

Investigating the Relationship between the Received Risks and Tourists' Revisiting Intention, Considering the Mediating Role of Tourism Destination Image (Case Study: Kerman Province Tourists)

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Abstract

Objective: Regarding the importance and the increasing contribution of tourism in the modern economy, planning to strengthen tourism infrastructures and promoting the quality of services and facilities for tourists is essential more than ever. Therefore, this paper was conducted aiming to investigate the relationship between the received risk and tourists' revisiting intention, considering the mediating role of tourism destination image among the tourists of Kerman province.

Research Method: the current study is of descriptive-correlation type. The statistical population of this research consisted of all tourists in Kerman province, of which 384 people were selected as simple random and according to the Cochran formula as sample size. The received risk questionnaire of (Zhao et al, 2008), the tourists' revisiting intention questionnaire of (Ferns and Walls, 2012), and the tourism destination image questionnaire of (Kim et al, 2003) were used for data collection. Content validity (CVR) and Cronbach's alpha coefficient of variables were investigated and confirmed. Statistical analysis was performed using structural equation modeling by applying LISREL software.

Findings: The direct effect of received risk by the organizational tourists' revisiting intention was obtained equal to 0.41 and also the indirect effect of this variable was obtained equal to 0.741. In other words, there was a significant relationship between the tourists' revisiting intention, considering the mediating role of tourism destination image in Kerman province.

Conclusion: According to the obtained results, the managers of the tourism centers should promote the quality of their services provided in order to reduce the received risk of tourists.

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Introduction

Today, tourism activities in small and large cities are a common and expanding affair. Cities often encompass a wide range of historical, cultural attractions, shopping, restaurants and urban vibrancy. The complexity of the nature of cities and the vast networks of economic, political, and social activities governing them has made urban tourism face important challenges that adopting strategies to improve the mentality and satisfaction of tourists can increase the number of tourists and develop activities related to tourism industry and tourists' revisiting (Iranpanah et al, 2013). Indeed, the most important purpose of domestic and foreign tourism development is the socioeconomic development of destination areas, and the revisiting of tourists, and the promotion of tourism destination and the place can positively impact the profitability and prosperity of the social life of that area. On this basis, it can be stated that a clear image of tourism destination can be both effective and useful in the revisiting of tourists and also in their received risk from the destination and the place of tourism and prevent probable challenges of the tourism industry (Chew and Jahari, 2014).

By increasing the competition in the global markets of tourism, tourism destinations can achieve a lasting competitive advantage by increasing the number of tourists' revisiting. Repeating visitors are a constant market for a destination, as well as a free advertising source as verbal advertising for their family members and friends that this action can also greatly help the sustainability of the desired destination tourism industry (Samiei et al, 2015). On the other hand, it should be considered that in today's competitive world, the first trip to a tourism destination does not mean the success of that tourism destination, but the repetition of trip to the tourism destinations and introducing and promoting

it to potential tourists can create the success of that tourism destination in the long term that one of the tools to achieve this is to pay attention to the received risks of tourists and the clear and transparent image of the tourism destination which can have a significant impact on the mentality and behavior of tourists (Iranpanah et al, 2013).

The received risk is the context of realizing and the repetition of tourists' revisiting and thus a clear and positive image of the tourist destination, and specifies what perceptions, impressions and imaginations tourists have about a destination and in what aspects, the travel creates unreliability and insecure feeling. Thus creating recognition about the phenomenon of the received risk gives this insight to the marketers and managers of destination tourism that what attitude the tourists have about their destinations and how their perceptions can be changed to change the pattern of demand. The most important medium for changing the perspective and insight of the tourists about the destination is the image of that destination (Hemmati and Zahrani, 2014). Accurate control or management of the mental image of a tourism destination requires having an accurate awareness of the interests of tourists and their attitudes towards their knowledge about tourism destination, and the mental image of tourism destination is one of the most important issues that managers and authorities in the tourism industry of the country should pay particular attention, because the clear image of the tourism destination plays a significant role in the received risks and revisiting intention of tourists (Zhang et al, 2014).

Tourism destinations with a perceived image of the near representative of the actual product of the desired destination, in transferring the physical characteristics of the destination, cause competitiveness and prevent critical tourism factors and play an

important role in the behavior and decision makings of tourists to visit a destination, and to some extent, can solve the major problems and issues of tourism destinations by presenting a clear image of the desired location (Ramseook Munhurrana et al, 2015) In the tourism industry, in order for a destination and place to be internationally recognized, its image must be displayed specifically in a global perspective, which this action in addition to receiving less risks towards that tourism destination, will also lead to the revisiting of tourists, and considering that our country, despite having tourism attractions, has allocated a small share of foreign tourists to itself compared to other countries, and the development of foreign tourism will boost the tourism industry of the country, little attention is paid to tourism by the authorities, and Kerman province as the representative of Iran with various historical locations can provide the requirements of cultural, economic, social and political development of the country in all respects (Iranpanah et al, 2013).

The city of Kerman, with a population of about 712,000 people is the center of the province of Kerman, which has long been a favorite for country developers, businessmen and tourists in terms of its unique geographical, political and military location. According to the comprehensive provincial tourism plan, Kerman province has about 7,000 historical attractions, of which 700 cases have been recorded in the national monuments list, and among its

famous works, Ganjali Khan, Vakil Bath, Jebeliyeh Dome, Fath Abad Garden, Bam Citadel, Rayn Citadel, the Hills Near Jiroft Sandal, the Museum of Industrial Contemporary Arts, the National Library of Kerman and so on can be mentioned that attract many tourists to this vast province every year. Kerman province also has a high tourism potential due to having rich natural resources, historical background and numerous cultural heritages. This province has the potentiality to become a major tourism area and to meet various tourism needs so that by meeting these needs and creating satisfaction in tourists can provide the possibility of developing the region. Therefore, in this research, regarding the mentioned characteristics, Kerman city has been selected as the city under study. Thus, with respect to the stated points, the purpose of this article is to investigate the relationship between the received risk and the revisiting intention of tourists, considering the mediating role of tourism destination image of Kerman province.

Research Method

The present research is applied in terms of purpose, and in terms of nature, it is of correlation type and in terms of method it is surveyed. The statistical population of this research includes all tourists of Kerman province who are unlimited. The statistical sample was selected by the Cochran formula proportionate with population size and 384 people were determined and simple random sampling method was used.

$$n = \frac{\frac{Z^2_{1-\frac{\alpha}{2}} \times p \times q}{d^2}}{1 + \left[\frac{1}{N} \left(\frac{Z^2_{1-\frac{\alpha}{2}} \times p \times q}{d^2} - 1 \right) \right]} \Rightarrow n = \frac{(1/96)^2 \times \frac{(0/5 \times 0/5)}{(0/05)^2}}{1 + \frac{1}{10000} (1/96)^2 \times \frac{(0/5 \times 0/5)}{(0/05)^2} - 1} \cong 384$$

A standard questionnaire was used for data collection. The received risk questionnaire of (Zhao et al, 2008). including 12 questions and component of financial risk, personal information risk, safety risk, and performance risk; revisiting intention of tourists' questionnaire of (Ferns and Walls, 2012) including 8 questions and components of sustainable tourism involvement, tourism destination ID value based on the Likert's spectrum as five options: completely agree, agree, no idea, disagree and completely disagree, and tourism destination image questionnaire of (Kim et al, 2003) including 14 questions and components of destination ID awareness, destination brand quality, destination brand loyalty based on the

Likert's spectrum as five options: very high, high, medium, low and very low were used.

In this research, the content validity (CVR) and the Cronbach's alpha coefficient for received risk questionnaire of (Zhao et al, 2008), (0.87 and 0.83), and revisiting intention of tourists' questionnaire of (Ferns and Walls, 2012), (0.90 and 0.89) and tourism destination image questionnaire of (Kim et al, 2003), (0.91 and 0.88) were measured that can be confirmed. Structural equation modeling by applying LISREL software was used to analyze the data, and the significance level was considered as 0.05.

Research Findings

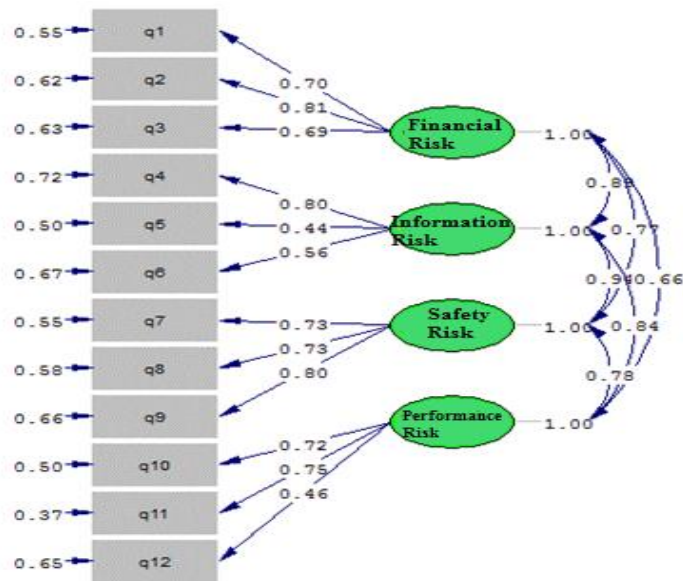
Table 1.Data Distribution Normality Test

Variables	Significance	Condition
Financial Risk	0.145	Normal
Personal Information Risk	0.113	Normal
Safety Risk	0.111	Normal
Performance Risk	0.162	Normal
Tourism Sustainable Involvement	0.076	Normal
Tourism Destination ID Value	0.132	Normal
Destination ID Awareness	0.101	Normal
Destination Brand Quality	0.098	Normal
Destination Brand Loyalty	0.109	Normal
Received Risk	0.060	Normal
Revisiting Intention of Tourists	0.064	Normal
Tourism Destination Image	0.060	Normal

As shown in (Table 1), in all cases the significance value was obtained higher than 0.05. Therefore, there is no reason to reject the null hypothesis, indicating that data is normal. In other words, the distribution of the research data was normal and parametric tests can be performed.

Confirmatory Factor Analysis of the Received Risk Questionnaire

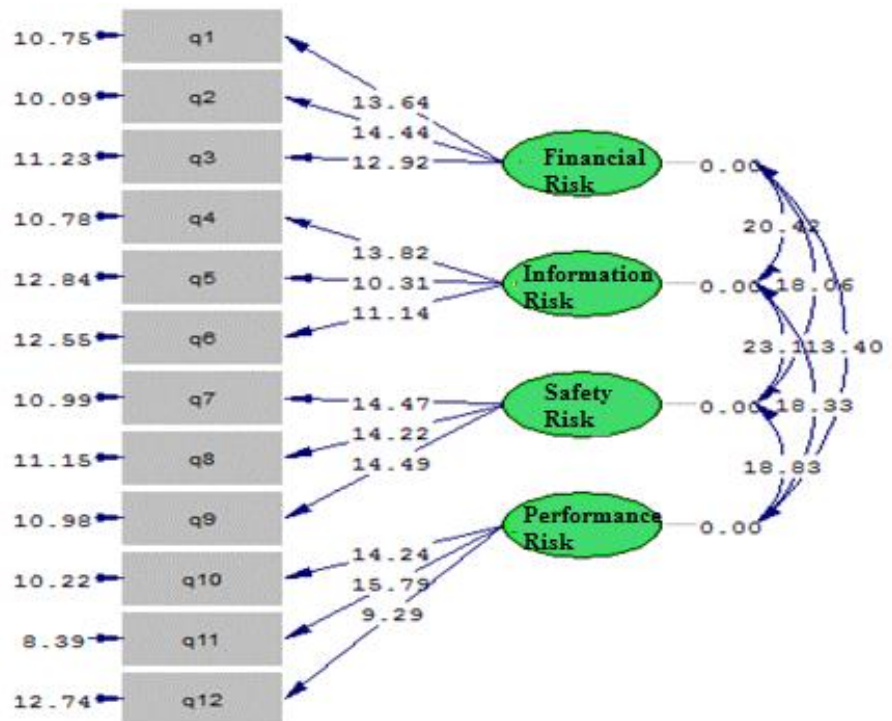
Based on (Diagram 1) standard factor load of the confirmatory factor analysis to measure the relationship strength between each factor (hidden variable) and its observable variables (questionnaire items) in all cases were obtained higher than 0.3. Therefore, the factor structure of the received risk questionnaire can be confirmed.



Chi-Square=235.73, df=98, P-value=0.06507, RMSEA=0.045

Diagram 1. Standard Factor Load of Received Risk Analysis

Based on the results observed in (Diagram 2), the factor load of t-statistic of the measurement indicators of each one of the dimensions under study at 5% confidence level is greater than 1.96 and is significant.



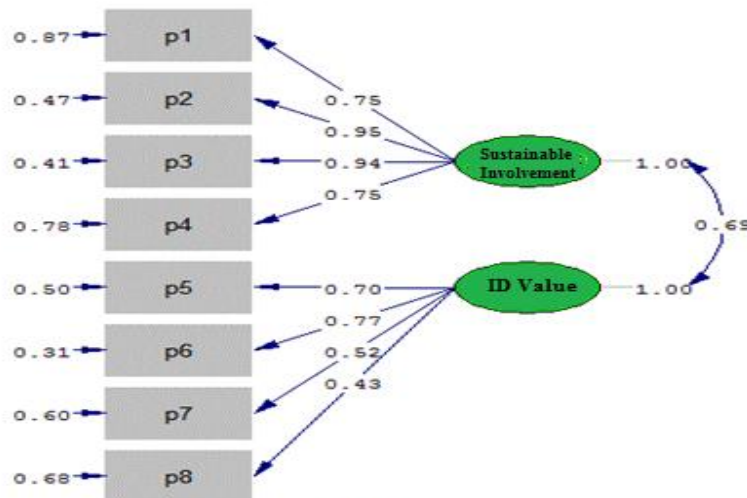
Chi-Square=235.73, df=98, P-value=0.06507, RMSEA=0.045

Diagram 2. Significance Statistics (T-Value) of the Confirmatory Factor Analysis of Received Risk Questionnaire

Confirmatory Factor Analysis of the Tourists' Revisiting Intention Questionnaire

Based on (Diagram 3), standard factor load, the confirmatory factor analysis to measure the relationship strength between each factor

(hidden variable) and its observable variables (questionnaire items) in all cases has been obtained higher than 0.3. Therefore, the factor structure of the tourists' revisiting intention questionnaire can be confirmed.

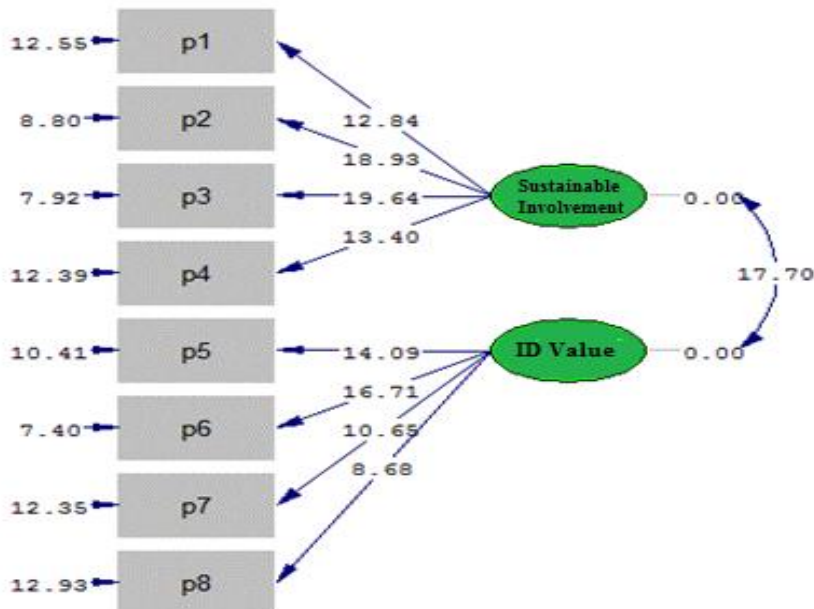


Chi-Square=127.39, df=69, P-value=0.08207, RMSEA=0.022

Diagram 3. Standard Factor Load of the Analysis of Tourists' Revisiting Intention Questions

Based on the results observed in (Diagram 4), the factor load of t-statistic of the measurement indicators of each one of the

dimensions under study at 5% confidence level is greater than 1.96 and is significant.



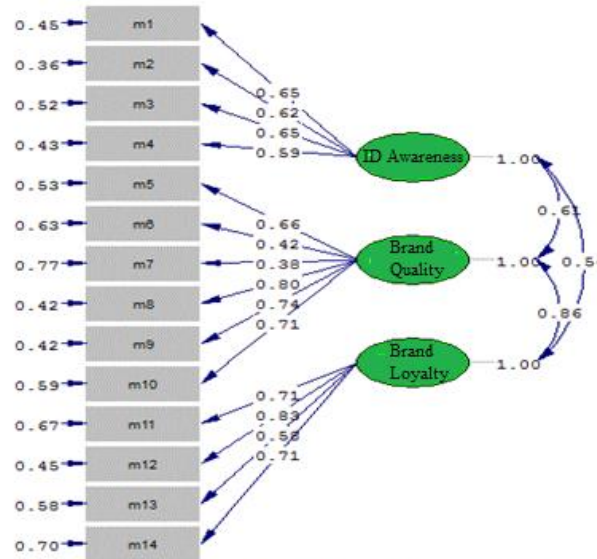
Chi-Square=127.39, df=69, P-value=0.08207, RMSEA=0.022

Diagram 4. Significance Statistics (T-Value) of the Confirmatory Factor Analysis of Tourists' Revisiting Intention Questionnaire

Confirmatory Factor Analysis of the Tourism Destination Image Questionnaire

Based on (Diagram 5) standard factor load, the confirmatory factor analysis to measure the relationship strength between each factor

(hidden variable) and its observable variables (questionnaire items) in all cases has been obtained greater than 0.3. Therefore, the factor structure of the tourism destination image questionnaire can be confirmed.

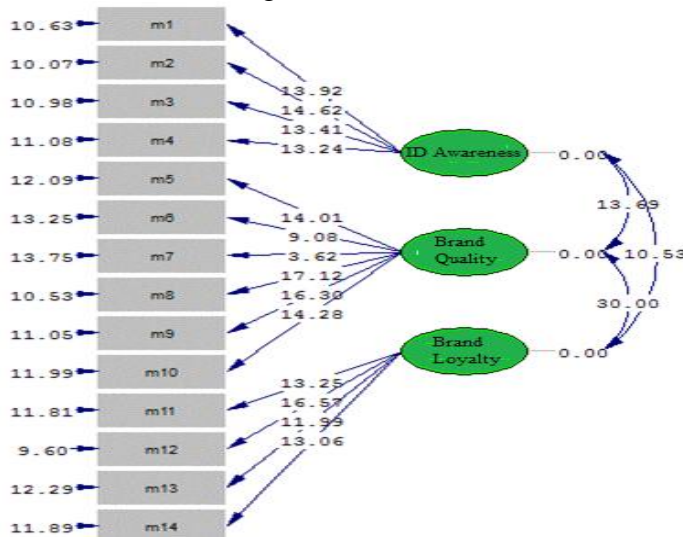


Chi-Square=247.04, df=124, P-value=0.07221, RMSEA=0.038

Diagram 5: Standard Factor Load of the Analysis of Tourism Destination Image Questions

Based on the results observed in (Diagram 6), the factor load of t - statistic of the measurement indicators of each one of the

dimensions under study at the 5 % confidence level is greater than 1.96 and is significant.



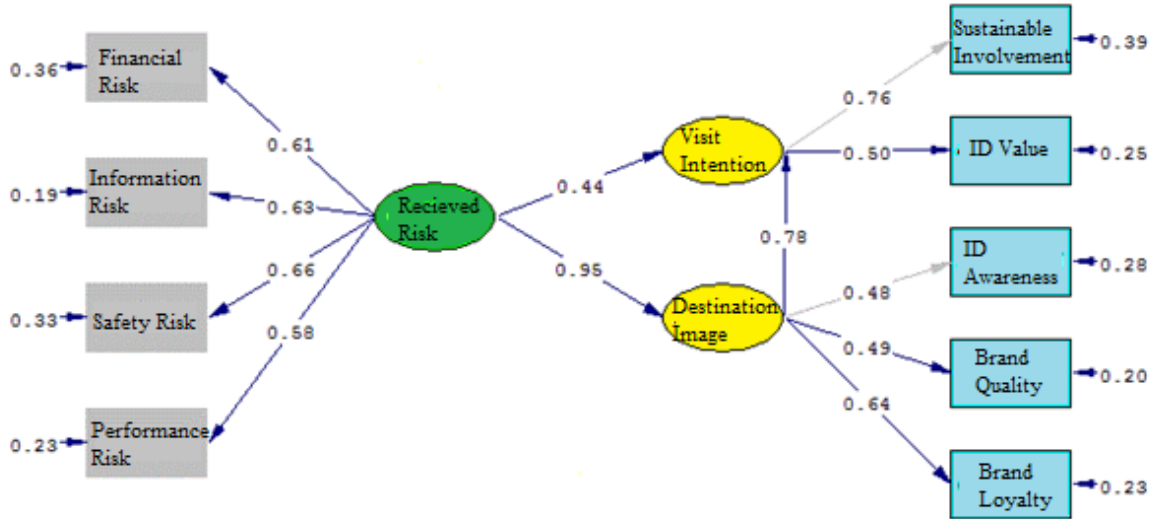
Chi-Square=247.04, df=124, P-value=0.07221, RMSEA=0.038

Diagram 6. Significance Statistics (T-Value) of the Confirmatory Factor Analysis of Tourism Destination Image Questionnaire

Testing the Main Research Hypotheses

The final structural equation model has been used to measure the relationship of the three main structures of the research (received

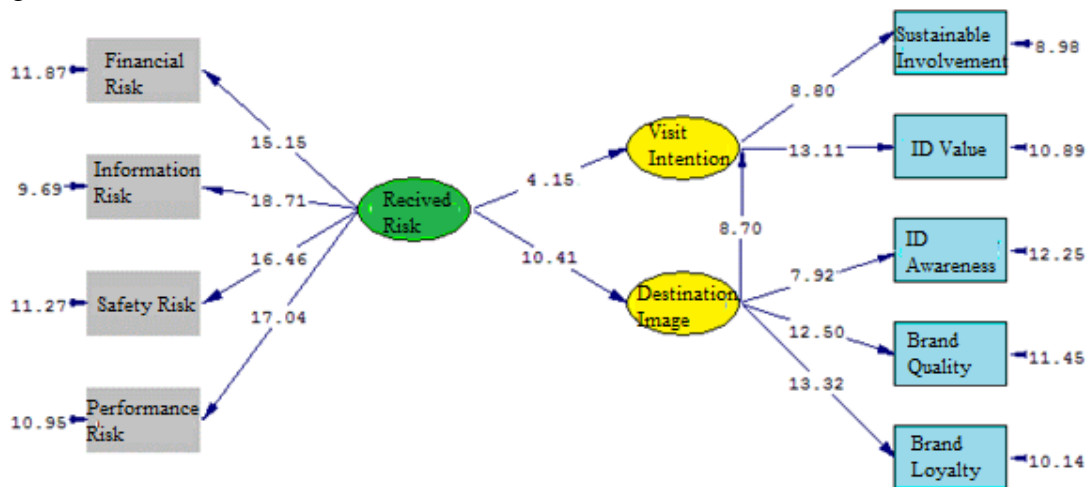
risk, tourists' revisiting intention, and tourism destination image). The final model has been presented in (Diagram 7).



Chi-Square=227.95, df=94, P-value=0.0658, RMSEA=0.049

Diagram 7. Results of Confirming the Final Model of the Relationship between the Main Research Structures

The results obtained from the significance measurement of the model data have been presented in (Diagram 8).



Chi-Square=227.95, df=94, P-value=0.0658, RMSEA=0.049

Diagram 8. The T-Value Statistics of the Results of Confirming the Final Model of the Relationship between the Main Research Structures

A number of goodness-of-fit indicators have been used for the fitness of the structural model of the main research model.

Also, since the Root Mean Square Error of Approximation (RMSEA) is equal to 0.049,

the model has good fitness. Other goodness-of-fit indicators are also located in the accepted range that have been presented in (Table 2).

Table 2. Goodness-of-Fit Indicators of Structural Model of Final Research Model

Fitness Indicator	SRMR	RMSEA	GFI	AGFI	NFI	NNFI	IFI
Acceptable Values	<0. 1	<0. 1	>0. 9	>0. 9	>0. 9	>0. 9	0 – 1
Calculated Values	0. 88	0.049	0. 96	0. 98	0. 95	0. 95	0. 95

Testing Main Hypothesis 1: There is a significant relationship between the received risk and the tourists' revisiting intention with respect to the mediating role of tourism destination image in Kerman province.

In the present hypothesis, the direct effect is equal to 0.44 in the direct direction. Indirect effect in case that there is a mediator variable is:

$$0.95 * 0.78 = 741$$

Considering that the value of indirect effect is more than the direct route, therefore, the mediator variable increases the effect, and the mediator role in the present hypothesis is confirmed and the first main hypothesis of the research is confirmed and it can be said that there is a significant relationship between the received risk and the tourists' revisiting intention, considering the mediating role of tourism destination image in Kerman province.

Testing Main Hypothesis 2: There is a significant relationship between the received risk and the tourists' revisiting intention in Kerman province.

The strength of the relationship between the received risk and the revisiting intention has been calculated equal to 0.44, indicating a strong and desirable correlation. The t-test statistic has also been obtained 4.15, which

is greater than the critical value of t at 5% error level (1.96) indicating that the observed correlation is significant. Therefore, the second main hypothesis of the research is confirmed and it can be said that there is a significant relationship between the received risk and the tourists' revisiting intention in Kerman province.

Testing Main Hypothesis 3: There is a significant relationship between the received risk and the tourism destination image in Kerman province.

The strength of the relationship between the received risk and the tourism destination image has been calculated equal to 0.95, indicating a strong and desirable correlation. The t-test statistic was also 10.41 which is greater than the critical value of t at 5% error level (1.96) and indicates that the observed correlation is significant. Therefore, the third main hypothesis of the research is confirmed and it can be said that there is a significant relationship between the received risk and the tourism destination image in Kerman province.

Testing Main Hypothesis 4: There is a significant relationship between tourism destination image and tourists' revisiting intention in Kerman province.

The strength of the relationship between the tourist destination image and the tourists' revisiting intention has been calculated equal to 0.78, indicating a strong and desirable correlation. The t-test statistic has also been obtained 8.70, which is greater than the critical value of t at 5% error level (1.96), indicating that the observed correlation is significant. Therefore, the fourth main hypothesis of the research is confirmed and there is a significant relationship between the tourist destination image and the tourists' revisiting intention in Kerman province.

Discussion and Conclusion

The results of investigating research hypotheses showed that:

The direct effect of received risk with the organizational tourists' revisiting intention was equal to 0.41 and also the indirect effect of this variable was obtained equal to 0.741; in other words, **there is a significant relationship between the received risk with the tourists' revisiting intention, considering the mediating role of tourism destination image in Kerman province.** These results correspond and are in line with the findings of (Rahman Seresht, 2015), that showed there is a significant relationship between the received risk and the tourists' revisiting intention in Shiraz, and with the findings of (Hamidizadeh, 2017) that showed there is a significant relationship between the received risk and tourism destination image of the Fin Bath of Kashan. In explaining this research finding, it can be said that tourism destinations are in competition with the perceived image, which is a close representation of the real image in conveying the physical characteristics of the destination. Understanding the emotional and cognitive processes that people experience when feeling risk is essential, and tourism risks

must be studied in conjunction with the tourists' destination image and attitude, and such cognition is very important for the crisis management and destination management team to modify negative perceptions and to enhance positive perceptions.

The strength of the relationship between the received risk and the revisiting intention was calculated equal to 0.44 and the t-test statistic was also greater than the critical value of t at 5% error level (1.96). In other words, **there was a significant relationship between the received risk and the tourists' revisiting intention in Kerman province.** These results are in line and consistent with the findings of (Nicolas, 2016) that showed there is a significant relationship between the received risk and the tourists' revisiting intention in Amsterdam, and with the findings of (Anderson, 2018) that showed there is a positive and significant relationship between received risk and communication beliefs and the tourists' revisiting intention of Hungary. In explaining this research finding, it can be said that tourists' perceptions of risk and loyalty and returning to a destination play a vital role in the behavior and decision makings related to tourism, and all tourists do not have the same perception of tourism risks and this factor makes them have risky tendencies towards their tourism destination. Accordingly, it can be said that in order that tourists' loyalty and their revisiting the tourism destinations becomes certain, their behavioral motivations should be reinforced in order to control the received risks.

The strength of the relationship between received risk and the tourism destination image was calculated equal to 0.95 and the t-test statistic was also greater than the critical value of t at 5% error level (1.96); in

other words **there was a significant relationship between the received risk and the tourism destination image in Kerman province.** These results are consistent and in line with Murphy's (Morphi, 2016) that showed there is a positive and significant relationship between the received risk and tourism destination in Munich. In explaining this research finding, it can be said that tourism is a service industry that the nature of its products is intangible and should be tested and this point has made this industry face the risk and threat, and such crises create an inappropriate image of the destination in the minds of tourists. This, in turn, makes them face the difficulties at the time of evaluating the destination, so that they are willing to make decisions based on their perceptions rather than the reality and this point makes the image of the destination face the challenge.

The strength of the relationship between tourist destination image and the tourists' revisiting intention was calculated equal to 0.78 and the t-test statistic was greater than the critical value of t at 5% error level (1.96); in other words, **there was a significant relationship between the tourism destination image and the tourists' revisiting intention in Kerman province.** These results are consistent and in line with the findings of (Bromley, 2018), that showed there is a significant relationship between the brand equity of tourism destination and the sport tourists' revisiting intention of Ukrain. In explaining this research finding, it can be said that today tourism, beyond an industry, is a global and social phenomenon with its specific complexities. Now, many advanced countries of the world consider tourism as the best way to promote culture, to create international understanding and to achieve

huge economic incomes; hence, it can be said that the proper image of tourism destination has high importance in the tourists' revisiting and loyalty and obtaining a profit for tourism destinations.

Research Applied Proposals

According to the obtained results, the managers of the Kerman province tourism department are suggested to:

- Promote the quality of services they provide to tourists in order to reduce the tourists' received risk and create this assurance in them that all their personal information will be preserved in the tourism destinations of the province, they will not lose their money on travel to tourism destinations of Kerman province, and to promise them that they will be in a complete safety during the trip and that all preparations are provided for their visit from the intended destinations.
- Reduce financial risk; service providers should be encouraged to provide services and value proportionate to the tourists' money, and informing tourists through holding video conferences about probable fraudulent concerning extra payments and electronic services.
- Be diligent in preserving the privacy and personal information of tourists, and store information in a secure place, and adopt practices through justification programs to make tourists more cautious about their personal information.
- Choose the proper places for tourists to rest, inform tourists to receive any information from the security and reliable forces and not trust anonymous people during the trip.
- Address the sustainable mental engagement of the tourist by reinforcing his/her beliefs feeling about the province's tourism destinations and express

transparently the ID specific value of the tourism destination, including customs, culture, and religious beliefs, and so on of Kerman province.

- Consider high quality services for tourists, develop the facilities and infrastructures of their tourism destinations, and share their tourism destinations through numerous advertisements.

- Promote the ID image of Kerman Province and its tourism locations by using illustrating activities and advertising.

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