

# The Social Amplification of Risk and Heuristics in German tourists travelling to Israel

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## **Abstract**

Pandemics, natural disasters, a surge in terrorist attacks, and escalating political turmoil are just a few of the difficulties the tourism industry has faced recently. This study responds to calls for more research on the factors that can influence travellers' risk perceptions and subsequent visit intentions to nations experiencing ongoing adversities, such as Israel, and suffering from a protracted negative media image. Drawing on the theoretical underpinnings of the Social Amplification of Risk and Heuristics frameworks, we examine a multiple moderated mediation model from negative affectivity to individuals' intention to travel to Israel. The model supported by data from a survey of 762 German tourists shows that as a trip destination's negative affectivity rises, people's intentions to visit it decline, but only when familiarity with this destination is high and when travelling with an organised type.

**Subject Areas:** *Consumer Services, Entertainment Marketing, Service Marketing*

**Track:** Tourism Marketing