EXAMINING THE RELATIONSHIPS AMONG PERCEIVED RISK, ATTITUDE AND INTENTION TO TRAVEL TO DESTINATIONS ALONG THE U.S. – MEXICO BORDER

A Dissertation

by

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ABSTRACT

In order to understand the role of borders in tourism, research needs to examine how tourists perceive a border; if tourists perceive the same types of risk as they do when they travel to other tourist destinations. The purpose of this study is to identify salient dimensions of perceived risk and relationships among antecedent variables such as past travel experiences, culture, destination familiarity, perceptions of travel risk in the context of the U.S.-Mexico border and tourists' attitudes and intentions to visit destinations along the U.S. – Mexico border.

Data was collected from Texas residents age 18 and above through an online panel survey. A total of 488 responses were gathered. Several statistical analyses were utilized for hypothesis testing: Factor analysis, an Independent T-test, a Paired Sample T-test, ANOVA and SEM. In the current study, five dimensions of risk perception were identified; 'Personal Safety,' 'Conveniences,' 'Border Patrol Concerns,' 'Border Patrol Importance,' and 'Communication Concern.' The major results are as follows: 1) Asians perceived a higher risk of 'Border Patrol Concerns' when considering not crossing the border into Mexico and Caucasians perceived a higher risk of 'Communication Concern' when considering crossing the border. 2) Respondents with no Spanish speaking skill perceived higher levels of risk of 'Personal Safety' and 'Conveniences' when considering not crossing the border into Mexico while respondents with Spanish speaking skill perceived higher levels of risk of 'Personal Safety,' 'Conveniences,' 'Border Patrol Concerns,' and 'Communication Concern' when

considering crossing the border into Mexico. 3) Respondents perceived higher risk when considering travel to a rural region than an urban region. 4) Media exposure and familiarity with a destination were found to be a significant predictor influencing perceived risk in both cases. 5) A negative relationship between perceived risk and attitude and a positive relationship between attitude and intention have been identified in both cases. Based on the results, several suggestions are made. First, positively worded information should be provided for tourists to help them understand border procedures as well as information regarding tourist facilities in the border region. Second, providing information in different languages especially in English would be helpful to reduce the levels of communication risk for potential tourists. Third, tourism practitioners should monitor information being dispersed through the influential sources related to a destination for their unique target markets. If misinformation is found, it should be corrected properly before potential tourists perceive it as reality. Lastly, it will be important to share positive travel experiences by tourists who traveled to the border region through social media to reduce unnecessary perceived risk or fear for potential tourists who consider traveling to border regions.

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CHAPTER I

INTRODUCTION

Travel decision- making is a complicated process because tourists need to make decisions in terms of destinations, transportation, activities, accommodation and budget. In general, every tourist experiences a certain level of risk when they travel. People still recall the catastrophic events that occurred in the world: the terrorist attacks in the US on September 11, 2001; in Paris on November 13, 2015; the January 12, 2010 earthquake in Haiti; the Ebola virus disease; and more recently airplane crashes which resulted in severe injuries and deaths of passengers and crew. It could lead people to perceive some level of risks when thinking of travel. Therefore, the risk can lead tourists to have difficulty when deciding and considering whether to alter the travel choices that they have made (Wong & Yeh, 2009). From past research, several factors influencing decision making processes have been found. Among them, one of the factors is risk perception. The studies of perceived risk among tourists have become more prominent in recent years in the context of tourism.

Travel risk is the probability that a person will experience danger when traveling (Fischhoff et al, 1984). Various types of travel risk have previously been categorized: health, physical, satisfaction, equipment, time, monetary/financial, cultural, psychological, political instability, terrorism, and crime (Reisinger & Mavondo, 2006). Different individuals perceive travel risks different ways and their reaction to it is also different (Reisinger & Mavondo, 2006). Lepp & Gibson (2003) have suggested that

touristic characteristics including past travel involvement, nationality, and age can be studied so that the concept of perceived risk can be more thoroughly understood. Many prior studies explored the connection between touristic characteristics and risk perceptions. These variables include past travel experience (Lepp & Gibson, 2008; Pinhey & Iverson, 1994; Sonmes & Graefe, 1998a); nationality/culture (Bontempo et al, 1997; Park & Reisinger, 2010; Reisinger & Mavondo, 2006); social media (Schroeder & Pennington-Gray, 2014); and tourists' characteristics (e.g. gender, age, education level) (Carr, 2001; Gibson & Yiannakis , 2002; Lepp & Gibson, 2003; Mitchell & Vassos, 1997; Rountree & Land, 1996). These studies have shown that tourists' levels of perceived risk differ according to those factors. For example, greater perceptions of risk have been identified in the demographic of younger tourists (Floyd & Pennington-Gray, 2004; Mitchell & Vassos , 1997) as well as less educated (Mitchell & Vassos, 1997; Rountree & Land, 1996) and females (Canally, 2004; Carr, 2001; Lepp & Gibson, 2003; Mitchell & Vassos, 1997). Experienced tourists have perceived destinations to be less risky (Lepp & Gibson, 2003), and tourists exposed to reports in the news media of negative information or negative word of mouth reviews perceived more risk when visiting certain places (Canally, 2004).

Considering the importance of risk perception and the amount of study devoted to examining it in the tourism field, there are still some factors which have not been thoroughly examined. One of the variables to consider is past experience with crime and its relationship to the tourist's perception of risk. Mesch (2000) examined how standard nighttime activities, anxiety related to crime and perceptions of risk are related in leisure

and recreational contexts. Mesch (2000) measured the concept of perceived risk using two items; whether he/she believed there was too much criminal activity in the neighborhood and if those surveyed knew firsthand whether criminals were in their neighborhood. Results from this study revealed that respondents with prior experiences of victimization as well as women demonstrated greater levels of perceived risk. People who perceived more risk were not as likely to involve themselves in nighttime actions and had more fear of crime. In contrast to previous research (Mesch, 2000; Rountree & Land, 1996), Truman (2005) did not found the prior victimization to increase individual's fear of crime. The author assumed that this result may be because the college students in the sample were better educated in regards to how to cope with victimization. Moreover, a majority of victims (which was 24.8% of respondents in this study) were only victims of property crime. In the context of tourism, studies on the relationship between prior crime experiences and the risk perception of tourists have not been given much attention and further research is needed to examine this relationship. Another variable to consider is the characteristics of the destination. Each travel destination has its own unique characteristics. Past studies have indicated that individuals perceive rural and urban landscapes differently (Brush et al, 2000; Dewar, Li, and Davis, 2007 Schroeder, 1982); respondents in the studies had more favorable feelings toward rural landscape settings rather than urban landscape settings. Therefore, the researcher assumes that tourists traveling to urban regions may perceive higher levels of risk than those traveling to rural regions. Similarly, tourists may hold different perceptions in terms of traveling to regions within America as opposed to travelling to

regions within America along with an excursion into Mexico by crossing the border. Although studies have examined peoples' perceptions in different settings, very limited research has received consideration in the context of tourism studies. Therefore, it is necessary to examine how the different characteristics of travel destinations (e.g. urban or rural) influence tourists' risk perceptions to understand their perceived risk more thoroughly since it has not been investigated much in the field of tourism.

Several factors that could influence the level of tourists' risk perception have been suggested. Along with factors influencing tourists' perceived risk, examining how risk perception affects tourists' decision making is important because tourism providers should know that perceived risk may be a stress factor for tourists. Therefore, there would be a less chance of tourists to be out of their home to travel. Research has shown that there is an inverse relationship when considering perceived risk and intention to travel. Simply put, when tourists become aware of a higher risk level, their intentions to travel are low. Sönmez and Graefe (1998) found that perceived risk is important when it comes to making decisions related to travel. For example, if a prospective traveler perceived a destination as potentially dangerous, they may change or adjust the intention they had to travel to that destination. Perceived risks seem to vary depending on the destination (Floyd & Pennington-Gray, 2004; Kozak et al., 2007). When it comes to tourist destinations, a lot of different places and countries have been examined to test how tourists perceive those places in terms of travel destination. There is a growing body of theoretical literature on international borders that has considered attractions and barriers to travel. However, very little empirical research has investigated the

characteristics of international borders. In other words, studies examining tourists' risk perception toward the borders when considering travel to the places near the border is limited. In order to understand the role of borders in tourism, research needs to examine how tourists perceive a border; however limited work has been done. Canally (2004) identified college students' perceived risks and constraints when traveling into a Mexican border city. The results showed that students perceived high risk in food and water quality, political instability and stories about crime; all of which were found to be obstacles that would prevent them from traveling to a border town in Mexico (Canally, 2004). Respondents perceived certain features of Mexican border towns to be threatening to their own safety. This work indicates that when tourists' perceived risks related to border travel, it could affect their attitudes toward and intent to travel to a border destination. Identifying the dimensions of perceived risks in U.S.-Mexico border travel is the key focus of this study, along with identifying factors that influence risk perception as well as the relation between travel decision making and perceived risk. Several dimensions of perceived risks (e.g. financial, political instability, health, social, communication, crime, time, equipment, satisfaction, psychological, and terrorism) are examined in phase I of the scale purification process until the most salient dimensions of perceived risk are extracted. Furthermore, personal characteristics, past travel experience, cultural differences, prior crime experience, destination characteristics, exposure to information, and familiarity with destinations are also investigated to see if these antecedent variables impact individuals' perceived risk. Past studies have dealt with the relationship between perceived risk and the travel decision making of tourists.

However, little attention has been given to research related to tourists' perceptions and attitudes toward U.S.-Mexico border regions as tourist destinations.

The purpose of this study is to identify salient dimensions of perceived risk and relationships among antecedent variables such as past travel experiences, culture, destination familiarity, perceptions of travel risk in the context of the U.S.-Mexico border and tourists' attitudes and intentions to visit destinations along the U.S. – Mexico border.

Research Questions

This study discusses the following research questions:

1. What types of risk are perceived when a person considers traveling to destinations along the U.S. – Mexico border?
2. What relationship exists between personal characteristics (age and gender) and perceived risk in travelling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship same when crossing the border into Mexico?
3. What relationship exists between past travel experience with the destination and perceived risk in travelling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?
4. What relationship exists between one's cultural affiliation and perceived risk in travelling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

5. What relationship exists between the presence of prior crime experience and perceived risk in travelling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

6. What relationship exists between destination characteristics and perceived risk in travelling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

7. What relationship exists between familiarity of destinations and perceived risk in traveling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

8. What relationship exists between the media exposure related to the border and perceived risk in traveling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

9. What relationship exists between perceived risk and attitude toward traveling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

10. What relationship exists between attitude and intention to travel to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when crossing the border into Mexico?

Proposed Research Model

Figure 1-a and Figure 1-b illustrate the proposed research model of this study. Due to dissimilar measurement scales used for the variables, two different research models are suggested in this study. The Research Model I demonstrates the relationships

between perceived risk and five antecedent variables: personal characteristics, past travel experience, cultural differences, presence of prior crime experience, and destination characteristics. The Research Model II determines the relationships among familiarity, exposure to information, attitude, and intention decisions on trips to the U.S.-Mexico border destinations. Each construct is addressed and presented in Chapter II.

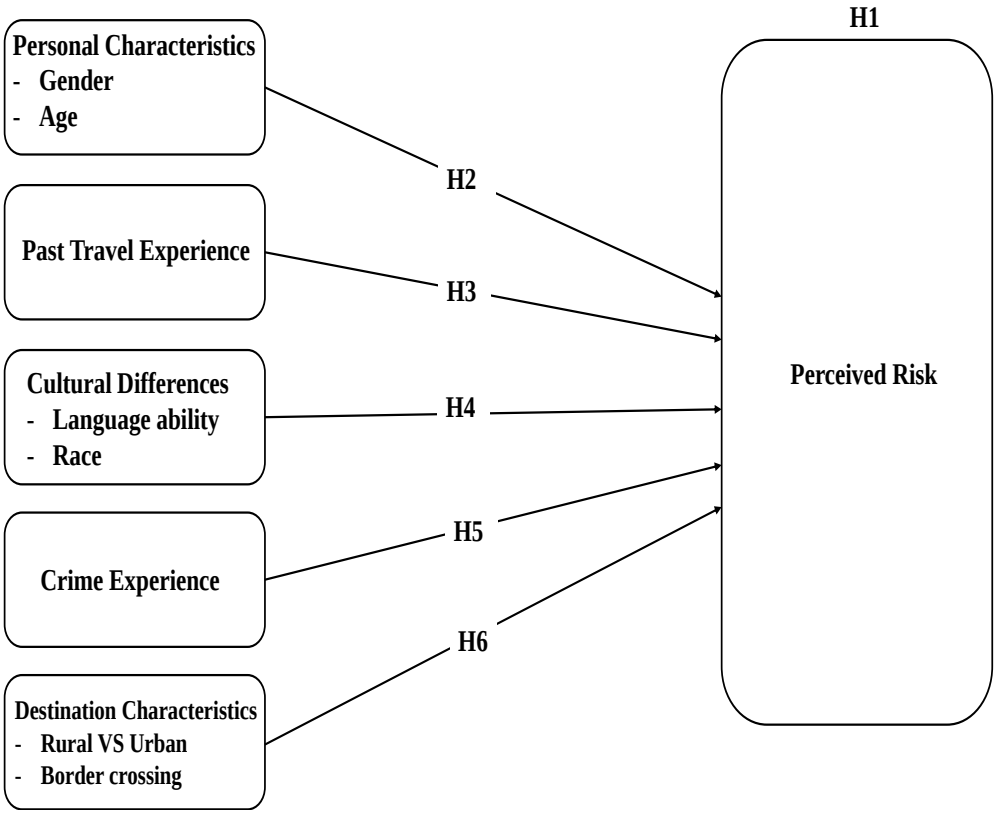

Figure 1-a: Research Model I

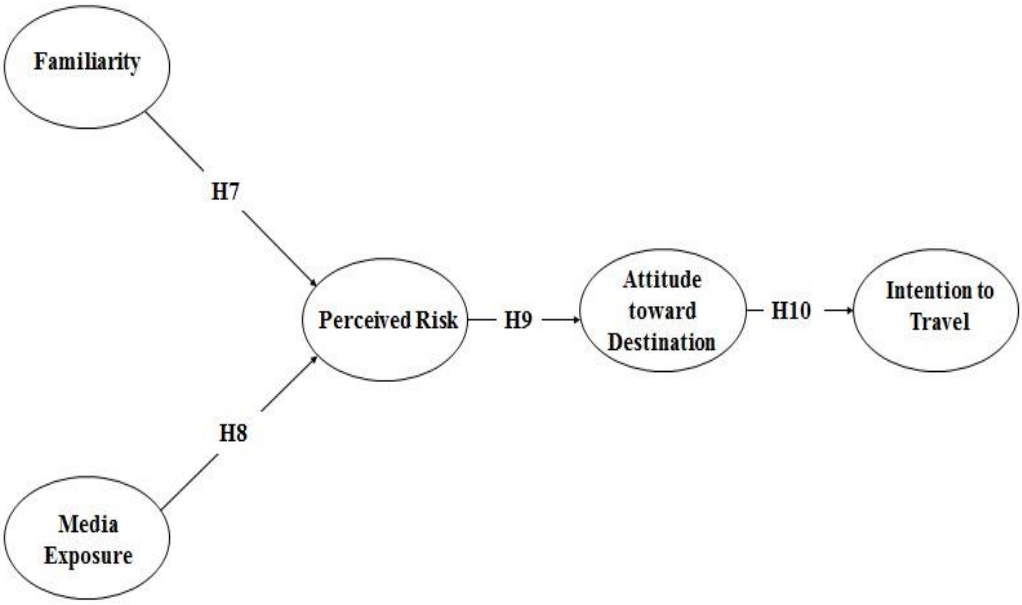

Figure 1-b: Research Model II

CHAPTER II

LITERATURE REVIEW

This chapter supplies the theoretical foundations of the conceptual elements employed in this study by reviewing the literature in various areas related to perceived risk; antecedent variables that could affect perceived risk such as tourists' personal characteristics, past travel experience, cultural differences, past crime experience, destination characteristics. Other variables examining the relationships of exposure to information, and familiarity, attitude and intention are also reviewed.

Perceived Risk in Tourism

The concept of perceived risk has been widely used in diverse fields since it was first introduced in the field of economics during the 1920s (Knight, 1948). In the marketing field, the concept assumes that risk is perceived by consumers who are seeking to purchase products or services and consumers typically act to reduce it (Fuchs & Reichel, 2011). Stone and Gronhaug (1993) noted that there is no certain definition of "risk" that is fully agreed upon in the theoretical or operational marketing areas. Mowen and Minor (1998) approached perceived risk as "a consumer's perception of the overall negativity of a course of action based on an assessment of the possible negative outcomes and the likelihood that those outcomes will occur" (p. 176). Yeung & Morris (2006) defined risk perception as "the individual judgment of the likelihood that a consequent loss could occur and the seriousness of its likely consequences" (p.295). Cox & Rich (1964) considered "Perceived risk" as referring to the nature and quantity of danger perceived by the consumer who is anticipating a specific purchase decision. It

can be claimed that definitions of perceived risk vary according to different researchers. Various types of risks have been identified in the literature concerning consumer behavior: social; time; performance; psychological; opportunity loss; and physical (Assael, 1995, Engel et al., 1995, Mowen & Minor, 1998, Schiffman & Kanuk, 2007). These types of risks have been identified in the Tourism field as well.

As a portion of the service industry, tourism is distinguished by service specific qualities including intangibility (i.e. it cannot be seen or tasted), inseparability (i.e. it is produced and consumed at the same time), variability (i.e. it is always unique; it only exists once, and is never exactly repeated), and perishability (i.e. it cannot be stored and it goes waste if it is not consumed simultaneously) (Lovelock & Wirtz, 2007). The "product" of tourism is exposed to various circumstances which include crime, terrorism, disease/health issues, natural disaster/weather issues, unfriendly inhabitants, food concerns, and political instability. Such factors will often increase the perceived level of risk among potential tourists (Pizam & Mansfeld, 1996; Roehl & Fesenmaier, 1992; Sönmez, 1998; Sönmez & Graefe, 1998a; Tsaur et al., 1997; Witt & Moutinho, 1995).

Perceived risk as a conceptual framework has received considerable attention in the literature of the tourism field. Roehl (1988) and Roehl and Fesenmaier (1992) pioneered researching the risk perception within tourism. They suggested seven dimensions of risks: equipment, physical, satisfaction, social, time, financial, and psychological. Among them, there are three dimensions of perceived rick: destination, physical-equipment and vacation were identified by utilizing factor analysis. Moutinho

(1987) categorized five tourists perceived risks; functional, physical, financial, social, and psychological risk by reviewing marketing literature. Tsaur et al. (1997) utilized an Analytic Hierarchy Process method to examine various risk evaluation criteria. The study they conducted was intended to analyze two major risks: equipment risk and physical risk. Equipment risk refers to hazards which may arise due to the malfunction of equipment, for example transportation safety issues would be one example. Physical risk refers to many issues: individual health, weather issues, hygiene problems, and law and order (e.g. political instability, criminal attack, and attitude of locals in relation to tourists). The results of the study demonstrated that law and order was deemed the most salient feature of tourist risk. Mitchell and Vassos (1997) portrayed tourist risk as a multidimensional concept and identified a list of 43 risk factors, ranging from natural disasters to more inconsequential issues such as a tour representative not joining activities The highest risk factors for respondents were; “your hotel may not be as nice as it appears in the brochures”, “you will be charged excessively for making telephone calls in the hotel and the meals provided will be disappointing”. In the other hand, the risk of a natural disaster found to be low risk factor.

Boksberger et al. (2007) researched the topic of perceived risk in terms of air travel. The researchers identified six dimensions of risk perception related to air travel: functional, physical, financial, psychological, social risk, and temporal (the probability of lost time due to delays, inconvenience, and during the check-in process). The findings indicated that temporal risk and financial risk were the most relevant when examining commercial air travel. The concept of risk perception has been examined in various

distinct market sections of tourism. Hunter-Jones, Jeffs, and Smith (2007) researched the increasing youth tourism market, focusing on backpackers, and studied the attitudes toward risk and potential reactions to a possible catastrophe. The researchers utilized a qualitative approach and found that political instability and war conditions were the greatest influential risks when considering decisions prior to travel, while terrorism was deemed to be the least significant risk. Reichel et al. (2007) also examined backpackers and found that physical risk was perceived as the most important risk type and backpacker's risk perception varied in accordance with an individual's unique characteristics such as previous backpacking experience, gender, and proclivity for fellow travelers.

In the context of international travel, Sönmez & Graefe (1998a) and Sönmez & Graefe (1998b) identified ten types of risk: functional/equipment, social, time, terrorism, health, psychological, physical, political instability, satisfaction, and financial. One of the key findings in their research was that levels of risk perception are directly affect choices made regarding international vacation destinations. Greater perceived risk in relation to a destination led to a greater likelihood of a consumer choosing to avoid visiting certain foreign destinations. The same types of patters were reported in that most travelers are likely to alter their plans with regards to a destination that has elevated or increased risk (Kozak et al., 2007; Mäser & Weiermair, 1998).

Of several dimensions of perceived risk tested, Han (2005) added one more dimension. Han (2005) investigated ten dimensions of perceived risk identified in the literature and added "communication risk" to determine if these eleven dimensions of

risk are perceived as important factors for tourists when vacationing at international destinations .The results indicated that of those eleven dimensions of perceived risk, seven dimensions of perceived risk (value risk, health risk, social risk, communication risk, terrorism risk, psychological risk, and equipment risk) were identified as significant dimensions of risk perception related to vacationing in Australia and Japan.

Dimensions of perceived risk in vacationing at tourist destinations appear to vary depending on destination. Considering that little research has been conducted regarding testing the perceived risks in U.S.-Mexico border travel, it will be important to identify whether tourists perceive different dimensions of risk in terms of traveling destinations along the U.S. – Mexico border. Along with those dimensions of risk that have been identified in past studies, this study suggests crime risk and law enforcement risk are part of the perceived risk dimensions that are closely related to the border travel. Martinez (2000) used the Expected Value Model to examine U.S. tourists' individual designation to risk perceptions of criminal victimization on the American side of the U.S.-Mexico border. The results showed that the means of the subjective probability of being the victim of a crime was greater than the mean of the objective probability of being the victim of a crime at the Border. In other words, tourists perceived a higher risk of criminal victimization than the actual probability of being the victim of a crime that will occur. Location and drug related issues may cause higher perceptions of risk for tourists. Tourists may feel that places adjacent to international borders are more dangerous to visit than other places because of issues such as political instability. It has been suggested that different types of risks were perceived according to different places

tourists travel (Tsaur et al., 1997). According to Stone & Mason (1995), psychological risk was the most significant risk whereas health risk was found to be the most significant when making a decision regarding international travel in Sönmez's (1994) study. Of ten various risk types (financial, physical, time, satisfaction, health, terrorism, political instability, psychological, equipment, social, and political instability) terrorism and political instability risk were amid the greatest predictors, especially traveling to Asia and South America. Tourists who perceived greater risk as a result of terrorism were more likely to want to avoid travel to Africa and the Middle East. Terrorism risk was the only significant indicator of intention to avoid travel to the Middle East and for Africa health and satisfaction risk were the greatest contributors to the model.

This study aims to examine what dimensions of perceived risk are present when a potential traveler considers travel to destinations along the U.S.-Mexico border.
Proposition 1: Individuals perceive significant dimensions of risk while considering travel to destinations along with U.S.-Mexico border.

Hypothesis 1: Individuals perceive different types of perceived risk when considering travel to destinations along the U.S.-Mexico border compared to dimensions of perceived risk identified in the literature.

Perceived Risk and Personal Characteristics

Demographic details are not deemed to be the strongest predictors of perception in relation to travel risk perceptions (Sönmez & Graefe, 1998a), research indicates that several factors influence travel risk perceptions: income (Park & Reisinger, 2010), education level (Sönmez & Graefe, 1998b), and age (Floyd & Pennington-Gray, 2004;

Gibson & Yiannakis, 2002). High risk perceptions have been discovered amid travelers who are less educated (Sönmez & Graefe, 1998b) and among females (Carr, 2001; Floyd & Pennington-Gray, 2004; Lepp & Gibson, 2003). Another interesting result confirmed by Canally (2004) that gender is related to perceived barriers to traveling across the U. S. – Mexico border with women being more likely to perceive barriers than are men. Regarding the relationship between age and risk perception, the results vary by research. The literature indicates that results were mixed concerning older and younger residents and if they higher levels of risk or fear of crime (Baker et al., 1983; Chadee & Ditton, 2003; Ferraro & LaGrange, 1992; Floyd & Pennington-Gray, 2004; Gibson & Yiannakis, 2002; Rountree, 1998; Weinrath & Gartell, 1996; Ziegler & Mitchell, 2003). Despite the diverse of results of the relationship between perceived risk and age, it was assumed that older respondents would perceive higher level of risk since older people are physically more vulnerable. It is supported by prior study suggesting that older respondents perceive greater fear of crime (Barker et al., 1983).

Proposition 2: Individuals in different age groups and different genders perceive risk differently when considering travel to destinations along U.S.-Mexico border.

Hypothesis 2-1-a: Females will perceive significantly higher risk across all dimensions of risk when considering traveling to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 2-1-b: Females will perceive significantly higher risk across all dimensions of risk when considering traveling to destinations along the U.S. – Mexico border with an excursion into Mexico.

H2-2-a : Older respondents will perceive significantly higher risk across dimensions of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

H2-2-b: Older respondents will perceive significantly higher risk across dimensions of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

Past Travel Experience

Past travel experience is another variable that will be examined in this study. Past experience can be considered as repeat visits with the destination (Kerstetter & Cho, 2004). Based upon numerous studies, Campo-Martinez et al. (2010) suggest that past behavior is the best predictor of future behavior. "This would be due to the fact that when a tourist has already visited a destination, their perception of risk declines and their costs to other destinations increase" (p. 3). Sönmez and Graefe (1998a) also found that experience with travel can affect safety or risk perceptions by confirming or eliminating them which then influences the probability of future travels, as well as efforts to avoid destinations; individual risk perception overall will decrease with an increase in travel experience. Past travel experience to a region will result in an increase in individual intention to travel back there as well as an increase in the willingness to travel to areas considered risky (Sönmez & Graefe, 1998b). This is supported by several other researcher findings in which personal experience traveling to a destination may serve to alter risk perception throughout decision-making regarding international vacation travel (Han, 2005; Lepp & Gibson, 2003). More current research has revealed that more

experienced tourists perceive less risk in relation to strange food, health, and terrorism (Lepp & Gibson, 2003). Fuchs and Reichel (2011) compared endpoint risk dimensions among repeat visitors and first-time guests when traveling to Israel. The results indicated that first-time visitors were linked with socio-psychological risk, food and weather risk. Repeat guests were associated with different items: service, financial and car accident risk.

According to a study conducted by Canally (2004), the incidence of visits to Mexican border towns had no effect on perceived obstacles to visiting such towns. This finding suggests that there is no direct influence on individually perceived barriers by the number of times that person crosses into Mexico to visit a border town. This finding is significant because it is contrary to the finding of Lepp and Gibson (2003) who found that travel experience reduces perceived barriers in students. It may be due to the characteristics the international border has. Another objective of this study is to compare repeat guests and first-time visitors who consider visiting the U.S. – Mexico border in terms of destination risk perception.

Proposition 3: Past travel experience affects individuals' perceived risk when considering travel to destinations along the U.S.-Mexico border.

H3-1 Respondents who have not been to destinations along the U.S. – Mexico Border without an excursion into Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have.

H3-2 Respondents who have not been to Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have when considering

traveling to destinations along with U.S.-Mexico border and taking an excursion into Mexico.

Cultural Differences

Race

Tourism is now a truly a global phenomenon in the hands of multinational corporations. In this phenomenon, empirical research has shown that noteworthy alterations in risk perception exist among tourists from different countries. Reisinger and Mavondo (2006) explored the perceptions that international tourists had concerning travel risk and safety, intention to travel and anxiety. The result indicated that tourists from Australia, Hong Kong and the United States perceived greater risk in travel, did not feel very safe, and had greater anxiety as well as reluctance to travel compared with tourists from Canada, Greece and the United Kingdom. Fuchs and Reichel (2004) found noteworthy variations in risk perception of a specified tourist destination along with a variety of dimensions of risk perception among tourists of various nationalities. The researchers were also able to capture religious associations as related with varying degrees of destination risk perception. Similarly, Asian tourists perceived different types of risk significantly (natural disaster, terrorist attack and infectious disease) higher than Western tourists (Law, 2006). Park and Reisinger (2010) explored the socio-demographic and economic differences in the perceived influences of natural disasters and travel risk concerning international travel. Significant differences in perceived impact of natural disasters on travelling internationally were found among various nationalities. Asian tourists identify more influence of tornadoes on international travel

decisions than other nationalities; American tourists perceive their influence to be comparatively low. Similarly, Asian tourists have a greater concern with wind disasters than American tourists.

As well as people with different nationalities, people with different race also show that they perceive risks differently. The interrelation of risk and race have become issues of importance as it has become apparent that people of color have been subjected to greater exposure to higher levels of toxic substances. Savage (1993) found that blacks felt more threatened by the hazards of home fires, automobile accidents, commercial aviation accidents, and stomach cancer than whites. Contrarily, Ortega and Myles (1987) found that blacks are more likely to live in neighborhoods with higher crime than whites and blacks perceive their risk of victimization to be slightly lower than whites.

Flynn et al. (1994) suggest that race and perceived risk may be related to sociopolitical factors; measuring perceptions of environmental health risks for 1275 white and 214 nonwhite individuals. Their results indicated that whites perceived risks as much smaller and more acceptable than did others who were surveyed. The results suggest that sociopolitical factors like trust, status, alienation and power are determiners of individual perception and toleration of risk. This result is supported by Finucane et al. (2000) suggesting that respondents of whites perceived high-risk in health and food risk than respondents of nonwhites.

With the results of past studies showing that different cultural and national backgrounds play a significant role in individuals' perception of risks and fear, it can be

assumed that cultural background could also affect tourists' perceptions of risks differently when considering travel to destinations along the U.S. – Mexico border. Proposition 4: Different cultural backgrounds affect individual's perceived risk when considering travel to destinations along the U.S.-Mexico border.

Hypothesis 4-1-a: Asians will perceive significantly higher risk across all risk dimensions than Caucasians when considering traveling to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 4-1-b: Asians will perceive significantly higher risk across all risk dimensions than Caucasians when considering traveling to destinations along the U.S. – Mexico border with an excursion into Mexico.

Language

Although some researchers have identified the significance of language in relation to tourism (Cohen & Cooper, 1986; Mathieson & Wall, 1982; Han, 2005), it has not been a prominently studied topic. Mathieson and Wall (1982) stated that "language is an important factor in an analysis of social and cultural change and could be a useful indicator of the social impact of international tourism" (p. 154). It is also essential to recognize how language influences tourists' behavior when they travel. Language barriers are a central issue in regards to transcultural communication and it impacts decisions related to travel (Cohen & Cooper, 1986).

Yavas (1987) found that Saudis who perceived high risk levels favored choosing other Arab countries as destinations of international travel due to a common religion, language and cultural heritage. Pinhey & Iverson (1994) investigated safety concerns of

Japanese tourists to Guam and found that there was a significant and strong positive relationship among assurance in communication skills and safety perceptions. Tapachai and Waryszak (2000) studied the issue of tourism destination image and discovered that a benefit of the United States' image to Australian tourists is that there is "no language barrier." Basala and Klenosky (2001) investigated the influence of language on the preference of travel destination. The outcome indicated that among three groups (Familiarity seeker, Average seeker, Novelty seeker), Familiarity seekers were concerned with the type of language spoken the most when traveling. They also found that Familiarity Seekers were not as likely to visit destinations with language that they could not speak. These results support Cohen and Cooper's (1986) claim that tourists will usually travel to places where their native language is spoken. As English is widely utilized near the U.S. - Mexico border, Spanish can be the primary language commonly heard. In this case, tourists who are not comfortable speaking Spanish may perceive higher levels of risk when they consider traveling to destinations along the U.S. – Mexico border. Based on the research related to the influence of skill on risk perception, the following hypothesis is proposed:

Hypothesis 4-2-a: Respondents who speak Spanish will perceive significantly less risk across all risk dimensions than those who do not speak Spanish when considering traveling to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 4-2-b: Respondents who speak Spanish will perceive significantly less risk across all risk dimensions than those who do not speak Spanish when considering traveling to destinations along the U.S. – Mexico border with an excursion into Mexico.

Past Experience with Crime

By all accounts, contemporary society faces a major problem with crime. About one-fourth of U.S. households are touched by crime each year (Miethe, 1995). Crime experiences may affect individuals' perception on travel. That is, people who have been the victims of criminal activity could perceive higher level of risks than those who have not been victims when considering travel. Several researchers have examined the association between past experience with crime and perceived risk based on feeling fear. Based on the empirical evidence to date, the relationship seems to be inconclusive. A study of safety perceptions among tourists in Orlando, Florida found that travelers' prior subjection to crime was not a negative influence on their recognition of security (Milman & Bach, 1999). Mesh (2000) examined how risk perception, fear of crime and routine nighttime pursuits are related. Results revealed that people with prior experiences of victimization and also women professed greater perceived risk. People who perceived more risk were not as likely to be involved in nighttime pursuits and had a greater fear of crime. Tseloni and Zarafonitou (2008) investigated the relationship among perceived victimization danger and past experience with crime. The researchers found a strong connection between past experience with crime and recognize victimization risk; victims (either direct or indirect) were most likely to feel unsafe at home alone at night than people who were not victims or those who were unacquainted with a victim. Thus, a

perceived greater risk of victimization appears to be linked to cogent concerns about crime. Similarly, LaGrange et al (1992) examined the relationship amongst fear of crime and physical and social incivilities. The result revealed that higher levels of perceived social (e.g. unpleasant neighbors, public drunkenness, noisiness, and unsupervised youth) and physical incivility (e.g. housing vacancies, unsupervised dogs, garbage and untidiness) were all related to greater fear levels.

Other studies (Quann & Hung, 2002; Truman, 2005) found that there was evidence of a weak association among perceived risk of feelings of crime and past crime experience. Truman (2005) claimed that past victimization did not increase an individual's fear of crime. The author assumed that it may be because the samples, who were college students, were better educated in regards to how to cope with victimization. Moreover, a majority of victims (24.8% of respondents in the study) were only victims of property crime which tends to have less effect on a person than violent crimes.

Rountree and Land (1996) found that respondents who had previous burglary victimization had concern about a repeat burglary which caused a greater fear of burglary. Based on this result, the researcher assumes that people who have previous experiences in crime would perceive higher levels of risk in terms of the likelihood that they will face similar crime experiences when traveling. Therefore, this study attempts to find out if individuals with prior crime experiences and individuals without prior crime experiences perceive levels of crime risk differently when it comes to visiting destinations along the U.S. – Mexico border. Moreover, majority studies examining the relationship between past crime experience and perception of risk have conducted in

leisure/recreation area. It indicates that the relationship needs to be investigated in tourism field to see whether it provides the same result or not. Hypotheses for this study are:

Proposition 5: Past experiences with crime affects individuals' perceived risk when considering travel to destinations along the U.S.-Mexico border.

Hypothesis 5-1: Respondents who have experienced crime in the past will perceive significantly higher levels of risk than those who have not when considering traveling to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 5-2: Respondents who have experienced crime in the past will perceive significantly higher levels of risk than those who have not when considering traveling to destinations along the U.S. – Mexico border with an excursion into Mexico.

Destination Characteristics

Traveling to Urban vs Rural Places within America

Travel destinations have characteristics related to destination image. Previous research (Baloglu & Mclearly, 1999; Beerli & Martin, 2004) has considered destination image as a notion which is formed by a mixture of reasoned and emotional understandings of a specific destination. Tourist destination image (TDI) has been deemed to be an important factor which affects people's subjective perception, behavior and decision to visit a destination (Walmsey & Young 1998). People may have different images of destinations along international borders, especially when considering the U.S.-Mexico border area. Issues related to drugs or riots, could cause negative images of the

destinations along the U.S.-Mexican border. Even though there are some tourist destinations adjacent to the U.S.-Mexican border, people may have different feelings when thinking of traveling to each destination because each destination has its own unique characteristics.

Individuals have different perceptions or preferences on traveling urban or rural destination. Brush et al. (2000) found that respondents perceived driving through forest scenery to be more pleasant that driving through urban areas. In the line with this result, Schroeder (1982) conducted a study to discover what features make urban parks and forests attractive or unattractive places to visit by showing participants 36 photographs of various actual recreation places in Chicago including parks in the city, suburban forest preserves, and urban forests. The scenes shown varied from completely natural settings to those that were highly developed and contained a variety of manmade and natural features. In the research, individuals were asked to visualize being in each place and to decide how much they would like visiting each setting. The results indicated that respondents perceived that natural features, trees in particular, were significant items that serve to improve the quality of a site. Moreover respondents considered “nature" and "peace and quiet" as desirable attributes and enjoy contact with more natural surroundings. Schroeder (1982) also noted that manmade items including pavement and fences were found to be features that diminished site quality. In contrast, Dewar, Li, and Davis (2007) found that respondents perceived unsafe environments such as rain forests. Considering that very limited research has been conducted identifying how tourists perceive risk differently according to urban and rural destinations in tourism, this

research gives more value to the field by examining potential tourists' perceptions of risk when traveling to destinations along the U.S.-Mexico border such as urban and rural. Noting that those destinations of characteristics are distinct could make potential tourists perceive destinations differently. Past research identified that respondents showed more favorable feelings toward rural settings; the researcher assumes that potential tourists may perceive higher level of risks when considering traveling to El Paso than traveling to Big Bend.

Preposition 6: Destination characteristics are related to individual's perceived risk when considering traveling to destinations along the U.S. – Mexico border.

Hypothesis 6-1: Respondents will perceive significantly higher risk across all risk dimensions when considering traveling to an urban border region than rural region.

Traveling Places within America and Across the Border

Due to the globalization of tourism markets which has increased in recent times (Levitt, 1983), global risk has become an increasing concern. Tourism is an activity which is susceptible to the factors of global risk (Ritchie, 2004). Just a few recent historical examples would include the political instability and wars in Tunisia and Egypt; health threats; fear over violence, crime, and terrorism, global concerns after September 11, 2001; and natural disasters such as those which impacted Thailand and Japan (Coshall, 2003; Fuchs & Reichel, 2006; Kozak, Crotts, & Law, 2007; Lepp & Gibson, 2003). Tourism, international tourism in particular, is very sensitive to security and safety matters (Pizam & Mansfeld, 1996).Minor crises in one area of the world can bring about reactions in other parts of the world due to globalization. Therefore, tourism is an

activity that remains vulnerable to rapid changes in the world and this can produce various perceptions of risk. For tourists, their perception of risk in traveling to places within home country may differ from traveling to the same places with crossing the international border. When tourists travel to destinations far away from home, they will recognize greater risk levels (Seabra et al., 2013). Therefore, it can be assumed that tourists may perceive higher levels of risk when they cross the border into Mexico than traveling to the places adjacent to Mexico within America such as El Paso and Big Bend.

Hypothesis 6-2: Respondents will perceive significantly higher risk across all risk dimensions when considering traveling to an urban border region and rural region with an excursion into Mexico than without an excursion into Mexico.

Familiarity with Destinations

Familiarity is a notion that affects tourist perceptions of constraints or risk in relation to travel. Various studies have examined how familiarity impacts tourist destination choices (Perdue, 1993; Mazursky, 1989; Lepp & Gibson, 2003), and have indicated that individuals with knowledge of a country's host language, traditions and custom, as well as local food have an increased likelihood of considering it as a travel destination. Hales and Shams (1990) explored Gulf Arabs' and their decisions of European holiday travel destinations. The results showed that the major reason 80% of respondents chose a destination was familiarity. Cheron & Ritchie (1982) studied leisure activities, finding that there is a strong inverse relationship between risk perception and familiarity. In other words, the greater familiarity individuals have with a leisure activity, the less risk they perceive. It is also supported by Han (2005) that individuals

who have familiarity with a vacation destination were likely to have a lower level of perceived risk in relation to a destination. While this concept has been viewed in a number of other contexts, it has not been explored in relation to travel to destinations along the U.S. – Mexico border. Nearness to an international border may be a relevant factor which influences if people will or will not visit destinations along the U.S. – Mexico border. Past research has noted that familiarity with what is on the other side of a border which can alleviate the barrier effect in relation to a border (Leimgruber, 1988, 1989). Noting that lack of research in terms of identifying the relationship among familiarity, perceived risk, and decision making in the tourism field, especially border tourism, this research may help answer such questions.

Proposition 7: Familiarity will be negatively related to individuals' perceptions of different risks when traveling to destinations along the U.S. – Mexico border.

Hypothesis 7-1: There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimension of risk when considering traveling to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 7-2: There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimension of risk when considering traveling to destinations along the U.S. – Mexico border with an excursion into Mexico.

Media Exposure

Advances in communication and technology systems have enabled people to learn about places and things happening in the world without visiting. These advances bring both advantages and disadvantages for the tourism industry. One difficulty facing the industry is the media's focus on negative stories which include crime, terror or any other severe accident. Sönmez and Graefe (1998a, 1998b) claimed that this is a concern since information obtained from various sources might impact risk perceptions for travel and destination decisions. The media may influence and help to shape destination risk perceptions because it is usually the primary information source used by tourists and thus informs them of risks related to a destination (Avraham & Ketter, 2008; Weimann & Winn, 1994). As a result, tourists could perceive a destination to be risky due to the influence of the media with regards to destination risk perceptions (Sönmez, 1998). Sönmez and Graefe (1998a) claimed that travel advisories put out by governments serve to potentially negatively impact tourism which was supported by Schroeder and Pennington-Gray (2014). Based on the results, Schroeder and Pennington-Gray (2014) suggested that contact with information through media and government travel advisories meaningfully affect destination risk perceptions. On the other hand, Truman (2005) identified that media did not significantly affect increasing individual fear of crime in general. However, in examining types of media (e.g. television news, radio, news magazines, internet, and newspapers), watching local TV news increased individual fear of crime. In other words, more consumption of local TV news led to a higher reported fear of crime.

Although it was not tested in Truman's (2005) study, social interaction was found to cause risk perceptions (Canally, 2004; Sönmez & Graefe, 1998a). In fact, individuals have a penchant to value information they obtain from social networks (Rittichainuwat & Chakraborty, 2009), increasingly giving more attention to digital social networks. In the study of Canally (2004), the perception related to crime and violence was developed from information on the border from media or from friends and relatives. Considering nearly half of respondents (48%) had heard warnings from friends or relatives about crime and violence in Mexican border towns, word of mouth seems to be the most prevalent form of information on Mexican border towns and its influence on students' perception in safety seems to play significant role. News media outlets and word of mouth are important indicators of students' perceptions of border towns. The more reports in the news media of negative information or negative word of mouth reviews from friends or relatives, the higher they perceive risk when visiting the U.S. – Mexico border. Given the media attention given to issues related to the U.S.-Mexico border, there is a need for empirical research to investigate if exposure to information has an impact on risk perceptions linked with vacationing at destinations along the U.S. – Mexico border and if it could affect decision making process.

Preposition 8: Media exposure about the border issues will influence individuals' perceived risk when traveling to destinations along the U.S. – Mexico border.

Hypothesis 8-1: The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk across all dimension of risk they will perceive

when considering traveling to destinations along the U.S.-Mexico border without an excursion into Mexico.

Hypothesis 8-2: The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk they will perceive when considering traveling to destinations along the U.S.-Mexico border with an excursion into Mexico.

Attitude and Intention

Decision making processes related to travel destination choice are. Such decisions become even more complicated when potential risks are considered. As the risk increases beyond the threshold of acceptable risk for a tourist, the existence of risk and fear can lead to changes in the travel decision. Fear serves to constrain travel and/or create behaviors that lead to vigilance (Barker et al., 2003). The terrorism and natural disasters risks, in particular, tend to intimidate the traveling public and cause change in direction of travel flows, and cancellation of vacations. Such behavior was observed following the events of the terror attack in Paris in 2015, the September 11, 2001, in New York, the spread of the SARS/Evola virus, and the tsunami earthquake in Southeast Asia. Sönmez, Apostolopoulos, and Tarlow (1999) argue that tourists tend to avoid traveling to destinations they feel is risky which results in choosing alternative destinations.

Measuring the relationship among perceived risk, attitude and intention can frequently be identified in tourism studies with use of The Theory of Planned Behavior (Lam & Hsu, 2004, 2006; Sparks, 2007). In the tourism context, attitude is defined as, according to Lam and Hsu (2006), “predispositions or feelings toward a vacation

destination or service" (p. 591). Intentions are referred to as the likelihood of choosing a destination. It is beneficial to understand the factors influencing travelers' attitude and behavioral intention when considering traveling to a destination. Empirical evidence indicates that perceived risk has been demonstrated to be a strong predictor of behavior intention (Reisinger & Crotts, 2009; Reisinger & Mavondo, 2006). Reisinger and Mavondo (2006) found that anxiety was negatively associated with travel intentions and safety perception is positively related to intentions to travel. The authors assume that international tourists would travel more often when they feel safe.

Although a number of studies investigate the general concept of perceived risk and its relationship with attitude and intention, however, examining the effect of perceived risk on attitude and intention in tourism context, particularly regarding travel to the U.S. – Mexico border setting has not gained much attention.

Proposition 9: Perceived risk and individuals' attitude toward traveling to destinations along the U.S. – Mexico border will be related.

Hypothesis 9-1: There will be a significant relationship between perceived risk across all dimension of risk and respondent' attitudes towards considering traveling to destinations along the U.S.-Mexico border without an excursion into Mexico.

Hypothesis 9-2: There will be a significant relationship between perceived risk across all dimensions of risk and respondent' attitudes towards considering traveling to destinations along the U.S.-Mexico border with an excursion into Mexico.

Proposition10: Individuals' attitude and intention will be related.

Hypothesis 10-1: There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S.-Mexico border without an excursion into Mexico.

Hypothesis 10-2: There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S.-Mexico border with an excursion into Mexico.

CHAPTER III

RESEARCH METHODS

This section will detail the procedures used to conduct this research. In the first section, the research design of this study is described by explaining how the developmental process relating to measurement scales in connection with perceived risk is represented. It is more comprehensively describe in the scale purification phase I and II in the third and fourth section. In the second section, information of the study area is provided. The fifth section includes a summary of how data will be analyzed to test hypotheses.

Research Design

Quantitative research methods are applied to comprehend conceptual models and the proposed hypotheses. Due to the nature of "Perceived Risk" which is a markedly task specific phenomenon, Mitchell (1994) suggested providing a buying scenario in designing a methodology. Following the suggestion and to investigate perceived risk in traveling to the Mexican border region more thoroughly, two different scenarios of destinations were selected as target destinations: El Paso and Big Bend. Both cities are located close to the Mexican border but they have different characteristics as travel destinations. El Paso is more likely to be considered as an urban city while Big Bend is more likely to be considered as rural city where Big Bend National Park is located.

This study included two pilot phases for two purposes; (1) to validate dimensions of perceived risk related to a specific travel experiences: traveling to a destination along

with U.S.-Mexico border, and (2) to refine an instrument to measure perceived risk in U.S.-Mexico border travel. Since items measuring perceived risk were drawn from previous research regarding international trips or pleasure trips in general, it was necessary to check if these items also fit into the context of border tourism. The questionnaire of scale purification included all items adopted from past research to measure perceived risk regarding traveling to destinations along with U.S.-Mexico border such as El Paso and the Big Bend region. Factor Analysis was used to refine items measuring risk perceptions. In phase II, more items measuring perceived risk were added along with items drawn from phase I. In the final survey, perceived risk, past travel experience, familiarity with destinations, exposure to information related to border issues, past experiences with crime and travel decisions were measured in the scenario of traveling to El Paso and the Big Bend region. The statistical techniques used for the final data analysis are discussed in a later section of this chapter.

Study Area

The major objective of this study is to determine the most salient perceived risks when considering travel to destinations along the U.S. – Mexico border. In order to accomplish the goal, two specific destinations which have distinct destination characteristics were selected among various places located adjacent to the U.S.-Mexico border; El Paso, Texas and the Big Bend region of Texas.

These two destinations have distinct characteristics in terms of population and landscape. In terms of El Paso, it is a largely developed urban area with a population of about 674,000 whereas Big Bend is one of the largest, most sparsely populated, arid,

rugged, and remote national parks with a population of approximately 9,000 people. Due to the characteristics of the destinations, potential tourists may form different images of each destination. Since El Paso is more populated and dense compared to Big Bend, it could be considered as an urban destination and Big Bend could more likely be considered as a rural destination. Along with information concerning those two destinations, a brief description of Juarez and Boquillas which are located on the Mexican side of the border of El Paso and Big Bend is depicted in the following.

El Paso in Texas and Juarez in Mexico

El Paso is located in west Texas, where Texas, New Mexico and Mexico connect (see map on next page). The population of El Paso is estimated to be just over 674,000 and the cultural make-up of the city is largely Hispanic (80%). El Paso is located in the Chihuahua desert and has a hot climate; summers are very hot and winters are mild. The landscape of El Paso is largely defined by 256 sq. mi (663 km^2) of developed urban area which offers a variety of activities or attractions (e.g. downtown tours, shopping, outdoor concerts, museums, the Zoo, hiking at Texas State Parks, music/dance festivals, sports/arts events). Since El Paso exists on the Rio Grande River directly across from Ciudad Juárez, Mexico, each vehicle on highways leaving El Paso is stopped at checkpoints to be visually inspected and quested by Border Patrol agents. No documentation is required at a Border Patrol checkpoint for US citizens; however individuals are asked some questions regarding the trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to verify the immigration status of each foreign traveler. Tourists who visit El Paso can

travel to Ciudad Jaurez, Mexico by crossing border. The area is also located in the Chihuahuan desert and has the same climate as El Paso. There are numerous bridges that serve the El Paso–Ciudad Juárez area in addition to the Paso Del Norte Bridge, including Stanton and Zaragoza. Juárez offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As tourists who plan to cross into the Ciudad Juárez area, they must have a valid passport. When crossing back into El Paso, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

Big Bend in Texas and Boquillas in Mexico

Big Bend is located in Brewster County in the southwest park of Texas. The curve of the Rio Grande River forms the Southern boundary of the county as well as the international border with Mexico. The Big Bend is primarily in Brewster County which is one of the largest in the United States but only has a population of approximately 9,000 people. The cultural make-up is approximately 40% Hispanic or Latino. The landscape is largely defined by 1,251 sq. mi (3,242 km²) of Big Bend National Park which was formally established in Brewster County by Act of Congress in 1944. Big Bend is one of the largest, most sparsely populated, arid, rugged, and remote national parks. Communities are isolated and many lack services taken for granted in the more urbanized areas of Texas. It is 315 miles southeast (about 6 hours drive) from El Paso and 390 miles west (about 8 hours drive) from San Antonio, Texas. It is also a 5 hour drive from Midland, which is the nearest city with a commercial airport. The climate is dry and hot with temperatures in the summer often exceeding 100 °F (37.78 °C) and

winters are normally mild. Big Bend National Park is the highlight attraction of the region with numerous unique species of plants and animals. The Big Bend provides a variety of natural and cultural attractions (e.g. hiking, camping, horseback riding, boating, motorcycling, identifying wildlife, nightlife, museum and historical sites). The number of 314,102 park visitors visited Big Bend National Park in 2014 to experience those attractions.

Since Big Bend National Park is on the Rio Grande across the border from Boquillas, Mexico, each vehicle traveling out of the area is stopped at checkpoints for a visual inspection and brief questioning by Border Patrol agents. No documentation is required at a Border Patrol checkpoint for US citizens; however individuals are asked some questions regarding their nationality and their trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine or verify the immigration status of foreign travelers.

Big Bend National Park shares a border with Mexico for 118 miles, the Boquillas Crossing Port of Entry is the gateway for those visitors who wish to take advantage of the opportunity to visit Mexico from the national park. Boquillas offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As tourists who plan to cross into the Boquillas area, they must have a valid passport. When crossing back into Big Bend, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

Measuring Perceived Risk

Survey Instrument

The scale purification was designed as a self-administered question and consisted of two parts (See Appendix A). In the first part, written descriptions of each destination (El Paso and Big Bend) as well as the map were provided for respondents' convenience. Respondents were asked to read the information on the first page and then asked to indicate the types of risk they perceive when considering travel to each place with 35 statements. The second part included four questions regarding respondents' past travel experience to either El Paso or Big Bend and demographic information.

Data Collection

The survey was distributed from April 22nd, 2015 to May 5th, 2015 to a convenience sample of undergraduate students in two undergraduate classes as well as graduate students. Two versions of the questionnaire were created; an online version and a hard copy. For one class, the link to a Qualtrics questionnaire was sent to students enrolled to via email. The other in-class survey was executed by the instructor of the class and students were asked to fill out the survey before the class started. The online survey link was also sent to graduate students who were enrolled in the department.

Scale for Measuring Perceived Risk

The scales employed in previous studies (Han, 2005; LaGrange & Ferraro, 1989; Mitchell & Vassos, 1997; Roehl, 1988; Sönmez, 1994; Stone & Mason, 1995; Tsaur et al., 1997; Um & Crompton, 1992) were adopted for the initial version of the questionnaire. The researcher identified eleven types of perceived risk from previous

studies with varying numbers of perceived risk dimensions. Therefore, it was necessary to test the utility of the dimensions to determine if any of the dimensions overlap with another dimension, or if any of the dimensions were not valid when considering travel to destinations along the U.S.-Mexico border. Measurement items for each of the eleven dimensions were identified in the literature: 'Health Risk', 'Physical', 'Financial Risk', 'Psychological Risk', 'Social Risk', 'Terrorism Risk', 'Political Instability Risk', 'Equipment Risk', 'Satisfaction Risk', 'Communication Risk', and 'Crime risk'. (Han, 2005; LaGrange & Ferraro, 1989) Respondents were asked to rate their level of agreement on a five-point Likert scale (1=very unlikely to 5=very likely) regarding these eleven dimensions of perceived risk when considering travel to destinations along the U.S.-Mexico border; El Paso and Big Bend respectively. The scales selected from the literature were modified to fit the purpose of the study and to better understand respondents' travel experiences to the U.S.-Mexico border. Changing the wording was needed since the past studies where the items were drawn from focused on examining international travel behavior or consumer behavior in the marketing field rather than examining travel experiences related to the U.S.-Mexico border. For example, one of the measuring items for the dimension of 'Physical Risk' were "It will result in physical danger or injury" modified from "Possibility of physical danger, injury or sickness while on vacation" (Roehl, 1988). Moreover, as this example shows, the items were modified as full sentences because the researcher assumed that addressing questions with full sentences would help respondents to understand the intention of questions better. Table 1 shows the details of each item of perceived risk.

Table 1. Scales Measuring Perceived Risk for Scale Purification Phase I

Dimensions	Literature & Items
Physical Risk	(Mitchell & Vassos, 1997; Roehl, 1988) 1. It will result in physical danger or injury. 2. I may experience or witness violence. 3. It is absolutely safe for me.
Health Risk	(Mitchell & Vassos, 1997; Tsaur et al., 1997; Um & Crompton, 1992) 1. I may become sick from food or water. 2. There is a possibility of contracting infectious diseases. 3. Potential health problems are a concern.
Financial Risk	(Hsieh et al., 1994; Roehl, 1988) 1. It will not provide value for the money spent. 2. It will be a waste of time. 3. I would rather spend money on purchases at home 4. Having a vacation here is too time-consuming. 5. It will require too much planning time.
Social Risk	(Roehl, 1988; Sönmez, 1994) 1. Travelling to the U.S.-Mexico border area will negatively affect others' opinion of me. 2. Friends and relatives will disapprove my travel to the U.S.-Mexico border area. 3. I want a vacation here because that is where everyone goes.
Equipment Risk	(Roehl, 1988; Tsaur et al., 1997) 1. It may result in mechanical or equipment problems. 2. I'll experience inconvenience of telecommunication facilities. 3. My baggage may be misplaced or delayed (by the airline or hotel).
Satisfaction Risk	(Roehl, 1988; Um & Crompton, 1992) 1. It may be a disappointment considering everything that can go wrong during the vacation. 2. It is likely to enhance my feeling of well-being. 3. It will not reflect my personality. 4. It will not reflect my self-image.

Table 1. Continued

Dimensions	Literature & Items
Psychological Risk	(Stone & Mason, 1995) 1. The thought of traveling to the U.S.-Mexico border area will give me a feeling of unwanted anxiety. 2. The thought of when traveling to the U.S.-Mexico border area will cause me to experience unnecessary tension. 3. The thought of traveling here will make me feel comfortable.
Political Instability Risk	(Sönmez, 1994) 1. Traveling to the U.S.-Mexico border area should be avoided because of its political instability. 2. I would like to vacation in this destination but negative news about this destination discourages me from it. 3. I would not let political instability keep me from vacation in this destination.
Terrorism Risk	(Sönmez, 1994) 1. I'll not be intimidated by terrorism when traveling to the U.S.-Mexico border area. 2. Terrorism will not influence my vacation to the U.S.-Mexico border area. 3. Tourists have a high probability of being targeted by terrorists.
Communication Risk	(Han, 2005) 1. It is important that people who I meet speak English when visiting to the U.S.-Mexico border area. 2. I have concerns about having possible communication problems when visiting to the U.S.-Mexico border area. 3. I will not have problems in communication with others whom I meet when I travel here.

Results of Scale Purification

The sample size of 180 for the scale purification of perceived risk satisfied the minimum requirement of the sample size for principal component analysis with 35 variables; at least five times as many observations as variables are recommended (Hair et al., 1998). To find the underlying dimensions of perceived risk, an Exploratory Factor Analysis (EFA) with a principal component method was employed. Principal component analysis with an orthogonal rotation (VARIMAX) produced the first run with nine factors by using default eigenvalues of 1 as a cutoff. According to Hair et al. (1998), factors having eigenvalues greater than 1 are considered significant and most reliable when the number of variables is between 20 and 50 (Hair et al., 1998). The nine-factor solution explained 66.58% of the variance which is considered satisfactory in the social sciences (Hair et al., 1998). The MSA was .865 and is interpreted as meritorious and satisfied the underlying structure assumption.

The examination of the nine-factor structure required removal of five variables because their factor loadings were lower than .50. From this iteration, the researcher decided to follow the guideline of criteria relating more to practical significance in examining factor loadings; the loadings ±.50 or greater are considered practically significant with a sample size of 100 or larger, whereas statistical significance of factor loadings differ based on sample sizes (Hair et al., 1998). The six variables eliminated were: “The thought of traveling here will make me feel comfortable”, “It may be a disappointment considering everything that can go wrong during the vacation”, “The thought of traveling here will give me a feeling of unwanted anxiety”, “I want a vacation

here because that is where everyone goes", "This destination should be avoided because of its political instability", "The thought of traveling here will cause me to experience unnecessary tension." After deleting six variables, another run with 29 variables was conducted. MSA slipped to .843 while the percentage of explained variance increased to 66.90%.

According to the results of Factor analysis, items under 'Health risk', 'Physical risk', 'Crime risk', and 'Communication risk' were loaded relatively close to represent each dimension of risk. The reliability of each dimension except 'Communication risk' was above .70 (.787, .749, .751), while 'Communication risk' revealed relatively lower reliability at .524. Other items belonging to 'Terrorism risk', 'Political risk', and 'Social risk' were cross loaded. A T-test was run to determine what type of risk was significant according to demographic information such as gender and past experience. Items composed of 'Health risk' such as "I may become sick from food or water", "There is a possibility of contracting infectious diseases" and 'Communication risk' (e.g. "I will not have problems in communication with others whom I meet when I travel here") were significant by gender at .05 levels. That is, females perceived higher levels of risk in Health and Communication when traveling to the U.S.-Mexico border region. According to past travel experience, items such as "I may experience or witness violence", "I may become sick from food or water", "Potential health problems are a concern", "It is absolutely safe for me", "I'll experience inconvenience of telecommunication facilities", "I have concerns about having possible communication problems when traveling to this destination", "I will be the victim of a 'personal' crime in the destination", and "I will be

the victim of a ‘property’ crime in the destination” were significant at .05 levels. These items were under ‘Health risk’, ‘Physical risk’, ‘Crime risk’, ‘Communication risk’ and ‘Equipment risk’. Based on these results, the researcher decided to use ‘Health risk’, ‘Physical risk’, ‘Crime risk’, ‘Communication risk’ and ‘Equipment risk’ which showed higher correlation and significant results than other types of risk for Phase II.

Scale Purification Phase II

In the previous section, the first phase of scale purification was described. This part explains the process and the results of phase II. Table 2 shows items of perceived risk which were validated in phase I and adopted for phase II.

Table 2. The List of Items from Phase I

Dimensions	Literature & Items
Physical Risk	(Mitchell & Vassos, 1997; Roehl, 1988) 1. I may experience or witness violence. 2. It is absolutely safe for me.
Health Risk	(Mitchell & Vassos, 1997; Tsaur et al., 1997; Um & Crompton, 1992) 1. I may become sick from food or water. 2. There is a possibility of contracting infectious diseases. 3. Potential health problems are a concern.
Equipment Risk	(Roehl, 1988; Tsaur et al., 1997) 1. It may result in mechanical or equipment problems. 2. I’ll experience inconvenience of telecommunication facilities.
Communication Risk	(Han, 2005) 1. It is important that people who I meet speak English when Visiting to the U.S.-Mexico border area. 2. I have concerns about having possible communication problems when visiting to the U.S.-Mexico border area

Survey Instrument

The second phase of scale purification was designed as a self-administered question. After the first run of scale purification, several comments were gathered regarding the items measuring perceived risk. The most commonly mentioned feedback by respondents was aptness of items. Based on that feedback, researchers decided to check a few things before moving to the next scale purification. As a result, two major changes were made. First, the researcher carefully checked if the items measuring perceived risk drawn from previous research measured well in the current research examining perceived risk in traveling to the U.S.-Mexico border region. Since one of the main purposes of this study is to examine perceived risk when traveling to destinations along the U.S.-Mexico border rather than international travel or pleasure travel in general, specific items related to perceived risk in border travel were needed. Therefore, items of perceived risk regarding border procedures and crime were added. The second change made was research boundaries. The initial study was designed to examine potential tourists' perceived risk of travel to the U.S.-Mexico border in American regions; however the researcher assumed that potential tourists would perceive different types or levels of risk when traveling to the Mexican border region and actually crossing the border into Mexico. Therefore, examining the perceived risk of individuals when they think of actually crossing the border and travelling to destinations only within the U.S. would be meaningful. In order to compare perceived risk with both scenarios, the same items were applied to measure perceived risk in terms of crossing the border into Mexico from El Paso and Big Bend. Two versions of a questionnaire were

developed for the second phase of scale purification. These two versions of the questionnaire consisted of five parts (See Appendix B1 and B2); measuring familiarity with destinations, perceptions of risk, the media exposure to information about border issues, decision making, and demographic information. The layouts of these two versions of questionnaires were the same in terms of measuring risk.

In the first version of questionnaire, two travel scenarios were presented; El Paso trip only and El Paso, Texas trip and an excursion to Juarez, Mexico. The second version of the questionnaire was regarding Big Bend, Texas trip and an excursion to Boquillas, Mexico. Each version provided a brief destination description along with maps of destinations which was provided for respondents who were not familiar with the destinations. However, the measurement of perceived risk for two versions of the questionnaire was the same.

Data Collection

The survey was distributed from June 16th, 2015 to 26th, 2015 to a convenient sample of undergraduate students in a class at Texas A&M and graduate students as well as professors. For in-class surveys, the link of the questionnaire using Qualtrics was sent to students enrolled in a class provided at the Department of Recreation, Park and Tourism Sciences by instructors via email. Students who completed the survey received extra credit. The online survey link was also sent to graduate students as well as professors at the department.

Scale for Measuring Perceived Risk

The items drawn from previous studies (Han, 2005; Mitchell & Vassos, 1997; Roehl, 1988; Tsaur et al., 1997; Um & Crompton, 1992) tested in phase I was adopted for phase II. The validated items from phase I (e.g., "I may experience or witness violence", "It is absolutely safe for me", "I may become sick from food or water", "I would not be concerned about communication problems with other people", I'll experience inconvenience of telecommunication facilities) were under "physical risk", "Health risk", "Communication risk" and "Equipment risk" (Table 2). To establish a more stable measuring instrument, items regarding perceived risk identified in past studies were adopted as well. For a better understanding of the dimensions of perceived risk in terms of traveling to the U.S.-Mexico border region, items were developed by the researcher.

Researcher identified four dimensions of perceived risk with 25 items measuring perceived risk (see table 3). The first dimension is "Physical/ Health risk" containing six items drawn from past research (e.g. "There is a higher possibility of contracting infectious diseases than on other trips I would take", "I am more likely to get sick from food or water than on others trips I would take", "Dealing with an unexpected health issue would be more of a concern than on other trips", "Getting help if my car breaks down would not be a concern", "I would not worry about access to good health care services", "The cleanness of tourist facilities would meet my standards"). The second dimension is "Crime risk" consisted of seven items (e.g. "I am more likely to witness violence than on other trips", "I will be perfectly safe", "News I have heard about this

destination would discourage me from doing some activities", "I am more likely to be hurt by strangers", "I would feel worried about my personal safety", "Crime due to drug trafficking is more likely to create a problem than on other trips", "I am more likely to be a victim of crime than on other trips"). The third dimension is "Communication risk" having six items (e.g. "I would not be concerned about communication problem with other people", "It is important to interact with people who speak English", "Communicating with local residents will be difficult", "Local residents would welcome tourists like me", "I would be able to use my cell phone easily", "The internet will be easy to access").

The "Law enforcement risk", fourth risk dimension, containing six items (e.g. "Showing authorities my identification at checkpoints would be an important safety measure", "Answering customs and immigration related questions would be intimidating", "The presence of the border patrol would make me feel safe", "I would worry about procedures at border check points", "I would be afraid of breaking an unfamiliar law", "Showing my passport at checkpoints seems unnecessary").

Respondents were asked to rate their level of agreement on a five-point Likert scale (1=Strongly disagree to 5=Strongly agree) regarding these four dimensions of perceived risk when considering travel to destinations along the U.S.-Mexico border; El Paso and Big Bend respectively. The scales selected from the literature were modified to fit the purpose of the study. Changing the wording was needed in order to measure perceived risk in border travel more thoroughly. For example, one of the measuring items for the dimension of "Crime risk", the item "News I have heard about this

destination would discourage me from doing some activities" was modified from "I'd like to travel internationally but negative news about foreign countries discourages me from it" (Sönmez, 1994). Three items of "Crime risk" (e.g. "I would feel worried about my personal safety", "Crime due to drug trafficking is more likely to create a problem than on other trips", "Drug traffickers in this destination are more likely to create problems for me") were adopted from a Big Bend Visitor Survey (2004). To better understand individuals' perceived risk in U.S.-Mexico travel, four items; "Showing my passport at checkpoints seems unnecessary", "Getting help if my car breaks down would not be a concern", "I would not worry about access to good health care services", and "I am more likely to be hurt by strangers" were developed by the researcher.

Table 3. Items Measuring Perceived Risk for Phase II

Dimensions	Literature & Items
Physical/ Health Risk	(Fuchs & Reichel 2006; Mitchell & Vassos, 1997; Roehl, 1988; Tsaur et al., 1997; Um & Crompton, 1992) 1. There is a higher possibility of contracting infectious diseases than on other trips I would take. 2. I am more likely to get sick from food or water than on others trips I would take. 3. Dealing with an unexpected health issue would be more of a concern than on other trips. 4. Getting help if my car breaks down would not be a concern. 5. I would not worry about access to good health care services. 6. The cleanness of tourist facilities would meet my standards.

Table 3. Continued

Dimensions	Literature & Items
Crime Risk	(Mitchell & Vassos, 1997; Sönmez, 1994; Tsaur et al., 1997; Um & Crompton, 1992) 1. I am more likely to witness violence than on other trips. 2. I will be perfectly safe. 3. News I have heard about this destination would discourage me from doing some activities. 4. I am more likely to be hurt by strangers. 5. I would feel worried about my personal safety. 6. Crime due to drug trafficking is more likely to create a problem than on other trips. 7. I am more likely to be a victim of crime than on other trips.
Communication Risk	(Fuchs & Reichel 2006; Han, 2005; Han & Weaver, 2003; Gibson et al, 2008; Tsaur et al., 1997) 1. I would not be concerned about communication problem with other people. 2. It is important to interact with people who speak English. 3. Communicating with local residents will be difficult. 4. Local residents would welcome tourists like me. 5. I would be able to use my cell phone easily. 6. The internet will be easy to access.
Law Enforcement	(Canally & Timothy, 2007; Timothy & Tosun, 2003; Webster & Timothy, 2006) 1. Showing authorities my identification at checkpoints would be an important safety measure. 2. Answering customs and immigration related questions would Be intimidating. 3. The presence of the border patrol would make me feel safe. 4. I would worry about procedures at border check points. 5. I would be afraid of breaking an unfamiliar law. 6. Showing my passport at checkpoints seems unnecessary.

Scale for Measuring Familiarity and Past Travel Experience

The measurement scales on familiarity by Cho (2001) and Han (2005) were adopted for this study. The wording of the questions was modified for this study. The questions are listed below and were rated on a five-point Likert scale (1=not at all to 5=extremely). Two items measuring familiarity were: "I am interested in El Paso (Big Bend) region as a destination", "I am knowledgeable about travel to El Paso (Big Bend) region". Questions asking about individuals' past travel experience were: "Have you ever visited El Paso (Big Bend) in the past?" and "Have you ever visited Mexico in the past?"

Scale for Measuring Language Ability

The question used for measuring a level of Spanish ability was: "How would you rate your ability to communicate in Spanish?" adopted from Han (2005); "How would you rate your fluency in Spanish?", and modified for the purpose of this study; This item was measured on a five-point Likert scale (1=no ability, 2=poor, 3=fair, 4=good, 5=excellent ability).

Scale for Measuring Media Exposure about the U.S.-Mexico Border

The measurement scales of exposure to information about border were composed of four items adopted from past research (Martinez, 2000; Schroeder & Pennington-Gray, 2014). The wording of the questions was modified for this study. For example, "I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet)" was modified from "I read what is going on in the media surrounding the U.S.-Mexico border issues". The questions are listed below and were

rated on a five-point Likert scale (1=strongly disagree, 3= neutral, and 5= strongly agree).

1. I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).

2. I read government issued travel advisories for the United States.

3. When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.

4. I have heard stories about the U.S. - Mexico border from people I know.

Scale for Measuring Past Experience with Crime

The item measuring "Crime experience"; "Have you been the victim of a crime in the past?" was modified from "I was the victim of crime within the past twelve months" (Martinez, 2000). Respondents were asked to check either "Yes" or "No".

Scale for Measuring Travel Decision Making

Attitude

Based on the measurement scales of the TPB (Ajzen, 1988, 1991; Lam & Hsu, 2004), a questionnaire was developed for obtaining information on the attitude and intention to travel to destinations along the U.S.-Mexico border; El Paso and Big Bend without an excursion into Mexico and with an excursion into Mexico. Attitude contained ten statements using a 7-point semantic differential scale (See Appendix B1 and B2).

Intention

Measurement of intention contained two statements for two scenarios; travel to El Paso (Big Bend) without an excursion into Mexico; travel to El Paso (Big Bend) with

an excursion into Mexico. These statements were measured on a 7-point semantic differential scale:

"I would like to travel to El Paso (Big Bend), Texas in the future but not to cross the border into Mexico"

very much : ___1__:___2__:___3__:___4__:___5__:___6__:___7___: not at all

"I would like to travel to El Paso (Big Bend) in the future and to cross the border into Mexico"

very much: ___1__:___2__:___3__:___4__:___5__:___6__:___7___: not at all

"I intend to travel to El Paso (Big Bend), Texas in the future but not to cross the border into Mexico"

likely: ___1__:___2__:___3__:___4__:___5__:___6__:___7___: unlikely

"I intend travel to El Paso (Big Bend), TX in the future and to cross the border into Mexico"

likely: ___1__:___2__:___3__:___4__:___5__:___6__:___7___: unlikely

Scale for Measuring Demographic Information

In addition to the scales discussed above, the last part of the questionnaire included demographic information: gender, year of born, home country, zip code, employment status, ethnicity, education level, and annual household income (See Appendix B1 and B2). The questionnaire of phase II was pilot tested by 35 graduate students and professors in the Department of Recreation, Park and Tourism Sciences. Of 35 respondents, 21 took the El Paso travel version of the survey and 14 of respondents took the survey of Big Bend travel. Feedback from the survey was regarding the layout

of perceived risk items of the questionnaire. That is, the layout of the survey could result in response bias from respondents. Research assumed that the layout of perceived risk items could affect respondents' perception of travel to the Mexican border region. In other words, if respondents are asked to rate their level of risk in traveling to the Mexican border region such as Juarez or Boquillas first, it could significantly influence their level of perceived risk when rating an El Paso or Big Bend trip. Therefore, three different versions of the questionnaire for each trip case were developed. Details are described in the survey design section below.

Final Survey

Population

The population of this study includes travelers and non-travelers to El Paso, Big Bend and Mexico from residents of the state of Texas in the U.S.A.

Questionnaire Design

From phase II, two versions with six different forms (See Appendix C1~3) were developed for the final survey. The two versions are associated with a survey with El Paso travel and Big Bend travel respectively. Each version has three different survey forms, six forms in total (Table 4).

Table 4. Type of Questionnaire

Version	Type of Form
El Paso	Form A
	Form B
	Form C
Big Bend	Form A
	Form B
	Form C

All these forms consisted of five parts. The questions and organizations are the same except section II which is associated with measuring perceived risk. For perceived risk Form A for El Paso, two scenarios were provided. In the first scenario, respondents were asked to imagine a travel to El Paso. A basic description of El Paso in terms of location, composition of race, weather and border patrol check process was provided. In the following scenario, respondents were asked to imagine taking a trip to El Paso and a day excursion to Juarez in Mexico. A fundamental description of Juarez in Mexico associated with location, population, weather and border check process was described. A map of El Paso and Juarez was provided in order to help respondents' understanding the region. In the next page, respondents were asked to rate their level of agreement with 25 items of perceived risk of traveling to El Paso and an excursion to Juarez in Mexico. In Form B, perceived risk of travel to El Paso and Juarez was measured separately. Respondents were asked to answer to 25 statements regarding perceived risk of El Paso

trip after reading the scenario. In the following part, respondents were asked to read a scenario of travel to El Paso and take an excursion into Juarez, Mexico before answering to 25 perceived risk statements. In Form C, similar to Form B, perceived risk of travel to El Paso and Juarez were measured individually. In contrast to Form B, Form C measured the perceived risk of travel to El Paso and an excursion to Juarez first. Then respondents measured their level of perceived risk in traveling to El Paso only. The same form layouts were applied in the Big Bend travel survey (See Appendix D).

In sum, each questionnaire was organized into five parts: (1) individuals' travel experience and familiarity; (2) perceptions of risk of two possible trips; (3) exposure to information with border issues and past crime experience; (4) attitude and intention to travel to the destination; and (5) demographic information. Two types of scales were used in the survey, Likert type and Semantic differential. For example, the survey asked respondents to rate their level of perceived risk from strongly disagree to strongly agree on a Five point Likert Scale. In order to measure respondents' attitudes and intentions, a Semantic differential scale was utilized. Semantic differential scales allow respondents to choose between two opposite adjectives using qualifiers to bridge the gap between them. As an example, respondents were asked to rate their attitude toward traveling to suggested destinations: El Paso, an excursion to Juarez and Big Bend, and excursion to Boquillas on a 7 point systematic scale. The higher number respondents picked the more positive their attitude is regarding the question. The final survey contained questions which were depicted in phase II.

Sample Selection and Data Collection Procedure

The sample size for this study was determined with the use of multiple statistical guidelines. Kelly and Maxwell (2003) suggested that a sufficiently large sample is needed to be representative of a generalizable population. One way to determine sample size is through the use of power analysis when determining sample size. Power analysis suggests a minimum sample size of 194, at a significance level of .05 (Cohen, 1992). Krejcie and Morgan (1970) noted that as the population increases, the sample size required for research increases at a diminishing rate. Therefore, required sample size remains relatively constant at approximately 380 cases. Considering that a general rule of thumb for the sample size is 5-20 times the number of parameters to be estimated (Kenny, 2014), 480 respondents will be desirable with approximately 80 items in the six different forms on the questionnaire for this study.

For this study, an online panel survey was recruited. Online panel studies are distributed through professional companies that have retained a distribution list of respondents paid to complete surveys. By utilizing a panel survey for research data collection, the researcher is able to impose limitations on survey respondents, declare the length of the survey, request specific demographics based on the research purpose, and require all surveys to be completed without missing responses. The panel company then contacts those who meet the research set criterion, and invite them to participate in the research survey when convenient for them.

In the current study, therefore, an online survey company, SurveyMonkey, was used to identify a cross-section of Texas residents; respondents with at least 18 years old

living in Texas. SurveyMonkey respondents and surveys are designed to be representative of the general population. They also seek to balance the results of surveys according to gender and age, with detail and accuracy improving with the amount of responses. As only internet users can participate and users who took the survey had to willingly join SurveyMonkey, there will naturally be a certain bias that will result, as with any survey (SurveyMonkey, 2016). Preference was requested for a 50-50 gender response rate to provide an even balanced sample response. After making an online survey questionnaire using a SurveyMonkey account, survey links were created. The survey links were sent to the SurveyMonkey and the survey links were distributed to survey panels that are already registered to Survey Monkey as members. For those who completed the survey, credits were given from SurveyMonkey.

The data collection period ran from July 8-11, 2015. It was expected that the majority of responses would be collected in the first four days after the survey email invitation was sent. However, within three days of being deployed 525 had already completed the study. Since only 480 responses were requested and paid for, the survey company discontinued the collection of responses once it realized more than the quota had been received.

Although disadvantages of the online panel survey method can be addressed as only respondents with internet access (Duffy et al, 2005) can participate, but the benefits from using online panel surveys should not be overlooked: increase of completion and response rates; ease in identifying and recruiting samples; absence of interviewer bias; better quality responses with low missing answers, short time span, as well as ethical

advantages, such as anonymous responses and confidentiality (Van Selm & Jankowski, 2006; Göritz, 2004). While no data collection method is free from limitations, previous research has shown panel survey results to be valid and reliable (Li & Petrick, 2008; Durko, 2015).

Data Analysis Procedures

Data analysis procedures for the current study included five major steps, from descriptive analysis, preliminary data analysis, to model and hypothesis testing (Figure 4). The statistical software used in the analysis of the data included Statistical Package for the Social Sciences 23 (SPSS) and Analysis of Moment Structures 23 (AMOS). Response rate was checked by dividing the completed responses by the total number of response. To address concerns of panel respondent representativeness and non-response bias, demographic sample characteristics were cross validated with data from the US Census (2015).

Descriptive statistics were analyzed first to investigate the generalizability of the sample and identify characteristics of respondents. Following descriptive statistical analysis, the next research focus was hypothesis testing. To test the ten proposed research hypotheses, the three data sets (El Paso, Big Bend, and combined data of two) regarding traveling to destinations along the U.S.-Mexico border were utilized. The majority of hypotheses were tested using the combined data set but data sets for El Paso and Big Bend were separated to test hypotheses. A total of thirteen research sub-hypotheses were tested using statistical methods; Factor analysis, T-test, ANOVA, and Structural Equation Modeling (SEM).

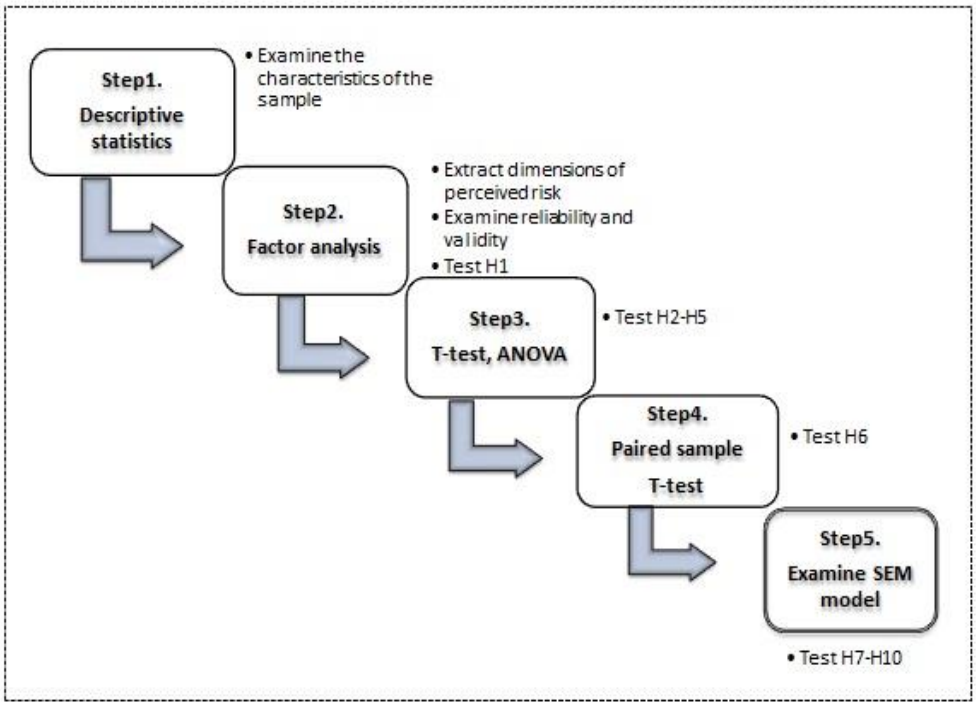

Figure 2. Data Analysis Steps.

The statistical techniques utilized to test each research sub-hypothesis are listed below. In order to examine the most salient dimensions of perceived risk in traveling to destinations along the U.S. – Mexico border, Factor analysis was used as well as reliability test.

RESEARCH QUESTION 1: What types of risk are perceived when a person considers traveling to destinations along the U.S. – Mexico border?

Proposition 1: Individuals perceive salient dimensions of risk when considering travel to destinations along with U.S.-Mexico border.

Hypothesis 1: Individuals perceive different types of perceived risk when considering travel to destinations along the U.S.-Mexico border compared to dimensions of perceived risk identified in general travel.

In order to examine the relationships between personal characteristics (age and gender) and perceived risk when considering travel to destinations along the U.S. – Mexico border, an Independent sample t-test (Hypothesis 2-1-a and Hypothesis 2-1-b) as well as One-way ANOVA (Hypothesis 2-2-a and Hypothesis 2-2-b) was employed.

RESEARCH QUESTION 2: What relationship exists between personal characteristics (age and gender) and perceived risk in travelling to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when considering crossing the border into Mexico?

Proposition 2: Individuals in different age groups and different genders perceive risk differently when considering travel to destinations along U.S.-Mexico border.

Hypothesis 2-1-a: Females will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 2-1-b: Females will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

H2-2-a : Older respondents will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

H2-2-b: Older respondents will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

For testing the relationship between past travel experiences with the destination and perceived risk considering travel to destinations along the U.S. – Mexico border, an Independent sample t-test (Hypothesis 3) was run.

RESEARCH QUESTION 3: What relationship exists between past travel experience with the destination and perceived risk when considering travel to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when considering crossing the border into Mexico?
Proposition 3: Past travel experience affects individuals' perceived risk when considering travel to destinations along the U.S.-Mexico border.

H3-1: Respondents who have not been to destinations along the U.S. – Mexico Border without an excursion into Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have.

H3-2: Respondents who have not been to Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have when considering travel to destinations along with U.S.-Mexico border and taking an excursion into Mexico.

An Independent sample t-test was utilized to test the relationship between race (Asian vs Caucasians) and perceived risk when considering travel to destinations along the U.S. – Mexico border (Hypothesis 4-1-a and Hypothesis 4-1-b) as well as testing the

relationship between Spanish language skill and perceived risk when considering travel to destinations along the U.S. – Mexico border (Hypothesis 4-2-a and Hypothesis 4-2-b).

RESEARCH QUESTION 4: What relationship exists between one's cultural affiliation and perceived risk when considering travel to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when considering crossing the border into Mexico?

Proposition 4: Various cultural backgrounds affect individual's perceived risk differently when considering travel to destinations along the U.S.-Mexico border.

Hypothesis 4-1-a: Asians will perceive significantly higher risk across all risk dimensions than Caucasians when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 4-1-b: Asians will perceive significantly higher risk across all risk dimensions than Caucasians when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

Hypothesis 4-2-a: Respondents who speak some Spanish will perceive significantly less risk across all risk dimensions than those who do not speak Spanish when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 4-2-b: Respondents who speak some Spanish will perceive significantly less risk across all risk dimensions than those who do not speak Spanish when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

In order to determine the relationship between past experience with crime and perceived risk when considering travel to destinations along the U.S. – Mexico border, an Independent sample t-test (Hypothesis 5-1 and Hypothesis 5-2) was used.

RESEARCH QUESTION 5: What relationship exists between the presence of prior experience with crime and perceived risk when considering travel to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when considering crossing the border into Mexico?

Proposition 5: Past experience with crime affects individuals' perceived risk when considering travel to destinations along the U.S.-Mexico border.

Hypothesis 5-1: Respondents who have experienced crime in the past will perceive significantly higher levels of risk than those who have not when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 5-2: Respondents who have experienced crime in the past will perceive significantly higher levels of risk than those who have not when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

A Paired Sample T-test was applied to determine if any difference in respondents' perceived risk existed between traveling to an urban region and a rural region (Hypothesis 6-1). The same method was used to test the difference in respondents' perceived risk in terms of when considering travel to the border region within the U.S. and crossing the border into Mexico (Hypothesis 6-2).

RESEARCH QUESTION 6: What relationship exists between the destination characteristics and perceived risk when considering travel to destinations along the U.S. – Mexico border without crossing the border and crossing the border?

Preposition 6: Destination characteristics are related to individual's perceived risk when considering travel to destinations along the U.S. – Mexico border.

Hypothesis 6-1: Respondents will perceive significantly higher risk across all risk dimensions when considering travel to an urban border region than rural region.

Hypothesis 6-2: Respondents will perceive significantly higher risk across all risk dimensions when considering travel to destinations along the U.S.-Mexico border with an excursion into Mexico than without an excursion into Mexico.

The Structural equation modeling (SEM) was chosen to test the relationships among familiarity with destinations, exposure to information, perceived risk, attitude and intention in travelling to destinations along the U.S. – Mexico border (Hypothesis 7-1, Hypothesis 7-2, Hypothesis 8-1, Hypothesis 8-2, Hypothesis 9-1, Hypothesis 9-2, Hypothesis 10-1, Hypothesis 10-2).

RESEARCH QUESTION 7: What relationship exists between familiarity of destinations and perceived risk when considering travel to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when considering crossing the border into Mexico?

Proposition 7: Familiarity will be negatively related to individuals' perceptions of risk when considering travel to destinations along the U.S. – Mexico border.

Hypothesis 7-1: There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimension of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 7-2: There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimension of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.

RESEARCH QUESTION 8: What relationship exists among the media exposure about the border issues and perceived risk when considering travel to destinations along the U.S. – Mexico border without crossing the border? Is the relationship the same when considering crossing the border into Mexico?

Preposition 8: Media exposure about border issues will influence individuals' perceived risk when considering travel to destinations along the U.S. – Mexico border.

Hypothesis 8-1: The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk across dimensions of risk they will perceive when considering travel to destinations along the U.S.-Mexico border without an excursion into Mexico.

Hypothesis 8-2: The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk across dimensions of risk they will perceive when considering travel to destinations along the U.S.-Mexico border with an excursion into Mexico.

RESEARCH QUESTION 9: What relationship exists between perceived risk and attitude toward traveling to destinations along the U.S. – Mexico border? Is the relationship the same when considering crossing the border into Mexico?

Proposition 9: Perceived risk and individuals' attitude toward traveling to destinations along the U.S. – Mexico border will be related.

Hypothesis 9-1: There will be a significant negative relationship between perceived risk across all dimensions of risk and respondents' attitudes towards considering travel to destinations along the U.S.-Mexico border without an excursion into Mexico.

Hypothesis 9-2: There will be a significant negative relationship between perceived risk across all dimensions of risk and respondents' attitudes towards considering travel to destinations along the U.S.-Mexico border with an excursion into Mexico.

RESEARCH QUESTION 10: What relationship exists between attitude and intention to travel to destinations along the U.S. – Mexico border? Is the relationship the same when considering crossing the border into Mexico?

Proposition10: Individuals' attitude and intention will be related.

Hypothesis 10-1: There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S.-Mexico border without an excursion into Mexico.

Hypothesis 10-2: There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S.-Mexico border with an excursion into Mexico.

CHAPTER IV

RESULTS

This chapter consists of five sections. The first section describes demographic profiles of the respondents using descriptive analysis. This was compared to the demographic profiles of the population of Texas to determine representativeness and non-response bias. The second section provides the results of Factor analysis of perceived risk variables. Results from Factor analysis were used to test hypotheses using statistical methods; an Independent T-test, ANOVA and a Paired Sample T-test, as reported in the third section. The fourth section presents SEM modeling test and the fifth section reports the results of the hypotheses tests utilizing structural equation modeling.

Response Rate

Table 5 presents response rate per cases as well as total response rate. El Paso Form A was completed by 81 respondents out of 88 contacted. El Paso Form B was completed by 81 respondents out of 83. El Paso Form C was completed by 81 respondents out of 84. The overall response rate from El Paso was 95 %. In contrast, the Big Bend Form A was completed by 84 respondents out of 96 contacted, and Form B was completed by 80 respondents out of 86. The Big Bend Form C was completed by 83 respondents out of 88 contacted. The overall response rate for Big Bend was 92%. In total, 525 participants were invited to take the survey and 490 responses were completed for an overall responses rate of 94 percent.

Table 5. Response Rate

Cases	El Paso			Big Bend		
Type of Form	Form A	Form B	Form C	Form A	Form B	Form C
Opted in taking survey	88	83	84	96	86	88
Completed	81	81	81	84	80	83
Uncompleted	7	2	3	12	6	5
Response (%)	92	98	96	88	93	94
Response per region (%)		95			92	
Total Response (%)			94			

Demographic Profile and Characteristics of the Respondents

Of 490 respondents who completed the survey, two responses were deleted after data screening as they were below age 18. The final sample size was 488. All were residents of Texas and were used for analysis in the results that follow. Table 6 shows descriptive statistics for the 488 responses. Of the 488 Texas residents who responded, 52.3 % were female and 47.7% were male, with an average age of 43 years. The youngest respondent was 18 and the oldest respondent was 82 years old. Slightly less than half of respondents were in their 20s and 30's (43%). Of all the respondents, 20.8% (n=102) said their highest level of education earned was a high school diploma and 56% (n=273) had a college degree. Of the respondents, 23.1% (n=113) had engaged in

graduate work or had a graduate degree. The majority of respondents (93.2%) were from the USA and the half of respondents (50.8%) was working full-time. The majority (73.2%) was Caucasian while 10.2 % of respondents considered themselves Hispanic or Latino. Median income range of the respondents was between $50,000 and $99,999. However, there were 10.5% (n=51) who earn less than $20,000 and 3.5% (n=17) who make more than $200,000. The majority of respondents were from big cities including Dallas/Fort Worth (31.1%), Houston (21.3%), San Antonio (8.2%), and Austin (7.6%).

Table 6. Demographic Profile of the Respondents (n=488)

Variables	n (%)
GENDER	
Female	255 (52.3)
Male	233 (47.7)
AGE	
10s	9 (1.8)
20s	108 (22.1)
30s	103 (21.1)
40s	90 (18.4)
50s	89 (18.2)
60s	62 (12.7)
70s+	27 (5.5)
EDUCATION	
Elementary (1-6)	1 (.2)
Junior High school (7-8)	1 (.2)
High School (9-12)	100 (20.4)
Some College/College Degree	273 (56)
Some Graduate school/Graduate Degree	113 (23.1)

Table 6. Continued

Variables	n (%)
COUNTRY	
Canada	2 (.4)
China	3 (.6)
Germany	5 (1.0)
Hong Kong	1 (.2)
India	8 (1.6)
Iran	1 (.2)
Israel	1 (.2)
Jordan	1 (.2)
Mexico	3 (.6)
Nigeria	1 (.2)
Philippines	2 (.4)
Singapore	1 (.2)
Taiwan	2 (.4)
UK	1 (.2)
USA	455 (93.2)
Vietnam	1 (.2)

Table 6. Continued

Variables	n (%)
RACE/ETHNICITY	
American Indian/Alaska	4 (.8)
Asian	44 (9.0)
Hispanic/Latino	50 (10.2)
Black/African American	33 (6.8)
White/Caucasian	357 (73.2)
EMPLOYMENT	
Full-time	248 (50.8)
Part-time	47 (9.6)
Homemaker	56 (11.5)
Semi-retired	6 (1.2)
Retired	74 (15.2)
Not Working	29 (5.9)
Student	43 (8.8)
Other	8 (1.6)

Table 6. Continued

Variables	n (%)
ANNUAL HOUSEHOLD INCOME	
Less than $20,000	51 (10.5)
$20,000 to $44,999	136 (27.9)
$50,000 to $99,999	182 (37.3)
$100,000 to $149,999	74 (15.2)
$150,000 to $199,999	28 (5.7)
$200,000 or more	17 (3.5)
Median	$50,000 and $99,999
ORIGINS OF RESPONDENTS	
Austin	37 (7.6)
DFW	152 (31.1)
Houston	104 (21.3)
San Antonio	40 (8.2)
East TX	24 (4.9)
Central TX	29 (5.9)
North TX	6 (1.2)
South TX	6 (1.2)
West TX	16 (3.3)
Northeast	8 (1.6)
Southeast	2 (.4)
West/Central	2 (.4)
Brazos Valley	8 (1.6)
Gulf Coast	14 (2.9)
Permian Basin	5 (1.0)
Panhandle	13 (2.7)
South Plains	10 (2.0)
Rio Grande/ Border	12 (2.5)

Table 7 shows overall characteristics of the respondents in terms of their travel experience to El Paso and Big Bend as well as past experience with crime and Spanish language ability. Since there are three different data sets (respondents who considering

traveling to El Paso, Big Bend and combined data of two regions), the results are presented separately.

Of all 488 respondents, 300 (61.5%) of respondents had traveled to Mexico and 188 respondents had no experience traveling to Mexico. Of those who traveled to Mexico, 192 respondents have traveled to Mexico from one to three times (39.1%). Slightly less than half of respondents (44.7%) have travelled to either El Paso or Big Bend once or twice (31.6%). The majority of respondents had no experience with crime in the past (73.2%) and the Spanish language ability of respondents showed either relatively poor (36.7%) or no ability (30.5%).

Table 7. Respondents' Profile of Past Travel/Crime Experiences and Spanish Language Ability with Full Sample

Variables	Full sample (%) (n=488)
Have you ever visited Mexico	
Yes	300 (61.5)
No	188 (38.5)
Number of visits to Mexico	
0	188 (38.5)
1~3 times	192 (39.1)
4~6 times	53 (10.9)
7 and over	55 (11.5)
Have you ever visited either El Paso or Big Bend	
Yes	218 (44.7)
No	270 (55.3)

Table 7. Continued

Variables	Full sample (%) (n=488)
Number of visits to either El Paso or Big Bend	
0	270 (55.5)
1~2 times	154 (31.6)
3 and over	64 (12.9)
Have you been the victim of a crime in the past	
Yes	131 (26.8)
No	357 (73.2)
Spanish ability	
No ability	149 (30.5)
Poor	179 (36.7)
Fair	108 (22.1)
Good	31 (6.4)
Excellent ability	21 (4.3)

Table 8 describes respondents' characteristics in terms of past travel/crime experiences and Spanish language ability from El Paso and Big Bend data respectively. Of the 242 respondents who were asked to consider travel to the El Paso region, 62 percent (n=150) had visited Mexico. About half of respondents (n=122) had traveled to the El Paso region and half had never traveled to El Paso. One hundred and eighty of the El Paso sample (74.4%) had no crime experience in the past and 80 (33.1%) had no ability in Spanish.

Table 8. Respondents' Profile of Past Travel/Crime Experiences and Spanish Language Ability

Variables	El Paso(%) (n=242)	Big Bend(%) (n=246)
Have you ever visited Mexico		
Yes	150 (62.0)	150 (61.1)
No	92 (38.0)	96 (38.9)
Number of visits to Mexico		
0	92 (38.0)	96 (38.9)
1~3 times	98 (40.5)	94 (37.8)
4~6 times	24 (9.9)	29 (11.9)
7 and over	28 (11.6)	27 (11.4)
Visited El Paso region of Texas		
Yes	122 (50.4)	*
No	120 (49.6)	*
Number of visits to El Paso		
0	120 (49.6)	*
1~2 times	78 (32.2)	*
3 and over	44 (12.9)	*
Visited the Big Bend region of Texas		
Yes	*	96 (38.9)
No	*	151 (61.1)
Number of visits to Big Bend		
0	*	151 (61.1)
1~2 times	*	76 (30.7)
3 and over	*	20 (8.2)
Victim of a crime in the past		
Yes	62 (25.6)	69 (27.9)
No	180 (74.4)	178 (72.1)
Spanish ability		
No ability	80 (33.1)	69 (27.9)
Poor	88 (36.4)	92 (37.2)
Fair	49 (20.2)	59 (23.9)
Good	12 (5.0)	19 (7.7)
Excellent ability	13 (5.4)	8 (3.2)

Comparison of the Survey and Census Data

Data from this sample was compared to census data for Texas to determine how representative this sample is of the Texas population. Table 9 indicates that the ratio between female and male was within 2% of the Texas population. Like respondents in this study, the majority Texas population is White/Caucasian. The median income of Texas residents is $ 51,900 which falls into median income range in this study. However, there was dissimilarity between the survey respondents and the Texas population in terms of age. Respondents' median in this study is 42 years, while Texas residents' median age is 33.6 years (Table 9). To summarize the general characteristics of the survey respondents compared to census data, research participants were the same in gender and race but somewhat older with similar median income levels.

Table 9. Comparison of Population

Variables	Survey Participants (%)	Texas Census*
Median age	42 years old	33.6 years old
Gender		
Female	52.3	50.8
Male	47.7	49.2
Race		
White/Caucasian	73.2	80
Asian	9	4.5
Hispanic/Latino	10.2	38.6
African American	6.8	12.5
Median income	$50,000 and $99,999	$ 52,576

* Data from U.S. Census Bureau, 2015

Descriptive Statistics

This section presents summaries of descriptive analyses of the variables. Descriptive statistics include mean values and standard deviations. Scores of negatively stated items for all scales were reverse-coded (1=5, 2=4, 4=2, and 5=1) (1=7, 2=6, 3=5, 5=3, 6=2, and 7=1) to generate composite mean values for consistency of direction in interpreting the results. For example, a higher composite mean value in the perceived risk items indicates that the respondents perceived higher levels of risk. Likewise, higher mean values in attitude items would indicate that respondents had more positive attitudes towards traveling to destinations along the U.S.-Mexico border; El Paso and Big Bend. There are three data sets measuring risk perception; El Paso, Big Bend and the combination of El Paso and Big Bend. Therefore, perceived risk of the combined data of El Paso and Big Bend is presented first. Description of perceived risk of respondents from El Paso and Big Bend is provided in the following.

Perceived Risk Variables of Entire Sample

Respondents were asked to indicate their level of agreement with 25 statements regarding perceived risk. Items were measured on a five-point Likert scale (1=Strongly disagree to 5=Strongly agree). Table 11 shows the means and standard deviations of each items when considering travel to the U.S.-Mexico border regions of El Paso and Big Bend. Among the 25 items, the highest mean for traveling to those places is 3.52 for: "Showing authorities my identification at checkpoints would be an important safety measure." Items such as "It is important to interact with people who speak English (M=3.43) and "I would be able to use my cell phone easily (M=3.41)" also had

relatively higher mean values. However, the lowest mean meaning respondents did not agree with this statement was 2.39 for: “I am more likely to get sick from food or water than on others trips I would take”. Other items such as “There is a higher possibility of contracting infectious diseases than on other trips I would take (M=2.534)” and “Answering customs and immigration related questions would be intimidating (M=2.522) show relatively lower mean values. In case of perceived risk of crossing the border, the highest item is 3.90 for: “Showing my passport at checkpoints seems unnecessary” which was reversed coded. Items including “Showing authorities my identification at checkpoints would be an important safety measure (M=3.715)”, “Crime due to drug trafficking is more likely to create a problem than on other trips (M=3.594)” had relatively higher mean values while items such as “I will be perfectly safe (M=2.678)”, “Answering customs and immigration related questions would be intimidating (M=2.670)” had relatively lower mean values.

Through a simple visual inspection of the two scenarios in the descriptive table, most items regarding perceived risk of crossing into Mexico had higher means than those of perceived risk considering travel to El Paso and Big Bend. Some items such as “I will be perfectly safe”, “I would be able to use my cell phone easily”, “Local residents would welcome tourists like me”, “The cleanliness of tourist facilities would meet my standards”, and “The internet will be easy to access” show higher mean value when traveling to places within U.S. These items have positive connotation; therefore, respondents seem to perceive higher risk when they consider crossing the border into Mexico.

Table 10. Overall Descriptive Information Regarding Perceived Risk

	Items	Without Border Crossing	With Border Crossing (n=488)
		Mean (SD)	
1	Showing authorities my identification at checkpoints would be an important safety measure	3.528 (.923)	3.715 (.891)
2	It is important to interact with people who speak English	3.438 (1.035)	3.481 (1.021)
3	I would be able to use my cell phone easily	3.413 (.991)	2.920 (1.019)
4	Local residents would welcome tourists like me	3.405 (.873)	3.192 (.910)
5	Showing my passport at checkpoints seems unnecessary*	3.348 (1.134)	3.903 (1.005)
6	The cleanliness of tourist facilities would meet my standards	3.313 (.886)	2.891 (.960)
7	I will be perfectly safe	3.235 (1.002)	2.678 (1.055)
8	The presence of the border patrol would make me feel safe	3.211 (.992)	3.260 (1.029)
9	The internet will be easy to access	3.198 (1.004)	2.745 (.929)
10	Crime due to drug trafficking is more likely to create a problem than on other trips	3.139 (1.021)	3.594 (1.034)
11	Getting help if my car breaks down would not be a concern*	3.108 (1.120)	3.352 (1.188)
12	I would not worry about access to good health care services*	2.854 (1.078)	3.368 (1.050)
13	I would feel worried about my personal safety	2.838 (1.007)	3.418 (1.045)
14	I am more likely to be a victim of crime than on other trips	2.793 (.969)	3.291 (1.059)
15	News I have heard about this destination would discourage me from doing some activities	2.782 (1.052)	3.356 (1.045)
16	Dealing with an unexpected health issue would be more of a concern than on other trips	2.776 (1.031)	3.413 (1.065)

Table 10. Continued

	Items	Without Border Crossing (n=488)	With Border Crossing (n=488)
		Mean (SD)	
17	I would not be concerned about communication problems with other people*	2.770 (1.117)	3.159 (1.111)
18	I am more likely to be hurt by strangers	2.725 (.971)	3.123 (1.049)
19	I am more likely to witness violence than on other trips	2.649 (.993)	3.092 (1.059)
20	I would be afraid of breaking an unfamiliar law	2.623 (1.099)	3.284 (1.092)
21	I would worry about procedures at border check points	2.606 (1.049)	2.811 (1.119)
22	Communicating with local residents will be difficult	2.586 (1.015)	3.207 (1.104)
23	There is a higher possibility of contracting infectious diseases than on other trips I would take	2.534 (.979)	2.979 (1.074)
24	Answering customs and immigration related questions would be intimidating	2.522 (1.066)	2.670 (1.094)
25	I am more likely to get sick from food or water than on others trips I would take	2.391 (.990)	3.223 (1.057)

Scale: 1= Strongly disagree, e=Neutral and 5=Strongly agree
*Item reverse-coded

El Paso, Texas and Taking an Excursion to Juarez, Mexico

Respondents of 242 were asked to indicate their level of agreement to 25 statements regarding perceived risk in traveling to El Paso and an excursion to Juarez. These 25 items were measured on a five-point Likert scale (1=Strongly disagree to 5=Strongly agree). Table 11 shows the means and standard deviations of each item measuring individuals' perceived risk in traveling to El Paso and Juarez. Among 25

items, the highest mean is 3.652 for: “I would be able to use my cell phone easily” for traveling to El Paso and 3.925 for “Showing my passport at checkpoints seems unnecessary” which was reversed coded. In contrast, items such as “I am more likely to get sick from food or water than on others trips I would take” (M=2.458) and “I will be perfectly safe” (M=2.475) showed the lowest mean value for traveling to El Paso and Juarez respectively.

Table 11. Descriptive Information Regarding Perceived Risk Traveling to El Paso only and for Traveling to El Paso with an Excursion Cross the Border to Juarez

	Items	El Paso (n=242)	Juarez
		Mean (SD)	
1	I am more likely to get sick from food or water than on others trips I would take	2.458 (.993)	3.380 (1.024)
2	It is important to interact with people who speak English	3.355 (1.095)	3.508 (1.015)
3	I would not worry about access to good health care services*	2.809 (1.087)	3.384 (1.106)
4	I will be perfectly safe	3.086 (1.027)	2.475 (1.082)
5	Showing my passport at checkpoints seems unnecessary*	3.417 (1.153)	3.925 (1.003)
6	There is a higher possibility of contracting infectious diseases than on other trips I would take	2.545 (1.030)	3.037 (1.120)
7	I would not be concerned about communication problems with other people*	2.785 (1.142)	3.231 (1.076)
8	I am more likely to witness violence than on other trips	2.855 (1.001)	3.355 (1.017)
9	The presence of the border patrol would make me feel safe	3.140 (.992)	3.124 (1.066)

Table 11. Continued

	Items	El Paso (n=242)	Juarez
		Mean (SD)	
10	I would be afraid of breaking an unfamiliar law	2.615(1.132)	3.347(1.087)
11	Dealing with an unexpected health issue would be more of a concern than on other trips	2.648(1.028)	3.500(1.039)
12	I would be able to use my cell phone easily	3.652(.987)	2.896(1.027)
13	News I have heard about this destination would discourage me from doing some activities	2.991(1.062)	3.528(1.101)
14	I would worry about procedures at border check points	2.694(1.072)	2.943(1.108)
15	Getting help if my car breaks down would not be a concern	3.157(1.148)	3.380(1.199)
16	Communicating with local residents will be difficult	2.644(1.041)	3.343(1.075)
17	Local residents would welcome tourists like me	3.307(.911)	3.070 (.955)
18	I am more likely to be hurt by strangers	2.810(.969)	3.243(1.086)
19	Showing authorities my identification at checkpoints would be an important safety measure	3.516(.938)	3.582(.961)
20	The cleanliness of tourist facilities would meet my standards	3.268(.900)	2.743(.989)
21	The internet will be easy to access	3.442(.976)	2.772(.965)
22	I would feel worried about my personal safety	2.954(1.023)	3.590(1.011)
23	Answering customs and immigration related questions would be intimidating	2.599(1.034)	2.768(1.079)
24	Crime due to drug trafficking is more likely to create a problem than on other trips	3.243(1.035)	3.714(.975)
25	I am more likely to be a victim of crime than on other trips	2.929(.993)	3.462(1.035)

Scale: 1= Strongly disagree, e=Neutral and 5=Strongly agree
*Item reverse-coded

Big Bend and Taking an Excursion to Boquillas

Table 12 shows the means and standard deviations of each items measuring individuals' perceived risk in traveling to Big Bend and an excursion to Boquillas. Among the 25 items, the highest mean is 3.595 for: "Showing authorities my identification at checkpoints would be an important safety measure" for traveling to Big Bend and 3.882 for "Showing my passport at checkpoints seems unnecessary" which was reversed coded. In contrast, items such as "I am more likely to get sick from food or water than on others trips I would take" (M=2.323) and "Answering customs and immigration related questions would be intimidating" (M=2.574) showed the lowest mean value for traveling to Big Bend and Boquillas respectively.

Table 12. Descriptive Information Regarding Perceived Risk Traveling to Big Bend only and for Traveling to Big Bend with an Excursion Cross the Border to Boquillas

	Items	Big Bend (n=246)	Boquillas
		Mean (SD)	
1	I am more likely to get sick from food or water than on others trips I would take	2.323 (.983)	3.064 (1.068)
2	It is important to interact with people who speak English	3.514 (.970)	3.457 (1.026)
3	I would not worry about access to good health care services*	2.898 (1.067)	3.352 (.992)
4	I will be perfectly safe	3.384 (.955)	2.874 (.990)
5	Showing my passport at checkpoints seems unnecessary*	3.280 (1.113)	3.882 (1.007)
6	There is a higher possibility of contracting infectious diseases than on other trips	2.526 (.927)	2.919 (1.024)
7	I would not be concerned about communication problems with other people*	2.761 (1.094)	3.093 (1.142)

Table 12. Continued

	Items	Big Bend (n=246)	Boquillas
		Mean (SD)	
8	I am more likely to witness violence than on other trips	2.445 (.943)	2.834 (1.036)
9	The presence of the border patrol would make me feel safe	3.275 (.990)	3.392 (.973)
10	I would be afraid of breaking an unfamiliar law	2.627 (1.066)	3.222 (1.094)
11	Dealing with an unexpected health issue would be more of a concern than on other trips	2.902 (1.019)	3.327 (1.082)
12	I would be able to use my cell phone easily	3.174 (.940)	2.943 (1.010)
13	News I have heard about this destination would discourage me from doing some activities	2.578 (1.000)	3.182 (.960)
14	I would worry about procedures at border check points	2.518 (1.019)	2.676 (1.115)
15	Getting help if my car breaks down would not be a concern*	3.064 (1.091)	3.327 (1.176)
16	Communicating with local residents will be difficult	2.526 (.986)	3.076 (1.118)
17	Local residents would welcome tourists like me	3.498 (.830)	3.313 (.849)
18	I am more likely to be hurt by strangers	2.650 (.968)	3.000 (1.002)
19	Showing authorities my identification at checkpoints would be an important safety measure	3.595 (.918)	3.838 (.805)
20	The cleanliness of tourist facilities would meet my standards	3.356 (.871)	3.032 (.910)
21	The internet will be easy to access	2.959 (.974)	2.720 (.891)
22	I would feel worried about my personal safety	2.724 (.977)	3.247 (1.051)

Table 12. Continued

	Items	Big Bend (n=246)	Boquillas
		Mean (SD)	
23	Answering customs and immigration related questions would be intimidating	2.445 (1.091)	2.574 (1.101)
24	Crime due to drug trafficking is more likely to create a problem than on other trips	3.032 (.999)	3.473 (1.077)
25	I am more likely to be a victim of crime than on other trips	2.655 (.927)	3.117 (1.058)

Scale: 1= Strongly disagree, 3=Neutral and 5=Strongly agree
*Item reverse-coded

Familiarity

Familiarity with El Paso and Big Bend as travel destinations were measured using two items. The two scales are: "I am interested in traveling to this destination"; and "I am knowledgeable about traveling to this destination." Respondents were asked to indicate their level of familiarity with each destination on a five-point Likert scale (1=Not at all to 5=Extremely). Table 13 shows the descriptive information of items measuring respondents' familiarity with El Paso and Big Bend. Overall, the means of items range from 2.190 to 2.694 among respondents who traveled to either El Paso or Big Bend. Specifically, respondents from the Big Bend trip case seem to be more interested in traveling to Big Bend than respondents from the El Paso case. Both respondents from the El Paso and Big Bend case showed relatively low mean levels of knowledge. Cronbach's alpha assessed the consistency of two items for each construct: the reliability scores are 0.626 for familiarity of the entire sample, 0.603 for familiarity with El Paso and 0.722 for familiarity with Big Bend.

Table 13. Descriptive Information Regarding the Level of Familiarity that Respondents Indicated for Traveled to the Target Destination

Familiarity Items	El Paso + Big Bend (n=488)	El Paso (n=242)	Big Bend (n=246)
		Mean (SD)	
I am interested in traveling this destination	2.694 (1.609)	2.239 (1.205)	3.133(1.173)
I am knowledgeable about traveling this destination	2.190 (1.118)	2.194 (1.194)	2.182 (1.041)
Cronbach's alpha	.626	.603	.722

Scale: 1= Not at all, 3= Moderately and 5= Extremely

Media Exposure about Border Issues

Four items were used to measure individuals' levels of exposure to information regarding border issues. Respondents were asked to indicate their level of agreement with four items on a five-point Likert scale (1=strongly disagree to 5=strongly agree). Table 14 shows the results. There were few difference in mean values between those considering travel to either El Paso or Big Bend. One exception was that those considering travel to El Paso had a slightly higher mean value for having read government travel advisories. Cronbach's alpha assessed the consistency of four items for each construct; the reliability scores are .498 for the entire sample, .533 for the El Paso trip case, and .462 for the Big Bend trip case.

Table 14. Descriptive Information for Respondents' Exposure to Information about Border Issue

Item	All sample (n=488)	El Paso (n=242)	Big Bend (n=246)
		Mean (SD)	
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet)	4.000 (.838)	4.004 (.832)	3.987(.851)
I read government issued travel advisories for the United States	3.213 (1.107)	3.351 (1.128)	3.076 (1.069)
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side*	3.227 (1.066)	3.198 (1.082)	3.259 (1.050)
I have heard stories about the U.S. - Mexico border from people I know	3.256 (1.094)	3.281 (1.082)	3.226 (1.088)
Cronbach's alpha	.498	.533	.462

Scale: 1= Strongly disagree, 3=Neutral and 5=Strongly agree
*Item reverse-coded

Attitude toward Travel to a Mexican Border Area

Items measuring attitude consisted of 10 statements on a 7-point semantic differential scale. Respondents were asked to indicate their feelings within each pair of terms as they consider traveling to El Paso (Big Bend) without crossing the border and crossing the border into Juarez (Boquillas). In order to generate composite mean values for consistency of direction in interpreting the results, positive meanings of items with starting 1 were reversed. That is, a higher composite mean value in attitude items indicates that the respondents had more positive attitude toward traveling to destinations.

Examining the combined data set of two cases; El Paso and Big Bend, the item showing the highest mean score was “Enjoyable↔ Unenjoyable” (M=4.905) while the item “Scary ↔ Reassuring” show the lowest mean as 4.299. All of these ten items show above average score (3.500) of attitude. In the case of taking an excursion to Juarez and Boquillas, respondents show relatively negative feelings; traveling to Juarez and Boquillas is “Risky (M= 3.702); “Threatening (M= 3.834); “Comforting (M= 3.948); “Scary (M= 3.752).” From visual inspection, respondents considering travel to El Paso or Big Bend without crossing the border into Mexico had more positive attitude.

Table 15. Descriptive Information Regarding Attitudes of Respondents who Considered Travel to El Paso or Big Bend without a Border Crossing and with a Border Crossing

Items	No Border Crossing (n=488)	Border Crossing (n=488)
	Mean (SD)	
Enjoyable ↔ Unenjoyable*	4.905 (1.685)	4.375 (1.758)
Positive ↔ Negative*	4.873 (1.604)	4.332 (1.667)
Fun ↔ Boring*	4.977 (1.542)	4.618 (1.582)
Pleasant ↔ Unpleasant*	4.873 (1.627)	4.346 (1.649)
Favorable ↔ Unfavorable*	4.739 (1.642)	4.219 (1.683)
Secure ↔ Risky*	4.407 (1.679)	3.702 (1.742)
Threatening ↔ Non- threatening	4.508 (1.540)	3.834 (1.643)
Comforting ↔ Terrifying*	4.448 (1.417)	3.948 (1.479)
Scary ↔ Reassuring	4.299 (1.489)	3.752 (1.561)
Safe ↔ Dangerous*	4.444 (1.547)	3.768 (1.644)
Cronbach’s alpha	.959	.961

* Item reverse- coded

A Comparison of the El Paso and Big Bend Trip

A comparison of the El Paso and Big Bend trip case is provided in the Table 16. Among ten items measuring attitude, respondents from the El Paso trip case show the highest feeling of "Enjoyable ↔ Unenjoyable" while "Scary ↔ Reassuring" item show the lowest mean value. In the case of taking an excursion to Juarez, respondents show their feeling of "Fun ↔ Boring*" items scored the highest whereas the item of "Secure ↔ Risky*" scored the lowest mean value which means that respondents feel that traveling to Juarez is risky. For respondents from the Big Bend trip case, the item "Fun ↔ Boring*(M=5.193) show the highest mean value while "Comforting ↔ Terrifying*" item show the lowest mean (M=3.639) meaning that respondents feel that traveling to Big Bend is more likely terrifying. When respondents from the Big Bend trip case consider crossing the border into Boquillas, their feeling of "Fun ↔ Boring*" items scored the highest whereas (M=4.757) while "Scary ↔ Reassuring" item show the lowest mean value (M=4.024). Through a simple inspection, respondents considering traveling to the border region within America such as El Paso and Big Bend has more positive attitude than crossing the border into Mexico region. Moreover, respondents who considering travel to Big Bend and crossing the border into Boquillas, Mexico have more optimistic attitude toward travel to the destinations than traveling to El Paso or Juarez.

Table 16. Descriptive Information Regarding Attitude of El Paso and Big Bend Trip

Items	El Paso (n=242)		Big Bend (n=246)	
	Juarez		Boquillas	
	Mean (SD)			
Enjoyable ↔ Unenjoyable*	4.758(1.653)	3.975(1.819)	5.012(1.719)	4.757(1.612)
Positive ↔ Negative*	4.731(1.566)	3.975(1.713)	5.000(1.640)	4.672(1.551)
Fun ↔ Boring*	4.743(1.535)	4.289(1.639)	5.193(1.528)	4.927(1.465)
Pleasant ↔ Unpleasant*	4.694(1.638)	4.000(1.713)	5.036(1.608)	4.676(1.516)
Favorable ↔ Unfavorable*	4.570(1.615)	3.863(1.690)	4.894(1.661)	4.562(1.603)
Secure ↔ Risky*	4.338(1.680)	3.301(1.700)	4.465(1.683)	4.089(1.696)
Threatening ↔ Non-threatening	4.475(1.562)	3.574(1.686)	4.538(1.518)	4.089(1.599)
Comforting ↔ Terrifying*	4.363(1.390)	3.632(1.508)	3.639(1.482)	4.251(1.388)
Scary ↔ Reassuring	4.235(1.493)	3.475(1.562)	4.360(1.482)	4.024(1.511)
Safe ↔ Dangerous*	4.438(1.582)	3.446(1.639)	4.441(1.520)	4.076(1.592)
Cronbach's alpha	.958	.959	.897	.958

* Item reverse- coded

Factor Analysis of Perceived Risk

To check the construct validity and to reduce the items into a smaller number of dimensions, a Factor analysis with VARIMAX rotation was performed on the 25 perceived risk items using all 488 responses. Factor analysis is useful to test construct validity of scale. Factor analysis groups items that are highly correlated with each other. If the grouping of items is measuring one underlying concept, then one factor should be extracted. A factor loading score for each item should be greater than .40 (Hair, et al., 1998) for it to be considered significant. The correlation matrix revealed "a substantial

number of correlations greater than .30" among variables (Hair et al., 1998, p. 99). Some degree of multicollinearity is needed to identify interrelated sets of variables, which is the objective of factor analysis. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA), which produces specific index ranges from 0 to 1 also checked in order to quantify the degree of inter correlations among the variables. The 488 responses from the entire sample were used for factor analysis. Specifically, in order to develop the most salient scale measurement of perceived risk, items from crossing the border scenario was utilized for practical use.

Table 17-1 through table 17-3 showed the result of Factor analysis of perceived risk items. Principal component analysis was conducted with the 25 variables along with VARIMAX rotation. Using eigenvalues of 1 as a cutoff, a five-factor solution was produced. The MSA scored .917, which is in the meritorious range according to Hair et al. (1998). This initial five-factor solution explained 59.91% of the total variance, which was slightly below the satisfactory level of 60% (Hair et al., 1998). Since this solution did not best represent the data and it was necessary to continue further trial solutions. One variable (e.g. "I will be perfectly safe.") loaded on two factors with factor loadings of .503 and .564 respectively and was deleted. Another item "Showing my passport at checkpoints seems unnecessary" was loaded on the first factor with items regarding "crime and health" risk. Considering the conceptual relation of this item to the first factor, the researcher decided to delete this item.

In the next run as final run with the 23 variables, five factors having eigenvalues greater than 1 were extracted. The MSA index was slightly slipped to .916 in this

solution while the percentage of the total variance explained slightly increased to 60.74% which met the satisfactory level of 60% (Hair et al., 1998). Therefore, the five-factor dimension with 23 variables was determined to best represent the underlying dimensions of perceived risk (See Table 18). Factors were labeled based on highly loaded items and the common characteristics of items were grouped together. Therefore, the first dimension having nine items named "Personal Safety" (See table 17-1). The second dimension consisted of six items named "Conveniences" (See table 17-2). The third dimension had three items and was named "Border Patrol Concerns." (See table 17-3). The fourth dimension contained two items and was labeled "Border Patrol Importance" (See table 17-3). The fifth dimension, consisting of three items, was titled "Communication Concern." (See table 17-3). The Personal Safety dimension included items related to the possibility that the trip to the specific destination will result in physical danger, sickness, or injury. The Conveniences dimension represented easiness of access to this destination. The third factor, Border Patrol Concerns dimension is associated with individuals' feeling of worry or afraid that they face with when considering travel to this destination. The Border Patrol Importance dimension represents individuals' feeling of safe that they feel when considering travel to this destination. The last dimension, Communication Concern, is associated with importance of communication or language difficulty individuals' may face when considering travel. The five factors explained 25.07%, 12.42%, 9.41%, 6.93%, and 6.91% of variance, respectively. As table 16 indicates that factor loading scores on these five factors were

above .50 which indicates that a good correlation between the items and the factor they are affiliated with. George and Mallery (2003) provide the following rules of thumb: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable" (p. 231). The Cronbach's α values were above satisfactory level (above .70) except factor 4 (Border Patrol Importance) and factor 5 (Communication Concern). The reliability of 'Border Patrol Importance' (.545) and 'Communication Concern' (.625) was at either questionable or poor level. Cronbach's alpha increases as more items in the scale increase. Increasing the number of items can be a method to drive the alpha to a satisfactory level. This reflects the notion that instruments and scales with a higher number of items are more dependable. It also signifies that comparing alpha levels between scales with different amounts of items is not suitable. Considering the number of items for the factor 4 and factor 5, it somewhat makes sense that the reliability for these factors are lower than other factors.

It should also be noted that while a high value for Cronbach's alpha indicates good internal consistency of the items in the scale, it does not mean that the scale is unidimensional (Gliem & Gliem, 2003). Even though, the factor 4 and the factor 5 showed relatively low value for Cronbach's alpha, these factors were used for further analysis as these factors were important in this research.

Table 17-1. Perceived Risk Factor 1

	Factor Loading	Eigen Value	% of variance	Cronbach' α
FACTOR 1: PERSONAL SAFETY		5.766	25.068	.917
I am more likely to be a victim of crime than on other trips	.841			
I am more likely to witness violence than on other trips	.809			
Crime due to drug trafficking is more likely to create a problem than on other trips.	.802			
I am more likely to be hurt by strangers	.788			
I would feel worried about my personal safety	.780			
News I have heard about this destination would discourage me from doing some activities	.705			
I am more likely to get sick from food or water than on others trips I would take	.683			
There is a higher possibility of contracting infectious diseases than on other trips I would take	.655			
Dealing with an unexpected health issue would be more of a concern than on other trips	.575			

Table 17-2. Perceived Risk Factor 2

	Factor Loading	Eigen Value	% of variance	Cronbach' α
FACTOR 2: CONVENIENCES		2.856	12.418	.754
The internet will be easy to access	.790			
I would be able to use my cell phone easily	.730			
The cleanliness of tourist facilities would meet my standards	.636			
Getting help if my car breaks down would not be a concern	.568			
I would not worry about access to good health care services	.564			
Local residents would welcome tourists like me	.564			

Table 17-3. Perceived Risk Factor 3, 4 and 5

	Factor Loading	Eigen Value	% of variance	Cronbach's α
FACTOR 3: BORDER PATROL CONCERNS		2.165	9.411	.756
Answering customs and immigration related questions would be intimidating	.822			
I would worry about procedures at border check points	.818			
I would be afraid of breaking an unfamiliar law	.590			
FACTOR 4: BORDER PATROL IMPORTANCE		1.594	6.931	.545
Showing authorities my identification at checkpoints would be an important safety measure	.784			
The presence of the border patrol would make me feel safe	.758			
FACTOR 5: COMMUNICATION CONCERNS		1.589	6.907	.625
I would not be concerned about communication problems with other people	.736			
It is important to interact with people who speak English.	.691			
Communicating with local residents will be difficult	.534			

Testing of Hypothesis

Testing Hypothesis 1

Proposition 1: Individuals perceive salient dimensions of risk when considering travel to destinations along with U.S.-Mexico border.

Research Hypothesis 1: Individuals perceive different types of perceived risk when considering travel to destinations along the U.S.-Mexico border compared to dimensions of perceived risk identified in general travel.

Although eleven dimensions of perceived risk were identified from previous research, only four dimensions were extracted in the process of scale purification. The factor analysis result to test this hypothesis is presented in an earlier section (Table 17). Unlike the proposed types of perceived risk dimensions, factor analysis produced five-factor solutions for perceived risk; 'Personal Safety', 'Conveniences', 'Border Patrol Concerns', 'Border Patrol Importance', and 'Communication Concern' when considering travel to destinations along the U.S.-Mexico border, with the aim of using for further analysis to test other hypotheses in terms of two different scenarios: traveling to El Paso and Big Bend without an excursion into Mexico and with an excursion into Mexico. Therefore, hypothesis 1 was supported.

Testing Hypothesis 2

Proposition 2: Individuals with different age groups and gender perceive risk differently when considering travel to destinations along with U.S.-Mexico border.

In order to investigate the relationships of personal characteristics (age and gender) and perceived risk when considering travel to destinations along the U.S. – Mexico border, four sub-hypotheses were proposed. The four sub-hypotheses are:

Hypothesis 2-1-a: Females will perceive significantly higher risk across all dimensions of risk when considering travel to El Paso and Big Bend without an excursion into Mexico.

Hypothesis 2-1-b: Females will perceive significantly higher risk across all dimensions of risk when considering travel to El Paso and Big Bend with an excursion into Mexico.

Hypothesis 2-2-a: Older respondents will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Hypothesis 2-2-b: Older respondents will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico.

To test Hypothesis 2-1-a, an Independent sample t-test was employed. According to the results in Table 18, even though, males seem to be more concerned of all five dimensions of risk than females, it was not statistically significant at .05 level. Therefore, this hypothesis was not supported.

Table 18. Gender and Perceived Risk with the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

		Mean		SD		T	Sig
		Female	Male	Female	Male		
Gender	Personal Safety	2.735	2.740	.703	.799	-.070	.944
	Conveniences	3.186	3.276	.629	.721	-1.431	.153
	Border Patrol Concerns	2.551	2.619	.841	.839	-.890	.374
	Border Patrol Importance	3.368	3.371	.691	.795	-.039	.969
	Communication Concerns	3.077	3.093	.554	.633	-.295	.768

In the case of traveling to El Paso and Big Bend with an excursion into Mexico, females are more likely to agree on each dimension than males (Table 19). Among five dimensions of risk, only "Conveniences" was statistically significant. Compared to males, females showed negative views toward Conveniences which means females less agreed in Conveniences when considering travel to those destinations. Therefore, Hypothesis 2-1-b was partially supported.

Table 19. Gender and Perceived Risk with the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

		Mean		SD		T	Sig
		Female	Male	Female	Male		
Gender	Personal Safety	3.318	3.234	7.598	.877	1.130	.259
	Conveniences	2.735	2.949	.602	.741	-3.505	**.000***
	Border Patrol Concerns	2.593	2.905	.897	.912	.386	.699
	Border Patrol Importance	3.502	3.472	.752	.847	.412	.680
	Communication Concerns	3.190	3.160	.544	.626	.577	.564

In order to examine if respondents with different age groups perceive risk differently, One-way ANOVA was employed (Hypothesis 2-2-a). According to Table 20, an age group of 70 and older perceived relatively higher levels of "Personal Safety" while people in their 20s perceived the least conveniences in terms of traveling to El Paso and Big Bend. In the 30s age group showed the highest level of 'Border Patrol Importance' and respondents in their 50s showed the highest level of 'Communication Concern.' However, those risk dimensions according to age group were not significantly

different while only 'Border Patrol Concerns' was statistically significant according to age groups. Specifically, Post Hoc test reveals that age groups between 10s – 70s, 20s – 50s, 20s – 70s, 40s – 50s, and 40s – 70s perceive "Border Patrol Concerns" differently. Therefore Hypothesis 2-2-a was partially supported.

Table 20. Age and Perceived Risk One-way ANOVA Result for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

DV	Age	Mean	SD	F	sig	Post Hoc
Personal Safety	10s	2.876	.522	.740	.618	n.s
	20s	2.685	.643			
	30s	2.703	.659			
	40s	2.825	.802			
	50s	2.757	.834			
	60s	2.643	.868			
	70+	2.893	.793			
Conveniences	10s	3.000	.618	.460	.838	n.s
	20s	3.194	.663			
	30s	3.270	.684			
	40s	3.249	.661			
	50s	3.237	.716			
	60s	3.263	.717			
	70+	3.111	.544			
Border Patrol Concerns	10s	2.963	.949	2.365	**.029***	LSD 10s – 70s 20s – 50s 20s – 70s 40s – 50s 40s – 70s
	20s	2.697	.791			
	30s	2.634	.843			
	40s	2.688	.931			
	50s	2.404	.798			
	60s	2.483	.824			
	70+	2.284	.690			
	20s	3.055	.610			
	30s	3.145	.533			
	40s	3.051	.690			
	50s	3.161	.550			
	60s	3.005	.544			
	70+	3.037	.492			

Table 20. Continued

DV	Age	Mean	SD	F	sig	Post Hoc
Border Patrol Importance	10s	3.111	1.024	1.283	.263	n.s
	20s	3.240	.780			
	30s	3.480	.682			
	40s	3.427	.755			
	50s	3.404	.771			
	60s	3.322	.678			
	70+	3.351	.662			
Communication Concerns	10s	3.000	.942	.759	.602	n.s
	20s	3.055	.610			
	30s	3.145	.533			
	40s	3.051	.690			
	50s	3.161	.550			
	60s	3.005	.544			
	70+	3.037	.492			

In contrast to the case of traveling to El Paso and Big Bend without an excursion into Mexico, respondents from the case of traveling to El Paso and Big Bend with an excursion into Mexico perceived different risks of two dimensions based on age group: 'Personal Safety' and 'Communication Concern' (Table 21). In terms of 'Personal Safety', Post Hoc test of Dunnett identified that respondents in their 10s and 70s perceived different levels of risk. That is, respondents in their 70s and older perceived higher levels of risk (M=3.658) than respondents in their 10s (M=2.567). Similar results are shown regarding 'Communication Concern' that Scheffe showed that respondents in their 70s and older perceived higher levels of risk (M=3.395) than respondents in their 10s (M=2.555). Therefore Hypothesis 2-2-b was also partially supported.

Table 21. One-way ANOVA Result for the Case of Traveling to El Paso and Big Bend with an Excursion into Mexico

DV	Age	Mean	SD	F	sig	Post Hoc
Personal Safety	10s	2.567	.748	3.131	**.005***	Dunnett 10s – 70s
	20s	3.167	.704			
	30s	3.178	.754			
	40s	3.349	.852			
	50s	3.387	.849			
	60s	3.319	.962			
	70+	3.658	.720			
Conveniences	10s	2.833	.968	.780	.586	n.s
	20s	2.861	.613			
	30s	2.874	.705			
	40s	2.900	.712			
	50s	2.795	.720			
	60s	2.803	.679			
	70+	2.611	.450			
Border Patrol Concerns	10s	2.740	1.127	1.384	.832	n.s
	20s	3.067	.893			
	30s	2.834	.810			
	40s	3.051	.953			
	50s	2.790	.909			
	60s	2.822	.959			
	70+	2.851	.843			
Border Patrol Importance	10s	2.944	.682	1.206	.302	n.s
	20s	3.453	.807			
	30s	3.577	.775			
	40s	3.500	.742			
	50s	3.539	.863			
	60s	3.379	.828			
	70+	3.500	.746			
Communication Concerns	10s	2.555	.816	2.780	**.011***	Scheffe 10s – 70s
	20s	3.206	.574			
	30s	3.119	.521			
	40s	3.148	.620			
	50s	3.236	.617			
	60s	3.166	.478			
	70+	3.395	.647			

Testing Hypothesis 3

Proposition 3: Respondents having past travel with the destination will have different perceptions of risk when considering travel to destinations along with U.S.-Mexico border.

Hypothesis 3-1: Respondents who have not been to El Paso and Big Bend will perceive significantly higher levels of risk across all dimensions of risk than those who have when considering travel to El Paso and Big Bend without an excursion into Mexico.

To examine the relationships of past travel experience to perceived risk, an Independent sample T-test was applied. The results show (Table 22) that among five dimensions of risk; only 'Conveniences' was statistically significant at level .05. Respondents who have traveled to either El Paso or Big Bend, they seem to be less concerned about convenience in traveling to those destinations. Therefore, Hypothesis 3-1 was partly supported.

Table 22. Past Travel Experience with Perceived Risk for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

	Mean		SD		T	Sig
	Had traveled to E/B	Had not traveled to E/B	Had traveled to E/B	Had not traveled to E/B		
Personal Safety	2.713	2.757	.773	.732	-.637	.525
Conveniences	3.304	3.167	.669	.675	2.233	**.026***
Border Patrol Concerns	2.593	2.576	.847	.835	.218	.827
Border Patrol Importance	3.373	3.366	.755	.732	.106	.915
Communication Concerns	3.094	3.076	.611	.578	.338	.736

Hypothesis 3-2: Respondents who have not been to Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have when considering travel to El Paso and Big Bend with an excursion into Mexico.

The Table 23 shows the results of the relationships of past travel experience of Mexico to perceived risk when considering travel to El Paso and Big Bend with an excursion to Mexico; Juarez and Boquillas. Among five dimensions of risk, only dimensions of 'Border Patrol Concerns' and 'Border Patrol Importance' showed statistical significance at .05 levels. That is, respondents without travel experience with Mexico perceive higher levels of 'Border Patrol Concerns' while respondents with travel experience with Mexico show higher levels of 'Border Patrol Importance' when considering travel to El Paso and Big Bend with an excursion to Mexico. Therefore, Hypothesis 3-2 was partly supported as well.

Table 23. Past travel Experience with Perceived Risk for the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

	Mean		SD		T	Sig
	Traveled to Mexico	Not traveled to Mexico	Traveled to Mexico	Not traveled to Mexico		
Personal Safety	3.283	3.268	.819	.819	.204	.838
Conveniences	2.882	2.776	.659	.706	1.831	.068
Border Patrol Concerns	2.814	3.094	.889	.902	-3.360	**.001***
Border Patrol Importance	3.545	3.396	.780	.819	2.009	**.045***
Communication Concerns	3.201	3.136	.569	.607	1.188	.236

Testing Hypothesis 4

Proposition 4: Individuals with different cultural backgrounds perceive risk differently when considering travel to destinations along with U.S.-Mexico border.

Hypothesis 4-1-a: Asian will perceive significantly higher risk across all dimensions of risk than Caucasian when considering travel to El Paso and Big Bend without an excursion into Mexico.

An Independent sample t-test was utilized to test the relationships of race (Asian vs. Caucasian) to perceived risk in traveling to El Paso and Big Bend. Through visual inspection, Asian respondents perceive higher levels of risk than Caucasian respondents (Table 24). However, among five dimensions of risk, only 'Border Patrol Concerns' was statistically significant at .05 levels. That is, Asians are more concerned about border procedures at check points when considering travel to El Paso and Big Bend. Thus, Hypothesis 4-1-a was partly supported as well.

Table 24. Race with Perceived Risk for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

	Mean		SD		T	Sig
	Asian	Caucasian	Asian	Caucasian		
Personal Safety	2.790	2.770	.639	.755	.172	.864
Conveniences	3.189	3.221	.632	.625	-.309	.758
Border Patrol Concerns	2.856	2.542	.884	.832	2.341	**.020***
Border Patrol Importance	3.511	3.344	.758	.701	1.475	.141
Communication Concerns	3.121	3.115	.561	.515	.065	.948

Hypothesis 4-1-b: Asian will perceive significantly higher risk across all dimensions of risk than Caucasian when considering travel to El Paso and Big Bend with an excursion into Mexico.

In contrast, in the case of taking an excursion into Mexico, only 'Communication Concern' was statistically significant at .05 levels; Caucasian respondents perceive higher levels of risk of 'Communication Concern' than Asian respondents (Table 25). Therefore, Hypothesis 4-1-b was partially supported.

Table 25. Race with Perceived Risk for the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

	Mean		SD		T	Sig
	Asian	Caucasian	Asian	Caucasian		
Personal Safety	3.123	3.358	.742	.812	-1.823	.069
Conveniences	2.939	2.792	.676	.658	1.390	.165
Border Patrol Concerns	3.068	2.885	.843	.909	1.269	.205
Border Patrol Importance	3.454	3.509	.783	.783	-.441	.659
Communication Concerns	3.030	3.230	.596	.528	-2.339	**.020***

Hypothesis 4-2-a: Respondents with some Spanish skill will perceive significantly less risk across all dimensions of risk than those with no skill in speaking Spanish when considering travel to El Paso and Big Bend without an excursion into Mexico.

Using an Independent sample T-test, the relationship of Spanish speaking skill to perceived risk was examined (Table 26). The results show that among five dimensions of perceived risk, only two dimensions 'Personal Safety' and 'Conveniences' were statistically significant. Respondents having no Spanish speaking skill perceive higher levels of risk in 'Personal Safety'. Respondents with at least some Spanish speaking skill perceive that traveling to El Paso and Big Bend is more convenient than those who have no Spanish speaking skill. Other types of perceived risks such as 'Border Patrol Concerns', 'Border Patrol Importance', and 'Communication Concern' were not statistically significant. Therefore, the Hypothesis 4-2-a was partly supported.

Table 26. Spanish Language Ability with Perceived Risk for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

	Mean Level of Spanish Language Skill		SD Level of Spanish Language Skill		T	Sig
	None	Some	None	Some		
Personal Safety	2.864	2.681	.677	.774	2.618	**.009***
Conveniences	3.042	3.310	.672	.662	-4.081	**.000***
Border Patrol Concerns	2.664	2.548	.828	.844	1.403	.161
Border Patrol Importance	3.369	3.370	.789	.721	-.015	.988
Communication Concerns	3.149	3.056	.590	.592	1.613	.107

Table 27 shows the results of the relationships between Spanish language skill and perceived risk of the travel to El Paso and Big Bend with an excursion into Mexico case. Respondents with no Spanish speaking skill perceived higher levels of risk in 'Personal Safety,' 'Conveniences,' 'Border Patrol Concerns' and 'Communication Concern.' Respondents with at least some Spanish language skill perceived that traveling to either El Paso or Big Bend and taking an excursion into Mexico is more convenient than those who have no Spanish language skills. However, the 'Border Patrol Importance' was not statistically significant. Therefore, the Hypothesis 4-2-b was partly supported.

Table 27. Spanish Language Ability with Perceived Risk for the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

	Mean Level of Spanish Language Skill		SD Level of Spanish Language Skill		T	Sig
	None	Some	None	Some		
Personal Safety	3.414	3.217	.828	.807	2.461	**.014***
Conveniences	2.623	2.931	.657	.669	-4.685	**.000***
Border Patrol Concerns	3.064	2.859	.956	.873	2.324	**.021***
Border Patrol Importance	3.449	3.504	.875	.762	-.661	.509
Communication Concerns	3.261	3.138	.632	.559	2.149	**.032***

Testing Hypothesis 5

Proposition 5: Past experience with crime may affect individuals' perceived risk when considering travel to destinations along the U.S.-Mexico border.

Hypothesis 5-1: Respondents who have experienced crime in the past will perceive significantly higher levels of risk across all dimensions of risk than those who have not when considering travel to El Paso and Big Bend without an excursion into Mexico.

In order to determine if having experience with crime in the past will result in having different perceptions of risk when considering travel to travelling to El Paso and Big Bend without an excursion into Mexico, an Independent sample T-test was employed. The result shows (Table 28) that the levels of perceived risk of the respondents having past crime experience were not different from those who have no past crime experience when considering travel to El Paso and Big Bend. Therefore, the Hypothesis 5-1 was not supported.

Table 28. Experience with Crime and Perceived Risk for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

	Mean		SD		T	Sig
	Had experience with crime	Had no experience with crime	Had experience with crime	Had no experience with crime		
Personal Safety	2.761	2.728	.756	.749	.428	.669
Conveniences	3.192	3.242	.653	.684	-.729	.466
Border Patrol Concerns	2.483	2.620	.813	.848	-1.604	.109
Border Patrol Importance	3.370	3.369	.692	.760	.006	.995
Communication Concerns	3.096	3.080	.604	.589	.270	.787

Hypothesis 5-2: Respondents who have experienced crime in the past will perceive significantly higher levels of risk across all dimensions of risk than those who have not when considering traveling to El Paso and Big Bend with an excursion into Mexico.

As with Hypothesis 5-1, an Independent sample T-test was employed. The result showed (Table 29) that none of the five dimensions of perceived risks had a mean that was statistically different according to presence of past crime experience when considering travel El Paso and Big Bend with an excursion into Mexico such as Juarez and Boquillas. Therefore, the Hypothesis 5-2 was not supported.

Table 29. Experience with Crime and Perceived Risk for the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

	Mean		SD		T	Sig
	Had experience with crime	Had no experience with crime	Had experience with crime	Had no experience with crime		
Personal Safety	3.380	3.240	.812	.818	1.687	.092
Conveniences	2.772	2.861	.683	.678	-1.291	.197
Border Patrol Concerns	2.949	2.912	.933	.893	.399	.690
Border Patrol Importance	3.469	3.494	.874	.769	-.305	.760
Communication Concerns	3.178	3.175	.593	.582	.043	.966

Testing Hypothesis 6

Hypothesis 6-1: Respondents will perceive significantly higher risk across all dimensions of risk when considering travel to an urban region (El Paso) than a rural region (Big Bend).

To test hypothesis 6, a Paired Sample T-test was employed. The result of a Paired Sample T-test showed that respondents perceived higher levels of risk when considering travel to rural region than urban region (Table 30). To be more specific, of five dimensions of perceived risk, three dimensions of perceived risk; 'Border Patrol Concerns', 'Border Patrol Importance', and 'Communication Concern' regarding traveling to Big Bend had a higher mean than perceived risk in traveling to El Paso at .05 significance level. Even though the mean of 'Conveniences' of urban shows higher value, it means that respondents perceive that traveling to urban region is more convenient than traveling to rural region. However, respondents' perceived risk of Personal Safety was not different when considering travel to El Paso and Big Bend. Therefore, of five dimensions of risk, four dimensions of risk were significant, so this hypothesis was partially supported. Respondents perceived higher risk about considering travel to a rural region, Big Bend.

Table 30. Paired Sample T-Test Result for the Case of Travel to an Urban and Rural Region without an Excursion into Mexico

Urban vs Rural	Mean	SD	t	p
Personal Safety _ Urban	2.550	.507	-1.802	.072
Personal Safety _ Rural	2.650	.702		
Conveniences_ Urban	3.601	.542	8.656	**.000***
Conveniences_ Rural	3.127	.662		
Border Patrol Concerns _ Urban	2.355	.689	-2.515	**.012***
Border Patrol Concerns _ Rural	2.530	.843		
Border Patrol Importance _ Urban	2.714	.671	-11.120	**.000***
Border Patrol Importance _ Rural	3.435	.756		
Communication Concerns _ Urban	2.585	.545	-10.251	**.000***
Communication Concerns _ Rural	3.093	.550		

Hypothesis 6-2: Respondents will perceive significantly higher risk across all dimensions of risk when considering travel to El Paso and Big Bend with an excursion into Mexico than traveling to El Paso and Big Bend without an excursion into Mexico.

A Paired sample T-test was applied to test the difference of respondents' perceived risk in terms of traveling to El Paso and Big Bend without an excursion into Mexico and with an excursion into Mexico. (Hypothesis 6-2). The result showed (Table 31) that all five dimensions of perceived risk regarding traveling El Paso and Big Bend with an excursion into Mexico had higher means than perceived risk in traveling to El Paso and Big Bend without an excursion into Mexico. Of five dimensions of risk, 'Border Patrol Importance' showed the highest mean value for both cases. Therefore, Hypothesis 6-2 was supported. Respondents perceived higher levels of risk when considering travel to El Paso and Big Bend with an excursion into Mexico than traveling those places without an excursion into Mexico.

Table 31. Paired Sample T-Test Result for the Case of Travel to Destinations with/without Crossing the Border into Mexico

Variable	Mean	SD	t	p
Personal Safety _ Not cross border	2.737	.750	-17.339	**.000***
Personal Safety _ Cross border	3.277	.818		
Conveniences_ Not cross border	3.228	.676	12.825	**.000***
Conveniences_ Cross border	2.839	.679		
Border Patrol Concerns _ Not cross border	2.584	.840	-10.512	**.000***
Border Patrol Concerns _ Cross border	2.922	.903		
Border Patrol Importance _ Not cross border	3.369	.741	-3.477	**.001***
Border Patrol Importance _ Cross border	3.487	.798		
Communication Concerns _ Not cross border	3.084	.592	-3.394	**.001***
Communication Concerns _ Cross border	3.176	.584		

The Structural Equation Model

The Structural Equation Modeling (SEM) is employed to investigate the relationships among familiarity, exposure to information about the border issues, perceived risk, attitude and intention when considering travel to destinations along with U.S.-Mexico border region in America and when crossing the border into Mexico. In order to get adequate evidence to support the overall fit of the model and the individually hypothesized relationships that are represented as paths in the model, an evaluation was constructed. This section relates the results undertaken to examine those hypotheses. To conduct EFA, and subsequently SEM, for the current research, the statistical program Factor analysis using SPSS 23 was utilized. For running SEM, AMOS 23, was used. The model was tested with a two-step method. That is, prior to using SEM to test the proposed model, principle component analyses (PCA) were conducted to reduce the

number of variables for each construct (Doh, 2006; Hwang, et al., 2005; Yoon & Uysal, 2005), because it is recommended that a latent variable have four to eight, and no more than ten observed variables (Kline, 1998). The PCA combines items correlated to one another but independent of other subsets of items into an underlying factor (Tabachnick & Fidell, 2001). The PCA, using the Eigen value of over 1.0 and a factor loading of .4 for factor inclusion, is helpful for ascertaining the quantity of sub-constructs. From the Factor analysis of Perceived risk, five dimensions were extracted which were used to test hypotheses one to six. These five dimensions of perceived risk will be used to test the remaining hypotheses, seven to ten in SEM.

Examination of the Fit of the Model

The relationship between the latent factors and variables is unknown and not substantiated enough by theory or previous research since some of items were developed by the researcher (Schumacker and Lomax, 2004). Therefore, Exploratory factor analysis (EFA) was used for model development in the present study. The general sequence of assessing the fit between the model and the data in this research were first to review selected fit indices, and next move to indices that provide a more detailed assessment on the fit of various parts in the model. Table 32 reports the selected fit measures for the measurement model. The fit indices were selected primarily based on Hu and Bentler's (1998) and Kline's (1998) recommendations to evaluate the measurement model as well as the structural model. The fit indices considered in this study were Chi-square/df, Bentler's Comparative Fit Index (CFI), Bentler and Bonnett's Normed Fit Index (NFI), Joreskog-Sobrom Goodness of Fit Index (GFI), Root Mean

Square Residual (RMR) and Root Mean Square Error of Approximation (RMSEA). Kline (1998) suggests that the smaller Chi-square values and the ratio of Chi-square/f that is less than 3.0 are indicative of a better model fit. Since Chi-square values are very sensitive to both sample size and the assumption of multivariate normality, a chi-square test could not be significant with the sample size used in this research. It is unrealistic in most SEM empirical research to find well-fitting hypothesized models where the Chi-square value approximates the degrees of freedom (Klem, 2000; Byrne, 2001). For this reason, Chi-square typically is not considered as the absolute standard by which the quality of fit of a model is decided. These researchers suggest Chi-square/df as a more appropriate fit index.

CFI, GFI and NFI are further standardized and are not as sensitive to sample size as the Chi-square statistic. These values are recommended to be at least 0.9 for an acceptable fit (Hu & Bentler, 1998; Kline, 1998), and a value of less than 0.05 and 0.08 indicate acceptable model fit for RMR and RMSEA, respectively (Byrne, 2001; Hu & Bentler, 1998). In addition, Hatcher (1994) suggested that if a path model demonstrates an ideal fit to the data, the ρ value associated with the model chi-square test should exceed 0.50, the closer to 1.00 the better. He also pointed out that a model does not have to demonstrate all of these characteristics in order to be acceptable. In fact, many research articles only use the chi-square test and major goodness of fit indices to evaluate the fitness of a theoretical model. Nonetheless, this research compared the output against all the requirements in order to have the confidence to accept or reject the model being tested.

Table 32. Fit Indices of the Structure Model Applied to This Study
(Adopted from Doh, 2006)

Fit Indices	Accepted Level
P value of the model's Chi-Square (x2)	Over 0.05, the closer to 1.00 the better
Chi-square/df	Less than 3.0
Bentler and Bonnett's Normed Fit Index (NFI)	Over 0.9, the closer to 1.00 the better
Joreskog-Sobrom Goodness of Fit Index (GFI)	Over 0.9, the closer to 1.00 the better
Bentler's Comparative Fit Index (CFI)	Over 0.9, the closer to 1.00 the better
Root Mean Square Residual (RMR)	Less than0 .05
Root Mean Square Error of Approximation (RMSEA)	Less than 0.1

The Case of Traveling to El Paso and Big Bend without an Excursion into Mexico

Initial Model

The result from EFA indicates that perceived risk with 25 items has five sub-scales; personal safety, conveniences, border patrol concerns, border patrol importance, and communication concern. These five factors and the scale reliabilities were all satisfactory with the range of factor loadings between 0.53 and 0.84 (Table 18). Attitudes toward; traveling to destinations along the U.S.-Mexico border without an excursion into Mexico, and with an excursion into Mexico were measured using a 10 item semantic differential scale. The scale reliability for the case of traveling to destinations along the U.S.-Mexico border without an excursion into Mexico were 0.851,

and traveling to destinations along the U.S.-Mexico border with an excursion into Mexico was 0.839.

A structural model was developed by adding all ten variables for attitude with all of the 488 responses. Table 33 shows fit indices of the initial structure model. As it is shown in the table, all fit indices were not at accepted levels. For example, all values of CFI (0.843), NFI (0.794), and GFI (0.769) were below 0.9 as well as the values for RMR (0.127). To identify the problems with the model, the patterns of modification indices were examined. Modification indexes (MI) can be conceptualized as a $\chi 2$ statistic with one degree of freedom (Joreskog & Sorbom, 1993). This means that for each specified fixed parameter, the MI which AMOS 23.0 provides represents the expected drop in overall $\chi 2$ value. Normally, MIs over 10 are considered large and problematic (Joreskog & Sorbom, 1993) and a modification process is advised. Therefore, it was necessary to add a path between seven covariance errors (e.g. scary-safe, comforting-safe, using cell phone easily-easiness to access internet). By adding seven paths, fit indices improved somewhat; Chi-square/df from 3.528 to 3.348, CFI from .843 to .869, NFI from .794 to .823, and GFI from .769 to .793 as well as the values for RMR from .127 to .110. Since these fit indices values were below accepted levels (0.90), closer examination was needed to identify a problem.

The output shows that the Squared Multiple Correlations for three items; attitude and exposure to information showed low value. SMC should be above .4, however the items ‘scary’, ‘threatening’, and ‘don’t distinguish U.S.-Mexico border’ showed low

values of 0.298, 0.247, and 0.040 respectively. Therefore a second run was conducted after deleting those three items.

The Final Revised Structural Model

After the second run without three items, fit indices increased: Chi-square/df from 3.348 to 2.190, CFI from .869 to .936, NFI from .823 to .889, and GFI from .793 to .870. The RMR value was slightly more from .110 to .112 (Table 33). Although values of fitness indices indicate the overall fitness of the model was tolerable for the initial model, it is possible that some parts of the model may poorly fit the data. The results indicate that all the indices were improved compared to the revised structural model. The Chi-square difference test between the revised model and the final model showed a significantly different value of 801.887 (2166.149-1364.262), confirming that the last structural model was a significantly better fit than the revised structural model. Although there are rules of thumb for acceptance of model fit (ex., that CFI should be at least 0.90), these cut-offs are arbitrary (Bollen, 1989). Even though the fit indices of NFI and GFI were lower than the ideal accepted level (0.90), they were close enough to use for further analysis.

Table 33. Comparison of the Selected Fit Measures among the Initial, Revised and Final Structural Model for the Case of Travel to El Paso and Big Bend without an Excursion to Mexico

Fit Indices	Initial Model	Revised Model	Final Model
Chi-Square Test	x^2= 2688.11, df=762	x^2 =2166.4 df=648	x^2=1364.26, df=623
Chi-square/df	3.528	3.348	2.190
CFI	.843	.869	.936
NFI	.794	.823	.889
GFI	.769	.793	.870
RMR	.127	.110	.112
RMSEA	.072	.069	.049

Table 34. Parameter Estimates for the Final Revised Structural Model for the Case of Travel to El Paso and Big Bend without an Excursion to Mexico

Parameter	Standardized Estimate	Standard Error (S.E.)	Critical Ratio (t value)	P
Familiarity→ Personal Safety	-1.786	.570	-4.632	.000
Familiarity →Conveniences	1.011	.281	4.434	.000
Familiarity→ Border Patrol Concerns	-1.536	.421	-4.337	.000
Familiarity → Border Patrol Importance	-.075	.130	-.389	.698
Familiarity→ Communication Concern	-1.464	.312	-3.825	.000
Information →Personal Safety	1.701	.589	4.389	.000
Information→ Conveniences	-.529	.272	-2.470	.014
Information→ Border Patrol Concerns	1.400	.430	3.984	.000
Information →Border Patrol Importance	.713	.154	3.220	.001
Information →Communication Concern	1.316	.311	3.550	.000
Personal Safety →Attitude	-1.131	.750	-3.492	.000
Conveniences →Attitude	.003	.839	.009	.993
Border Patrol Concerns →Attitude	.634	.627	2.908	.004
Border Patrol Importance →Attitude	.504	1.594	1.601	.109
Communication Concern →Attitude	.122	.456	1.124	.261
Attitude→ Intention	.648	.045	15.838	.000

Hypotheses Test for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

Testing Hypothesis 7-1

Proposition 7: Familiarity will negatively influence individuals' perception of risks when travelling to destinations along the U.S. – Mexico border.

Individual's familiarity with El Paso and Big Bend as a travel destination was measured with two items. These two items were used to analyze the two separate data sets regarding traveling to El Paso and Big Bend without an excursion into Mexico and traveling to El Paso and Big Bend with an excursion into Mexico, two sub-hypotheses were proposed as shown below.

Hypothesis 7-1: There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimensions of risk when considering traveling to El Paso and Big Bend without crossing the border.

Structural equation modeling (SEM) was chosen to test the relationship between familiarity and perceived risk when consider travel to either El Paso or Big Bend without an excursion into Mexico and with an excursion into Mexico. The relationships between familiarity and five different dimensions of risk with the case of traveling to either El Paso or Big Bend without an excursion into Mexico are presented in Figure 3 (see p.121). First, the results indicate that familiarity and personal safety are negatively related to each other. That is, the more potential tourists are familiar with El Paso and Big Bend, the less concerns of personal safety they perceive. Second, familiarity and conveniences are positively related which means the more potential tourists are familiar with El Paso and Big Bend, the more respondents think that traveling to those places are convenient. Third, familiarity and border patrol concerns are negatively related. In other words, the more potential tourists are familiar with the destinations, the less concern there is for encountering the border patrol. Fourth, familiarity and communication concern are negatively related meaning that the more potential tourists are familiar with

the destinations, the less communication risk they perceive. Those four relationships were statistically significant at the .05 level while the relationship between familiarity and border patrol importance was not statistically significant. Therefore, the Hypothesis 7-1 was partially supported.

Testing Hypothesis 8-1

Proposition 8: Exposure to media stories about the border issues will influence individuals' perceived risk when considering travel to destinations along the U.S. – Mexico border.

Hypothesis 8-1: The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk across all dimensions of risk they will perceive when considering travel to El Paso and Big Bend without crossing the border.

The relationships between exposure to media information and five types of dimensions of risk when traveling to El Paso and Big Bend without crossing the border can be found in Figure 3. First, the results indicate that media exposure and personal safety are positively related to each other. That is, the more potential tourists are exposed to media stories about the border, the more they are concerned about their personal safety. Second, media exposure and conveniences are positively related which means the more potential tourists are exposed to media stories about the border, the more respondents perceive that traveling to the U.S.-Mexico border region is convenient. Third, media exposure and border patrol concerns are positively related. In other words, the more potential tourists are exposed to media stories about the border, the more they worry about encountering border patrols when considering travel to those places. Fourth,

media exposure and border patrol importance are positively related which means that the more potential tourists are exposed to media stories about the border, the more they perceive border patrol is important. Fifth, media exposure and communication concern are positively related meaning that the more potential tourists are exposed to media stories about the border, the more communication concerns they have. Those five relationships were statistically significant at .05 level. Therefore, the hypothesis 8-1 was supported.

Testing Hypothesis 9-1

Proposition 9: Perceived risk and individuals' attitudes towards traveling to destinations along the U.S. – Mexico border are related.

Hypothesis 9-1: There will be a significant relationship between perceived risk across all dimensions of risk and respondent' attitudes towards considering travel to El Paso and Big Bend without crossing the border.

Figure 3 presents the results of the relationships between dimensions of perceived risk and attitude. First, according to the results, the relationship between 'Personal Safety' and 'Attitude' is negative. That is, the more potential tourists are concerned about their personal safety, their attitude toward traveling to El Paso and Big Bend is negative. Second, 'Conveniences' was positively related to "Attitude" meaning that the more respondents think that traveling to those places is convenient, their attitude toward those places is positive. Third, 'Border Patrol Concerns' and 'Attitude' show positive relationships. Even though respondents think that answering customs and immigration related questions would be intimidating and they worry about procedures at

border check points, their attitude toward traveling to El Paso and Big Bend is still positive. Fourth, 'Border Patrol Importance' and 'Attitude' show positive relationships meaning that if respondents perceive those places as safe to travel to, their attitude remains positive. Fifth, while 'Communication Concern' and 'Attitude' have positive relationships, it was not statistically significant. Therefore, the Hypothesis 9-1 was partially supported.

Testing Hypothesis 10-1

Proposition10: Individuals' attitudes and intentions are related when considering travel to destinations along the U.S. – Mexico border.

Hypothesis 10-1: There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S. – Mexico border without an excursion into Mexico.

Figure 3 presents the relationship between attitude and intention. According to the result, there is a positive relationship between attitude intentions which means that the more respondents have positive attitude toward traveling to destinations along the U.S. – Mexico border, their intention to travel to those places also increase. Therefore, the Hypothesis 10-1 was supported.

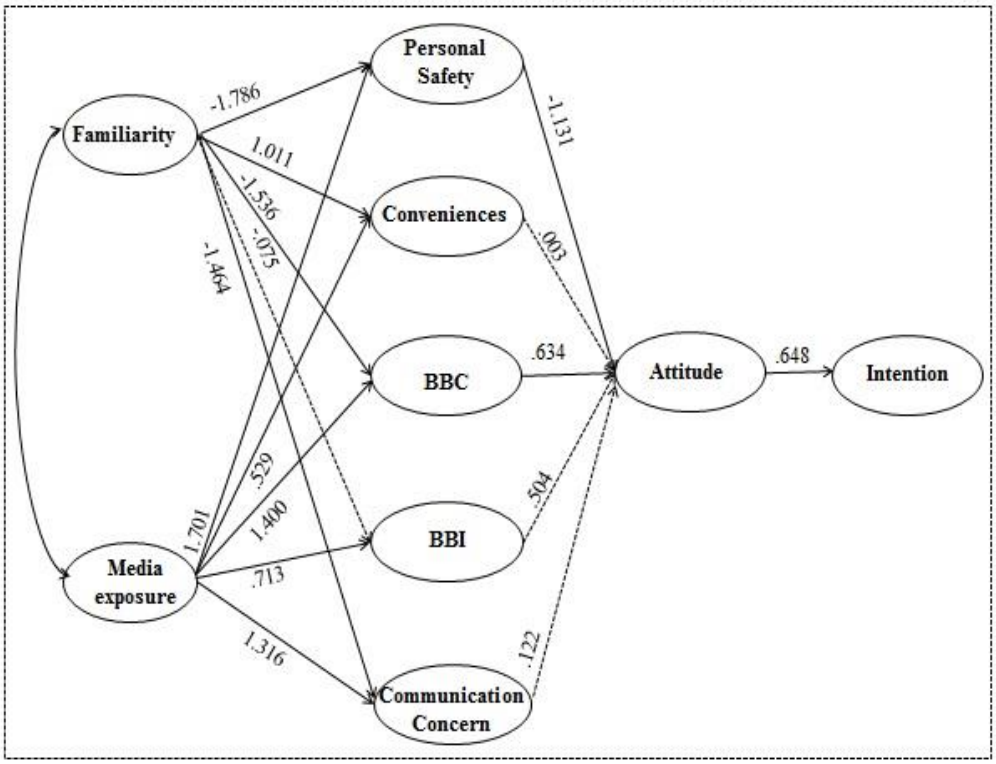

Figure 3. Standard Coefficients for the Case of Travel to El Paso and Big Bend without an Excursion into Mexico

Notes: * BBC (Border Patrol Concerns), BBI (Border Patrol Importance)
** Dashed lines indicate paths that are not significant at the .05 level

The Case of Traveling to El Paso and Big Bend with an Excursion into Mexico

Initial Model

The same procedures for the case of traveling to El Paso and Big Bend without an excursion into Mexico were used here in order to examine model fit. Table 35 shows fit indices of the initial structure model. As it is shown in the table, all fit indices except RMSEA were not at accepted levels. For example, CFI, NFI, and GFI were lower than .90 as well as the values for RMR which should be above .50. Therefore, the

patterns of modification indices needed to be examined in order to identify the problems with the initial model. Since MIs over 10 are considered large and problematic (Joreskog & Sorbom, 1993), adding a path between six covariance errors (e.g. comforting-safe, secure- safe, enjoyable- positive, easiness to access internet- use cell phone easily) was necessary in order to improve the model fit. Consequently, the model fit was slightly increased. However, after adding six covariance errors, all fit indices were still lower than .90. Therefore, it was necessary to make a closer examination of other parts of the program's output. In the next step, the Squared Multiple Correlations of items were examined. Similar results shown in case 1 were identified in case 2 as well. According to the results, the Squared Multiple Correlations of three items: 'scary', 'threatening' and 'don't distinguish U.S.-Mexico border' showed low values of .110, .063, and .049 respectively. Therefore, a second run was completed after deleting those three items.

The Final Revised Structural Model

After the second run without three items, fit indices were changed as follows: Chi-square/df from 3.130 to 2.137, CFI from .887 to .942, NFI from .843 to .896, and GFI from .807 to .875, RMR from .110 to .093, and RMSEA from .066 to .048 (Table 35). The results indicate that all the indices were improved compared to the revised structural model. The Chi-square difference test between the revised model and the final model showed a significantly different value of 690.453 (2028.503-1338.050), confirming that the final structural model was a significantly better fit than the revised structural model. Therefore, these final models for the case 2 (traveling to El Paso and Big Bend with an excursion into Mexico) were used for hypotheses tests.

Table 35. Comparison of the Selected Fit Measures among the Initial, Revised and Final Structural Model for the Case of Travel to El Paso and Big Bend with an Excursion to Mexico

Fit Indices	Initial Model	Revised Model	Final Model
Chi-Square Test	x^2 = 2541.838, df=762	x^2 =2028.503, df=648	x^2 = 1338.050, df=626
Chi-square/df	3.336	3.130	2.137
CFI	.860	.887	.942
NFI	.812	.843	.896
GFI	.785	.807	.875
RMR	.121	.110	.093
RMSEA	.069	.066	.048

Table 36. Parameter Estimates for the Final Revised Structural Model for Traveling to El Paso and Big Bend with an Excursion to Mexico

Parameter	Standardized Estimate	Standard Error (S.E.)	Critical Ratio (t value)	P
Familiarity→ Personal Safety	.896	.192	-4.599	.000
Familiarity→ Conveniences	.848	.093	6.009	.000
Familiarity→ Border Patrol Concerns	-.517	.128	-3.605	.000
Familiarity→ Border Patrol Importance	.226	.066	2.312	.021
Familiarity→ Communication Concern	-.691	.087	-3.765	.000
Information →Personal Safety	1.178	.553	6.048	.000
Information→ Conveniences	-.599	.232	-4.881	.014
Information →Border Patrol Concerns	.826	.373	5.670	.000
Information→ Border Patrol Importance	.273	.183	2.910	.004
Information→ Communication Concern	.971	.271	4.867	.000
Personal Safety →Attitude	-.317	.146	-3.910	.000
Conveniences→ Attitude	.494	.227	5.857	.000
Border Patrol Concerns →Attitude	.070	.109	1.283	.200
Border Patrol Importance →Attitude	.068	.194	.918	.359
Communication Concern →Attitude	-.016	.229	-.263	.792
Attitude →Intention	.900	.064	16.422	.000

Hypotheses Test for the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

Testing Hypothesis 7-2

Hypothesis 7-2: There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimensions of risk when considering travel to El Paso and Big Bend with an excursion into Mexico.

The relationships between familiarity and five types of dimensions of risk when considering travel to El Paso and Big Bend with an excursion into Mexico are presented in Figure 4. In many ways the results are similar to those for respondents not considering a border crossing. However, there are a few key differences. First, the results indicate that familiarity and personal safety are negatively related to each other. That is, the more potential tourists are familiar with El Paso and Big Bend and crossing the border into Mexico, the less personal safety risk they perceive. Second, familiarity and conveniences are positively related which means the more potential tourists are familiar with El Paso and Big Bend and crossing the border into Mexico, the less they are worried about convenience when considering travel to those destinations. Third, familiarity and border patrol concerns are negatively related. In other words, the more potential tourists are familiar with destinations, the less concern they have for encountering border patrol they perceive when considering travel to those places. Fourth, familiarity and border patrol importance are positively related which means that the more potential tourists are familiar with those destinations, the more they think that the border patrol is important. Fifth, familiarity and communication concern are negatively related meaning that the

more potential tourists are familiar with the destinations, the less communication risk they perceive. All of those five relationships were statistically significant at .05 level. Therefore, the hypothesis 7-2 was supported.

Testing Hypothesis 8-2

Hypothesis 8-2: The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk they will perceive when considering travel to destinations within the U.S. – Mexico border and taking an excursion into Mexico.

The relationship between exposure to media stories and perceived risk in terms of traveling to the U.S.-Mexico border region and then taking an excursion into Mexico is presented in Figure 4. First, the results indicate that exposure to social media and personal safety is positively related to each other. That is, the more potential tourists are exposed to media stories about the border, the higher level of concern about their personal safety they perceive. Second, media stories and border patrol concerns are positively related. In other words, the more potential tourists are exposed to information about the border stories, the more they worry about encountering border patrol when considering travel to those places. Third, media stories and communication concern are positively related meaning that the more potential tourists are exposed to information about the border stories, the more communication risk they perceive. Those five relationships were statistically significant at .05 level. Therefore, the hypothesis 8-2 was supported.

Testing Hypothesis 9-2

Hypothesis 9-2: There will be a significant relationship between perceived risk across all dimensions of risk and respondents' attitudes towards considering travel to destinations along the U.S. – Mexico border and taking an excursion into Mexico.

Figure 4 presents the results of the relationships between dimensions of perceived risk and attitude. First, there is a negative relationship between 'Personal Safety' and 'Attitude'. That is, the more potential tourists are concerned about their personal safety, their attitude towards traveling to El Paso and Big Bend is negative. Second, 'Conveniences' and 'Attitude' show positive relationships meaning that the more respondents think that traveling to those places is convenient, their attitude is positive. Third, the relationship between other dimensions of risk such as 'Border Patrol Concerns,' 'Border Patrol Importance,' 'Communication Concern' and 'Attitude' were not statistically significant. Therefore, the Hypothesis 9-2 was partially supported.

Testing Hypothesis 10-2

Hypothesis 10-2: There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S. – Mexico border and taking an excursion into Mexico.

Figure 6 presents the relationship between attitude and intention in the case of crossing the border into Mexico. According to the result, there is a positive relationship between attitude intentions which means that the more respondents have positive attitude toward traveling to destinations along the U.S. – Mexico border and taking an excursion

into Mexico, their intention to travel to those places also increase. Therefore, the Hypothesis 10-2 was supported.

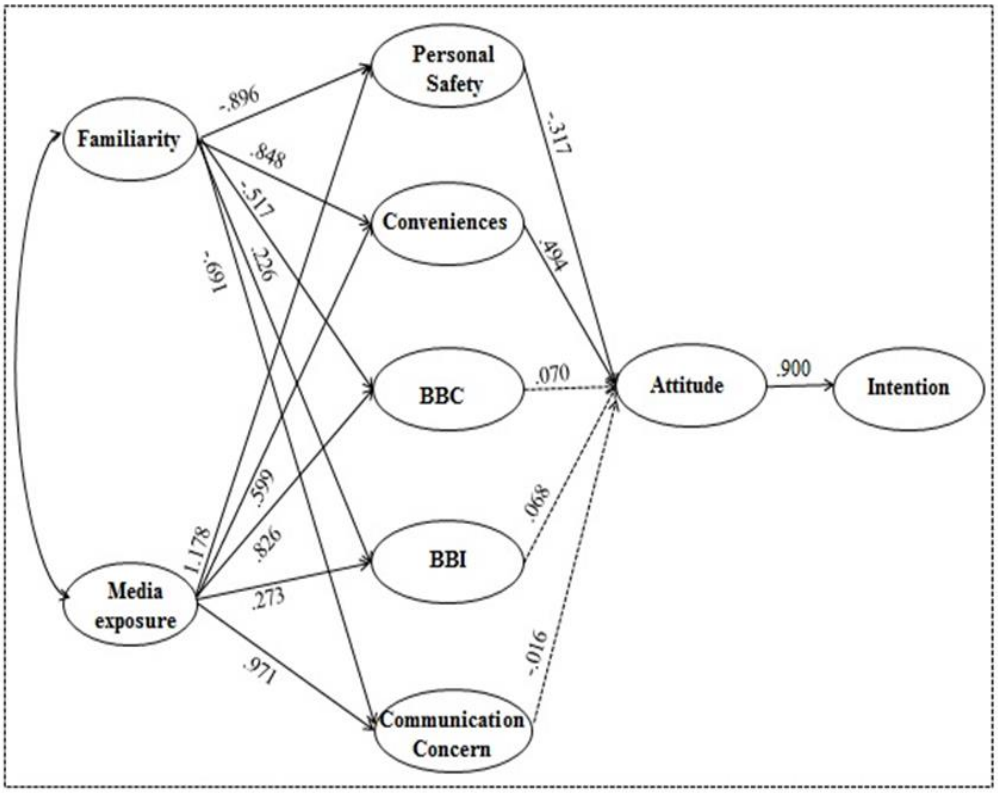

Figure 4. Standard Coefficients for the Case of Travel to El Paso and Big Bend with an Excursion into Mexico

Notes: * BBC (Border Patrol Concerns), BBI (Border Patrol Importance)
** Dashed lines indicate paths that are not significant at the .05 level

Table 37. Summary of Research Hypotheses Testing Results

Hypotheses	Statistical Technique	Results
H1	Factor Analysis	Supported
H2-1-a H2-1-b	Independent sample t-test	Rejected Partially Supported
H2-2-a H2-2-b	One-way ANOVA	Partially Supported
H3-1 H3-2	Independent sample t-test	Partially Supported
H4-1-a H4-1-b H4-2-a H4-2-b	Independent sample t-test	Partially Supported
H5-1 H5-2	Independent sample t-test	Rejected
H6-1 H6-2	Paired Sample t-test	Partially Supported Supported
H7-1 H7-2	SEM	Partially Supported Supported
H8-1 H8-2	SEM	Supported
H9-1 H9-2	SEM	Partially Supported
H10-1 H10-2	SEM	Supported Supported

CHAPTER V

CONCLUSION

Travel to destinations along the U.S.-Mexico border has become attractive for both researchers and practitioners. To better understand border tourism, the purpose of this study was to examine the types of risk potential tourists may perceive and its relationship to decision making related to travel destinations along the U.S.-Mexico border. This was accomplished by looking at two specific research models. The first model presents the relationships of antecedent variables (e.g. personal characteristics, travel experience, cultural differences, past experience with crime, and destination characteristics) to perceived risk. The second research model presents the relationships of antecedent variables (e.g. familiarity and media exposure), perceived risk, attitude and intention. This chapter contains discussions about the findings from the previous chapter and concludes with theoretical and managerial implications. Limitations of the study are then considered and the chapter closes with recommendations for future study.

Summary

This section reviews and discusses the findings of the scale purification, the final survey, and the interpretation of hypotheses tests.

Scale Purification

In phase I of the scale purification, four dimensions of perceived risk for traveling to destinations along the U.S.-Mexico border were identified: 'Physical Risk,' 'Health Risk,' 'Equipment Risk,' and 'Communication Risk.' Based on several comments received from phase I, items of perceived risk regarding border procedures

and crime were added. Since one of the main purposes of the current study is to examine types of perceived risk in U.S.-Mexico border travel rather than international travel or general pleasure travel, specific items related to perceived risk in border travel were needed that were either drawn from previous research or developed by the researcher. For phase II, two different scenarios were developed in order to measure perceived risk when considering travel to El Paso and Big Bend without crossing the border and measuring perceived risk when considering travel to El Paso and Big Bend with an excursion into Mexico by crossing the border. In the first version of the questionnaire, two travel scenarios were presented: El Paso trip only and El Paso trip with an excursion to Juarez, Mexico. The second version of the questionnaire was regarding a trip to Big Bend, Texas, as well as that trip with an excursion to Boquillas, Mexico. Four dimensions of perceived risk with twenty-five items measuring perceived risk were found in phase II: 'Physical/Health risk,' 'Crime risk,' 'Communication risk,' and 'Law enforcement risk.'

Development of Dimensions of Perceived Risk

The survey instrument was refined during the scale purification process. Two versions of the survey were developed in the case of El Paso travel and Big Bend travel respectively. Each version has three forms presenting different survey layouts in terms of measuring perceived risk for a total of six forms. Therefore, six different data sets: three from El Paso travel and Big Bend travel were obtained. These six data sets were combined into one data set for hypotheses tests. Moreover, each version contained two different scenarios: traveling to El Paso and Big Bend without an excursion into Mexico

and traveling to El Paso and Big Bend with an excursion to Mexico. The response rate for the El Paso portion of the sample was 95% and the response rate for Big Bend case was 92%. In total, 525 participants were approached to take the survey and 490 responses were completed with all six forms for both cases showing 94 percent for a total response rate. Of 490 responses, two responses were deleted in the process of data screening because those two participants were below age eighteen. Therefore, the 488 responses of the residents of Texas were used for analysis in this study.

Hypotheses Tests

Two different research models were suggested in this study due to dissimilar measurement scales used for the variables. The relationships between perceived risk and five antecedent variables: personal characteristics, past travel experience, cultural differences, presence of prior crime experience, and destination characteristics were demonstrated in Research Model I with six hypotheses proposed. In Research Model II, the relationships among familiarity, media exposure, attitude, and intention decisions on trips to the U.S.-Mexico border destinations were examined with four hypotheses proposed. Two sub-hypotheses related to border crossings were then developed to elaborate on each of the ten hypotheses. Table 37 summarizes the results of the hypotheses test. Of 23 sub-hypotheses, all research hypotheses were either partially or fully supported with the exception of four sub-hypotheses. Hypothesis 1 was tested through Factor analysis; an Independent sample t-test was used for testing Hypothesis H2-1-a, H2-1-b, H3-1, H3-2, H4-1-a, H4-1-b, H4-2-a, H4-2-b, H5-1, H5-2; a One-way ANOVA was performed to test Hypotheses H2-2-a and H2-2-b; a Paired Sample T-test

was used for testing Hypotheses H6-1 and H6-2; and finally SEM was applied to test Hypotheses H7-1, H7-2, H8-1, H8-2, H9-1, H9-2, H10-1 and H10-2.

Table 38. Results of Research Hypotheses Testing

	Hypotheses	Results
H1	Hypothesis 1: Individuals perceive different types of perceived risk when considering travel to destinations along the U.S.-Mexico border compared to dimensions of perceived risk identified in the general tourism.	· 5 dimensions identified /11 in Literature
H2-1-a	Females will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico	· No significant differences between males & females
H2-1-b	Females will perceive significantly higher risk across all dimensions of risk when considering travel to El Paso and Big Bend with an excursion into Mexico.	· Females perceived higher risk on 'Conveniences' only
H2-2-a	Older respondents will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.	·Younger perceived higher risk on 'Border Patrol Concerns'
H2-2-b	Older respondents will perceive significantly higher risk across all dimensions of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.	· Older perceived higher risk on 'Persona Safety' & 'Communication Concern'
H3-1	Respondents who have not been to destinations along the U.S. – Mexico Border without an excursion into Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have.	· Traveled to E/P less concerned about convenience

Table 38. Continued

	Hypotheses	Results
H3-2	Respondents who have not been to Mexico will perceive significantly higher levels of risk across all dimensions of risk than those who have when considering travel to destinations along with U.S.-Mexico border and taking an excursion into Mexico.	· Had not traveled to Mexico perceived higher risk on border patrol
H4-1-a	Asians will perceive significantly higher risk across all risk dimensions than Caucasians when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.	·Asians perceived higher risk on 'Border Patrol Concerns'
H4-1-b	Asians will perceive significantly higher risk across all risk dimensions than Caucasians when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.	· Caucasians perceived higher risk on "Communication Concern"
H4-2-a	Respondents who speak Spanish will perceive significantly less risk across all risk dimensions than those who do not speak Spanish when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.	· No Spanish language skill perceived higher risk on 'Persona Safety' & 'Convenience'
H4-2-b	Respondents who speak Spanish will perceive significantly less risk across all risk dimensions than those who do not speak Spanish when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.	· Having no Spanish language skill perceived higher risk on all dimensions except 'Border Patrol Importance'
H5-1	Respondents who have experienced crime in the past will perceive significantly higher levels of risk than those who have not when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.	· No significant differences identified

Table 38. Continued

	Hypotheses	Results
H5-2	Respondents who have experienced crime in the past will perceive significantly higher levels of risk than those who have not when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.	· No significant differences identified
H6-1	Respondents will perceive significantly higher risk across all risk dimensions when considering travel to an urban border region than rural region.	· Travel to an rural perceived higher risk on all dimensions except 'Personal Safety'
H6-2	Respondents will perceive significantly higher risk across all risk dimensions when considering travel to destinations along the U.S.-Mexico border with an excursion into Mexico than without an excursion into Mexico.	· Crossing border perceived higher risk on all dimensions
H7-1	There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimension of risk when considering travel to destinations along the U.S. – Mexico border without an excursion into Mexico.	· Familiar with destinations less concerned about all dimensions except 'Border Patrol Importance'
H7-2	There will be a significant negative relationship between respondents' levels of familiarity and their perceived risk across all dimension of risk when considering travel to destinations along the U.S. – Mexico border with an excursion into Mexico.	· Familiar with destinations less concerned about all dimensions
H8-1	The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk across all dimension of risk they will perceive when considering travel to destinations along the U.S.-Mexico border without an excursion into Mexico.	· Exposed to media perceived higher risk on all dimensions

Table 38. Continued

	Hypotheses	Results
H8-2	The more respondents are exposed to news about the U.S.-Mexico border, the higher level of risk across all dimension of risk they will perceive when considering travel to destinations along the U.S.-Mexico border with an excursion into Mexico.	· Exposed to media perceived higher risk on all dimensions
H9-1	There will be a significant negative relationship between perceived risk across all dimension of risk and respondent' attitudes towards considering travel to destinations along the U.S.-Mexico border without an excursion into Mexico.	· - relationship with 'Personal Safety' & + relationship with 'Border Patrol'
H9-2	There will be a significant negative relationship between perceived risk across dimensions of risk and respondent' attitudes towards considering travel to destinations along the U.S.-Mexico border with an excursion into Mexico.	· - relationship with 'Personal Safety' & + relationship with 'Conveniences'
H10-1	There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S.-Mexico border without an excursion into Mexico.	· Significant positive relationship
H10-2	There will be a significant positive relationship between respondents' attitudes and intentions to travel to destinations along the U.S.-Mexico border with an excursion into Mexico.	· Significant positive relationship

Discussion of the Findings

The primary purpose of this study was firstly, to identify dimensions of perceived risk of potential tourists when considering travel to destinations along the U.S.-Mexico border; secondly, how these dimensions are influenced by antecedent variables; thirdly, to examine the relationships among perceived risk, attitude and intention. To achieve

this purpose, scale purification was processed before conducting a self-administered survey sampling design for a final survey. Data collected through this process revealed several findings about the relationships.

Research Model I

Dimensions of Perceived Risk in Border Tourism

The importance of this study was as follows: first, to see if eleven underlying dimensions identified in the literature regarding perceived risk in general travel can be applied to dissimilar settings, for example the U.S.-Mexico border. Even though there are two separate data sets (e.g. traveling to El Paso and Big Bend without an excursion into Mexico; traveling to El Paso and Big Bend with an excursion into Mexico), the second data set was used to extract dimensions of perceived risk in order to apply the same variables to the analysis.

This study identified 25 risk items loading on five risk dimensions through Factor analysis in traveling to destinations along the U.S.-Mexico border: 'Personal Safety,' 'Conveniences,' 'Border Patrol Concerns,' 'Border Patrol Importance' and 'Communication Concern.' First, the dimension of 'Communication Risk' was recently proposed and confirmed as one of the perceived risk dimensions in vacationing at international destinations. Past studies have identified the issue of language barriers in travel; the findings of these studies were consistent in that perceived communication problems affect feelings of safety (Basala & Klenosky, 2001; Hsieh et al., 1994; Pinhey & Iverson, 1994; Han, 2006). Some dimensions are highly multifaceted and therefore cannot be considered under a single heading or item (Dolnicar, 2005). For example, two

dimensions, ‘Health Risk’ and ‘Crime Risk’, identified as separate dimensions in previous studies were merged as one dimension, labeled ‘Personal Safety’ in this dissertation. As it was identified in the literature that tourists do have concerns about potential health issues they may experience during travel. Respondents in this study revealed relatively higher concerns regarding issues from food or water when considering crossing the border compared to the case of travel to El Paso and Big Bend only. This finding is supported by past research reporting that concerns about getting sick from food or water is one of constraints when traveling to Mexico (Canally, 2004). An interesting finding in this study is that when it comes to border tourism, potential tourists are also concerned about crime due to drug trafficking. A dimension of ‘Conveniences’ was also identified in the previous research (Floyd et al., 2004). Unlike other items, items measuring access to good health care services and cleanliness of tourist facilities were drawn from past research examining safety/security in general travel rather than validated items measuring perceived risk. What should be pointed out here is that potential tourists are concerned about those issues in border travel; it has also been identified as one of the dimensions of perceived risk. The dimensions identified in this study but not found in the literature are ‘Border Patrol Concerns’ and ‘Border Patrol Importance.’ Adding more items developed by the researcher in order to measure perception of risk more thoroughly in terms of U.S.-Mexico border travel seems to have created new dimensions. These dimensions are significant contributions to the field because unlike other past studies, we found specific dimensions related to border patrol issues. Respondents in this study are clearly concerned about border patrol issues. This

unique contribution to the field should be further addressed in future research as border patrol issues are a critical determining factor in tourist decision making and risk perception among potential tourists.

Perceived Risk and Personal Characteristics

Relationships between personal characteristics and perceived risks in this study showed mixed results compared to past studies. Unlike past research, there was no significant relationship between gender and perceived risk in terms of considering travel to El Paso and Big Bend without an excursion into Mexico. On the other hand, in the case of considering travel to El Paso and Big Bend with an excursion into Mexico, a significant relationship was identified. Females did show higher levels of concern about conveniences in relation to issues such as cell phones and clean facilities. This means that females are more likely to perceive the loss of conveniences than males when considering travel to a Mexican border town. This is consistent with past studies suggesting that females perceive higher risk than males (Carr, 2001; Floyd & Pennington-Gray, 2004; Lepp & Gibson, 2003; Qi et all., 2009). However, females did not perceive higher levels of risk to their personal safety, even when accounting for crossing the border.

In terms of the relationship between age and concerns about border patrol issues, it was statistically significant that generally younger respondents perceive higher levels of risk compared to older respondents when considering travel to the border. This finding is consistent with prior studies showing that young travelers revealed a wider variety of concerns regarding travel (Dolnicar, 2005). Different levels of risk were

perceived between younger respondents and older respondents in terms of interactions with border patrol checkpoints. This finding is in line with prior studies which found that younger women (age 10-24) perceive higher fear of crime than older women (age 65-74) (Ferraro, 1996; Tulloch, 2000). It was identified that younger respondents in the study were more concerned with encountering the border patrol. Other research shows that the elderly have more favorable attitudes toward police compared to younger persons (Dowler, 2003). On the other hand, in the case of considering travel to El Paso and Big Bend with an excursion into Mexico, older respondents (age 70 and older) perceived a higher personal safety risk and exhibited worries about communication compared with younger respondents (ages 18 and 19). This finding is consistent with a prior study reporting older adults perceive greater fear of crime (Barker et al., 1983). Gender and age are two constant predictors of perceived risk and fear of crime within the literature; however, age tends not to be as consistently predictive of perceived risk as gender in the results of this study. Some studies have shown that older respondents are less likely to report fear of crime (Rountree & Land, 1996; Tulloch, 2000) whereas others have reported that younger people tend to have a higher level of fear of crime (Ferraro, 1995; Ferraro & LaGrange, 1992; Lane & Meeker, 2003).

This study shows no relationship between gender and perceived risk with relation to traveling to El Paso or Big Bend. Women were more concerned about convenience when crossing the border. Younger respondents were more concerned about encountering the border patrol when traveling to the Big Bend and El Paso regions. Older respondents were more concerned about personal safety and communication

issues when crossing the border. The results in relation to age and gender are not good predictors of the influence of perceived risk. However, one interesting finding is that younger respondents were more concerned with interacting with the border patrol. This may be because of fearing the unknown whereas older respondents may be more experienced in interacting with such entities.

Perceived Risk and Past Travel Experience

Travel experience emerged as having the most significant relationship with perceptions of risk. Previous research suggests that prior travel experience might enhance feelings of safety (Pinhey & Inverson, 1994). More specifically, experienced respondents and respondents not experienced with a destination perceive different dimensions of risk; experienced tourists perceived less risk related to health, terrorism, and strange food (Lepp & Gibson, 2003) while first-time visitors were associated with socio-psychological risk, and weather risk (Fuchs & Reichel, 2011). These results are somewhat supportive in terms of findings in this dissertation; respondents who have not been to El Paso and Big Bend were more concerned about loss of conveniences while respondents without travel experience to Mexico perceive higher levels of concern about interactions with the border patrol, while respondents with travel experience to Mexico had stronger feelings about the importance of the border patrol considering travel over the border. Not all dimensions of perceived risk were related to past travel experience. Even though past research found that there is a significant inverse relationship between travel experience and perceived risk (Han, 2006; Sönmez, 1994), this may not be the case in border tourism (Canally, 2004). In this study however, dimensions related to

border patrol interactions were significant especially in the case of crossing the border. Traveling to a border region and encountering the border patrol can be stressful, but the level of concern regarding border patrol interactions seems to decrease with experience travelling to a specific destination.

Cultural Differences and Perceived Risk

Concerns related to the Border Patrol were also significant in examining differences among racial or ethnic backgrounds. Asians perceived higher risk on 'Border Patrol Concerns' in the case of traveling to El Paso and Big Bend whereas Caucasians perceived higher risk on 'Communication Concern' when considering crossing the border. Encountering the border patrol at checkpoints can be barriers for Asians who consider travel to destinations along the U.S.-Mexico border. Asians may not be familiar with traveling to the border region or with the border patrol. The concerns may get worse if Asians are not native English speakers since they may think that their English language skills are not adequate and could cause problems when encountering the border patrol. For Asians, traveling to El Paso or Big Bend and then crossing the border into Mexico would not be much of a concern, possibly because it could be just another international trip for them. However, unlike Asians, it may be a new international experience for Caucasians. Therefore, Caucasians may be more concerned about language ability when considering crossing the border. Thus, it will be necessary to find a way to reduce the levels of concern regarding the border patrol for Asian tourists and communication concerns for Caucasian tourists.

In terms of the relationship between Spanish language skill and perceived risk, the results in this study showed that among five dimensions of perceived risk, only two dimensions 'Personal Safety' and 'Conveniences' were statistically significant. That is respondents without Spanish speaking skill perceive higher levels of risk on 'Personal Safety' and respondents with at least some Spanish speaking skill perceive that traveling to El Paso and Big Bend is more convenient than those who have no Spanish speaking skill. Compared to the results above, more dimensions of perceived risk were statistically significant in the case of traveling to El Paso and Big Bend with an excursion into Mexico; respondents with no Spanish speaking skill perceived higher levels of risk on 'Personal Safety,' 'Conveniences,' 'Border Patrol Concerns' and 'Communication Concern.' Respondents with at least some Spanish speaking skill perceive that traveling to El Paso and Big Bend with an excursion into Mexico is more convenient than those who have no Spanish speaking skill.

To summarize, respondents' Spanish speaking ability is significantly associated with the dimensions of 'Personal Safety' and 'Conveniences' in both cases. However, respondents without Spanish speaking skills seem to care more about border procedures and communication problems with natives in the case of traveling to El Paso and Big Bend with an excursion into Mexico as well as their physical issues and convenience of destinations. An ability to speak a native language of a destination decreases the level of perceived risk in traveling to the destination (Basala and Klenosky, 2001; Han, 2006; Pinhey & Iverson, 1994). This finding is consistent with prior studies. Basala and Klenosky (2001) examined language as a factor that influences tourists' choices of

prospective destinations, because tourists' fluency or lack of fluency, in the language of a destination can be a barrier in international travel. When individuals have confidence in communication skills, they felt safer when traveling to a destination (Han, 2006; Pinhey & Iverson, 1994).

Past Experience with Crime and Perceived Risk

In order to determine the relationship of previous experience with crime to risk perception of traveling to destinations along the U.S. – Mexico border, an Independent Sample T-test was employed. The result shows that regardless of whether or not they would cross the border into Mexico in terms of travel to El Paso and Big Bend, respondents' past crime experience does not affect levels of perceived risk which is consistent with a previous study (Truman, 2007). In Truman's study, it was expected that victimization would be related to fear of crime and perceived risk. However, no significant relationships were found. Contrary to those results, other research indicates that previous crime experience can be a key predictor of perceived risk or fear of crime (Myers & Chung; 1998; Smith & Hill, 1991; Rountree & Land, 1996; Rountree, 1998). Reid & Konard (2004) found that past victimization experience resulted in higher levels of fear of crime for burglary, sexual assault, and robbery. Another study indicated that experience of victimization led to greater severity of threat of crime (Cates, Dian, & Schnepf, 2003).

Destination Characteristics and Perceived Risk

Two sub-hypotheses were tested to determine whether individuals' perceived risk is different according to destination characteristics when considering traveling to

destinations along the U.S.-Mexico border. The results of a Paired Sample T-test show that four variables of risk dimensions proved statistically significant in considering travel to an urban region (El Paso) than a rural region (Big Bend). To be more specific, of five dimensions of perceived risk, three dimensions of perceived risk; 'Border Patrol Concerns,' 'Border Patrol Importance,' and 'Communication Concern' regarding travel to Big Bend had a higher mean than perceived risk in traveling to El Paso. However, respondents perceive that traveling to El Paso is more convenient than traveling to Big Bend. To summarize, it can be concluded that respondents perceive higher risk about considering travel to a rural region, Big Bend, which is not consistent with past studies. Woosnam et al. (2015) examined tourists' perceived safety in two tourism destinations: Lower Rio Grande Valley and Big Bend. The respondents in the study perceived Big Bend to be safer (Woosnam et al., 2015). Other research identified that respondents showed more favorable feelings toward rural settings (Brush et al, 2000; Schroeder, 1982). Respondents in Brush et al. (2000) indicated that "nature" and "peace and quiet" are desirable attributes and enjoying contact with more natural surroundings than man-made elements is also supported by Schroeder (1982), noting that man-made elements including fences and pavement were features detracting from site quality. The reason respondents in the current study perceive higher risk in traveling to a rural area could be because Big Bend is remote and sparsely populated. Also, it is comparatively not well developed on either side of the border. Therefore, tourists may think that it would be difficult to get help if they are in danger or if something unplanned happens.

Regarding testing the second sub-hypothesis, a Paired Sample T-test was applied as well to test the difference of respondents' perceived risk in terms of traveling to the border region within the U.S. and taking an excursion into Mexico. The hypothesis was supported as all five dimensions of perceived risk regarding travel to Mexico by crossing the border had higher means than perceived risk in traveling to only the U.S. border region; El Paso and Big Bend. The results indicate that respondents perceive higher levels of risk when thinking of traveling to destinations within the U.S. with an excursion into Mexico than traveling to destinations within the U.S. only. This finding is in line with prior findings that international travel is associated with higher risk levels than domestic travel (Dolnicar, 2005).

Research Model II

Familiarity with the Border and Perceived Risk

In order to examine the relationship of familiarity with a destination to risk perception of traveling to destinations along the U.S.-Mexico border, two sub-hypotheses were tested by Structural equation modeling (SEM). According to the results, all dimensions of perceived risk except 'Border Patrol Importance' was significantly related to familiarity in the case of considering travel to El Paso and Big Bend without an excursion into Mexico. However, all dimensions of perceived risks were meaningfully significant in the case of considering travel to El Paso and Big Bend with an excursion into Mexico. To be specific, first, 'Personal Safety,' 'Communication Concern,' and 'Border Patrol Concerns' have an inverse relationship with familiarity in both cases, meaning that the more potential tourists are familiar with El Paso, Big Bend,

and Mexico, the less risk on 'Personal Safety,' 'Communication Concern,' and 'Border Patrol Concerns' they perceive. These results are supported by past studies suggesting that individuals who are familiar with vacation destinations are likely to have a lower level of perceived risk towards destinations (Cheron & Ritchie, 1982; Han, 2006).

Second, the relationship between familiarity and 'Conveniences' were positive in both cases which means the more potential tourists are familiar with El Paso, Big Bend, and Mexico, the more potential tourists think that traveling to those places are convenient. However, the relationship between familiarity and 'Border Patrol Importance' was not statistically significant in the case of considering travel to El Paso and Big Bend without an excursion into Mexico. It can be because of the location of the destination where respondents consider traveling. Since El Paso and Big Bend are located within the United States, respondents may not think that border procedures at checkpoints and the presence of the border patrol can be related to their risk perception. This notion is somewhat supportive based on the results in the case of traveling to El Paso and Big Bend with an excursion into Mexico. According to the results, the more respondents are familiar with those destinations, the more they care about the importance of the border patrol when considering crossing the border into Mexico. Of five risk perception dimensions, 'Personal Safety' was shown to be the most important dimension that associated with respondents' familiarity in both cases.

Exposure to Media Stories about the Border and Perceived Risk

Two hypotheses were developed and tested to investigate the relationship between media exposure and risk perception of potential tourists who consider travel to

destinations along the U.S.-Mexico border. Two hypotheses are both supported meaning that media exposure and perceived risk have a strong relationship regardless of whether traveling to destinations within the U.S. or taking an excursion into Mexico. In both cases, it seems that media exposure affects the dimension of 'Personal Safety' the most strongly. That is, the more individuals hear stories about border issues from media, the higher level of risk on personal safety they perceive. On the other hand, the effect of media on 'Conveniences' was the lowest in the case of traveling to El Paso and Big Bend. These destinations are located within the U.S. and respondents may know what to expect from those places. Respondents may think that as long as it is located within the U.S. they could easily access the internet or use their cellphone whereas respondents seem to be concerned more about convenience when considering crossing the border into Mexico. Respondents may also know international travel is not as convenient as domestic travel. In general, the results indicate that media exposure and risk perception are positively related, meaning that the more respondents are exposed to media, the higher level of risk respondents perceive. It is consistent with a large body of research that suggests that the higher amount of violence in mass media serves to elevate the public's risk perception and fear of criminal victimization (Graber 1980; Surette 2007).

Attitudes, Intention to Travel to the Border Region and Perceived Risk

Although the relationship between tourists' perceived risk and traveling intentions has been examined frequently in the literature, much less attention has been paid to the relationship examining tourists' perceived risk and attitude. Two hypotheses

were tested to measure the relationship between perceived risk and attitude toward traveling to destinations along the U.S.-Mexico border.

In the case of travel to El Paso and Big Bend without an excursion into Mexico, there were positive relationships between 'Conveniences,' 'Border Patrol Concerns,' 'Border Patrol Importance,' and 'Attitude.' This means that the more respondents think that traveling to those places is convenient and the more respondents perceive those places as safe to travel to, their attitude towards those places is positive. There is an interesting finding regarding the relationship between 'Border Patrol Concerns' and 'Attitude' which shows a positive relationship. Even though respondents think that answering customs and immigration related questions would be intimidating and they worry about procedures at border checkpoints, their attitude towards travel to El Paso and Big Bend is still positive. It could be because even though respondents may know the border procedures would be a hassle, their motivation or desire to visit those places would exceed how much respondents worry about the border procedures.

As it was expected, there was an inverse relationship between 'Personal Safety' and 'Attitude' in both cases. It was supported by other studies suggesting that there is an inverse relationship between risk perception and the travel decision process (Han, 2006; Kozak et al., 2007; Mäser & Weiermair, 1998; Sönmez & Graefe, 1998a). 'Communication Concern' and 'Attitude' have positive relationships, but it was not statistically significant in both cases, which are inconsistent with prior studies suggesting that language barriers are undoubtedly a major issue in transcultural communication and it impacts travel decisions as well as destination choices (Cohen & Cooper, 1986; Han,

2006). Other research also has found that individuals prefer to choose a destination where their own language is also spoken (Basala & Klenosky, 2001; Cohen & Cooper, 1986; Pinhey & Iverson, 1994; Tapachai & Waryszak, 2000; Yavas, 1987). It seems that having additional language skills may not be a major determinant associated with decision making in border travel. Other than 'Communication Concern,' other dimensions of risk such as 'Personal Safety' and 'Conveniences' are the most significant predictors which influence individuals' attitudes towards traveling to destinations along the U.S.-Mexico border.

Two hypotheses were tested to examine the relationship between attitude and intention in the case of travel to El Paso and Big Bend only and travel to El Paso and Big Bend with an excursion into Mexico. The two hypotheses were both supported with positive relationships shown. It means that the more respondents have a positive attitude towards travel to those destinations, their intention to travel also increases. The positive relationship between attitude and intention has been identified in the context of tourism (Floyd et al., 2004; Huang & Hsu, 2009) which supports the results of the current study.

Implications

Practical Implications

From a managerial perspective, valuable insights about tourists can be gained from this study. There are empirical implications that should be considered by practitioners who try to attract tourists to border regions. One of the most important implications of the current study is identifying dimensions of perceived risk when

considering travel to destinations along the U.S.-Mexico border which may not have been understood before.

Firstly, this research identified that the individuals in the Texas tourist market associate with a high level of personal safety when considering travel to the U.S.-Mexico border region. Risk items such as food safety, risk of being a crime victim and drug trafficking are the concerns that potential tourists haven when traveling to the border region. This concern can be reduced through effective communication. Tourism marketers in these destinations should be actively informing potential tourists how to be careful when traveling to border areas and how to get help when needed. Potential tourists' concerns about food or water safety issues increase when it comes to crossing the border into Mexico. Therefore, tourism officials should provide accurate information regarding food or water that can be consumed in Mexico in order to reduce the levels of concerns on health issues. Tourism officials should be aware that potential tourists who consider travel to the U.S. –Mexico border region also have concerns about crime and drug issues. Therefore, potential tourists should be informed about border inspections and law enforcement near the border region in order to diminish those concerns. There certainly are spots where cell phone service is weak in the Big Bend area. Therefore, it would be more convenient for tourists if better cell phone infrastructure is built.

Secondly, tourism officials should understand that potential tourists who consider travel to the U.S. – Mexico border region consider access to the internet and easy cell phone usage to be important issues for them. Free internet service may have been already provided at tourist accommodations, but potential tourists may not acknowledge

this service. Therefore, tourism officials should provide information about how these issues are being addressed, resolved, or improved. Tourism professionals should also be ready to serve tourists by providing pleasant tourist facilities. It can be advertised through social media to give positive impressions of the facilities. More importantly, because it was perceived as one of the risks by potential tourists, tourism professionals and local business officials all have a stake in making tourists feel welcome.

Thirdly, more attention should be given to the different dimensions of perceived risk identified in this study which have not been recognized in the literature. Unlike other past studies, 'Border Patrol Concerns' and 'Border Patrol Importance' are identified as types of dimensions of perceived risk in border tourism. That is, potential tourists certainly have concerns about border patrol procedures when considering travel to the U.S. – Mexico border region. Therefore, tourism professionals should be aware of the existence of distinct dimensions of risk that tourists perceive when considering travel to destinations along the U.S.-Mexico border. Tourism professionals should understand that potential tourists have concerns regarding border procedures at checkpoints and the concern regarding the possibility of breaking an unfamiliar law. Positively worded information that helps tourists understand how border procedures work and why they are needed can help provide a pleasant travel experience.

Creating a safe environment for tourists is important (Prideaux & Dunn, 1995); therefore unified partnerships among tourism industry officials, public and private stakeholders, and law enforcement agencies will be the best approach in order to inform potential tourists about safety issues. Perceptions of safety seem to be strongly related to

border inspections at checkpoints and the presence of the border patrol. It is more necessary in a specific tourist destination such as the Mexican border region. Due to the characteristics of an international border, strict regulations and rigid border patrol inspections are required. Tourists recognize border inspections as an important safety measure, but it can also be a perceived risk due to lack of familiarity with procedures. In the study by Canally (2004), respondents expressed the following: “I hate standing in line. I am afraid that when I get to the front they’re going to tell me I have something that I am not supposed to have and then arrest me.” Standing in line and getting interviewed itself can be a factor that creates risk to tourists. Therefore, tourism industry officials, public and private stakeholders, and law enforcement agencies should cooperate to find a way to catch two hares: enforcing the law and alleviating worry related to border procedures.

Forth, language is one of the important factors when it comes to choosing a tourism destination which is identified as a dimension of perceived risk. Individuals perceive relatively higher levels of risk towards traveling to destinations along the U.S.-Mexico border where they cannot communicate in their native language. For tourists, whose native language is not English or Spanish, providing information in different languages would be helpful to reduce risk perception of potential tourists who may consider travel to destinations along the border. Conveying information in different languages has been in place throughout the years in many destinations; however it may not be sufficient unto itself to meet the needs of customers with different cultural backgrounds. English is not only a global language but also the most widely learned

throughout the world. Therefore, since it is not easy to convey information in many different languages, providing information in English would be helpful in easing the concerns about communication potential tourists may have.

Fifth, respondents perceived higher levels of risk when considering travel to rural areas and across the border into Mexico. This can be due to the characteristics of rural areas: remote, isolated and little development. Therefore, tourists may think that getting help if something happens would be difficult which can result in tourists perceiving higher levels of risk. To reduce this likelihood, tourism advisory councils should inform tourists of adequate information and what to prepare for regarding a trip to the destination and how to deal with unexpected situations that may arise. Since respondents in this study perceived that the presence of the border patrol made them feel safe, giving special attention to border patrolling in rural areas close to the border would be necessary.

Lastly, it was identified that exposure to information through media and risk perception were closely associated in this study which was also the case in past studies (Schroeder & Pennington-Gray, 2014). Tourists can know what is happening in the world without travelling because of advancements in technology and communication systems. The impact of the disadvantages of technology on the tourism industry can be tremendous especially when individuals hear about negative stories involving drugs or other crime issues. These may result in shaping negative images of tourist destinations regardless of how true a report may be and this can make tourists perceive a destination to be risky. As a result, tourists may avoid travelling to such destinations. Therefore,

tourism professionals should monitor information being dispersed through the influential sources for their unique target markets. The coverage in the media that a tourist destination receives should be observed regularly in order to provide more accurate information. If misinformation is founded, it should be corrected properly before potential tourists perceive it as reality. This can serve to alleviate the impact that erroneous information can have on tourists' perceptions of risk. In order to properly correct misinformation found in media sources, proper management planning should be practiced by tourist destinations. If the destination is not safe, for any reason, it would be important to be open about the information and be honest with current and potential tourists. Tourism professionals should not leave any doubt in the minds of tourists as to whether their destination is safe. All the information provided by the tourist destination should adequately address tourist concerns. For example, the U.S. Department of State's Bureau of Consular Affairs issues travel warnings when there is a situation when a consideration is needed in terms of travel due to an unstable government, terror attack or intense crime/violent situation. The travel warnings remain in place until the situation changes. By providing prompt and clear information, potential tourists would be able to know the risks of traveling to those places and they could make wise decisions.

The media often shows pictures of riots not only in foreign streets but also places in the U.S. as well as general violence which could create an environment of fear for potential tourists. That is, it is easy to be exposed to negative incidents happening throughout the world whereas it is hard to learn something optimistic which could give potential tourists positive impressions of a destination. Therefore, it will be important to

share positive travel experiences by tourists who traveled to the border region through social media. Since sharing positive travel experiences by tourists could help to reduce unnecessary perceived risk or fear for potential tourists who consider traveling to the border regions.

Theoretical Implications

Risk perception is a multidimensional construct (Sharifpour et al, 2013) and dimensions of risk perception vary by situation. The most commonly identified dimensions of perceived risk in the literature are 'Time Risk,' 'Financial Risk,' 'Equipment Risk,' 'Physical Risk,' 'Health Risk,' 'Social Risk,' 'Psychological Risk,' 'Political Instability Risk,' 'Terrorism Risk' and 'Satisfaction Risk' (Cheron & Ritchie, 1982; Jacoby & Kaplan, 1972; McCleary & Whitney, 1994; Sönmez & Graefe, 1998a, 1998b; Stone & Gronhaug, 1993; Stone & Mason, 1995). More recently, with those aforementioned dimensions of risk perception, one additional dimension, 'Communication Risk' was added and tested in Han's (2006) study. Even though ten identified dimensions in the literature were examined as well as the newly added dimension 'Communication Risk,' only seven dimensions were found as significant dimensions of risk perception in terms of vacationing in Australia and Japan (Han, 2006).

With regard to theoretical contributions, first, this study is one of the first to introduce the concept of perceived risk to a specific destination: the U.S.-Mexico border within a tourism context. It is important to note that even though perceived risk has been examined in the tourism literature, studies examining perceived risk concepts in border

tourism are very limited. Knowing that a lot of literature concerning risk perception in tourism has been investigated from an international travel perspective, examining a more specific type of destination was thought to be meaningful. Applying the concept of perceived risk to unexplored contexts can help build our understanding on this topic.

Secondly, by extension, the results contribute to the literature in tourist destination risk perceptions by identifying specific dimensions associated with travel to border regions. In order to measure risk perception in border travel, more items were developed and tested. In the current study, five dimensions of risk perception were identified which is dissimilar from what was found in past studies. Specifically, newly developed items regarding risks that potential tourists would deal with when going through border procedures and safety measures as well as risk associated with specific types of personal safety were found to be significant. These findings are meaningful in that those dimensions of perceived risk have not been investigated in other literature in the context of tourism. The results of this study suggest that the dimensions of perceived risk in traveling to destinations along the U.S.-Mexico border are different from dimensions of perceived risk in general international travel. It supports the view that the number of dimensions of perceived risk varies from one destination to another and is essentially situation specific (Sharifpour et al, 2013).

Lastly, this dissertation also examined the relationship of perceived risk to travel decisions in relation to U.S.-Mexico border travel and found that there are significant inverse relationships between perceived risk and travel decisions. It makes sense that if individuals perceive higher risk when considering travel to the U.S – Mexico border

region, their feelings toward travel to the place will become negative. However, if their attitude is positive, it can certainly lead to intentions to travel to the destination. This finding is in line with the previous literature (Han, 2006), despite examining dissimilar tourist destinations. It gives researchers insight into understanding risk perception in the context of border travel which has rarely been studied within the context of destination choices.

Limitations and Future Research

While it looks that these findings are significant within the perceived risk body of literature, the research is not without limitations. Therefore, vigilance should be exercised when generalizing the findings of the study. For example, data was collected only from Texas residents, so findings and conclusions of this study may not be generalized across the entire tourist population. Since this study sought to identify specific dimensions of perceived risk in relation to border tourism, some risk perception items were developed for this study that have not been vigorously tested in the past. Therefore, based on the current study, more reliable and diverse variables measuring perceived risk in border tourism contexts should be developed in future research.

Another limitation of this study can be related to the sample representation in relation to race. A higher percentage of Caucasian respondents (73.2%) compared to non-Caucasians could result in race bias and the corresponding results need to be understood in that context. Past studies have indicated that individuals with different racial backgrounds tend to perceive risk differently (Fuchs & Reichel, 2004; Reisinger & Mavondo, 2006). In future research, similar distributions of race among the respondents

would be needed in order to make more accurate conclusions when comparing risk perception by race to see cultural differences. The use of an online survey panel for data collection remains a limitation of this study as well. Since the survey was taken online, the sample of this study relied on internet users and users registered in the Survey Monkey Panel, which could be subject to biases resulting from under-coverage and nonresponse.

Future research should attempt to remedy shortcomings encountered in this study. It would be interesting to expand the range of a survey sample. The sample in this study was limited to Texans. It will be interesting to see if individuals in other states hold different views on risk perception in terms of traveling to the Mexican border region. Applying this concept to different study areas could bring meaningful results. There are several other tourist destinations along the U.S.-Mexico border in different states such as California, Arizona and New Mexico. Therefore, it would be interesting to determine if potential tourists perceive the same dimensions of risk when considering travel to other destinations located in other states which share a border with Mexico. However, lacking a comparison with other competitive destinations in other border areas outside of Texas may have resulted in overlooking some potentially useful information. To extend the scope of the investigation, comparing tourists' perceived risk of travel to the Mexican border region with other international border regions such as Canada, Europe, or parts of Asia would also be interesting.

As it was found to be a significant result, more research investigating the relationship between 'Border Patrol Concerns' and 'Attitude' which was shown to be a

positive relationship would be necessary. It would be a rational assumption that if tourists worry about procedures at border checkpoints, their attitude towards travel to El Paso and Big Bend may not be positive. Since the results in this study showed the opposite result, it would be interesting to research what causes the positive relationship between these variables.

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APPENDIX A

Howdy!

I am currently a PhD student in the Recreation, Park and Tourism Sciences Department. I am conducting research about potential tourists' perceived risk in travel to U.S.-Mexico border towns; specifically El Paso and Big Bend. Your answer will help me to identify what potential tourists care about the most in terms of travel to border towns.

Thank you so much for taking time to fill out this questionnaire. If you have any questions, feel free to contact me at the email address provided below. I will be glad to answer any questions you may have.

Sincerely,

Soyoung "Sunny" An

Ph.D. Candidate
soyoungan@tamu.edu

Pretest I Questionnaire- Perceived risk in travel to U.S.-Mexico border area

Part I- Perceptions

Directions: You will be asked to indicate the types of risk you perceive when considering travel to U.S.-Mexico border area. The following information will give you a better understanding of such places.

Please read the information about two border towns to help you to understand characteristics of border area.

	El Paso	Big Bend
Destination descriptions	• County population of 655,044 • Landscape largely defined by 256.3 sq. mi (663.7 km²) developed urban area, city of El Paso • On the Rio Grande across the border from Juárez, Chihuahua, Mexico	• County population of 9,286 • Landscape largely defined by 1,251 sq. mi (3,242 km²) of Big Bend National Park • On the Rio Grande across the border from Boquillas, Mexico

Now, imagine that you are going to travel to those U.S.-Mexico border towns. Please read each statement carefully and indicate the level of your agreement of disagreement for **each border town** by using the scale below.

Please respond to the scale regarding **El Paso on the left** and **Big Bend on the right.**

Strongly Disagree	Somewhat Disagree	Neither	Somewhat Agree	Strongly Agree
1	2	3	4	5

Travel to El Paso	Statements	Travel to Big Bend
1 2 3 4 5	1. It will be a waste of time.	1 2 3 4 5
1 2 3 4 5	2. It will result in physical danger or injury.	1 2 3 4 5
1 2 3 4 5	3. I will not have problems in communication with others whom I meet when I travel.	1 2 3 4 5
1 2 3 4 5	4. I want a vacation here because that is where everyone goes.	1 2 3 4 5
1 2 3 4 5	5. Tourists have a high probability of being targeted by terrorists.	1 2 3 4 5
1 2 3 4 5	6. The thought of traveling here will give me a feeling of unwanted anxiety.	1 2 3 4 5

1	2	3	4	5	7. This destination should be avoided because of its political instability.	1	2	3	4	5
1	2	3	4	5	8. I will experience inconvenience of telecommunication facilities.	1	2	3	4	5
1	2	3	4	5	9. It is absolutely safe for me.	1	2	3	4	5
1	2	3	4	5	10. It will negatively affect others' opinion of me.	1	2	3	4	5
1	2	3	4	5	11. I will be the victim of a "personal" crime (such as being beaten up or assaulted) in this destination.	1	2	3	4	5
1	2	3	4	5	12. It may result in mechanical or equipment problems.	1	2	3	4	5
1	2	3	4	5	13. It may be a disappointment considering everything that can go wrong during the vacation.	1	2	3	4	5
1	2	3	4	5	14. I would not let political instability keep me from vacation in this destination.	1	2	3	4	5
1	2	3	4	5	15. There is a possibility of contracting infectious diseases.	1	2	3	4	5
1	2	3	4	5	16. Friends and relatives will disapprove of my travel.	1	2	3	4	5
1	2	3	4	5	17. I will not be intimidated by terrorism when traveling to this destination.	1	2	3	4	5
1	2	3	4	5	18. It is important that people who I meet speak English when visiting this destination.	1	2	3	4	5
1	2	3	4	5	19. The thought of traveling here will cause me to experience unnecessary tension.	1	2	3	4	5
1	2	3	4	5	20. I may have experience with or witness violence.	1	2	3	4	5
1	2	3	4	5	21. It will require too much planning time.	1	2	3	4	5
1	2	3	4	5	22. I have concerns about having possible communication problems when travel to this destination.	1	2	3	4	5
1	2	3	4	5	23. My baggage may be misplaced or delayed (by the airline or hotel).	1	2	3	4	5
1	2	3	4	5	24. Terrorism will not influence my vacation in this destination.	1	2	3	4	5
1	2	3	4	5	25. I may become sick from food or water.	1	2	3	4	5
1	2	3	4	5	26. It is likely to enhance my feeling of well-being.	1	2	3	4	5
1	2	3	4	5	27. Having a vacation here is too time-consuming.	1	2	3	4	5
1	2	3	4	5	28. It will not reflect my personality.	1	2	3	4	5
1	2	3	4	5	29. I will be the victim of a "property" crime (such as a burglary or theft) in the destination.	1	2	3	4	5

1	2	3	4	5	30. It will not provide value for the money spent.	1	2	3	4	5
1	2	3	4	5	31. The thought of traveling here will make me feel comfortable.	1	2	3	4	5
1	2	3	4	5	32. Potential health problems are a concern.	1	2	3	4	5
1	2	3	4	5	33. It will not reflect my self-image.	1	2	3	4	5
1	2	3	4	5	34. I would like to vacation here but negative news about this destination discourages me from it.	1	2	3	4	5
1	2	3	4	5	35. I would rather spend money on purchases at home.	1	2	3	4	5

1. Have you visited El Paso or Big Bend? Yes No

2. What is your gender? Male Female

3. What is your home country? _____

4. Please provide the zip code that you consider home in the States. _____

APPENDIX B-1

Howdy!

I am a PhD student in the Recreation, Park and Tourism Sciences Department at Texas A&M University. I am conducting research on potential tourists' perceptions about travel to United States and Mexico border areas. Your answers will help tourism officials and businesses better understand what tourists are concerned about in terms of travelling to such areas. You will be asked to read two different scenarios regarding travel to a United States and Mexico border area before answering questions.

Please remember there are no wrong responses to the questions and that honest and thoughtful answers are appreciated.
Please contact me if you have any questions or problems related to the survey. My contact details are shown below.

Any information you provide will be kept strictly confidential.
We understand that your participation is voluntary and
you may decide to discontinue the survey at any time.

Sincerely,

Soyoung An

Ph.D. Candidate

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SECTION 1: Interest and Knowledge

Directions: The following questions ask about your experience and knowledge regarding vacation travel.

1. Have you ever travelled internationally for business or vacations?

□Yes □ No

→If yes, approximately how many times have you travelled internationally? _____ times

2. Have you ever visited Mexico?

□Yes □ No

→If yes, how many times have visited? _____ times

3. Have you ever visited El Paso, Texas?

□Yes □ No

→If yes, how many times have visited? _____ times

4. Please indicate the degree to which each of the following statements applies to you.

	Very much		Neutral		Not at all
I am actively involved in traveling.	1	2	3	4	5
I am interested in El Paso, Texas as a destination.	1	2	3	4	5
I am knowledgeable about travel to El Paso,Texas.	1	2	3	4	5

SECTION 2: Perceptions of two possible trips

Please read the following scenarios and then respond to the questions as you consider taking each of the trips described.

SCENARIO 1
Travel to the El Paso area, Texas

Howdy! You are considering travelling to El Paso. You have researched some information on the place to have a better idea of what to expect. El Paso is located at the western tip of Texas, where Texas, New Mexico and "Old" Mexico meet (see map on next page). The population of El Paso is estimated to be just over 674,000 and the cultural make-up of the city is largely Hispanic & Latino (80%).

El Paso is located in the Chihuahua desert and has a hot desert climate with hot summers, usually with little humidity, and mild, dry winters. The landscape of El Paso is largely defined by 256 sq. mi (663 km²) of developed urban area which offers a variety of activities or attractions (e.g. downtown tours, shopping, outdoor concerts, museums, the Zoo, hiking at Texas State Parks, music/dance festivals, sports/arts events). Since El Paso stands on the Rio Grande River across the border from Ciudad Juárez, Mexico, each vehicle on highways leaving El Paso is stopped at checkpoints for a visual inspection and brief questions by a Border Patrol agent. No documentation is required at a Border Patrol checkpoint for US citizens; however you will be asked some questions regarding your trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine the immigration status of every foreign traveler.

SCENARIO 2
Travel to El Paso with a day trip into Juárez, Mexico

Now, imagine you are planning the same trip described above except you will cross into Ciudad Juarez, Mexico for a day trip. The area is also located in the Chihuahuan desert and has the same climate as El Paso. Several bridges serve the El Paso–Ciudad Juárez area in addition to the Paso Del Norte Bridge also known as the Santa Fe Street Bridge, including Stanton and Zaragoza. Juárez offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As a tourist who plans to cross into the Ciudad Juárez

area, you must have a valid passport. When crossing back into El Paso, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

5. Directions: Please keep the El Paso, TX trip scenarios above in mind as you respond below. How much do you agree or disagree with each statement for each trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

Trip to El Paso only					**"On this trip..."**	**Trip to El Paso + day excursion to to Juarez**				
1	2	3	4	5	I am more likely to get sick from food or water than on others trips I would take.	1	2	3	4	5
1	2	3	4	5	It is important to interact with people who speak English.	1	2	3	4	5
1	2	3	4	5	I would not worry about access to good health care services.	1	2	3	4	5
1	2	3	4	5	I will be perfectly safe.	1	2	3	4	5
1	2	3	4	5	Showing my passport at checkpoints seems unnecessary.	1	2	3	4	5
1	2	3	4	5	There is a higher possibility of contracting infectious diseases than on other trips I would take.	1	2	3	4	5
1	2	3	4	5	I would not be concerned about communication problems with other people.	1	2	3	4	5
1	2	3	4	5	I am more likely to witness violence than on other trips.	1	2	3	4	5
1	2	3	4	5	The presence of the border patrol would make me feel safe.	1	2	3	4	5
1	2	3	4	5	I would be afraid of breaking an unfamiliar law.	1	2	3	4	5
1	2	3	4	5	Dealing with an unexpected health issue would be more of a concern than on other trips.	1	2	3	4	5
1	2	3	4	5	I would be able to use my cell phone easily.	1	2	3	4	5

Trip to El Paso only	"On this trip..." (1= Strongly disagree, 5= Strongly agree)	Trip to El Paso + day excursion to Juarez
1 2 3 4 5	News I have heard about this destination would discourage me from doing some activities.	1 2 3 4 5
1 2 3 4 5	I would worry about procedures at border check points.	1 2 3 4 5
1 2 3 4 5	Getting help if my car breaks down would not be a concern.	1 2 3 4 5
1 2 3 4 5	Communicating with local residents will be difficult.	1 2 3 4 5
1 2 3 4 5	Local residents would welcome tourists like me.	1 2 3 4 5
1 2 3 4 5	I am more likely to be hurt by strangers.	1 2 3 4 5
1 2 3 4 5	Showing authorities my identification at checkpoints would be an important safety measure.	1 2 3 4 5
1 2 3 4 5	The cleanness of tourist facilities would meet my standards.	1 2 3 4 5
1 2 3 4 5	The internet will be easy to access.	1 2 3 4 5
1 2 3 4 5	I would feel worried about my personal safety.	1 2 3 4 5
1 2 3 4 5	Answering customs and immigration related questions would be intimidating.	1 2 3 4 5
1 2 3 4 5	Crime due to drug trafficking is more likely to create a problem than on other trips.	1 2 3 4 5
1 2 3 4 5	I am more likely to be a victim of crime than on other trips.	1 2 3 4 5

SECTION 3: The Media and Information about Crime

6. Please indicate how much you agree or disagree with each of the following statements.

	Strongly disagree		Neutral		Strongly agree
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).	1	2	3	4	5
I read government issued travel advisories for the United States.	1	2	3	4	5
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.	1	2	3	4	5
I have heard stories about the U.S. - Mexico border from people I know.	1	2	3	4	5

7. Have you been the victim of a crime in the past? □ Yes □ No

→ If yes, have you been the victim of a violent crime (e.g. personal assault) in the past? □ Yes □ No

SECTION 4: Travel Decisions

The purpose of this question is to understand your feelings about travel to the border area.

Please indicate your feeling within each pair of terms as you consider that trip. ***For example:***

if you feel that traveling to the El Paso area of Texas is:

"very calming" calming _X_:__:__:__:__:__:__ exciting
"neither calming/nor exciting" calming _ _:__:__:_X_:__:__:__ exciting
"very exciting" calming __:__:__:__:__:__:_X__ exciting

8. “All things considered, I think travel to the **El Paso** area of Texas without crossing the border into Juarez, Mexico would be . . .”

enjoyable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unenjoyable

positive : ___1___2 ___3 ___4 ___5 ___6 ___7 negative

fun : ___1 ___2 ___3 ___4 ___5 ___6 ___7 boring

pleasant : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unpleasant

favorable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unfavorable

secure: ___1 ___2 ___3 ___4 ___5 ___6 ___7 risky

threatening : ___1 ___2 ___3 ___4 ___5 ___6 ___7 non- threatening

comforting : ___1 ___2 ___3 ___4 ___5 ___6 ___7 terrifying

scary : ___1 ___2 ___3 ___4 ___5 ___6 ___7 reassuring

safe: ___1 ___2 ___3 ___4 ___5 ___6 ___7 dangerous

9. “All things considered, I think travel to the El Paso area of TX and taking an excursion over the border into **Juarez**, Mexico would be . . .”

enjoyable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unenjoyable

positive : ___1 ___2 ___3 ___4 ___5 ___6 ___7 negative

fun : ___1 ___2 ___3 ___4 ___5 ___6 ___7 boring

pleasant : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unpleasant

favorable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unfavorable

secure: ___1 ___2 ___3 ___4 ___5 ___6 ___7 risky

threatening : ___1 ___2 ___3 ___4 ___5 ___6 ___7 non- threatening

comforting : ___1 ___2 ___3 ___4 ___5 ___6 ___7 terrifying

scary : ___1 ___2 ___3 ___4 ___5 ___6 ___7 reassuring

safe: ___1 ___2 ___3 ___4 ___5 ___6 ___7 dangerous

10. I would like to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

Very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

11. I would like to travel to **El Paso** in the future and to **cross** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

12. I intend to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

13. I intend travel to El Paso, TX in the future and to **cross** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

SECTION 5: Personal Characteristics

14. What is your gender? (*Please □check ONE*)

□ Female □ Male

15. In what year were you born? _____ (*please write in year*)

16. What is your home country? _____

17. What is your current Texas zip code? _____ (*please write in zip*)

	No ability	Poor	Fair	Good	Excellent ability
18. How would you rate your ability to communicate in Spanish?	1	2	3	4	5

19. Which best describes your current employment status? (*Please□all that apply*)

□Working full-time □ Working part-time □ Semi-retired

□ Homemaker □ Retired □ Not working

□ Student □ Other (*Please specify*) _____

20. Which of the following do you consider yourself? *(Please check all that apply)*

American Indian or Alaska Native

Asian

Hispanic or Latino

Black/African American

Native Hawaiian or Pacific Islander

White/Caucasian

21. What is the highest level of education you have completed? *(Please check one)*

Grade school Some high school High school graduate Some college

College graduate Some graduate school Completed graduate school

Other (*please specify*) _____

22. What category best describes your annual household income? (*Please check <u>ONE</u>*)

Less than $20,000 $20,000 to $44,999 $50,000 to $99,999

$100,000 to $149,999 $150,000 to $199,999 $200,000 or more

APPENDIX B-2

Howdy!

I am a PhD student in the Recreation, Parks and Tourism Sciences Department at Texas A&M University. I am conducting research on potential tourists' perceptions about travel to United States and Mexico border areas. Your answers will help tourism officials and businesses better understand what tourists are concerned about in terms of travelling to such areas. You will be asked to read two different scenarios regarding travel to a United States and Mexico border area before answering questions.

Please remember there are no wrong responses to the questions and that honest and thoughtful answers are appreciated.
Please contact me if you have any questions or problems related to the survey. My contact details are shown below.

Any information you provide will be kept strictly confidential.
We understand that your participation is voluntary and
you may decide to discontinue the survey at any time.

Sincerely,

Soyoung An

Ph.D. Candidate

Department of Recreation, Parks & Tourism Sciences
Texas A&M University
2261 TAMU
College Station, TX 77843-2261
Email: soyoungan@tamu.edu

SECTION 1: Interest and Knowledge

Directions: The following questions ask about your experience and knowledge regarding vacation travel.

1. Have you ever travelled internationally?

☐ Yes ☐ No

→If yes, approximately how many times have you travelled internationally? _____ times

2. Have you ever visited Mexico?

☐ Yes ☐ No

→If yes, how many times have visited? _____ times

3. Have you ever visited El Paso, Texas?

☐ Yes ☐ No

→If yes, how many times have visited? _____ times

4. Please indicate the degree to which each of the following statements applies to you.

	Very much		Neutral		Not at all
I am actively involved in traveling.	1	2	3	4	5
I am interested in Big Bend, TX as a destination.	1	2	3	4	5
I am knowledgeable about travel to Big Bend, TX.	1	2	3	4	5

SECTION 2: Perceptions of two possible trips

Please read the following scenarios and then respond to the questions as you consider taking each of the trips described.

SCENARIO 1
Travel to the Big Bend area, Texas

Howdy! You are considering travelling to the Big Bend area in Texas. You have researched some information on the place to have a better idea of what to expect. The Big Bend is primarily in Brewster County which is one of the largest in the United States but only has a population of approximately 9,000 people. The cultural make-up is approximately 40% Hispanic or Latino. The landscape is largely defined by 1,251 sq. mi (3,242 km²) of Big Bend National Park. Big Bend is one of the largest, most sparsely populated, arid, rugged, and remote national parks. The climate is dry and hot late spring and summer days often exceed 100 °F (38 °C) and winters are normally mild. Big Bend National Park is the highlight attraction of the region with numerous unique species of plants and animals. The Big Bend provides a variety of natural and cultural attractions (e.g. hiking, camping, horseback riding, boating, motorcycling, identifying wildlife, nightlife, museum and historical sites). Since Big Bend National Park stands on the Rio Grande across the border from Boquillas, Mexico, each vehicle traveling out of the area is stopped at checkpoints for a visual inspection and brief questions by a Border Patrol agent. No documentation is required at a Border Patrol checkpoint for US citizens; however you will be asked some questions regarding your trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine the immigration status of every foreign traveler.

SCENARIO 2
Travel to Big Bend with a day trip to Boquillas, Mexico

Now, imagine you are planning to cross into Boquillas, Mexico for a day trip. Big Bend National Park shares the border with Mexico for 118 miles, the Boquillas Crossing Port of Entry is the gateway for those visitors who wish to take advantage of the opportunity to visit Mexico. Boquillas offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As a tourist who plans to cross into the Boquillas area, you must have a

valid passport. When crossing back into Big Bend, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

5. Directions: Please keep the Big Bend, TX trip scenarios above in mind as you respond below. How much do you agree or disagree with each statement for each trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

Trip to Big Bend only					**"On this trip..."**	**Trip to Big Bend + day excursion to to Boquillas**				
1	2	3	4	5	I am more likely to get sick from food or water than on others trips I would take.	1	2	3	4	5
1	2	3	4	5	It is important to interact with people who speak English.	1	2	3	4	5
1	2	3	4	5	I would not worry about access to good health care services.	1	2	3	4	5
1	2	3	4	5	I will be perfectly safe.	1	2	3	4	5
1	2	3	4	5	Showing my passport at checkpoints seems unnecessary.	1	2	3	4	5
1	2	3	4	5	There is a higher possibility of contracting infectious diseases than on other trips I would take.	1	2	3	4	5
1	2	3	4	5	I would not be concerned about communication problems with other people.	1	2	3	4	5
1	2	3	4	5	I am more likely to witness violence than on other trips.	1	2	3	4	5
1	2	3	4	5	The presence of the border patrol would make me feel safe.	1	2	3	4	5
1	2	3	4	5	I would be afraid of breaking an unfamiliar law.	1	2	3	4	5
1	2	3	4	5	Dealing with an unexpected health issue would be more of a concern than on other trips.	1	2	3	4	5
1	2	3	4	5	I would be able to use my cell phone easily.	1	2	3	4	5

Trip to Big Bend only					"On this trip..." (1= Strongly disagree, 5= Strongly agree)	Trip to Big Bend + day excursion to to Boquillas				
1	2	3	4	5	News I have heard about this destination would discourage me from doing some activities.	1	2	3	4	5
1	2	3	4	5	I would worry about procedures at border check points.	1	2	3	4	5
1	2	3	4	5	Getting help if my car breaks down would not be a concern.	1	2	3	4	5
1	2	3	4	5	Communicating with local residents will be difficult.	1	2	3	4	5
1	2	3	4	5	Local residents would welcome tourists like me.	1	2	3	4	5
1	2	3	4	5	I am more likely to be hurt by strangers.	1	2	3	4	5
1	2	3	4	5	Showing authorities my identification at checkpoints would be an important safety measure.	1	2	3	4	5
1	2	3	4	5	The cleanness of tourist facilities would meet my standards.	1	2	3	4	5
1	2	3	4	5	The internet will be easy to access.	1	2	3	4	5
1	2	3	4	5	I would feel worried about my personal safety.	1	2	3	4	5
1	2	3	4	5	Answering customs and immigration related questions would be intimidating.	1	2	3	4	5
1	2	3	4	5	Crime due to drug trafficking is more likely to create a problem than on other trips.	1	2	3	4	5
1	2	3	4	5	I am more likely to be a victim of crime than on other trips.	1	2	3	4	5

SECTION 3: The Media and Information about Crime

6. Please indicate how much you agree or disagree with each of the following statements.

	Strongly disagree		Neutral		Strongly agree
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).	1	2	3	4	5
I read government issued travel advisories for the United States.	1	2	3	4	5
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.	1	2	3	4	5
I have heard stories about the U.S. - Mexico border from people I know.	1	2	3	4	5

7. Have you been the victim of a crime in the past?

□ Yes □ No

→ If yes, have you been the victim of a violent crime (e.g. personal assault) in the past? □ Yes □ No

SECTION 4: Travel Decisions

The purpose of this question is to understand your feelings about travel to the border area.

Please indicate your feeling within each pair of terms as you consider that trip. ***For example:***

if you feel that traveling to the El Paso area of Texas is:

"very calming" calming _X_:__:__:__:__:__:__ exciting
"neither calming/nor exciting" calming _ _:__:__:_X_:__:__:__ exciting
"very exciting" calming __:__:__:__:__:__:_X_ exciting

8. "All things considered, I think travel to the **Big Bend** area of Texas without crossing the border into Boquillas, Mexico would be . . ."

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring
safe:	___1	___2	___3	___4	___5	___6	___7	dangerous

9. "All things considered, I think travel to the **Big Bend** area of TX and taking an excursion over the border into **Boquillas**, Mexico would be . . ."

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non- threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring
safe:	___1	___2	___3	___4	___5	___6	___7	dangerous

10. I would like to travel to **Big Bend**, Texas in the future but **NOT** to cross the border into Mexico.

Very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

11. I would like to travel to **Big Bend** in the future and to **cross** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

12. I intend to travel to **Big Bend**, Texas in the future but **NOT** to cross the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

13. I intend travel to **Big Bend**, TX in the future and to **cross** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

SECTION 5: Personal Characteristics

14. What is your gender? (*Please □check ONE*)

□ Female □ Male

15. In what year were you born? _____ (*please write in year*)

16. What is your home country? _____

17. What is your current Texas zip code? _____ (*please write in zip*)

	No ability	Poor	Fair	Good	Excellent ability
18. How would you rate your ability to communicate in Spanish?	1	2	3	4	5

19. Which best describes your current employment status? (*Please□all that apply*)

□Working full-time □ Working part-time □ Semi-retired

□ Homemaker □ Retire □ Not working

□ Student □ Other (*Please specify*) _____

20. Which of the following do you consider yourself? *(Please□check all that apply)*

□American Indian or Alaska Native □ Asian

□ Hispanic or Latino □ Black/African American

□ Native Hawaiian or Pacific Islander □ White/Caucasian

21. What is the highest level of education you have completed? *(Please□check one)*

□ Grade school □ Some high school □ High school graduate

□ Some college □ College graduate □ Some graduate school

□ Completed graduate school □ Other (*please specify*) _____

22. What category best describes your annual household income? (*Please□check ONE*)

□ Less than $20,000 □ $20,000 to $44,999 □ $50,000 to $99,999

□ $100,000 to $149,999 □ $150,000 to $199,999 □ $200,000 or more

APPENDIX C-1

Howdy!

I am a PhD student in the Recreation, Park and Tourism Sciences Department at Texas A&M University. I am conducting research on potential tourists' perceptions about travel to United States and Mexico border areas. Your answers will help tourism officials and businesses better understand what tourists are concerned about in terms of travelling to such areas. You will be asked to read two different scenarios regarding travel to a United States and Mexico border area before answering questions.

Please remember there are no wrong responses to the questions and that honest and thoughtful answers are appreciated.
Please contact me if you have any questions or problems related to the survey. My contact details are shown below.

Any information you provide will be kept strictly confidential.
We understand that your participation is voluntary and
you may decide to discontinue the survey at any time.

Sincerely,

Soyoung An

Ph.D. Candidate

Department of Recreation, Park & Tourism Sciences
Texas A&M University
2261 TAMU
College Station, TX 77843-2261
Email: soyoungan@tamu.edu

SECTION 1: Interest and Knowledge

Directions: The following questions ask about your experience and knowledge regarding vacation travel.

1. In the past three years, have you taken any leisure trips where you were away from home for a distance of at least 50 miles?

☐ Yes ☐ No

→If yes, approximately how many times have you left home for leisure trips? _____times

2. Have you ever travelled internationally?

☐ Yes ☐ No

→If yes, approximately how many times have you left home to travel internationally?

_____ times

→If yes, approximately how many different countries have you traveled? _____ times

3. Have you ever visited Mexico?

☐ Yes ☐ No

→If yes, how many times have you visited? _____ times

4. Have you ever visited El Paso, Texas?

☐ Yes ☐ No

→If yes, how many times have you visited? _____ times

5. Please indicate the degree to which each of the following statements applies to you.

	Not at all	Slightly	Moderately	Very	Extremely
I am interested in El Paso, Texas as a destination.	1	2	3	4	5
I am knowledgeable about travel to El Paso, Texas.	1	2	3	4	5

SECTION 2: Perceptions of two possible trips

Please read the following scenarios and then respond to the questions as you consider taking each of the trips described.

SCENARIO 1
Travel to the El Paso area, Texas

Howdy! You are considering travelling to El Paso. You have researched some information on the place to have a better idea of what to expect. El Paso is located at the western tip of Texas, where Texas, New Mexico and "Old" Mexico meet (see map on next page). The population of El Paso is estimated to be just over 674,000 and the cultural make-up of the city is largely Hispanic & Latino (80%). El Paso is located in the Chihuahua desert and has a hot desert climate with hot summers, usually with little humidity, and mild, dry winters. The landscape of El Paso is largely defined by 256 sq. mi (663 km²) of developed urban area which offers a variety of activities or attractions (e.g. downtown tours, shopping, outdoor concerts, museums, the Zoo, hiking at Texas State Parks, music/dance festivals, sports/arts events). Since El Paso stands on the Rio Grande River across the border from Ciudad Juárez, Mexico, each vehicle on highways leaving El Paso is stopped at checkpoints for a visual inspection and brief questions by a Border Patrol agent. No documentation is required at a Border Patrol checkpoint for US citizens; however you will be asked some questions regarding your trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine the immigration status of every foreign traveler.

SCENARIO 2
Travel to El Paso with a day trip into Juárez, Mexico

Now, imagine you are planning the same trip described above except you will cross into Ciudad Juarez, Mexico for a day trip. The area is also located in the Chihuahuan desert and has the same climate as El Paso. Several bridges serve the El Paso–Ciudad Juárez area in addition to the Paso Del Norte Bridge also known as the Santa Fe Street Bridge, including Stanton and Zaragoza. Juárez offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As a tourist who plans to cross into the Ciudad Juárez area, you must have a valid passport. When crossing back into El Paso, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

6. Directions: Please keep the El Paso, TX trip scenarios above in mind as you respond below. How much do you agree or disagree with each statement for each trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

"On this trip..."	**Trip to El Paso only**					**Trip to El Paso + day excursion to Juarez**				
I am more likely to get sick from food or water than on others trips I would take.	1	2	3	4	5	1	2	3	4	5
It is important to interact with people who speak English.	1	2	3	4	5	1	2	3	4	5
I would not worry about access to good health care services.	1	2	3	4	5	1	2	3	4	5
I will be perfectly safe.	1	2	3	4	5	1	2	3	4	5
Showing my passport at checkpoints seems unnecessary.	1	2	3	4	5	1	2	3	4	5
There is a higher possibility of contracting infectious diseases than on other trips I would take.	1	2	3	4	5	1	2	3	4	5
I would not be concerned about communication problems with other people.	1	2	3	4	5	1	2	3	4	5
I am more likely to witness violence than on other trips.	1	2	3	4	5	1	2	3	4	5

The presence of the border patrol would make me feel safe.	1	2	3	4	5	1	2	3	4	5
I would be afraid of breaking an unfamiliar law.	1	2	3	4	5	1	2	3	4	5
Dealing with an unexpected health issue would be more of a concern than on other trips.	1	2	3	4	5	1	2	3	4	5
I would be able to use my cell phone easily.	1	2	3	4	5	1	2	3	4	5

"On this trip..." (1= Strongly disagree, 5= Strongly agree)	**Trip to El Paso only**					**Trip to El Paso + day excursion to to Juarez**				
News I have heard about this destination would discourage me from doing some activities.	1	2	3	4	5	1	2	3	4	5
I would worry about procedures at border check points.	1	2	3	4	5	1	2	3	4	5
Getting help if my car breaks down would not be a concern.	1	2	3	4	5	1	2	3	4	5
Communicating with local residents will be difficult.	1	2	3	4	5	1	2	3	4	5
Local residents would welcome tourists like me.	1	2	3	4	5	1	2	3	4	5
I am more likely to be hurt by strangers.	1	2	3	4	5	1	2	3	4	5
Showing authorities my identification at checkpoints would be an important safety measure.	1	2	3	4	5	1	2	3	4	5
The cleanness of tourist facilities would meet my standards.	1	2	3	4	5	1	2	3	4	5
The internet will be easy to access.	1	2	3	4	5	1	2	3	4	5
I would feel worried about my personal safety.	1	2	3	4	5	1	2	3	4	5
Answering customs and immigration related questions would be intimidating.	1	2	3	4	5	1	2	3	4	5
Crime due to drug trafficking is more likely to create a problem than on other trips.	1	2	3	4	5	1	2	3	4	5
I am more likely to be a victim of crime than on other trips.	1	2	3	4	5	1	2	3	4	5

SECTION 3: The Media and Information about Crime

7. Please indicate how much you agree or disagree with each of the following statements.

	Strongly disagree		Neutral		Strongly agree
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).	1	2	3	4	5
I read government issued travel advisories for the United States.	1	2	3	4	5
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.	1	2	3	4	5
I have heard stories about the U.S. - Mexico border from people I know.	1	2	3	4	5

8. Have you been the victim of a crime in the past?

□ Yes □ No

→ If yes, have you been the victim of a violent crime (e.g. personal assault) in the past? □ Yes □ No

SECTION 4: Travel Decisions

The purpose of this question is to understand your feelings about travel to the border area.

Please indicate your feeling within each pair of terms as you consider that trip. ***For example:***

if you feel that traveling to the El Paso area of Texas is:

"very calming" calming _X_:__:__:__:__:__:__ exciting
"neither calming/nor exciting" calming _ _:__:__:_X_:__:__:__ exciting
"very exciting" calming __:__:__:__:__:__:_X__ exciting

9. "All things considered, I think travel to the **El Paso** area of Texas without crossing the border into Juarez, Mexico would be . . ."

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non- threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring
safe:	___1	___2	___3	___4	___5	___6	___7	dangerous

10. "All things considered, I think travel to the El Paso area of TX and taking an excursion over the border into **Juarez**, Mexico would be . . ."

enjoyable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unenjoyable

positive : ___1 ___2 ___3 ___4 ___5 ___6 ___7 negative

fun : ___1 ___2 ___3 ___4 ___5 ___6 ___7 boring

pleasant : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unpleasant

favorable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unfavorable

secure: ___1 ___2 ___3 ___4 ___5 ___6 ___7 risky

threatening : ___1 ___2 ___3 ___4 ___5 ___6 ___7 non- threatening

comforting : ___1 ___2 ___3 ___4 ___5 ___6 ___7 terrifying

scary : ___1 ___2 ___3 ___4 ___5 ___6 ___7 reassuring

safe: ___1 ___2 ___3 ___4 ___5 ___6 ___7 dangerous

11. I would like to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

12. I would like to travel to **El Paso** in the future and to **CROSS** the border into Mexico.

very much:___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

13. I intend to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

14. I intend travel to **El Paso**, TX in the future and to **CROSS** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

SECTION 5: Personal Characteristics

15. What is your gender? (*Please check ONE*)

☐ Female ☐ Male

16. In what year were you born? _____ (*please write in year*)

17. What is your home country? _____

18. What is your current Texas zip code? _____ (*please write in zip*)

	No ability	Poor	Fair	Good	Excellent ability
19. How would you rate your ability to communicate in Spanish?	1	2	3	4	5

20. Which best describes your current employment status? (*Please all that apply*)

☐ Working full-time ☐ Working part-time ☐ Semi-retired

☐ Homemaker ☐ Retired ☐ Not working

☐ Student ☐ Other (*Please specify*) _____

21. Which of the following do you consider yourself? *(Please check all that apply)*

☐ American Indian or Alaska Native ☐ Asian ☐ Hispanic or Latino

☐ Black/African American ☐ Native Hawaiian or Pacific Islander ☐ White/Caucasian

22. What is the highest level of education you have completed? *(Please check one)*

☐ Grade school ☐ Some high school ☐ High school graduate ☐ Some college

☐ College graduate ☐ Some graduate school ☐ Completed graduate school

☐ Other (*please specify*) _____

23. What category best describes your annual household income? (*Please check ONE*)

☐ Less than $20,000 ☐ $20,000 to $44,999 ☐ $50,000 to $99,999

☐ $100,000 to $149,999 ☐ $150,000 to $199,999 ☐ $200,000 or more

APPENDIX C-2

Howdy!

I am a PhD student in the Recreation, Park and Tourism Sciences Department at Texas A&M University. I am conducting research on potential tourists' perceptions about travel to United States and Mexico border areas. Your answers will help tourism officials and businesses better understand what tourists are concerned about in terms of travelling to such areas. You will be asked to read two different scenarios regarding travel to a United States and Mexico border area before answering questions.

Please remember there are no wrong responses to the questions and that honest and thoughtful answers are appreciated.
Please contact me if you have any questions or problems related to the survey. My contact details are shown below.

Any information you provide will be kept strictly confidential.
We understand that your participation is voluntary and
you may decide to discontinue the survey at any time.

Sincerely,

Soyoung An

Ph.D. Candidate

Department of Recreation, Park & Tourism Sciences
Texas A&M University
2261 TAMU
College Station, TX 77843-2261
Email: soyoungan@tamu.edu

SECTION 1: Interest and Knowledge

Directions: The following questions ask about your experience and knowledge regarding vacation travel.

1. In the past three years, have you taken any leisure trips where you were away from home for a distance of at least 50 miles? ☐ Yes ☐ No

→If yes, approximately how many times have you left home for leisure trips? _____

2. Have you ever travelled internationally? ☐ Yes ☐ No

→If yes, approximately how many times have you left home to travel internationally?

→If yes, approximately how many different countries have you traveled? _____ times

3. Have you ever visited Mexico?

☐ Yes ☐ No

→If yes, how many times have you visited? _____ times

4. Have you ever visited El Paso, Texas?

☐ Yes ☐ No

→If yes, how many times have you visited? _____ times

5. Please indicate the degree to which each of the following statements applies to you.

	Not at all	Slightly	Moderately	Very	Extremely
I am interested in El Paso, Texas as a destination.	1	2	3	4	5
I am knowledgeable about travel to El Paso, Texas.	1	2	3	4	5

SECTION 2: Perceptions of two possible trips

Please read the following scenarios and then respond to the questions as you consider taking each of the trips described.

SCENARIO 1
Travel to the El Paso area, Texas

Howdy! You are considering travelling to El Paso. You have researched some information on the place to have a better idea of what to expect. El Paso is located at the western tip of Texas, where Texas, New Mexico and "Old" Mexico meet (see map on next page). The population of El Paso is estimated to be just over 674,000 and the cultural make-up of the city is largely Hispanic & Latino (80%).

El Paso is located in the Chihuahua desert and has a hot desert climate with hot summers, usually with little humidity, and mild, dry winters. The landscape of El Paso is largely defined by 256 sq. mi (663 km²) of developed urban area which offers a variety of activities or attractions (e.g. downtown tours, shopping, outdoor concerts, museums, the Zoo, hiking at Texas State Parks, music/dance festivals, sports/arts events). Since El Paso stands on the Rio Grande River across the border from Ciudad Juárez, Mexico, each vehicle on highways leaving El Paso is stopped at checkpoints for a visual inspection and brief questions by a Border Patrol agent. No documentation is required at a Border Patrol checkpoint for US citizens; however you will be asked some questions regarding your trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine the immigration status of every foreign traveler.

6. Directions: Please keep the El Paso, TX trip scenario above in mind as you respond below. How much do you agree or disagree with each statement for the trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

"On this trip..."	**Trip to El Paso only**
I am more likely to get sick from food or water than on others trips I would take.	1 2 3 4 5
It is important to interact with people who speak English.	1 2 3 4 5
I would not worry about access to good health care services.	1 2 3 4 5
I will be perfectly safe.	1 2 3 4 5
Showing my passport at checkpoints seems unnecessary.	1 2 3 4 5
There is a higher possibility of contracting infectious diseases than on other trips I would take.	1 2 3 4 5
I would not be concerned about communication problems with other people.	1 2 3 4 5
I am more likely to witness violence than on other trips.	1 2 3 4 5
The presence of the border patrol would make me feel safe.	1 2 3 4 5
I would be afraid of breaking an unfamiliar law.	1 2 3 4 5
Dealing with an unexpected health issue would be more of a concern than on other trips.	1 2 3 4 5
I would be able to use my cell phone easily.	1 2 3 4 5
News I have heard about this destination would discourage me from doing some activities.	1 2 3 4 5
I would worry about procedures at border check points.	1 2 3 4 5
Getting help if my car breaks down would not be a concern.	1 2 3 4 5
Communicating with local residents will be difficult.	1 2 3 4 5
Local residents would welcome tourists like me.	1 2 3 4 5
I am more likely to be hurt by strangers.	1 2 3 4 5
Showing authorities my identification at checkpoints would be an important safety measure.	1 2 3 4 5
The cleanness of tourist facilities would meet my standards.	1 2 3 4 5

"On this trip..." (1= Strongly disagree, 5= Strongly agree)	Trip to El Paso Only				
The internet will be easy to access.	1	2	3	4	5
I would feel worried about my personal safety.	1	2	3	4	5
Answering customs and immigration related questions would be intimidating.	1	2	3	4	5
Crime due to drug trafficking is more likely to create a problem than on other trips.	1	2	3	4	5
I am more likely to be a victim of crime than on other trips.	1	2	3	4	5

SCENARIO 2
Travel to El Paso with a day trip into Juárez, Mexico

Now, imagine you are planning the same trip described above except you will cross into Ciudad Juarez, Mexico for a day trip. The area is also located in the Chihuahuan desert and has the same climate as El Paso. Several bridges serve the El Paso–Ciudad Juárez area in addition to the Paso Del Norte Bridge also known as the Santa Fe Street Bridge, including Stanton and Zaragoza. Juárez offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As a tourist who plans to cross into the Ciudad Juárez area, you must have a valid passport. When crossing back into El Paso, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

7. Directions: Please keep the travel to El Paso with a day trip into Juárez, Mexico scenario above in mind as you respond below. How much do you agree or disagree with each statement for the trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

"On this trip..."	Trip to El Paso + day excursion to to Juarez				
I am more likely to get sick from food or water than on others trips I would take.	1	2	3	4	5
It is important to interact with people who speak English.	1	2	3	4	5
I would not worry about access to good health care services.	1	2	3	4	5
I will be perfectly safe.	1	2	3	4	5
Showing my passport at checkpoints seems unnecessary.	1	2	3	4	5
There is a higher possibility of contracting infectious diseases than on other trips I would take.	1	2	3	4	5
I would not be concerned about communication problems with other people.	1	2	3	4	5
I am more likely to witness violence than on other trips.	1	2	3	4	5
The presence of the border patrol would make me feel safe.	1	2	3	4	5
I would be afraid of breaking an unfamiliar law.	1	2	3	4	5
Dealing with an unexpected health issue would be more of a concern than on other trips.	1	2	3	4	5
I would be able to use my cell phone easily.	1	2	3	4	5
News I have heard about this destination would discourage me from doing some activities.	1	2	3	4	5
I would worry about procedures at border check points.	1	2	3	4	5
Getting help if my car breaks down would not be a concern.	1	2	3	4	5
Communicating with local residents will be difficult.	1	2	3	4	5
Local residents would welcome tourists like me.	1	2	3	4	5
I am more likely to be hurt by strangers.	1	2	3	4	5
Showing authorities my identification at checkpoints would be an important safety measure.	1	2	3	4	5
The cleanness of tourist facilities would meet my standards.	1	2	3	4	5

"On this trip..." (1= Strongly disagree, 5= Strongly agree)	**Trip to El Paso + day excursion to to Juarez**
The internet will be easy to access.	1 2 3 4 5
I would feel worried about my personal safety.	1 2 3 4 5
Answering customs and immigration related questions would be intimidating.	1 2 3 4 5
Crime due to drug trafficking is more likely to create a problem than on other trips.	1 2 3 4 5
I am more likely to be a victim of crime than on other trips.	1 2 3 4 5

SECTION 3: The Media and Information about Crime

8. Please indicate how much you agree or disagree with each of the following statements.

	Strongly disagree		Neutral		Strongly agree
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).	1	2	3	4	5
I read government issued travel advisories for the United States.	1	2	3	4	5
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.	1	2	3	4	5
I have heard stories about the U.S. - Mexico border from people I know.	1	2	3	4	5

9. Have you been the victim of a crime in the past? □ Yes □ No

→ If yes, have you been the victim of a violent crime (e.g. personal assault) in the past? □ Yes □ No

SECTION 4: Travel Decisions

The purpose of this question is to understand your feelings about travel to the border area.

Please indicate your feeling within each pair of terms as you consider that trip. ***For example:***

if you feel that traveling to the El Paso area of Texas is:

"very calming" calming _X_:__:__:__:__:__:__ exciting
"neither calming/nor exciting" calming _ _:__:__:_X_:__:__:__ exciting
"very exciting" calming __:__:__:__:__:__:_X__ exciting

10. "All things considered, I think travel to the **El Paso** area of Texas without crossing the border into Juarez, Mexico would be . . ."

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non- threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring
safe:	___1	___2	___3	___4	___5	___6	___7	dangerous

11. "All things considered, I think travel to the El Paso area of TX and taking an excursion over the border into **Juarez**, Mexico would be . . ."

enjoyable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unenjoyable

positive : ___1 ___2 ___3 ___4 ___5 ___6 ___7 negative

fun : ___1 ___2 ___3 ___4 ___5 ___6 ___7 boring

pleasant : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unpleasant

favorable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unfavorable

secure: ___1 ___2 ___3 ___4 ___5 ___6 ___7 risky

threatening : ___1 ___2 ___3 ___4 ___5 ___6 ___7 non- threatening

comforting : ___1 ___2 ___3 ___4 ___5 ___6 ___7 terrifying

scary : ___1 ___2 ___3 ___4 ___5 ___6 ___7 reassuring

safe: ___1 ___2 ___3 ___4 ___5 ___6 ___7 dangerous

12. I would like to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

13. I would like to travel to **El Paso** in the future and to **CROSS** the border into Mexico.

very much:___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

14. I intend to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

15. I intend travel to El Paso, TX in the future and to **CROSS** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

SECTION 5: Personal Characteristics

16. What is your gender? (*Please □check ONE*)

□ Female □ Male

17. In what year were you born? _____ (*please write in year*)

18. What is your home country? _____

19. What is your current Texas zip code? _____ (*please write in zip*)

	No ability	Poor	Fair	Good	Excellent ability
20. How would you rate your ability to communicate in Spanish?	1	2	3	4	5

21. Which best describes your current employment status? (*Please□all that apply*)

□Working full-time □ Working part-time □ Semi-retired

□ Homemaker □ Retired □ Not working

□ Student □ Other (*Please specify*) _____

22. Which of the following do you consider yourself? *(Please□check all that apply)*

□American Indian or Alaska Native □ Asian □ Hispanic or Latino

□ Black/African American □ Native Hawaiian or Pacific Islander □ White/Caucasian

23. What is the highest level of education you have completed? *(Please□check one)*

□ Grade school □ Some high school □ High school graduate □ Some college

□ College graduate □ Some graduate school □ Completed graduate school

□ Other (*please specify*) _____

24. What category best describes your annual household income? (*Please□check ONE*)

□ Less than $20,000 □ $20,000 to $44,999 □ $50,000 to $99,999

□ $100,000 to $149,999 □ $150,000 to $199,999 □ $200,000 or more

APPENDIX C-3

Howdy!

I am a PhD student in the Recreation, Park and Tourism Sciences Department at Texas A&M University. I am conducting research on potential tourists' perceptions about travel to United States and Mexico border areas. Your answers will help tourism officials and businesses better understand what tourists are concerned about in terms of travelling to such areas. You will be asked to read two different scenarios regarding travel to a United States and Mexico border area before answering questions.

Please remember there are no wrong responses to the questions and that honest and thoughtful answers are appreciated.
Please contact me if you have any questions or problems related to the survey. My contact details are shown below.

Any information you provide will be kept strictly confidential.
We understand that your participation is voluntary and
you may decide to discontinue the survey at any time.

Sincerely,

Soyoung An

Ph.D. Candidate

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Email: soyoungan@tamu.edu

SECTION 1: Interest and Knowledge

Directions: The following questions ask about your experience and knowledge regarding vacation travel.

1. In the past three years, have you taken any leisure trips where you were away from home for a distance of at least 50 miles?

□Yes □ No

→If yes, approximately how many times have you left home for leisure trips? _____

2. Have you ever travelled internationally?

□Yes □ No

→If yes, approximately how many times have you left home to travel internationally?

→If yes, approximately how many different countries have you traveled? _____ times

3. Have you ever visited Mexico?

□Yes □ No

→If yes, how many times have you visited? _____ times

4. Have you ever visited El Paso, Texas?

□Yes □ No

→If yes, how many times have you visited? _____ times

5. Please indicate the degree to which each of the following statements applies to you.

	Not at all	Slightly	Moderately	Very	Extremely
I am interested in El Paso, Texas as a destination.	1	2	3	4	5
I am knowledgeable about travel to El Paso, Texas.	1	2	3	4	5

SECTION 2: Perceptions of two possible trips

Please read the following scenarios and then respond to the questions as you consider taking each of the trips described.

SCENARIO 1
Travel to El Paso with a day trip into Juárez, Mexico

Howdy! You are considering travelling to El Paso and crossing into Ciudad Juarez, Mexico for a day trip. You have researched some information on the place to have a better idea of what to expect. El Paso is located at the western tip of Texas, where Texas, New Mexico and "Old" Mexico meet (see map on next page). The population of El Paso is estimated to be just over 674,000 and the cultural make-up of the city is largely Hispanic & Latino (80%). El Paso is located in the Chihuahua desert and has a hot desert climate with hot summers, usually with little humidity, and mild, dry winters.

Juárez, is also located in the Chihuahuan desert and has the same climate as El Paso. Several bridges serve the El Paso–Ciudad Juárez area in addition to the Paso Del Norte Bridge also known as the Santa Fe Street Bridge, including Stanton and Zaragoza. Juárez offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As a tourist who plans to cross into the Ciudad Juárez area, you must have a valid passport. When crossing back into El Paso, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

6. Directions: Please keep the travel to El Paso with a day trip into Juárez, Mexico scenario above in mind as you respond below. How much do you agree or disagree with each statement for the trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

"On this trip..."	Trip to El Paso + day excursion to to Juarez				
I am more likely to get sick from food or water than on others trips I would take.	1	2	3	4	5
It is important to interact with people who speak English.	1	2	3	4	5
I would not worry about access to good health care services.	1	2	3	4	5
I will be perfectly safe.	1	2	3	4	5
Showing my passport at checkpoints seems unnecessary.	1	2	3	4	5
There is a higher possibility of contracting infectious diseases than on other trips I would take.	1	2	3	4	5
I would not be concerned about communication problems with other people.	1	2	3	4	5
I am more likely to witness violence than on other trips.	1	2	3	4	5
The presence of the border patrol would make me feel safe.	1	2	3	4	5
I would be afraid of breaking an unfamiliar law.	1	2	3	4	5
Dealing with an unexpected health issue would be more of a concern than on other trips.	1	2	3	4	5
I would be able to use my cell phone easily.	1	2	3	4	5
News I have heard about this destination would discourage me from doing some activities.	1	2	3	4	5
I would worry about procedures at border check points.	1	2	3	4	5
Getting help if my car breaks down would not be a concern.	1	2	3	4	5
Communicating with local residents will be difficult.	1	2	3	4	5
Local residents would welcome tourists like me.	1	2	3	4	5
I am more likely to be hurt by strangers.	1	2	3	4	5
Showing authorities my identification at checkpoints would be an important safety measure.	1	2	3	4	5
The cleanness of tourist facilities would meet my standards.	1	2	3	4	5

"On this trip..." (1= Strongly disagree, 5= Strongly agree)	**Trip to El Paso + day excursion to to Juarez**
The internet will be easy to access.	1 2 3 4 5
I would feel worried about my personal safety.	1 2 3 4 5
Answering customs and immigration related questions would be intimidating.	1 2 3 4 5
Crime due to drug trafficking is more likely to create a problem than on other trips.	1 2 3 4 5
I am more likely to be a victim of crime than on other trips.	1 2 3 4 5

SCENARIO 2
Travel to the El Paso area, Texas

Now, you are considering travelling to El Paso area without crossing border into Mexico.

The landscape of El Paso is largely defined by 256 sq. mi (663 km²) of developed urban area which offers a variety of activities or attractions (e.g. downtown tours, shopping, outdoor concerts, museums, the Zoo, hiking at Texas State Parks, music/dance festivals, sports/arts events). Since El Paso stands on the Rio Grande River across the border from Ciudad Juárez, Mexico, each vehicle on highways leaving El Paso is stopped at checkpoints for a visual inspection and brief questions by a Border Patrol agent. No documentation is required at a Border Patrol checkpoint for US citizens; however you will be asked some questions regarding your trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine the immigration status of every foreign traveler.

7. Directions: Please keep the El Paso, TX trip scenario above in mind as you respond below. How much do you agree or disagree with each statement for the trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

"On this trip..."	**Trip to El Paso only**
I am more likely to get sick from food or water than on others trips I would take.	1 2 3 4 5
It is important to interact with people who speak English.	1 2 3 4 5
I would not worry about access to good health care services.	1 2 3 4 5
I will be perfectly safe.	1 2 3 4 5
Showing my passport at checkpoints seems unnecessary.	1 2 3 4 5
There is a higher possibility of contracting infectious diseases than on other trips I would take.	1 2 3 4 5
I would not be concerned about communication problems with other people.	1 2 3 4 5
I am more likely to witness violence than on other trips.	1 2 3 4 5
The presence of the border patrol would make me feel safe.	1 2 3 4 5
I would be afraid of breaking an unfamiliar law.	1 2 3 4 5
Dealing with an unexpected health issue would be more of a concern than on other trips.	1 2 3 4 5
I would be able to use my cell phone easily.	1 2 3 4 5
News I have heard about this destination would discourage me from doing some activities.	1 2 3 4 5
I would worry about procedures at border check points.	1 2 3 4 5
Getting help if my car breaks down would not be a concern.	1 2 3 4 5
Communicating with local residents will be difficult.	1 2 3 4 5
Local residents would welcome tourists like me.	1 2 3 4 5
I am more likely to be hurt by strangers.	1 2 3 4 5
Showing authorities my identification at checkpoints would be an important safety measure.	1 2 3 4 5
The cleanness of tourist facilities would meet my standards.	1 2 3 4 5
The internet will be easy to access.	1 2 3 4 5
I would feel worried about my personal safety.	1 2 3 4 5
Answering customs and immigration related questions would be intimidating.	1 2 3 4 5

Crime due to drug trafficking is more likely to create a problem than on other trips.	1	2	3	4	5
I am more likely to be a victim of crime than on other trips.	1	2	3	4	5

SECTION 3: The Media and Information about Crime

8. Please indicate how much you agree or disagree with each of the following statements.

	Strongly disagree		Neutral		Strongly agree
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).	1	2	3	4	5
I read government issued travel advisories for the United States.	1	2	3	4	5
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.	1	2	3	4	5
I have heard stories about the U.S. - Mexico border from people I know.	1	2	3	4	5

9. Have you been the victim of a crime in the past? □ Yes □ No

→ If yes, have you been the victim of a violent crime (e.g. personal assault) in the past? □ Yes □ No

SECTION 4: Travel Decisions

The purpose of this question is to understand your feelings about travel to the border area.

Please indicate your feeling within each pair of terms as you consider that trip. ***For example:***

if you feel that traveling to the El Paso area of Texas is:

"very calming" calming _X_:__:__:__:__:__:__ exciting
"neither calming/nor exciting" calming _ _:__:__:_X_:__:__:__ exciting
"very exciting" calming __:__:__:__:__:__:_X_ exciting

10. "All things considered, I think travel to the El Paso area of TX and taking an excursion over the border into **Juarez**, Mexico would be . . ."

enjoyable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unenjoyable

positive : ___1 ___2 ___3 ___4 ___5 ___6 ___7 negative

fun : ___1 ___2 ___3 ___4 ___5 ___6 ___7 boring

pleasant : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unpleasant

favorable : ___1 ___2 ___3 ___4 ___5 ___6 ___7 unfavorable

secure: ___1 ___2 ___3 ___4 ___5 ___6 ___7 risky

threatening : ___1 ___2 ___3 ___4 ___5 ___6 ___7 non- threatening

comforting : ___1 ___2 ___3 ___4 ___5 ___6 ___7 terrifying

scary : ___1 ___2 ___3 ___4 ___5 ___6 ___7 reassuring

safe: ___1 ___2 ___3 ___4 ___5 ___6 ___7 dangerous

11. "All things considered, I think travel to the **El Paso** area of Texas without crossing the border into Juarez, Mexico would be . . ."

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non- threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring
safe:	___1	___2	___3	___4	___5	___6	___7	dangerous

12. I would like to travel to **El Paso** in the future and to **CROSS** the border into Mexico.

very much:___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

13. I would like to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

14. I intend travel to El Paso, TX in the future and to **CROSS** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

15. I intend to travel to **El Paso**, Texas in the future but **NOT** to cross the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

SECTION 5: Personal Characteristics

16. What is your gender? (*Please □check ONE*)

□ Female □ Male

17. In what year were you born? _____ (*please write in year*)

18. What is your home country? _____

19. What is your current Texas zip code? _____ (*please write in zip*)

	No ability	Poor	Fair	Good	Excellent ability
20. How would you rate your ability to communicate in Spanish?	1	2	3	4	5

21. Which best describes your current employment status? (*Please□all that apply*)

□Working full-time □ Working part-time □ Semi-retired

□ Homemaker □ Retired □ Not working

□ Student □ Other (*Please specify*) _____

22. Which of the following do you consider yourself? *(Please□check all that apply)*

□American Indian or Alaska Native □ Asian □ Hispanic or Latino

□ Black/African American □ Native Hawaiian or Pacific Islander □ White/Caucasian

23. What is the highest level of education you have completed? *(Please□check one)*

□ Grade school □ Some high school □ High school graduate □ Some college

□ College graduate □ Some graduate school □ Completed graduate school

□ Other (*please specify*) _____

24. What category best describes your annual household income? (*Please□check ONE*)

□ Less than $20,000 □ $20,000 to $44,999 □ $50,000 to $99,999

□ $100,000 to $149,999 □ $150,000 to $199,999 □ $200,000 or more

APPENDIX D

Howdy!

I am a PhD student in the Recreation, Park and Tourism Sciences Department at Texas A&M University. I am conducting research on potential tourists' perceptions about travel to United States and Mexico border areas. Your answers will help tourism officials and businesses better understand what tourists are concerned about in terms of travelling to such areas. You will be asked to read two different scenarios regarding travel to a United States and Mexico border area before answering questions.

Please remember there are no wrong responses to the questions and that honest and thoughtful answers are appreciated.
Please contact me if you have any questions or problems related to the survey. My contact details are shown below.

Any information you provide will be kept strictly confidential.
We understand that your participation is voluntary and
you may decide to discontinue the survey at any time.

Sincerely,

Soyoung An

Ph.D. Candidate

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Texas A&M University
2261 TAMU
College Station, TX 77843-2261
Email: soyoungan@tamu.edu

SECTION 1: Interest and Knowledge

Directions: The following questions ask about your experience and knowledge regarding vacation travel.

1. In the past three years, have you taken any leisure trips where you were away from home for a distance of at least 50 miles? □Yes □ No

→If yes, approximately how many times have you left home for leisure trips? _____

2. Have you ever travelled internationally? □Yes □ No

→If yes, approximately how many times have you left home to travel internationally?

→If yes, approximately how many different countries have you traveled? _____ times

3. Have you ever visited Mexico? □Yes □ No

→If yes, how many times have you visited? _____ times

4. Have you ever visited Big Bend, Texas? □Yes □ No

→If yes, how many times have you visited? _____ times

5. Please indicate the degree to which each of the following statements applies to you.

	Not at all	Slightly	Moderately	Very	Extremely
I am interested in Big Bend, Texas as a destination.	1	2	3	4	5
I am knowledgeable about travel to Big Bend, Texas.	1	2	3	4	5

SECTION 2: Perceptions of two possible trips

Please read the following scenarios and then respond to the questions as you consider taking each of the trips described.

SCENARIO 1
Travel to the Big Bend area, Texas

Howdy! You are considering travelling to the Big Bend area in Texas. You have researched some information on the place to have a better idea of what to expect. The Big Bend is primarily in Brewster County which is one of the largest in the United States but only has a population of approximately 9,000 people. The cultural make-up is approximately 40% Hispanic or Latino. The landscape is largely defined by 1,251 sq. mi (3,242 km²) of Big Bend National Park. Big Bend is one of the largest, most sparsely populated, arid, rugged, and remote national parks. The climate is dry and hot late spring and summer days often exceed 100 °F (38 °C) and winters are normally mild. Big Bend National Park is the highlight attraction of the region with numerous unique species of plants and animals. The Big Bend provides a variety of natural and cultural attractions (e.g. hiking, camping, horseback riding, boating, motorcycling, identifying wildlife, nightlife, museum and historical sites). Since Big Bend National Park stands on the Rio Grande across the border from Boquillas, Mexico, each vehicle traveling out of the area is stopped at checkpoints for a visual inspection and brief questions by a Border Patrol agent. No documentation is required at a Border Patrol checkpoint for US citizens; however you will be asked some questions regarding your trip. Non-US citizens should carry the appropriate documentation (e.g. passport/visa) as Border Patrol agents are required to determine the immigration status of every foreign traveler.

SCENARIO 2
Travel to Big Bend with a day trip to Boquillas, Mexico

Now, imagine you are planning to cross into Boquillas, Mexico for a day trip. Big Bend National Park shares the border with Mexico for 118 miles, the Boquillas Crossing Port of Entry is the gateway for those visitors who wish to take advantage of the opportunity to visit Mexico. Boquillas offers authentic Mexican restaurants, interesting cultural attractions, and a fascinating history. As a tourist who plans to cross into the Boquillas area, you must have a valid passport. When crossing back into Big Bend, U.S. citizens as well as non-U.S. citizens are required to show valid documents including passport and visa.

6. Directions: Please keep the Big Bend, TX trip scenarios above in mind as you respond below. How much do you agree or disagree with each statement for each trip? The scale ranges from **1**= **strongly disagree** to **5**= **strongly agree**.

"On this trip..."	**Trip to Big Bend only**	**Trip to Big Bend + day excursion to to Boquillas**
I am more likely to get sick from food or water than on others trips I would take.	1 2 3 4 5	1 2 3 4 5
It is important to interact with people who speak English.	1 2 3 4 5	1 2 3 4 5
I would not worry about access to good health care services.	1 2 3 4 5	1 2 3 4 5
I will be perfectly safe.	1 2 3 4 5	1 2 3 4 5
Showing my passport at checkpoints seems unnecessary.	1 2 3 4 5	1 2 3 4 5
There is a higher possibility of contracting infectious diseases than on other trips I would take.	1 2 3 4 5	1 2 3 4 5
I would not be concerned about communication problems with other people.	1 2 3 4 5	1 2 3 4 5
I am more likely to witness violence than on other trips.	1 2 3 4 5	1 2 3 4 5
The presence of the border patrol would make me feel safe.	1 2 3 4 5	1 2 3 4 5
I would be afraid of breaking an unfamiliar law.	1 2 3 4 5	1 2 3 4 5

Dealing with an unexpected health issue would be more of a concern than on other trips.	1	2	3	4	5	1	2	3	4	5
I would be able to use my cell phone easily.	1	2	3	4	5	1	2	3	4	5

"On this trip..." (1= Strongly disagree, 5= Strongly agree)	**Trip to Big Bend only**					**Trip to Big Bend + day excursion to to Boquillas**				
News I have heard about this destination would discourage me from doing some activities.	1	2	3	4	5	1	2	3	4	5
I would worry about procedures at border check points.	1	2	3	4	5	1	2	3	4	5
Getting help if my car breaks down would not be a concern.	1	2	3	4	5	1	2	3	4	5
Communicating with local residents will be difficult.	1	2	3	4	5	1	2	3	4	5
Local residents would welcome tourists like me.	1	2	3	4	5	1	2	3	4	5
I am more likely to be hurt by strangers.	1	2	3	4	5	1	2	3	4	5
Showing authorities my identification at checkpoints would be an important safety measure.	1	2	3	4	5	1	2	3	4	5
The cleanness of tourist facilities would meet my standards.	1	2	3	4	5	1	2	3	4	5
The internet will be easy to access.	1	2	3	4	5	1	2	3	4	5
I would feel worried about my personal safety.	1	2	3	4	5	1	2	3	4	5
Answering customs and immigration related questions would be intimidating.	1	2	3	4	5	1	2	3	4	5
Crime due to drug trafficking is more likely to create a problem than on other trips.	1	2	3	4	5	1	2	3	4	5
I am more likely to be a victim of crime than on other trips.	1	2	3	4	5	1	2	3	4	5

SECTION 3: The Media and Information about Crime

7. Please indicate how much you agree or disagree with each of the following statements.

	Strongly disagree		Neutral		Strongly agree
I have heard about U.S.-Mexico border issues from media outlets (e.g. television, newspaper, and internet).	1	2	3	4	5
I read government issued travel advisories for the United States.	1	2	3	4	5
When I hear stories about the Border, I don't distinguish between the U.S. side and the Mexican side.	1	2	3	4	5
I have heard stories about the U.S. - Mexico border from people I know.	1	2	3	4	5

8. Have you been the victim of a crime in the past? □ Yes □ No

→ If yes, have you been the victim of a violent crime (e.g. personal assault) in the past? □ Yes □ No

SECTION 4: Travel Decisions

The purpose of this question is to understand your feelings about travel to the border area.

Please indicate your feeling within each pair of terms as you consider that trip. ***For example:***

if you feel that traveling to the Big Bend area of Texas is:

"very calming" calming _X_:__:__:__:__:__:__ exciting
"neither calming/nor exciting" calming _ _:__:__:_X_:__:__:__ exciting
"very exciting" calming __:__:__:__:__:__:_X__ exciting

9. “All things considered, I think travel to the **Big Bend** area of Texas without crossing the border into Juarez, Mexico would be . . .”

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non- threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring
safe:	___1	___2	___3	___4	___5	___6	___7	dangerous

10. “All things considered, I think travel to the Big Bend area of TX and taking an excursion over the border into **Boquillas**, Mexico would be . . .”

enjoyable :	___1	___2	___3	___4	___5	___6	___7	unenjoyable
positive :	___1	___2	___3	___4	___5	___6	___7	negative
fun :	___1	___2	___3	___4	___5	___6	___7	boring
pleasant :	___1	___2	___3	___4	___5	___6	___7	unpleasant
favorable :	___1	___2	___3	___4	___5	___6	___7	unfavorable
secure:	___1	___2	___3	___4	___5	___6	___7	risky
threatening :	___1	___2	___3	___4	___5	___6	___7	non- threatening
comforting :	___1	___2	___3	___4	___5	___6	___7	terrifying
scary :	___1	___2	___3	___4	___5	___6	___7	reassuring

safe: ___1 ___2 ___3 ___4 ___5 ___6 ___7 dangerous

11. I would like to travel to **Big Bend**, Texas in the future but **NOT** to cross the border into Mexico.

Very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

12. I would like to travel to **Big Bend** in the future and to **CROSS** the border into Mexico.

Very much :___1 ____2 ____3 ____4 ____5 ____6 ____7 not at all

13. I intend to travel to **Big Bend**, Texas in the future but **NOT** to cross the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

14. I intend travel to **Big Bend**, TX in the future and to **CROSS** the border into Mexico.

likely :___1 ____2 ____3 ____4 ____5 ____6 ____7 unlikely

SECTION 5: Personal Characteristics

15. What is your gender? □ Female □ Male (*Please □check ONE*)

16. In what year were you born? _____ (*please write in year*)

17. What is your home country? _____

18. What is your current Texas zip code? _____ (*please write in zip*)

	No ability	Poor	Fair	Good	Excellent ability
19. How would you rate your ability to communicate in Spanish?	1	2	3	4	5

20. Which best describes your current employment status? (*Please□all that apply*)

□Working full-time □ Working part-time □ Semi-retired

□ Homemaker □ Retired □ Not working

□ Student □ Other (*Please specify*) _____

21. Which of the following do you consider yourself? *(Please check all that apply)*

☐ American Indian or Alaska Native ☐ Asian ☐ Hispanic or Latino

☐ Black/African American ☐ Native Hawaiian or Pacific Islander ☐ White/Caucasian

22. What is the highest level of education you have completed? *(Please check one)*

☐ Grade school ☐ Some high school ☐ High school graduate ☐ Some college

☐ College graduate ☐ Some graduate school ☐ Completed graduate school

☐ Other (*please specify*) _____

23. What category best describes your annual household income? (*Please check <u>ONE</u>*)

☐ Less than $20,000 ☐ $20,000 to $44,999 ☐ $50,000 to $99,999

☐ $100,000 to $149,999 ☐ $150,000 to $199,999 ☐ $200,000 or more