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Terrorism and tourism: the way travellers select airlines and destinations

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ABSTRACT

Terrorism is seen as an influence factor for tourists in order to select transportation mean and destination. The Mediterranean Region is the most famous tourist destination globally, and most of its visitors use airplanes in order to be transported. The purpose of this study is to examine the perceptions of tourists traveling by air in accordance with the influence of terrorism concerning the selection of the air company, the preferable destination, and their alternations in traveling behavior. The technique undertaken in order to reach the objectives is personal – structured interviewing, and a random starting method was also selected in order to reach the respondents. For better comprehension of the perspectives' formulation there was an analysis of five socio-demographic characteristics (gender, age, level of education, marital status, and travel frequency). The results provide interesting outcomes concerning the degree of the perceived risk factors that tourists take under consideration for their decisions. Furthermore the paper suggests for decision makers further policies that can be undertaken in airlines and destinations.

Keywords: Tourism, Terrorism, Travelers Perspectives, Air Company Selection, Destination Selection.

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1.1 INTRODUCTION

The crisis created after the 9/11 terrorist strikes in the U.S. of America had a considerable influence in tourist flows from origin to host societies, especially the dependent ones from air transportation. This crisis was enlarged with other chain reactions followed the terrorist strike, as it was the wars in Afghanistan and Iraq, the strikes in Istanbul, Madrid, London, Kairo, Amman, and the increasing global mistrust due to the occurred economic changes.

Mediterranean is considered as the most famous tourist destination globally. The terrorist strikes have led to changes in tourist flows of its traditional destinations affecting not only the economy of the local societies, but the economic structure of the region. These impacts are more profound in dependent destinations on tourism.

The island of Crete is situated in the southernmost part of Greece. It hosts approximately 2.5 to three million tourists every year (N.S.S.G., 2005). Its economy is dependant on tourism, while the vast majority of tourists reach the island by air (Spertou & Pappas, 2004).

A lot of studies discuss a wide variety of matters concerning the relationship of tourism and terrorism (Aziz, 1995; Weber, 1998; Stafford et.al., 2002; Bhattarai et.al.; 2005 Coshall, 2005), but limited studies emphasize on the impacts of terrorist acts in tourism in a Mediterranean basin. In such cases, extensive preliminary work needs to be done to gain familiarity with the phenomena in the situation, and understand what is occurring (Sekaran, 2000).

The purpose of this paper is to examine the perceptions of tourists traveling by air, and visiting Crete. The aim of the paper is to seek out on the visitors' perspectives according the selection of the air company, and the impact that terrorism has in their alternations of traveling behavior and destination preferences.

1.2 TOURISM AND TERRORISM

Terrorism is defined as "the premeditated, politically motivated violence perpetrated against civilians and unarmed military personnel by sub-national groups.", and international terrorism as "involving citizens or the territory of more than one country" (U.S. Department of State, 1997:

34). The relationship between tourism and terrorism gained international notoriety during the Olympic Games in Munich. After this, the international tourists have been actually aware of this relationship (Lepp & Gibson 2003). The infrastructure and security in the tourism industry, the psychology of travel, and the way in which many people view the world have changed after the tragic events of 9/11 in America (Goodrich, 2002), and their chain reactions (Spertou & Pappas, 2004).

Many studies remark that safety and security are important concerns toward tourists travelling abroad (Poon & Adams, 2000). Tourists usually become targets of terrorist organizations (Lepp & Gibson, 2003). Tourism actually comes to represent capitalism and conspicuous consumption, and a terrorist attack on tourists signifies ideological opposition to these western values (Aziz, 1995). According to Richter and Waugh (1986), and Sonmez (1998) an attack on tourists can symbolize an attack on the government. Pizam (2002: 1) says that "every time a wave of crimes or a terrorist act is committed at a tourist destination, tourism demand declines and the industry goes through a period of economic slowdown or recession".

Lepp and Gibson (2003: 620) state that "tourism planners need to be aware of which risks might cause stress among tourists, an awareness that should also inform marketing strategies", something that is very important in the developing societies where tourism industry is being promoted as an important market sector (Burns, 1999) and is being used as a key for further development (Andriotis, 2000).

1.3 TOURISM IN CRETE

The island of Crete is the most famous tourist region of Greece, hosting more than 20% of the total tourist arrivals in the country (Pappas, 2005). The island has also recorded the largest increase on bed nights (Andriotis, 2000) all over Greece. It is considered as the wealthiest region in the country (Ministry of Economy, 2003). The local economy is based in the tertiary sector, placing tourism as the most important economic activity.

Crete is considered as a family resort. Approximately 42% of total tourist arrivals represent families with children, 38% couples and 20% singles. There is also an attraction occurred in

younger segments of the tourist market. 49% of tourists belong to the age group of 18 – 35, 22% between the age of 36 – 45, 18% to the from 46 to 60 years old and 11% to the over 60 years old age group (R.I.T.T.S., 1999).

In 2001 the majority of tourists that visited Crete were northern Europeans, especially Germans, British and Scandinavians, having an amount of approximately 65% of total foreign tourist flows (G.N.T.O., 2002). There is no doubt that the countries of Eastern Europe offer a new potential market for the island, since they have a religious relationship with Greece, the centre of Orthodox Christianity (Andriotis, 1995). Unfortunately, these markets have not been fully exploited and therefore appropriate marketing strategies are required for their attraction (Bakalis & Theodossiou, 1994; Association of Cretan Hoteliers 2003).

Air transport plays a crucial role on Cretan tourism since approximately 90% of foreign tourists arrive by charter flights. The last decade the arrivals by charter flights increased approximately 45% (G.N.T.O., 2002). It is estimated that during summertime, air traffic is so high that in the International Airport of Heraklion the arrivals are approximately 150 per day (Interkriti, 2001).

1.4 SELECTION OF VARIABLES

The variance of the expressed opinions and the statistical significances that are formulated toward the expressed perceptions are directly connected with the individual characteristics of the sample population. Many studies reveal that gender is the main factor of the perspectives' formulation in the respondents (Hess & Ferree, 1987; Swain, 1989; Picard, 1990; Britton, 1991; Fairburn-Dunlop, 1994; Kinnaird & Hall, 1996; Mason & Cheyne, 2000). Some others, such as the researches of Walmsley and Jenkins (1993), Oppermann (1995), Trakolis (2001), Collins and Tisdell (2002), Spertou and Pappas (2004), and Trethway and Mak (2005), support that the differentiations of the respondents' age create very important alternations to their perceptions.

On the other hand, the level of education of the sample population is considered as a crucial factor for the creation of significant differences in the expressed perspectives (Baloglu & McCleary, 1999; Stern & Krakover 1993; Teye et. al., 2002). Other studies' findings remark the importance of the marital status for the tourists' decision making (Arentze et.al., 2004; Cao &

Mokhtarian, 2005). Finally, the previous experience and frequency of tourists' travels is being presented as an important factor for the final preferences of tourists (Pearce, 1988, 1996; Sonmez & Graefe, 1998^a; Aksoy et.al., 2003)

This paper takes under consideration all the above studies and researches, and examines the variation of perceptions toward gender, age, level of education, marital status, and travel frequency.

2. RESEARCH METHODOLOGY

2.1 RESEARCH CHARACTERISTICS

The research was quantitative. It was conducted in June and July 2006 in the International Airport of Heraklion, Crete. The most appropriate method considered in order to obtain the primary data, was the structured personal interview. It was undertaken the technique of personal interviewing in order to reach the objectives since it is "the most versatile and productive method of communication, it enables spontaneity, and also provides the skill of guiding the discussion back to the topic outlined when discussions are unfruitful" (Sekaran, 2000). The questions of the interview were 'close-ended', structured with a 5-point Likert Scale (1: strongly disagree, 5: strongly agree).

2.2 SAMPLING STRATEGY

In order to select a sample frame, the process adapted was the following. A random starting method (systematic sampling) was selected in order to reach the respondents. Passengers of every fifth flight reaching the International Airport were selected to participate in the sampling frame. All the respondents had to be adults, coming to Crete for tourism.

2.3 SAMPLE SIZE DETERMINATION

The way that the sampling size had to be representative was a fundamental criterion in order to determine the amount of the sample and the research time period. Of the total tourist

population over 80% visits the island during summertime (G.N.T.O. 2003). Since the proportions of population were unknown, it has taken a conservative response format 50 / 50%, meaning the assumption that 50% of the respondents have negative perceptions, and 50% have not. At least 95% confidence and 5% sampling error was selected. The sample size was:

$$N = \frac{(1.96)^2(0.5)(0.5)}{(0.5)^2} \Rightarrow N = 384.16 \text{ Rounded } 400$$

The calculation of the sampling size was independent of the total population size hence the sampling size determines the error (Aaker & Day, 1990). From the 400 interviews, 273 travellers have replied. The response rate of the research was 68.25%. The final statistical error of the research was 5.9%.

2.4 DATA COLLECTION ANALYSIS

The existing literature helped for the preparation of the data collection instrument, and included questions were selected by a series of previously conducted interviews in host population concerning perspectives toward selection of Air Company, destination, and influence of terrorism in tourists' behavior (Poirier, 1997; Sonmez & Graefe, 1998^a, 1998^b; Albuquerque & McElroy, 1999; Prideaux, 2000; George, 2003; Lepp & Gibson, 2003; Spertou & Pappas, 2004).

The questionnaire consists of by 21 questions. These questions were:

- Six questions accessing passengers' perspectives on the selection of air company.
- Four questions concerning the influence of terrorism in tourists' behavior.
- Six questions dealing with the visitors' selection of the destination.
- Five socio – demographic questions (gender, age, level of education, marital status, travel frequency).

For the analysis of the collected data, the Statistical Program for Social Sciences (SPSS, 13.0) was used. To identify the existence of statistical significances between the variables, the analysis used t-Test, Spearman's "ρ", χ^2 , frequency tables, and ANOVA. The indication of

statistical significance is at the 0.05 level of confidence. For the contradiction and presentation of the research findings, Cross tabulations were also used.

3. RESEARCH FINDINGS

3.1 PROFILE OF THE SAMPLE

Table 1 presents the socio-demographic characteristics of the study population. The majority of the respondents were men (51.6%). The study population between the ages of 18 – 35 represents the 44.3% of the total sample. Accordingly, the age groups between 36 – 50, and over 50 years old represent the 34.4% and 21.2% of the sample respectively. 47.3% of the respondents were primary and secondary education graduates, while 52.7% were tertiary education graduates and postgraduates. The single respondents represented 47.3% of the sample, and the married ones represented 52.7%. Finally, the interviewed population that had a frequency of air travels up to three times the previous year represented the 37% of the sample, as those who annually traveled from four up to six times. The sample population that traveled more than six times represented the 26% of the total sample

Table 1: Profile of the Sample Population

	N	Sample (%)
Gender		
<i>Male</i>	141	51.6
<i>Female</i>	132	48.4
Age		
<i>18 – 35</i>	121	44.3
<i>36 – 50</i>	94	34.4
<i>Over 50</i>	58	21.2
Level of Education		
Primary and Secondary Education Graduates	129	47.3

Tertiary Education Graduates and Postgraduates	144	52.7
Marital Status		
Single	129	47.3
Married	144	52.7
Annual Frequency of Air Travels		
0 – 3	101	37.0
4 – 6	101	37.0
Over 6	71	26.0

3.2 THE SELECTION OF AIR COMPANY FROM TOURISTS

The perspectives of the respondents revealed that the most important for their travels' air company selection was the provision of flight safety (1.82), followed by the ticket price (1.86), the air company's security measures (2.14), and finally the provided services (2.55). The majority of the sample population disagreed with the selection of an air company concerning its origin country (4.01).

Table 2: Selection of Air Company

	Flight Safety	Security Measures	Prices	Services	Flight Frequency	Origin Country
Total Mean	1.82	2.14	1.86	2.55	2.77	4.01
Stand. Deviation	.793	.909	.721	1.070	.937	.916
Gender						
Male	1.75	2.21	1.78	2.70	2.74	4.40
Female	1.89	2.07	1.94	2.39	2.80	3.59
T Ratio	-1.405	1.256	-1.842	2.342	-.509	8.037
Significance*	.161	.212	.068	.020	.611	.000
Age						

18 – 35	2.12	2.47	1.53	2.98	2.93	4.16
36 – 50	1.77	2.03	2.12	2.28	2.56	3.96
Over 50	1.26	1.62	2.12	2.09	2.74	3.78
F Ratio	28.442	20.802	26.781	21.170	4.246	3.682
Significance*	.000	.000	.000	.000	.015	.026
Education						
Primary & Second.	1.74	1.99	1.99	2.47	2.84	3.84
Tertiary & Postgr.	1.89	2.27	1.74	2.63	2.70	4.15
T Ratio	-1.591	-2.554	2.972	-1.233	1.196	-2.808
Significance*	.113	.011	.003	.218	.233	.005
Marital Status						
Single	1.97	2.29	1.74	2.74	2.74	4.19
Married	1.68	2.01	1.97	2.38	2.79	3.84
T Ratio	3.048	2.545	-2.638	2.765	-.481	3.240
Significance*	.003	.011	.009	.006	.628	.001
Travel Frequency						
Up to 3 times	1.77	2.03	1.89	2.58	2.94	3.82
4 to 6 times	1.80	2.23	1.78	2.50	2.82	4.14
Over 6 times	1.90	2.17	1.92	2.58	2.44	4.08
F Ratio	.580	1.252	.889	.207	6.573	3.425
Significance*	.561	.287	.412	.813	.002	.034

*: The values shown in bold indicate a statistical significance at the .05 level of confidence

Statistical significances toward gender appear in statements concerning the air company's provided services and origin country. Dealing with men, the overall agreements in provided services were 46.8%, and 2.1% in origin country. The proportions in women were 56.8%, and 13.6% respectively. All statements reveal statistical significances toward age. For the sample population up to 35 years old the overall agreements were 68.6% for flight safety, 60.3% for security measures, 94.2% for price influence, 33% for provided services, 34.7% for frequency of flights, and 5.8% for air company's origin country. The proportions for respondents between

36 to 50 years old were 86.2%, 76.6%, 81.9%, 61.7%, 47%, and 6.3%, while in the same statements the proportions for people over 50 years old were 100%, 87.9%, 79.3%, 74.1%, 41.4%, and 13.8% respectively.

Toward education, statistical significances appear in statements dealing with provided services and origin country. In the same statements, significances were also produced toward gender. For the primary and secondary education graduates the overall disagreements in provided services were 17.8% and 69% in origin country. The proportions for the tertiary education graduates and postgraduates were 22.2% and 78.5% respectively. Statistical significances toward air travel frequency appear in statements dealing with the flight frequency and the origin country. The overall disagreements in people that annually travel up to three times were 25.7% in flight frequency, and 67.3% in origin country. In these statements the proportions on the respondents that annually travel for four up to six times were 21.8% and 80.2%, while for people traveling over six times per year were 21.1% and 74.6% respectively.

Most of the statements reveal statistical significances toward marital status. Dealing with flight safety in singles, the overall agreements were 69.8%, 68.2% in security measures, 90.7% in provided prices, 44.2% in provided services, and 1.5% in origin country. On the other hand, the overall agreements in married respondents were 85.4%, 75%, 83.3%, 58.3%, and 13.2% respectively.

These results indicate that as people get older, they become more careful and demanding. Their level of education, their gender, and mostly their marital status play a significant role for respondents' final decisions. As people grow up, their obligations increase (occupational, family etc), and their decisions are characterized by skepticism, since they become more careful to their final preferable selections.

3.3 THE INFLUENCE OF TERRORISM IN TOURIST PREFERENCES

The informants perceive that terrorism has mostly influenced the way they travel (2.28), and the destination they select (2.32). Terrorist events and strikes have also slightly influenced the frequency of the respondents' air travels (2.54). Concerning the influence of terrorism in the sample population's interaction with the locals, the perspectives seemed to be neutral (3.00).

Table 3: Influence of Terrorism

	Way of Travel	Frequency of Travel	Destination Selection	Interaction with Locals
Total Mean	2.28	2.54	2.32	3.00
Standard Deviation	.839	1.000	.881	1.045
Gender				
Male	2.28	2.72	2.43	3.12
Female	2.29	2.35	2.20	2.86
T Ratio	-.111	3.147	2.158	2.042
Significance*	.912	.002	.032	.042
Age				
18 – 35	2.60	2.93	2.50	3.60
36 – 50	1.99	2.35	2.30	2.62
Over 50	2.09	2.03	1.95	2.36
F Ratio	18.237	21.242	8.257	49.966
Significance*	.000	.000	.000	.000
Education				
Primary & Secondary	2.22	2.57	2.20	2.84
Tertiary & Postgraduate	2.33	2.52	2.42	3.14
T Ratio	-1.068	.371	-2.046	-2.402
Significance*	.287	.711	.044	.017
Marital Status				
Single	2.42	2.65	2.37	3.27
Married	2.16	2.44	2.26	2.75
T Ratio	2.559	1.712	1.014	4.242
Significance*	.011	.088	.312	.000
Travel Frequency				
Up to 3 times	2.15	2.49	2.28	3.03
4 to 6 times	2.40	2.55	2.36	3.00
Over 6 times	2.31	2.61	2.31	2.94

F Ratio	2.274	.313	.205	.141
Significance*	.105	.731	.815	.868

*: The values shown in bold indicate a statistical significance at the .05 level of confidence

Statistical significances appear toward gender concerning the frequency people travel, the destination they select, and their interaction with the locals. Among men the overall agreements on travel frequency were 39%, 56.7% on the preferable destination, and 26.2% on their interaction with locals. The proportions among women were 55.3%, 63.6%, and 38.6% respectively. The statements concerning the destination selection and the interaction with the locals reveal statistical significances toward education. The overall agreements in the destination selection were 65.9% for the primary and secondary education graduates and 54.9% for the tertiary education graduates and postgraduates. Moreover, the overall disagreements dealing with the interaction with the locals were 26.3% and 38.2% respectively.

Toward marital status, statistical significances exist in the way people travel and in their interaction with the locals. The overall agreements focusing on the way people travel were 52.7% for singles and 69.4% for the married ones, while in the interaction with the locals they were 20.9% and 42.4% respectively.

Once more, statistical significances appear in all statements toward age. The overall agreements dealing with the influence of terrorism in the respondents up to 35 years old were 45.4% in the way they travel, 28.1% in the frequency they travel, 52% in the destination they select and 9.9% in their interaction with the locals. In addition, focusing on the respondents from 36 to 50 years old the overall agreements in the same statements were 73.4%, 55.3%, 58.5%, and 44.7%, while in the respondents over 50 years old these were 75.9%, 72.4%, 77.6%, and 58.6% respectively.

Most of the statistical significances appear toward gender and age, while there was no statistical significance toward the annual air travel frequency. Women and elder people have higher impact factor from terrorist incidents. Moreover, terrorism has lower influence on singles, and on tertiary education graduates.

3.4 THE SELECTION OF TOURIST DESTINATION

Dealing with destination selection, the most crucial factor among the was the terrorist strikes that happened in this territory (1.85). The criminality occurred in the host society was one more important variable (1.93) for the selection of the host destination, followed by the excising health conditions (1.94), the political stability (2.21), and the local culture (2.27).

Table 4: Selection of Destination

	Political Stability	Culture of Destination	Religion of Destination	Health Conditions	Criminality	Terrorist Strikes
Total Mean	2.21	2.27	3.04	1.94	1.93	1.85
St. Deviation	.799	.852	1.046	.809	.806	.785
Gender						
Male	2.16	2.35	3.23	2.00	1.91	1.87
Female	2.27	2.17	2.83	1.87	1.96	1.83
T Ratio	-1.055	1.754	3.158	1.316	-.556	.415
Significance*	.293	.080	.002	.189	.579	.679
Age						
18 – 35	2.43	2.53	3.42	2.24	2.31	2.13
36 – 50	2.13	2.20	2.89	1.74	1.77	1.78
Over 50	1.90	1.83	2.47	1.62	1.43	1.36
F Ratio	10.179	15.125	20.214	17.447	32.201	22.516
Significance*	.000	.000	.000	.000	.000	.000
Education						
Prim. & Secondary	2.09	2.16	2.91	1.84	1.84	1.78
Tertiary & Postgr.	2.32	2.37	3.15	2.02	2.02	1.91
T Ratio	-2.357	-2.090	-1.948	-1.801	-1.888	-1.417
Significance*	.019	.039	.052	.073	.060	.158

Marit. Stat.						
Single	2.32	2.45	3.30	2.15	2.13	1.97
Married	2.12	2.10	2.80	1.75	1.76	1.74
T Ratio	2.075	3.409	4.085	4.172	3.936	2.471
Significance*	.039	.001	.000	.000	.000	.014
Trav. Freq.						
Up to 3	2.09	2.24	3.14	1.92	1.81	1.80
4 to 6	2.29	2.23	2.91	1.97	2.03	1.82
Over 6	2.28	2.37	3.07	1.92	1.97	1.94
F Ratio	1.924	.647	1.249	.130	1.962	.755
Significance*	.148	.525	.288	.878	.143	.471

*: The values shown in bold indicate a statistical significance at the .05 level of confidence

The only statement that reveals statistical significance toward gender concerns the religion of people as a factor for the selection of a destination. Among men, the overall agreements were 22%, while in women they reached 37.1%. Toward level of education statistical significances appear in the statements dealing with the political stability and the culture of the destination. The overall agreements among primary and secondary education graduates were 69.8% in the influence of political stability and 66.7% in the destination's culture, while in the tertiary education graduates and postgraduates the proportions were 60.4% and 52.8% respectively.

Statistical significances appear in all statements toward age and marital status. Toward age, the respondents up to 35 years old overall agreed by 55.4% in political stability, 47.9% in destination culture, 17.3% in locals' religion, 66.1% in health conditions, 63.6% in criminality levels and 72.7% in terrorist event and strikes in the destination. In the same statements the proportions for people aged from 36 till 50 were 68.1%, 61.7%, 27.7%, 85.1%, 92.5% and 86.2%, while in people over 50 years old these were 79.3%, 79.3%, 56.9%, 86.2%, 94.8% and 96.5% respectively. Toward marital status, the singles overall agreed by 60.5% in the issue of political stability, 51.2% in the culture of the destination, 18.6% in the locals' religion, 70.5% in the destination's health conditions, 72.9% in the host society's criminality levels, and 71.3%

in terrorist incidents concerning the selected territory. For the married ones, these proportions were 68.7%, 66.7% 38.9%, 82.6%, and 86.8% in the two final ones.

Concluding, younger and single people are the main seekers for adventure and they seem to search for challenges to the destinations they choose even if these challenges might hide a high risk for their health and their life. On the antipode, the elder, married people appear to have the highest concern and influence in risk factors in order select their preferable destination.

3.5 SPEARMAN'S CORRELATION

According Spearman's "ρ", the statistical significances' occurred appear positive relationship toward age and marital status (ρ = .402, Sig. = .000), and negative relationships toward age and education (ρ = -.258, Sig. = .000), marital status and education (ρ = -.146, Sig. = .016), and marital status and frequency of air travels (ρ = -.129, Sig. = .033). The above outcomes reveal that as people get older, they get married. Marriage obligations (family affairs, children etc) reduce the frequency of peoples' travels. Moreover, the level of education usually determines the occupation people do, meaning that people with higher education usually get higher posts, and due to their jobs and their salaries they travel more often. Nowadays, the necessity of education, and the opportunities provided are higher than those in former decades. Concluding, the profile of the frequent traveler is a young, not married person with higher education.

Table 5: Cross Tabulation Analysis toward Independent Variables in the Statements with Statistical Significance

Age		Str. Agree	Agree	Not Agr. / Dis.	Dis.	Str. Dis.	Gender		Str. Agree	Agree	Not Agr. / Dis.	Dis.	Str. Dis.
Safety	18 – 35	30	53	31	7		Service	Male	18	48	41	27	7
	36 – 50	35	46	13				Female	29	46	36	18	3
	Over 50	43	15				Country	Male		3	13	50	75
Security	18 – 35	14	59	30	13	5		Female		18	37	58	19
	36 – 50	22	50	19	3		Freq/cy	Male	13	42	62	19	5
	Over 50	29	22	7				Female	32	41	44	11	4
Price	18 – 35	65	49	6	1		Dest/tion	Male	17	63	45	16	
	36 – 50	11	66	12	5			Female	32	52	39	8	1
	Over 50	8	38	9	3		Int/tion	Male	8	29	50	46	8
Service	18 – 35	12	28	39	34	8		Female	13	38	46	24	11
	36 – 50	20	38	27	8	1	Crim/ty	Male	7	24	49	52	9
	Over 50	15	28	11	3	1		Female	17	32	46	30	7
Freq/cy	18 – 35	9	33	42	31	6	Education						
	36 – 50	10	37	31	16		Service	P. & S.	23	48	35	21	2

	Over 50	1	23	24	10			T. & P.	24	46	42	24	8
Country	18 – 35		7	19	43	52		Country	P. & S.	16	24	53	36
	36 – 50		6	17	46	25			T. & P.	5	26	55	58
	Over 50		8	14	19	17		Dest/tion	P. & S.	24	61	38	6
Way	18 – 35	8	47	51	15				T. & P.	25	54	46	18
	36 – 50	28	41	23	2			Int/tion	P. & S.	13	35	47	28
	Over 50	12	32	11	3				T. & P.	8	32	49	42
Freq/cy	18 – 35	10	24	60	18	9		Politics	P. & S.	33	57	33	6
	36 – 50	18	34	33	9				T. & P.	18	69	50	7
	Over 50	17	25	13	3			Culture	P. & S.	27	59	39	4
Dest/tion	18 – 35	16	48	38	18	1			T. & P.	28	48	55	13
	36 – 50	17	38	33	6			Marital Status					
	Over 50	16	29	13				Safety	Single	39	60	25	5
Int/ction	18 – 35		12	43	48	18			Married	69	54	19	2
	36 – 50	12	30	35	16	1		Security	Single	24	64	24	14
	Over 50	9	25	18	6				Married	41	67	32	2
Politics	18 – 35	11	56	45	9			Price	Single	51	66	7	5
	36 – 50	20	44	28	2				Married	33	87	20	4
	Over 50	20	26	10	2			Service	Single	19	38	37	28
Culture	18 – 35	15	43	47	16				Married	28	56	40	17
	36 – 50	17	41	36				Country	Single		2	27	44
	Over 50	23	23	11	1				Married		19	23	64
Religion	18 – 35	4	17	39	46	15		Way	Single	20	48	48	13
	36 – 50	5	21	47	21				Married	28	72	37	7
	Over 50	15	18	9	15	1		Int/tion	Single	2	25	49	42
Health	18 – 35	19	61	34	7				Married	19	42	47	28
	36 – 50	38	42	14				Politics	Single	20	58	41	10
	Over 50	32	18	6	2				Married	31	68	42	3
Crim/ty	18 – 35	19	58	32	12			Culture	Single	17	49	51	12
	36 – 50	30	57	6	1				Married	38	58	43	5
	Over 50	36	19	3				Religion	Single	7	17	46	48
Ter/rism	18 – 35	24	64	26	7				Married	17	39	49	34
	36 – 50	36	45	11	2			Health	Single	27	64	30	8
	Over 50	39	17	2					Married	62	57	24	1
Trav. Frequency								Crim/ty	Single	30	64	23	12
Freq/cy	0 – 3	1	32	42	24	2			Married	55	70	18	1
	4 – 6	3	37	39	19	3		Ter/rism	Single	39	61	23	6
	Over 6	16	24	16	14	1			Married	60	65	16	3
Country	0 – 3		18	15	35	33							
	4 – 6		2	18	45	36							
	Over 6		1	17	28	25							

4. CONCLUSIONS

The examined socio – demographic variables were gender, age, level of education, marital status, and annual air travel frequency of the respondents. The sample included the adult visitors in a traditional Mediterranean summertime island tourist destination. As a result, the research findings can be generalized in other Mediterranean similar host destinations. The perceptions of the individuals hold on the factors that affect their final decisions in order to select an air company and a destination. These results contribute to the better understanding on how travelers' behavior is formulated, and give useful evidence in both airlines' and destination marketers.

The decision makers can increase the image on an air company providing more flight safety and security measures with a parallel rationalization or reduction of ticket prices. Additionally, the marketers can improve the destination image if they succeed to decrease the perceptions formulated by the risk factors associated with host society.

The most crucial socio-demographic variable appears to be the respondents' age, followed by the marital status. The perceptions of married, elder people seem to be more vulnerable in terrorism incidents and other risk factors they might exist or appear. Associating with genders, women give higher concern in flight and destination risk factors than men do. Moreover, people with higher education are less influenced by terrorism incidents than the primary and secondary education graduates. Finally, the less people travel, the more they are influenced by air traveling and destinations' risk factors.

Further research needed in order to better comprehend the formulation and the evolution of perspectives. The perspectives of travelers are not standardized and unchanged during time. These perceptions in traveling and visiting tourist destinations have significantly changed after the 9/11 terrorist strikes (Goodrich, 2002; Stafford et.al., 2002; Spertou & Pappas, 2004), and are still changing. Because of this, research in travelers has to be repeated. The travelers' perceptions have to be periodically examined in order to give to the decision makers, essential evidence and information aiming to the continuous image improvement of airlines and tourist destinations, and the annihilation of terrorist incidents' influence to individuals.

As Lepp and Gibson (2003: 620) state "tourism marketers need to learn how to guard against the *generalization effect* as perceived risk can have severe economic consequences". A combined effort has to be made from airline and destination planners and decision makers in order to increase the safety image, reduce the influence of the perceived risk factors, and strengthen the public trust in order to increase the tourist flows in host societies.

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