

DO CRISES IMPEDE THE INTERNATIONAL TOURISTS TRAVEL MOTIVATION

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This paper investigates the cause and effect of crises on tourism destination image and the international tourists' travel motivation. Structural Equation Modeling (SEM) procedures were performed to achieve the research goals. Through series of empirical analyses, some useful insights on the issue investigated were obtained. The findings revealed that there are three types of crises; sustained, an immediate and emerging crisis which affect the image of a tourism destination and subsequently influence the tourist travel motivation. In fact, the immediate and emerging crises, although was found to negatively affecting the image of tourism destination, does not inhibit the international tourists travel motivation. The result of this study shows varying consequences and implications of crises to individual tourist, tourism intermediaries, tourism agencies, government authorities and any parties related to tourism industry.

Keywords: Crises, tourists, travel, motivation, destination, image

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INTRODUCTION

Studying travel motivation has always been an important factor for tourism management. Travel motivation is related to a set of needs that cause a tourist to take part in any tourism activities (Jenkins, 1999; Pizam, Neumann, & Reichel, 1979) or travelers' decision-making in choosing a destination (Crompton, 1979; Siri, Kennon, Josiam, & Spears, 2012).

In addition, Yoon and Uysal (2005) contend external, situational or cognitive aspects as full factors are closely associated with tourist travel motivation. In this context, pull factors are those that motivates tourist to travel based on a destination's attractiveness such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, parks, and others (McGee et. al., 1996; Hafiz, Aminuddin, Jamaluddin, & Ismail, 2014). Pull factors is also associated with potential activities or key attributes offers at a destination like travel arrangements, environment quality, and safety (Kassean & Gassita, 2013). Scholars asserted that pull factors elements undoubtedly create and building the image of a destination. Destination image does not only influence tourists in making decision in choosing a particular holiday destination but one of the significant attributes in ensuring the long-term sustainability of any tourist destination and repeat visitation (Leisen, 2001; Hosany, Ekinici & Uysal, 2007). According to Yoon, & Uysal (2005) and Lee, Scott & Kim (2008), the positive image a destination has the highest chances for it to be chosen by the tourists and vice versa. This connotation has encouraged many countries, tourism authorities and tourism destinations to continually develop or sustain their image in the eye of tourists.

Despite that, destination images, without a doubt, are vulnerable and subject to change due to the predictable and unpredictable internal and external events like emergency, disaster, catastrophe, calamity and many others (Kim & Morrison, 2005). According to Campiranon (2006), tourism market is also sensitive and vulnerable

thus any incidences and crises will affect the level of tourists' confidence toward a particular destination. Crises either immediate crisis, emerging crisis and sustained crisis may include the deteriorating of a destination physical conditions, on-going crime rates, and unemployment rates (Beirman, 2002).

Major crises like terrorist attacks, epidemics, assaults on tourists and natural disasters tend to have a greater impact on the images of the destination (Beirman, 2002; Avraham, 2004). The obvious example is the global famous terrorist attack on New York City and Washington on 11th September 2001. These incidences have caused the United States missed out about 78 million inbound travelers and \$606 billion in tourism revenue (Madininos & Vassiliadis, 2008). Similarly, the impact of the Bali bombings on 12th October 2002 has caused the deterioration of Indonesian economy and tourist arrival. Soon after the attack, the number of foreign tourists visiting the island is declined around 57 percent and reduced the hotel average occupancy rate, and approximately 2.7 million tourism workers were unemployed (Inside Indonesia, 2008). Not only the terrorist attacks lead to declining the economic and tourist arrival but health events such as the Severe Acute Respiratory Syndrome (SARS) epidemic in 2003 and the H5N1 Avian Influenza (Avian Flu) outbreak in 2004 have also dented the image of tourism in Asia as a safe tourist destination (Madininos & Vassiliadis, 2008).

Malaysia as one of the leading tourism destination in the world with no exception is facing the immediate, emerging and sustained crises which directly affected the country economy as well as the tourism industry. The missing of Malaysian Airlines flight MH370, the intrusion and kidnapping at the east coast of Sabah, and the shot down of Malaysian Airlines flight MH17 are some of the examples. These incidences have affected the overall tourist arrival and receipt to the country. In fact, the tragic disappearance of the Malaysia Airlines flight MH370 has affected the number of Chinese visitors

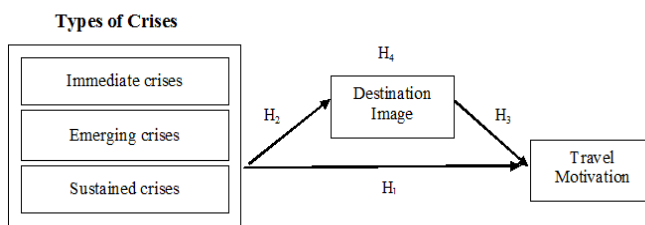
to Malaysia (Bernama, 2014). As reported, 30 percent of Chinese tourists immediately canceled their trips after the incident that caused Malaysia to lose around RM100 million (Bernama, 2014). Meanwhile, the intrusion of the east coast of Sabah by the Sulu militant has also dropped in tourist arrival (The Malaysian Insider, 2013). Also, the shot down of Boeing 777, flight MH17 from Amsterdam to Kuala Lumpur that killed all 298 passengers aboard worsens the situation.

Despite those incidences, it is worth mentioning that after a few months of mourning and the dreary period for the country including the tourism industry, tourist arrivals to Malaysia showed a positive recovering. Except for Chinese and Taiwanese, tourists from other international markets like Japanese, Korean, Australasian, Middle Eastern continue to provide the bulk of Malaysia's inbound visitors (The Star Online, 2014). The ASEAN member countries are also contributing to tourist arrivals with Indonesia, Vietnam, Thailand, Cambodia, the Philippines and Singapore showing a positive increment (The Star Online, 2014; Tourism Malaysia, 2015). This overwhelming phenomenon has raised several critical questions. What motivates and the pulling factors that make the international tourists still visiting Malaysia in spite of the crises? In other words, what is the most significant destination attribute available in Malaysia that pulls the tourist to visit?

There must be the underlying reasons of this causation, and this proclivity needs to be researched and examined. In reality, many available studies on tourist pull factors have focused on the normal situation, absent or free from crises or disturbance. Research on cultural attractions (Zhang, Qu, & Tang, 2004; Baloglu & McCleary, 1999), natural attraction (Chen, 2001; Baloglu, 1997), historical sites (Truong & Foster, 2005), various activities (Crompton et al., 1992; Guthrie & Gale, 1991), new attractions (Zahari, Hanafiah, & Mahboob, 2016), climate (Truong & Foster, 2005; Ahmed, 1991), safety (Enright & Newton, 2004; Zhang, Qu, & Tang, 2004; Chen, 2001), local friendliness (Chen, 2001; Zhang,

Qu, & Tang, 2004), low travel cost (Chen, 2001; Huang, Tsai & Hsien, 2003) and value (Baloglu & McCleary, 1999; Baloglu, 1997; Schroeder, 1996; Maria, 2014) with less looking at the relationship between the types of crises, destination image and tourists travel motivation. This review shows a gap on empirical research on the cause and effect of different type of crises on destination image and international tourists' travel motivation. The fundamental reasons of this causation need to be assessed, in been exhibited in the study framework.

Figure 1. Study framework



Sources: Sausmarez (2007) and Parson (1996)

Based on the study framework above, the primary objective is further supported with four hypotheses and six sub-hypotheses as reported below:-

H₁: There is a significant relationship between the three types of crises and the international tourist travel motivation.

H_{1a}: There is a relationship between immediate crisis and international tourist travel motivation.

H_{1b}: There is a relationship between emerging crisis and international tourist travel motivation.

H_{1c}: There is a relationship between sustained crisis and international tourist travel motivation.

- H₂: There is a significant relationship between the three types of crises and the destination image.
- H_{2a}: There is a relationship between immediate crisis and the destination image.
- H_{2b}: There is a relationship between emerging crisis and the destination image.
- H_{2c}: There is a relationship between sustained crisis and the destination image.
- H₃: There is a significant association between destination image and the international tourist travel motivation.
- H₄: Destination image mediates the relationship between the three types of crises and the international tourist travel motivation.

LITERATURE REVIEW

Crisis Attributes

Crises are events like an emergency, disaster, catastrophe, calamity, and something similar that pose threats to the capability and threatening life, reputation and the survival of a country, organization, industries, environment and community sustainability (Pearson & Mitroff, 1993). Some describe crises as unexpected challenges that affect the economic which might test the organizations and nation ability to cope with it (Faulkner, 2001; Elsubbaugh et al., 2004). Beirman (2003) classified five main events associated with crises that are relevant to tourism destination: a).International war or conflict and prolonged manifestations of the internal conflict; b).A particular act or acts of terrorism, especially those directed at or affecting tourists; c).A major criminal act or crime wave, especially when tourists are targeted; d).A natural disaster, such as an earthquake, storm or volcano, causing damage to urban areas or the natural environment and consequently impacting

on the tourism infrastructure; e). Health concerns related to epidemics and diseases; these may be diseases which affect humans directly or diseases affecting animals, which limit access to tourist attractions.

Seymour and Moore (2000) classified two types of crises namely “Cobra” which strikes suddenly and the “python” which occurs gradually. Crises are traditionally classified as either natural (earthquakes and hurricane) or man-made (plane crashes, industrial accidents, and terrorist events) (Sausmarez, 2007). On the other hand, Parson (1996) classified crises based on depending on the gestation of three different periods: immediate, emerging and sustained crises which are adopted in this study.

Immediate Crisis

Based on the literature search, Parsons (1996) was the only researcher looking at the immediate crises. He is referring to this type of crisis as an event that happens where little or no warning received whereby the organizations, government or any authority parties are unable to research the problem or prepare a plan before the crisis hits. Terrorism, minor natural disaster, aircraft crashes and missing airplane are some of the examples. Cambridge Dictionary (2015) associates the immediate crisis with events or incidences that never happened before. In this sense, the shocking attack by two heavily armed gunmen entered the Paris offices of satirical news magazine of Charlie Hebdo and killed 12 people including two police officers are the clear example of terrorism. The downed of German wings flight 9525 on 24 March 2015 (Cables News Network, 2015) and the missing Airline flight MH370 on March 2014 (The Malaysian Insider, 2014) are other examples of immediate crises. In sum, those given examples are suited with the definition and statement provided by Parsons (1996) that in the present of immediate crisis the likelihood of government or any

authority to prepare a plan to stop or minimize its impacts is slimmed.

Emerging Crisis

Emerging crisis denotes an incident or events that not instantly occurring or slowly developing, and it is able to be stopped or control by the government or any responsible parties (Parson, 1996). Dengue, malaria, severe acute respiratory syndrome (SARS) and influenza H1N1 are the examples of emerging crisis where when it is occurring the organization may still deal, stop or minimize its impact. Although SARS is a viral took place between November 2002 and July 2003 in multiple countries which caused an eventual 8,096 cases and some deaths, yet it was able to deal and controlled by many governments (World Health Organization, 2015). Similar to influenza H1N1, this epidemic which hit the African and Southeast Asian countries has caused some deaths but able to control and prevent from widely spreading (World Health Organization, 2010). Again, those incidences suit with characteristic given by Parson (1996) that emerging crisis although occurring deliberately but enable the government together with all parties minimizing the impacts.

Sustained Crisis

As the name implied, the sustained crisis is dealing with the longer time period and causes a bigger or long-term impact not only to the country and major industries such as agriculture, manufacture, health including the tourism sector. The hallmark of the sustained crisis in which Parson (1996) refers it as the incidences or events that may last for weeks, months or even years. The obvious example is the on-going conflicts in the Middle East (Syrian civil war; Islamist renaissance at Egypt) which have significantly disrupt the image and economy of the associated countries, and the

governments were not capable of finding a solution to control the crisis (Cables News Network, 2015). A similar example can be seen in Thailand as it faced 19 military coups since the country became a constitutional monarchy in 1932 but involved extending the period of time to prepare a plan or solve a solution. Parson (1996) concluded that the sustained crisis attributes can be fully stopped or may have a greater impact towards the image and economy of the country.

Destination Image

There are many definitions of destination image made by scholars. Baloglu and McCleary (1999) argue that the definition of destination image mostly focused on the multi-dimensional perspectives. Gallarza, Saura, and Garcia (2002) states destination image as an impression that a person holds about a place, and it is made up of three distinctively hierarchical interrelated components such as cognitive, affective and conative (Gartner, 1996). Cognitive component is conceptualized as the sum of beliefs and attitudes of the destination attributes. In this sense, the image of a destination is assessed by the attributes relate to its resources and attractions (Sabler, 1988) in which influence tourists to travel and experience it (Gallarza, Garcia & Saura, 2002; Beerli & Martin, 2004; Go & Govers, 2005). Affective component is related to the feelings and values of the individual place on destination based on travel benefits or motives (Baloglu & McCleary, 1999) while emotional dimensions or components strongly influence the motivations of tourists to travel (Beerli & Martin, 2004). Lastly, the conative component is referred to the action and decision of an individual of whether or not to travel to a particular destination (Gartner, 1996).

Since destination image is the psychological picture of the destination which influences tourist decision-making process, it is therefore considered as one of the vital factors in ensuring the long-

term sustainability success of the destination (Beerli & Martin, 2004). According to Jarumaneerat and Promsivapallop (2012), negative images can be the obstacles to the destination as tourists may be cautious to visit or return to the destination.

Travel Motivation

Travel motivation refers to a set of needs that cause a person to participate in a tourist activity (Pizam, Neumann, & Reichel, 1979; Hanafiah, Othman, Zulkifly, Ismail, & Jamaluddin, 2010) or travelers' decision-making in choosing a destination that involves the concept of push and pull factors (Crompton, 1979). In this sense, tourists are pushed and pulled by some sources of inherent forces (Mohamad, Ismail, & Hanafiah, 2012). These forces explain how the internal variables push individuals, and how they are pulled by a travel destination (Uysal & Hagan, 1993). The push factors are socio-psychological motives such as the desire to escape, novelty seeking, adventure seeking, dream fulfillment, rest, health and fitness, prestige, and socialization (Huang, Tsai, & Hsien, 2003). The pull factors are motives aroused by the destination rather than emerging exclusively from within the travelers themselves (Crompton, 1979). Pull factors include tangible and intangible signs of a particular destination that draw people to travel, such as natural and historical attractions, food, people, recreation facilities, and marketed image of the destination (Uysal & Hagan, 1993). In short, significant researches have been undertaken on travel motivation attributes.

METHODOLOGY

This study is designed to examine the cause and effect of the three types of crises on destination image, and international tourists travel motivation. A quantitative approach through a cross-sectional

with a self-reported and self-administered survey questionnaire was applied. As the intention of this study to tap the experience of the international tourist regarding their motivational factors of visiting the Malaysia after the crises, the Kuala Lumpur International Airport is chosen as the venue for data collection.

The survey instrument is consisting four sections with Section A solicit the information about respondent demographic information. Section B is designed to measure the tourist view towards three types of crises that are an immediate crisis, emerging crisis, and sustained crisis. Section C is created to examine the impact of the three crises to the image of tourism destination, and Section D is designated to examine the impact of the three types of crises on the international tourists' travel motivation. Most items in all dimensions were replicated from the previous related studies with a few minor modifications of wording made to address specific needs of the current research or fit the tourism context. A pilot study was initially conducted to verify and confirm the reliability and validity of the items used.

A total of 202 usable questionnaires were successfully distributed within 14-days of the survey period. From the survey data, the properties of the research variables were tested with a Structural Equation Modeling (SEM) procedure (Ullman & Bentler, 2003) using the two-stage testing process. First, a confirmatory analysis of the measurement model specifying the posited relations of the observed variables to the underlying constructs, with all constructs allowed to be inter-correlated freely, was tested. After the measurement model had been derived, the hypothetical model specifying the interrelation among impact constructs was investigated using the AMOS 20 software.

ANALYSIS AND RESULTS

Respondent Profiles

The result of frequency test revealed that male respondents is less than the female with 47.5 percent (n=96) against 52.5 percent (n=106). The majority of the respondents were between 18 and 39 years of age (60.4 percent, n=122), followed by 40 to 59 years old (24.8 percent, n=50) and 60 years and above (14.9 percent, n=30). 54.5 percent (n=110) single compared to 42.6 percent (n=86) who were married and 3 percent (n=6) were others. 12.9 percent (n=26) obtained a secondary school qualification, 35.6 percent (n=72) with undergraduates degree and 51.5 percent (n=104) possessed a postgraduate qualification. This is evident with the highest proportion of the international tourists who visited Malaysia were in the category of professional/business person represent around 56.4 percent (n=114) followed student and retirees which accounted 28.7 percent (n=56). A small proportion of respondents were among administrative/clerk which accounted 8.9 percent (n=18) and semi-skilled, and others represent around 5.9 percent (n=12). 36.6 percent (n=74) of the respondents monthly household income is under USD5,000, 20.8 percent (n=42) is between USD5,000 to USD10,000 and 12.9 percent (n=26) between USD10,000 to USD25,000 and 29.7 percent (n=60) is above USD25,000.

The international tourists in the sample are from the European continent (47.5 percent, n=96), Asian region (25.7 percent, n=52), the Australasian region (16.8 percent, n=34), America continent (8.9 percent, n=18) and African region (1 percent, n=2). The average length of stayed is ranging from more than 10 nights (38.6 percent, n=78), 7-9 nights (30.7 percent, n=62), 4-6 nights (20.9 percent, n=46) and 3 nights and below (7.9 percent, n=16). 45.5 percent (n=92) of respondents visited Malaysia for the first time, 21.8 percent (n=44) for the second time, 13.9 percent (n=28) visited this country for third to fourth times, 11.0 percent (n=24) had visited more than six times. 34.7 percent (n=70) are traveling with their friends while 24.8 percent (n=50) with spouse or relatives, 22.8

percent (n=46) with their family and children and 17.8 percent (n=36) are by themselves.

The majority of the international tourists preferred to stay at high and mid-range hotel/resort. This is evident when 44.6 percent (n=90) stayed in high range hotel/resort or 4-5 star hotel/resort and 28.7 percent (n=58) in 3 star hotel/resort. A small proportion which is around 9.9 percent (n=20) chose to stay at low cost hotel/resort (1-2 star), 7.9 percent (n=16) at homestay, 4.0 percent (n=8) at guests house, 3.0 percent (n=6) at others and 2.0 percent (n=4) at service apartment or condominium. 52.5 percent (n=106) of the international tourist are traveling because of attraction (nature, culture, marine, heritage) despite several crises, 26.7 percent (n=54) are traveling due to the economic value (affordability, cheap, worth spending money at Malaysia). Other than that, 20.8 percent (n=42) are traveling because of the fascinating atmosphere, friendly people, believe Malaysia till a safe destination.

Descriptive Statistic

Focusing on Sustained Crises, the magnitudes of the mean scores ranging from 2.00 to 2.26 indicate the international tourists disagree with all the items in this section analysis. They disagree that sustained crisis does not affect the tourism industry (M=2.05), giving temporary effect (M=2.11) thus does not change their traveling mood (M=2.16). Similarly, the international tourists disagree that the political instability is just temporarily reduced the number of international tourists (M=2.12), religion issue does not jeopardize tourism receipt (M=2.27) and war occurring at certain places does not affect the tourism industry (M=2.26). All in all, these results showed that the international tourists strongly perceive that sustained crisis is giving a tremendous impact on the tourism industry.

Meanwhile, on the Emerging Crisis, most of the international tourist felt that this type of crisis to some extent giving profound implications the tourism industry and impede their motivation to travel. As such they agree that this crisis somewhat affected the tourism industry (M=3.62). They decided that epidemic like influenza H1N1, HIV/Aids/ dengue/ malaria reduced the tourist arrival (M=3.50), tourism receipt (M=3.52) and their traveling mood (M=3.50). On the other hand, the mean score from the Immediate Crisis shows that the international tourists perceived that the immediate crisis although is dealing with unpredictable events or as an isolated case but still carrying subsequent effect on the tourism industry (M=3.25). They slightly agree on incidences like kidnapping cases (M=3.08), airplane crashes (3.35) and missing aircraft (3.58) no doubt is given an immediate effect on the international tourist arrival, receipt and motivation to travel (3.78) but the effect is gradually eased with time or just giving a temporal effect.

Effect on Destination Image

This analysis measures the impact of the three types of crises namely immediate, emerging and sustained crisis on destination image from international tourists' viewpoint. Looking at the mean scores, the international tourists agree that sustained crisis such as religious riot does harm the image of the destination (M=3.50), and religious issues do tarnish the reputation of a tourist destination (M=3.52). They also agree political riot do badly damage the image of the destination (M=3.56). On the emerging crisis, the international tourists believed that epidemic disease such as the influenza H1N1 slightly contributes to negative image toward tourism industry (M=3.08). With that feeling, they somewhat felt that Malaria (M=3.27), dengue (M=2.89) and HIV/Aids (M=3.33) do not entirely tarnish reputation and image of the destination.

The international tourists on the other hand slightly agreed that the immediate crisis does not severely affect the image of the destination (M=3.31). Their response was in line with the evident when they believed airplane crashes (M=2.99) and missing plane incidents (M=3.10) does stain the reputation and image of the destination only for the short term. What could be said is that based on the perspective of international tourists, the emerging, and immediate crisis do posit a slight effect on the image of tourism destination compared to the sustained crisis.

Effect on Motivation to Travel

A descriptive analysis is further undertaken in measuring the international tourist's view on the effect of the three types of crises toward their travel motivation. They agree that the sustained crisis is giving a significant impact on the country (M=3.68) and tourism industry (M=3.65) thus clearly destruct their travel motivation during the crisis (M=3.75). On emerging crisis, the majority of the international tourists perceived this type of crisis is temporal in nature (M=3.71), could be controlled (3.68) hence do not entirely stop their travel motivation soon after the crisis (3.76). Based on it characteristic, the international tourist perceived that immediate crisis although giving the direct impact to the country (M=3.86) and its tourism industry (M= 3.84) but more on temporary basis thus do not inhibit their travel motivation soon after the incidence.

STRUCTURAL MODELING

Measurement Model

The data was initially submitted for assessment of the measurement model using a covariance matrix as input within the AMOS framework. The Confirmatory Factor Analysis (CFA) test the relationship between observed variables and the underlying latent construct (a type of crises, destination image, and travel motivation). A total of thirty-three items were identified among the study variables with fourteen items reflecting the type of crises, eleven items relating to the destination image, and eight items dealing with travel motivation. The goodness of fit indices for each independent, mediating and dependent construct was examined, and the result is summarized in Table 1.

Table 1. Goodness of Fit Indices

Goodness-of-Fit Statistics	Model 1 Types of Crisis	Model 2 Destination image	Model 3 Travel Motivation
Factor Loading range	0.72 – 0.89	0.73 – 0.92	0.70 – 0.91
χ^2	378.229	203.668	219.923
Degree of Freedom	113	60	47
P	0.000	0.000	0.000
χ^2/df	3.347	3.394	4.679
RMR	0.065	0.094	0.049
GFI	0.832	0.852	0.854
AGFI	0.772	0.775	0.758
IFI	0.847	0.960	0.901
CFI	0.845	0.960	0.900
RMSEA	0.108	0.109	0.135

Looking at the table above, the values of goodness fit indices somewhat adequate to produce a robust measurement model with the factor loading of all models is ranged from .92 to .70. Cronbach alpha coefficient, composite reliability, and variance extracted were calculated to measure the reliability of each factor. As Table 1 shows, the overall measurement model exhibits a good level of fit on all three types of model. Thus, the parsimonious model of the measurement model is accepted as the best model and adapted to test the hypotheses for this study.

Path Analysis

To assess the first three primary and six sub- hypotheses which are looking at direct relationships between independents and the dependent variable, path analysis using SEM was carried out. Next, to estimate the path coefficients, a standardized parameter with maximum likelihood estimation was used. Maximum likelihood has been the leading the estimation method used since the creation of contemporary structural equation methodology in the middle of the 1960s (Anderson & Gerbing, 1988). The results are illustrated in Table 2.

Table 2. Path Analysis Results

No.	Structural Path		Standardized Estimate(β)	Critical Ratio (t-value)	<i>p</i>	Label
H ₁ :	Crises → Motivation		0.618	9.817	***	Supported
	H _{1a} :	Sustained → Motivation	0.305	6.394	***	Supported
	H _{1b} :	Emerging → Motivation	0.526	7.803	***	Supported
	H _{1c} :	Immediate → Motivation	0.452	8.526	***	Supported
H ₂ :	Crises → Dest. Image		0.884	15.356	***	Supported
	H _{2a} :	Sustained → Dest.	0.498	6.411	***	Supported

		Image				
	H _{2b} :	Emerging → Dest. Image	0.574	13.879	***	Supported
	H _{2c} :	Immediate → Dest. Image	0.614	11.564	***	Supported
H ₃ :		Destination Image → Motivation	0.477	8.829	***	Supported

Note: ***Significant at $p < 0.01$

The first main hypothesis or H₁ focuses on the causal relationships between crises and tourist motivation to travel after the crisis. The linkages between the crises and tourist motivation received strong support in a significant relationship (β : 0.618, t: 9.817, $p < 0.001$). The result revealed that the crises are influencing the international tourist motivation to travel. Thus, H₁ was supported. The results illustrated in Table 5 showed that three sub-hypotheses H_{1a}, H_{1b}, and H_{1c} are supported. The immediate crisis and international tourist motivation (H_{1a}) showed a significant relationship, in which the strength of the relationship is, β : 0.452, and at t-value of 8.526, $p < 0.001$. Similarly, the relationship between emerging crisis and international tourist motivation (H_{1b}) portray almost identical result with β : 0.526, and at t-value of 7.803, $p < 0.001$.

Next, the relationship between sustained crisis and international tourist motivation (H_{1c}) was assessed with the value of β : 0.305, and at t-value of 6.394, $p < 0.001$. The output indicates that the international tourist motivation to travel after crises depends on the type of the crises itself. The emerging and the immediate crisis is showing slightly positive indication toward the international tourist motivation to travel compared to the sustained crisis. In other words, the international tourists are cautious in traveling after the sustained crisis compared to the immediate and emerging crisis.

The second main hypothesis or H₂ focuses on the causal relationships between crises and destination image. The linkages between these two variables received strong support in a significant relationship (β : 0.884, t: 15.356, $p < 0.001$). Thus, H₂ was supported,

which indicates that the crises that occurred are giving negative impact towards the image of the tourist destination. The three sub-hypotheses H_{2a} , H_{2b} and H_{2c} are also supported. The immediate crisis and destination image (H_{2a}) showed a significant relationship, in which the strength of the relationship is, β : 0.614, and at t-value of 11.564, $p < 0.001$. Assessment of the relationship between emerging crisis and destination image (H_{2b}) which showed a significant output with β : 0.574, and at t-value of 13.879, $p < 0.001$. The relationship between sustained crisis and destination image (H_{2c}) is also established with the value of β : 0.498, and at t-value of 6.411, $p < 0.001$. What could be said is that image of the destination is affected depending on the types of crises and with that sustained crisis is found to have a much longer negative impact towards destination image compare to the immediate and emerging crisis.

The third primary hypothesis or H_3 focuses on the causal relationships between destination image and the international tourist motivation. The linkages between the destination image and international tourist motivation received strong support in a significant relationship (β : 0.477, t: 8.829, $p < 0.001$). Thus, H_3 was supported. The result indicates that the negative image caused by crises impedes the international tourist travel motivation.

Mediation Test

Hypothesis four (H_4) proposed that destination image mediates the relationship between crises and the international tourists' travel motivation. To confirm the last hypothesis, the methodology suggested by Hair (2010) was employed which involved the four steps, as shown in Table 3.

Table 3. Results for Mediation Test (H_4)

Mediation test		Standardized Estimates, p-value, Critical ratio	Results
Step 1 IV-M	Crises → Destination Image	.884*** (t=15.418)	Significant
Step 2 IV-DV	Crises → Motivation	.620*** (t=9.889)	Significant
Step 3 M-DV	Destination Image → Motivation	.477*** (t=8.829)	Significant
Step 4 IV-M-DV	Crises + Destination Image → Motivation	$B_{IV}=.433***$ (t=4.763) $B_M=.212$ (t=2.798)	Significant
	Destination image mediates the relationship between crisis and international tourist motivation.	Since the step (4) value decreased and insignificant, full mediation is not confirmed (Hair, 2010).	Full Mediation cannot be confirmed

Note: ***Significant at $p < 0.01$; Significant at 99%

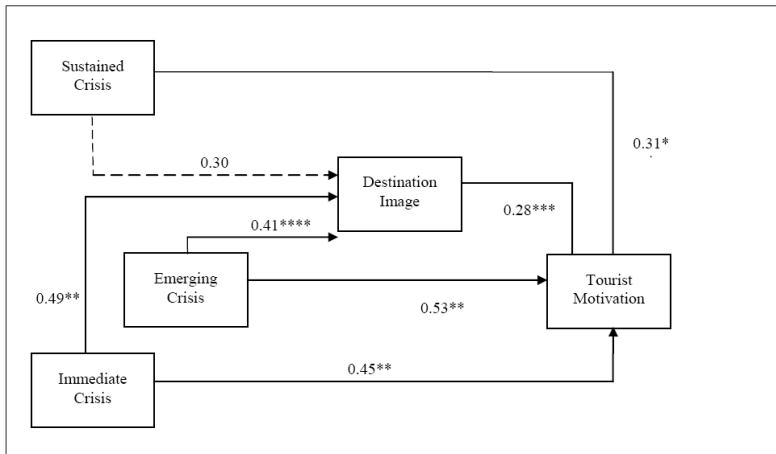
On the first step, the path analysis is showing the relationship between crises and destination image is positive and significant with a standardized coefficient of 0.884 and a critical ratio of 15.418, $p < .001$). The second step explicitly shows the path between crises and tourist travel motivation with a standardized coefficient of 0.620 and the critical ratio of 9.889, $p < .001$. The path between destination image and international tourist motivation as the third step is also significant with a standardized coefficient of 0.477 and the critical ratio of 8.829, $p < .001$. The final step shows the path estimates for the bivariate relationship between crises, destination image, and international tourist motivation. The relationship were found not significant when destination image is included as an additional predictor $B_{IV}=.433**$ (t=4.763); $B_M=.212$ (t=2.798) (Baron & Kenny, 1986). The results reveal that destination image posits a direct effect on the relationship between immediate crisis and international tourist motivation. Since the step (4) value is decreased

and not significant, a full mediation cannot be confirmed (Hair, 2010).

Final Model

To this point, the entire postulated hypothesis had been tested and discussed. The most essential part of this study and its main contribution to academic and practical knowledge is the testing of the hypothesis. In this study, the final structural model indicates that the model has a good fit to the data found to fall within the acceptable range. The final model of this study is estimated upon deletion of non-significant paths, as presented in Figure 2.

Figure 2. Final Model



Note: Indicator: Significant path; \longrightarrow Non significant path; \dashrightarrow
Model fit: CMIN/DF= 3.329, RMR= 0.182; GFI= 0.625; CFI= 0.782; RMSEA= 0.106

IMPLICATION AND CONCLUSION

This research finding showed that the three types of crises undoubtedly are giving impact to the image of a country or tourism destination as well tourist travel motivation. To be specific, the sustained crisis to have the higher and longer negative impact not only on a country and tourism destination image but tourist traveling motivation. On the other two type of crises that are immediate and emerging crisis although both of them are giving the direct negative impact of the country or tourism destination image because it is temporary in nature. Therefore it does not inhibit the international tourist travel motivation soon after the crisis. These scenarios, without a doubt, are giving varying consequences and implications to the individual tourist, tourism companies (tour operators and travel agencies), government authorities and many others.

It is also evident that fascinating tourism atmospheres, extraordinaire attraction, and economic values augur the international tourists to travel especially after the immediate and emerging crisis provided that the condition at the tourist destination is safe and secure. With this indicator, in any immediate and emerging crises occurring, the governments and in the context of this study the government of Malaysia should take quick and proactive action in combating, controlling and minimizing the crises which can at least reduced its impact on the tourism industry. During this situation or period, the government should tighten the security system in all aspects to ensuring the situation is safe and secure to travel.

Another implication is relating to the promotion. In the context Malaysia, it is important for the public and private agencies which are responsible for marketing like Tourism Malaysia soon after the crises to take necessary steps in regaining Malaysia image as a favorite destination by developing multiple promotional campaigns such as safety and discounted rates on various tourism packages.

Safety promotions such as the testimonial from the experienced tourists during the crises would provide means to attract visitors that situation at the tourism spots is under control from the safety risks. In supporting the safety promotion, the government should promptly be luring the international tourist by offering reasonable tourism packages including the flight fare and accommodation prices.

As a conclusion, the cooperation and collaboration between government and related authorities are therefore crucial and should be further strengthened to nurture the practical strategies by using safe and security together with other influential available pulling factors like fascinating tourism atmospheres, extraordinaire attraction, and worth economic values especially after the crises. In doing so, although the tourism industry will slightly be affected by the disasters, but it is not entirely losing the foreign exchange revenue in the extended period.

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