by authors such as Bauer (1960), Cox (1967), Engel and Blackwell (1983), Gartner (1989), Assael (1995), Campbell & Goodstein, (2001) and Fuchs and Reichel (2006) to be implemented in the tourism sector by authors such as Roehl and Feisenmaier (1992), Tsaor et al. (1997), Sonmez & Graefe (1998), Mowen & Minor (1998), Reichel et al. (2007), Huang et al. (2008), Wong & Yeh (2009), Zhang (2009), Fuchs & Reichel (2011), Chen & Zhang (2012), Hassan et al. (2017).

Synthesizes how this reasoning gave way to the evolution of theories based on it, such as the creation and speculation on the Risk dimensions, of which so many authors have spoken, such as Roehl & Fesenmaier (1992), Witt & Moutinho (1996), Pizman & Mansfield (1996), Tsauro et al. (1997), Sönmez & Graefe (1998), Fuchs & Reichel (2006). And how from these classifications were created in different types of dimensions; financial/economic risk, psychological risk, performance risk/equipment risk, health risk/physical risk, social risk, according to authors like Jacoby & Kaplan (1972) and Moutinho, (1987).

There are many more distinguished authors who have theorized, studied and written on this subject, and for this section have been selected those that are considered essential to highlight, and have been marked those in bold letters, theories which have formed part of this study.

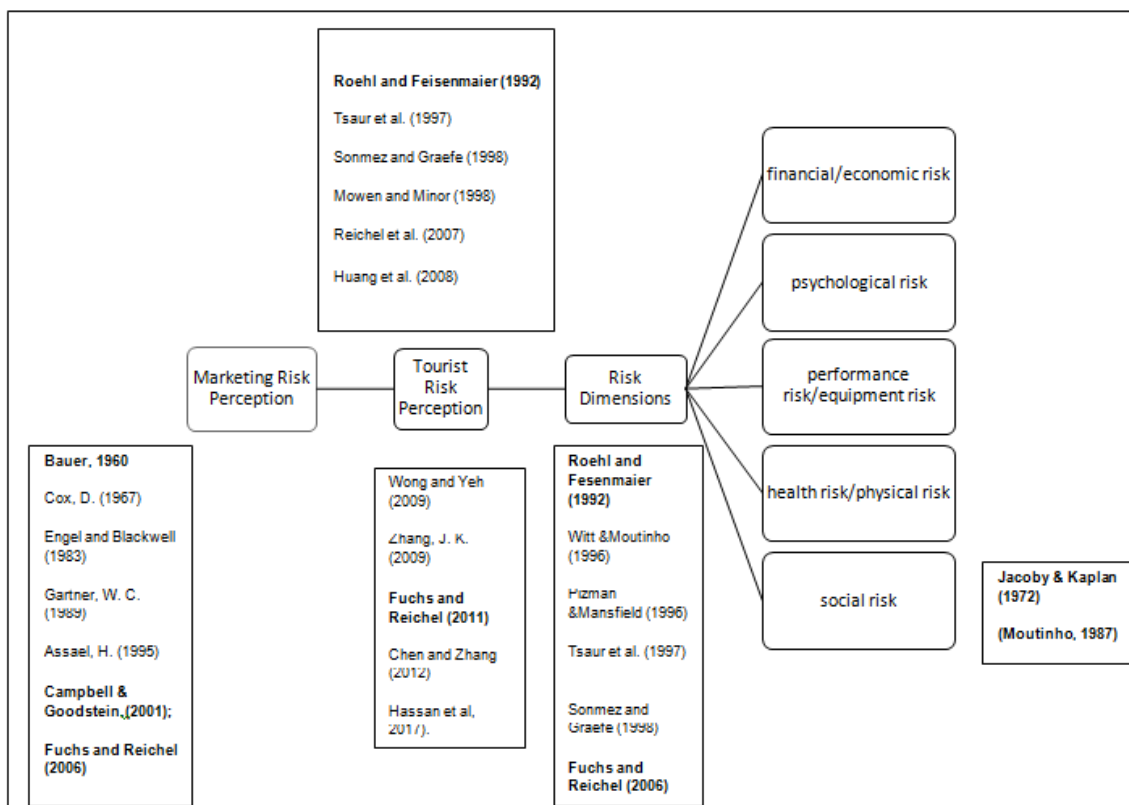


Figure 2.1 Literature Map
Source: Own Elaboration

2.8 Conceptual framework

In addition, the Health Belief Model (HBM) is an ideal based on different variables which analyze and demonstrate why people are engaged in activities associated with risk. (Cahyanto, Wiblishauser, Pennington-Gray, & Schroeder, 2016). Individuals are expected to participate in risk behaviours if they feel vulnerable to a particular disease or condition, and if they consider it to be serious, and/or think that prevention behaviors outweigh the costs of participation (Chapman & Skinner, 2008). This model is an efficient instrument for designing and implementing health strategies to alter the maladaptive behavioral patterns of individuals (Sharifirad, Entezari, Kamran, & Azadbakht, 2009; Cross, March, Lapsley, Byrne, & Brooks, 2006). One study showed that people are more conscious of preventive measures when they feel that action and behavioral changes are advantageous and if they consider that they are vulnerable to a specific disease (Brewer & Fazekas, 2007).

The following descriptions are key factors in the Health Belief Model:

- Perceived susceptibility: Refers to risk perceived by individuals of contracting a disease or illness. Preventive measures are most likely implemented by those individuals that perceive a high level of risk (Cahyanto, Wiblishauser, Pennington-Gray & Schroeder 2016).
- Perceived severity: It is related with the level of seriousness an individual perceives from an illness or condition. As well as the previous factor, individuals that perceive the disease to be severe are the ones engaging in preventive measures. (Cahyanto, Wiblishauser, Pennington-Gray & Schroeder 2016).
- Perceived benefits: Consist in the results that preventive measures could bring for the individual when involved in the process. When individuals feel they are benefiting from adopting new behaviors and measures they will be more likely to be involved. (Cahyanto, Wiblishauser, Pennington-Gray, & Schroeder 2016).
- Perceived barriers: Analyzes the concerns related to the promotion of health behaviours. If the behaviour is perceived with more barriers than benefits, individuals will be less engaged and therefore will not perform the behavior. (Cahyanto, Wiblishauser, Pennington-Gray, & Schroeder 2016).

- Cues to action are approaches that are intended to promote a behavior and its adaptation. Individuals take into account the benefits perceived and the barriers that a behavior has before taking part in it. For a successful adoption of a behavior, strategic cues should be implemented (Cahyanto, Wiblishauser, Pennington-Gray & Schroeder, 2016).
- Self-efficacy: measures the level of confidence individuals have when adopting a certain behavior . When there is a high level of self-efficacy there is a higher possibility individual adopt and maintain this behavior (Cahyanto, Wiblishauser, Pennington-Gray & Schroeder, 2016).

CHAPTER 3. METHODOLOGY

3.1 Overall Research Design

The Overall Research Design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

There are two types of research techniques:

- Qualitative: make narrative records of the phenomena being studied through techniques such as participant observation and unstructured interviews. Then from the observation I draw some conclusions.
- Quantitative: is one in which quantitative data on variables are collected and analyzed. It is more focused on when you already have information on a subject, but you want to measure the data.

Also, during the data collection, it can be classified the information in two types of data:

- Primary: Data collected by the investigator himself/ herself for a specific purpose. Also known as fieldwork and extraction of specific data
- Secondary: collected by someone else who have studied this topic for some other purpose (but being utilized by the investigator for another purpose)

The methodology of this research will be quantitative and will be based on the collection of primary data. Since it is a field work, primary data will be used, which will be taken from international tourists, who are considered primary information and would be related to a specific and less studied fact, Covid'19 Pandemic. This typology of data collection enables high degree of accuracy, relevance to the topic, it gives a better realistic view, it is reliable and updated. The sample includes tourists who would like to visit Barcelona, thus making it a pre-trip fieldwork and the data collected being primary data which gives a realistic view of the research topic that is being examined (Ghauri and Gronhaug, 2005).

Nevertheless, a lot of time and effort is required, and it can involve design problems (Hox &Boeiije, 2005). For this reason, this thesis of the research project will use secondary data as well it has been

decided to construct a questionnaire incorporating previously crafted scales and using already existing information due to the fact that risk perceptions is a subject which has been already deeply analyzed.

To really know the perception of risk perceived by tourists, using a quantitative approach, since a lot has already been written on this subject and since the aims and objectives have been already identified. According to (Hox & Boeije, 2005) in their research called "Data Collection, Primary vs. Secondary" specifies that a quantitative analysis consists of numerical collection related to objectives and variables.

3.2 Data collection technique and research instrument

A representative sample of the population will be studied in this research. The instrument used for data collection will be a questionnaire that will consist of different questions for the interviewees. There are several benefits to the research by using this method, as it is a great way to collect and analyze large samples of data.

This self-reported questionnaire with those who are going to study going to study the different variables of the perceived risk, as will be passed through a survey to a group of people called a sample, which will be selected to be representative of the population, by size and type.

Due to certain restrictions of time and money a sample for convenience has been made, to those people that can be accessed. There are two types of samples, probabilistic the one that all the subjects of the population have the same probability of being chosen to pass the survey. Then there are non-probabilistic samples, which due to influential factors, such as time and money must be of convenience, as to make a sample of another type, and this sample in a certain way be representative of conclusions.

The designed questionnaire is based on two parts. An introduction will be followed by the first section involving a demographic analysis consisting of 5 moderating variables in order to group the sample in terms of demographic characteristics. These variables are the respondent's gender, age nationality, number of past trips to Barcelona, and purpose of the visit.

As regards to gender variables, they will be coded as three responses, male, female or others. Those of age will be classified in 6 different responses, in age intervals (between 18-24, 25-34, 45-54, 55-64 or more than 65). The nationality variable will be represented as an open response, since cannot be

anticipated the nationalities of the respondents. Regarding the variable number of past trips to Barcelona, it will be calculated in three different responses (between 1-2 times, 3-4 or more than 5). Finally, the purpose of visit variable, also relevant to the research, will be measured by the following 6 answers (Vacation, Business, Religious, Visit family & Friends, Health, Sports or recreation).

The second section consists on the collection of data of 3 independent variables Terrorist Attack, based on 4 items extracted from Sönmez & Graefe (1998), Political instability based on 4 items from Sönmez & Graefe (1998), Health risk based on 4 items from Rolison & Hanoch (2015), and 3 dependent variables Overall risk perception based on 4 items from Fuchs & Reichel (2006), Visit intention based on 4 items from Cam (2011), Artuger (2015), Çetinsöz&Ege (2013) and Travel behavior based on 4 items from Neuburger& Egger (2020).

For the elaboration of the questionnaire since it is online, have been added the items in google forms to create the survey, to be able to collect the data from the respondents and later on analyze the results through algorithms.

The statements for both independent and dependent variables are measured on a 5-point Likert scale, a psychometric scale created by Rensis Likert commonly used in questionnaires being the most widely used scale in surveys for research to avoid open-ended questions therefore keeping away from making the questionnaire extremely long.

When answering a question on a questionnaire developed using the Likert technique, the level of agreement or disagreement with a statement is specified. where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5=strongly agree.

3.2.1 Demographic variables questionnaire design

Moreover, the section of the demographic analysis consists of 5 variables that will allow the proper classification of respondents into sub-groups. The variables that will be analyzed are Gender, Age, Nationality, how many times the participant traveled to Barcelona, and finally the Purpose of the visit. In the chart below the answers to each variable are stated.

VARIABLE	ANSWEAR
Gender	Male Female Prefer not to answer
Age	18-24 25-34 35-44 45-54 55-64 More than 65
Nationality	Open answer
How many times have you traveled to Barcelona?	I have not traveled to Barcelona 1-2 3-4 More than 5
Purpose of the visit	Vacation Business Religious Visit family & friends Health Sports or recreation

Table 3.1 Demographic variables

Source: Own elaboration

3.2.2 Model variables questionnaire design

The statements from both independent variables and dependent variables are rated using the 5- point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

CONSTRUCT	NUMBER OF ITEMS	REFERENCE
Terrorist attack risk	4	Sonmez&Graefe (1998)
Political instability risk	4	Sonmez&Graefe (1998)
Health risk	4	Rolison&Hanoch (2015)
Overall risk perception	4	Fuchs & Reichel (2006)
Visit intention	4	Cam (2011), Artuger (2015), Çetinsöz&Ege (2013)
Travel behavior	4	Neuburger& Egger (2020)

Table 3.2 | Summary of questionnaire statements, number of items per construct and references

Source: Own elaboration

As we have seen before, in travel and tourism research, Moutinho (1987) found five factors which are associated with the travellers' risk perceptions while Roehl and Fesenmaier (1992) expand these to seven factors such as physical, financial, time, equipment, satisfaction, social and psychological. Sönmez & Graefe (1998) extended this work by adding risk factors that are likely to predict destinations to avoid such as health, political instability and terrorism.

3.2.2.1 Terrorist Attack Risk Variable

"The possibility of being involved in a terrorist incident, war and national riots and the target of terrorist organizations" Sönmez & Graefe (1998)

A study led by Lepp and Gibson (2003) in the United States revealed that terrorist attack risk was in the top three dimensions that contribute to overall tourist risk perception.

ITEM	STATEMENT	ADAPTED FROM AUTHOR
1.1	I worry about Barcelona being affected by a terrorist attack.	Sönmez & Graefe (1998)
1.2	I worry about Barcelona being a dangerous destination due to terrorist attacks.	Sönmez & Graefe (1998)
1.3	I worry about being exposed to the threat of a terrorist attack.	Sönmez & Graefe (1998)
1.4	I worry about my travel planning being modified due to a terrorist attack.	Sönmez & Graefe (1998)

Table 3.3 Terrorist Attack items

Source: Own elaboration

3.2.2.2 Political Instability Risk Variable

“A situation where a political system is subjected to challenges or changes in the form of internal conflict, internal change and external conflict. The extent/level of instability is determined by the deviation of any given political event (or combination of events) from the specific normal pattern of the system in which it occurs” (Tcheocharous, 2010). Political Instability creates negative destination image for international tourists, which can be very damaging (Sönmez & Graefe, 1998)

ITEM	STATEMENT	AUTHOR
2.1	I worry about Barcelona being affected by political instability.	Sönmez & Graefe (1998)
2.2	I worry about Barcelona being a dangerous destination due to political instability.	Sönmez & Graefe (1998)
2.3	I worry about being exposed to danger due to political demonstrations in Barcelona.	Sönmez & Graefe (1998)
2.4	I worry about my travel planning being modified due to political instability.	Sönmez & Graefe (1998)

Table 3.4 Political Instability items

Source: Own elaboration

Risks associated with potential terrorist attacks and political instability has been identified as particularly influential in changing travel intentions, even amongst experienced travelers (Artuğer, 2015).

3.2.2.3 Health Risk Variable

The development of diseases or other health impairments as a result of tourism experiences (Peattie et al. 2005) Moreover, tourists' health risk perception for a destination is a crucial aspect and hugely impacts individuals' travel decision-making process. Thus, affecting tourists' health preventive behaviors and eventually their trip quality and experiences (Chien et al. 2016)

ITEM	STATEMENT	AUTHOR
3.1	How likely do you think you are to contract coronavirus during your stay in Barcelona?	Rolinson & Hanoch (2015)
3.2	How serious would it be for you to contract coronavirus during your stay in Barcelona?	Rolinson & Hanoch (2015)
3.3	How likely do you think people in Barcelona are to contract Coronavirus?	Rolinson & Hanoch (2015)
3.4	How worried are you about contracting coronavirus during your stay in Barcelona?	Rolinson&Hanoch (2015)

Table 3.5 Health Risk
Source: Own elaboration

3.2.2.4 Overall Risk Perception Variable

ITEM	STATEMENT	AUTHOR
4.1	I think Barcelona is not a safe destination for tourists.	Fuchs & Reichel (2006)

4.2	I think that my family would worry about my safety while I am in Barcelona.	Fuchs & Reichel (2006)
4.3	I view Barcelona as more dangerous than other destinations.	Fuchs & Reichel (2006)
4.4	The current situation of Barcelona worries me	Fuchs & Reichel (2006)

Table 3.6 Barcelona Overall Perception Items

Source: Own elaboration

3.2.2.5 Visit Intention Variable

The item Visit intention variable was adapted for the destination analyzed in this study which is Barcelona. 4 items were used in order to measure this variable.

ITEM	STATEMENT	AUTHOR
5.1	I desire to visit Barcelona in the future.	Cam (2011)
5.2	I plan to visit Barcelona in the future.	Artuger (2015)
5.3	I probably will visit Barcelona in the future.	Artuger (2015)
5.4	Barcelona is safe to be visited	Çetinsöz & Ege(2013)

Table 3.7 Revisit Intention items (Items of Revisit Intention paper adapted to Visit Intention)

Source: Own elaboration

3.2.2.6 Travel Behavior Variable

ITEM	STATEMENT	AUTHOR
6.1	My travel Behavior in Barcelona is likely to change due to my overall risk perception of the city.	Neuburger & Egger (2020)
6.2	If I travel to Barcelona it depends on how the media is reporting about that city.	Neuburger & Egger (2020)
6.3	Currently, I would avoid traveling to Barcelona to attend big events.	Neuburger & Egger (2020)
6.4	Currently, I would avoid trips by airplane to Barcelona.	Neuburger & Egger (2020)

Table 3.8 Travel Behavior items
Source: Own elaboration

3.3 Data Analysis

In order to analyze the collected data, the following structural model is proposed:

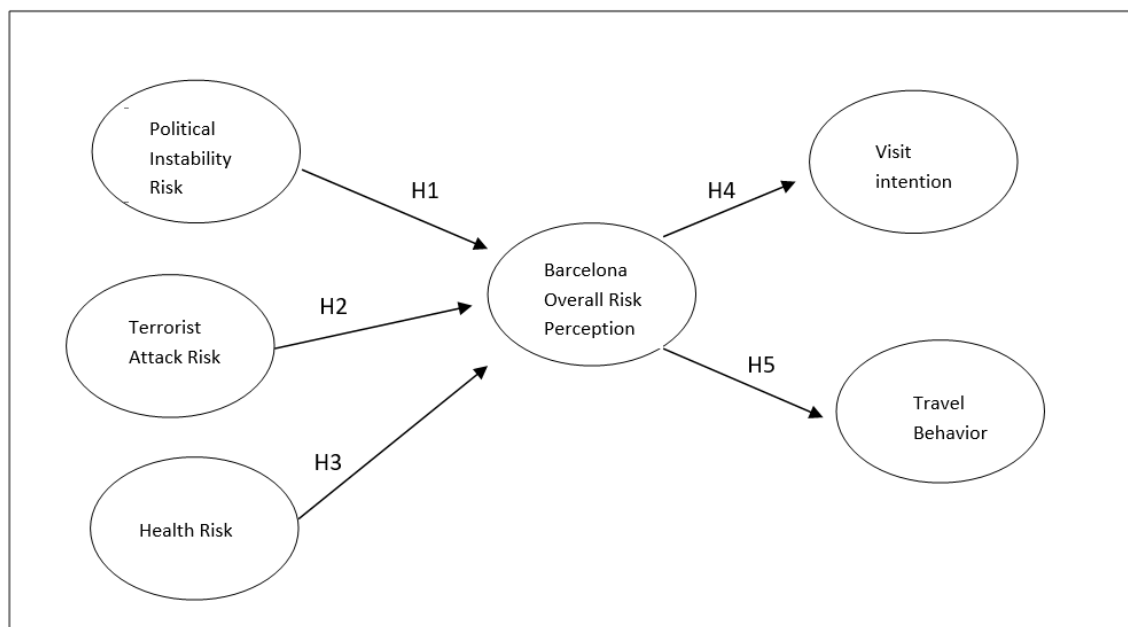


Figure 3.1: Proposed structural model
Source: Own elaboration

As it can be observed on figure 3.1, the structural model proposed is based on the relationship of three independent variables, Political instability risk, Terrorist attack risk and Health risk, which are considered according to a hypothesis made to influence the first of the dependent variables, Overall Risk Perception, which will affect the following two, Visit Intention and Travel Behavior.

3.4 Ethical considerations

This research has been developed in an ethical manner, respecting at all times the confidentiality and privacy of all survey participants. The design of the online survey was carefully done in order to facilitate the analysis of the participants' responses. As well as providing them with an easy understanding and inclusion in the survey.

In accordance with the ethical codes, each book, article, journal and document used in this research is correctly referenced and cited. It is not only intended to give credit to the authors but above all to mention the importance of the citations being correctly found in the text, as well as mention that the format used is Harvard.

In addition, a form called Ethics form (Appendix A) was completed in which it is shown that the risk of compromising the ethics of the participants is very low. Before conducting any study, the ethical issues were considered of utmost importance and clearly discussed in order to comply with the ethical guidelines for this work.

The physical questionnaire that was intended to be used for the research includes in the upper part the important information of the study (Appendix C). In this section you will find: the objective of this study, information about the confidentiality of the account for his peace of mind, and the name of the students' institution. As mentioned above, the physical questionnaire had to be modified due to different circumstances and the new questionnaire was carried out online. These were sent with the important information mentioned above at the top of the survey (Appendix B). The personal information of all the respondents remained anonymous to ensure its confidentiality, in addition to the fact that no names, surnames or email were requested to access the survey.

Furthermore, the questionnaire items were formed very clearly based on previous studies to ensure greater accuracy of what was being asked in order to make it easier for respondents to participate and

respond. In addition, an online survey based on a Likert Scale has been used to avoid open responses and achieve greater conciseness.

The online survey was conducted without any monetary value and thus avoid and have no influence on the participants and thus their responses would be freely what they felt about it. It also provided a more flexible way to reach more people and in turn have representative results of the perceptions of risk that influence tourists to consider traveling to Barcelona.

CHAPTER 4. FINDINGS AND DISCUSSION

4.1 Descriptive analysis of demographic variables

The results have been analyzed categorizing the participants according to the demographic variables, gender, age, nationality, previous trips to Barcelona and purpose of the visit. The total number of the sample is represented by (N) in the tables below also as the percentage (%) composition of each variable.

	Male	Female	Prefer not to say	Total
N	24	30	2	56
%	42.9%	53.6%	3.6%	100%

Table 4.1: Sample grouped by gender

Source: Own elaboration

The table 4.1 represents the gender overall of participants who carried out the survey. With 3 different options to answer; Male, Female and Prefer not to say. As it can be observed in the table, the participants consisted of 24 males representing a 42.9% of the sample, 30 females representing a 53.6% of the sample and finally 2 participants who had rather not answered the question, being a 3,6%. It could be said that even the percentage of female participants is higher, the results based on the gender are very balanced showing there was an equal probability of answering the questionnaire across the gender ambit of the total sample population.

	18-24	25-34	35-44	45-54	55-64	More than 65	Total
N	40	8	6	0	1	1	56
%	71.4%	14.3%	10.7%	0%	1.8%	1.8%	100%

Table 4.2: Sample grouped by age

Source: Own elaboration

Table 4.2 represents the classification of respondents per age interval with its corresponding percentage over the total. With six possible answers, 18-24, 25-34, 35-44, 45-54, 55-64 or over 65. By looking at the results, it can be observed, that the age of the vast majority of participants ranged from 18-24 with a number of 40 participants (71.4%), followed by the interval of 25-34 with 8 participants

(14.3%), then 35-44 with 6 participants (10.7%) being the third biggest age group, and finally 55-64 and more than 65 with both 1 participant each (1.8%).

As the researchers are young, the reach was more towards those around their age and thus the higher percentage of respondents in the age groups of 18-24 and 25-34. Also, the interval that represents these results between 18 and 34 is the most common profile of visitors to Barcelona as it can be seen in previous sections.

Nationality	N	%
American	2	3.57
Argentinean	1	1.78
Australian	1	1.78
Belarusian	1	1.78
Belgian	4	7.14
Brazilian	5	8.9
British	4	7.14
Chilean	2	3.57
Colombian	1	1.78
Dutch	1	1.78
Ecuadorian	7	12.5
Egyptian	1	1.78
French	2	3.57
German	1	1.78
Italian	1	1.78
Japan	1	1.78
Malasyian	2	3.57
Mexican	4	7.14
Portuguese	1	1.78
Puerto Rican	1	1.78
Salvadorian	7	12.5
Scottish	1	1.78
Spanish	4	7.14
Swedish	3	5.35
Venezuelan	1	1.78

Table 4.3: Sample grouped by nationalities

Source: Own elaboration

Table 4.3. summarizes the number of respondents according to their nationalities and their percentage over the total. The sample was constituted by 25 different nationalities. The ranking of the six nationalities whose number of respondents was higher, and its respective percentage of the total

sample are: Ecuadorian 7 respondents (12.5%), Salvadorian 7 respondents (12.5%), Brazilian 5 (8.9%), Belgian 4 respondents (7.14%) and British 4 respondents (7.14%).

	I have not traveled to Barcelona	1-2	3-4	More than 5	Total
N	13	29	9	5	56
%	23.2%	51.8%	16.1%	8.9%	100%

Table 4.4: Sample grouped by previous trip to Barcelona

Source: Own elaboration

To the Items related to Previous trips to Barcelona, where the answers were, I have not traveled to Barcelona, I have been between 1 and 2 times in Barcelona, between 3 and 4 and more than 5 times. 13 respondents representing a 23.2% of the total sample had never been to Barcelona, 29 respondents between 1 and 2 being a 51.8% of the total of respondents and the higher percentage, 9 participants a 16.1% between 3 and 4 and finally 5 representing an 8.9% had traveled more than 5 times to the city.

	Vacation	Business	Religious	Visit family and friends	Health	Sports and recreation	Total
N	43	5	0	7	0	1	56
%	76.8%	8.9%	0%	12.5%	0%	1.8%	100%

Table 4.5: Sample grouped by purpose of the visit

Source: Own elaboration

According to the Purpose of the Visit, The answer with higher score was Vacation with 43 respondents reporting a 76.8% of the sample, followed by Visit Family and Friends with 7 respondents (12.5%), proceed from Business with 5 participants (8.9%), Sports and recreation with 1 participant (1.8%) and Religious and Health with none.

4.2 Descriptive analysis of the independent and dependent variables

In this section, the results have been analyzed by independent variables, which are the following terrorist attack risk, political instability risk, health risk, overall risk perception, visit intention and travel behavior. A statistical analysis has been made in order to study each statement of each variable which

include the mean, median, mode, standard deviation, minimum and maximum value, total sum and total value.

4.2.1 Terrorist attack risk perception

	Item 1.1	Item 1.2	Item 1.3	Item 1.4
Mean	2.39	1.98	2.41	2.23
Median	2	2	2	2
Mode	1	1	2	1
Standard deviation	1.27	1.10	1.26	1.19
Minimum	1	1	1	1
Maximum	5	5	5	5
Sum	134	111	135	125
Total count	56	56	56	56

Table 4.6: Terrorist attack risk results

Source: Own elaboration

The results in the table show the individual's perception in relation to terrorist attacks in Barcelona. It is clearly appreciated that petty crime risk is not a predominant or considerable factor affecting the perception of tourists nowadays. With a mode of 1 and 2 across all the category, you can get to the conclusion that terrorist attack is no longer one of the most impactful aspects when talking about risk perception.

4.2.2 Political instability risk perception

	Item 1.1	Item 1.2	Item 1.3	Item 1.4
Mean	2.73	2.59	2.59	2.71
Median	3	3	3	3
Mode	3	3	3	3
Standard deviation	1.18	1.17	1.20	1.29
Minimum	1	1	1	1

Maximum	5	5	5	5
Sum	153	145	145	152
Total count	56	56	56	56

Table 4.7: Political instability risk results

Source: Own elaboration

Regarding Political instability, the mode for all items is 3 which means there can be a perceived risk by tourists in Barcelona as a destination. It is important to mention that even though this variable can be a risk for tourists it is not as impactful as the next variable of Health risk it can be seen in the mean with values not higher than 3.

4.2.3 Health risk perception

	Item 1.1	Item 1.2	Item 1.3	Item 1.4
Mean	3.21	3.20	3.39	3.14
Median	3	3	3	3
Mode	3	3	3	3
Standard deviation	1.02	1.33	0.87	1.18
Minimum	1	1	1	1
Maximum	5	5	5	5
Sum	180	179	190	176
Total count	56	56	56	56

Table 4.8: Health risk results

Source: Own elaboration

In this variable, the mode was 3 in all of the items which is a significant number in the responses. Therefore, it can be stated that Health risk in Barcelona can be considered a potential risk for international tourists when choosing a destination.

4.2.4 Overall risk perception

	Item 1.1	Item 1.2	Item 1.3	Item 1.4
Mean	2.09	2.34	1.79	2.27

Median	2	2	2	2
Mode	1	1	2	2
Standard deviation	1.13	1.30	0.82	0.84
Minimum	1	1	1	1
Maximum	5	5	4	4
Sum	117	131	100	127
Total count	56	56	56	56

Table 4.9: Overall risk perception results
Source: Own elaboration

In this case, it can be seen the mode for item 1.1 and 1.2 is 1 meanwhile, for item 1.3 and item 1.4 the mode is 2. With these results it can be considered relatively low and therefore conclude that for respondents Barcelona is a safe destination.

4.2.5 Visit intention

	Item 1.1	Item 1.2	Item 1.3	Item 1.4
Mean	4.61	4.25	4.63	4.05
Median	5	5	5	4
Mode	5	5	5	4
Standard deviation	0.82	1.16	0.93	0.84
Minimum	1	1	1	2
Maximum	5	5	5	5
Sum	258	238	259	227
Total count	56	56	56	56

Table 4.10: Visit intention results
Source: Own elaboration

For this table, the mean is more than 4 in all items which means there is a high level of visit intention to Barcelona. Moreover, the mode in item 1.1, item 1.2 and item 1.3 is 5 and in item 1.4 is 4 by which concludes that they are relatively high values as well.

4.2.6 Travel behavior

	Item 1.1	Item 1.2	Item 1.3	Item 1.4
Mean	2.59	2.57	3.45	2.57
Median	3	2	4	2
Mode	3	2	5	1
Standard deviation	1.25	1.29	1.46	1.44
Minimum	1	1	1	1
Maximum	5	5	5	5
Sum	145	144	193	144
Total count	56	56	56	56

Table 4.11: Travel behavior results
Source: Own elaboration

Regarding Travel behavior, it can be seen in the mode there is a lot of variety in the results of the survey being item 1.3 the highest and item 1.4 the lowest. Hence, there could be a change in the Travel behavior in item 1,3 and compared with the other items there is not a significant influence of change in the behavior.

4.3 Analysis of the proposed model

In this section, it is going to analyze the proposed model using various statistical tools through a Software named SmartPLS 3.0 to obtain the relationships between the different variables.

After analyzing the measurement model, it was shown that some of the items proposed did not pass the reliability test and did not comply with the factor loading critical value. Therefore, those items are removed.

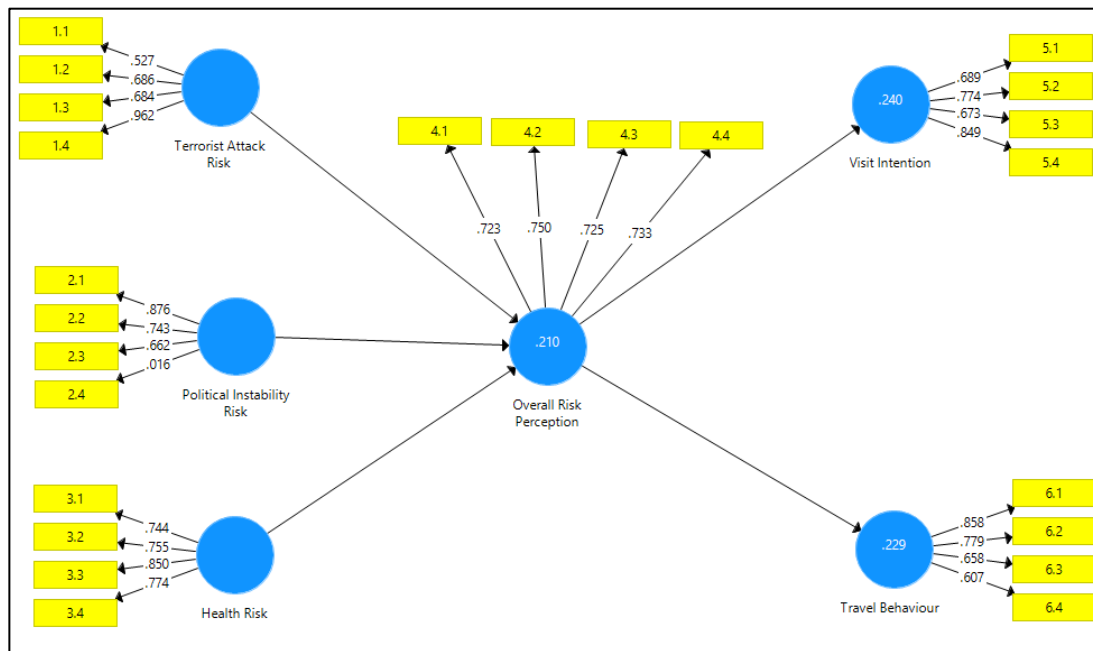


Figure 4.1: Initial proposed measurement model
Source: Own elaboration

4.3.1 Measurement Model Analysis

The measurement model is a tool to analyze the reliability and validity of the questionnaire items and variables of the model by examining each item and construct in order to meet the literature requirements for the model to work properly.

As far as reliability is concerned, it is a measure that evaluates the accuracy and precision of the model questionnaire items used. On the other hand, validity tries to make sure that the right items are asked and used in order to find out what is wanted to know.

4.3.1.1 Reliability Analysis (Definition)

Reliability refers to the consistency with a method that measures something. If the same result can be consistently achieved by using the same methods under the same circumstances, the measurement is considered reliable.

In order to fulfill the requirements for the reliability of the questionnaire, the results must be analyzed with two different techniques, first one through the reliability analysis of the items and secondly, through the reliability of the construct.

4.3.1.1.1 Item reliability

Every item is analyzed with the SmartPLS 3.0 software from which a result is obtained also known as outer loadings. Between 0 and 1 of how precise the items used were in order to measure the variable. In order to be considered reliable, an item must have a score higher than 0.7.

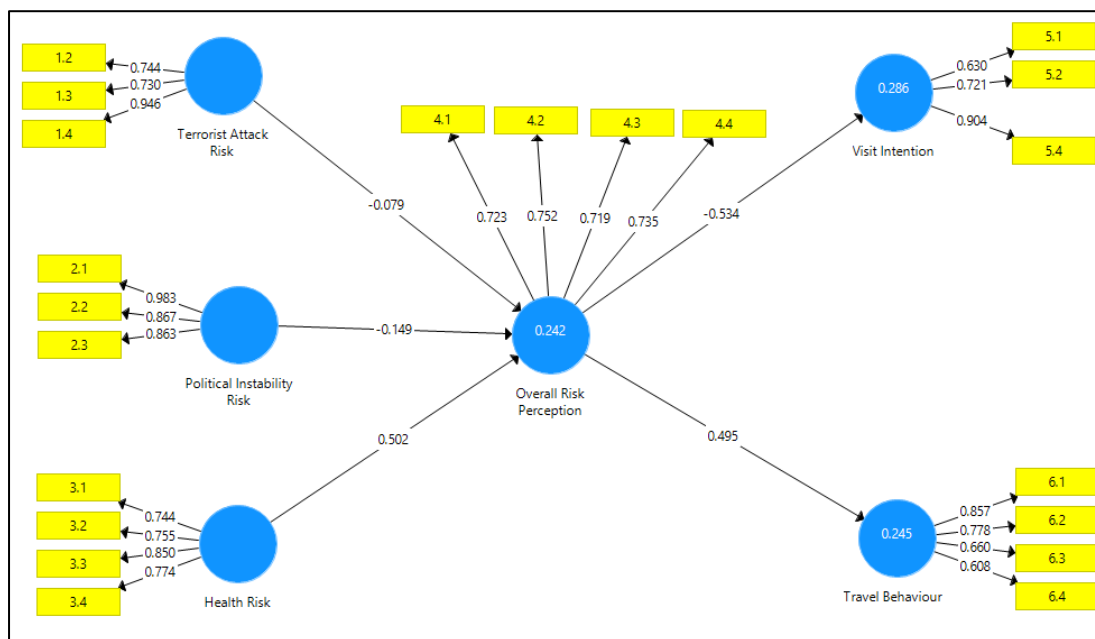
In the case of the proposed model, Figure 4.12 shows that items 1.1 of the Terrorist Attack variable, item 2.4 of Political Instability and item 3.3 of Visit Intention did not meet the critical value.

Since only three items did not achieve the critical value (0.7), according to the results it means that the questionnaire was designed properly and in an effective way and each item successfully measures the variable. To be more precise, it is decided to remove the mentioned items that do not reach the score: items 1.1 of the Terrorist Attack section, item 2.4 of Political Instability and item 3.3 of Visit Intention, obtaining then a structural model like the one shown in Figure 4.2. The final measurement model which is finally run in the SmartPLS software consists of 3 items for Terrorist Attack, 3 items for Political Instability, 4 for Health Risk, 4 for Overall Risk Perception, 3 for Visit Intention and finally 4 for Travel Behavior construct reliability. For the program to be able to better detect and analyze the results, it is essential that there are at least 3 items to be evaluated, therefore the new structural model falls within the requirements for this analysis.

	Health Risk	Overall Risk Perception	Political Instability Risk	Terrorist Attack Risk	Travel Behavior	Visit Intention
1.2				0.744		
1.3				0.730		
1.4				0.946		
2.1			0.983			
2.2			0.867			
2.3			0.863			
3.1	0.744					
3.2	0.755					
3.3	0.850					
3.4	0.774					

4.1		0.723			
4.2		0.752			
4.3		0.719			
4.4		0.735			
5.1					0.630
5.2					0.721
5.4					0.904
6.1				0.857	
6.2				0.778	
6.3				0.660	
6.4				0.608	

Table 4.12: Item reliability results



Source: Own elaboration

Figure 4.2: Proposed Model

Source: Own elaboration

4.3.1.1.2 Construct reliability

As far as Construct reliability is concerned, the Alpha Cronbach's method is applied to measure the internal consistency of a test or scale (expressed with a number between 0 and 1). Internal consistency describes the extent to which all the items in a test measure the same concept or construct (Tavakol

and Dennick, 2011). The Alpha Cronbach's results must be higher than 0.6, as you can see in table 4.15 this requirement is met in all the variables.

	Cronbach's Alpha
Health Risk	0.788
Overall Risk Perception	0.715
Political Instability Risk	0.918
Terrorist Attack Risk	0.818
Travel Behaviour	0.720
Visit Intention_	0.719

Table 4.13: Alpha Cronbach's results
Source: Own elaboration

As can be observed from table 4.15 all the results of the variables far exceed the score of 0.6, being the Political Instability the one with higher score with a 0.918 and Overall Risk the one with the lowest with 0.715. So, it is true to say that all the variables in the questionnaire meet the criteria's and are measured in a reliable manner meaning that the results are trustworthy.

4.3.1.2 Validity

Validity refers to the accuracy with a method that measures what it is intended to measure. If research has high validity, that means it produces results that correspond to real properties, characteristics, and variation. The Validity of a research is analyzed through the Convergent Validity and the Discriminant Validity.

4.3.1.2.1 Convergent Validity

In table 4.16 it can be observed the Cross Loadings, which refers to the validity the items have regarding the questions asked. According to the literature, the cross loadings in relations to the variable that is being measured should be the highest. For instance, in health risk items 3.1, 3.2, 3.3 and 3.4 belong to this category and it can be clearly seen under Health risk that have the highest score.

	Health Risk	Overall Risk Perception	Political Instability Risk	Terrorist Attack Risk	Travel Behaviour	Visit Intention
1.2	0.216	0.038	0.555	0.744	0.165	-0.073

1.3	0.073	0.001	0.470	0.730	0.184	-0.068
1.4	0.432	0.079	0.187	0.946	0.467	-0.102
2.1	0.066	-0.160	0.983	0.289	-0.141	0.083
2.2	0.111	-0.025	0.867	0.395	-0.023	0.019
2.3	0.154	-0.047	0.863	0.444	0.068	0.025
3.1	0.744	0.314	-0.095	0.161	0.499	-0.156
3.2	0.755	0.338	0.157	0.503	0.463	-0.343
3.3	0.850	0.427	0.109	0.231	0.458	-0.335
3.4	0.774	0.330	0.103	0.406	0.475	-0.176
4.1	0.263	0.723	-0.248	-0.038	0.316	-0.319
4.2	0.350	0.752	-0.161	0.098	0.424	-0.443
4.3	0.261	0.719	-0.079	-0.099	0.234	-0.331
4.4	0.427	0.735	0.080	0.192	0.430	-0.442
5.1	-0.063	-0.182	0.186	0.008	0.006	0.630
5.2	-0.137	-0.226	0.091	-0.007	-0.009	0.721
5.4	-0.382	-0.592	0.002	-0.144	-0.387	0.904
6.1	0.560	0.486	0.093	0.422	0.857	-0.323
6.2	0.351	0.373	-0.175	0.422	0.778	-0.023
6.3	0.466	0.211	0.010	0.220	0.660	-0.308
6.4	0.390	0.297	-0.254	0.069	0.608	-0.202

Table 4.14: Convergent Validity results

Source: Own elaboration

4.3.1.3 Discriminant Validity

Discriminant validity (Campbell and Fiske, 1959) is referred to when the item is meant to address a construct and is not measuring any other constructs. For the Discriminant validity data is analyzed with the Heterotrait-Monotrait Ratio (HTMT), and according to the literature it is stated that the result obtained from the analysis also known as HTMT should be below 0.9 for it to be considered valid and that the asked questions are asking about the variable which are asking and nothing else.

Looking at the results, in table 4.18 all the concepts fall within the required range as they are all below 0.9. Also, it can be observed, analyzing the correlation between the concepts, that travel behavior (0.803) is the highest ranked followed by overall risk perception (0.583) which are the dependent variables that are most influenced by the rest of the variables.

	Health Risk	Overall Risk Perception	Political Instability Risk	Terrorist Attack Risk	Travel Behaviour	Visit Intention
Health Risk						
Overall Risk Perception	0.583					
Political Instability Risk	0.195	0.205				
Terrorist Attack Risk	0.429	0.195	0.613			
Travel Behavior	0.803	0.641	0.235	0.447		
Visit Intention	0.329	0.571	0.173	0.139	0.366	

Table 4.15: Discriminant validity results

Source: Own elaboration

To conclude the Discriminant Validity section, it could be said that the concepts are meant to address a construct and they are not measuring any other constructs. Therefore, the measurement model is proven to be valid.

4.3.2 Structural Model Analysis

In this section what is going to be analyzed is the structural model, the relation between the variable models. The analysis measures the strength, and the direction of the path coefficient were examined and secondly its statistical significance with the p-values. The first merely studies the intensity and direction of the relationship between variables and the second evaluates the statistical significance using the p-values to accept or reject the proposed hypotheses.

4.3.2.1 Inner Model Variables Relationship

4.3.2.1.1 Intensity, Direction and Statistical Significance

The magnitude on the parameters reflects the intensity of the impact of one variable on another; the absolute value of the parameter can vary between 0 and 1. The higher the value of the parameter, the higher the influence of one variable on the other.

The existence of an impact from one variable on another means that if the first one changes, the second one will change too, either in a positive or negative way. Thus, there may be some variable that

has a positive or negative impact, causing different results. If the sign is positive, it indicates that high values of one variable correspond to high values of the other, or low values of one variable correspond to low values of the other. If negative, it means that if one variable increases, the other will decrease.

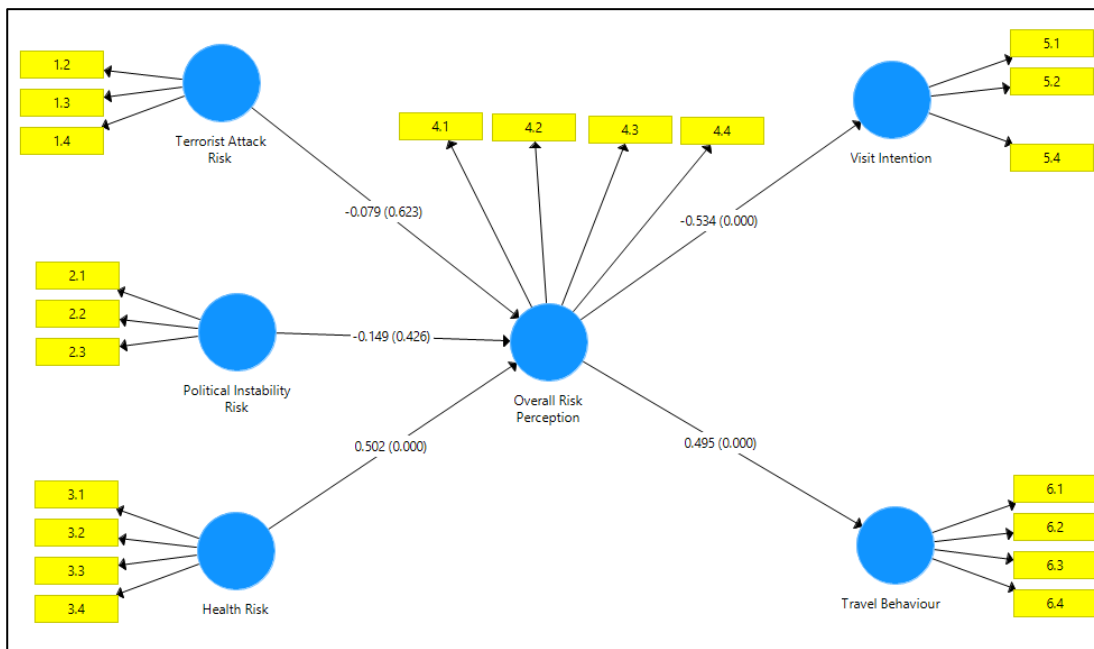


Figure 4.3: Map of the p-values from the path coefficient on the structural model
Source: Own elaboration

Statistical significance is a test about to reject or not the null hypothesis, which hypothesizes that the results are due to chance alone. Parameters are statistically significant when the p-value is smaller than the critical value. The p-value of the parameter as long as it is less than 0.05 (critical value) will mean that the impact is statistically significant. With a 97.5% of statistical significance level and 2.5% of error, those p-values not inferior to 0.05 indicate that the relationship is not statistically significant, and it cannot be said that this relationship really exists because it can be due by chance.

	Original Sample (O)	P Values
Health Risk -> Overall Risk Perception	0.502	0.000
Overall Risk Perception -> Travel Behavior _	0.495	0.000
Overall Risk Perception -> Visit Intention_	-0.534	0.000
Political Instability Risk -> Overall Risk Perception	-0.149	0.426
Terrorist Attack Risk -> Overall Risk Perception	-0.079	0.623

Table 4.16: Statistical Significance of Proposed Model Relationships

Source: Own elaboration

4.3.2.2 Discussion:

First as can be seen in figure 4.3 Terrorist attack does not have an impact on Overall risk perception (-0.079). This result is quite impressive due to the fact that in previous research Terrorist attack often has a relevant impact on Overall risk perception. This can be a result of the huge impact Health risk has on Overall risk perception.

Second as shown in figure 4.3 Political instability does not have an impact on Overall risk perception (-0.149). The reasons of the value obtained can be related to the ones explained in Terrorist attack.

Third as exhibited in figure 4.3 Health risk has a direct and positive impact on Overall perceptual risk (0.502). It is important to highlight the intensity of the influence which is easy to explain since the pandemic has had a huge repercussion on tourist perception. As shown on Table 4.19 the influence of Health risk on Overall risk perception is statistically significant since the p-value is (0.000).

Fourth as can be observed in figure 4.3 Overall risk perception has a direct and positive influence on Travel Behavior (0.495). This is a very interesting finding since this relationship has not been deeply studied before in the Literature. As exhibited in table 4.19 it can be confirmed that Overall risk perception has a statistically significant impact on Travel Behavior since the p-value is (0.000).

Finally, as can be observed in figure 4.3 Overall risk perception has a direct and negative influence on Visit intention (-0.534). If the Overall Risk Perception of international tourists increases the Visit Intention will decrease since they would be more afraid to visit Barcelona. This result is in line with the literature review. As seen in table 4.19 it can be stated that Overall risk perception has a statistically significant effect on Visit intention since the p-value is (0.000).

CHAPTER 5. CONCLUSIONS

5.1 Conclusions

This research analyzes the perceived risk in the city of Barcelona as an international destination from the perspective of tourists and how this may affect their behavior. The main objective of this study was to see to what extent these risks of terrorist attack, political instability and health risk have an impact on the perception of visitors and to what extent Health risk can completely overcome other risks to the point of eliminating them.

It is important to mention that due to exceptional circumstances related to the global health emergency that arose during the investigation, the methodology was modified, and an online survey was conducted instead of being face to face. For this reason, the sample of tourists for the survey was for those who have a desire to visit Barcelona in the future or have already visited it and wish to return, but not for those who are in the destination. However, despite the fact that there were changes in the study methodology, the results obtained are meaningful.

An important aspect to mention is that in recent years political instability and terrorist attacks were the main risks that tourists worried about when visiting Barcelona. By contrast, after the research it can be believed that tourist perceptions nowadays have changed as it will be explained below.

The results at the end of the research clearly demonstrate that Health risk currently has the greatest impact on tourists followed by political instability and finally terrorist attack. Health risk proved to have statistical significance in the p values, for this reason it was considered the most influential in terms of risk perceived by visitors. It could be said that increasing the health risk level would have an effect on overall risk perception.

Political instability is the second risk that after the survey was shocking for the respondents, but it is important to mention that it is not statistically significant and for that reason the impact it has on the overall risk perception is not impactful.

Regarding Overall Risk Perception it is important to highlight that, comparing all the risks applied in this research, it can be seen how Health risk has managed to surpass the other risks. In addition, it must be also emphasized that despite the pandemic the Overall risk perception has a clear influence on Visit intention and Travel behavior.

In Visit intention, a negative number was obtained in the parameter, which means that the higher the Overall risk perception, the lower the intention to travel. Thus, when the risk is lower the more

intentions to travel. Although the parameter is negative, it is clear to note the strong relationship that exists between these variables.

As for Travel behavior, it is a variable that has not been studied in depth in the tourism literature. However, it can be concluded that it has had a very promising result for this research since it has been found a statistically significant impact in the model that has been proposed. This means that the more Overall risk perception is perceived by visitors or future visitors, the greater the change in their behavior when traveling.

To sum up, returning to the objective of this study after being analyzed in depth each risk that would have an effect on tourists to consider Barcelona as an international destination. Very interesting results were obtained. The impact of Health risk was effectively verified and quantified, which before was not considered one of the main risks affecting the intention to visit Barcelona and the Travel Behavior of tourists.

5.2 Recommendations

Thanks to the findings of this research, certain recommendations could be made with the aim of helping and contributing to future research, such as the tourist industry or government entities in Barcelona. The following recommendations are based on the experience obtained by the investigators of this study and the results obtained from it.

The results obtained on the perceptions of risk in tourists focused on Barcelona as an international destination could be very useful for entities in the tourism sector and government entities such as the Ajuntament de Barcelona. In addition, with this information plans and strategies could be developed to improve various aspects of the destination, such as biosecurity in times of pandemic, which is a very important factor. Applying stricter measures and regulations as well as preventive measures can be considered beneficial to reduce the risk that is perceived by tourists. With these new changes, the aim is to improve the experience offered to tourists in Barcelona as well as increase the Visit intention and that their travel behavior is not affected by risks.

The risk perception in a city after COVID'19 pandemic is considered to be a very relevant issue nowadays, aside from the economic crises that a destination may experience or the risks stated in this research. There are large number of studies regarding the previous topics mentioned and the way they have an impact on tourist perception. Since there is a new risk predominating the others (Health risk) and with time there would continue to be changes there is plenty information to analyze in further

depth. Due to the unknown and recent situation due to the pandemic, it would be recommended to continue analyzing this topic.

It is possible to make a comparison in terms of safety and biosecurity issues with other destinations that are facing the same challenges, in this way you can have several options to apply the best measures in Barcelona. Implementing sanitary controls and their diversity of impositions that, although they may be strict, certainly provide a greater level of security and confidence to tourists.

For example, focusing on Latin America where domestic flights and / or international passengers go through an exhaustive control to be able to enter their final destinations. These may be, the need to present a negative PCR test for COVID 19 upon entering the country carried out a maximum of 72 hours before, travel insurance that covers the repercussions of Coronavirus, as well as a sworn statement, in which it is indicated that it has not been in contact with no positive. Finally, the imposition of a week-long quarantine.

To sum up, it is important to mention that the emphasis of the recommendations goes to the government, tourism entities, DMO's in Barcelona and stakeholders, who are in the first line of the tourism sector and can take action to reduce those risk factors that affect the overall perception of the tourists regarding Barcelona as an international destination.

5.3 Limitations and further research

The findings of this research have succumbed to some limitations that were faced by the researchers when carrying out the study. Talking about limitations of typologies such as methodology, the present situation, restricted resources available or the difficulties in accessing a large sample of participants.

As it has been mentioned in previous sections, the search has been limited by factors such as time and economic resources, since on the contrary, it would have facilitated a more in-depth and detailed study. Due to a limited time to carry out this project and its subsequent delivery, and the fact it is a university project, the scope and results of the search have been affected.

It should also be added that the study has been carried out under unfavorable circumstances, since in this difficult time of the year, data collection has been affected. The survey could not be easily carried out in person, since the main centers of information gathering for international tourists in Barcelona, such as restaurants and hotels, were largely closed. The pandemic acted as a huge challenge and

obstacle in the initial plan of carrying out the research with on-site international tourists. Due to the global outbreak, the researchers were unable to carry out the survey with present tourists in Barcelona. Last but not least, since this is a university project, the scope of information collection is smaller, since the sample that has been worked to carry out this search is considerably small, influencing the objectivity and accuracy of the results.

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APPENDICES

7.2 APPENDIX B: Online Questionnaire

Section 1 of 7

The impact of COVID-19 pandemic on tourists' perceived risk of Barcelona as an international destination



Good morning/ good evening. We would really appreciate your collaboration in answering the following questions. The purpose of this survey is to conduct a research regarding your opinion about the RISK PERCEPTION TOURISTS COULD HAVE WHEN VISITING BARCELONA (TERRORIST ATTACK RISK, POLITICAL RISK, HEALTH RISK, OVERALL RISK PERCEPTION, VISIT INTENTION and TRAVEL BEHAVIOUR). This survey has no lucrative purpose and and it is only objective is a scientific research with educational purposes for the Universitat Ramon Llull. Moreover, we guarantee your completely confidentiality of the information collected.

Gender:

- Female
- Male
- Prefer not to say



Age:

- Between 18-24
- Between 25-34
- Between 35-44
- Between 45-54
- Between 55-64
- More than 65

Nationality:

Short-answer text
.....

⋮
How many times have you traveled to Barcelona

- I have not traveled to Barcelona
- 1-2
- 3-4
- More than 5

Purpose of the visit:

- Vacation
- Business
- Religious
- Visit family and friends
- Health
- Sports and recreation

Section 2 of 7

Terrorist Attack Risk



Please rate from 1 to 5 the following statements (considering: 1 = Completely Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Completely Agree)

I worry about Barcelona being affected by a terrorist attack.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

I worry about Barcelona being a dangerous destination due to terrorist attacks.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree



I worry about being exposed to the threat of a terrorist attack.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

I worry about my travel planning being modified due to a terrorist attack.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Section 3 of 7

Political Instability Risk



Please rate from 1 to 5 the following statements (considering: 1 = Completely Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5= Completely Agree)

I worried about Barcelona being affected by political instability.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

I worried about Barcelona being a dangerous destination due to political instability.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree



I worried about being exposed to danger due to political demonstrations in Barcelona.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

I worry about my travel planning being modified due to political instability.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Section 4 of 7

Health Risk



Please rate from 1 to 5 the following statements (considering: 1 = Completely Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5= Completely Agree)

How likely do you think you are to contract coronavirus during your stay in Barcelona?

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree



How serious would it be for you to contract Coronavirus during your stay in Barcelona?

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

How likely do you think people in Barcelona are to contract Coronavirus?

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

How worried are you about contracting Coronavirus during your stay in Barcelona?

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Section 5 of 7

Overall Risk Perception



Please rate from 1 to 5 the following statements (considering: 1 = Completely Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5= Completely Agree)

I think Barcelona is not a safe destination for tourists.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree



I think that my family would worry about my safety while I am in Barcelona.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

I view Barcelona as more dangerous than other destinations.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

The current situation of Barcelona worries me.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Section 7 of 7

Travel Behaviour



Please rate from 1 to 5 the following statements (considering: 1 = Completely Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5= Completely Agree)



My travel behavior in Barcelona is likely to change due to my overall risk perception of the city.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

If I travel to Barcelona depends on how the media is reporting about the city.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Currently, I would avoid traveling to Barcelona to attend big events.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Currently, I would avoid trips by airplane to Barcelona.

	1	2	3	4	5	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

7.3 APPENDIX C: Physical questionnaire that was supposed to be given out

Name of the surveyor:
Date:

Place of the survey:

Number of questionnaire:

Good morning / good evening. We would appreciate so much your collaboration in answering the following questions. The purpose of this survey is to conduct an investigation regarding your opinion about the RISK PERCEPTION THAT TOURISTS HAVE WHEN VISITING BARCELONA (PETTY CRIME RISK, HEALTH RISK, TERRORIST ATTACK RISK AND POLITICAL INSTABILITY). This survey has no lucrative purpose and its only objective is a scientific research with educational purposes for the Universitat Ramon Llull. Moreover, we guarantee your complete confidentiality of the information collected.

Please rate from 1 to 5 the following statements (**considering: 1 = completely disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = completely agree**).

P.1 Perception of petty crime risk

1	During my trip, I am worrying about falling victim to a petty theft.	1	2	3	4	5
2	During my trip, I am worrying about falling victim to a robbery.	1	2	3	4	5
3	During my trip, I am worrying about my personal belongings.	1	2	3	4	5
4	I will warn other people to be careful about pickpockets in Barcelona.	1	2	3	4	5

P.2 Perception of health risk

1	How likely do you think you are to contract the Corona virus during your stay in Barcelona?	1	2	3	4	5
2	How serious would it be for you to contract the Corona virus during your stay in Barcelona?	1	2	3	4	5
3	How likely do you think people in Barcelona are to contract the Corona virus during your stay?	1	2	3	4	5
4	How worried are you about contracting the Corona virus during your stay in Barcelona?	1	2	3	4	5

P.3 Perception of terrorist attack risk

1	During my trip, I am worrying about Barcelona being affected by a terrorist attack.	1	2	3	4	5
2	During my trip, I am worrying about Barcelona being a dangerous destination due to terrorist attacks.	1	2	3	4	5
3	During my trip, I am worrying about being exposed to the threat of a terrorist attack.	1	2	3	4	5
4	During my trip, I am worrying about my travel planification being modified due to a terrorist attack.	1	2	3	4	5

P.4 Perception of political instability risk

1	During my trip, I am worrying about Barcelona being affected by political instability.	1	2	3	4	5
2	During my trip, I am worrying about Barcelona being a dangerous destination due to political instability.	1	2	3	4	5
3	During my trip, I am worrying about being exposed to danger due to political demonstrations in Barcelona.	1	2	3	4	5
4	During my trip, I am worrying about my travel planification being modified due to political instability.	1	2	3	4	5

P.5 Overall perceived risk during my trip

1	I think Barcelona is not a safe destination for tourists.	1	2	3	4	5
2	I think that my family worries about my safety while I am in Barcelona.	1	2	3	4	5
3	I view Barcelona as more dangerous than other destinations in Europe.	1	2	3	4	5

P.6 Overall perceived satisfaction during my trip

1	The trip to Barcelona was an authentic experience.	1	2	3	4	5
2	I will have wonderful memories of this trip to Barcelona.	1	2	3	4	5
3	I will remember many positive things from the trip to Barcelona.	1	2	3	4	5
4	The trip to Barcelona was exciting.	1	2	3	4	5
5	The trip to Barcelona is giving me feelings of well-being.	1	2	3	4	5
6	The trip to Barcelona is a real learning experience.	1	2	3	4	5

P.7 Referral likelihood

1	I will tell my positive impressions to my family and friends.	1	2	3	4	5
2	I will recommend Barcelona to all those who search for on trip advisor.	1	2	3	4	5
3	I will launch a campaign for my family and close friends to make a visit to Barcelona.	1	2	3	4	5
4	I will recommend Barcelona to my friends.	1	2	3	4	5

P.8 Revisit intention

1	I desire to revisit Barcelona in the future.	1	2	3	4	5
2	I plan to visit Barcelona in the future.	1	2	3	4	5
3	I probably will revisit Barcelona in the future.	1	2	3	4	5
4	Barcelona is safe to be revisited.	1	2	3	4	5

DEMOGRAPHIC VARIABLES

P.9 Gender: ① Male ② Female

P.10 Purpose of the visit:

① Leisure ② Business reason ③ Visit family and/or friends
④ Health ⑤ Sport ⑥ Other

P.11 Nationality: _____

P.12 Age:

① Between 18-24 ② Between 25-34 ③ Between 35-44
④ Between 45-54 ⑤ Between 55-64 ⑥ More than 65

THANK YOU FOR YOUR COLLABORATION

7.4 APENDIX D : RAW DATA

Respondants	1.1	1.2	1.3	1.4	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	4.1	4.2	4.3	4.4	5.1	5.2	5.3	5.4	6.1	6.2	6.3	6.4
1	1	1	1	2	1	1	1	2	4	3	3	4	4	4	4	3	2	2	2	4	3	3	1	1
2	1	2	3	1	4	4	4	3	5	3	5	4	3	2	2	3	5	5	5	5	5	1	1	3
3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	2	2	2	2	1	1	1	1	1	2	1	2	1	1	1	2	4	2	4	4	2	2	2	2
5	2	2	4	4	2	2	2	4	3	5	3	2	3	5	2	3	5	5	5	3	5	5	5	5
6	1	1	1	3	3	3	4	4	4	5	4	4	2	4	1	3	5	5	5	3	4	4	5	1
7	3	3	4	4	4	4	3	4	3	5	4	4	2	3	2	2	4	3	4	3	2	2	5	2
8	2	1	2	3	4	4	3	3	4	3	3	4	4	2	2	1	4	4	4	4	4	2	5	3
9	2	2	2	2	3	4	4	3	3	4	3	4	1	1	1	2	5	5	5	5	1	1	5	4
10	1	1	2	1	1	2	1	3	3	3	3	2	3	3	2	2	3	2	3	2	3	2	3	2
11	3	2	3	4	3	4	3	3	4	3	4	3	3	2	2	3	4	4	5	5	4	4	5	4
12	4	2	2	4	2	2	2	3	5	5	4	5	2	4	2	2	5	2	1	4	4	4	4	5
13	5	2	2	1	3	3	2	2	1	1	2	1	1	1	1	2	5	5	5	5	1	2	1	1
14	1	1	1	2	1	1	1	3	3	3	3	3	1	4	1	1	5	5	5	5	2	4	5	3
15	1	1	1	1	1	1	1	1	3	3	4	3	2	3	2	1	5	5	5	4	1	2	4	4
16	1	1	1	1	3	3	3	4	4	3	3	3	2	2	2	1	5	5	5	4	3	1	5	5
17	2	3	2	2	2	3	2	4	5	5	5	4	4	4	3	3	5	5	5	3	5	5	5	1
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19	1	1	1	1	3	3	2	3	1	3	3	5	2	1	4	3	5	3	5	5	2	3	2	3
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21	1	1	1	3	1	1	1	1	5	5	5	5	2	2	1	3	1	1	1	3	2	1	5	5
22	3	1	2	2	2	2	1	1	3	2	3	1	1	3	2	2	5	5	5	4	2	1	1	1
23	2	2	2	2	3	3	4	3	4	3	4	3	2	2	2	2	5	3	4	4	2	2	2	1
24	3	2	3	3	3	3	3	2	2	3	2	3	2	2	2	2	4	4	5	4	2	2	3	2
25	4	4	5	5	3	2	3	3	3	5	3	5	2	3	1	2	5	5	5	4	3	5	5	3
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27	1	2	1	1	5	3	4	4	3	2	3	3	1	1	1	1	5	5	5	5	3	3	4	1
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32	2	2	2	3	3	3	3	3	3	5	4	5	2	3	3	3	5	5	5	3	3	3	3	3
33	2	1	5	2	3	3	3	1	1	1	3	1	1	1	1	1	4	4	5	5	2	1	1	1
34	1	1	1	1	3	1	1	1	3	4	3	3	1	1	1	1	5	5	5	5	1	3	4	2
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36	2	2	2	2	3	4	2	2	4	3	3	2	1	1	1	3	5	5	5	5	1	1	2	2
37	3	1	3	3	2	1	1	2	4	5	4	4	1	1	1	2	5	3	5	4	4	2	5	5
38	1	1	1	1	1	1	1	1	2	2	2	2	5	1	1	1	5	5	5	5	1	1	1	1
39	1	1	2	1	4	2	2	5	3	1	4	2	1	1	2	3	4	4	5	4	1	1	4	4
40	4	2	2	4	2	2	2	4	4	4	5	3	3	2	3	3	5	5	5	4	4	4	4	4
41	3	1	1	1	1	1	1	1	3	2	3	1	1	2	2	2	5	5	5	5	2	2	4	4
42	4	3	3	3	4	4	4	4	4	5	4	4	1	1	2	2	5	5	5	4	4	4	3	2
43	4	2	2	2	4	3	4	4	4	3	3	2	3	4	2	3	5	5	5	4	2	2	3	3
44	1	1	4	4	2	1	4	5	5	1	5	1	1	1	3	4	5	5	5	3	5	5	4	2
45	1	1	1	1	4	3	2	1	3	3	3	2	2	2	2	3	5	5	5	4	2	1	2	1
46	2	1	1	1	4	2	2	1	3	2	3	2	1	1	1	2	4	3	4	5	1	1	1	1
47	2	2	2	2	3	3	3	4	3	4	3	3	3	4	2	2	5	5	5	3	4	3	3	3
48	3	2	4	3	1	2	2	2	3	3	3	4	5	1	1	3	5	5	5	5	3	4	3	4
49	4	5	4	4	3	3	3	3	4	4	4	3	4	1	1	2	5	5	5	5	4	5	3	1
50	4	3	4	4	3	3	3	3	4	4	4	4	1	3	2	2	5	3	3	3	3	2	2	2
51	3	3	4	3	4	4	4	3	3	5	4	4	2	2	1	3	4	3	4	4	3	2	5	3
52	2	1	2	1	1	2	3	1	3	1	2	2	2	3	1	1	5	5	5	5	1	3	3	1
53	3	4	3	2	3	3	3	4	2	4	3	2	2	2	2	2	5	5	5	5	4	3	4	5
54	2	2	2	1	3	2	3	4	3	4	4	3	2	2	3	2	5	5	5	4	1	2	1	1
55	4	3	5	3	5	5	5	5	2	4	3	3	1	2	3	5	5	5	5	4	2	2	4	1
56	5	3	3	2	3	3	3	3	4	3	4	3	3	3	2	4	3	3	5	3	4	4	5	5

