JTOS Journal of Tourism Sustainability
Available online at: https://jtos.polban.ac.id/index.php/jtospolban
Journal of Tourism Sustainability
Volume 2 Nomor 3, 2022:120-128
DOI: 10.12345/jtos.v213.60

Planning of Special Interest Tourism Activities in Cikawari Waterfall Through Risk Analysis and Tourist Interest in Visiting

Wisi Wulandari[1*], Airunisa Dwi Ramadani[2], Anisa Destya Putri[3], Haya Khairunnisa[4], Heydi Rizkiah Shofina[5], Mochamad Triaji Prasetio[6]

[1-6] Tourism Department, Politeknik Pariwisata NHI Bandun

Abstract

Every activity at a tourist attraction will have risks. This is no exception for special interest tourism, which has a higher risk than other tourism activities. From the perspective of tourists, they tend to avoid destinations with high potential risks, which also affects their decisions. Cikawari Waterfall is one of the natural tourist attractions in the West Bandung Regency area. Planning for tourism activities at these attractions requires further assessment of the planned provision of special interest activities and facilities (rafting). This study aims to determine the feasibility of the special interest tourism plan by considering the safety risks in tourist attractions and the interest of tourists in visiting. This study uses mixed research methods (qualitative and quantitative) with a purposive sampling technique. This study involved interviews with three key tourism managers and a survey of 118 tourists who visited Cikawari Waterfall. The results showed that tourists consider the risk aspect when visiting. The qualitative and quantitative studies also show that Cikawari Waterfall is considered safe enough against the risk of accidents to visit because there are not many rocks, and the current is not too heavy. The location is easily accessible, so tourists are highly interested in visiting Cikawari Waterfall. In addition, the coordination built in the application of crisis management by the two managers strengthens the position of Cikawari Waterfall to be visited so that tourists do not need to feel anxious when visiting.

Keywords: Tourism Activities; Special Interest Tourism; Risk; Tourist Interest

INTRODUCTION

In planning special interest tourism activities, several factors are needed that are challenges in its development; some of these factors are related to the psycho-social condition of tourists, one of which is the perception of risk and motivation to visit. Because special interest tourism activities can occur if tourists have a special interest in an object or activity (McKercher & Chan, 2005; Trauer, 2006), every tourist activity carried out will have risks, and it is no exception in special interest tourism activities that have a higher risk than other tourist activities. From the perspective of tourists, they tend to avoid destinations with high potential risks, which also influences their decisions(Yang et al., 2015; Yang & Nair, 2014).

Previous research on tourism activity planning revealed the relationship between risk perception and interest in visiting Yordania, focusing on how destinations should manage risks from the surrounding environment and within the destination (Glowka & Zehrer, 2019). A destination must have a positive

Correspondence address:
Wisi Wulandari
Email : w.wulandari@stp-bandung.ac.id
Address : Politeknik Pariwisata NHI Bandung Jl. DR. Setiabudhi 186 Bandung, Indonesia

image and the ability to form an atmosphere that encourages interest in visiting and recommending the destination to other tourists. Other research on special interest tourism focuses on how special interest tourism is a potential market (Khasawneh & Alfandi, 2019; McKercher & Chan, 2005). Special interest travellers tend to stay longer, with a higher frequency of purchases and participation in activity than other types of tourists. However, the two studies did not examine the relationship between risk perception and visiting interest of special interest tourist tourists, further study of the relationship between the two topics is needed in the planning of special interest tourism activities (McKercher & Chan, 2005).

The relationship between risk and tourism started from the beginning of the decision to travel. Travelling to unknown places, the uncertainty of conditions, and the possible negative experiences generated (Yang et al., 2015). A study on the impact of risk perception on tourists' visiting interest behaviour shows that tourists with low-risk perception tend to perceive a positive destination image, satisfaction, and more positive behaviour than tourists with high-risk perception. Therefore, assessing the relationship between risk perception and visiting interest is important in planning special interest tourism activities because an area is vulnerable to natural and man-made disasters (Kumar & Garg, 2017).

Tourism activity planning must be based on the interest in visiting and how tourists receive and understand the risks that are most likely to occur when carrying out tourist activities in the tourist destination. This is needed to see the extent of the readiness of Cikawari Waterfall to become a tourist attraction that provides satisfaction to tourists who still feel safe and comfortable carrying out special interest tourism activities at Cikawari Waterfall. This research is also expected to contribute to the surrounding community, the environment, and the local area based on the pillars of sustainable tourism development and science for researchers (Yang et al., 2015; Yang & Nair, 2014).

LITERATURE REVIEW

Concept of Tourism Planning

Tourism is a short-term, temporary journey for individuals to destinations that are not their place of origin Tourism can also be defined as a series of activities carried out outside the home environment and staying for a few days in the destination. In tourism planning, several principles are used; the first is always to have an accurate picture of the location being developed and the resources contained in it; the second is for the community living around the area to agree to the development plan. Tourism planning not only focuses economic activity on one point but must be centred on several points of trance (Boluk et al., 2019; Camilleri, 2019).

One of the important elements in planning is decision-making. Recent research shows that all stakeholders need to participate in decision-making because the planning results will affect the socio-economic growth conditions and quality of life of the people in the area. In research on sustainable tourism, it is stated that tourism planning is needed so that the direction of a destination's development does not negatively impact the surrounding environment. Many factors must be considered in planning, such as land use, visitor capacity, facilities, transportation, and so on so that all the resources used can provide maximum results (Rahmafitria et al., 2020, McLoughlin & Hanrahan, 2019; McLoughlin & Hanrahan, 2019; Boluk et al., 2019; Costa, 2019; Goffi et al., 2019; Nguyen-Phuoc et al., 2020; Nurlaila et al., 2021).

Risks in Tourism

The tourism industry is vulnerable to the influence of a crisis and disaster (Arbulú et al., 2021). Recent research on the role of destination imagery in risk perception, constraint perception, and behavioural intent suggests that travellers will not be interested in returning to a destination if they can feel risks and constraints when they first visit. The study results show that tourists prefer destinations with a positive image. The risk dimensions include criminal activity, health, communication constraints, and over-commercialization do not affect visiting intentions, only political risks(Nazir et al., 2021) (Promsivapallop & Kannaovakun, 2018). In comparison, recent research suggests the risk of constraints due to political problems, the threat of terrorism,

epidemic diseases, and natural disasters. Constraints on a destination can destroy the positive image of the destination (Arbulú et al., 2021).

Even so, the perception of tourist risk cannot be equalized(Arbulú et al., 2021). Travellers seeking comfort consider health and communication risks higher than travellers seeking new experiences with a lower risk perception(Nazir et al., 2021). Risk management has a crucial role in the competitive value of a destination when facing risks in tourist areas. Recent research addresses how the crisis can be addressed by lowering travel costs, disseminating destination safety information, and providing quality services and amenities to ensure the value travellers pay on par with the experience (Nazir et al., 2021).

Tourists' Interest in Visiting

Interest in visiting is the most important factor that influences the visiting behaviour of tourists and how factors of needs and desires influence one's inner state as a tourist. On the other hand, recent research on travellers' motivation, satisfaction, and behavioural intentions suggests that a person's inner intentions that encourage tourists to travel do not ensure visiting behaviour, but rather attracting factors of tourist motivation show a positive influence on satisfaction, availability to recommend interest in revisiting). The research confirms that the stronger the factor of attracting interest in visiting, the higher the factor of satisfaction, recommendation, and return visits to the destination.(Bayih & Singh, 2020)(Bayih & Singh, 2020)

In a study on destination imagery on traveller behaviour, Khasawneh and Alfandi stated how tourists are more dependent on the destination's image when deciding on a travel destination, with the main anxiety factor is the quality of service they will get when visiting. Roehl and Fesenmaier, researchers who pioneered research into tourism risk perceptions, found that risk perceptions and traveller behaviour need to be studied through studies of specific risks in a destination. One example is a recent study by Arbulu et al. on the effect of the COVID-19 pandemic on tourism vulnerabilities on Balearic Island. The study explains how a tourist's intention to visit, revisit or positively recommend a tourist destination is crucial to determining whether the target market will be long-term loyal consumers who will provide more benefits. To achieve this, destination managers must double their efforts in providing quality services and experiences that provide added value during tourist visits (Arbulú et al., 2021).

METHODS

The method used in this study is mixed, where research combines qualitative and quantitative methods (Sugiyono, 2014). The reason for its use of this approach is that both qualitative and quantitative data provide different types of information, with the main benefit of using this approach being the use of quantitative and qualitative approaches in combination, providing a better understanding of the research problem than any of the approaches alone (Creswell et al., 2007). Based on the questionnaire results, this study used quantitative methods to determine the relationship between risk perception and tourist interest in visiting. Qualitative methods are used through structured interviews with the management of Cikawari Waterfall to explore more information with questions about the feasibility of waterfall conditions and interviews with tourists to find out the perception of risk to tourists' interest in visiting. Data retrieval using a *purposive sampling* technique. It involves identifying and selecting individuals or groups who are mainly knowledgeable about or experienced with phenomena of interest. Cikawari Waterfall tourists were selected as quantitative method research samples with questionnaire division, while Cikawari Waterfall managers were selected as samples in qualitative methods through structured interviews.(Palinkas et al., 2015).

In the studies conducted, the dissemination of questionnaires was carried out through quantitative data collection. The questionnaire uses a closed type in which the respondent is asked to choose one answer that corresponds to his quality by using a cross or checklist (Nasution, 2009). The questionnaire was distributed via a google form link to Cikawari Waterfall tourists with 100 target respondents. The questionnaire question begins with the eligibility of the respondent's profile, followed by the respondent's general characteristics, and then questions about risk perception and interest in visiting tourists. Meanwhile, qualitative data collection

uses the interview method—the interviewer asks the question, and the interviewee answers it (Moleong, 2012). The interview is conducted structured, and this interview must have clear guidelines. They conducted face-to-face interviews with three people asking questions alternately with the question guidelines previously given to the speakers. Topics asked of the speakers included physical condition, types of tourist activities, risk management, descriptions of tourists, and interest in visiting.

The collected quantitative data are analyzed through the SPSS program. The results of SPSS in tabular form are analyzed through associative hypothesis testing (Correlation Analysis). The associative hypothesis test technique is a simple linear regression analysis used to assess how a variable will change when other variables are raised or lowered. In this study, the variables tested were variable X (Interest in visiting) and variable Y (Risk perception). Whereas qualitative data uses data reduction because text and image data are very dense and rich, not all information can be used in qualitative studies. Thus, in data analysis, the researcher needs to separate the data(Stuckey, 2013)(Guest et al., 2014). It involves the process of generating categories of information (open code), selecting one of the categories and positioning it in a theoretical model (Axial code), and then explaining the story of the interconnection of these categories (selective coding).

In collecting data, clustering or dismantling informant targets is carried out to obtain more accurate data and follow research objectives. Data collection through informants using qualitative methods only focused on the area around Cikawari Waterfall. Qualitative research using interview guidelines was conducted on three informants composed of 1 Cikawari Waterfall manager and 2 Cikawari Waterfall tourists. This is to provide different points of view so that it is expected to provide a high level of accuracy. To strengthen the results obtained, data collection was also carried out for Cikawari Waterfall tourists through the distribution of questionnaires to see the relationship between tourists' risk perceptions and visiting interests. So, in the quantitative research method, questionnaires were distributed to 118 tourists who had visited Cikawari Waterfall.

RESULT AND DISCUSSION

Respondent Profile

The survey results through the questionnaire found that the majority of the respondents were female compared to the male sex with a ratio of 50.8% to 49.2%, then our respondents were dominated by gen Z by 61%. The education level of the respondents is dominated by the Bachelor 1 (S1) / Diploma IV (DIV) level with a total of 61%; our respondents stay in the province of West Java of 63.6% with an average income of less than Rp.2,000,000 by 55.1%.

Table 1: Risk Quantitative Descriptive Analysis Results

INDICATORS	SCORE
I feel safe from the risk of accidents while doing tourist activities at Cikawari Waterfall	459
I feel safe when visiting Cikawari Waterfall during the rainy season	439
I feel safe when visiting Cikawari Waterfall without using insurance	435
The time I spent while travelling to the attractions of Cikawari Waterfall was worth the experience; I would get	487
Cikawari waterfall has an evacuation route that is easily accessible to visitors	456
TOTAL SCORE	**2276**

Source: research data, 2022

Its risk perception is in a good category, meaning that tourists consider Cikawari Waterfall safe to visit as a rafting tourist attraction. Likewise, the variety of visiting interests is in the high category, meaning they are highly interested in visiting Cikawari Waterfall for rafting tours.

Table 2: Results of Quantitative Descriptive Analysis of Interests

INDICATORS	SCORE
I am interested in visiting the tourist attractions of Cikawari Waterfall	502
In the future, I will visit the tourist attraction of Cikawari Waterfall as my vacation destination	499
I prefer to visit the tourist attraction of Cikawari Falls than other similar tourist attractions	464
I am going to visit Cikawari Waterfall because Cikawari Waterfall has a good image	483
Cikawari waterfall gives me a great sense of pleasure before visiting	486
I would recommend Cikawari waterfall to my colleagues when they are in an area close to Cikawari Waterfall	493
I have already figured out information about Cikawari Waterfall	495
TOTAL SCORE	3422

Source: research data, 2022

Correlation Test

Correlation tests were conducted to determine the relationship between variable X (Risk perception) and variable Y (Interest in visiting). The results of these tests can be found in the following table.

Table 3: Analysis of Correlation Test Results

		Risk Perception	Visiting Interest
Risk Perception	Pearson Correlation	1	.818**
	Sig. (2-tailed)		0,000
	N	118	118
Visiting Interest	Pearson Correlation	.818**	1
	Sig. (2-tailed)	0,000	
	N	118	118
****. Correlation is significant at the 0.01 level (2-tailed).**			
Source: research data, 2022			

Judging from the results of the correlation test in the table, the strength of the correlation between the risk perception variable and visiting interest is 0.818. The value is close to 1, thus indicating a positive relationship where the variables move together up or down. Therefore, if tourists have a high perception of risk, their interest in visiting is high, and vice versa. An interview with Mrs Rika Rahayu strengthened the test results as a tourist of Cikawari Waterfall: Tourists know the beauty of the scenery around Cikawari Waterfall, which is still natural; the water current is erratic but worth visiting while paying attention to safety and security. The results of the interview with Mr Tri Windyartono as a tourist of Cikawari Waterfall (Interview on Friday, November 18, 2021) are as follows: Judging from its physical condition, Cikawari Waterfall has a heavy current condition in the rainy season, there are not many rocks, so it is safe enough to avoid accidents due to collisions.

Regression Test

This test was conducted to analyze the relationship between variable X (Interest in visiting) and variable Y (Risk perception) in the regression equation.

Table 4: Analysis of Regression Test Results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.818[a]	0,669	0,666	2,390
a. Predictors: (Constant), Visiting Intention				
b. Dependent Variable: Risk Perception				

Source: research data, 2022

It can be seen in the table that the R-Square value is 0.669 or 66.9%. The value shows that the influence of Visiting interest (X) on risk perception (Y) is 66.9%, and variables outside the model influence the remaining 33.1%. The relationship is good, which means that interest in visiting can affect tourists' risk perception. The analysis follows the requirements of the relationship between variables. The R-Square value is above 50% and not good if it is below 50%. The results of the analysis were strengthened by the results of an interview with Mr Gilang Eka, the general staff of Cikawari Waterfall, as follows: The Maribaya area is one of the tourist icons in West Bandung Regency, Cikawari Waterfall is part of the Maribaya Waterfall which is the attraction of the icon. It makes many tourists curious to visit. But currently, the activities carried out by tourists will only enjoy the scenery and take pictures.

Table 6. ANOVA

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	1339,664	1	1339,664	234,554	.000[b]
	Residual	662,539	116	5,712		
	Total	2002,203	117			
a. Dependent Variable: Risk Perception						
b. Predictors: (Constant), Visiting intention						

Source: research data, 2022

Judging from the table, the calculated F value is 234.554, while the table F value can be obtained using the F table with a free degree residual (remaining), which is 116 as the denominator df and the regression df (treatment), which is one as the numerator df with a significant level of 0.05 so that the table F value is 3.89. Because F counts (234,554)>F table (3.92), there is an influence of visiting interest on risk perception. The results of the analysis are strengthened by the results of an interview with Mrs Rika Rahayu as a tourist of Cikawari Waterfall as follows: Tourists have previously figured out what activities can be done at Cikawari Waterfall in a certain season to be able to adjust the preparations that must be done before visiting. The results of the interview with Mr Tri Windyartono, a tourist of Cikawari Waterfall, are as follows: Find out how the condition of the waterfall is before visiting to be able to find out the feasibility of the waterfall to visit is seen the level of safety.

Table 6: Coefficient

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	-5,192	1,614		-3,218	0,002
	Visiting Intention	0,844	0,055	0,818	15,315	0,000
a. Dependent Variable: Risk Perception						

Source: research data, 2022

A constant value of -5.192 with a standard error or error of 1.614 means without interest in visiting the perception of risk of (variable Y) -5.192. The variable X, or Visiting interest of 0.844 with an error standard of 0.055, indicates that each additional visiting interest of one unit will change variable Y or risk perception of 0.844. Based on the table, it is known that the constant value is -5.192, and the visiting interest value is 0.844. from the caption, we can obtain the regression equation as Y= -5. 192 + 0.844X. Significance values of 0.002 and 0.000 are much smaller than the maximum tolerated error rate in social statistics of 0.005. So it can be concluded that the interest in visiting affects the perception of risk in the attractiveness of Cikawari Waterfall.

An interview with Mr Gilang Eka strengthened the analysis results; the general staff of Cikawari Waterfall: Usually, tourists who visit only do low-risk activities such as taking pictures and enjoying the scenery because high-risk tourist activities have not been developed. Some tourists ask through social media or to the information centre about activities that can be done and not done at Cikawari Waterfall in anticipation of unwanted accidents.

CONCLUSION

From the research results obtained in the field, it was found that tourists who visited saw the risk aspect as motivation in visiting the Cikawari waterfall. Tourists consider the risk aspect when visiting the region, which is a good response in planning activities that can maintain the tourists' consideration. According to tourists, Cikawari Waterfall is quite safe from accidents. There are few rocks, the current is not too fast, and the location is easily accessible. Moreover, there is coordination in the implementation of crisis management by both management parties strengthening the position of Cikawari Waterfall to be safe to visit so that tourists do not have to feel anxious when visiting. Literature studies and implementation in the field are the main keys of the management in planning targeted tourist activities in accordance with conditions in the field, to protect Cikawari Waterfall and also tourists both in the aspect of natural disasters and pollution that may occur due to irresponsible tourists, human resources with integrity are needed, with adequate quality and quantity and capable in providing interpretation to tourists before carrying out tourist activities, the existence of superior human resources can also build the image of Cikawari Waterfall as a good and qualified Tourist Attraction in dealing with the anxiety faced by tourists in carrying out tourist activities at the waterfall, another form of interpretation is in the form of procurement of special facilities for tourist activities carried out just in case something untoward happens as a form of first aid response, Of course, to be able to make it easier for tourists to carry out activities, so that tourists who visit do not need to feel anxious.

This research is expected to provide awareness of relationship management and the importance of risk perception related to the interest in visiting tourists; moreover, the participation of both aspects can provide a positive image for Cikawari Waterfall. Then it is also expected that the management can prepare all kinds of preparations needed to support the course of special interest tourism activities. This research is also expected to be a guide and a literature material in planning a special interest tourism activity planning, especially for planning carried out on the development of waterfall tourism areas so that the planning results can be implemented optimally.

REFERENCES

Arbulú, I., Razumova, M., Rey-Maquieira, J., & Sastre, F. (2021). Measuring risks and vulnerability of tourism to the COVID-19 crisis in the context of extreme uncertainty: The case of the Balearic Islands. *Tourism Management Perspectives*, *39*. https://doi.org/10.1016/j.tmp.2021.100857

Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction, and tourist behavioral intentions. *Heliyon*, *6*(9). https://doi.org/10.1016/j.heliyon.2020.e04839

Boluk, K. A., Cavaliere, C. T., & Higgins-Desbiolles, F. (2019). A critical framework for interrogating the United Nations Sustainable Development Goals 2030 Agenda in tourism. In *Journal of Sustainable Tourism* (Vol. 27, Issue 7, pp. 847–864). Routledge. https://doi.org/10.1080/09669582.2019.1619748

Camilleri, M. A. (2019). *Tourism planning and destination marketing*. Emerald Publishing Bingley.

Costa, C. (2019). Tourism planning: a perspective paper. *Tourism Review*.

Creswell, J. W., Hanson, W. E., Plano, V. L. C., & Morales, A. (2007). Qualitative research designs: Selection and implementation. *The Counseling Psychologist*, *35*(2), 236–264.

Glowka, G., & Zehrer, A. (2019). Tourism family-business owners' risk perception: Its impact on destination development. *Sustainability (Switzerland)*, *11*(24). https://doi.org/10.3390/su11246992

Goffi, G., Cucculelli, M., & Masiero, L. (2019). Fostering tourism destination competitiveness in developing countries: The role of sustainability. *Journal of Cleaner Production*, *209*, 101–115. https://doi.org/10.1016/j.jclepro.2018.10.208

Guest, G., MacQueen, K., & Namey, E. (2014). Applied Thematic Analysis. In *Applied Thematic Analysis*. SAGE Publications, Inc. https://doi.org/10.4135/9781483384436

Khasawneh, M. S., & Alfandi, A. M. (2019). Determining behavior intentions from the overall destination image and risk perception. *Tourism and Hospitality Management*, *25*(2), 355–375. https://doi.org/10.20867/thm.25.2.6

Kumar, J., & Garg, A. (2017). The Impact of Risk Perception and Factors on Tourists Decision Making for Choosing the Destination Uttarakhand/India. *Ottoman Journal of Tourism and Management Research*, *2*(2), 144–160. https://doi.org/10.26465/ojtmr.2017229490

McKercher, B., & Chan, A. (2005). How special is special interest tourism? *Journal of Travel Research*, *44*(1), 21–31. https://doi.org/10.1177/0047287505276588

McLoughlin, E., & Hanrahan, J. (2019). Local authority sustainable planning for tourism: lessons from Ireland. *Tourism Review*, *74*(3), 327–348. https://doi.org/10.1108/TR-12-2017-0198

Moleong, L. J. (2012). Metodologi penelitian kualitatif, Bandung. *Pariwisata Pedesaan Sebagai Alternatif Pembangunan Berkelanjutan (Laporan Penelitian Hibah Bersaing Perguruan Tinggi) Yogyakarta*.

Nasution, S. (2009). *Metode Research (penelitian ilmiah)*.

Nazir, M. U., Yasin, I., & Tat, H. H. (2021). Destination image's mediating role between perceived risks, perceived constraints, and behavioral intention. *Heliyon*, *7*(7). https://doi.org/10.1016/j.heliyon.2021.e07613

Nguyen-Phuoc, D. Q., Oviedo-Trespalacios, O., Nguyen, T., & Su, D. N. (2020). The effects of unhealthy lifestyle behaviors on risky riding behaviors – A study on app-based motorcycle taxi riders in Vietnam. *Journal of Transport & Health*, *16*, 100666. https://doi.org/https://doi.org/10.1016/j.jth.2019.100666

Nurlaila, S. S., Susanto, E., & Afgani, K. F. (2021). The Identification of Potential Rafting Tourism Products in Citepok Village, Sumedang Regency, West Java Province. Journal of Tourism Sustainability (JTOS), 1(1), 32–42. https://doi.org/10.35313/jtos.v1i1.3

Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research. *Administration and Policy in Mental Health and Mental Health Services Research*, *42*(5), 533–544. https://doi.org/10.1007/s10488-013-0528-y

Promsivapallop, P., & Kannaovakun, P. (2018). Travel risk dimensions, personal-related factors, and intention to visit a destination: a study of young educated German adults. *Asia Pacific Journal of Tourism Research*, *23*(7), 639–655.

Rahmafitria, F., Pearce, P. L., Oktadiana, H., & Putro, H. P. H. (2020). Tourism planning and planning theory: Historical roots and contemporary alignment. *Tourism Management Perspectives*, *35*. https://doi.org/10.1016/j.tmp.2020.100703

Roehl, W. S., & Fesenmaier, D. R. (1992). Risk perceptions and pleasure travel: An exploratory analysis. *Journal of Travel Research*, *30*(4), 17–26.

Stuckey, H. L. (2013). Three types of interviews: Qualitative research methods in social health. *Journal of Social Health and Diabetes*, *1*(02), 56–59.

Sugiyono, P. D. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D . Indonesia: ALFABETA*.

Tavitiyaman, P., & Qu, H. (2013). Destination image and behavior intention of travelers to Thailand: The moderating effect of perceived risk. *Journal of Travel & Tourism Marketing*, *30*(3), 169–185.

Trauer, B. (2006). Conceptualizing special interest tourism - Frameworks for analysis. *Tourism Management*, *27*(2), 183–200. https://doi.org/10.1016/j.tourman.2004.10.004

Yang, E. C. L., & Nair, V. (2014). Tourism at Risk: A Review of Risk and Perceived Risk in Tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*, *3*(2). https://doi.org/10.7603/s40930-014-0013-z

Yang, E. C. L., Sharif, S. P., & Khoo-Lattimore, C. (2015). Tourists' risk perception of risky destinations: The case of Sabah's eastern coast. *Tourism and Hospitality Research*, *15*(3), 206–221. https://doi.org/10.1177/1467358415576085