

Tourism Safety Through a Social Constructivist Lens

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Abstract

Tourism Safety Through a Social Constructivist Lens Abstract This study aims to explore the key determinants that lead to tourists' safety experience and the role individuality played in interpreting tourism safety at destinations. Feeling safe is a prerequisite for all tourism experiences, which is crucial for tourists' well-being when travelling. Social theories of safety and practice have been used to investigate the role of individual understandings in the construction of safety perceptions at the destination. As one of the fastest-growing outbound tourism markets, the study will use Thailand as its research context. Qualitative interviews with Thai participants have been employed to explore safety determinants during their travel experiences. Data analysis included coding via the NVivo software and thematic analysis. The findings contribute to identifying key determinants of tourism safety and suggest tourists' interpretations, which provide destination management organizations with recommendations on how to enhance tourists' experience at destinations, especially relating to safety concerns. **Keywords:** Destination safety determinants, Social interaction, International tourist **Track:** Tourism Marketing

Subject Areas: *Attitude, Cognition, Consumer Behaviour*

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