



البحث الرابع - مشترك

عنوان البحث

The effect of Health-Perceived Risks on Domestic Travel Intention: The Moderating Role of Destination Image

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Abstract

Domestic travel is a significant way to revive tourism during crises. Tourist destinations use it to compensate for the decline in international tourist arrivals. This study aims to investigate the influence of the risks of health crises on domestic travel intentions in the UAE, Egypt, and Jordan. It also measures the moderation role of destination image to decrease the impact of health-perceived risks on local travel intentions. A questionnaire was addressed to domestic tourists in the three countries (i.e., the UAE, Egypt, and Jordan) to collect data, and findings revealed that health risks have a negative influence on local travel intention and that a safe destination image partially decreases the negative impact of perceived risks on travel intentions. Significant implications for destination planners and marketers are then presented.

Keywords: Health travel risks, domestic tourism, travel intention, destination image, UAE, Egypt, Jordan