

Japan is the third largest travel direct economy in the world with an estimated tourism contribution of Yen 33 trillion to its GDP. Unfortunately Japan has experienced a drastic drop in tourist arrivals owing to the perceived risks of twin disasters of March 11 (JNTO, 2011). Past research found that the higher the perceived destination risk, the more likely for tourists to avoid visiting the foreign destination (Kozak et al., 2007). The overall objective of this study is to examine the effects of perceived risk of Malaysian visitors towards destination image and intention to revisit post-disaster Japan. It also aims to understand how government intervention and familiarity influence their travel decision to post-disaster Japan.

This study attempts to answer a call for more meaningful research on tourism in risky destination (Fuchs & Reichel, 2011) as past research overemphasized the Western context while travel risk perceptions differ across nationalities and context (Reisinger & Mavondo, 2006). The findings will enable JNTO to judge the effectiveness of government interventions in strengthening its messages to revive its tourism industry from the Malaysian market that is foreseen (JNTO, 2012) as future top 10 markets.

- (1) This study draws new insights by examining (1) the effects of perceived risks on destination image, and (2) the mediating role of destination image between perceived risks and revisit intention of repeat tourists to post-disaster Japan. With perceived risk and destination image being empirically distinctive constructs, findings revealed that perceived socio-psychological and financial risks influenced both cognitive and affective destination images. Perceived physical risk did not have a significant influence on destination image, although it directly affected revisit intention. Additionally, destination image significantly mediated the relationships between two risks, namely, perceived socio-psychological and financial risks, and revisit intention.
- (2) Despite the significance of government intervention in changing the public perception of the travel safety of touristic destinations, it is rarely studied along with tourist perception. This study draws new insights by examining (1) the effects of objective knowledge (government intervention, accuracy of knowledge about Japan and radiation) and subjective familiarity (belief about Japan) in influencing perceived physical risk (radiation, injury, health), overall perceived risk and visit intention. Objective knowledge (i.e., education on radiation and condition by the Japanese government) has direct influence on perceived physical risk. However, it does not directly influence visit intention as such path is mediated by overall perceived risk. Government intervention may not directly enhance visit intention. Interestingly, subjective familiarity has direct effects on overall perceived risk and visit intention. These results imply that government intervention may help to reduce specific risks in a post-disaster context but ultimately, it is tourists' perceived familiarity of Japan that plays a stronger role in travel behavior. Therefore, government should also consider managing subjective familiarity for greater effectiveness in tourism revival strategies.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

- (1) Monash University Doctoral Colloquium (May 2012) “*Effects of perceived risks on destination image: A case of repeat Malaysian tourists towards disaster struck Japan*” presented by Siti Aqilah Jahari
- (2) The 26<sup>th</sup> Australia and New Zealand Academy of Management Conference (Dec 2012) “*The effects of perceived risks on destination image and intention to revisit disaster stricken Japan: A conceptual paper*” presented by Siti Aqilah Jahari
- (3) Sustainability Symposium, Monash University (Mar 2013). “*Tourism sustainability in a risky destination: Managing Revisit intention through perceived travel risks and destination image*” presented by Dr Chew Yin Teng

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

- (4) Honours thesis by Siti Aqilah Jahari in Oct 2012 (Score: 82%)  
Printed copies for JNTO Tokyo, JNTO Singapore and MATTA Malaysia.  
Title: The Mediating role of Destination Image between Perceived Risks and Intention to Revisit: A case of Repeat Malaysian Tourists towards Disaster Struck Japan
- (5) Journal article in *Tourism Management*, A\* ranked (5-year impact factor: 2.571).  
Chew, Y.T. & Jahari A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, Vol. 40, 382-393;  
<http://dx.doi.org/10.1016/j.tourman.2013.07.008>
- (6) Under journal review stage in *Tourism Management*, A\* ranked (5-year impact factor: 2.571).  
Chew, Y.T. & Perera, H. (2014). A missing link in understanding visit intention: The role of travel motivation and risk perception. *Tourism Management*, Vol. XX

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

- (7) The book chapter below is currently with a Japanese publishing firm for publication in 2014 –  
Chew, Y.T. & Jahari A. (2014). *Tourism Sustainability in a Post-disaster Destination: Managing Revisit Intention through Perceived Travel Risks and Destination Image*