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PERCEIVED RISKS MEDIATE THE RELATIONSHIP BETWEEN TOURISM DESTINATION IMAGE AND TOURIST BEHAVIOURAL INTENTION: A SYSTEMATIC REVIEW (2018-2024)

Nur Anisa Elliyah Jasmi[1*], Radzliyana Radzuwan[2], Aida Roha Abdul Rasid[3]

[1] Faculty of Sports Science and Recreation, UiTM Shah Alam, Malaysia
     Email: 2023218812@student.uitm.edu.my
[2] Faculty of Sports Science and Recreation, UiTM Seremban 3, Malaysia
     Email: radzliyana@uitm.edu.my
[3] Faculty of Sports Science and Recreation, UiTM Seremban 3, Malaysia
     Email: aidaroha@uitm.edu.my
*   Corresponding Author

Article Info:

Abstract:

Tourism industry has become the backbone of most countries' economies. In most countries, it helped and contributed to the growth of the national Gross Domestic Product (GDP). There are many types of tourism businesses that focus on meeting the needs of different types of customers. Trends in the tourism business are always shifting. Nowadays, tourists are attracted to explore something adventurous in nature sites. However, an increase in the number of natural disasters reported in the media lead to uncertainty of the tourism destination. In fact, it has gained the prominence of all agencies, mainly the tourists, especially when it is related to their safety and security issues. Even though outdoor and adventure sports tend to involve risks, many of the tourists still support nature and extreme activities because it is a natural human life that will do something that makes them happy and feel thrilled of extremeness. Thus, the purpose of this paper is to review the relevant literature on how destination image and perceived risk as a mediating role can affect behavioural intention. To prepare the groundwork, for the subsequent literature review, the key terms are explained. This is followed by a comprehensive discussion about the destination image and its elements. This paper concludes that the elements of destination image should be viewed as a set and associated with perceived risk and behavioural intention. The findings provide an all-encompassing understanding of destination image, illustrate the academic evolution of the topic, and point to crucial directions for future research.

Keywords:

Destination Image, Behavioural Intention, Perceived Risk, Tourist.

Introduction

Today, the tourist sector is now a major driver of global economic growth. When compared to other industries, the tourism sector is one of the fastest growing. With a GDP growth rate of 3.5% in 2019, the travel and tourism industry came in third place, after the financial services and information and communication sectors. Apart from technology and affluence, human mobility is a crucial factor in modern civilization, as it fosters globalisation and the increasing interconnectedness of nations (Hinton, 2023). Destination image refers to how prospective visitors view a place, which may influence their decision to travel or not. It also plays a significant role in forecasting the deliberate actions of tourists (Afshardoost & Eshaghi, 2020; Nazir, Yasin, & Tat, 2021). The likelihood that a person would engage in a certain action, like travelling to a place or competing in a sport, is known as behavioural intention. In specifics, the way tourists perceive, feel, and behave in a destination is greatly influenced by its image (Chu, Bao, & Sun, 2022).

There are indeed a lot of past research had been using this model of destination image consists of cognitive, affective, and conative image. The cognitive component of the image refers to an individual's beliefs and knowledge regarding certain aspects of the destination and is more cerebral and perceptive (Rasoolimanesh, Seyfi, Hall et al., 2021). An affective image represents a nice encounter for the tourist fosters a favourable attitude towards the place (Aziz & Niazi, 2023). Finally, conative images are frequently utilised with minimal differentiation from other behavioural variables, such as destination loyalty (Woosnam, Stylidis, & Ivkov, 2020). Furthermore, this study intends to investigate tourist who goes to White water rafting, an extreme water sports destination called Xventure mind located in Kuala Kubu Bharu. It is indeed extreme outdoor recreation that exposed to any risk possible.

Therefore, perception of risks is one of numerous important selection criteria that influence travel to favoured destinations. It is essential to present an accurate image and reduce perceived dangers in order to build a favourable destination image and increase the competitiveness of the tourist destination. However, frequent flash floods have the potential to cause harm and even death. Hence why, the purpose of this study is to give the reader a broad understanding of how perceived risk function as mediators between destination image and behavioural intention. Also, every research studies need an objective to make sure all the findings and analysis in line with the purposes of the study. The research objectives of this study are as follows:
1. To identify the factors of destination image among leisure tourists.
2. To identify the factors of behavioural intention among leisure tourists.
3. To investigate the perceived risks as mediating role in the relationship between destination image and behavioural intention.
4. To examine the effect of destination image and perceived risk on the behavioural intention of tourists to revisit Xventure mind.

It deemed ideal for this study because this place relatively known beyond locals, thus providing the opportunity to examine tourist perceptions without or with minimal preconceptions or influence from destination branding strategies. This concept is rarely heard or investigated in Asia region. It is noteworthy at this point those studies which researched Perceived risk mediating role between Destination Image and Behavioural Intention are scant.

Literature Review

Tourism Destination Image

Originally, the term "image" referred to the distinct sensory perception that city dwellers had of it, a "common psychological image" derived from observable objects (Wen, Zhang, & Shen, 2021). Numerous definitions of destination image have been presented by tourism researchers. The most widely used definition of a tourist destination image in study by (Crompton, 1979) "the whole of an individual's perceptions, thoughts, and beliefs about a place." While some definitions recognise that images can be shared by groups of people, this definition is specific to the individual. Most people interpret the idea as perceptions or comprehension of a location (Marques, da Silva, & Antova, 2021). A person's destination image is the combination of their affective and cognitive perceptions of a specific place that they have gathered and can still retain (Akgün, Ayar Şentürk, Keskin et al., 2019). Next, a destination's image, whether it be of a nation, city, or area, is extremely subjective and is shaped by a multitude of individual perceptions, thoughts, feelings, and beliefs (Woosnam et al., 2020). According to Lee and Park (2023) one of the most recent definitions of destination image is that it can be based on the following elements: (a) it creates a holistic impression or a personal perception of the destination's attributes; (b) it has functional features, which are tangible and intangible aspects, with the intangible aspects being referred to as psychological features; and (c) it has common functional characteristics, such as pricing and lodging options, transportation and weather or unique activities or characteristics.

Destination image is a significant component that might impact the decision-making process of tourist. The term "destination image" describes how prospective tourists view a location, which may or may not affect their decision to go. Early academics asserted that the branding process should be used to understand the tourist experience at tourism places (Cervova & Vavrova, 2021). This is so because it is simpler to obtain a value experience when one has a positive brand experience (Dubois, Griffin, Gibbs et al., 2021).

Therefore, this study followed a fundamental theory on destination image, a hierarchical cause-and-effect model developed by Gartner (1994), as the foundation for its framework based on a review of the literature. The fundamental tenet of the model is the perception of an image composed of three components: a person's strong conviction in their purchasing behaviour (conative), their feelings towards the concept of sustainable consumption (affective), and their belief in sustainable consumption and its outcomes (cognitive). There are indeed a lot of past research had been use this model of destination image consists of cognitive, affective and conative image developed by Gartner (Gil Arroyo, Barbieri, Knollenberg et al., 2023; Gorji, Garcia, & Mercadé-Melé, 2023; Liu, Wang, & Zhang, 2024; Rasoolimanesh et al., 2021).

However, another study by Marques et al. (2021), explored destination image, including cognitive, affective, and unique aspects and latest investigations by Sabiote-Ortiz, Castañeda-García and Frías-Jamilena (2024) identified destination image as including overall image, cognitive image (CI), affective image (AI), cognitive-affective joint image, and self-congruity. Also, another research by Wei and Lin (2022) measure destination image in four aspects which are landscape image, cultural image, local image, and emotional image. In contrast to earlier research, which focused solely on the cognitive, affective and conative image components while assessing a destination. In particular, the destination image model has been solidly proven to be a useful tool for figuring out how visitors behave in terms of recommendations

and revisits (Yang, Isa, Yao et al., 2022). A number of experts also agreed with this model, which was used to figure out tourists' behavioural intentions (Michael, James, & Michael, 2018; Quoquab & Mohammad, 2020).

These information sets presented to participants acted as stimulus to induce knowledge about the study area. To expand the understanding of resources characteristics on the formation of destination image among potential visitors, the study measured the level of representativeness, connection to the destination, and destination lifestyle experience perceived, in addition to uniqueness and authenticity, after viewing the feedback from the distribute questionnaires.

Cognitive Image

The cognitive image (CI) is defined by Baloglu and McCleary (1999) as a visitor's understanding and impressions of a place. Research has shown that characteristics of a place, such as its landscape, climate, historical sites, cultural attractions, infrastructure, and lodging options, are all represented in CI (Iordanova & Stylidis, 2019). Nonetheless, other academics feel that there is little use for examining the affective aspect of images (Woosnam et al., 2020). Then, more studies have shown that destination images require the integration of cognitive and affective assessments. By combining the cognitive and affective components of food images, Lai, Wang and Khoo-Lattimore (2020) were able to predict the behavioural intentions of potential Chinese tourists using the example of Australia. The results showed that cognitive food images were a better predictor of tourists' behavioural intentions than affective images.

On the other side, the cognitive component pertains to an individual's beliefs and knowledge regarding certain aspects of the destination and is more cerebral and perceptive (Rasoolimanesh et al., 2021). Next, Liu, Li, Jang et al. (2022) suggest that visitors' environmentally responsible behaviour (ERB) might be influenced by their knowledge and beliefs, or cognitive image. They go on to say that tourists behave responsibly towards the coastal environment because a favourable cognitive image fosters a sense of commitment to the destination. In a similar vein, Wang and Wang (2022) think that a strong sense of environmental responsibility is created at a tourist site through understanding of environmental challenges and concerns. Positive feelings are generated and a change in behaviour is the outcome of a tourist's positive experience at the travelling place. Therefore, Environmentally Responsible Behaviour (ERB) is the outcome of cognitive image based on knowledge and belief. Tourists who have a positive cognitive image of tourism behave positively towards tourist destinations and have a strong feeling of environmental responsibility.

In previous study, which was founded on the idea of "cognition emotion" (Peng & Huang, 2019). Tourists who have had a favourable or poor experience can provide positive evaluations for the former and negative reviews for the latter (Zhou, Li, Zhang et al., 2022). According to (Zhang, Duan, & Han, 2021) there are six primary variables that have an impact on the image of a tourism destination: the core attraction, communication, expectations, behaviour, service, and local projection. These elements will have a significant impact on how visitors view this tourist attraction, which will change how they behave while making decisions. The perception that tourists have of a destination is shaped by their interactions with it. By engaging in activities, visitors devote their time and energy, engage with the environment, amenities, and services offered by the location, and develop a general impression of it (Zhang et al., 2021).

Affective Image

An affective image fosters a sense of attachment to the site, and tourists exhibit ownership conduct, claims. Similar to this, a visitor's attitude and feelings are greatly influenced by the quality of the destination environment, which leads to responsible behaviour towards the destination environment (Stylidis, 2022). According to additional study, an affective image that represents a positive experience for the tourist creates a favourable attitude towards the place and encourages tourists to engage in environmentally responsible behaviour (ERB) (Aziz & Niazi, 2023). Therefore, visitors with positive feelings and attitudes are more likely to behave in a way that is aware of the surroundings when visiting. Additionally, they contend that frequent travel to the location creates a positive perception of it and encourages activity that benefits the surrounding environment (Ullah, Singh, Alawamleh et al., 2022).

According to Gil Arroyo et al. (2023), determining participants' emotional responses to the interventions also served as a means of measuring the destination resources' affective images. Additionally, McFee, Mayrhofer, Baràtovà et al. (2019), looked into how VR affects how a destination image is formed. They found that using VR goggles to watch a 360-degree video positively affects the destination's cognitive and affective images, and that these images also influence how the destination image is formed overall, increasing the intention to visit. The choice of destination is significantly influenced by positive feelings (Brodien Hapairai, Walters, & Li, 2018; Di-Clemente, Moreno-Lobato, Sánchez-Vargas et al., 2022; Schoner-Schatz, Hofmann, & Stokburger-Sauer, 2021). Studies have indicated that tourists' affective commitment to recycle after their stay might be strengthened by experiencing good feelings like joy, love, and positive surprise (Di-Clemente et al., 2022). It has been discovered that the emotions evoked by destination marketing reduce risk perceptions towards politically risky countries, hence augmenting tourists' inclination to travel. In general, tourists' perceptions, intentions, and behaviours towards destinations are greatly influenced by their good feelings.

When choosing a destination for their vacation, tourists are becoming pickier about what kind of emotional connection the marketing offers. Due to consumer familiarity, traditional image-focused advertising methods are superior to other sensory tools. However, as images are used more frequently, the receiver becomes more sophisticated, necessitating an analysis of images' emotional impact and capacity to evoke strong feelings (Di-Clemente et al., 2022). Nonetheless, analysing physiological responses to sensory stimuli that stimulate and support cognitive responses, memory, and enhanced behavioural intents has led to the development of the study of the emotional process (Bastiaansen, Straatman, Driessen et al., 2018; Buchsbaum & D'Esposito, 2019). Because of the anticipation of experiences as a communication method encourages the creation of emotions connected with the location, authors like Tercia, Teichert, Sirad et al. (2020) study how advertising through pre-trip destination experiences can influence the decision-making process of potential tourists. Positive emotional impressions of experiencing destination features, according to (Güzel, Sahin, & Ryan, 2020) result in superior behavioural results. Then, the personal sphere and the creation of destination images are jointly studied by (Nghiêm-Phú & Bagul, 2020). They do this by conceptualising three types of destination images based on the emotional process stage which are affective image, which is based on evoked conscious feelings, cognitive image, which is focused on reactions to stimuli, and sensory image, which is focused on sensory attributes.

Conative Image

Conative image refers to a person's intents, to visit, return, and recommend to others (King, Chen, & Funk, 2015; Stylidis & Cherifi, 2018). However, according to Kwahk and Park (2018), the conative image aids in the development of real behaviour and intentions towards the item. Also, conative images are frequently utilised with minimal differentiation from other behavioural variables, such as destination loyalty (Woosnam et al., 2020). Furthermore, Fjelldal, Kralj and Moyle (2022) claim that tourists construct an affective image of a destination after cognitively evaluating their experience there. Thus, positive conative destination image is produced by positive experiences and emotions in the form of cognitive and affective destination images (Ullah et al., 2022). Conative image is similar to tourists' behavioural tendencies and is established by comprehending cognitive and affective image (Fjelldal et al., 2022).

The behavioural action predicated on the affective and cognitive goal image is known as the conative image. The conative image encourages visitors to take activities, such as going back to the location, spreading word about it, endorsing it, and showing their devotion to it. Furthermore, a favourable conative image encourages visitors to act appropriately at the places they are visiting. It is anticipated that a positive conative image will lead to ERB since the conative image is more closely associated with behavioural activities (Aziz & Niazi, 2023). It calls for a certain action or behaviour; this is the person's conduct or purpose to return, refer people to the location, and generate goodwill. Conative image is typically associated with loyalty because it encompasses whether or not people intend to return or spread good word about a place. For instance, a number of scholars have linked purpose to the conative image element (Afshardoost & Eshaghi, 2020; Kanokanga, Tukuta, & Chikuta, 2020) that illustrates how and why the feelings and experiences of first-time or returning tourists influence the selection of a particular holiday spot.

Tourist Behavioural Intentions

Tourism research often examines the determinant of behavioural intention because behavioural intents are seen to be the key to a destination's sharp rise in appeal (Jeong, Kim, & Yu, 2019). Recommendation and revisit intents are typically good indicators of behavioural intention. According to Jeong et al. (2019), the intention to revisit is the intention to go back to the destination, and the intention to recommend is the desire to spread the word about the experience through Word of mouth (WOM) communications. In addition, according to Li and Zhang (2023), devoted customers are more inclined to recommend a destination and visit it again. The secret to creating a flawless destination image and generating favourable word-of-mouth is to cultivate devoted customers, especially in social media marketing campaigns. Then, word-of-mouth was significantly more influenced by satisfaction than by behavioural intention or intention to return.

On the other hand, research by Jeong, Yu and Kim (2020) discovered that destination loyalty is increased by event loyalty. Numerous scholars have observed that the perception of a tourist location is crucial in triggering specific tourist actions, including selection of destination, subsequent assessment, and desire to behave in the future. As previously said, Maulina, Sukoco, Hermanto, & Kostini, 2023 also have the same opinion about return visits, referrals, and positive word-of-mouth are indicators of future or post-stay behaviour by tourists.

In the tourism sector, return visits are commonly acknowledged as an economic phenomena, and many popular tourist locations really largely depend on these repeat trips (Rasoolimanesh et al., 2021). Nevertheless, customer preference and repeat business towards a company's goods or services over an extended period of time is referred to as customer loyalty (Wei & Lin, 2022). The intention to return suggests that tourists are devoted to their destination. Customers' persistent trust is demonstrated by their propensity to return. Three characteristics of consumer-maintained trust are sustained ability, sustained honesty, and sustained goodwill. It is the trust that remains beyond the initial transaction between customers and enterprises (Wang, Shahzad, Ahmad et al., 2022).

Repurchase intention, which is the inclination of tourists to return to a tourism destination following the development of a positive emotional response to the tourism real estate, is thought by some studies to be comparable to revisit intention (Wang & Li, 2022). Tourism destination can attain long-term development and sustainable development through revisiting (Khan, Bibi, Ardito et al., 2020). Revisit intention and destination trust are positively impacted by electronic word of mouth (e-WOM), while revisit intention is positively impacted by destination trust. According to Pereira, Jyoti and Hussain (2019), tourists' intention to return is positively impacted by their readiness to interact and their motive for visiting. Six criteria, including tourism motivation, prior travel experiences, destination image, tourist satisfaction, perceived value, and perceived attractiveness, have been postulated by some scientists based on meta-analysis to influence the intention to revisit (Wang & Li, 2023). In summary, in today's competitive world, drawing in large numbers of tourists on a regular basis is regarded as a competitive advantage.

Perceived Risk

The combination of several hazards and uncertainties that customers experience when consuming is known as perceived risk (Jeon, Sung, & Kim, 2020). Perceived risk can be further classified as transaction risk, information risk, delivery risk, and after-sales risk (Wang, 2020) in addition to credit risk, delivery risk, appearance risk, physical risk, and purchasing method risk (Bashir, Khwaja, Mahmood et al., 2021). In the context of forest health tourism, Wei and Lin (2022) proposed the notion of tourist perceived risk and discovered that potential tourists' perceptions of risk significantly influenced their behavioural intention. The favourable influence of local attachment on revisit intention will be diminished in tourism scenarios if tourists are seen as riskier. For instance, our world once got attacked by COVID-19 and ruin all tourism businesses. Study by Wei and Lin (2022) claimed that after the COVID-19 was liberalised, China's tourism sector quickly recovered, but there was still considerable unrest, including price increases, subpar service, and forced shopping for visitors. Tourists' emotions will be negatively impacted and perceived risks will arise if they hear about the chaos of the vacation site from the media and come to believe that there is uncertainty there. It is necessary to reduce tourists' perceived risks and enhance their revisit intention.

Subjective expectation of experiencing a loss is known as perceived risk. A more straightforward way to put it is a quantitative assessment of tourism security. It is a biassed cognitive judgement of unwanted incidence in the tourist destination that leads to the possible negative repercussions of tourist behaviour (Chu et al., 2022). The majority of research have used a single dimension to evaluate perceived risk, such as human-induced risks of crime (Giusti & Raya, 2019) and terrorism (Walters, Wallin, & Hartley, 2019). Eventually tourists take on risks as soon as they start planning their vacation. Tourists who purchase flights or

make hotel reservations are inevitably assuming a risk since they are purchasing intangible services and experiences that can only be completely appreciated once they have been had.

The tourist encounters both direct and indirect risks after reaching their location. Due to growing tourist concerns about potential risk factors at locations, disasters and travel safety have become major issues for the tourism sector. The most recent study cited by Pizam, Ozturk, Hacikara et al. (2024) in their literature on perceived risk suggests that having robots serve guests could make some guests uncomfortable and anxious because they might be worried about potential hazards, like the physical risk. Financial risk may also arise from the services provided by robots since their perceived value may outweigh their actual cost. In the meanwhile, customers' expectation of a poor level of service when they are attended to by robots may give rise to performance risk. On the other hand, consumers' psychological pain or worry as a result of their encounter with service robots may give rise to perceptions of psychological danger.

Table 2.1 Table Of Findings

Author	Year	Title	Findings
Di-Clemente, Moreno-Lobato, Sánchez-Vargas	2022	Destination Promotion through Images: Exploring Tourists′ Emotions and Their Impact on Behavioral Intentions	When choosing a destination for their vacation, tourists are becoming pickier about what kind of emotional connection the marketing offers. Due to consumer familiarity, traditional image focused advertising methods are superior to other sensory tools. However, as images are used more frequently, the receiver becomes more sophisticated, necessitating an analysis of images' emotional impact and capacity to evoke strong feelings
Wang and wang	2022	How climbers' sensation of recreation impact and recreation experience affect their environmental attitudes and environmentally responsible behaviors: a case of jiaming lake national trail	A strong sense of environmental responsibility is created at a tourist destination through understanding of environmental challenges and concerns. Positive feelings are generated and a change in behavioural intention is the outcome of a tourist's positive experience at the travelling place. Therefore, Environmentally Responsible Behaviour (ERB) is the outcome of cognitive image based on knowledge and belief. Tourists who have a positive cognitive image of tourism behave positively towards tourist destinations and have a strong feeling of environmental responsibility.
Aziz and niazi	2023	Understanding environmentally responsible behavior of tourists at coastal tourist destinations	The conative image encourages visitors to take particular activities, such as going back to the location, spreading word about it, endorsing it, and showing their devotion to it. Furthermore, a favourable conative image encourages visitors to act appropriately at the places they are visiting. It is anticipated that a positive conative image will

				lead to ERB since the conative image is more closely associated with behavioural activities
Li and zhang	2023	How to improve destination brand identification and loyalty using short-form videos? The role of emotional experience and self-congruity.		Devoted customers are more inclined to recommend a destination and visit it again. The secret to creating a flawless destination image and generating favourable word-of-mouth is to cultivate devoted customers, especially in social media marketing campaigns. Then, word-of-mouth was significantly more influenced by satisfaction than by behavioural intention or intention to return.
Lin	2022	Research on the influence of compensation methods and customer sentiment on service recovery effect		The notion of tourist perceived risk and discovered that potential tourists' perceptions of risk significantly influenced their behavioural intention. The favourable influence of local attachment on revisit intention will be diminished in tourism scenarios if tourists are seen as riskier.

Method

This study will use quantitative data collection method in which structured questionnaires will be distributed to look at how important the factors of destination image to perceived risk and behavioural intention. The unit of analysis of this study, is local and foreign tourists. The target population for this study is tourist that come to Xventure mind Kuala Kubu Bharu. In addition, they are required to participate in activities provided at that destination.

Probability sampling will be the techniques in determining the sampling unit, and the approach is simple random sampling. Thus, after considering using determination table by Krejcie and Morgan (1970) for 1250 participants at Xventure Mind Kuala Kubu Baru at one time, the sample size is 291 respondents. Considering of possible missing data, additional 20% (58) of sample will be considered. This study intended to distribute questionnaires to 349 respondents in order to get successful results.

However, in Malaysia, mostly researcher target population will use Bahasa Malaysia as their first language. So that, decision is made to create a bilingual version of the questionnaire, which would be available in both English and Bahasa Malaysia. The reason for this is that respondents typically feel at ease when reading language that they can readily comprehend.

Research Instrument

In the current study, three types of variables will be observed. There were independent variables, mediating variable and dependent variables.

Table 3.1 Summary of Constructs

Section	Variables	No of items	Scale	Main Sources
A	Demographic profile	10	5 Likert Scale	Author
B	Destination image scales	23	5 Likert Scale	(Baloglu & Mangaloglu, 2001;

				Huitt & Cain, 2005; Sheldon & Elliot, 1999; Stylos & Andronikidis, 2013)
C	Perceived risk	8	5 Likert Scale	(Parrey, Hakim, & Rather, 2019)
D	Behavioural intention	3	5 Likert Scale	(Lam & Hsu, 2004)

There are four sections included in the questionnaires. The first one is section A, demographic profile consists of 10 items which are age, gender, household income, education level, race, marital status, purpose to travel, travel distance, type of tourist and preferred leisure activities. Second, the independent variable destination image scales consist of 23 items. It contains three conceptual components that including cognitive image (e.g., "good reputation", "natural environment") affective image (e.g., "enjoyable place", "relaxing place") and conative image (e.g., "Have a dream to visit during my lifetime") perspectives. This instrument has demonstrated satisfactory reliability for each subscale with Cronbach's a ranging from .78 to .87. Third, dependent variable behavioural intention, consisting of three items. Cronbach alpha is 0.95. Lastly, mediating variable perceived risk consists of eight items. This instrument Cronbach alpha is ranging from 0.87 – 0.9. The questionnaire generally includes closed-ended questions. All of the questionnaires required respondents to answer score Likert 5-point scales ranging from 1 (strongly disagree) to 5 (strongly agree).

Research Data Collection
For this study, the main approach utilized is quantitative method. Therefore, data collection process is one of the crucial requirements in the quantitative method of study. A structured questionnaire will distribute in order to test the hypotheses. The questionnaire method used will be self-completion questionnaire, which the respondent completes a questionnaire without the help of an interviewer (citate). The period of collecting data will be approximately 5 to 6 (1 November 2024 – 21 December 2024) weeks taking into consideration of getting valid respondents. The following procedures have indeed been followed in order to collect data at various stage within the time:

1) Ethic approval from the University Research Ethic Committee.

⇩

2) Seek permission to contribute the questionnaire from the owner of Xventure mind White water rafting at Kuala Kubu Baru.

⇩

3) Give information and briefing to the sample about the study and questionnaires.

⇩

4) Distribute questionnaire to the participants of white-water rafting.

⇩

5) Run data analysis using Statistical software named Statistical Package for Social Science (SPSS) version 28.

⇩

6) Interpret the data.

Data Analysis

Pilot study will be done to test the reliability and validity of the questionnaire. Cronbach alpha will be used to effectively determine whether the study is reliable with another research. In this study, there will be several techniques such as univariate and multivariate to be used in analysing the result obtained from the structured questionnaire. The most familiar application to be used is the Statistical Package for Social Science (SPSS). The most appropriate technique will be used in this study is descriptive analysis. Descriptive analysis involves analysing the different variables in quantitative terms. The following item will be the whole journey of data collection and method of analysis:

Table 3.3 Statistical Analysis For All The Objectives

No	Objectives	Statistical analysis
1	To identify the factors of destination image among leisure tourists.	Descriptive statistics
2	To identify the factors of behavioural intention among leisure tourists.	Descriptive statistics
3	To investigate the perceived risks mediating role in the relationship between destination image and behavioural intention.	Inferential statistics
4	To examine the effects of destination image and perceived risk on the behavioural intention of leisure tourists to revisit Xventure mind.	Multiple regression

Conclusion

The focus of this study is to determine perceived risk mediating role between destination image and behavioural intention. Leisure tourism nowadays is a top topic since it is people increasing demand about destination image. However, behavioural intention is subjective because it can change overtime. Mediating role of perceived risk has emerged as a promising approach to improve tourism engagement. This study is significant to the tourism destination because it can predict tourist behaviour. Destination image plays a significant role in predicting tourists' intentional behaviour, such as intention to visit and intention to recommend. Hence, studying perceived risk and its relationship with destination image and tourist behaviour is significant for destination marketers and tourists.

Nevertheless, it has not been widely studied especially in Asia region. It is hoped that this study can be a stepping stone to a further interest of perceived risk related to destination image in Asia and this new information can help guide more studies in the future and make us smarter about how location image affects behaviour intentions. So, this study helps us really understand the problem so that tourists and tourist destinations are more aware of these problems. The results of this study can be used by destination management organisations (DMOs) and travel agencies to better understand the travel habits of international students and create effective destination marketing campaigns.

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