

YEAR 2018-2019

BACHELOR DEGREE IN TOURISM AND HOSPITALITY MANAGEMENT

SUBJECT: Degree Thesis

SEMESTER: 8

TITLE OF ASSIGNMENT: Tourists' perceived risk of Barcelona as an international destination

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Abstract

This quantitative research enhances the understanding of the risk perception of international visitors while visiting Barcelona. To reach this aim a model has been suggested, which proposes that the following independent variables directly and positively affect the overall risk perception of risk: financial risk, service quality risk, political instability risk, petty crime risk and terrorist attack risk. In order to evaluate the perception of visitors and to determine which of the variables influences the most, a self-reported survey has been conducted. The results of this study indicate that terrorism attack risk is the factor that influences the most towards the overall perception of risk. Therefore, using the p-value approach modelling analysis a hypothesis suggested can be confirmed: terrorist attack risk directly and positively affects the overall perception of risk. The study has provided analysis and implications to the tourism industry in Barcelona, which can also serve as a reference to destinations with similar risk background.

Keywords: perception of risk, perception of risk in Barcelona, terrorism in Barcelona, political instability in Barcelona, tourists risk perception in Barcelona.

Acknowledgements

First and foremost, we would like to acknowledge and express our deep gratitude to our thesis supervisor Dr. Emilio Robres for his extraordinary and recurring support throughout the development of this project. We are particularly grateful for his expert advice and encouragement, that without them this research would have not been possible. Thank you for your patience, time and for motivating us to give the best of us. Furthermore, we would also like to thank all the academic staff from our university that gave us assistance and valuable advice on how to successfully develop this research.

Finally, we also wish to acknowledge the help provided by all the respondents of the questionnaires. The time they spent and their cooperation are greatly appreciated.

To all of you, a big thank you.

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CHAPTER 1. INTRODUCTION

1.1 Context of the research

The celebration of the Olympic Games in 1992 meant a before and an after for the city of Barcelona. Due to this mega-event the Catalan capital was remodelled and placed on the map for the rest of the world. Development of the city in aspects of infrastructure, labour and economy followed the Olympics, which made progress in the destination's image.

Undeniably, the event represented a great showcase for Barcelona, which is nowadays one of the most important tourist destinations in the world. Its attractiveness placed it 25 years later as the fourth most visited city in Europe by international tourists and in twelfth place on the list of most visited cities in the world (Statista, 2016).

The Catalan capital has therefore adopted tourism as a priority sector for its economic growth. Hence, Barcelona's tourism industry represents 70,3% of the total economic income of the whole city (Table 1.1) (Ajuntament de Barcelona, 2017). Because of tourism, in 2017 Catalonia achieved a GDP of 234,651 million euros, representing 20.1% of Spain's total GDP. Therefore, Barcelona is a very important city for Spain for economic and socio-cultural reasons and it is crucial to maintain good tourism activity in the city.

%	2015	2016	2017
Tourism	65.6	67.6	70.3
Other services	5.9	6.1	8.0
Commerce	5.5	8.2	5.8
Industry	5.1	5.5	4.6
Hotels /Restaurants	2.5	3.7	4.0
Construction	0.7	0.5	0.2
Other	4.3	0.5	0.8
CAP	0.2	0.2	0.3
NS/NC	10.2	7.7	5.9

Table 1.1. Economic sectors that bring the most income to Barcelona

Source: Ajuntament de Barcelona, OMD, Percepció De Turisme A Barcelona, 2017

Barcelona closed 2016 with record tourist demand levels (Ajuntament de Barcelona, 2016). The number of tourists in hotel establishments and overnight stays raised to the highest level in comparison with the previous years (Figure 1.1.) with rates of variation of +9.2% and +8.5% respectively with 2014 and 2015.

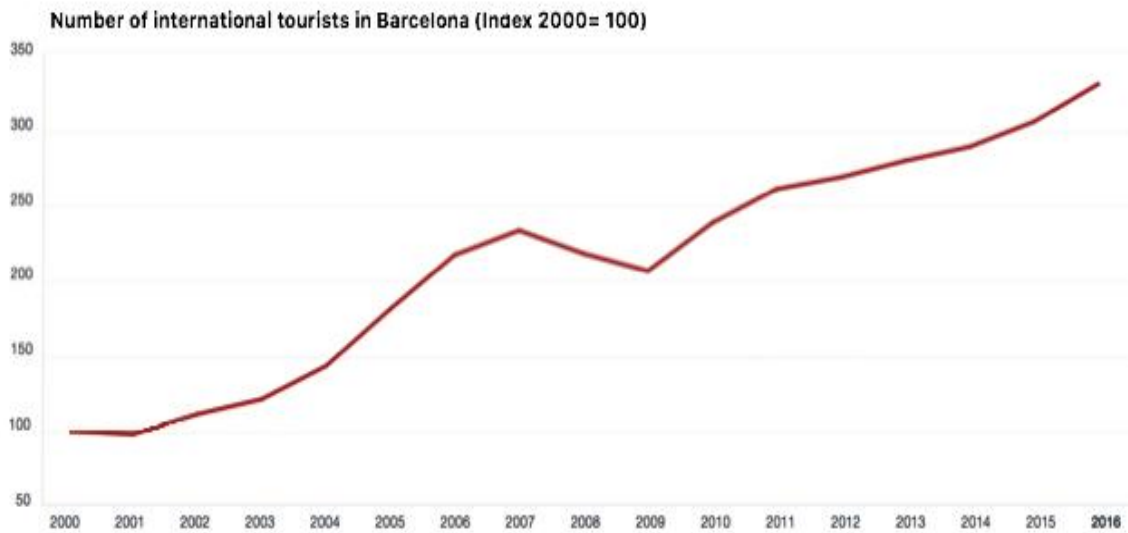


Figure 1.1: Number of international tourists in Barcelona from 2000-2016
Source: Ajuntament de Barcelona, 2017

In 2017, some occurrences took place that affected negatively not only the city of Barcelona but the whole Catalan region. Firstly, there was a major terrorist attack on the 17th of August. A driver deliberately rammed a van into pedestrians along the Barcelona’s most popular street. As a consequence, 14 people were killed and 130 injured. Secondly, Catalonia was declared by international community and media to be on a political crisis due to its drive for independence. On the 1st of October a referendum was held on. Despite being deemed as illegal by the Spanish Constitutional Court, three weeks later the Catalan parliament declared independence. As a result, the region had its autonomy suspended.

In order to illustrate the impact that these events had, the following table (Table 1.1.) represents the numbers of overnight international visitors in hotels by monthly division of years 2016, 2017 and 2018. The most successful period for tourism in Barcelona was 2017 before the occurrences took place. As it is illustrated, every single month of year 2017 before August overcame the same month of 2016 in the amount of visitors staying overnight. After the terrorist attack, there was a significant drop in travellers in comparison with the previous year. Judging by statistics the impact was negative, as it showed loss in volume of tourists. Despite the negative effect that the events produced, the number of overnight stays began to raise again in 2018.

	2016	2017	2018
January	891.496	1.009.931	1.021.802
February	1.014.174	1.077.965	1.093.495
March	1.286.578	1.360.963	1.368.631
April	1.431.649	1.612.411	1.506.312
May	1.523.921	1.624.819	1.608.400
June	1.518.463	1.584.983	1.576.355
July	1.769.278	1.803.145	1.803.901
August	1.850.829	1.807.172	1.888.478
September	1.590.797	1.550.853	1.620.659
October	1.548.536	1.434.376	1.597.482
November	1.131.003	1.022.604	1.291.686
December	1.052.695	915.630	1.153.651
TOTAL	16.609.419	16.804.852	17.530.852

Table 1.1. Tourist activity in Barcelona according to the number of overnight stays in hotels 2016-2018.

Source: Survey hotel occupancy. INE (2018)

In addition to these two major scenarios, some other conditions threatened the tourism activity in Barcelona. In the first instance, the daily general crime problem with pickpockets, which received widespread negative media attention. Secondly, the situation of mass tourism, which may have led to a bad service quality and financial risk for tourists.

In tourism literature, risk can be stated as a considerable source of concern for international travellers (YağmurA & Oğuz Doğan, 2017). Tourist risk perception on a destination makes a huge impact on visitor's decision making before choosing a certain destination (Hasan, 2017). There are consistent discoveries that shows that risk perceptions apply a significant effect on travel intentions (Floyd et al., 2003; Sönmez, 1998; Sönmez & Graefe, 1998), specifically after the occurrence of events that are perceived as dangerous (Floyd et al., 2003; McKercher & Chon, 2004; Rittichainuwat, 2006; Rittichainuwat & Chakraborty, 2009).

1.2. Identification of the research problem

Risk perception is defined as a risk in terms of consumers' perceptions both of the uncertainty and the magnitude of the possible negative consequences (Yüksel & Yüksel, 2007). In other words, consumer perception of the probability that an action may expose them to danger that can influence travel decisions (Mansfeld, 2006; Reichel et al., 2007).

According to the literature, there are multiple factors that influence the perception of risk. Seven factors were found which are physical, financial, time, equipment, satisfaction, social and psychological (Roehl & Fesenmaier, 1992). A study by Lepp and Gibson (2003) also showed seven types of risk, being these health, political uncertainties, terrorism, foreign food, cultural handicaps, political/religious rules and crime risks. As mentioned previously, in Barcelona took place two of the factors that according to the scholars can affect the perception and the intention to visit a destination.

Terrorism and political instability are known as intimidating risks due to the uncontrollable, involuntary and random nature of the potential harm involved in visiting destinations struck by such incidents (Cavlek, 2002; Heng, 2006). This is supported by Gray and Wilson (2009) who found that political hazards such as terrorism and political are perceived as riskier than other physical threats (e.g. weather) and social hazards (e.g. hostile local people). This might be partly attributed to the emotional charge produced by such events.

Moreover, financial, service quality and petty crime risk are as well enduring risks for the city of Barcelona. Hence, they also influence the visitors of Barcelona.

This leads to the identification of the problem: All of the previously mentioned risks (terrorist attack, political instability, financial, service quality and petty crime risks) have an international negative impact. The perception of risk from the point of view of the international tourists needs to be further analysed and evaluated in order to understand its relationship with the tourism activity.

In order to provide an appropriate answer to the research question, the influence of these different risks on the overall perception of risk is going to be analysed. Therefore, our research question is the following one: What are the determinant factors of the overall risk perception for international tourists in Barcelona?

1.3. Originality and contribution to knowledge

Deep research has been done on the eight top journals of tourism industry found in the online academic library of HTSI Faculty, Ramon Llull University of Barcelona. The investigation of the journals was done with the purpose to identify any previous studies in the field that would be similar to the one that will be conducted in this examination.

The eight top journals of tourism industry are presented to be the following ones:

1. Tourism Management (Full-text access from 2006 on) - Impact factor 4.707
2. International Journal of Contemporary Hospitality Management - Impact factor 3.196
3. Annals of Tourism Research (Full-text access from 2006 on) - Impact factor 3.194
4. Journal of Service Management - Impact factor 2.897
5. Cornell Hospitality Quarterly (Full-text access from 1999 on) - Impact factor 2.657
6. Journal of Hospitality & Tourism Research - Impact factor 2.646
7. Current Issues in Tourism (Except for the last 18 months)- Impact factor 2.451
8. International Journal of Tourism Research (Full-text access from 1999 on - except for the last 18 months) - Impact factor 1.857

For the research the following keywords were used: “perception of risk”, “perception of risk in Barcelona”, “terrorism in Barcelona”, “political instability in Barcelona” and “tourists risk perception in Barcelona”. Despite the fact of finding papers about political instability, terrorism and tourist risk perceptions, none of the studies were found to be about the city of Barcelona. Every researched paper communicated generic concepts in other destinations or simply identifying the concept of each of the factors.

Terrorism and political instability in every country, state or city can be different, however not many destinations suffered both of them. Barcelona can be studied as a city with a unique case because of its constant socio-political issues. These socio-political problems can affect many stakeholders of a destination; however, this case is going to be focused on the overall perception of risk of international visitors. This investigation would allow to understand what effect these factors have on the perception of risk. It has an original ground, as it would be the first study to be based on Barcelona. This is why this study is going to be conducted.

1.4 Aim and objectives

The main aim of this paper is to carry out a quantitative study on the perception of risk in Barcelona from the point of view of international tourists. To perform the study different dimensions will be taken into account to analyse if they influence positively or negatively the overall perception of risk.

In order to achieve the aim, it pursues the following objectives:

- To propose a conceptual model with all the variables that affect the risk perception
- To design a survey in order to quantify the different variables and its relation to the perception of risk
- To check the survey to make sure it is valid and reliable
- To deeply analyse the results and provide relevant conclusions

1.5 Structure of the study

Chapter 1. First chapter includes all the information previous to the study and the reason of conducting it. The context of the research presents the data about Barcelona and why it has been chosen as a destination where the study has been carried out. Displaying some graphs and tables of the international visitors for the past few years and Barcelona in the ranking of the most popular destinations in the world and the importance of the tourism economy in Catalonia. Following that, the chapter provides identification of the research problem and reasoning for the originality and contribution to the knowledge.

Chapter 2. The second chapter exposes the review of existing academic papers developed by the most significant scholars, in order to comprehend and put into context the regarding topic. Literature review advances the topic of tourism risk perception, which encompasses risk dimensions, personality traits, visit intention, revisit intention and satisfaction. In order to visualize the literature review, a literature map and conceptual framework have been created in the last section of this second chapter, where the main subjects of matter together with their most influential researchers are illustrated.

Chapter 3. In this chapter, the methodology employed for the development of the empirical project is presented and explained in detail. Here the clarification of the research design, the data collection process and research tools used, research context and participants, data analysis and the ethical considerations are revealed. First of all, in the overall research design, the election of the research approach is presented, defining whether the data collection is done through primary or secondary collection data, and qualitative or quantitative methods used.

In this chapter it is stated the design of the questionnaire is explained in detail, which is the instrument used to obtain the necessary primary data. Following that, it also justifies the participants, the size of the sample and the sampling technique. In addition, in the data analysis, the approaches used to examine and interpret the information obtained are specified, as well as the ethical considerations. Finally, the research model proposed and the hypotheses are being developed.

Chapter 4. The findings and discussions chapter displays the data collected and its analysis. It can also be found the descriptive analysis of the sample and the descriptive analysis of each of the items. Moreover, the results are proved to be valid and reliable.

Chapter 5. In the last chapter the conclusion of the project are presented, as well as the limitations found and further research. The purpose of this final chapter is to give an overview and relate the results to the previous literature.

CHAPTER 2. LITERATURE REVIEW

2.1. Concept of risk perception

The concept of perceived risk was first introduced in 1960 by Bauer in consumer behaviour studies. He defined it as “Subjectively discerned risk in the situation where customers need to select a choice such as a brand, store, and way of purchase”. Bauer’s proposition was that any buying activity is likely to produce consequences involving uncertainty. Since then a lot of studies have sought the role of perception of risk in consumer research (Bettman, 1973 & Dowling, 1986) and the term has been defined in relation to marketing and consumer decision making.

The definition was later associated with the implication of a loss. The perception of risk was defined as making a wrong selection in whose result implies an expected loss (Gartner, W.C, 1989). On the other hand, Assael (1995) stated that perceived risk is a dilemma between purchase intention and undesirable loss from the purchase. Consumers’ risk perceptions towards products and services are now considered as a key factor of their choice, evaluation and behaviour (Campbell & Goodstein, 2001; Dowling, 1999; Roehl & Fesenmaier, 1992; Sönmez & Graefe, 1998).

Even though the concept of risk perception was initially linked to the consumer behaviour studies, the term of “tourism risk perception” was not researched by the scholars until the 1990. (Hasan et al., 2017).

2.2. Tourism risk perception

A number of risk research in tourism emerged in the 90s (Maser and Weiermair, 1998; Sönmez et al., 1999; Sönmez and Graefe, 1998, Tsaur et al., 1997) but the peak was reached after the 9/11 incident. Since then risk has obtained additional importance in the travel and tourism literature (Fuchs & Reichel, 2004). Risk in tourism industry has been explained and described as an occurrence that is experienced and perceived by a tourist while acquiring and consuming services at a destination (Tsaur, Tseng, & Wang, 1997).

Literature shows that consumer decisions are normally made under a certain level of risk. This element of risk becomes more evident during the decision making processes in services such as tourism. Tourists, like other consumers, would be interested in minimising risks in order to maximise the quality of their travel experience (Fodness & Murray, 1998).

There are several risks and uncertainties associated with travel activities. This includes consuming valuable time and money, health or danger risks (George, 2010). According to Moutinho (1987), the degree of risk may vary with the costs involved in a decision and the degree of uncertainty that the decision will lead to satisfaction.

In one of the pioneering studies to expand the comprehension of dimensions of perceived risk, Roehl and Fesenmaier (1992) found that perceptions of risks and travel behaviour result to be distinct to situation. This means that tourists perceive risks differently depending on the destinations and thus, there is a need to examine destination-specific risk perceptions.

Regarding terrorism, it has been found to be the highest hazard of all physical threats that there exist nowadays. This may be partly attached to the emotional aspect carried by such events, which is further amplified by the man-made attributes of harm involved, opposed to the acts of nature. One of the main consequences of man-made disasters is that, apart from the physical damage, the biggest impact is often experienced on the psychological level (Jenkin, 2006; Schmid 2005).

Political instability is another relevant trait related to traveller's risk perception. The level of instability is determined by the alteration of any given political event from the specific normal pattern of the system (Tcheocharous, 2010). Political instability is related to terrorism in the sense that the latter can be a symbol and a form of expression of the former (Sönmez, 1998).

There are different factors that can affect the tourist risk perception. For this study, these factors will be divided into objective and subjective dimensions.

2.3. Risk dimensions (objective factors)

The objective factors affecting tourism risk perception mainly refer to negative consequences or negative impact that may occur during travel. They can be summarized as multiple dimensions of tourism risk (Cui et al., 2016). A number of researchers in tourism studies have demonstrated that different risk dimensions exist. Most of the scholars determined that the range of risk dimensions vary between five and seven types of risk.

Moutinho (1987) was the first to suggest that physical, functional, financial, psychological and social factors are connected to travellers' risk perceptions while they make travel decisions. At the side of these, researchers have focused on four major risk factors pertinent to tourism, which are war and political instability, health concerns, crime and terrorism. In recent years, the influence of natural disasters on tourism demand has also received attention (Floyd & Gibson, Pennington-Gray & Thapa, 2003). Of these, risks associated with potential terrorist attacks and political instability have been identified as particularly influential in changing travel intentions (Artuğer, 2015).

In addition to Moutinho (1987), who found that the above mentioned five factors are associated with the travellers' risk perceptions, Jacoby and Kaplan (1972) also demonstrated that perceived risk is determined in five dimensions which are psychological, social, financial, physical and performance risks.

Mitchell et al. (1999) revealed six types of risk. These are social, financial, physical, performance, time and psychological risks. Also a study carried out by Stone and Gronhaug (1993) determined six types of risk. These are financial, performance, physical, psychological, social and time risks (Lin & Chen, 2009).

Roehl and Fesenmaier (1992) expanded these to seven factors such as physical, financial, time, equipment, satisfaction, social and psychological. A study by Lepp and Gibson (2003) on American born adults revealed seven types of risk as well. These are health, political uncertainties, terrorism, foreign food, cultural handicaps, political and religious rules and crime risks. Sönmez and Graefe (1998) extended this work by adding risk factors such as health, political instability and terrorism.

2.4. Perception of risk and personality traits (subjective factors)

Commonly, tourists tend to avoid travelling to a destination if they endorse it to be risky (Aqueveque, 2006; Cetinsoz & Ege, 2013; Chew & Jahari, 2014), while many others recognize risk as part of excitement in their trip (Imboden, 2012; Lepp & Gibson, 2003). Tourism literature suggests that adopted risk depends on a scope of tourist characteristics. Previous examinations found that perceived risk can differ based on factors such as gender, age, nationality, travel experience and personality (Sönmez & Graefe, 1998; Lepp & Gibson, 2003). Furthermore, previous studies also suggest that travel purpose and length of stay play a significant role in the risk perception.

Some scholars have proved that women perceive greater risk than men (Kozak et al., 2007; Lepp & Gibson, 2003; Qi et al., 2009) and that gender difference reflects different types of travel risks. Specifically, women are more concerned about violence and terrorism risks while men perceive greater cultural and health risks (Qi et al., 2009). This was also demonstrated by Gibson (1998), who reported that females are more susceptible to risk than men.

In terms of age and perception of risk, older tourists have been found to care more about certainty and therefore, they tend to avoid destinations with higher perceived risks (Aschauer, 2010; Gibson & Yiannakis, 2002). In addition, Gibson and Yiannakis (2002), in their study of tourist role preference over a life period, discovered that preference for risk-related tourism tended to decrease with age.

Prior research has also highlighted the influence of culture and nationality on risk perception and travel intentions (Barker et al., 2003; George, 2010; Kozak et al., 2007; Pizam et al., 2004; Quintal et al., 2010; Reisinger & Mavondo, 2006). Fuchs and Reichel (2004) in their study of tourists to Israel found that quality and level of perceived risk vary according to cultural background and nationality. Reisinger and Mavondo (2006) revealed significant differences in travel risk and safety perceptions among tourists from different cultures. For instance, the researchers determined that U.S. and Australian tourists are more likely to perceive travel in contrast with British, Greek and Canadian tourists.

Kozak et al. (2007) also found that experienced tourists perceive lower risks. Similarly, Sönmez and Graefe (1998) proposed that past travel experience is an influential determinant on future travel intention, particularly when a risky destination is concerned.

Tourism safety research by George (2003) and Barker et al. (2003) revealed that variances in length of stay at the destination affect the exposure to risk and therefore, the perception of risk. The existing literature also suggests that travel purpose of visit plays an important role in tourists' risk perception (Fuchs & Reichel, 2011; Reisinger & Mavondo, 2005). Unlike business travellers, leisure tourists are free to choose or to avoid a destination in consideration of its safety status (Sönmez and Graefe, 1998).

Finally, a factor that has received attention is the psychographic typology of Plog (1974), that divided tourists into two wide segments of allocentric and psychocentric. The allocentric individuals are less disturbed by terrorism and political instability than the psychocentric individuals.

Psychocentrics are characterized to be anxious within their daily lives, risk avoiding, and preferring to travel on package tours to familiar and commonplace destinations that make them feel safe. Furthermore, they tend to travel to sun-and-fun destinations which are consistent with their preference for low activity levels (Plog, 2001).

On the other hand, allocentric people prefer unstructured trips to unusual places, which are undiscovered for them and where they can obtain more contact with local cultures. They are more confident, less anxious, motivated by novelty and seek active holidays (Plog, 2001). Rationally, the situation is a lot more complicated, as most people are mid-centric, meaning they combine elements of both typologies. Therefore, they create distinct types that are difficult to identify.

2.5. Perception of risk and visit intention

The perception of risk is of predominant importance in travellers' decision making process since it can modify the final choice of destination (Sönmez & Graefe, 1998). How tourists perceive the level of risk will affect their travel decisions such as destination selection and itinerary planning. Potential tourists will compare destination alternatives according to perceived benefits and costs. These costs may be monetary, time costs and risk associated with the journey such as accident, sickness or crime. Thus, a destination choice is made by selecting the most desirable alternative from among those considered safe.

A high risk perception may cause consumers to postpone their purchasing decisions or completely abandon them (Cunningham et al., 2005). As a result, when reports about terrorist attacks are constantly repeated through mass media, fear and anxiety feelings are increased in potential travellers. This leads to non-booking and cancellations (Glassner, 1999; Tarlow, 2006). Gut and Jarrell (2007) proved the existence of a significant negative effect on tourism, both national and international, due to terrorism and political unrest (For instance, the September 11 terrorist attack in the USA, the 2003 bombings in Istanbul or the 2004 earthquake and tsunami in South Asia) (Gray & Wilson, 2009; Gut & Jarrell, 2007; Lepp & Gibson, 2003; Tarlow, 2011).

For example, as a consequence of the terrorist attack on September 11, the number of tourists visiting North America declined by 6.8% compared to previous year. Another example is the Tiananmen Square protests in 1989 that caused the cancellation of visits in Beijing of 11,500 tourists (Lepp, Gibson, 2003).

The existing literature has agreed that tourists tend to avoid destinations with higher perceived risks (Batra, 2008; Law, 2006; Sönmez et al., 1999). However, a number of studies have found that some tourists would intentionally seek to participate in risky activities and visit risky destinations (Dickson & Dolnicar, 2004).

2.6. Perception of risk and revisit intention

Over the last years, the amount of academic articles regarding the views of repeat visitors has increased significantly (Artuğer, 2015). The main aim of the studies was to understand the motives that make tourists revisit a destination (Çetinsöz, 2011). The impact of perceived risks on the intention to revisit a destination in the future has been studied by various authors (Sönmez & Gaefe, 1998; Qi et al, 2009; George, 2011; Çetinsöz & Ege, 2013; Chew & Jahari, 2014) and opposite results came across.

A study about the impact of previous travel experiences and risk perceptions of tourists on their future travel behaviour, showed that previous travel experiences and risk perceptions had an effect on determining travel behaviour (Sönmez & Graefe, 1998). They focused mainly on political unrest and terrorism. It was found that tourists avoided revisit plans to Asia and South America due to political unrest. The same applied to the Middle East and Africa because of the high risk of terrorism.

Qi et al. (2009) reported in a study carried out with 350 American born tourists under the age of 30 that violence and socio-psychological risks had a negative impact on the intentions of tourists to revisit China.

An et al. (2010) revealed the risks of natural disaster, physical risk, political risk, and performance risk. After developing a regression analysis, it was found that the risks associated with natural disasters, politics, and performance affect whether tourists will revisit a destination.

On the contrary, some perceived risk factors do not affect intentions to revisit, according to some scholars. A research states that tourists returned to a tsunami-hit area because of the personal relationships previously formed with the region (Rittichainuwat, 2006).

George (2011) carried out a study regarding the impact that the perception risk of crime had on the intention to revisit by tourists who were in South Africa to attend the 2010 FIFA World Cup. The study suggested that the perceived risk of crime did not have an impact on the intention to revisit. Chew and Jahari (2014) also carried out a study with Malaysian tourists who had visited Japan before and concluded that only a perceived physical risk would affect their intention to revisit.

2.7. Perception of risk and satisfaction

Despite lack of satisfaction analysis in our research, literature has also shown a correlation between perception of risk and satisfaction. On the ground of this, it is relevant to examine the multiple findings.

In tourism studies, the term satisfaction has been viewed as the tourist's emotional state of overall pleasure after experiencing a trip (Quintal & Polczynski, 2010; Sanchez et al. 2006). In other words, a post-purchase or post-consumption measure of each attribute of a travel destination (Kozak, 2001). In fact, customer risk perceptions and satisfaction share a common influence from consumption experience (Johnson et al., 2006).

Customer perceptions of risks arising from their experiences with products and services may influence their satisfaction, either positively or negatively, as a result of general antecedents (Johnson et al., 2008). A high level of perceived risk decreases traveller's satisfaction and negatively influences customer repurchase intention (Wirtz & Mattila, 2001). Bennett et al. (2005) supported the findings and stated that if the perceived risk is high in purchase the post consumption leads to disconfirmation. These findings are supported by Li and Murphy (2013) who share that common risk factors may negatively impact customers' satisfaction ratings.

Satisfaction is derived from experience with the services and the level of the intensity ultimately attenuates the perception of risk (Jin et al., 2016). Customers who are less likely to engage in risk assessment have the more satisfying experiences (Johnson et al., 2008).

If the perceived risk decreases, satisfaction increases (Meng & Elliott, 2008). Jin et al. (2016) found that perceived risk factors such as information risk, performance risk and functional risk have a negative effect on customer satisfaction although other factors such as brand prestige and trust have positive impact on it.

Perceived risk moderates the relationship between satisfaction and trust (Paulssen, Roulet, & Wilke, 2014). It is argued that in low risk situation, satisfaction alone can be the strong predictor of loyalty than other factors (Paulssen et al., 2014). Other findings suggest that financial, performance, social and psychological risks have significant negative effect on the relationship between satisfactions and willingness to pay premium price for brand name hotel (Casidy & Wymer, 2016).

2.8 Literature review map

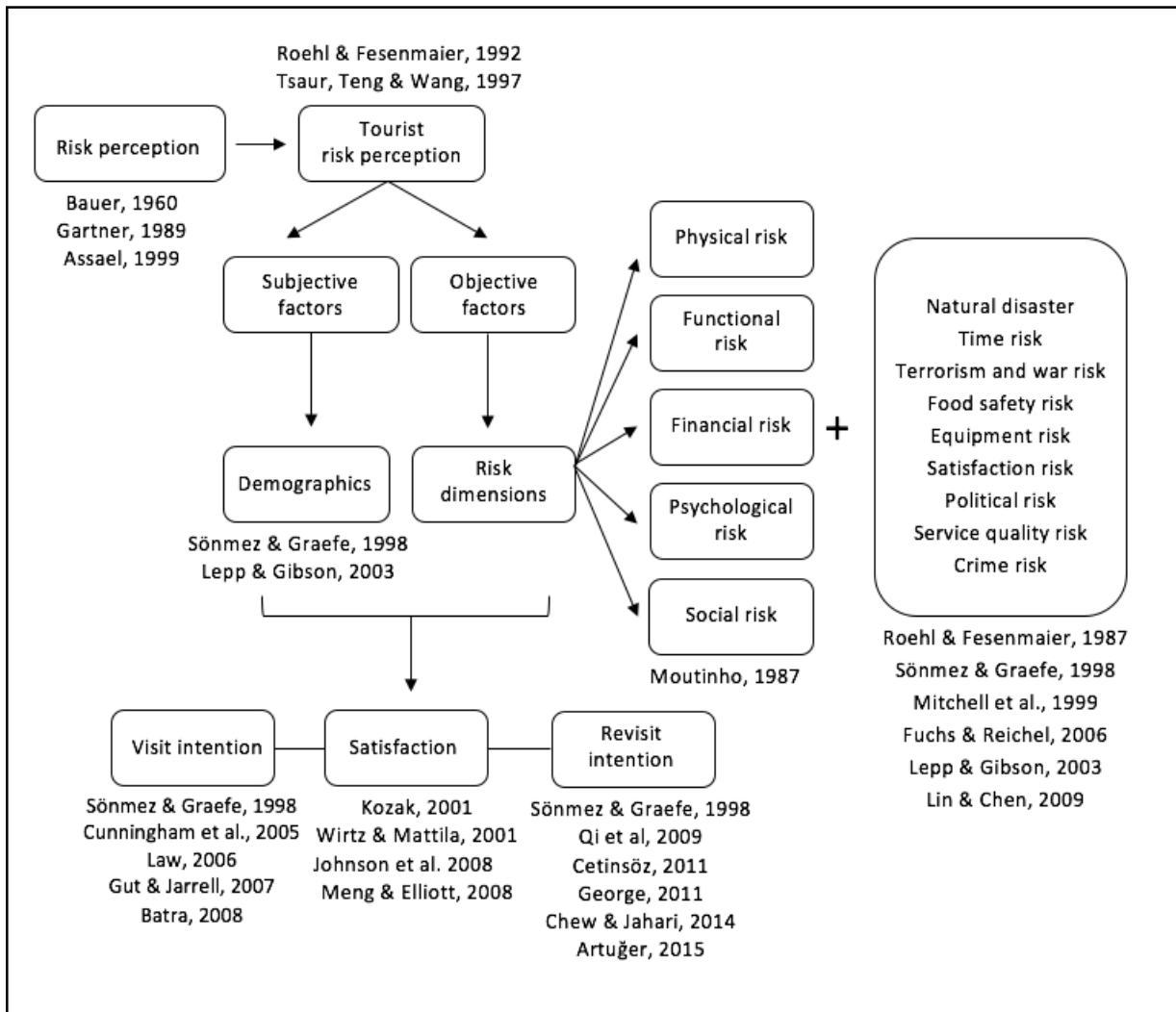


Figure 2.1.: Literature review map
 Source: Own elaboration

2.9. Conceptual framework

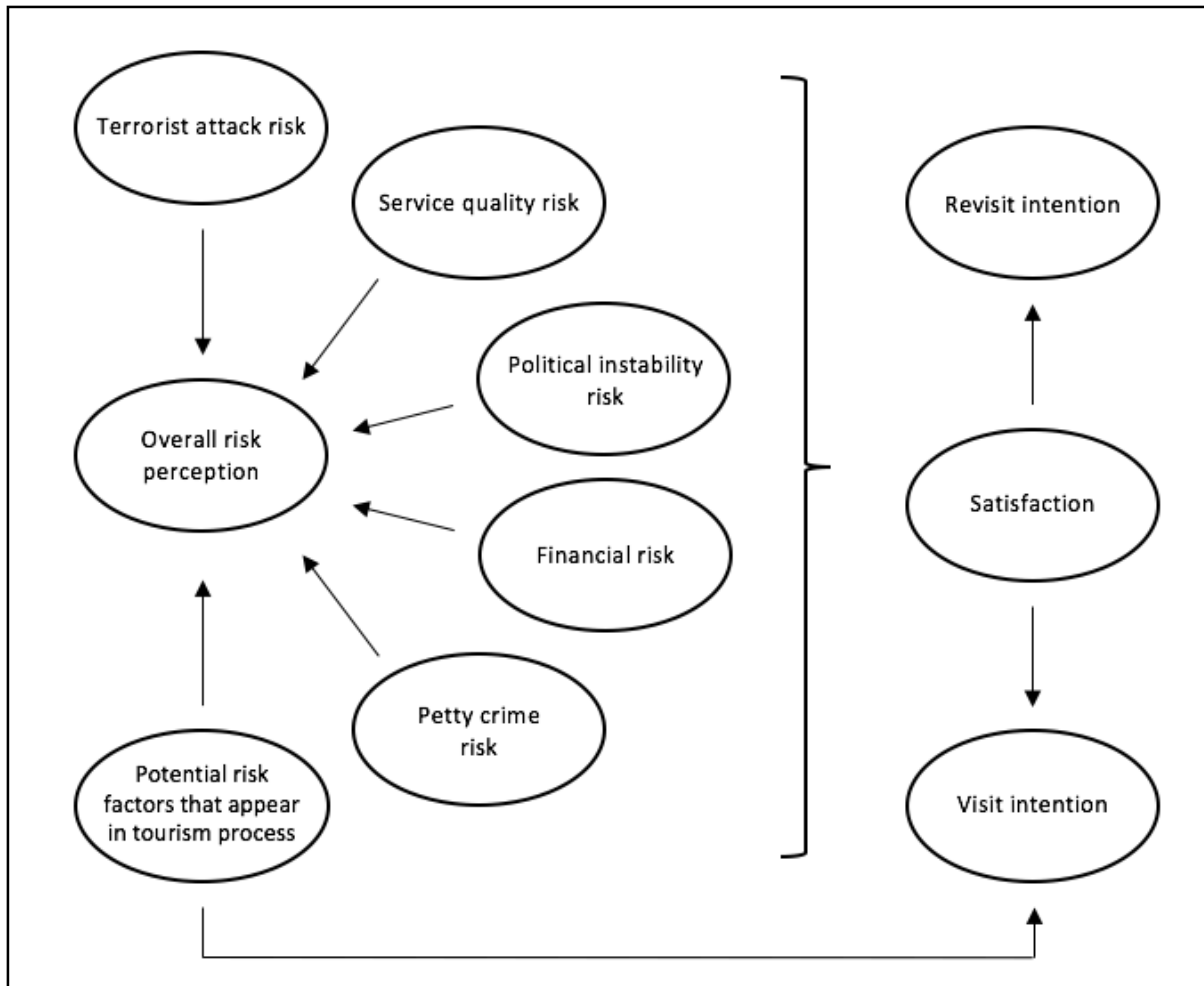


Figure 2.2 Conceptual framework
Source: Own elaboration

CHAPTER 3. METHODOLOGY

3.1. Overall research design

The methodology of this empirical research is based on the collection of primary data following a quantitative approach.

In order to develop the study, data has been collected directly from international tourists. Therefore, it is considered primary data since information is gathered first hand (The appraisal institute, 2002) and it is original in nature. The reasons of selecting primary data are the benefits that it provides. Primary data collection enables high degree of accuracy, relevance to the topic of research study, it gives a better realistic view, it is reliable and updated. Nevertheless, a lot of time and effort is required and it can involve design problems (Hox & Boeije, 2005).

In order to investigate the perception of risk of individuals, a quantitative approach has been conducted. This kind of study involves data that can be described numerically in terms of variables and their values (Hox & Boeije, 2005). It enables an objective quantification of the perceptions as well as causal relationships between variables.

Accordingly, to what has been mentioned before, this study can be considered a deductive research that applies a positivism research philosophy. The reality is interpreted in an objective way, hard data is obtained from surveys in order to test the formulated hypothesis.

3.2. Data collection techniques and research instruments

In order to collect the data and given the time and financial restrictions, a representative sample from the total population has been studied. Taking into account these limitations, it has been decided to use a non-probabilistic sampling technique, which means that the samples are gathered in a process that does not give all the participants in the population equal chances of being included (Etikan, Musa & Alkassim, 2016). Furthermore, it has been found that a convenience sample is the most suited for the research. This involves the selection of the most accessible subjects.

The chosen instrument for the collection of data is a self-reported questionnaire distributed via surveys. The fact of using a questionnaire brings a number of benefits, such as that they are usually inexpensive to administer and they can be easily and quickly analysed once completed (Wilkinson & Birmingham, 2003). Moreover, it allows to obtain a large amount of data and to ask very specific questions. On the contrary, the downsides of the chosen instrument are that response rate is critical for generalizing, they are not useful for understanding complex social phenomenon and that the answers depend on participant's motivation to respond (Cochran, 1977).

The designed questionnaire is based on two sections that involve individual characteristics of the participants and dimensions in terms of perceived risk scales. It has been designed to take a few minutes to respond.

The first section consists of the collection of data of 5 independent variables (terrorism risk, political instability risk, financial risk, service quality risk, service quality risk and petty crime risk) and 1 dependent variable of overall perception of risk. For each independent variable were used 4 items and 3 items for the dependent variable. To elaborate respective statements, risk scales were developed by different scholars (Tables 3.1, 3.2, 3.3, 3.4, 3.5 and 3.6). The fact of choosing 4 items enabled the use of SmartPLS3.0 software for the analysis of the results.

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

1- Financial risk

ITEM	STATEMENT	AUTHOR
1.1.	During my trip, I worried about not receiving good value for my money in Barcelona.	Fuchs & Reichel (2006)
1.2.	During my trip, I worried about unexpected extra expenses in my budget.	Fuchs & Reichel (2006)
1.3.	During my trip, I worried about Barcelona being more expensive than other international trips.	Fuchs & Reichel (2006)
1.4.	During my trip, I worried that the trip to Barcelona would have an impact on my financial situation.	Fuchs & Reichel (2006)

Table 3.1: Financial risk statements

Source: Own elaboration

2- Service quality risk

ITEM	STATEMENT	AUTHOR
2.1.	During my trip, I worried about hotels in Barcelona being unsatisfactory.	Fuchs & Reichel (2006)
2.2.	During my trip, I worried about possible strikes (airport, railway station, busses).	Fuchs & Reichel (2006)
2.3.	During my trip, I worried about tourist facilities not being acceptable.	Fuchs & Reichel (2006)
2.4.	During my trip, I worried about Barcelona hospitality employees not being courteous to international tourists.	Fuchs & Reichel (2006)

Table 3.2: Service quality risk statements

Source: Own elaboration

3- Political instability risk

ITEM	STATEMENT	AUTHOR
3.1.	During my trip, I worried about Barcelona being affected by political instability.	Sönmez & Graefe (1998)
3.2.	During my trip, I worried about Barcelona being a dangerous destination due to political instability.	Sönmez & Graefe (1998)
3.3.	During my trip, I worried about being exposed to danger due to political demonstrations in Barcelona.	Sönmez & Graefe (1998)
3.4.	During my trip, I worried about my travel planification being modified due to political instability.	Sönmez & Graefe (1998)

Table 3.3: Political instability risk statements

Source: Own elaboration

4- Petty crime risk

ITEM	STATEMENT	AUTHOR
4.1.	During my trip, I worried about falling victim to a petty theft.	George, R. (2010)
4.2.	During my trip, I worried about falling victim to a robbery.	George, R. (2010)
4.3.	During my trip, I worried about my personal belongings.	George, R. (2010)
4.4.	I will warn other people to be careful about pickpockets in Barcelona.	George, R. (2010)

Table 3.4: Petty crime risk statements

Source: Own elaboration

5- Terrorist attack risk

ITEM	STATEMENT	AUTHOR
5.1.	During my trip, I worried about Barcelona being affected by a terrorist attack.	Sönmez & Graefe (1998)
5.2.	During my trip, I worried about Barcelona being a dangerous destination due to terrorist attacks.	Sönmez & Graefe (1998)
5.3.	During my trip, I worried about being exposed to the threat of a terrorist attack.	Sönmez & Graefe (1998)
5.4.	During my trip, I worried about my travel planification being modified due to a terrorist attack.	Sönmez & Graefe (1998)

Table 3.5: Terrorist attack risk statements

Source: Own elaboration

6- Overall risk perception

ITEM	STATEMENT	AUTHOR
6.1.	I think Barcelona is not a safe destination for tourists.	Fuchs & Reichel (2006)
6.2.	I think that my family worries about my safety while I am in Barcelona.	Fuchs & Reichel (2006)
6.3.	I view Barcelona as more dangerous than other destinations in Europe.	Fuchs & Reichel (2006)

Table 3.6: Overall risk perception statements

Source: Own elaboration

The second section consists of demographic analysis. Nine moderating variables are used in order to group the sample in terms of demographic characteristics. Past research has shown that demographic variables can significantly influence tourists' perceptions of destination risk. These variables are the respondent's gender, age, nationality, education level, whether they have children or not, purpose of the visit, duration of the trip and number of past trips to Barcelona.

The demographic variable of gender (male: coded 1; female: coded 2) is presented as dichotomous variable. Despite the inconsistency in literature about the relation between gender and perception of risk, some studies reported that females are more susceptible to risk than men (Gibson and Jordan, 1998). Age is measured in the following intervals: 18-24; 25-34; 35-44; 45-54; 55-64; and 65 or older. Research found that preference for risk-related tourism tend to decrease with age. Nationality can also be considered a moderating variable since researchers found out that geographical position determines the feeling of tourists for the loss. Therefore, travellers of different nationalities may perceive the same risk differently (Richardson and Crompton, 1988). Furthermore, an individual's perceptions of risk also vary according to level of education. Studies show that the higher level of education, the more frequent contact with media people and the level of their risk perception is stronger. The presence of children (yes: coded 1; no: coded 2) is also a dichotomous variable. Concern for safety may decline with higher levels of education, increase with age and reach an all time high for those with small children in their households. The duration and purpose of the trip is as well relevant for the research. Differences in length of stay at the destination affect the exposure to risk and need to be considered (George, 2003) The past experience traveling to Barcelona is also taken into account since previous travel experiences and risk perceptions are effective in determining travel behaviour (Sönmez & Graefe, 1998).

3.3. Data analysis

In order to analyse the collected data the following structural model is proposed.

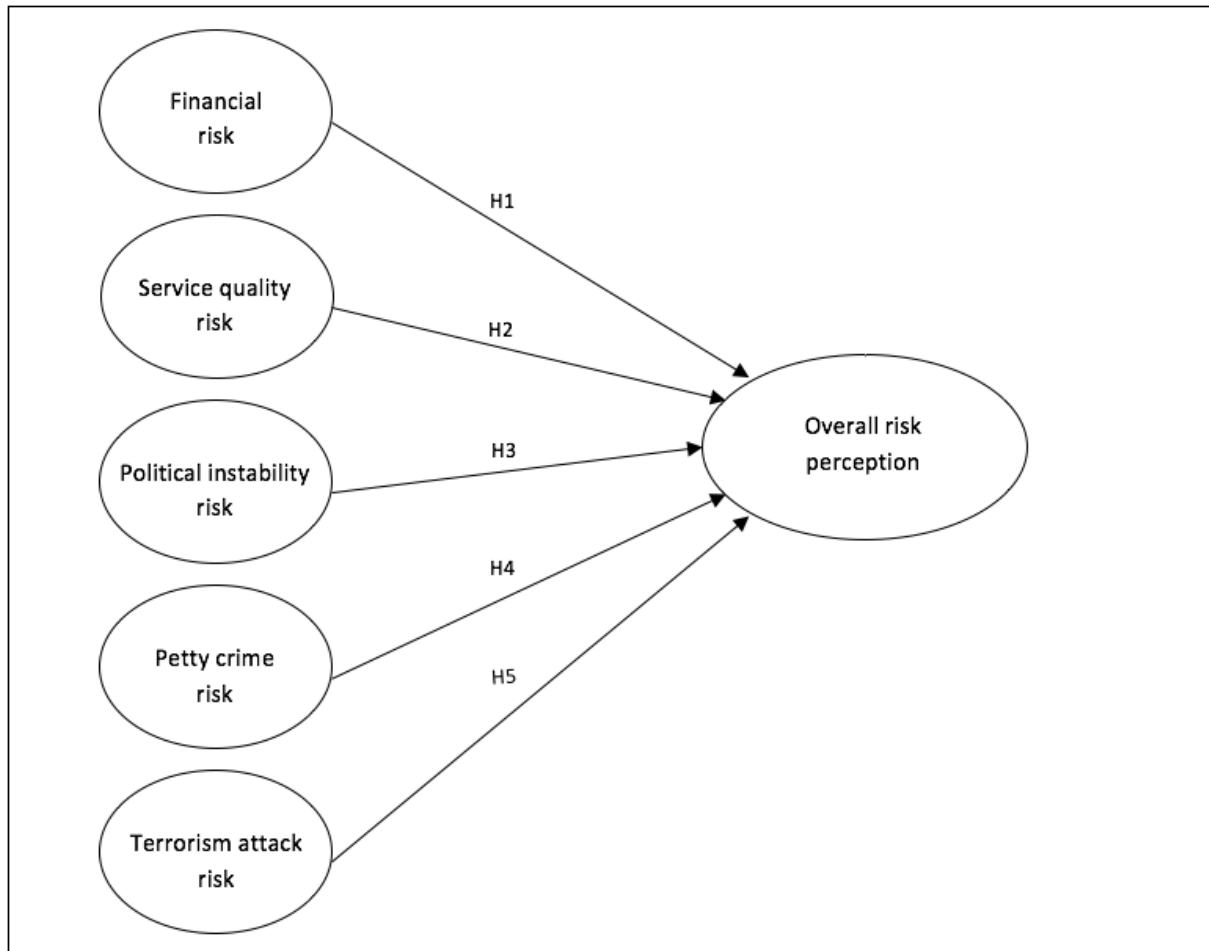


Figure 3.1: Hypothesis development

Source: Own elaboration

1. Financial risk → Overall perception of risk

Financial risk: “Financial risk refer that the purchase of tourism product and service may not or is not worth of money in terms of value” (Hasan et al., 2017). Although risk may result in positive and negative outcomes, it is often studied as undesirable outcomes that may arise from consuming tourism products (Cavlek, 2002; Heng, 2006). Having seen the influence of financial risk perception with overall perception of risk in Uganda in *Image and perceived risk: A study of Uganda and its official tourism website* (Lepp, Gibson & Lane, 2011), it could be applied to Barcelona. This permits us to present the following hypothesis:

Hypothesis 1 (H1): Financial risk directly and positively affects overall perception of risk.

2. Service quality risk → Overall perception of risk

Definition of service quality risk: “Refer to the risk occur due to inferior quality of tourism product” (Fuchs & Reichel, 2006). Consumers are willing to buy products or services that will meet their expectations, but they also are concerned about making a mistake and experience a bad purchase (Wong & Yeh, 2009). The risk perceived in the service procurement process is higher than the perceived risk in the procurement process of a tangible product, although there is a risk in all purchasing processes. Because a service is intangible, consumers do not have the chance to test or evaluate the service before the purchase (Quester & McOmish, 2005). Even if it does not exist, the risk perception that occurs in the consumer will affect the buying behaviour. Service quality risk studied in Turkey in *Foreign tourists’ risk perceptions about turkey* (Yağmur & Doğan, 2017) shows an influence over the overall perception of risk and therefore it is possible for Barcelona to experience it too. Thus, it is being put forward the following hypothesis:

Hypothesis 2 (H2): Service quality risk directly and positively affects overall perception of risk.

3. Political instability → Overall perception of risk

Definition of political instability risk: “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 a combination of events) from the specific normal pattern of the system in which it occurs.” (Tcheocharous, 2010).

In the last decade, the world has experienced numerous cases of political unrest in different countries, which has a strong impact on the tourism industry. (Poirier, 1997; Sönmez, 1998). The case of political instability due to environmental reasons in Tunisia could be related to Barcelona’s investigation. The most common reaction of tourists in these crisis situations is the cancellation of planned travel to avoid countries with political instability (Saha & Yap, 2014). Moreover, political creates negative destination image for international tourists, which can be very damaging (Sönmez, 1998). For that reason, it is going to be investigated and how this variable influences tourist’s overall perception of risk. Subsequently, this study proposes the following hypothesis:

Hypothesis 3 (H3): Political Instability risk directly and positively affects overall perception of risk.

4. Crime risk → Overall perception of risk

Definition of crime risk: A cognitive, judgment-based assessment of danger of criminal victimization (Mesch, 2000). Perceived risk of crime may exert negative outcomes on people's quality of life. Due to repeated occurrence of assaults, pickpocketing and criminality in a research in Cape Town, namely *Visitors perception of crime-safety and attitudes toward risk: The case of Table Mountain National Park* (George, 2010), in that brings negative impact on tourism it might be considered to take place of similar effects in Barcelona. However, same level of crime is not common in Barcelona. The most frequent type of crime experienced in Barcelona is pickpocketing. Petty crime is a minor crime that is not considered serious, such as shoplifting or pickpocketing. Subsequently, in this research petty crime risk has been chosen as an independent variable. Consequently, the following hypothesis is being put forward:

Hypothesis 4 (H4): Petty crime risk directly and positively affects overall perception of risk.

5. Terrorist attack → Overall perception of risk

Definition of terrorist attack risk: "Possibility of being involved in a terrorist incident, war and national riots and the target of terrorist organizations" (Sönmez & Graefe, 1998). It has been found as well in the research Turkey in *Foreign tourists' risk perceptions about turkey* (Yağmur & Doğan, 2017), which shows an influence over the overall perception of risk. It is considered that this can also happen in Barcelona. Accordingly, this research hypothesizes the following:

Hypothesis 5 (H5): Terrorist attack risk directly and positively affects the overall perception of risk.

3.4. Research context and participants

The population for this study consists of international tourists visiting the city of Barcelona in 2019 between the end of March and beginning of April. The survey has been carried out with a representative sample of 101 international tourists. Therefore, individuals with different characteristics have been analysed to compare their responses and draw conclusions on how their perception differed.

Research has been conducted in the most visited tourist attractions of Barcelona: Sagrada Familia, Camp Nou, La Barceloneta, Las Ramblas, Plaça Catalunya and Montjuïc. These locations were chosen in order to have a more attainable access to a larger number of tourists. The reason why has been decided to conduct it not only in one area is because it allows to reach a more diverse sample.

Previous to conducting the investigation, a pilot study had been done. The researchers chose Sagrada Familia as the location with a good amount of tourists in order to be able to test the questionnaires. Following that, ten questionnaires have been given out from which eight were returned with successful responses. Therefore, it was considered to be adequate to begin to fully investigate the risk perceptions of visitors coming to Barcelona.

3.5. Ethical considerations

This study has been conducted in an ethical manner respecting each of the person's privacy. During the elaboration of the survey, it was carefully thought through and ensured to provide complete comprehension for the people filling out the questionnaires.

Researchers had access to the Ramon Llull University's library and all the needed documents with an approval for this research. Every questionnaire included a separate sheet on the front indicating important information about the study (Appendix B). The information on the front sheet included the following: the purpose of the study, the University of the students, contact details of the students and the supervisor of Degree Thesis.

Following that, a box to be marked by the person responding to the questionnaire approving their conscience of the data being used by the students for the research. Moreover, personal information was maintained as anonymous as possible in order to preserve the confidentiality and the beneficence. Confidentiality is believed to affect respondent behaviour by providing protection from any possible consequence by conserving response integrity, and therefore respondents can answer items with impunity even though their identity is known (Stoughton & Thompson, 2015). The name, surname, contact details or address were never asked during the survey.

The researchers gave personal space and sufficient time for each of the persons responding to the questionnaire to avoid the possibility of any kind of pressure. The questions were asked using Likert Scale method, therefore did not involve open ended questions. The queries were constructed to be simple, direct and short to ensure a clear understanding and avoid any kind of bias. Not at any point there was any kind of risk or potentiality of harm towards the tourists involved in the survey.

Research merit and integrity were met too, as the researchers are University students with proficient communication and competitiveness skills. Furthermore, the survey was carried out in a fair and inclusive way, e.g. including people with language barriers and disabilities. To ensure the sample to be as equally distributed as possible, the following was taken into consideration: different genders, different nationalities, age, education level, visit purpose and the amount of experience with travelling.

CHAPTER 4. FINDINGS AND DISCUSSION

4.1. Descriptive analysis of demographic variables

	Male	Female	Total
N	43	58	101
%	42.5%	57.4%	100%

Table 4.1.: Sample grouped by gender

Source: Own elaboration

The table above indicates the total amount and the percentage of questionnaires taken regarding gender, of which 43 (42.5%) were male and 58 (57.4%) female. The genders were selected randomly in different areas of Barcelona. It is being thought that the results of the sample are balanced, as the researches managed to get a proportional amount of both genders. Therefore, it is considered to be a right scale to represent the population.

	18-24	25-34	35-44	45-54	55-64	More than 65	Total
N	39	17	15	20	6	4	101
%	38.6%	16.8%	14.8%	19.8%	5.9%	3.9%	100

Table 4.2.: Sample grouped by age

Source: Own elaboration

The table above represents the number of respondents classified into different age groups. Most of the respondents turned out to be young adults aged 18-24 (38.6%). The questionnaires were in English which is a language that most of the youngest generation tend to speak, write and read. In addition, the possible reason for a lot of young people coming to Barcelona is the low-cost city break deals that are offered from many different countries, therefore it is easy to attract them. Second biggest age group was from 45-54.

On the other hand, the two smallest age groups that the researchers managed to reach and collect the data from were aged 55-64 and more than 65. During the data compilation, investigators realised elderly people struggled to answer the questions due to lack of knowledge of English despite having the time and desire to help. Therefore, the quantity representing that age of population is significantly smaller than respondents from other ages.

	N	%						
Abu Dhabian	1	0,99%	Czech	1	0,99%	Portuguese	1	0,99%
Algerian	2	1,98%	Danish	2	1,98%	Puerto Rican	3	2,97%
American	6	5,94%	Dutch	8	7,92%	Romanian	2	1,98%
Argentinian	1	0,99%	Estonian	3	2,97%	Russian	13	12,87%
Belgian	2	1,98%	French	5	4,95%	Salvadorian	2	1,98%
Belorussian	1	0,99%	Georgian	1	0,99%	Scottish	3	2,97%
Brazilian	1	0,99%	German	2	1,98%	Swedish	3	2,97%
British	12	11,88%	Greek	2	1,98%	Swiss	1	0,99%
Canadian	2	1,98%	Hungarian	1	0,99%	Taiwanese	2	1,98%
Chilean	2	1,98%	Italian	2	1,98%	Tunisian	1	0,99%
Chinese	1	0,99%	Kazakh	2	1,98%	Ukrainian	2	1,98%
Colombian	1	0,99%	Latvian	2	1,98%	Uruguayan	1	0,99%
Croatian	1	0,99%	Montenegrin	1	0,99%	Vietnamese	1	0,99%
			Palestinian	1	0,99%	Total	101	100,00%

Table 4.3.: Sample grouped by nationalities

Source: Own elaboration

The sample surveyed is very heterogeneous in terms of nationality since respondents come from 40 different countries. The most frequent nationalities are Russian (12.87%) and British (11.88%), followed by Dutch (7.92%) American (5.94%) and French (4.95%). However, it is notable the diverse inflow of tourists, from European and non-European countries.

	No studies	Elementary Education	Secondary Education	University Education	Total
N	2	2	13	84	101
%	1.9%	1.9%	12.8%	83.1%	100%

Table 4.3.: Sample grouped by education level

Source: Own elaboration

The table above represents the sample grouped by educational level. The majority of the respondents had University education, which turned out to be 83.1%. It should be considered that there could be a social desirability bias, a frequently noted concern with self-reported collected surveys. Socially desirable responses are answers that make the respondent look well-favoured, based on cultural norms about the desirability of certain values, traits, attitudes, interests, opinions, and behaviours (Paulhus, 2002).

	Yes	No	Total
N	19	81	101
%	18.8%	80.1%	100%

Table 4.4.: Sample grouped by presence of children
Source: Own elaboration

The table above represents the sample grouped by presence of children in the trip. As a result, most adults either decided not to or could not travel with children. It is being suggested that Barcelona as a cultural city, many couples/families might decide to travel without children for different reasons. As the results from the sample describe, 80.1% of the adults decided not to bring children with them, even though most of them visited Barcelona with leisure purpose. Another possible reason could be the age. Seeing as most of the travellers who answered the questionnaires were very young, aged 18-24, might not have had any children in the first place.

	Leisure	Business	Education	Visit	Sport	Other	Total
N	56	6	11	15	7	6	101
%	55.4%	5.9%	10.9%	14.8%	6.9%	5.9%	100%

Table 4.5.: Sample grouped by purpose of the visit
Source: Own elaboration

Regarding the purpose of the visit of the sample, more than half of the tourist (55.4%) visited Barcelona for leisure. The second most common motivation was in order to visit relatives and friends (14.8%) followed by education reasons (10.9%). Despite the city being considered one of the top MICE destinations in Europe, the amount of business travellers is relatively low (5.9%), which can possibly be attributed to the small presence of events during the dates when the survey was carried out. It is also important to highlight that none of the individuals from the sample visited the city due to health or religious motives.

	2 nights or less	From 3 to 7 nights	More than 7 nights	Total
N	15	62	24	101
%	14.8%	61.4%	23.8%	100%

Table 4.6.: Sample grouped by duration of the trip

Source: Own elaboration

When analysing the duration of the trip, most of the respondents are staying in Barcelona from 3 to 7 nights (61.4%), followed by more than 7 nights (23.8%) and finally 2 nights or less (14.8%). This can be linked to the fact that a big amount of them are travelling from distant locations. Thus, it is reasonable to stay a higher number of nights in the destination.

	This is my first time	Between 1 and 2 times	Between 3 and 5 times	More than 5 times	Total
N	60	25	10	6	101
%	59.4%	24.7%	9.9%	5.9%	100%

Table 4.7.: Sample grouped by number of previous trips to Barcelona

Source: Own elaboration

For most of the respondents, this was their first time visiting Barcelona, and the number gradually decreases as the number of previous trips increases. Therefore, 24.7% of the sample had previously visited the city once or twice, 9.9% between 3 and 5 times while 5.9% more than 5 times. The reason of these results might be because of the low presence of business travellers, who tend to revisit the destinations.

	None	Between 1 and 2	Between 3 and 5	More than 5	Total
N	8	22	32	39	101
%	7.9%	21.8%	31.7%	38.6%	100%

Table 4.8.: Sample grouped by international travelling experience

Source: Own elaboration

With regards to the international travelling experience, 38.6% of the total sample had visited more than 5 international destinations in the past 3 years, and the percentage gradually decreases as the number of previous trips decreases. Consequently, most of the respondents have a vast travelling experience.

4.2. Descriptive analysis of the independent and dependent variables

1. Perception of financial risk in Barcelona

	1.1.	1.2.	1.3.	1.4.
Mean	2.58	2.80	2.69	2.15
Median	3.00	3.00	2.00	2.00
Mode	3.00	2.00	2.00	2.00
Standard deviation	1.18	1.31	1.26	1.06

Table 4.10.: Perception of financial risk results

Source: Own elaboration

Regarding the financial risk in Barcelona, according to the results shown in the table, are moderate. The average of the respondents chose between 2 and 3 out of 5 for the financial risk perception while visiting Barcelona.

2. Perception of service quality risk in Barcelona

	2.1.	2.2.	2.3.	2.4.
Mean	2.19	2.37	1.86	2.02
Median	2.00	2.00	2.00	2.00
Mode	1.00	1.00	1.00	1.00
Standard deviation	1.38	1.38	1.06	1.22

Table 4.11.: Perception of service quality risk results

Source: Own elaboration

In this variable the mode is 1.00 in all the items, which is the lowest possible response. Therefore, this means that service quality risk in Barcelona is not perceived as a potential risk for the international tourists.

3. Perception of political instability risk in Barcelona

	3.1.	3.2.	3.3.	3.4.
Mean	2.23	1.96	2.06	2.01
Median	2.00	1.00	2.00	1.00
Mode	1.00	1.00	1.00	1.00
Standard deviation	1.25	1.26	1.29	1.25

Table 4.12.: Perception of political instability results

Source: Own elaboration

In this variable, the mode is 1.00 in all the items, which is the lowest possible response. Therefore, this means political instability risk in Barcelona is not perceived as a potential risk for the international tourists.

4. Perception of petty crime risk in Barcelona

	4.1.	4.2.	4.3.	4.4.
Mean	2.96	2.91	3.16	3.41
Median	3.00	3.00	3.00	4.00
Mode	3.00	1.00	4.00	5.00
Standard deviation	1.42	1.41	1.38	1.48

Table 4.13.: Perception of petty crime risk results

Source: Own elaboration

In this case, it can be stated that the mean is the highest from all the independent variables. It is important to highlight that the mode is 5 for the last item. As a result, petty crime risk is the risk that worries visitors the most.

5. Perception of terrorist risk in Barcelona

	5.1	5.2	5.3	5.4
Mean	2.01	1.93	1.89	1.86
Median	2.00	2.00	2.00	1.00
Mode	1.00	1.00	1.00	1.00
Standard deviation	1.14	1.09	1.09	1.06

Table 4.14.: Perception of terrorist attack risk results

Source: Own elaboration

Surprisingly, the terrorist attack perception is not very high since the mode is 1.00 for all the items and the mean is 2 or close to 2. That implies that respondent slightly worried about terrorist attacks while visiting Barcelona.

6. Overall perception of risk

	6.1	6.2	6.3
Mean	1.77	2.00	1.51
Median	1.00	2.00	1.00
Mode	1.00	1.00	1.00
Standard deviation	0.98	1.21	0.82

Table 4.15.: Overall perception of risk results

Source: Own elaboration

Regarding the overall perception of risk, the mode is as well 1.00 for all the items and the mean is slightly low. Hence, respondents tend to do consider Barcelona as a safe destination.

7. Revisit intention

	7.1	7.2	7.3	7.4
Mean	4.19	3.75	4.03	4.43
Median	5.00	4.00	4.00	5.00
Mode	5.00	5.00	5.00	5.00
Standard deviation	1.18	1.39	1.14	1.19

Table 4.16.: Revisit intention results

Source: Own elaboration

In the item 7.4. results were turned upside down as the item was formulated in an opposite sense. This was made on purpose to make sure respondents were answering consciously. Therefore, the result had to be turned around when tabulated, 1 being a 5 and 5 being a 1.

The revisit intention can be considered high as the mean is around 4 and mode is 5 in all the items. Hence, travellers would revisit Barcelona in the future.

4.3 Analysis of structural equation model

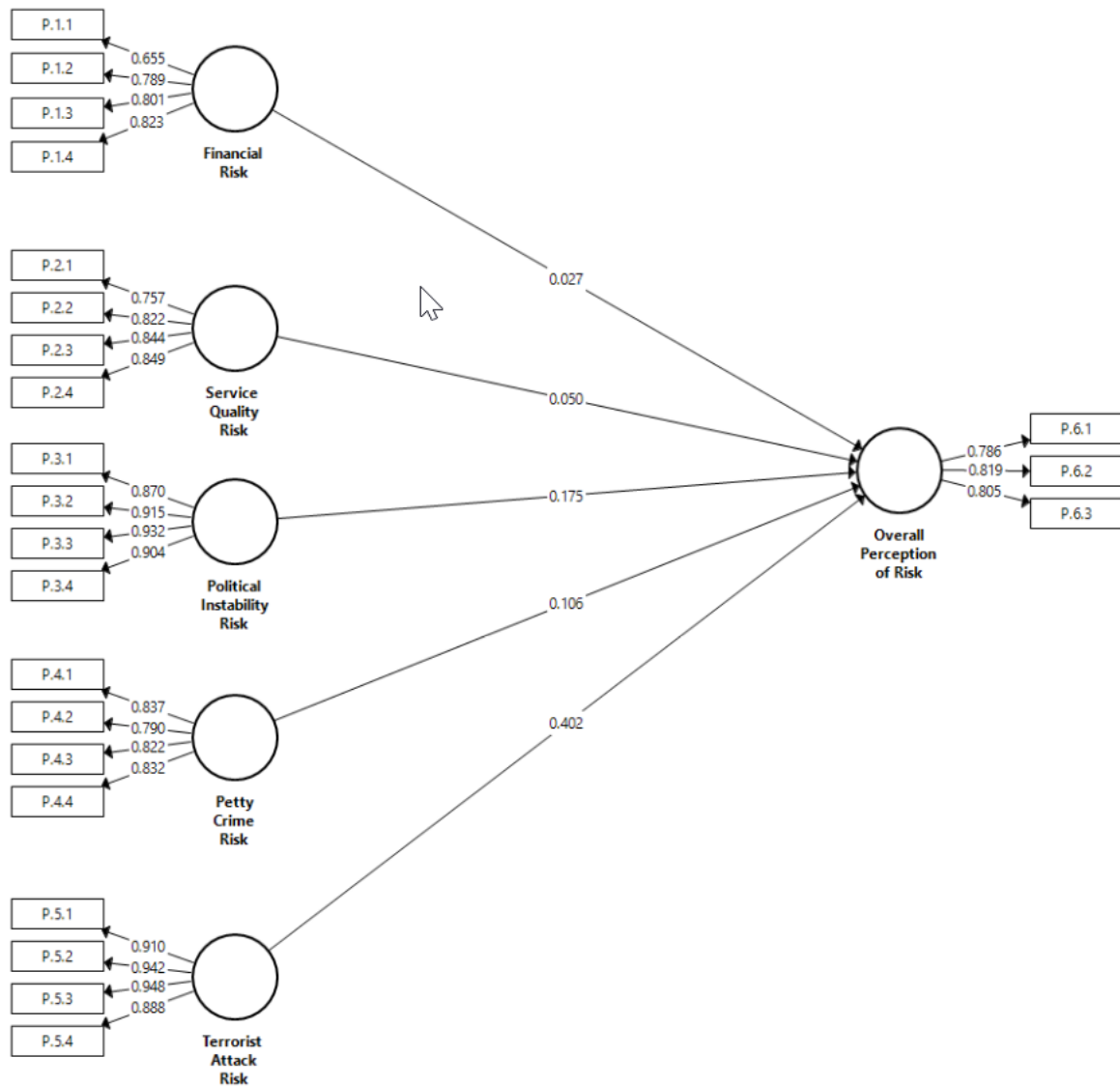


Figure 4.1.: Proposed model with the results

Source: Own elaboration

4.3.1. Measurement model analysis

Consideration must be given to the results of the study and also the rigour of the research. Rigour refers to the extent to which the researchers worked to enhance the quality of the studies. In quantitative research, this is achieved through measurement of the validity and reliability. It is important to consider validity and reliability of the data collection tools (questionnaires) when either conducting or critiquing research. For that reason, the SmartPLS3.0 software has been used in order to assess both criteria.

4.3.1.1. Validity analysis

Validity is defined as the extent to which a concept is accurately measured in a quantitative study (Heale & Twycross, 2015). In other words, whether one measures what one intends to measure. In order to assess the validity, convergent and discriminant validity have to be employed.

4.3.1.1.1. Convergent validity

Convergent validity shows that an item is highly correlated with items measuring the same variable. It may endure when two measures of the same variable are highly correlated (Holland & Piper, 2016). It reflects the magnitude to which two measures abstract a common construct. It is proven that poor convergent validity will affect the magnitudes and interpretability of research findings (Carlson & Herdman, 2012).

Considering the cross-loading table below (Table. 4.17), where the correlations between indicators and other constructs are displayed, it can be seen how the items comprised within the highlighted areas are the ones with highest rates, compared to the other five variables. It can be observed how all the correlations between one variable's items are similar and have a high number. For instance, in the variable "Political instability risk" the item's correlations are 0.870, 0.915, 0.932 and 0.904.

As a result, the questionnaire's convergent validity exists and is proved.

	Financial risk	Overall perception of risk	Petty crime risk	Political instability risk	Service quality risk	Terrorist attack risk
P.1.1	0.655	0.155	0.079	0.142	0.287	0.147
P.1.2	0.789	0.118	0.364	0.191	0.303	0.122
P.1.3	0.801	0.209	0.303	0.334	0.459	0.261
P.1.4	0.823	0.207	0.297	0.333	0.500	0.102
P.2.1	0.437	0.268	0.134	0.457	0.757	0.307
P.2.2	0.437	0.340	0.271	0.702	0.822	0.482
P.2.3	0.443	0.321	0.146	0.454	0.844	0.409
P.2.4	0.412	0.366	0.092	0.463	0.849	0.439
P.3.1	0.338	0.379	0.311	0.870	0.612	0.562
P.3.2	0.301	0.475	0.271	0.915	0.535	0.559
P.3.3	0.256	0.509	0.277	0.932	0.568	0.563
P.3.4	0.371	0.402	0.307	0.904	0.605	0.517
P.4.1	0.345	0.318	0.837	0.291	0.175	0.303
P.4.2	0.222	0.303	0.790	0.262	0.174	0.419
P.4.3	0.251	0.209	0.822	0.207	0.148	0.214
P.4.4	0.280	0.255	0.832	0.268	0.136	0.323
P.5.1	0.205	0.533	0.364	0.504	0.404	0.910
P.5.2	0.195	0.612	0.316	0.658	0.525	0.942
P.5.3	0.174	0.535	0.445	0.525	0.469	0.948
P.5.4	0.212	0.437	0.332	0.541	0.462	0.888
P.6.1	0.259	0.786	0.327	0.333	0.277	0.394
P.6.2	0.030	0.819	0.283	0.516	0.291	0.520
P.6.3	0.307	0.805	0.210	0.317	0.395	0.472

Table 4.17: Cross loadings table.

Source: Own elaboration

4.3.1.2.1. Discriminant validity

Discriminant validity is present when items' correlation of one variable are significantly differed from the items' correlations of the other variables. Thus, taking into account the cross-loading table above (Table. 4.17) and comparing the rates within one variable with the other variables, they are poorly correlated. As it can be perceived, the correlations within "Political instability risk" are very close to each other but compared to the ones from the other items, with rates such as 0. 142, 0.191 or 0.334, they are not similar.

Therefore, as convergent and discriminant validity are confirmed, it can be stated that the research instrument and the items used to carry out the study are valid.

4.3.2 Reliability analysis

Reliability measures consistency, precision, repeatability, and trustworthiness of a determinant research. It indicates the degree to which it is error free and insures consistent measurement cross time and across the observed scores. It is the grade to which an assessment tool produces stable and consistent results (Mohajan, 2017). The Alpha Cronbach's coefficient of reliability settles between 0 and 1, with perfect reliability equalling to 1, and no reliability equalling to 0 (Traub & Rowley, 1991). The general rule is that reliability is greater than 0.6 - 0.7 are considered as high (Downing, 2004), and therefore, reliable.

As shown on the table below, the coefficient of reliability (or Cronbach's Alpha) in all the variables is higher than 0.7. Hence, it can be stated that all the items in the questionnaire are reliable.

	Cronbach's Alpha
Financial Risk	0.773
Overall Perception of Risk	0.727
Petty Crime Risk	0.840
Political Instability Risk	0.927
Service Quality Risk	0.837
Terrorist Attack Risk	0.942

Table 4.18: Variables' Cronbach's Alpha

Source: Own elaboration

Taking into consideration everything stated above, the conclusion is that the research instrument and the items employed are valid and reliable.

4.3.2 Analysis of the structural model

In order to analyse the variables, the SmartPLS3.0 program has been used. The model derived from it represents all the variables that have been studied and its relationships. Every independent variable has different level of influence with the dependent variable "Overall perception of risk". The results obtained are the ones in the table below (Table 4.19).

Hypothesis	Path	Path coefficients	Ranking
H1	Financial risk → Overall perception of risk	(0.027)	5th
H2	Service quality risk → Overall perception of risk	(0.106)	4th
H3	Political instability → Overall perception of risk	(0.175)	2nd
H4	Petty crime risk → Overall perception of risk	(0.050)	3rd
H5	Terrorist attack → Overall perception of risk	(0.402)	1st

Table 4.19: Path coefficients and ranking

Source: Own elaboration

First of all, it can be observed that all the existing relationships are positive, being the terrorist attack risk perception the one with the highest level of influence, being of 0.402. The second variable with the highest influence is political instability risk perception, with an interrelationship of 0.175. The third variable with more influence to overall risk perception is petty crime risk, with an interrelationship of 0.106. The subsequent variable is service quality risk perception with a relationship of 0.050.

Finally, the variable with least influence towards overall risk perception is financial risk perception with an effect of 0.027. Therefore, the most important variable and with the highest impact is terrorist attack risk perception.

4.4 Hypothesis result justification

After analysing the relationships' intensities between the independent variables and the dependent, the hypotheses proposed must be confirmed or refused. The acceptance or rejection is based on the P value identified by the software SmartPLS 3.0. The so-called P-value approach of hypothesis testing states that when $p \text{ value} \leq 0.05$ then it can be considered "significant". The results obtained can be found in the following table (Table 4.20).

Hypothesis	P-Value	Status
H1	0.761	Rejected
H2	0.390	Rejected
H3	0.098	Rejected
H4	0.706	Rejected
H5	0.006**	Accepted

Table 4.20: P-Values obtained

Source: Own elaboration

Despite being all the existing relationships positive, not all of them can be considered significant. Taking into account the P-values, the only statistically significant relationship is the one between the terrorist attack with the overall perception of risk. Therefore, the first fourth hypothesis can be considered as rejected and the only one that is confirmed is H5. This can be confirmed with a confidence level of 95%.

5. CONCLUSIONS

This research analysed perceived risk in Barcelona from the point of view of international tourists. The major focus of this study was to examine the relationship between the different types of risk and the overall perception of risk.

The results showed that terrorist attack risk is the variable that influences the most the overall perception of risk in Barcelona from the point of view of an international tourist. In addition, it has been demonstrated that terrorist attack is the only significant relationship between the independent variables and the dependent. Therefore, it can be confirmed that if the terrorist attack perception increases, the overall perception of risk will also increase. This phenomenon concurs with prior studies mentioned in the literature review. Terrorism has been found in research to be the highest hazard of all physical threats. This can be associated to the emotional aspect bound to such events, which is further augmented by the man-made nature of harm involved (Jenkin, 2006; Schmid, 2005). Notably, the events that occurred in 2017 in Barcelona still influence a lot directly and positively to visitors.

It should be appreciated that the actual concern about terrorist attack is relatively low, with a mean around 2.00 for all the items. Consequently, the city of Barcelona is perceived as a safe destination. Nevertheless, considering the impact this factor can have on the perception of risk, it is crucial to maintain it or even reduce it. Accordingly, terrorist attacks prevention and effects on incoming tourism must be taken into consideration by governmental bodies. Owing to the great relevance of the tourism activity on the whole regional and national economy, effort should be aimed at maintaining terrorist risk perception on the lowermost position.

Political instability is the second major effect on the overall perception of risk. Nevertheless, it is not statistically significant and therefore its influence on the overall perception of risk is surprisingly low. One reason for this result is that the perception was analysed from the international tourist perspective, which excludes the national tourists coming from the rest of Spain. This could be related to the low awareness of the situation that Barcelona and Catalonia is living. Thus, the political instability situation cannot be considered a potential threat for international tourists.

Despite the fact that petty crime risk is the factor with the highest mean, being the average of all the items 3.11, the variable has no influence over the overall perception of risk. As it can be seen in table 4.20, the relationship between petty crime risk and overall perception of risk (H3) is not statistically significant. Said otherwise, even though it is the factor that the visitors worried the most during their stay, international tourists do consider Barcelona as a safe destination. Therefore, and as results demonstrated, it can be considered that its influence is not important regarding the overall perception of risk.

Thus, regardless of being a topic highly present on the media it is a factor that does not produce an increment to the perception of risk. Subsequently, it is important to control the issue of pickpocketing and minor crime in Barcelona. However, if the objective is to reduce the perception of risk in the city, it is vital to put all the efforts in diminishing the terrorist attack perception.

Moving to the next risk factor, service quality risk is not significantly influential towards the overall perception of risk. Subsequently, it cannot be considered that the risk occurred due to inferior quality of a tourism product is significantly important in Barcelona. This could also be linked to the fact that Barcelona is considered a city that offers a good quality service.

Finally, the least influential factor is the financial risk. Paradoxically, for the city of Barcelona the financial risk has no influence over the overall perception of risk, with a path coefficient of 0.027. This could be explained by the fact that international tourist' perceptions were analysed while staying in Barcelona. It could be that financial risk was mostly influential before travelling the city but once visiting it, not anymore. For that reason, it is believed that this could be a topic for a future research, in order to study if financial risk is more influential during the planning of the trip than during the trip.

Answering the research question, terrorist attack is the foremost factor determining the overall risk perception for international tourists in Barcelona.

5.1 Recommendations

First of all, it is being recommended to use the researched outcomes in further investigations related to the subject. The study is able to provide further analysis and implications to the tourism industry in Barcelona, which can also serve as a reference to destinations with similar risk backgrounds.

Due to the proven methodology, its valid and reliable results may be used in further scientific investigations, learning purposes and administrative aspects for the administrations. Public entities may use those conclusions for statistical purposes and Universities for learning and other practices. In addition, those outcomes may be good to use for critical thinking and strategy development in related subjects concerning risk perception.

Second recommendation would be for public administrations to focus on prevention strategies of terrorist attacks and work on its risk perception of visitors. We suggest for tourism authorities to consider those results for further improvement of the safety in the city. As mentioned before in conclusions, tourist's perception of safety does not depend that much on petty crime, but on the likelihood of terrorist attacks happening while being in Barcelona. Consequently, it could be seen as a good suggestion for the public entities to focus on improvement of the visitor's perception on safety in Barcelona and make it a more secure place for them to visit. If visitor's perception changes about the terrorist attacks, their decision making and satisfaction will be also influenced, as demonstrated by several scholars (Sönmez & Graefe, 1998; Kozak, 2001; Wirtz & Mattila, 2001; Johnson et al., 2008; Meng & Elliott, 2008; Qi et al., 2009; Cetinsöz, 2001; George, 2011; Artuğer, 2015). Some risks are easier to control and monitor than others. Such risks like terrorist attacks are harder to predict, however certain measures should be taken. If visitors were more comfortable around their environment, their satisfaction would be higher and therefore they would be more likely to come back and that would be beneficial for tourism in Barcelona.

To conclude, our main recommendation is for tourism authorities to focus on improving perception of safety due to terrorist attacks that will inevitably affect visitor's experience and determinate future return to Barcelona.

5.2. Limitations and future research

In this empirical study, the researchers encountered some obstacles in analysing the revisit intention variable, as the results provided by SmartPLS3.0 were not consistent. For that reason, this dependent variable was not considered in the findings and conclusions.

Regarding the limitations, the first constrain faced was the restriction of the time. The study was conducted for three months and the data from international tourists was collected in a period of two weeks. The results would have been more precise if the analysis had been studied for a longer period of time. In addition, without this restriction the results would have been analysed in relation to the moderating variables such as demographics, travel past experience and travel purposes.

Secondly, the size of the sample was relatively small due to the time and money constraints. In addition, due to language barriers of some travellers, the amount of questionnaires collected was not as significant as could have been. Many tourists struggled to comprehend due to the lack of mastering English language, considering the questionnaire was designed to be as simple and as direct as possible. The modest sample size of 101 tourists may also not be representative of the perceptions of the total number of tourists in Barcelona. A bigger sample of the population would have allowed a more reliable examination.

For this reason, we propose as a future research a longitudinal analysis of the international tourist' perceptions. This would enable the observation of the perception over time and analyse how it evolves. The impact of terrorist activities and its psychological effect on people should be studied more in depth and analyse the duration of the impact in the minds of people. It is significant to investigate further in order to analyse the impact that is being created on a psychological level, as it affects the decision making. Finally, as mentioned before, it is believed that the comparison of perception of financial risk before and during the trip could be also an object of study.

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APPENDIX

Appendix A: Ethics Form

Risk category 1	Yes	No
Use any information OTHER than that which is freely available in the public domain?		X
Involve analysis of pre-existing data which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?		X
Require consent to publish?		X
Have a risk of compromising confidentiality?		X
Have a risk of compromising anonymity?		X
Involve risk to any party, including the researcher?		X
Contain elements which you OR your supervisor are NOT trained to conduct?		X
Risk Category 2		
Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER than that which is straightforward to obtain?		X
Risk category 3		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X

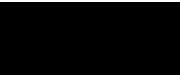
Involve any deliberate cover data collection?		X
Involve risk to the researcher or participants beyond that experienced in everyday life?		X
Cause (or could cause) physical or psychological negative consequences?		X
Use intrusive or invasive procedures?		X
Include a financial incentive to participate in the research?		X


IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:

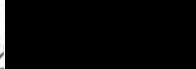
.....

Student Declaration: I confirm that I will undertake the Degree Thesis as detailed above. I understand that I must abide by the terms of this approval and that I may not make any substantial amendments to the Degree Thesis without further approval.

Name student 1: *María-Elisa Zuk* Signed:  Date: *28-03-2019*

Name student 2: *Mireia Puig* Signed:  Date: *28-03-2019*

Agreement from the supervisor of the student:

Name: *Emilio Robres* Signed:  Date: *28-03-2019*

Risk Category 1: If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2, your study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Degree Thesis.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 3: If you answered YES to questions included in Risk Category 3, your study is classified as Risk Category 3. In this case:

- You must discuss with your supervisor how to re-direct the research and data collection thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form **MUST** be included in the Degree Thesis.

A copy of this signed form **MUST** be included in the Degree Thesis.

Appendix B: Designed questionnaire

Research title: "Tourists' perceived risk of Barcelona as an international destination"

Thank you for agreeing to spend 5-7 minutes answering this survey about perceived risk in Barcelona. Before you decide whether to take part in this research, please take the time to read this information. If you have any questions or queries please do not hesitate to contact the researchers.

This research is being conducted as part of a Degree Thesis project for students of HTSI School of Tourism and Hospitality Management. The purpose of the research is to understand the tourists' perception of risks. You have been chosen to participate as you are an international tourist visiting Barcelona.

GENERAL INSTRUCTIONS OF COMPLETING QUESTIONNAIRE – IF NECESSARY.

The information you give in the questionnaire will be used in the research project and later research publications. Your personal data will be kept strictly confidential. All participants in this study will remain anonymous and information that could lead to the identification of individuals will be concealed within the final report.

After you have submitted the questionnaire, if you have any problems with the information you have provided, you may contact the researchers who will delete your information and it will not be used in the research. This is only possible up until the 26th of April, 2019.

Contact Details for Further Information:

Researchers Details: Mireia Puig and Elisa Zuk

Email: mireia.puig@htsi.url.edu, mariaelisa.zuk@htsi.url.edu

Supervisor details: Emilio Robres

Email: emilio.robres@htsi.url.edu

- By completing and submitting the questionnaire, you are giving consent for the information you provide to be used in the dissertation project and research publications.

Number of questionnaire:

Date:

Place of the survey:

Good morning/good afternoon. We will appreciate so much your collaboration answering these following questions. The purpose of this survey is to realize an investigation regarding your opinion about the **RISK PERCEPTION THAT TOURISTS HAVE WHEN VISITING BARCELONA**. This survey has no lucrative purpose and its' only objective is a scientific research with educational purposes for the **Universitat Ramon Llull (URL)**. On the other hand, we guarantee you complete confidentiality of the information collected.

Please rate from 1 to 5 the following statements, considering 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

1. Perception of financial risk in Barcelona

1	During my trip, I worried about not receiving good value for my money in Barcelona.	1	2	3	4	5
2	During my trip, I worried about unexpected extra expenses in my budget.	1	2	3	4	5
3	During my trip, I worried about Barcelona being more expensive than other international trips.	1	2	3	4	5
4	During my trip, I worried that the trip to Barcelona would have an impact on my financial situation.	1	2	3	4	5

2. Perception of service quality risk in Barcelona

1	During my trip, I worried about hotels in Barcelona being unsatisfactory.	1	2	3	4	5
2	During my trip, I worried about possible strikes (airport, railway station, buses).	1	2	3	4	5
3	During my trip, I worried about tourist facilities not being acceptable.	1	2	3	4	5
4	During my trip, I worried about Barcelona hospitality employees not being courteous to international tourists.	1	2	3	4	5

3. Perception of political instability risk in Barcelona

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

4. Perception of petty crime risk in Barcelona

1	During my trip, I worried about falling victim to a petty theft.	1	2	3	4	5
2	During my trip, I worried about falling victim to a robbery.	1	2	3	4	5
3	During my trip, I worried 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

5. Perception of terrorist attack risk in Barcelona

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

	the threat of a terrorist attack.	1	2	3	4	5
4	During my trip, I worried about my travel planification being modified due to a terrorist attack.	1	2	3	4	5

6. Overall perception of risk

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

7. Revisit intention

1	I desire to revisit Barcelona in the future.	1	2	3	4	5
2	I plan to revisit Barcelona in the future.	1	2	3	4	5
3	I probably will revisit Barcelona in the future.	1	2	3	4	5
4	I will probably not return to Barcelona due to my perception of risk during my trip.	1	2	3	4	5

DEMOGRAPHIC VARIABLES

8. Gender: ① Male ② Female

9. 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

10. Nationality: _____

11. Education level:

- ① No studies ② Elementary Education
③ Secondary Education ④ University Education

12. Are you travelling with children? ① Yes ② No

13. Purpose of the visit:

- ① Leisure ② Business ③ Education ④ Visit relatives and friends
⑤ Health ⑥ Sport ⑦ Religious ⑧ Other: _____

14. In this trip, how many nights are you staying in Barcelona?

- ① 2 nights or less ② From 3 to 7 nights ③ More than 7 nights

15. Before this trip, how many times have you travelled to Barcelona?

- ① This is my first time ② Between 1 and 2 times
③ Between 3 and 5 times ④ More than 5 times

16. Number of international trips in the past 3 years (prior to Barcelona):

- ① None ② Between 1 and 2
③ Between 3 and 5 ④ More than 5

THANK YOU FOR YOUR TIME AND COLLABORATION

Barcelona):

- ① None ② Between 1 and 2
③ Between 3 and 5 ④ More than 5

THANK YOU FOR YOUR TIME AND COLLABORATION

Appendix C. Data coding

N	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	7.1	7.2	7.3	7.4	8	9	10	11	12	13	14	15	16
1	4	5	5	2	4	2	2	1	1	1	1	1	4	4	4	4	1	2	2	2	1	2	1	4	1	1	5	2	4	Portuguese	3	2	1	2	1	3
2	4	3	4	4	4	5	5	5	4	5	4	4	3	3	3	3	3	4	3	3	1	1	1	5	5	5	5	1	3	Abu Dhabian	4	1	1	2	2	4
3	3	4	4	4	4	4	4	4	2	2	2	2	1	1	1	1	1	2	2	3	2	2	2	2	1	1	5	1	4	Dutch	4	2	1	2	1	3
4	3	1	1	1	1	1	1	1	1	1	1	1	3	3	3	4	1	1	4	3	3	2	1	3	2	2	5	2	4	Chinese	4	2	1	1	1	2
5	3	1	4	2	3	3	1	1	4	1	1	4	4	4	4	4	2	2	2	5	1	1	1	5	5	5	5	1	3	Romanian	4	2	1	2	1	4
6	2	2	4	3	5	5	4	4	4	4	4	4	3	3	3	3	1	1	1	1	1	1	1	4	4	4	5	1	3	Scottish	3	2	1	2	1	2
7	1	2	1	1	1	1	1	1	1	1	1	1	3	3	3	3	1	1	1	1	1	2	1	4	4	3	5	1	1	British	4	2	1	2	1	4
8	1	2	1	1	2	3	2	1	4	4	5	3	4	4	5	4	3	4	4	2	1	5	1	5	5	5	5	1	1	Salvadorian	4	2	6	2	1	2
9	1	2	5	2	1	3	2	3	1	1	1	1	3	3z	2	5	1	1	1	1	1	1	1	5	5	5	5	2	1	Kazakh	4	2	1	2	1	4
10	1	1	3	2	1	1	1	1	2	4	3	1	2	3	5	5	3	3	3	3	2	3	3	5	5	5	5	1	1	Salvadorian	4	2	6	2	1	1
11	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	5	5	5	5	1	4	Palestinian	4	1	1	2	3	2
12	1	2	2	1	3	3	2	2	4	1	2	3	3	3	3	5	3	3	3	3	1	5	1	5	5	5	5	2	2	British	3	2	1	2	1	3
13	3	4	2	2	3	1	1	2	1	1	1	2	4	2	4	3	2	1	1	1	1	2	1	4	3	3	5	1	1	British	4	2	1	2	2	3
14	3	3	4	3	3	4	2	2	3	3	3	3	3	3	3	3	2	2	2	2	2	3	2	4	4	4	4	1	4	British	1	2	1	2	1	3
15	4	4	3	3	1	4	2	5	3	5	5	3	5	5	5	3	5	5	5	5	5	4	4	1	1	1	1	1	1	British	3	2	1	2	1	3
16	3	4	3	2	2	1	2	1	2	1	1	1	4	3	4	2	1	1	1	1	5	1	1	4	3	4	5	2	1	British	4	2	1	1	2	4
17	3	5	2	3	2	1	1	1	1	1	1	1	4	1	4	4	1	1	1	1	1	1	1	3	1	4	5	2	1	French	4	2	1	1	1	3
18	1	1	1	1	1	1	1	1	1	1	1	1	2	4	4	4	1	1	1	1	1	1	1	5	5	5	1	2	2	Montenegrin	4	2	1	2	1	1
19	1	2	2	1	2	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	5	4	3	5	2	2	Puerto Rican	4	2	1	2	1	3
20	1	1	2	1	4	1	1	1	1	1	2	1	5	1	5	5	1	1	1	1	4	5	2	4	5	3	5	2	3	Vietnamese	4	1	4	2	1	3
21	1	1	2	2	1	1	1	2	1	1	1	1	1	4	5	5	3	3	3	3	1	1	1	2	2	3	4	1	2	Puerto Rican	4	2	1	2	1	4
22	3	4	2	1	2	3	1	2	3	1	2	3	2	2	3	2	2	2	2	2	1	2	2	4	4	4	5	1	2	Brazilian	4	2	1	1	1	3
23	2	2	2	1	2	1	1	2	2	1	1	1	2	2	1	2	1	1	1	1	2	2	2	1	1	1	1	1	5	Swedish	3	2	1	2	4	4
24	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	3	4	4	4	4	1	4	Swedish	4	2	1	2	4	4

25	1	2	3	1	2	2	2	3	2	1	1	1	3	4	2	4	2	2	2	2	1	2	2	4	3	3	5	1	5	French	4	2	1	2	1	2
26	4	5	5	3	2	2	2	1	1	1	1	1	3	4	5	2	2	1	1	1	2	1	2	5	5	5	5	2	1	Czech	4	2	1	1	1	4
27	3	1	3	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	3	3	1	2	2	Argentinian	3	2	1	2	1	3	
28	3	4	4	3	1	1	1	1	1	1	1	1	1	3	2	3	1	1	1	1	2	1	1	3	3	3	4	2	2	Russian	4	2	1	2	1	4
29	3	4	4	4	2	2	2	1	4	5	5	5	5	4	5	5	2	2	2	2	3	3	1	4	4	4	5	2	2	Taiwanese	4	2	8	2	1	2
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31	4	2	2	2	1	1	3	1	1	1	1	1	1	1	4	4	1	1	1	1	1	1	1	5	3	3	5	1	6	Dutch	2	2	1	2	1	1
32	3	3	4	3	1	1	3	1	1	1	1	1	1	1	4	5	1	1	1	1	2	1	1	3	3	2	5	1	4	Italian	3	2	1	2	1	3
33	5	4	1	4	1	1	1	1	1	1	1	1	4	3	4	5	1	1	1	1	2	1	1	5	5	2	5	2	1	Russian	4	2	4	2	1	3
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36	1	4	5	4	5	4	3	2	4	3	3	3	5	5	5	5	4	4	4	4	3	2	2	1	2	5	5	2	2	Latvian	4	2	8	2	1	3
37	3	5	4	2	1	1	3	3	1	1	2	1	5	5	5	3	3	2	2	2	3	4	2	3	3	4	2	2	1	Latvian	4	2	1	2	1	4
38	4	3	2	2	2	2	2	2	2	1	2	2	4	4	4	4	3	2	2	2	2	2	2	5	5	5	5	2	2	Uruguayan	4	2	4	3	2	3
39	5	3	2	3	4	3	4	5	2	1	1	1	1	1	3	1	1	1	1	1	1	1	1	5	5	5	4	2	3	Algerian	4	1	1	1	1	2
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