

Running head: ISRAELIS RISK PERCEPTION OF TURKEY



“Implications of the worsened Israel-Turkey relations for Israelis travel willingness”

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Foreword

This master thesis is made as a concluding step in the masters' program in International hotel and tourism management at the Norwegian school of hotel management, University of Stavanger. The topic for this research was related to tourism between Israel and Turkey and I chose this subject as I found it relevant due to current developments between the countries. I moreover have an interest for the Middle-East and thus found the subject intriguing.

First of all I would like to thank my advisor, Dr. Leif Selstad at the University of Stavanger for guiding me through the process of writing this thesis and giving me very helpful insights and advices along the way. In addition I would like to thank Dr. Yoel Mansfeld and Dr. Alisa Jonas at the University of Haifa for setting up a meeting with me. Last but not least I would also like to thank the respondents for the interviews and questionnaires as their participation was essential for this thesis

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Abstract

For many years Israel and Turkey had a thriving relationship which manifested itself through economic cooperation within several sectors. The Turkish tourism industry represented one of the largest beneficiaries of this cooperation as Israeli outbound tourism to Turkey exceeded half a million travelers at its summit. However because of a number of factors including the political direction of Turkey, the Mavi Marmara episode and critical statements by Turkey's PM Erdogan towards Israel the countries' bilateral bond has steadily loosened.

Simultaneously tourism from Israel to Turkey decreased to less than a hundred thousand in 2011. These developments provide the contextual background for this research as it has considered the implications of the worsened bilateral bond between the nations for tourism. More specifically the research questions for this thesis were: "In what degree has the bilateral deterioration between Israel and Turkey negatively influenced Israelis' willingness to travel to Turkey and increased their perception of risk in doing the same?" and "What factors have possibly restrained Israelis' willingness to travel to Turkey?". The second of these are considered as the main research question for this thesis as it has been investigated neither empirically nor anecdotally before. In order to give answers to this the researcher has applied a multi-method framework for the data collection which thus involved the use of both qualitative and quantitative data collection methods. The quantitative method was used as the researcher distributed a hundred questionnaires to Israeli citizens regarding risk perception and travel willingness in travelling to Turkey. Furthermore the qualitative method was used as the researcher conducted interviews with 10 individual Israelis, one Israeli travel agent and two tourism professors regarding the same issues. This last method has been prioritized as it is considered the best suited to answer the second research question. The findings from the research can be summarized as follows:

- The deterioration in relations between Israel and Turkey has decreased Israelis' willingness to travel to Turkey
- The deterioration in relations between Israel and Turkey has led to increased risk perception of Turkey on the part of Israelis
- The unwillingness to travel to Turkey is mainly caused by risk perception, a desire to make a political manifestation against Turkey and a feeling of being unwelcomed in Turkey.

Sammendrag

Israel og Tyrkia har i mange år hatt ett blomstrende forhold som manifesterte seg blant annet i økonomisk samarbeid innenfor flere sektorer, og reiselivsnæringen i Tyrkia var i denne sammenheng en av de største fordelstakerne ettersom utgående turisme fra Israel til Tyrkia oversteg en halv million reisende på det høyeste. Imidlertid på grunn av en rekke faktorer, inkludert den politiske orienteringen til Tyrkias regime, Mavi Marmara episoden og kritiske uttalelser fra Tyrkias statsminister Erdogan har det bilaterale forholdet landene mellom gradvis forverret seg. Parallelt med dette har utgående turisme fra Israel til Tyrkia blitt redusert til under hundre tusen i 2011. Disse forholdene utgjør den kontekstuelle bakgrunnen for denne masteroppgaven ettersom dens forskningstema omhandler konsekvensene av det forverrede forholdet mellom Israel og Tyrkia. Mer spesifikt har problemstillingene for denne forskningen vært: ”I hvilken grad har den bilaterale forverringen mellom Israel og Tyrkia negativt påvirket Israeleres vilje til å reise til Tyrkia og økt deres oppfattelse av risiko i å gjøre det samme?” og ”Hvilke potensielle faktorer har begrenset Israeleres vilje til å reise til Tyrkia?”. Den siste problemstillingen regnes som den mest sentrale for denne forskningen ettersom den ikke har blitt undersøkt tidligere verken empirisk eller anekdotisk. For å gi svar på dette har forskeren tatt i bruk en blandet metode for å samle inn data, noe som dermed involverte bruk av både kvalitative og kvantitative datainnsamlingsmetoder. Kvantitativ metode ble brukt da forskeren distribuerte hundre spørreskjema til Israelske statsborgere som omhandlet risikopersepsjon og reisevillighet i forhold til Tyrkia. Kvalitativ metode ble videre brukt da forskeren gjennomførte intervjuer med 10 individuelle Israelere, ett Israelsk reisebyrå og to professorer innenfor fagfeltet turisme relatert til de samme spørsmålene. Funnene fra forskningen kan oppsummeres som følger:

- Det forverrede forholdet mellom Israel og Tyrkia har redusert Israeleres vilje til å reise til Tyrkia
- Det forverrede forholdet mellom Israel og Tyrkia har ført til økt oppfattelse av risiko blant Israelere i forhold til å reise til Tyrkia
- Israeleres reduserte villighet til å reise til Tyrkia er i hovedsak forårsaket av risikooppfattelse, et ønske om å markere seg politisk mot Tyrkia og en oppfattelse av å være uønsket i Tyrkia.

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1.0 Introduction

1.1 Background

The bilateral relations between Israel and Turkey have been remarkably good for several decades, and can historically be divided into two periods, the first from 1948 (the year of Israel's establishment) until 1980, and from 1980 and onward. The first era was characterized by a hidden relationship which mainly focused on military and intelligence cooperation, while the second era was marked by a large extension in connection within the economical, military and civilian sectors (Nachmani, 1998). Within this second era, (in 1992) Turkey upgraded the diplomatic relation with Israel to the ambassadorial level and in addition a strategic partnership surfaced between Ankara and Jerusalem in the mid 90's because of their similar concerns about Syria, Iraq and Iran. Furthermore Israel and Turkey had a parallel outlook on foreign policy alignment with the United States, mixed feelings about Europe and suspicion of Russia (Inbar, 2010). This means that the relationship between Israel and Turkey has been steadily improving. Tourism between the countries has also experienced a steady growth as it was 7000 Israelis visiting Turkey in 1986, 160 000 in 1992 (Nachmani, 1998) and approximately 558.000 tourists (TUIK, 2010) in 2008 where it peaked at a record high.

The strong relationship between Israel and Turkey has however been a matter of controversy in the Middle-East as their thriving tourism, commerce and military connection have also strengthened the pro-Western axis in the region (Nachmani, 1998). Turkey has an important regional influence in the Middle-East due to its size, location and political history and this is one major reason for Israel's willingness to cooperate with Turkey as it has partially reduced the regional seclusion caused by the Israeli-Arab conflict (Inbar, 2010). On the other hand Turkey's willingness to cooperate with Israel (despite being a 99% Muslim country) can be related to its westernized society structure building on the philosophy of Mustafa K. Ataturk. A westernized orientation that display itself, for instance in the country's willingness for integration in the European Union.

Despite this historically thriving relationship, recent developments indicate a cooled bilateral bond between Israel and Turkey as official visits between the countries have decreased while Turkish criticism towards Israel has increased (Inbar, 2010). This development can be seen in light of various circumstances. First of all tensions between Israel and Turkey seriously escalated during Israel's invasion of the Gaza strip (Operation Cast Lead), in December 2008 and escalated even further in June 2010 after the "Gaza flotilla" or "Mavi Marmara" incident where nine Turkish activists were killed by Israeli commandos.

After this incident the Turkish government demanded an apology from Israel which never came, and as a result Turkey expelled the Israeli ambassador from its territories. These are thus factors which can explain the negative development between the countries. Nevertheless the colder Israel-Turkey relation could also be explained by a new foreign policy from Turkey (introduced by the AK party) that has increasingly emphasized stronger distance towards the west and a desire for enhanced relations with Muslim neighbors, including Iran (Inbar, 2010). The political detachment from Israel can thus be connected with the political takeover of the AK party, and its Islamic oriented roots. However outside factors may also have pushed the party in its current direction and further explain the Turkish shift in foreign policy. One factor which should be regarded is the improvement in Turkey's strategic environment that has made the country less dependent on cooperation with Israel and the West. Another factor is that Iran has been seen as a good energy source for Turkey, and therefore the new alignment with Iran has been partly energy motivated (Inbar, 2010).

The worsened relations between Israel and Turkey has naturally impacted economic cooperation between the countries and statistical information from the Turkish statistical institute shows a sharp decrease in tourism from Israel to Turkey as Israeli arrivals to Turkey was 558 000 in 2008, 311 582 in 2009, 109 559 in 2010 and 79 140 in 2011 (TUIK, 2011). The serious decline in tourism from Israel and Turkey noted above can moreover be connected with the bilateral deterioration between the countries. Other sources (Euromonitor, 2011) corroborate this, and point out that the Mavi Marmara episode had a major effect on outbound tourism from Israel in 2010, as many Israelis decided to travel to other destinations (especially Greece) instead of Turkey and its highly popular all-inclusive resorts. Turkey was at one point the second largest outbound destination for Israeli tourists after the United States, and thus estimates suggest that Turkey lost \$ 4 000 000 in tourism revenue from Israeli tourists in 2010 as the decline in tourism was significant. However tourism insiders believe that Israelis will start returning to Turkey in early 2012, provided that there are no further negative developments between Israel and Turkey (Euromonitor, 2011).

1.2 Research framework

This thesis will investigate how the bilateral deterioration between Israel and Turkey may have affected tourism flows and motivations between these nations. The emphasis will be on Israelis' travel to Turkey because the tourism decline from Israel to Turkey has been more extensive than vice versa. Moreover Turkey used to be a top destination for Israelis

(Euromonitor,2011), while Israel had no such position for the Turkish outbound tourism market. One concrete aim for this thesis was to reveal the current willingness among Israelis for travelling to the once so popular tourism destination, which according to tourism insiders might improve in early 2012 (Euromonitor, 2011). Another research goal was to investigate the perception of risk in travelling to Turkey seen from the viewpoint of Israelis. Furthermore it was an aim to reveal what possible factors that are keeping Israelis from travelling to Turkey, and in what degree they are related to risk perception.

The research questions for the master thesis are these;

1. In what degree has the bilateral deterioration between Israel and Turkey negatively influenced Israelis willingness to travel to Turkey and increased their perception of risk in doing the same?
2. What factors have possibly restrained Israelis willingness to travel to Turkey?

The research is based on a mixed method approach. The quantitative method is first of all used to answer the first problem statement and could help prove empirically whether there exists a link between the worsened Israel-Turkey relationship and the decline in outbound tourism from Israel to Turkey. Moreover it can reveal whether risk perception in travelling to Turkey has increased from Israelis point of view, something which has not been investigated before. The qualitative data is furthermore used to examine the factors that may have influenced Israelis willingness to travel to Turkey, and will concern the last problem statement which could be regarded as the main problem statement for this thesis (what factors that has affected Israelis´ willingness to travel to Turkey). This focus will thus provide an attempt to explain Israelis possible reluctance to travel to Turkey after Israel and Turkey got into their diplomatic clash. In addition the qualitative findings will also elucidate whether risk perception is a major factor influencing Israelis when choosing to travel to Turkey or not. The qualitative research topic for this thesis will hence be the perception of risk and safety among Israelis traveling to Turkey, and its implications for the understanding of risk and safety in tourism theory. Insight into the mentioned issues can be interesting because they are of current relevance and within an un-researched area. The findings from the work can furthermore be used to develop theories about the causes for a possible weakened relationship and be useful when assessing the future of Israel-Turkey tourism relations

1.3 Content

In the next chapter a selection of literature, research findings and theoretical concepts germane to the topic of this research will be presented. The aim of this chapter is to provide an empirical overview of relevant research which later could be connected to the results of this study. Chapter three will then regard research methodologies for the social sciences and the applied research framework for this thesis. As such a justification of the chosen method will be given in addition to a presentation of the data collection procedure and a discussion into the validity (both external and internal) and reliability of the research. Next in chapter four the findings from this study will be presented with the quantitative data displayed as charts and the qualitative data as quotations supplied with comments by the researcher. The fifth chapter will then attempt to scrutinize the research data and discuss the findings in light of the thematic theme, research questions and literature review of this thesis. The limitations which apply will then be presented as a discussion of the possible factors which may have decreased the validity, reliability and possibility to generalize from the findings. Lastly the conclusion will provide a discussion into the study's relevancy for the research questions and its meanings for tourism researchers.

2.0 Literature review

For the literature review the topic of tourist motivation will first be presented and connected to various theoretical approaches from the literature. The topic of destination image will then be regarded where its importance for tourism destinations will be highlighted before the topics of destination safety and risk perception will round of the review.

2.1 Motivation

Motivation can be defined as; “a process or processes that initiate, maintain, direct, and determine intensity in behavior” (Kaufmann & Kaufmann, 2003 p. 43) and motivational research has attempted to disclose the underlying feelings, attitudes and emotions that influence this process. This is understandable as motivation is a highly relevant aspect of psychology in terms of its implications for human behavior. A particularly influential model in regards to human motivation which has been adopted by numerous researchers is the hierarchy of needs model developed by Abraham Maslow.

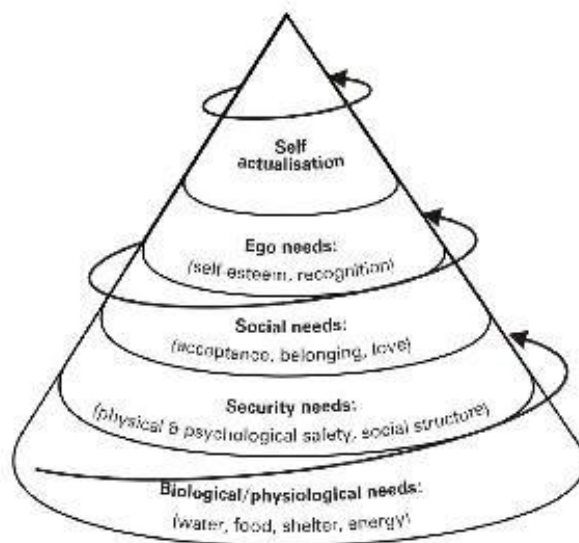


Figure.1 The need hierarchy (Maslow, 1943)

In this hierarchy Maslow arranged human needs in order of importance from the most pressing to the least pressing. At the first level physiological needs are presented at the bottom of the pyramid as needs related to necessities for the functioning of the human body like food and water. Then safety needs are placed at the second level and is linked to humans needs for security and protection. Furthermore at the third level is social needs related to the need for

love and belonging, and after that esteem needs at the fourth level, connected to the need for respect and recognition. Lastly at the top of the hierarchy self-actualization needs are found at the fifth level, which are linked to personal self development. The two first needs in Maslow's pyramid are classified as basic need categories, the two following as psychological need categories and the last type as a growth need category. According to Maslow each need in the pyramid must be fulfilled before the next one may be achieved, however Maslow acknowledged that several needs may be present in an individual simultaneously (Kaufmann & Kaufmann, 2003).

2.1.1 Touristic motivation

As motivation in many ways is controlling human behavior the study of motivation is also relevant within the context of tourism because it can illuminate the forces controlling tourists travel choices. Tourism motivation theory is indeed extensive but at the same time one of the least researched areas within tourism research according to Jacobsen and Eide (2002).

This could be understood as tourism motivation is not an exact science, and one reason for this is according to Dann (1981) that tourists are unwilling or unable to reveal their motivation to researchers. Different approaches have thus been taken by investigators studying tourist motivation, which in turn has led to a lack of consensus over definitions due to the multidisciplinary treatment that has been given to this issue (Dann, 1981). In the following various central approaches to understanding tourist motivation will be presented.

One approach has been to see tourist motivation in light of Maslow's theory. As with many aspects of human behavior the act of travelling can thus be bound up with the needs in Maslow's hierarchy. For example according to Beard and Ragheb (1983 in: Ryan, 1997 p.28) four motivational need categories have been conceptualized in the tourism literature within the framework of Maslow's theory, these motivational need categories are as follows:

- a) The intellectual component, which assesses the extent to which individuals are motivated to engage in leisure activities involving mental activities such as learning, exploring, discovering, thought or imaging.
- b) The social component which assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic needs; the need for friendship and interpersonal relationships, and the need for the esteem of others.

c) The competence-mastery component which assesses the extent to which individuals engage in leisure activities (usually physical in nature) in order to achieve, master, challenge, and compete.

d) The stimulus-avoidance component of leisure motivation which assesses the drive to escape and get away from over stimulating life situations. It is the need for some individuals to avoid social contacts, to seek solitude and calm conditions, and for others to rest and unwind themselves.

These four motivational components form the leisure motivation scale which has been replicated in several other studies according to Ryan (1997). The motivations in this scale are furthermore seen as a continuum between high and low needs, with the intellectual component being the highest need and the stimulus-avoidance component the lowest need. The travel career ladder by Philip Pearce (1988) equally places different types of motivation after importance, and is also a model with obvious connections to Maslow's hierarchy of needs model. This model can be examined below:

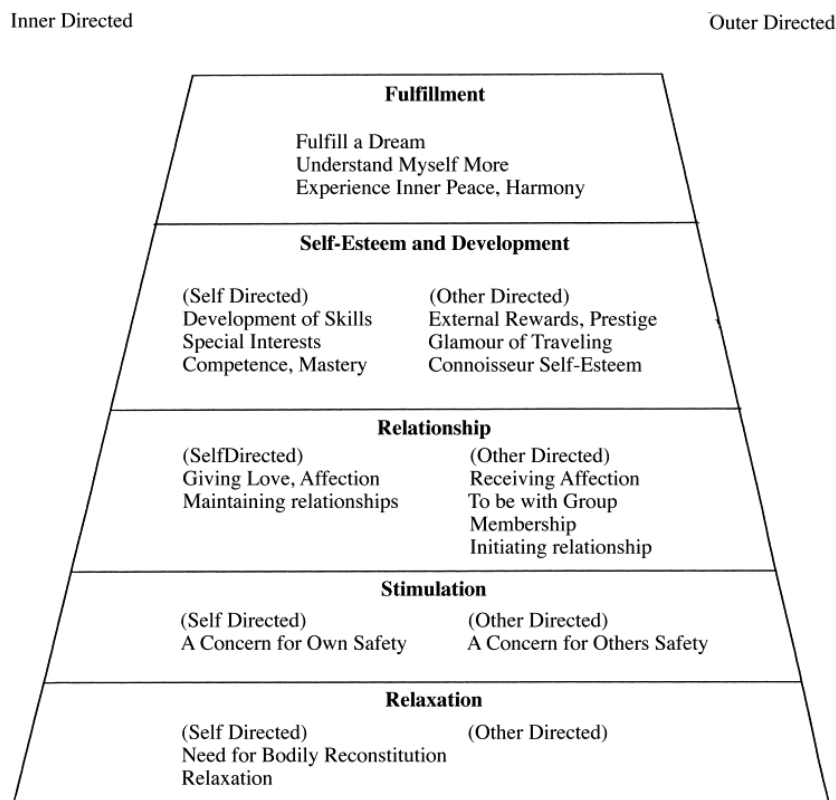


Figure.2 The travel career ladder (Pearce, 1988).

In this model five motivation types are identified similar to the ones presented in Maslow's hierarchy of needs model, and according to Pearce (1988) tourists initially seek the needs in the bottom of the model whereas they advance to new levels in the ladder with experience. Pearce (1988) moreover compares tourists' levels of satisfaction with their advancement in this ladder, and suggest that the highest satisfaction level is achieved by the motivation types highest up in the ladder. Furthermore Pearce (1988) claims that tourists will increasingly start to engage in intellectual undertakings and be more interested in the culture and history of places as they advance in the ladder. He also suggests that they become less risk averse and more stimulation seeking as they gain experience and progress in the ladder (Ryan, 1997).

2.1.2 Motivation and tourist experiences

MacCannell (1973) and Boorstin (1964) presented two fundamental, yet conflicting views on tourist motivation. First of all Boorstin(1964) fronted a view which said that tourists in general are travelling for pleasure, that they are mass tourists, and that they want contrived artificial experiences. In contrast MacCannell (1973) claimed that all tourists are authenticity seekers, and want real experiences during travel. Boorstin (1964) and MacCannell's(1973) views can thus be regarded as two polar opposites where tourists are either seen as strictly authenticity seeking or strictly pleasure seeking. Cohen (2004) however offered a more versatile understanding through his phenomenology of modes for tourist experiences. According to him five modes present the tourist in ascending order from being for the main part pleasure seeking to mainly authenticity seeking, and according to him tourists can belong anywhere on this spectrum. Cohen (2004) thus recognized elements of truth in both Boorstin (1964) and MacCannell's (1973) positions, but offered a broader perspective in his phenomenology. Cohen's phenomenology could thus be regarded as a good framework for understanding the range of motivations existing in tourists and the modes presented by him could be summarized as follows: Firstly Cohen presents the recreational mode where tourists travel for pleasure and are not interested in the authentic at all. Similarly in his next mode, the diversionary mode tourists are not seeking authenticity in their tourist experiences. However they do not see recreation as the purpose of their trip contrary to tourists in the recreational mode, and are rather pushed by the "meaninglessness" of their own society, and boredom of everyday routine. Further on Cohen presents the experiential mode where tourists are on a

quest for meaning, which they hope to find in the life of others (other cultures), and their search for authenticity is thus distinguishing them from tourists in the pre-mentioned modes. However the experiential tourist remains aware of other cultures “otherness” as Cohen (2004) puts it. In the following experimental mode tourists are also authenticity seeking, and weakly attached to their home environment. Unlike tourists in the previous mode however tourists in this mode are also willing to engage in other people’s lifestyle, and adhering to their cultures. Lastly tourists in the existential mode are seen as genuine authenticity seekers, and someone committed to the search for meaning in other cultures. Furthermore these kinds of tourists are not only willing to adapt to other cultures but also to accept them as their own, and commit themselves permanently (Cohen, 2004).

These modes by Cohen (2004) suggest that phenomenological variation in types of tourist experience could be understood from a parallel differentiation in tourist motivation. The difference in tourist motivation could furthermore be linked to differences in psychographic variables, something which will be regarded below. Plog (1974, 1987 in: Pearce & Butler, 1993) investigated the link between personality and tourist motivation by distinguishing between allocentric personalities (adventurous and variety seeking) and psychocentric personalities (non-adventuresome, nervous and self inhibited). Plog’s (1974, 1987 in: Pearce & Butler, 1993) research found that allocentrics favored authentic settings, novel destinations and independent travel arrangements, whilst psychocentrics favored familiar destinations and tour packaging (Pearce & Butler, 1993). The research thus revealed how motivation for travel choices could be determined by personality traits. The findings moreover indicated that personality can be linked to Cohen’s (2004) phenomenology of modes as “allocentric” personalities were found to be motivated by authenticity whilst “psychocentric” personalities were not.

2.1.3 Push and pull theory

In tourist motivation research several studies make a distinction between motives attached to the tourists’ home environment, and motives connected to the places they visit. Accordingly such research has portrayed tourist motivation as a response to lacking opportunities in the tourist’s home environment or a response to complementary factors in the travel destination (Jacobsen & Viken, 2002).

One researcher focusing on this distinction is Gray (1970 in: Jacobsen & Viken, 2002) who introduced a two-dimensional approach to the understanding of tourist motivation. This approach argues that tourists are driven by two motivations; “sunlust” and “wanderlust”. “Sunlust” is characterized by a desire to experience environments regarded as complementary compared to ones “everyday environment” while “wanderlust” on the other hand is characterized by a desire to leave behind the familiar and to experience new cultures and places (Jacobsen & Viken, 2002). “Sunlust” can thus be seen as a motive pulling tourists towards travelling while “wanderlust” can be seen as a motive pushing people towards travelling.

Iso-Ahola (1984 in: Jacobsen & Viken, 2002) similarly asserted that tourists are driven by two main motivations; the desire to leave behind an environment and the desire to seek an intrinsic reward (Ryan, 1997). One motivation for travelling is thus according to Iso-Ahola to leave behind the personal or social world where one belongs, and possibly escape the personal problems, difficulties and mistakes associated with home. Another motivation is the intrinsic rewards that follow tourist activity which could be both personal and interpersonal. Personal rewards could be related to independence, achievement, challenge, discovery or relaxation while interpersonal rewards could be related to positive social interaction or stimulation (Jacobsen & Viken, 2002).

In continuance to the previous approaches Haukeland (1993 in: Jacobsen & Viken, 2002) offered an understanding that emphasized how peoples life situation could influence motives for travelling. According to him people in stressful “over-stimulated” life situations will find vacations offering solitude, peacefulness and relaxation appealing while people in “under-stimulated” life situations will find vacations appealing because they offer opportunities to escape the mundane nature of daily life (Jacobsen & Viken, 2002).

2.1.4 Specific tourist motives

A qualitative study by Crompton (1979) identified the key components of tourist motivation among pleasure vacationers as the study recognized nine motive components, whereof seven were categorized as socio-psychological motives and two as cultural. As such the majority of components were categorized as socio-psychological motives and the rest as cultural motives. Socio-psychological motives were seen as the push factors directing tourists toward a particular destination, while cultural motives were seen as pull factors related to the destination attributes (Crompton, 1979). Among the socio-psychological motives “escape

from a perceived mundane environment” emphasized the tourists’ desire to experience a physical and social context different from the one found in their home environment. The next motive was “exploration and evaluation of self” which focused on the possibilities vacations give for self discovery. Furthermore “relaxation” highlighted the importance of stress relief during vacations, “prestige” the importance of status enhancement, and “regression” how vacations enable people to do things they feel they cannot do at home. “Enhancement of kinship relationships” was yet another motive which focused on vacations as a medium for the enrichment of family relations. Lastly “facilitation of social interaction” was a motive that emphasized how vacations can provide an opportunity for extended social networks. Moreover when it came to cultural motives found in the study these consisted of “novelty” which related to the fact that tourists wanted new experiences, and “education” pertaining to tourists’ desire for learning.

A quantitative study by Jacobsen and Dann (2009) also tried to identify the principal components of vacation motives among charter tourists, and identified four main motives or components. The first and most important component from this study was “place experience and contemplation”, which encompassed a range of motives like experiencing distinctive places, experiencing nature/landscapes, meeting locals and having time for reflection. The second most important component was “family togetherness, romance and relaxation”. This component consisted of motives like romantic experiences with spouse/partner, getting away from everyday routines, relaxation and dining out. The third most important component was furthermore termed “beach life and pleasant climate”, and was associated with the respondents’ inclination to be spending time on the beach and to enjoy the pleasant weather conditions. The last and fourth most important component was “nightlife and new acquaintances” which related to respondents’ wish to engage socially with holidaymakers from the same country and be part of the night life.

Another study by Fischer and Price (1991 in: Jacobsen & Viken, 2002) found that the most important travel motives was learning, escape and a wish to solve the problems of everyday life by getting away and having an opportunity to think things through. The same study also found two central social motives, namely; maintenance of social networks and the establishment of new acquaintances.

2.2 Destination image

The World Tourism Organization declared the importance of positive images on tourist motivation with the following statement; “while it is important to any producer of goods or services, the notion of image is of capital importance to a country” (WTO 1979 in: Sonmez & Sirakaya, 2002 p.185). Baloglu and Mangalolu (1999 p.1) concurringly stated that destinations compete mainly based on their perceived images relative to competitors in the marketplace. It is thus obvious that images play a major role for the feasibility of tourist destinations and one widely considered explanation for this is the unique nature of the tourism product. Viken (1997 in: Jacobsen & Viken, 1999) for instance postulates that images connected to tangible products diverge from the images related to tourism products in both shape and content. This is due to the fact that tourism products are non-tangible, temporary and require that the customer is transported to the place of consumption (Viken 1997 in: Jacobsen & Viken, 1999). The purchase of a tourism product also represents the sale of a future service. Hence it is difficult for customers to assess the quality of a tourism product beforehand (Jacobsen & Viken, 2002). Lash and Urry (1994 in: Jacobsen & Viken, 1999) furthermore state that contemporary tourism is greatly influenced by a non-materialistic form of production. As a consequence of all this tourism products/destination images will greatly influence customers’ expectations of the product, and accordingly Lash and Urry (1994 in: Jacobsen & Viken, 1999) claim that tourism actors are compelled to develop images which can function as representations of their products, and be appealing to potential customers. Several studies align with this understanding as they suggest that destinations with positive images are a larger part of tourists’ active span of attention (evoked set) compared to destinations with negative images. This underlines the importance destination images have on tourism motivation (Jacobsen & Viken, 1999).

Image research has so far been dominated by two main conceptions of the term. The first is presented by Hunt (1975 in: Jacobsen & Viken, 1999) which sees image as related to tourists holistic understanding of a place. The other by Gartner (1989 in: Jacobsen & Viken, 1999) relates it to tourists’ discursive processing of information regarding destination attributes. The first main perspective thus connects image to an identification of the destination attributes while the other relates it to a more holistic understanding of place. According to Echtner and Ritchie (1991 in: Jacobsen & Viken, 1999) the understanding of

destination images should encompass both these orientations and thus involve an identification of destination attributes as well as holistic understandings.

Gartner (1993 in: Jacobsen & Viken, 1999) suggested that images are created in people's mindset similar to the ways in which attitudes are formed. Moreover in consequence of this he further argued that images created in people's mindset consist of three components; a cognitive component, an affective component and a conative component. The cognitive component according to Gartner (1993 in: Jacobsen & Viken, 1999) is related to intellectual comprehension and analysis of attributable factors such as climate, price level and security. The affective component is furthermore related to emotional motives for choosing destinations and connected to an assessment of the destination attributes as well as the holistic image. Lastly the conative component relates to what tourists really do and is influenced by the two previous components. Hallberg (1996 in: Jacobsen & Viken, 1999) however questions the pertinence of comparing images to attitudes and claims that images are far more general than attitudes. He further postulates that individuals can have ideas about destinations without having attitudes about them. Some approaches furthermore contend that Gartner (1993 in: Jacobsen & Viken, 1999) has mainly related image creation to various ways of treating information. MacInnis and Price (1987 in: Jacobsen & Viken, 1999) for instance claim that all knowledge either takes on a pictorial or verbal form, and therefore suggest that the cognitive side of image creation is related to thinking and problem solving as well as people's ability to create images (imagery). This approach thus emphasizes a discursive treatment of information relating to destination attributes, and information from the senses related to the assessment of a destination's holistic image. Gunn (1988 in: Jacobsen & Viken, 1999) moreover makes a distinction between "organic" images and "induced" images. "Organic" images are influenced by social conditions at destinations, and could be produced by media sources. "Induced images" however are produced by marketing given through channels of communication such as tourism brochures and guidebooks. "Organic images" are furthermore seen as the ones with the strongest effect on travel motivation because media are regarded as a more reliable source of information compared to tourism brochures. In line with this Hunt (1975 in: Jacobsen & Viken, 1999) discovered discrepancies between the image communicated by marketers (formal sources) and the images tourists have. This suggests that tourists' images of places are more affected by non-commercial information than commercial.

Alternatively such discrepancies could be caused by tourists' own travel experience at a given destination, which could be a strong source for image formation.

Although not non-commercial, Cavlek (2002) highlighted the important role tour operators play in creating images of destinations, and the influence they could have in affecting perceptions of risk and safety in destinations. According to the EC directives on package travel, package holidays and package tours, tour operators are liable for the physical injury that clients may suffer if it can in any way be linked to negligence on their behalf (Perez & East, 1991 in: Cavlek, 2002). It is therefore in the tour operators' best interest to offer clients safe products. As tour operators impact strongly on the demand for package tours to any given destination risk assessments done on their behalf could influence tourism flows to receiving markets. Their willingness to retain destinations perceived as risky in their product offering will thus be a vital factor influencing tourism to risky destinations.

2.2.1 Image damage

A tourist destination's perceived image can affect its demand positively or negatively, and while positive images can bring numbers of tourists to a location, negative images can repel tourists from the location (Mansfeld & Pizam, 2006). Empirical evidence suggests that perceptions of safety have the largest effect on image processing. Hence image damage, possibly resulting in a negative image is something destinations must avoid to stay prosperous. A study by Burns and Cleverdon (1995 in: Sonmez & Sirakaya, 2002) for instance emphasized how international terrorism and unstable political environments could substantially influence on tourists' image formation process. Crompton (1979) supported this as he explored the relationship between tourists' descriptive image attributes of Mexico and attributes which they considered important in deciding whether or not to travel to the country. The findings from this study implied that attributes related to safety and sanitation were the most important influencers on tourists' decision to travel or not. This gives an indication of the importance safety has on destination images.

According to Mansfeld and Pizam (2006) destination images can get damaged instantly or gradually. First they could get damaged instantly when there is a particular dramatic incident displayed massively in media, or they could get damaged gradually as the cumulative result of ongoing long term problems (i.e related to neglected tourist attractions

and a general decline in the local tourism industry). Damage to an image can furthermore originate from two types of sources according to Jacobsen and Viken (2002). The first source is un-personal opinions which are shaped by public opinion's (primarily media) negative review of destinations. Such negative reviews could for instance be related to political instability, terrorism, radioactive waste or ethical issues. The second source is personal opinion, and contrary to the previous source connected to tourists' own negative experiences, experiences that are usually related to product errors.

Sonmez and Sirakaya (2002) took an example of Turkey to examine the role of destination image on destination choice decisions. Their study found that the respondents' perception of Turkey as a safe and hospitable environment was negative. Similarly Baloglu and Mangalolu (2001) who investigated images of four Mediterranean destinations (Turkey, Egypt, Greece and Italy) as perceived by travel intermediaries in the U.S found that Turkey scored second lowest after Egypt on the attribute "personal safety". They furthermore gave an example from 1999 where PKK's attacks on major cities in Europe (and its broadcasting in world media) resulted in numerous trip cancellations to Turkey. This example illustrated how severely safety perceptions could influence tourism decisions.

2.3 Tourism risk and safety

2.3.1 Destination safety

Tourism is irrevocably bound up with the concept of security. Tourist behavior, and consequently destinations are therefore strongly affected by perceptions of risk, security and safety according to Hall (2005 p.323). Abraham Maslow furthermore defined safety and security needs as basic lower-level needs while Reisinger and Mavondo (2005) argued that safety is a primary condition for the normal tourism development of a destination, region or country. This suggests that the safety of a destination is critical for its success. According to Pizam (1995 in: Cavlek, 2002) crime and violence happens every minute of every day at some destination in the world and many types of safety risks exist in people's daily lives. However it is more intricate to change one's place of living than to cancel/disregard a vacation in a destination perceived as unsafe. Therefore tourists might expect a higher degree of safety in their travel destination than at home. Moreover tourists' vast array of holiday choices makes it needless for tourists to even consider a destination perceived as unsafe. Destinations perceived as unsafe can thus easily be replaced by similar or even completely different

destinations' perceived as safer. Consequently according to Cavlek (2002) unsafe destinations are unable to successfully compete with safe destinations, even despite efforts to promote high quality natural and contrived attractions.

Moreover in recent years, especially following the 9/11 terror attack on America the threat of disasters and crises worldwide seem to have become increasingly predominant, and media have contributed strongly to this conception (Hall, 2005). According to Hall (2005) media does not only influence general public opinion, but play a significant role in informing potential travelers about destination images and their relative safety and security. Because of this the focus has increased on risk and safety both within tourism research and in the general society (Holmberg, 2002 in: Larsen, 2011). This is witnessed by an increasing number of publications concerning risk perception within the generic literatures and the tourism literature. The focus on such issues has been relevant due to the media focus on dramatic events worldwide, but particularly due to people's concern for such issues when travelling, a concern which could be linked to the mentioned media attention. Because of the increasing notion of the world as a risky place to live and travel it has thus become essential for the tourism industry to grasp the issue of subjective risk perception in order for them to build appropriate strategies, and to exploit tourism markets optimally.

2.3.2 Risk perception

Risk can be defined as; "the potential to lose something of value" (Priest, 1990 in: Reisinger & Mavondo, 2005 p.1) or "exposure to the chance of injury or loss, a hazard or dangerous chance"(Macquarie, 1990 in; Reisinger & Mavondo, 2005 p.1). Furthermore consumer researchers define it as; "the uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions" (Schiffman & Kanuk, 2006 p.196). Five major risk types are associated with tourism according to Reisinger and Mavondo (2006) namely; terrorism, war and political instability, health, crime and cultural difficulties. In consumer behavior literature (Schiffman & Kanuk, 2006) moreover six types of risks are defined. This is functional risk (risk that the product will not perform as expected), physical risk (risk the product may inflict injury on self or others), financial risk (risk that the product price will be too high measured against performance or quality), social risk (risk that the product will result in social embarrassment), psychological risk (risk that the product may damage self image) and time risk (risk that the product will not perform on time or take too much time). Furthermore two main types of risks are recognized in the literature; absolute

(real) and perceived (subjective) risk. Absolute risk on the one hand is assessed objectively by commercial providers. Perceived risk on the other hand is seen by the individual, and its level gauged by a particular context (Haddock, 1993 in: Reisinger, Mavondo, 2006). The focus for tourism researchers has been on perceived risk, most likely because tourists' subjective interpretation is determining their travel choices. The study of perceived risk has been gradually institutionalized in the social sciences, and is an issue currently regarded by many scholars/researchers. Generally subjective risk is seen as a wide concept relating to both the uncertainty of the outcome of a risky decision, and the magnitude of possible consequences the particular risk might contribute (Brun, 1994 in: Larsen et al., 2011).

Perceived risk may in many instances be different from actual risk in the sense that certain risks are perceived to be higher than they actually are. For instance Hall (2005) hypothesized that the perceived risk of terrorism is far higher than the actual risk and that the perceived risk of driving a car is far lower than the actual risk. This postulation very well align with Chapman and Harris (2002 in: Larsen, 2011) who highlighted the paradoxical fact that every month there are more people killed on American highways than were killed in the 9/11 terror attack on New York. The relatively much larger focus on terror incidents in media compared to traffic accidents could thus suggest that tourists perceive high terrorism risks even though the actual risk of being struck by terror while travelling is low. The implication of this could furthermore be that fear of terror tends to scare tourists away from destinations, even if the actual risk of getting involved in a terror attack is very little. Disparities between perceived destination risks and actual destination risk could thus have consequences for certain tourism receiving markets. An example is given by McKercher and Chon (2004 in: Larsen, 2011) who pointed out how the SARS epidemic was thrown out of proportions by the media despite the fact that it was contained, and how this eventually devastated Asian tourism. According to Larsen (2011) it is reasonable to believe that rationality is not the strongest influence in tourists' decision making. However following Larsen's line of reasoning people's irrational judgments and intuitions form the basis for choices regarding holiday destinations. As a consequence subjective risk perception could have a large influence on travel choices.

Sonmez and Graefe (1998) provided empirical evidence of a direct link between risk perception and tourists' choice of international destinations. Their study incorporated eight independent variables; international travel experience, risk perception level, international travel attitude, age, gender, education, income and presence of children in household. The

focus was furthermore on terrorism risks' impact on foreign tourism decisions, and the mentioned variables' influence on the decision to travel domestically versus internationally. The study found that the independent variables explained 49% of the variance in decisions to travel internationally versus domestically. However only two variables; international travel attitude and risk perception were found to be significant determinants. Thus the proclivity for international tourism was determined by positive attitudes and low risk perception in the study. Risk perception level and attitude were furthermore found to be the strongest predictors of safety concerns. A study by Reisinger and Mavondo (2005) which explored the relationship between risk perception and travel anxiety supported this, as their study found a direct link between travel risk perception and travel anxiety, and found that anxiety strongly influences intentions to travel. Sonmez and Graefe's (1998) study moreover concluded that tourists might change their risk perception after making a destination choice, something which could greatly influence their subsequent travel behavior.

Mansfeld and Pizam (2006) acknowledged this last finding and postulated that risk perception and travel behavior should be studied on the basis of a travel behavior sequence and thus developed the travel behavior sequence model.

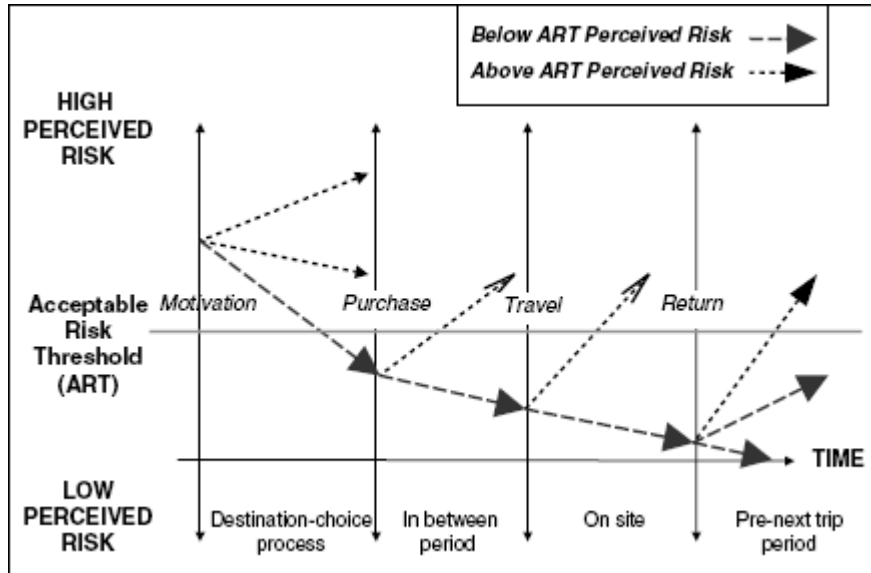


Figure. 3 The travel behavior sequence (Mansfeld,Pizam,2006).

According to this model tourists risk assessments take place in four stages; first it starts with the destination choice process, which is triggered by travel motivation and finalized with a destination choice. After that follows the in-between period which starts right after a destination choice and ends with the actual trip being taken. Next is the on-site period

which starts when tourists enact their travel experience and ends when they travel back, and last is the pre-next trip period which starts when tourists get back from their vacation and before planning the next tourism experience (Mansfeld & Pizam, 2006). Along these stages tourists use their subjective acceptable risk threshold (ART) and compare their perceived destination risk against it. If the perceived risk should drop below the tourists' ART level at any stage (due to unforeseen circumstances at the location) this will influence their travel behavior differently depending on which stage they belong in at the time. If risk estimates drop beneath their ART, and tourists are in the first stage of the travel behavior sequence this might lead to the exclusion of the travel choice. However should their perceived risk drop beneath their ART level after the travel choice has been made tourists will probably find different solutions. For instance they might cancel their vacation if they are in the in-between stage, evacuate their travel location in the on-site period, and devalue their destination in the pre-next trip period (Mansfeld & Pizam, 2006). This shows how risk perception could have different consequences depending on where the tourist is in the consumer process. The model furthermore shows how perceived risk is increasingly prone to drop below their accepted risk level the further the tourist advances in the travel behavior sequence.

2.3.3 Influence of dramatic events

A quite surprising finding was revealed in a recent study by Larsen, Brun, Øgaard and Selstad (2011) who looked at how travel willingness and risk perception was affected by dramatic events and terror. The paper was based on three studies where risk judgment was measured, and aimed to reveal how dramatic events influenced travel desire by measuring perception of risk in international travel before and after dramatic events. Only the first study in the paper found that respondents' willingness to travel decreased as a function of a dramatic event while the two other studies found no such correlation. Moreover none of the studies found that the dramatic events impacted on risk judgments. These findings are interesting and contrast many earlier contributions. However the weak correlation between dramatic events and risk judgments could be caused by the study's focus on holiday types (i.e. Health and spa, Cities in Europe, Middle East) and not the specific locations where the dramatic events had occurred. Another reason could be the researcher's exclusive inclusion of students in their research sample for the first two studies. Other explanations presented by the researchers' are the focus on "time-limited incidents" except for the Iraq war, and that the

chosen time periods between time 1 and time 2 measures were not optimal (Larsen et al., 2011 p.281). These limitations could reduce the validity of the results. Nevertheless it was indicated that various tourist segments perceive levels of risk differently, and that different locations are associated with dissimilar levels of risk. This is a factor which can have caused the above results and a circumstance which will be examined by the next sections.

2.3.4 Variance in risk perception

Certain demographic and psychographic variables, as well as affective variables have been found to explain differences in risk perception. For instance by Lepp and Gibson (2003) who investigated whether risk perception differed based on peoples' tourist identification and role type. Role type was here defined based on Cohen's (1972) classification of tourist roles which focused on tourist's degree of novelty seeking versus familiarity seeking and distinguished between four categorizations of tourists; the organized mass tourist, the individual mass tourist, the explorer and the drifter. The organized mass tourist is here placed at one end of the scale as the most familiarity seeking while the drifter is placed at the other end as the most novelty seeking. Lepp and Gibson's (2003) study concluded that familiarity seekers were the most risk averse and that novelty seekers tolerated higher levels of risk. This finding connects with the fact that familiarity seekers typically are mass tourists that seek safe and homelike destinations when travelling, while novelty seekers are willing to expose themselves to the authenticity of a tourist destination.

Lepp and Gibson's (2003) study furthermore identified gendered differences in risk perception revealed by the fact that men perceived less food and health risk than women. In support of this Lerner, Gonzales, Small and Fischhoff (2002) found that males were more optimistic about general terrorism risk in the United States than females, which suggests that men are slightly less risk apprehensive than females. Female drifters (novelty seekers) however interestingly perceived less risk than their male counterparts in Lepp and Gibson (2003). This could imply that novelty seeking females are as much risk tolerant as males if not even more. This is supported in Elsrud's (2001) study where both male and female backpackers were found to voluntarily expose themselves to risk. However Elsrud (2001) claims that narratives of risk are constructed as male due to the fact that female interviewees reported on keeping quiet about their risk taking abroad after homecoming. A reason for their reluctance to talk about this could be explained by the influence of socialization where some

females have learned to take less risk than men (Deem, 1986: Lopata, 1987 in: Lepp & Gibson, 2003).

Level of tourist experience was another factor which impacted on risk perception in Lepp and Gibson (2003), and Sonmez and Graefe's (1998) study where experienced tourists were found to downplay risk factors connected to travelling. Larsen, Brun, Øgaard and Selstad (2007) in their study of risk judgments pertaining to food also found that experienced traveler's judged food risks to be less hazardous than less experienced tourists. This implies that experienced tourists are less inclined to perceive destinations as risky compared to less experienced tourists, something that perhaps could be explained as experienced tourists having learned that risk factors in travelling seem more prevalent than they really are.

In Reisinger and Mavondo (2005) culture was an additional factor found to have significant influence on socio-cultural risk and safety perceptions. Their study explored the relationship between cultural differences and risk perception by examining perceptions of risk, anxiety and travel intentions among tourists from various countries across the globe. The results revealed that risk was perceived differently based on nationality and cultural identification, and showed that American tourists were the most anxious about travel risk and the least interested in travelling internationally. After that followed the Australian and Hong Kong tourists who appeared to be less worried of travel risk than the Americans, and lastly British and Canadian tourists who were the least concerned about travel risks, felt the safest and were the least anxious about international travel (Reisinger & Mavondo, 2006). An explanation to why the American tourists were found to be the most risk apprehensive could be that the study was conducted in proximity to the 9/11 incident, which could also explain why Americans were the tourist group least willing to undertake international travel. In Larsen, Brun, Øgaard and Selstad's (2007) study of food risk judgments, variance in food risk perception between different nationalities was also found. Their study showed that Asian and eastern-European tourists judged food risks at home nearly as high as they rated food risks abroad whilst tourists from the Nordic countries were the ones who judged the difference between food risks abroad and at home to be the highest. This supports the findings by Reisinger and Mavondo (2006) stating that cultural differences may influence risk perception.

Affective components which could explain differences in risk perception are furthermore the emotions of fear and anger. This was found in a study by Lerner et al (2003) which was done experimentally with a nationally representative sample of Americans. The results indicated that emotions of fear and anger had conflicting effects on risk estimates as

the emotions of fear tended to increase risk estimates while emotions of anger tended to reduce such estimates. Moreover the feeling of fear was found to increase plans to take precautionary measures while anger did the opposite. These results were consistent when emotions were induced experimentally and naturally.

2.3.5 Variance in social risk construction

Research by Carter (1998) showed how international travelers used beliefs about regions to socially construct places as risky or safe. Africa was by the interviewees perceived as dangerous and as a region that should be avoided while Asia was seen as risky but at the same time worth experiencing. Europe and North America were furthermore regarded as safe locations that did not involve risk at any large scale. In the study by Sonmez and Graefe (1998) moreover respondents were asked to rate risk perception for 50 countries, and Canada, New Zealand, Switzerland, Sweden and Australia were rated as most safe. On the other hand Iraq, Somalia, Libya, Lebanon and Syria were rated as the riskiest. As such Sonmez and Graefe's (1998) findings coincide with Carter (1998) in the sense that the countries perceived as the least risky were all Western countries, while countries located in Africa and the Middle-East were rated as the most risky. The danger associated with Africa in Carter (1998) was related to lack of social stability while the danger associated with Asia was connected to its different culture. According to Carter (1998) the construction of these places as risky or not was based on evaluations that were both imaginary and real. Therefore it was evident that risk construction of places was in some degree myth-based and that beliefs about places expressed by travelers were non-static and results of a discursive process.

2.3.6 Risk seeking behavior

Uriely, Maoz and Reichel (2007) qualitatively explored the affective and cognitive processes tourists experience when facing terror related risks. This was done by focusing on Israeli tourists who travelled to the Egyptian destination of Sinai shortly after a terror attack took place at the same location. The findings from this study indicated that a majority of Israeli interviewees were aware of the terror threat in Sinai, yet most of the interviewees also felt relaxed and unafraid. This implies that some types of tourists are less worried about risks when travelling than other tourists, and might even be attracted to it as found in Elsrud's (2001) study. However the interviewees in Uriely's et al (2007) study did not try to present themselves as "action seekers", and used rationalization strategies to reduce their concerns

about their forthcoming travel to Sinai. Two types of rationalizations were as such identified; inward-oriented rationalizations and outward-oriented rationalizations. The inward-oriented rationalizations focused on safety provided at their specific resort or location, or stressed the statistically low probability for two bombs to strike at the same location. The outward-oriented rationalizations focused on the global terrorism threat and that “nowhere is truly safe”. Moreover such rationalizations included statements about Israel being a more dangerous place and that the chance of a terror attack in Tel Aviv is larger than in Sinai. This is interesting to note as previous research suggests that tourists exposed to terror tend to avoid terror threatened destinations (Tremblay, 1989 in: Uriely et. al). However the statements made by interviewees in this study cannot be generalized to all Israelis as it was only tourists who actually went to Sinai after the terror incident that were interviewed. This could suggest that the responses from this study are mostly indicative of tourists who perhaps are risk seeking to a certain extent.

Some tourists want risk when travelling as outlined by Theroux (1980 in: Jacobsen & Eide, 2002) and this desire for risk could explain partaking in adventure tourism for instance, a type of tourism that has experienced enormous growth according to Cater (2006) in recent years. The Norwegian region of Voss is a good example of this as it has successfully utilized this growing interest to create an adventure tourism image. According to Cater (2006) people in their leisure pursuits have a lower threshold for accepting risk than in everyday life, and actually want risk while travelling. However the conclusions of his research (Cater, 2006) refute that adventure tourists seek actual risk and rather suggest an inherent perception of adventure tourism as safe and thus a desire for “safe thrills” through adventure operators. Other research (Hall, McArthur, 1994 in: Mansfeld & Pizam, 2006 p.157) corresponds with this, and has in fact shown that adventure clients rate safety standards as the most important feature of an adventure activity. This could imply that tourists who desire risk during travel do not seek real or actual risks, but risk within a certain limit.

3.0 Method

This chapter will start with a general focus on the central aspects of research methodology which for instance will regard the distinction between inductive and deductive approaches and qualitative and quantitative method. The next part will then have a more narrow focus as it will regard the data collection procedure, methodological direction and methodological pertinence for this research.

3.1 Inductive and deductive approaches

There are two general approaches to doing research called inductive and deductive research approaches, and according to Neuman (2009) most research emphasizes one of these approaches over the other. The approaches are separated by the direction they take in conducting research, and thus how they frame the research process. On the one hand inductive research starts with specific observations and move towards general theories (Neuman, 2009). Conversely deductive research starts with general ideas and tests them by looking at specific observations (Neuman, 2009). It is thus obvious that the two approaches take very different directions and because of this diversity it is crucial for researchers to choose the right research framework as this choice will influence the research process. With a deductive framework researchers needs to devote significant time early in the research process developing research questions and planning the study details. In contrast if researchers choose the inductive approach they do not need to devote as much time in the initial research stage. However they must spend significantly more time subsequently, analyzing and controlling the gathered information (Neuman, 2009).

3.2 Research methods

In order to describe the relationship between distinct variables research within the social sciences apply two contrasting techniques; Qualitative and quantitative method. These techniques contrast each other as the information obtained by the first method is transcribed into numbers while information obtained by the second method is transcribed into words (Jacobsen, 2000 p.39). Another factor distinguishing the methods is that qualitative method typically gathers large quantities of information and use a low number of respondents, while quantitative method does the opposite. Both methods can however be used to obtain empirical data, but they are suitable in different contexts.

Most qualitative research follows the inductive pathway that starts with empirical data and ends with a mix of ideas and data. Hence as qualitative data are gathered new ideas and concepts may develop in the process as well as the development of clearer definitions as these ideas connect and establish theoretical relationships (Neuman, 2009). Qualitative research typically gathers information through written or spoken words. However it also gathers information through actions, sounds, symbols or visual images. Data gathered qualitatively therefore takes on many shapes, sizes and forms which are distinct from each other (Neuman, 2009). According to Veal (1998 p.129) qualitative method builds on the perception that people personally involved in a situation are the best suited to describe their feelings and experiences in own words. An advantage with the qualitative method is thus that it includes few limitations as to what and how the respondent can answer a question. Furthermore qualitative method enables respondents to talk on issues without the interference of a set framework. Hence under normal circumstances qualitative research produces detailed information as the method facilitates open interviews with a low degree of pre-structure. Another benefit is the flexible and less sequential nature of the qualitative method compared to the quantitative. With qualitative method data are analyzed continuously as they are gathered, and this allows researchers to change their study framework during the process (Jacobsen, 2000). A disadvantage with the qualitative method is however that it requires a lot of resources, and will normally in consequence include a low amount of respondents which leaves a low probability to generalize results. Another disadvantage is that qualitative data could be very complex, and therefore hard to evaluate. Additionally a serious problem arises if the researcher gets too attached to the studied phenomenon and loses the ability for critical reflection as research preferably should be somewhat critical (Jacobsen, 2000). According to Jacobsen (2000 p.122) qualitative method should be used in the following research situations:

- When existing knowledge about a given phenomenon is limited
- When there is a desire for development of new theories and hypothesis
- When it is pertinent to have much information obtained from a low number of subjects
- When there is a desire to assess the content of a phenomenon

Quantitative research distinguishes itself from qualitative as it uses numeric data and usually takes on a deductive research design. This means that it starts with an abstract idea and move towards a concrete measure where empirical tests support or reject the hypothesis developed for the research purpose (Neuman, 2009). An obvious advantage that the

quantitative method has is that it gathers information from a large number of respondents which ensures statistically representative data. Furthermore the method makes it easy to uncover the main features of the studied phenomenon, which involve the typical characteristics of the phenomenon as well as the deviations from normality. Another benefit provided by the method is its ability to give precise answers to problem statements using numerical values or percentages (Jacobsen, 2000). The largest danger associated with this method however is according to Jacobsen (2000) that it can give a shallow representation of reality as it measures simple relationships and not complex ones. The reason for the focus on simple relationships with the use of this method is based in the high number of respondents which makes in-depth analysis difficult to accomplish, and the dealing with numerical values which further complicates this possibility. Another disadvantage with the quantitative method is that the researcher could influence responses through framing of the survey questions which are set. Predefined survey questions restrain respondents from assessing the relevancy of questions and what questions they wish to answer. This could exclude an illumination of themes subjectively regarded as important, and in turn lead to the exclusion of central information. Quantitative data should be used in the following situations (Jacobsen, 2005 p.134):

- When the researcher has some knowledge or pre-assumptions about a phenomenon
- When there is a desire for describing the frequency of a phenomenon
- When it is pertinent to have little information obtained from a large number of respondents

Some research studies incorporate elements of both the established research methods (qualitative and quantitative) and thus take advantage of several research approaches. This type of research is commonly referred to as multi-method research. Multi-method research could involve the use of (1) two or more quantitative approaches, (2) two or more qualitative approaches or (3) a combination of at least one qualitative and one quantitative method (Quartaroli & Lapan, 2009). Multi-method research gives a possibility for triangulation which is the strategic use of several methods for the strengthening of validity. According to Campbell and Fiske (1959 in: Quartaroli & Lapan, 2009) it is incumbent upon any researcher to utilize at least two different methods to establish whether the measurements done for the study is valid. This implies a central benefit of using multiple-method research, namely that it strengthens the trustworthiness of the research findings as results can be compared and used

as corroborating evidence. Another important potential benefit is according to Quartaroli and Lapan (2009) its adaptability to cope with unforeseen events during the research process. Should the researcher for instance uncover unexpected variables multi-method research provide a window for combining data in unique ways due to its multifaceted nature. Moreover a positive aspect of combining methods is that quantitative data could be used to supplement the qualitative data and vice versa during the data interpretation stage (Johnson, Onwuegbuzie & Turner in: Quartaroli & Lapan, 2009).

3.3 Research accuracy

Validity reflects the degree of accuracy in obtained research information. In other words it concerns the question of whether or not a research study is measuring what it was set out to measure. It is possible to distinguish between three types of validity; face validity, content validity and criterion validity (Neuman, 2009). Face validity relates to whether a research study looks valid to those who use and administer it, content validity to how well the study has included appropriate measurements, and criterion validity to the comparison of a measurement procedure to another measurement procedure which has been demonstrated as valid.

The reliability of a research study relates to its consistency and whether a measurement varies because of the way it was measured (or from the measurement instrument itself) (Neuman, 2009). Reliability thus concerns factors such as how a phenomenon was measured, the appropriateness of the measurements and the consistency of results. An example of reliability and its contrast from validity could be made by focusing on a bathroom scale. A bathroom scale which is reliable will give the same weight each time its owner uses it (assuming of course that the owner remains at the same weight level), even if the displayed weight is wrong. A reliable scale is thus consistent but not necessarily correct. The validity however will only be present if the scale gives the correct weight when the owner uses it. Therefore a valid bathroom scale will give measures which are both true and consistent. As indicated from the example reliability is thus a requirement for validity and easier to achieve than validity, however it does not guarantee that a measure is valid. A measure can therefore be reliable and invalid at the same time (Quartaroli & Lapan, 2009 p.125). As understood from the above it is desirable for research to achieve results which score high on both reliability and validity.

When conducting research it is also desirable to generalize from the study findings, and the ability to do so increases with a strong reliability and validity. To generalize research findings a study sample need to apply to the total population of which the research study is interested. The results thus need to be relevant beyond the sample and context of the research itself. There are many factors which could influence the possibility of making generalizations in research and the study sample is one such factor. First of all a study sample contains variables such as age, gender, ethnicity, marital status and so forth which need to be similar to the total population for a good representativeness. Furthermore the size of the study sample will influence on the representativeness. This is because results from a large sample naturally will be easier to generalize than results from a small sample. Because of this it can be harder to generalize results from qualitative data than from quantitative as qualitative research normally deals with low sample sizes which in turn make the results less representative. On the other hand as discussed earlier qualitative research provides in-depth information which is broader than the quantifiable data. Generally speaking quantitative research is thus better at producing data which can be empirically generalized, while qualitative research is better at producing data that can be theoretically generalized. Empirical generalizations first of all concern the application of findings from qualitative research studies to populations or settings beyond the particular sample of the study. Theoretical generalizations on the other hand relate to the generation of theoretical concepts or principles from the findings of a study for more general application (Ritchie & Lewis, 2003: Veal, 2005).

3.4 Data collection procedure

The quantitative data was gathered from a hundred respondents at six different locations in Haifa, Israel; The Hofha Carmel busstation, the Haifa mall, the Bat Galim beach promenade, the University of Haifa and the Technion. The data was gathered in the months of March and April 2012 and extracted from a convenience sample of Israelis as the use of a random sample would incur several practical complications. This is because a simple random sample of the Israeli population would require a list of all Israeli citizens and a procedure where the sample is chosen by random numbers (Quartaroli & Lapan, 2009 p.89). All the questionnaires used for the data collection were identical except for the fact that a Hebrew version and an English version were used. The Hebrew version was included to increase the participation from respondents with limited English fluency and to increase the willingness from respondents to participate. However despite this effort there were differences in terms of

willingness based on the places of distribution. The Haifa mall and the Hofha Carmel bus station stood out in this regard as locations where participants were reluctant to participate. The University locations on the other hand stood out as the locations with the highest willingness from respondents to participate. Different factors could explain this difference. One is that the participants in the Haifa mall and the Hofha Carmel bus station could have mistaken the researcher for a salesperson while another is that the respondents in the university locations identified themselves with the researcher's situation and were thus more helpful. The questionnaires included three introductory questions about demography and seven main questions concerning travel willingness and risk perception of Turkey (Appendix A). All the questions were close ended and most of the main questions applied a Likert scale to measure the intensity of perceptions. Moreover most of the main questions were directly linked to the problem statements while others were obliquely linked to them, and used to provide a broader contextual perspective. For instance the introductory questions were used to reveal whether there was a correlation between the demographic variables and the main questions.

The qualitative data was gathered from a convenience sample of eleven interviewees who agreed to participate on print through the questionnaires or through other means of communication with the researcher. The interviews was conducted in March and April 2012 and lasted for approximately 7-20 minutes each. Ten interviews were conducted with individual Israelis, one with an Israeli travel agency and one with Dr. Yoel Mansfeld (Head of center at the Center for Tourism Research) and Dr. Aliza Jonas (Adjunct researcher at the Center for Tourism Research) at the University of Haifa. All interviewees were Jewish except for one respondent who was Arabic and thus the views of the Arab Israeli ethnic group were at least partially represented. The purpose of the interviews was primarily to determine what factors that made Israelis less willing to travel to Turkey and see more risk in travelling there. The interviews with individual Israelis provided subjective perspectives on these matters, the interview with the Israeli travel agency a business side perspective, whereas the interview with the professors provided a theoretical perspective as Dr. Mansfeld is regarded as a specialist in the academic field of tourism security and safety. A tape recorder was used for the interviews and the recordings that were made were later transcribed into a written document. The use of a tape recorder provides a comprehensive overview of the data and makes the researcher able to maintain a more natural conversation with the interviewees as there is no need for making notes according to Jacobsen (2005). All respondents were

informed about their right to anonymity before the interview, and were questioned following a questioning scheme with identical questions to each interviewee (see Appendix B). The order of questioning was however adapted to each interviewee and the setting, and follow up questions and comments were furthermore given to the interviewees that were sometimes unique in nature. The interviews were for this reason semi-structured as such interviews are defined by their flexible and fluid structure. Such interview approaches intend to obtain information based on the interviewees' own interpretations. More standardized approaches can according to Lewis-Beck, Bryman and Liao (2004) impose the researchers own framework onto the data which may lead the researcher to overlook important details. They also mention that the semi-structured approach balances the power relationship between the interviewer and the interviewee and that the interviewee is given plenty of opportunity to tell his/her own story.

3.5 Methodological direction

This research study is intended as a descriptive study because it aims to achieve clearer knowledge about a phenomenon. Moreover the study has employed a non-experimental design along with a multi method approach. This must be understood in light of the problem statements and thematic themes of the research. According to Jacobsen (2005) the use of correct methods based on a problem statement is very important in research as the problem statement controls which design that should be employed and also preferably which method that should be employed. The first problem statement is descriptive as descriptive problem statements are concerned with describing divergence and similarity at any given time (Jacobsen, 2005). The last problem statement on the other hand is causal or functional as it is concerned with explaining why there are divergences and similarities (Jacobsen, 2005).

Quantitative approaches are used when there is a desire to test existing theories, and therefore the quantitative approach is suited for the two first problem statements as there already were assumptions on these matters. Qualitative approaches however are used when there is a desire to develop new theories and therefore the qualitative method is suited for the last problem statement as there is no empirical data explaining this issue. The multi-method approach used for this research must thus be regarded as pertinent because the problem statements were dissimilar and required different approaches. The use of several methods namely allows for a broad research focus which makes the researcher able to explore different aspects of the same phenomenon while attaining both breadth and depth in the analysis

(Fielding & Fielding, 1986 in: Brannen, 1992). Breadth according to Troye (2007) relates to how many observational units that the focus is directed towards while depth is related to how many aspects about these units that are focused upon. A beneficial aspect of the multi-method approach is thus that it allows for a broad research focus. The approach is also beneficial in the sense that it can strengthen validity. This is because the results from the quantitative data can be used to verify the qualitative data and vice versa which ultimately will strengthen the conclusion of the data. However it is worth noting that the quantitative approach did not regard the last problem statement for this research and thus it is only the first problem statement which will be validated by the use of both methods.

3.6 Validity of the research

The researcher conducted the interviews face to face which have the advantage that it creates an atmosphere of trust (Jacobsen, 2000 p.131). In this regard the interviewer was conscious about what Jacobsen (2006 p.263) has called the “interviewer-effect” which relates to the effect an interviewers way of appearing could have on the interviewees responses. Because of this the researcher tried to remain neutral throughout the interview sessions in regards to the discussed topic to obstruct any possible influence on the respondents’ answers and to increase validity. Moreover the researcher tried to create an element of trust between the interviewees and himself by giving the them an overview of the thematic theme, adopting a listening position and confirming comprehension towards the interviewee which according to Jacobsen (2006) are strategies that will all make the interviewee feel more comfortable. This is positive as a relation of trust between the interviewee and interviewer can facilitate an open exchange of information. Furthermore the interviews were conducted in a place that the interviewees were familiar with. According to Nevin (1974 in: Jacobsen, 2005 p.147) this is positive as natural surroundings can facilitate the production of straight answers from interviewees whereas an artificial context could produce artificial answers. The interviewer moreover kept in mind that the interviews were conducted abroad with respondents from a different cultural background. The researcher therefore used his knowledge about the Israeli culture and tried to adapt to it in the interviews as culture can affect interpersonal communication and lead to misunderstandings.

All researchers according to Coffey and Atkinson (1996) need to be able to organize, manage and retrieve the most relevant fractions of their data. This is because the large amount of data collected qualitatively can complicate the process of analyzing the content, and this

induces researchers to refine their data by reducing them to analyzable units. This is a process usually referred to as coding which can be regarded as a range of approaches aiding the interpretation and organization of the data (Coffey & Atkinson, 1996). The qualitative data obtained for this research were accordingly condensed by arranging them into categories using a color coding technique. The data were then further reduced using axial coding which collapse code categories in order to identify patterns (Strauss & Corbin, 1998 in: Quartaroli & Lapan, 2009). By doing this the researcher was better able to see patterns in the material which again made it easier to select and abstract the relevant data for presentation. To see patterns in the data material a researcher must according to Quartaroli and Lapan (2009 p.267-268) look for aspects such as similarity, frequency, co-occurrence, corroboration, missing data and congruence. The data were reread several times by the researcher in order to find these aspects, while the data analysis was a continuous process. This could further strengthen the validity.

The validity of the quantitative data could be assessed by considering the survey questions, and the extent to which they were relevant to the problem statement. As far as the researcher was able to see, the questions in the survey were appropriate, and reinforced the validity as they asked about risk perception, travel willingness and safety considerations.

Because the sample was chosen from the population that the researcher wished to investigate, namely Israeli citizens above 18 years the respondents should also be characterized as valid sources. It was therefore expected that the sample of respondents would give correct information, and this furthermore strengthens the validity.

On the other hand the survey was structured, and did not give the respondents a possibility to embellish their answers. As a consequence this could limit the validity, because the researcher could have missed out on valuable information. However the un-structured nature of the qualitative data increases the validity.

3.7 Reliability of the research

The level of reliability is reflected by the degree to which findings from a survey would be matching if repeated. In social science researchers normally study human behavior; a context which is open to changes, and this could make it harder to determine the reliability. Since the researchers are measuring human beings the results may change as peoples' knowledge, values and behavior can change over time, (e.g. Israelis willingness to travel to Turkey could change in line with changes in the political landscape). However the reliability could be measured by looking at how the data were collected and the consistency of these

data collection procedures. For the interviews a tape recorder was used and the same main questions were given to all respondents, apart from certain adapted questions. Moreover the researcher gave all interviewees a brief presentation of the purpose of the interview and informed them about their anonymity which strengthens the reliability. The data was furthermore transcribed into a written format from the tape recorder and the researcher double checked all interviews to reveal any possible errors in this transcription as misinterpretations and bad quality on the interview playback can lead to such errors.

When it comes to the quantitative data all surveys were similar except for the fact that they were distributed in two different language versions; English and Hebrew. A native Hebrew speaker translated the English version to Hebrew which enforces the accuracy of the translation and the reliability. All respondents were moreover informed about the purpose of the questionnaires and made aware of their anonymity, and the last was outlined in the questionnaire text. The mean and standard deviation was furthermore calculated both manually and in SPSS (Statistical Package for the Social Sciences) while the collected data were transcribed into the computer software program Excel and displayed as charts. Presuming that this data was calculated and transferred correctly its reliability should accordingly be good. This is likely as the data was calculated in several ways and checked multiple times before the final charts were made. The reliability in the dataset should therefore be good even though the possibility of transcription errors cannot be totally excluded.

3.8 Generality of the research

The possibility to make generalizations is impacted by the sample size, and a small sample will accordingly decrease the possibility of making generalizations. Qualitative research is therefore normally hard to generalize as such research deals with a low number of respondents. The findings obtained qualitatively by this research are also hard to generalize to the total population; Israeli citizens above 18 years; because the sample of twelve interviewees is not representative enough.

The possibility to generalize largely increases however with the quantitative data that were collected from a sample of a hundred Israelis and this is an advantage of using the mixed method approach. However the possibility to generalize is not only affected by the sample size, but by the similarity of the sample to the total population. As such the demographic profile of the respondents in this research study is similar to the overall population in some

aspects but dissimilar in others. For instance the sample consisted of 21% percent Arabs, 74% Jews and 5% other, numbers which are quite similar to the Israeli Central Bureau of Statistics 2008 estimate of the Israeli ethnic composition which showed that 20% were Arabic, 76% percent Jewish and 4% other (CBS, 2008). This makes the sample more representative as it reflects the overall population characteristics. However the gender distribution is somewhat skewed as male respondents were slightly overrepresented, as well as the age distribution where a majority was in the age group 18-35. This limits the possibility to generalize from the study findings as some demographic characteristics from the sample did not match the total population. Taken as a whole the sample must however be regarded as representative enough.

4.0 Results

In the following a presentation of charts (bar and pie) along with tables presenting the mean and standard deviations of the sample will give a depiction of the quantitative data results. Further on the results of the qualitative data will be presented where direct quotations from the interviews will represent the opinions of the sample.

4.1 Presentation of quantitative data

4.1.1 Main results

The following tables display the answers to the introductory questions which include a depiction of the demographic composition of the sample as well as the samples travel experience in Turkey and these are shown in several bar and pie charts.

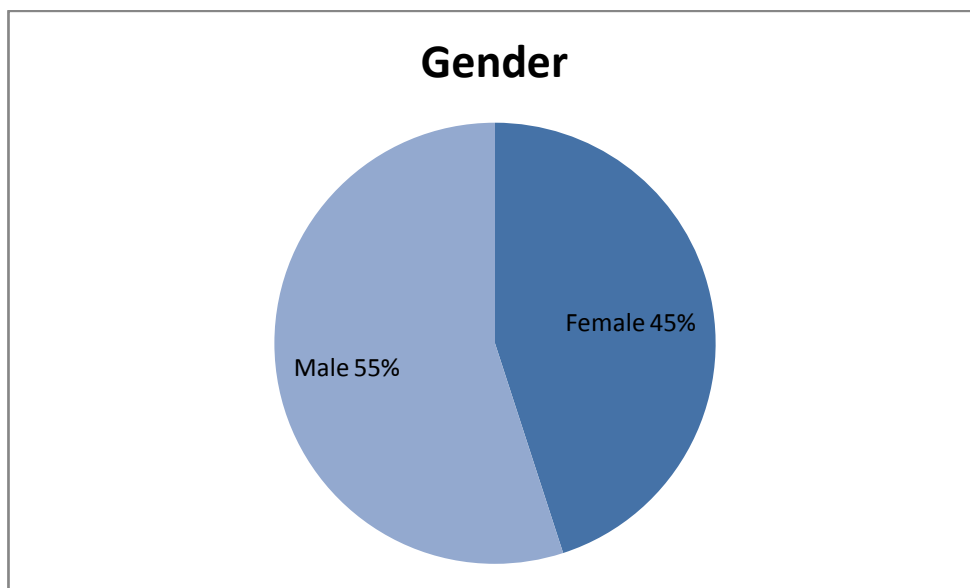


Figure. 4 (Gender Frequency)

As shown the gender distribution is fairly even with 55% male respondents and 45% female. However the relatively higher percentage of male respondents skews the sample somewhat and makes male respondents the most predominant.

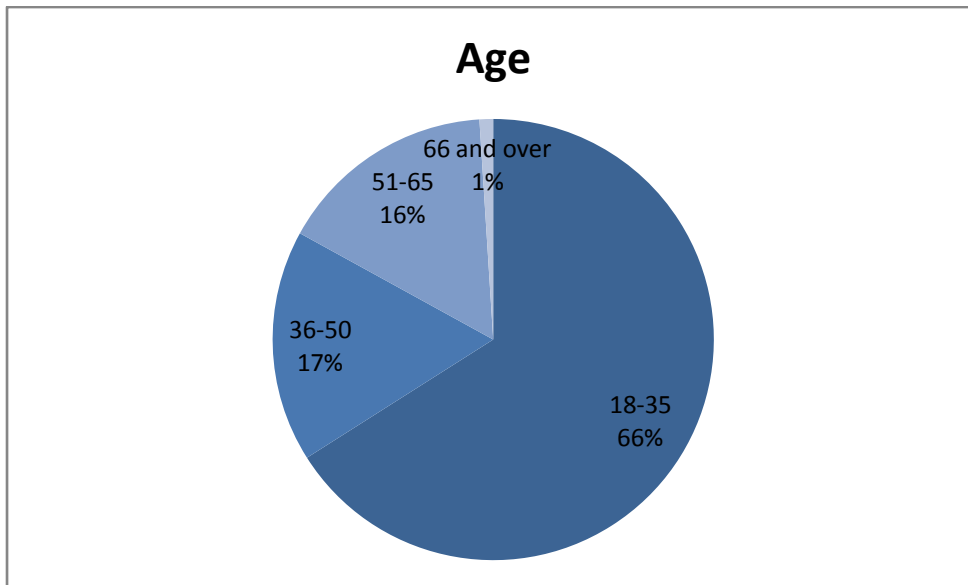


Figure. 5 (Age Frequency)

The respondents' age was categorized into four groups where most respondents fell into the 18-35 age category constituting 66% of the sample. Furthermore 17% were between 36-50 years of age, 16% between 51 and 65 while only 1% was in the 66 and over age category. The reasons why a majority of respondents fell into the 18-35 age category could be several. First of all the English fluency of these respondents seemed more advanced than the English fluency of the other age groups. This is a factor which can have increased the willingness of the 18-35 respondents to participate. Moreover even though there was an available Hebrew version for the respondents it is probable that the researchers' limited Hebrew knowledge can have discouraged other age groups from participating. Furthermore the researcher got a higher response rate at the University locations than the other locations, something which naturally might have skewed the age distribution.

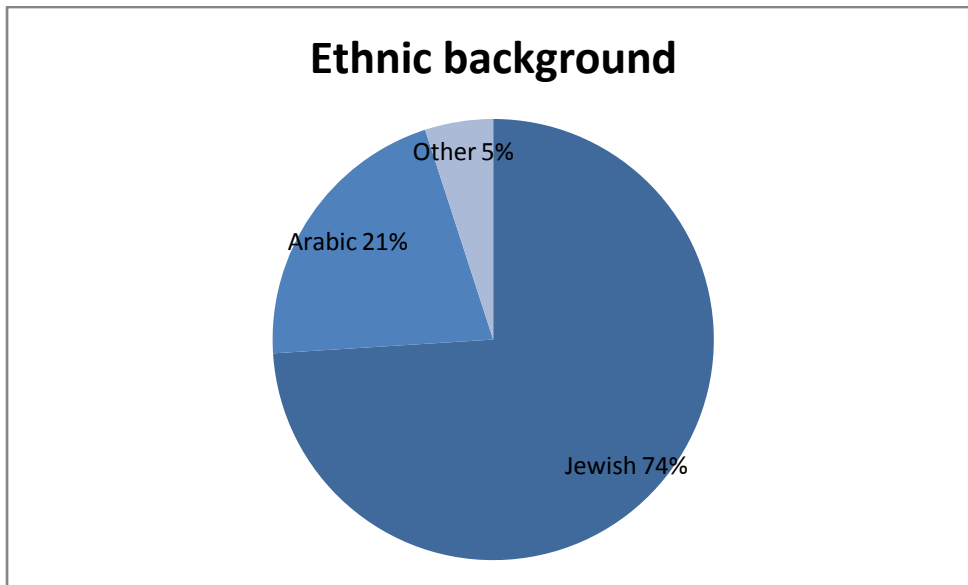


Figure. 6 (Ethnic background Frequency)

Three pre-defined ethnic groups were included in the questionnaires where a majority of 74% were Jewish, a smaller but significant 21% were Arabic and 5% belonged to other ethnic groups. This ethnical composition reflects the overall Israeli ethnic composition quite accurately

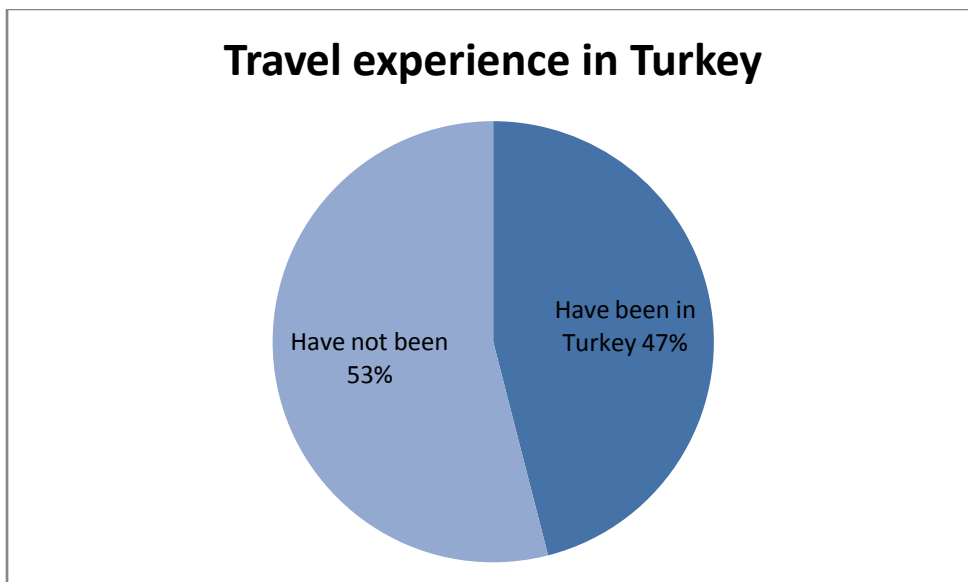


Figure. 7 (Have been in Turkey Frequency).

The above table shows that a large amount of respondents had been in Turkey on vacation as 47% indicated that they had been while 53% reported that they had not.

The tables presented beneath are the answers to the main questions and are directly and indirectly linked to the first two problem statements of this research. First the mean and standard deviation scores for the data is presented in table one (see Appendix D for SPSS calculation) which will give an indication of the findings while bar charts subsequently will provide a more comprehensive overview of the data.

Main results

	N=100	Total sample	
		Mean	SD
Impact on travel willingness ^a		3.58	1.53
Impact on risk perception ^a		3.38	1.38
Risk perception of Turkey ^b		3.05	1.16
Turkey ^b		3.13	1.21
Greece ^b		1.60	0.80
Thailand ^b		2.01	1.02
Egypt ^b		4.04	1.16
U.S.A ^b		1.33	0.67
Safety importance ^c		4.37	0.83

^aScale: 1(Not at all) 5(Very much)

^bScale: 1(Not risky at all) 5(Very risky)

^cScale: 1(Not important at all) 5(Very important)

Table .1

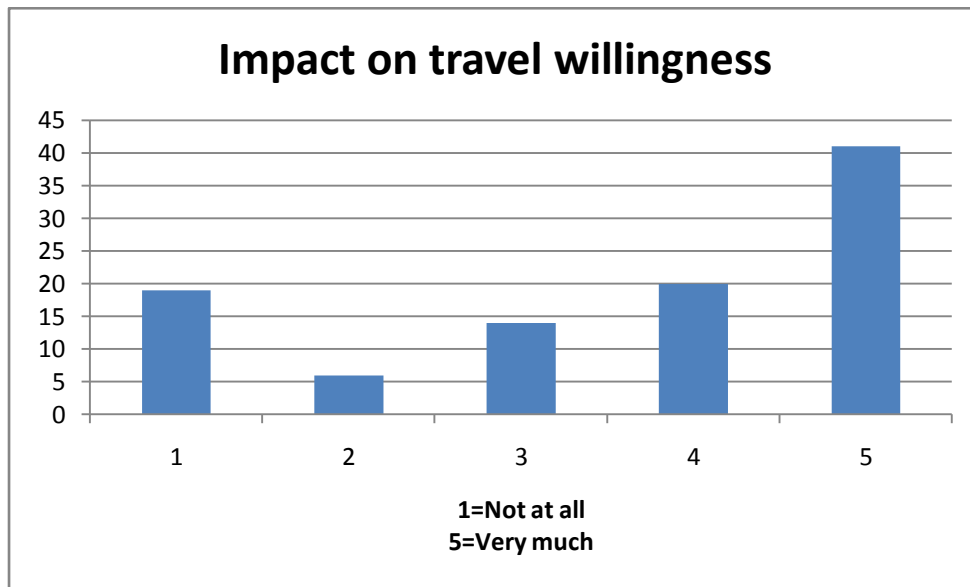


Figure. 8 (Effect on travel willingness)

This figure shows the impact of the worsened relationship between Israel and Turkey on Israelis' willingness to travel to Turkey. Of the respondents 19% indicated that it had not affected their willingness to travel at all while 41% stated that it had affected their willingness to travel very much. The mean score on the Likert scale is furthermore 3.58 and this indicates that Israelis willingness to travel to Turkey have been reduced.

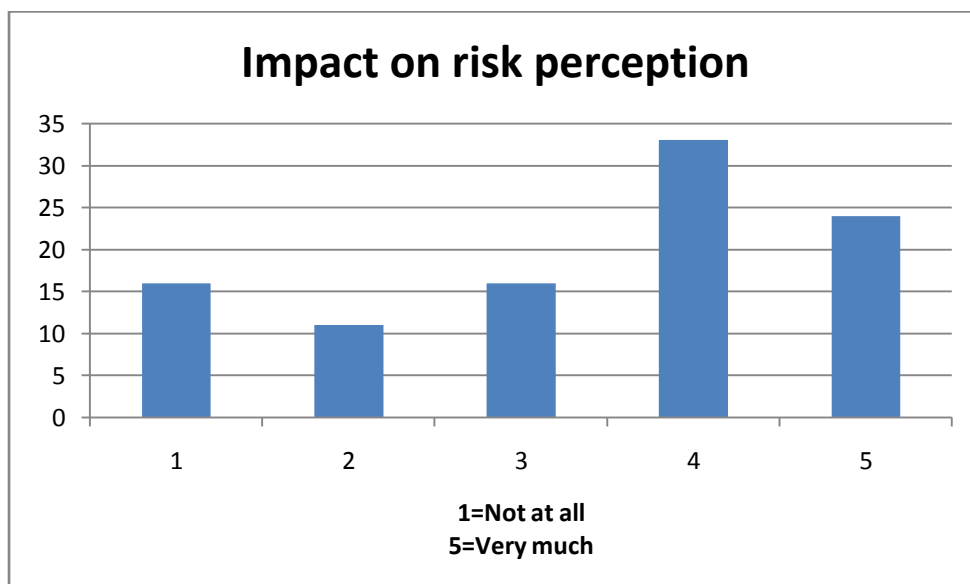


Figure. 9 (Effect on risk perception)

Figure nine shows whether Israelis' perception of risk in travelling to Turkey have been affected by the worsened relationship between Israel and Turkey. The data show that 16% have not had their risk perception affected as they crossed out 1 on the Likert scale. A large group have had their risk perception affected however as 33% indicated 4 on the Likert scale and 24% indicated 5. The mean is moreover 3.38 and this implies that Israelis perception of risk in travelling to Turkey has been negatively affected.

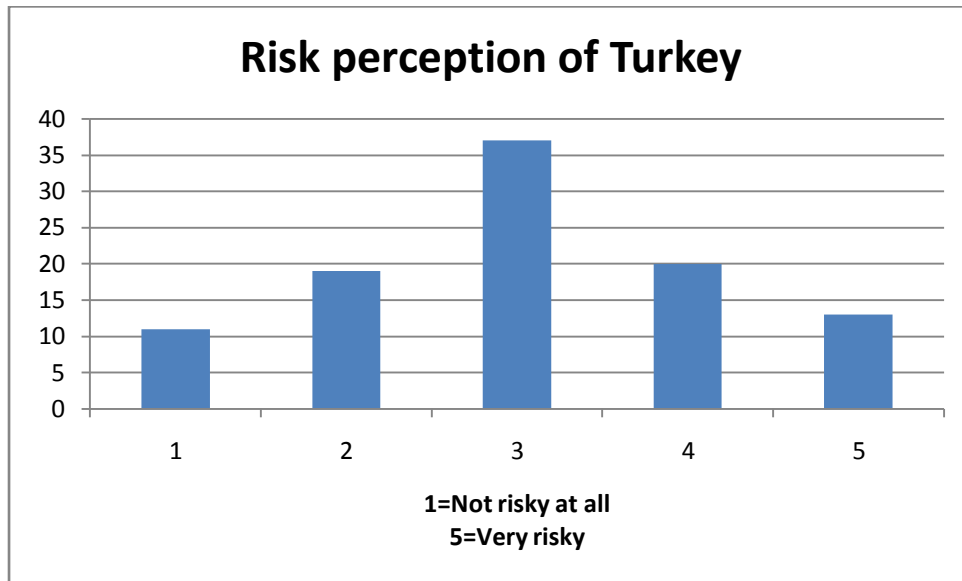


Figure. 10 (Risk perception of Turkey)

This figure shows how risky Israelis actually regarded Turkey as a travel destination at the point of inquiry. The data show a quite even distribution where a majority of 37% regarded Turkey as a destination that is neither “very risky” nor “not risky at all” as they indicated 3 on the Likert scale. This shows that the respondents do not regard Turkey as a very risky destination, however the data from the earlier figures indicate that Israelis perception of risk in Turkey has increased compared to earlier. Moreover it is evident that the risk estimates for Turkey slightly increase when compared to other destinations as shown below.

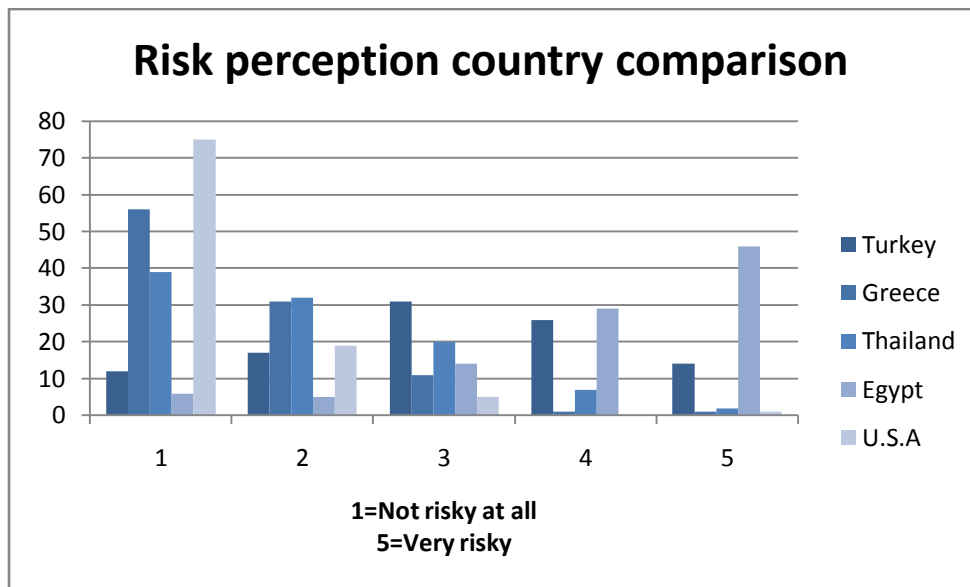


Figure. 11 (Risk perception comparison)

The figure above shows the perception of risk in Turkey compared to other travel destinations. The data show that 46% and 14% respectively perceive Egypt and Turkey as very risky destinations while 6% and 12% respectively do not see the countries as risky at all. On the other hand 39% do not see Thailand as risky at all while 56% see Greece the same way and lastly as many as 75% do not see the United States as risky at all. This ultimately places Turkey as the second most risky country to travel to in terms of risk perception behind Egypt. Thailand then follows as the third, Greece as the fourth and the United States as the least risky country to travel to. From a comparative perspective Turkey is thus regarded as a quite risky country to travel to even though the number of respondents seeing Turkey as very risky is not high.

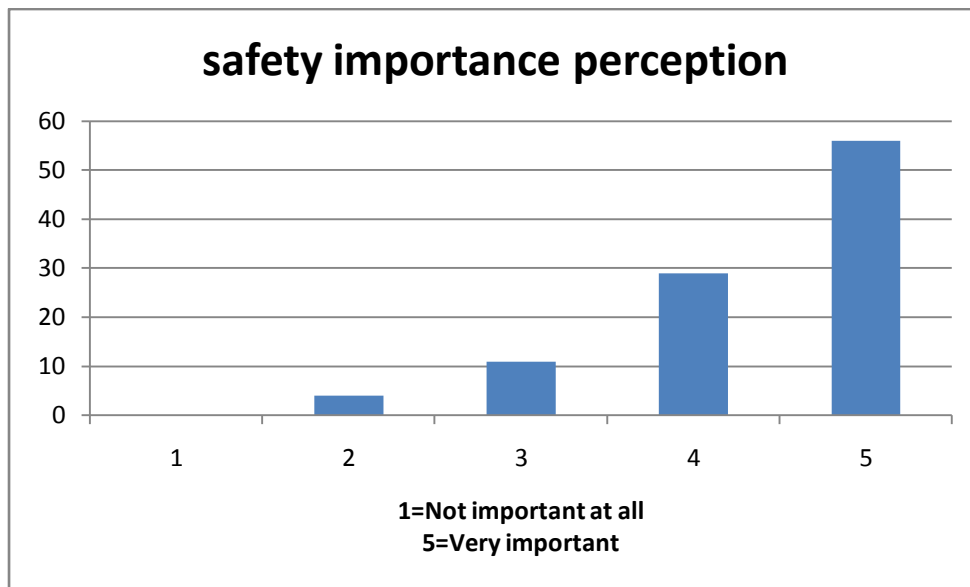


Figure.12 (Perceived importance of safety)

This figure shows that as many as 56% indicated five on the Likert scale and 29% four while the mean score was 4.37. This means that a minority rated safety as less important than four on the Likert scale which again shows that safety is regarded as important for most of the respondents.

4.1.2 Variable comparison

The below data show the main variables in the problem statements correlated with the variables; age, gender, ethnic background, previous travel experience and safety concern assessments. These variables are displayed in the tables below (see Appendix D for SPSS calculation and Appendix C for diagrams).

Have been in Turkey /Have not been in Turkey comparison (N=100)

	Have been in Turkey		Have not been in Turkey	
	N=47	Mean SD	N=53	Mean SD
Impact on travel willingness ^a		3.69 1.55		3.49 1.53
Impact on risk perception ^a		3.51 1.41		3.26 1.36
Risk perception of Turkey ^b		3.06 1.18		3.03 1.16

^aScale: 1(Not at all) 5 (Very much) ^bScale: 1(Not risky at all) 5 (Very risky)

Table. 2

The mean score in the first row for table two is 3.69 for those who have been in Turkey and 3.49 for those who had not been. Appendix C moreover shows that 22 (47%) of the respondents who had been to Turkey had their travel willingness affected very much while this was true for only 19 (36%) of the respondents who had not been in Turkey. Similarly the mean score for the second row is 3.51 for those who have been in Turkey and 3.26 for those who have not been. Appendix C show that thirteen (28%) of the respondents who had been in Turkey on vacation had their risk perception affected very much while this was true for only eleven (21%) of the respondents who had not. The last row moreover has a slightly higher mean score of 3.06 for those who have been in Turkey compared to 3.03 for those who have not. The risk is thus perceived somewhat higher by those who have been in Turkey, something which concurs with the tendency in the previous figures. Surprisingly enough this indicates that the respondents who have been in Turkey have been more affected by the worsened relationship between Israel and Turkey than those who have not been.

Gender comparison (N=100)

	Female		Male			
	N=45	Mean	SD	N=55	Mean	SD
Impact on travel willingness ^a		3.51	1.51		3.63	1.55
Impact on risk perception ^a		3.33	1.34		3.42	1.42
Risk perception of Turkey ^b		3.20	1.03		2.92	1.25

^aScale: 1(Not at all) 5 (Very much) ^bScale: 1(Not risky at all) 5 (Very risky)

Table. 3

The mean score is 3.51 for female and 3.63 for male in the first row and 3.33 for female and 3.42 for male in the second. Appendix C shows that 16 (36%) female respondents and 25 (45%) male respondents had their travel willingness affected very much by the worsened relationship between Israel and Turkey. Appendix C furthermore show that 9 (20%) of the female respondents and 15 (27%) of the male respondents had their risk perception

largely affected. Hence a slight tendency indicates that female respondents have been less affected than male respondents by the worsened relationship between Israel and Turkey. The mean score for the last row on the other hand show that the average score is 3.20 for female and 2.92 for male respondents which suggests that the actual perception of risk in Turkey is higher for female respondents than male. Male respondents have thus had their travel willingness and risk perception affected slightly more than female respondents, while female respondents' perception of risk in Turkey is higher than males.

Age comparison (N=100)

	18-35		36-50		51-65		over 66	
	N=66	Mean SD	N=17	Mean SD	N=16	Mean SD	N=1	Mean SD
Impact on travel willingness ^a		3.27 1.57		4.53 1.17		3.75 1.29		5.00 N/A
Impact on risk perception ^a		3.03 1.41		4.47 0.51		3.62 1.31		4.00 N/A
Risk perception of Turkey ^b		2.85 1.15		3.76 1.09		3.12 1.08		3.00 N/A

^aScale: 1(Not at all) 5 (Very much) ^bScale: 1(Not risky at all) 5 (Very risky)

Table. 4

In table four the mean score for the first row is 3.27 for the 18-35 age group, 3.75 for the 51-65 age group and 4.53 for the 36-50 age group. This shows that the last age group has had their travel willingness affected the most by the worsened Israel-Turkey relationship. Something which is supported by the fact that as much as 14 (82%) of the 36-50 respondents compared to 20 (30%) of the 18-35 respondents, and six (38%) of the 51-65 respondents reported on having their travel willingness affected very much (see Appendix C). The 66 and over age group has been more affected than the 36-50 group however, but as this group consisted of only one respondent it should be considered as an outlier and disregarded. The mean score for the second row is furthermore 3.03 for the 18-35 age group, 3.62 for the 51-65 age group and 4.47 for the 36-50 age group. This confirms the above tendency as the 36-50 age group also had their risk perception affected the most compared to the other groups. The last row concurrently reveals that the mean score for risk perception of Turkey is 2.85 for the 18-35 age group, 3.12 for the 51-65 age group and 3.76 for the 36-50 age group. This moreover indicates that the 36-50 age group was the age group which perceived the highest risk about Turkey as a destination. As such this is the age group where respondents are the

most affected by the worsened Israel-Turkey relationship and also the group which perceive the highest risk about travelling to Turkey.

Ethnic group comparison (N=100)

	Jewish		Arabic		Other				
	N=74	Mean	SD	N=21	Mean	SD	N=5	Mean	SD
Impact on travel willingness ^a		4.12	1.19	1.95	1.36	2.40	1.34		
Impact on risk perception ^a		3.78	1.16	2.19	1.36	2.40	1.34		
Risk perception of Turkey ^b		3.40	1.04	1.90	0.83	2.60	0.89		

^aScale: 1(Not at all) 5 (Very much) ^bScale: 1(Not risky at all) 5 (Very risky)

Table. 5

Table five show that the mean score for the first row for Jewish respondents are 4.12 compared to 2.40 for other and 1.95 for Arabic. Appendix C moreover show that as many as 40 (54%) of the Jewish respondents compared to 1 (5%) of the Arabic and none of the other had their travel willingness affected very much. It also shows that 13 (62%) of the Arabic, two (40%) of the other and only four (5%) of the Jewish respondents did not have their travel willingness affected at all. This strongly indicates that Jewish respondents have had their travel willingness affected more than the other two ethnic groups. The mean score for the second row is moreover 3.78 for Jewish, 2.40 for other and 2.19 for Arabic respondents. At the same time appendix C show that 23 (31%) of the Jewish respondents had their risk perception affected very much compared to only one (5%) of the Arabic and none of the other. It also shows that ten (48%) of the Arabic respondents and two (40%) of the other did not have their risk perception affected at all compared to four (5%) of the Jewish respondents. This shows that the perception of risk in Turkey also have been more strongly affected among Jewish respondents than the other. The mean score for the last row furthermore displays a comparable difference between the ethnic groups as the mean score for Jewish respondents was 3.40, 2.60 for other and 1.90 for Arabic respondents. This shows that the Jewish ethnic group had the highest perception of risk in travelling to Turkey as well as being most affected by the worsened relationship between Israel and Turkey in terms of risk perception and travel willingness.

Safety concern comparison (N=100)

	Highest safety concern			Lowest' safety concern		
	N=85	Mean	SD	N=15	Mean	SD
Impact on travel willingness ^a		3.68	1.52		3.00	1.51
Impact on risk perception ^a		3.49	1.38		2.73	1.22
Risk perception of Turkey ^b		3.19	1.16		2.26	0.88

^aScale: 1(Not at all) 5 (Very much) ^bScale: 1(Not risky at all) 5 (Very risky)

Table. 6

The two groups above were defined by categorizing respondents who indicated four or five on the Likert scale as those with the highest safety concerns and those who indicated two or three as those with the lowest safety concern. As most of the respondents indicated four or five on the Likert scale the first group consists of 85 respondents whereas the last group has 15. The mean score for impact on travel willingness is here 3.68 for the first group and 3.00 for the last group. Appendix C shows that 38 (44.5%) of the respondents with the highest safety concern and three (20%) of the respondents with the lowest safety concern had their travel willingness affected very much. The mean score for impact on risk perception was moreover 3.49 for the respondents with the highest safety concern and 2.73 for the respondents with the lowest safety concern. Appendix C furthermore shows that 24 (27%) of the respondents with the highest safety concern and one (7%) of the respondents with the lowest safety concern had their risk perception affected very much. For the risk perception of Turkey variable the mean score was moreover 3.19 for the first group and 2.26 for the last group. This indicates that respondents with the highest safety concern have had their travel willingness and risk perception affected more than the other group and that they also perceive a higher risk about Turkey than the other.

4.2 Presentation of qualitative data

4.2.1 Travel willingness

Whether Israelis' travel willingness was decreased as a consequence of the worsened relationship between Israel and Turkey is of central relevance to this thesis; and the

qualitative data are complementary but also contrasting on this matter. On the question “Has the worsened relationship between Israel and Turkey influenced your willingness to travel to Turkey?” the respondents answered;

“Absolutely, from my point of view I will pick up another place to go as a tourist, I go to Bulgaria, I go to Greece, other places”.

(Interviewee 4)

“Yeah for sure, I would prefer going somewhere else, somewhere less risky”.

(Interviewee 6)

“Yes of course a hundred percent, we are not going”

(Interviewee 7)

“Of course I am afraid to go there, I will not expose myself as a Jew after the Marmara event”

(Interviewee 9)

“From that moment when I saw how Erdogan, the leader of Turkey, how he talk about the Israeli people I do not have any desire to be in Turkey, opposite I don’t like to be there I think”

(Interviewee 11)

“Yeah of course absolutely, I think almost 95% because I don’t think that I will take any risk if I know that I will get damaged and it won’t be a nice trip then”

(Interviewee 12)

These interviewees are thus making statements which clearly suggest that they are less willing to travel to Turkey. A perspective which is further underlined by the following statements;

“Until the situation will be better, and the security will be better and the government people will say that there is no risk then people will start travelling there, otherwise I don’t like to go there personally”.

(Interviewee 4)

“I wouldn’t go now, no way, because now I know what they think about the Israeli people”. (Interviewee 1)

These respondents thus expressed a decreased willingness for travelling to Turkey as well and the last respondent linked this reduced willingness to a perception of a tainted public opinion of the Turkish people towards Israel. However not all respondents from the sample shared the same perspectives, something which is indicated by the following answers;

“No I’m still interested in travelling to Turkey”

(Interviewee 2)

“Not personally. I don’t think that if I go there that there is going to be a risk for my life because I come from here. After all if I go there I go for real tourism.”

(Interviewee 3)

This shows that the perspectives of the respondents are contrasting when it comes to the above mentioned issue. However the majority of respondents had a similar outlook, namely that the worsened relationship between Israel and Turkey had made them less willing to travel to Turkey. It is thus possible to conclude that most of the interviewees were less willing to travel to Turkey as a consequence of the deterioration in relations between Israel and Turkey and this strengthens the validity of the quantitative data which provided similar results.

Whether the respondents’ decreased willingness to travel to Turkey was related to the incident with the Mavi Marmara ship was also a topic of relevance. On the question “do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey?” interviewee four replied;

“I think it was the straw that broke the back of the Turkish camel because it had a Turkish flag on it, the ship came and the IHH the organization behind is a Turkish organization, I don’t know if its government but semi-government supported organization that is actually supporting the Palestinian cause against Israel, they are not freedom fighters, they came to do a propaganda, a world propaganda in a way”

(Interviewee 4)

This respondent thus referred to The Mavi Marmara episode as the incident which marked the tipping point in which relations went from good to bad in an ever deteriorating relation between Israel and Turkey. Moreover interviewees seven 11 and 12 replied;

“Yes of course, since then everything has changed, their government say that it’s a kill for a kill, you killed us, we want to revenge with blood, they don’t care if it’s going to be a soldier or if it’s going to be innocent people, they want a kill, they want blood for a blood”

(Interviewee 7)

“Yes of course, much influence because they made a big deal of this, they blame us and we saw on the TV that the people on the Marmara attacked the soldiers with iron but they want to blame us and from this they made a big issue because it’s serving the politics inside their country so the Marmara made a big influence for the tourism, you can see it on numbers,

many Israelis stopped going to Turkey, it's known"

(Interviewee 11)

"Yes of course and this is a fact, after the Marmara many people got upset about Erdogan, his action were very bad and a provocation, he want to lead all the Arab or the Muslim so he just made his provocation to show that he has power and many people think not only twice but ten times before they go to Turkey, and especially after the Marmara they lost their willingness to go there"

(Interviewee 12)

These statements likewise portray the Marmara episode as a turning point which likely has had a direct influence on Israelis willingness to travel to Turkey. However when asked whether less willing to travel to Turkey interviewee 10 replied;

"Well yes but it's not because of the Mavi Marmara, it's because of other developments in Turkey based on political issues, Erdogans political opinions are different and he's the leader"

(Interviewee 10)

For the above respondent the Mavi Marmara incident was thus not a main factor for his decreased willingness to travel to Turkey. Rather the political leadership of Turkey was in this situation used as an explanation. Dr. Mansfeld and Dr. Jonas similarly made the following statement about the implications of the Mavi Marmara on Israelis' willingness to travel to Turkey;

"This was just a manifestation that the Turkish policy towards Israel has changed because like the Greeks and like the Cypriots the government of Turkey could avoid sending this flotilla and it didn't so it was a clear political manifestation that the political attitude has changed, and once its changed it has some kind of ramifications in terms of the willingness"

(Interviewee 5)

Hence some respondents portrayed the Mavi Marmara as the symptom of the Islamic orientation of the Turkish governance and thus connected their decreased willingness to travel to Turkey to the political leadership of Turkey. However most of the respondents seemed to see a direct link between the Mavi Marmara and their decreased willingness to travel to Turkey.

Whether the respondents' low travel willingness was unique to Turkey was also highlighted by the question "do you avoid certain countries when travelling abroad?" whereupon interviewee two replied;

“Let’s start with the fact that Israelis are not allowed to visit certain countries so that bans probably half the globe if not even more, and countries where I know there are military or civil problems going on at the moment.”

(Interviewee 2)

While obviously overstating the truth the above respondent is drawing attention to an interesting fact, namely that Israelis are restrained from visiting certain countries which naturally impacts on where they travel. Interviewee six furthermore replied;

“Of course yeah, all of the countries that are like enemies of ours, Arab nations”

(Interviewee 6)

This respondent thus made clear that he avoids Arab countries when travelling and highlighted the perception of them as rival nations. A similar reply is given by respondent one who says;

“Yes not Muslim countries. I don’t want to travel to Jordan, Egypt and other countries like that with my Israeli passport. I like Europe and I will go there without being afraid.”

(Interviewee 1)

Interviewee four moreover replied;

“You have another side of tourism for example with Egypt, it is also in chaos right now, you have many incidents now recently, Israelis were arrested and put in jail, there is India now, I have heard they have some problem in India, there is Thailand, the area of southeastern Asia, wherever fanatic Islam is getting a free hand I would say it’s not good to be there”.

(Interviewee 4)

The perspective of this respondent is thus that there are many dangerous places for Israelis to travel that expand traditional Islamic countries, however he emphasized Islam as a factor which would make him reluctant to travel. Interviewee three moreover provided an interesting perspective when stating;

“Actually more than a year ago I wouldn’t be afraid to go anywhere, for example Egypt, I would love to go to Egypt, the pyramids and all this historical stuff makes me really want to go there, but the situation now, I mean before this revolution and all I wouldn’t be scared to go”.

(Interviewee 3)

This respondent thus expressed a fear of going to certain countries like Egypt due to the revolution which took place there and the consequences which came in the shadow of it.

This might be a factor that has made Israelis even more skeptic towards Egypt and other neighboring countries with civil instabilities.

4.2.2 Risk perception

Whether Israelis' perception of risk in Turkey was affected by the worsened relationship between Israel and Turkey is another central question to this thesis and the respondents gave contrasting responses also on this matter. On the question "how do you perceive the risk about travelling to Turkey now?" interviewee seven replies;

"Very dangerous, why, because they always say that they hate us because of what happened with the Marmara ship. Before that everything was cool and now the government say that you cannot travel there, it's not safe for Israelis"

(Interviewee 7)

Interviewee 11 furthermore seems to agree with this as he expresses reluctance to travel to Turkey due to a perceived Turkish hostility towards Israelis;

"Turkey is a Muslim country, they start to be more and more fanatic, the media in Turkey is very against Israel and people there, many of them don't like Israelis, I see them on the TV, I would not feel very well to be there, I would prefer to be in another country in this situation"

(Interviewee 11)

Interviewee nine moreover indicates a heightened perceived risk and says;

"Because of the anti-Semitic treatment it's very dangerous, I mean it's risky for life, I think that some people can even murder because of this"

(Interviewee 9)

Interviewee 10 furthermore says;

"I might consider it a second time, not because the Turkish are dangerous or something like this, because there are some radicals over there that might affect. It's not hundred percent risk but there is a risk"

(Interviewee 10)

This respondent thus like the previous sees a risk in travelling to Turkey but seems to express a lower concern than the others. Some respondents however express no heightened risk perception at all which is evident from the statement of interviewee two;

"I don't think it has changed much"

(Interviewee 2)

Interviewee three moreover state that;

“I don’t really see a risk, I know that it’s supposed to be dangerous, but I think there are even more dangerous destinations in the world. If I were to travel to Turkey this specific issue would not be factor in deciding whether to go there or not”

(Interviewee 3)

However another statement by the same interviewee must be regarded as it is relevant to the context of what was said;

“I’m an Arab so I feel less threatened by going there, Jews feel more threatened by these things usually because they are threatened by a lot of countries in the world and one of them is Turkey. I don’t know if they start asking if they are Arab or not but it makes me feel less threatened”

(Interviewee 3)

This puts the previous statement in a different light as Arabs according to the quantitative data perceive less risk than Jews about travelling to Turkey. It is thus clear that the risk perception of Turkey has changed for most of the respondents, although some respondents (of which one was Arabic) have not had their risk perception changed. This validates the quantitative results which showed a comparable tendency.

When it comes to which specific risks the respondents emphasize there are different factors highlighted. One respondent made the following statement;

“I think not more than that someone will say something, I think inside the people of Turkey are not so foolish, they like Israelis but they have to show that they are with the Palestinians and so on, but when they see us they understand that we are normal people, but maybe one of ten or twenty people will open their mouth and talk politically and say something not nice, that’s the reason I don’t like to be there”

(Interviewee 11)

Thus this respondent does not emphasize any particular risk except for anyone potentially making a political remark or the like. According to interviewee seven however the main risk is to be kidnapped as he expresses;

“Kidnapping and I know why, let’s say that we arrest a terrorist, we find them in Lebanon, in Egypt, even in London, even the U.S, we arrest them and we take them to our custody, we put them in jail. Now these terrorists belong to an organization that have a lot of soldiers, the terrorists know that every Jew in Israel is very, very, very important, they know that if they

are going to kidnap a Jew from Israel or even if it was in London they can get everything”

(Interviewee 7)

This interviewee is thus concerned about being kidnapped and points out how terrorist organizations will have a negotiation advantage if trying to exchange an Israeli for terrorist prisoners. The interviewee is with this drawing a parallel to the Israeli corporal Gilad Shalit who was released from captivity on October 18, 2011 in exchange for about 1000 terrorist/activist prisoners (YNETNEWS, 2011). However this concern is not shared by any other respondents as the majority of respondents’ emphasize different risks. Risks which could be briefly summarized by the following statement about the specific risks associated with Turkey;

“Terrorism and hate violence”

(Interviewee 10)

With this statement the above respondent abridges most of the interviewees main risk conceptions as he emphasizes both terrorism and hate violence which is also highlighted by the other respondents. However in contrast to the above interviewee the other respondents seem to emphasize one of the risks over the other. For instance interviewee 12 states;

“I think hate violence, the citizens get influenced from the statements of their prime minister and they can do anything just to harm Israeli people. Terror attack is anywhere in the world, even in Norway, not terror attack but any attack you know, so I think it’s the hate violence”

(Interviewee 12)

Interviewee six and nine seem to share this opinion as they state;

“Hate violence, just personal, not something big like a terror attack, like I would go on the street and talk Hebrew and someone would see that I’m Jewish and he would attack me and say that I am attacking you because of the Marmara, he would just attack me”

(Interviewee 6)

“Hate violence, somebody can even hit somebody just because he’s Jewish, I think maybe for men it’s more dangerous than for women, I think that violence from men towards men is something I imagine that there is more chances for to happen”

(Interviewee 9)

Along with interviewee 12 these respondent thus emphasize hate violence as a main risk factor and additionally the last respondent suggests that the occurrence of such risks seem more probable among men than women. Interviewee one is emphasizing terrorism however when making the following remark;

“Well it’s terror. You know people from Syria and countries like this all come to Turkey”.

(Interviewee 1)

This interviewee is thus making a clear statement that she sees terror as the largest risk in Turkey and connects this to Syrians coming to Turkey which perhaps has an even more hostile attitude towards Israelis than Turks. Dr. Mansfeld and Dr. Jonas moreover seem to agree that terrorism is the largest threat to Israelis travelling in Turkey as they state;

“The most evident risk is terrorism against Israelis in Turkey, because there is a travel warning and Israelis will not issue a travel warning unless there is some kind of serious risk so Turkey is perceived as a risky place especially right after issuing a travel warning”

(Interviewee 5)

The risk of terrorism thus seems to be highlighted throughout the interviews and is also the risk which is deemed most evident from a professional point of view. However hate violence seem even more highlighted as it is the risk which is mentioned the most by the interviewees.

A different matter of interest which was given emphasis was how the respondents saw the risk of living in Israel compared to the risk of travelling in Turkey. This was relevant as Israel could be perceived as a relatively risky country as well. Interviewee 10 for instance says;

“I see the risk as higher in Turkey because I don’t know the situation over there, here I know where it’s safe, where it’s more problem, where it’s less problem, I know where I’m going, I can watch my steps, in Turkey I cannot watch my steps”

(interviewee 10)

This interviewee thus regarded Turkey as a riskier place than Israel and explained this on the basis of a disparate knowledge about the two countries. The next statements similarly expresses the same view but concludes this view on the basis of different factors;

“Israel is a very secure country itself, Turkey is known for its unjust system and it was reflected in the movie Midnight express where they arrested this American student, so whoever saw this and experienced it understand that I don’t want to go there, it’s not Switzerland for sure”

(Interviewee 4)

“I don’t feel even one percent of risk here, I feel very well here, you know Israel is one of the in my view, one of the countries where it’s very sure to live, people from outside think it is very risky here but it is not at all, I feel that in Turkey it is more risky than here, I think here is

much safety compared to Turkey, don't forget that in Turkey they have a problem with the Kurdish people so in Turkey the media don't come and see what is going on there but in Israel they make a big case for everything"

(Interviewee 11)

"I think we feel much more safe here than in Turkey because the security here is much better to avoid any terror attack, but in Turkey the citizens feel not good about us because of the relationship between us and them so I can go anywhere and get hurt or something like this so I think it's much more safe here than in Turkey for us, yeah"

(Interviewee 12)

Hence the last respondent explained his relatively higher perception of risk in Turkey on the basis of the political relationship between the countries and Israel's developed security. Interviewee 11 made a similar explanation but additionally asserted that the media focus on Israel is twisting the conceptions about the country and making it seem more risky than Turkey. Interviewee four moreover linked the higher perception of risk in Turkey to what he called an unjust political system. These respondents thus also perceived more risk in Turkey than in Israel. Not all respondents however saw Turkey as riskier than Israel. Interviewee three for instance made the following remark;

"They are both risky and I would rather not live here because it's a place, it's like you're playing with fire, there's always a chance that there will be a war or some kind of killing or whatever so it's already risky here but in Turkey I don't really know how it goes there but maybe it's risky also"

(Interviewee 3)

This respondent is thus making clear that she regards both countries to be similarly risky while interviewee two regard both countries to be similarly safe;

"I think that both countries are pretty safe, but if I have to choose one I think Israel is slightly riskier, but in both countries one should know where to travel and not to travel, there are border areas in Turkey people should avoid and there are border areas in Israel that people should avoid, but as long as you're within the Israeli borders of 67' I think Israel is as much safe as Turkey, the Eastern parts of Turkey might be less safe at times"

(Interviewee 2)

The last respondent thus regarded both Israel and Turkey as fairly safe and is even suggesting that Israel is riskier than Turkey. However he maintains that the level of risk is dependent on which area you are referring to. Dr. Mansfeld and Dr. Jonas is seemingly

agreeing with this and moreover highlighting the role of the media like interviewee 11; *“We don't think that it's risky to live here, as I said the risk involved in living here or any other country in the world since September. It is more or less the same. The problem is that we have to convince people to come, the only information they have is the media and it's a very distorted image of what's going on in Israel, unlike Turkey by the way because in Turkey there are pretty dangerous areas which I would not go today, if you refer to the eastern border of Turkey and Syria, the border between Turkey and Kurdistan, these are not less risky than travelling very close to the Gaza strip on the Israeli side, but this risk is not conveyed in the television”.*

(Interviewee 5)

The interviewees thus have differing opinions about the relative risk in Turkey compared to Israel. However most of the respondents ascertain that their risk perception of Turkey is higher than their risk perception of Israel. Dr. Mansfeld and Dr. Jonas where due to this asked how the risk of living in Israel affects travel choices and whether it makes them more willing to travel to risky destinations whereupon they replied;

“Definitely yes, we are experienced with security situations, it's part of our life, we perceive ourselves more as a target than any other tourists travelling to Arab or Muslim countries so its somewhere in the back of our minds that we might be more targeted than others, however it does not stop us from travelling.”

(Interviewee 5)

The professional viewpoint on this matter is thus that Israelis everyday risk exposure does not stop them from travelling, and might even make them more inclined to travel to risky destinations.

Several respondents however note that they would take certain precautions if they were to travel to Turkey. A statement by interviewee six for instance indicate this as he says; *“Try not to show that you are Jewish, speak Hebrew, just look like a foreigner, not an Israeli”* (Interviewee 6)

According to this respondent Israelis on vacation in Turkey should not wear religious garments or speak Hebrew. This view is similarly given by interviewee nine;

“Maybe businessmen that go for business should not expose that they are Jewish on the street, I don't believe that somebody on an official meeting somebody will do something to them, but on the street it's very dangerous they should not expose themselves as Israelis no

way, or have protection like the authorities have you know”

(Interviewee 9)

This shows that the interviewees believe their Israeli and Jewish identity must be hidden in order to avoid any potential conflicts. Assumptions which are reflected in the statement of the travel agent who says;

“I think that they have not to speak loud Hebrew, don’t say that we are Israeli because they don’t like us, what can we do its unfortunate”

(Interviewee 8)

4.2.3 Rationale behind the decreased willingness

Another matter of paramount importance was what aspects that had made Israelis less willing to travel to Turkey and perceive more risk about the destination; a matter in which various factors stood out. Interviewee four made the following statement when asked about what factors that had made him less willing to travel to Turkey;

“The crisis of the Marmara, and the aftershock of the Marmara, the uprising there in Istanbul, Istanbul is also known to be influenced by Al Qaida, they have several Al Qaida events there, I think I even knew the Israeli ambassador and his wife there, and I felt it was not good, not safe, and walking in Istanbul in the market is not too safe anymore, if they know you are an Israeli they might give you a hard time”.

(Interviewee 4)

The same respondent furthermore says;

“It’s an actual risk to my safety, I don’t want to get myself into a situation where I can get into an argument, or getting hit or getting anything by people that don’t like me to be there just because I’m Israeli, it’s personal safety.”

(Interviewee 4)

This respondent thus emphasized the factor of risk when explaining why he was less willing to travel to Turkey. Similarly respondent six noted that;

“There were some incidents of people getting attacked there after the incident of the Marmara, I don’t remember specifically but I do remember that on the news they said that some people were killed there”

(Interviewee 6)

And furthermore stated;

“I think the risk, I don’t really care about spending money there no, just the risk”

(Interviewee 6)

This respondent is evidently also most risk concerned and linked his risk concern to incidents of people presumably being killed due to the Marmara episode. Interviewee seven moreover stated that;

“I think it’s actual risk, I know why it’s a risk, I think because the small people over there got a brainwash, the brainwash is Israelis killing Palestinians, Israelis killing the people in Gaza, let’s kill the Israelis. So if a small group of people there, let’s say two percent of the total population is willing to do that it’s a risk for me”

(Interviewee 7)

This respondent is emphasizing that he thinks it is a minority of the Turkish population who would be willing to murder Israelis but nevertheless state that he sees this as a risk.

Furthermore interviewee nine states;

“Mainly because of the risk but even if it was not risky I would advise people not to go to make a protest but now this is not just a protest, now it’s about danger”

(Interviewee 9)

This respondent like the previous thus considered risk to be the reason why she was less interested in travelling to Turkey, however she also implies that her decreased willingness to travel to Turkey is based in a desire to make some sort of protest. This is moreover something several other respondents highlight including Dr. Mansfeld and Dr. Jonas who note that;

“It’s not just a perception of risk involved, it’s if you like a political manifestation by Israelis that we don’t want to go to a country that does not appreciate us anymore, and accuse us for committing war crimes and stuff like that, so it’s a combination”

(Interviewee 5)

The professors are thus suggesting that Israelis are trying to make a political statement when deciding not to go to Turkey. In line with this interviewee 11 makes the following remark;

“I think part of the reason not to go to Turkey is like a little punishment because they say about us very bad things, we don’t feel any blame and they blame us, they made us like a David so we punish them by the fact that we don’t go there because if tourists is going to their

country its good money for them.”

(Interviewee 11)

Interviewee 12 furthermore states;

“It makes me angry when I hear Erdogan, how he talks and make all these provocations and after I hear these statements I think twice not to go there and I’m afraid of course, I don’t want to go to any place where I can get damaged or hurt.”

(Interviewee 12)

When asked whether he thought Israelis’ reluctance to travel to Turkey was related to politics or risk interviewee 10 replied;

“It’s a mixture, for me it’s also a mixture because I don’t like the statements that Erdogan, the prime minister is giving, he’s using force, he’s like a tyrant”

(Interviewee 10)

It is furthermore interesting to note the opinion of the travel agent when asked whether she recommend people to travel to Turkey;

“You know what, I don’t recommend because we are also angry at the government of Turkey to Israel, about the Marmara and about all these things, because we have been so good friends with them militarily, economically, within tourism everything and they did not behave good with us so I don’t recommend”.

(Interviewee 8)

This exemplifies that even travel agencies support tourism boycotts of Turkey which reveals a broad consensus around such political statements. These respondents thus regard their desire to make a political statement towards Turkey as a reason for not wanting to visit the country, a reason which to most is additional to the factor of perceived risk. There is however another reason why the interviewees are less willing to travel to Turkey as the following statement indicates;

“When you go to travel you like to feel well, to feel free, to feel that people like you to be with them.”

(Interviewee 11)

This respondent indicated that he would not feel well in Turkey because of a perceived Turkish hostility towards Israelis and a feeling of not being welcomed, and for this respondent this was the reason for not wanting to go there. The same reason was also discussed by Interviewee two and one who said;

“There are so many destinations , so if people got the idea that they will not be welcomed

whether it's based on a fact or not based on a fact that's the last thing you're looking for on vacation, you want to travel with a free mind and less worries than in daily life"

(Interviewee 2)

"They have to say that they love me, they don't want us there, so we don't come there"

(Interviewee 1)

This shows that the perception of being unwelcomed could be a factor decreasing Israelis willingness to travel to Turkey, something which is also highlighted by Dr. Mansfeld and Dr. Jonas in the following statement;

"I think that we are not wanted in Turkey by the man on the street, and when you go on holiday the least thing that you would expect is that the host would like to host you"

(Interviewee 5)

Apparently there are three main factors explaining Israelis' reduced willingness to travel to Turkey. One is an increased perception of risk in travelling there, another is a desire to make a political manifestation while a third is a feeling of not being welcomed. Respondent two makes a statement which recapitulates these emphasized factors in a good manner;

"I think the increased pressure between the governments plays a role, so for that reason they will probably assume that they will not be as welcomed as before, or that the tourist workers will not be helpful or friendly. I think they have their concerns about safety when identifying themselves as Israeli citizens. I think there is a factor of, let's call it getting even, if we are not cooperating, if we are not getting along then we won't go and spend our money in that country"

(Interviewee 2)

How government advice affected the travel decisions of the interviewees was discussed in several statements. For instance in a statement by interviewee 10 as he state;

"There is warning and I think every Israeli must hear what the government say, if there is a warning it's better not to go because it can be something, it's better to stay for another time, better times" (Interviewee 10)

This statement indicates that government advice is regarded as an important source of information when making travel decisions for this respondent. It is furthermore interesting to note the perspective of interviewee nine who says;

"When in the media they say not to go to Turkey so people take it seriously. Personally not but in general of course people should take it into consideration"

(Interviewee 9)

This implies that the interviewee does not take the government advice into consideration but thinks that people in general should do it. A view which seems to be shared by interviewee two who says;

“People take it into consideration what the government says, personally I do my own research on things like that, on recommendations, definitely, I don’t think that the Israelis recently avoiding Turkey is because of government statements, I think it’s some kind of sentiment that we don’t feel like doing business with Turkey”

(Interviewee 2)

This perception is furthermore coincident with the statements of the travel agent and Dr. Mansfeld and Dr. Jonas. The travel agent first of all state;

“There is something very interesting about the Jewish people, when there is something politically big all of them are against it, the advice of the government is not so important”

(Interviewee 8)

The travel agent with this suggests that the political importance of the worsened Israel-Turkey relations has the main responsibility for Israelis’ lowered interest in travelling to Turkey and that travel warnings are not so important. Dr. Mansfeld and Dr. Jonas moreover state;

“According to our studies only 30 percent of Israelis are willing to change their travel plans as a result of travel warnings, not just to Turkey but generally speaking, the people that still want to travel to Turkey will do that”

(Interviewee 5)

“I don’t think that today to travel to Turkey is more dangerous for Israelis than travelling to Morocco for example, and there are a lot of groups travelling to Morocco right now, there is a travel warning against travelling to Morocco for Israelis right now, however we still go there, on the other hand we have almost completely stopped going to Turkey, not because we are afraid to go to Turkey that much but because it’s a political statement.”

(Interviewee 5)

Dr. Mansfeld and Dr. Jonas thus refer to empirical findings which suggest that Israelis in fact are not so affected by travel warnings. They moreover state that Israelis are travelling to Morocco in spite of an issued travel warning against travelling there and thus claim that Israelis reluctance to travel to Turkey is unrelated to the travel warning.

5.0 Discussion

Here the presented results will be discussed first in relation to the quantitative data and next in relation to the qualitative. Lastly both the quantitative and qualitative data results will be discussed within a theoretical context.

5.1 Discussion of quantitative data

There appears to be a clear tendency in the survey findings suggesting that the respondents have been affected by the worsened relationship between Israel and Turkey. However it seems like this has impacted their travel willingness in a larger scale than their risk perception as the mean for figure 8 (effect on travel willingness) was 3.58 while it was 3.38 for figure 9 (effect on risk perception). This could be explained by their reduced travel willingness being linked with other factors than the factor of perceived risk, something which will be discussed in the qualitative part. The actual perceived risk about travelling in Turkey was furthermore moderately high as the mean score for figure 10 (risk perception of Turkey) was 3.05. This indicates that the sample did not regard Turkey as a very risky country although they indicated an increased perception of risk about travelling there as well as a decreased willingness to do the same. Seen in comparison with other travel destinations however such as Greece, Thailand, Egypt and the U.S (see figure 12, Turkey is relatively seen as a risky destination. This is evident as Egypt had a mean score of 4.04, Turkey a mean score of 3.13, Thailand a mean score of 2.01, Greece a mean score of 1.60 and the United States a mean score of 1.33. This shows that the sample regarded Turkey as a fairly risky destination when compared to other destinations perceived as safer. These findings are similar to the findings of Baloglu and Mangaloglu's (2001) study which examined the images of Turkey, Egypt, Greece and Italy from the perspective of travel intermediaries. This study found that Egypt scored the lowest on the attribute "personal safety" followed by Turkey. However the findings from Baloglu and Mangaloglu's study cannot be directly compared to the findings from this study as their respondents were travel agencies and not general travelers. Nonetheless it is noteworthy that Egypt and Turkey was placed at the same risk levels in both studies. In line with this Sonmez and Graefe (1998) conducted another study where general travelers were used as respondents but where the considered destinations differed from the ones regarded in this research. The destinations regarded as the most risky were Iraq, Somalia, Libya, Lebanon and Syria while the ones regarded as the least risky were Canada, New

Zealand, Switzerland, Sweden and Australia. This coincides with the findings from this research in the sense that the destinations regarded as the riskiest by Sonmez and Graefe (1998) were mostly situated in the Middle-East and were all Muslim countries. On the other hand the United States was not on the list of the least risky countries in Sonmez and Graefe's (1998) study like in this research where the United States was perceived as the safest destination among all those included. This is somewhat surprising to note as the United States is one of the countries in the industrialized world with the highest homicide rates (FBI, 2010). The respondents perception of the United States as the least risky could however be linked to the historical bond between the United States and Israel as well as the fact that many Israelis have family members in the States.

When it comes to the perception of the importance of safety, figure 12 showed that most respondents regarded this as important as only 11 % of the respondents answered three on the Likert scale and 4% two and none answered one. This shows that safety is generally regarded as important by the respondents, something which makes the other figures more relevant as high perceived risk along with high safety concerns is likely to impact on travel decisions.

The findings indicate that respondents who have been in Turkey are slightly less willing to travel to Turkey, have had their risk perception affected more and see more risk in Turkey as a destination than the respondents who have not been in Turkey. To some degree these findings contradict Lepp and Gibson (2003) and Sonmez and Graefe's (1998) studies which found that experienced travelers were less concerned about risk than less experienced travelers. However the above figures do not reveal whether the respondents are experienced travelers in general, but only whether they have experience with travel in Turkey. Because of this it is not possible to make a direct comparison to Lepp and Gibson (2003) and Sonmez and Graefe's (1998) studies. Nevertheless it might be assumed that tourists with travel experience from Turkey would feel less threatened by going there, something which is not the case according to the data. The findings could however be explained if the respondents who had been in Turkey felt unsafe due to various circumstances when travelling in Turkey and thus got their risk perception negatively affected.

Furthermore the findings suggest that male respondents' willingness to travel and perception of risk in Turkey have been more affected than females, while females see more risk in Turkey as a destination than male respondents. These findings suggest that male respondents are the most prone to change their perception of risk due to dramatic events and

large scale negative media displays. It also suggests that male respondents are the most willing to change their travel behavior due to such dramatic events. That males' travel and risk perception get altered more dramatically than females is not corroborated by other sources however. On the other hand the finding that females perceive a higher risk than males about Turkey as a destination concurs with empirical data from Lepp and Gibson's (2003) and Lerner, Gonzales, Small and Fischhoff's (2002) studies which indicated that female respondents were more risk apprehensive than male respondents. However contrasting results exist on this issue as the same study found that novelty seeking female traveler's perceived similar amounts of risk compared to their male counterparts. In addition Elsrud (2001) found that female as well as male backpackers were willing to expose themselves to risk. This shows that researchers have not reached consensus on this topic and that several factors may be at work in influencing risk perception.

When it comes to age categories the 36-50 age group was the group which had their travel willingness and risk perception affected the most and simultaneously perceived Turkey as the most risky. In contrast the 18-35 age group was the group who scored the lowest on all these variables and was the group which had their travel willingness and risk perception the least affected as well as being the group who saw the least risk about Turkey as a destination. Earlier research by Sonmez and Graefe (1998) did not find any such correlation between age and risk perception. Nevertheless these findings could be explained as the 18-35 age group might be more risk seeking than others. Furthermore the fact that many in the 36-50 group are established with families could make them more risk avoidant than the other age groups. This is because travelling with a family could increase the perceived importance of safety. This is even highlighted by Dr. Mansfeld and Dr. Jonas who says that perceived risk is shaped by whether you are travelling individually or with a family and that the status of the tourists' travel companions is impacting their state of mind. This in practice means that people's state of mind is deviating depending on whether they are travelling with children or travelling alone (see Appendix E). The discrepancies between the age groups could thus be caused by the probability of the 36-50 age group having a larger proportion of dependent children compared to the others. However the ad hoc nature of this assumption combined with the fact that the 36-50 age group consisted of only 17 respondents makes it hard to draw a conclusion on this issue.

Regarding ethnic background Jews were clearly the ethnic group which had their travel willingness and risk perception affected the most and also the group which saw the

highest risk in Turkey as a destination. On the other hand Arabs were the ethnic group which had their travel willingness and risk perception affected the least and saw the least risk about Turkey as a destination. Furthermore 40 (54%) of the Jewish respondents compared to 1 (5%) of the Arabic had their travel willingness affected very much while 23 (31%) of the Jewish respondents had their risk perception affected very much compared to only one (5%) of the Arabic. Moreover 13 (62%) of the Arabic and only four (5%) of the Jewish respondents did not have their travel willingness affected at all while ten (48%) of the Arabic respondents compared to four (5%) of the Jewish did not have their risk perception affected at all (see Appendix C). These discrepancies could explain why the first column to the left in figures eight and nine are so high. The ethnic background charts in appendix C moreover show a left tail distribution for Jews and a right tail distribution for Arabs something which indicates that Arabic respondents have decreased the mean score for the total sample. These findings must be seen from a socio-political perspective. This is because Israel was established as a Jewish state and the Israeli identity is therefore closely connected to Jewish ethnicity despite the fact that the country is a highly multi-ethnic one (CIA, 2012). Israeli Arabs might therefore feel detached from the Israeli identity and more connected to the Muslim or Palestinian identity as many of them have family ties to the Palestinians. This could explain why Jewish Israelis have been more affected by the worsened relationship between Israel and Turkey and seemingly have a stronger discomfort with visiting Turkey than Arab Israelis. Another viewpoint could be that Israeli Jews generally feel more threatened by visiting Muslim countries than Israeli Arabs even though they share the same nationality. If so the Jewish identity seem to be a main variable in explaining the discovered effects on travel willingness, risk perception and the perception of risk in Turkey. Whether Jews with different nationalities than Israeli would indicate similar responses could therefore have been interesting to examine.

The data also show a difference between those who were the most concerned and those who were the least concerned about safety when travelling. Those with the highest safety concerns namely had their travel willingness and risk perception affected more than those who were the least concerned about safety. Similarly those with the highest safety concerns perceived a higher risk about Turkey as a destination compared to those with the lowest safety concern. This points towards a positive correlation between the general safety concern of people and their risk perception of Turkey which could suggest that personality plays a role for the perception of risk. Something which is coincident to the outlook of Dr. Mansfeld and Dr. Jonas that it is not only the risk generated by the situation and the

circumstances in the destination that impacts tourist risk perceptions, but their travel behavior and personality (see Appendix E). It is furthermore probable that the respondents who are lowest on safety concerns are risk seeking as tourists, a type of tourists described in Elsrud (2001). As mentioned by Cater (2006) tourists actually want to be exposed to risk which if true could explain the variance in the above data. However as only 15 respondents fell under the low safety concern definition it is hard to base any conclusions on this material.

5.2 Discussion of qualitative data

The interviews with individual Israelis revealed that most respondents similarly assert being less willing to travel to Turkey now than before even though a couple of respondents did not share this view. Most respondents furthermore made a direct link between the Mavi Marmara incident in June 2010 and their decreased willingness to travel to Turkey. However some respondents connected the changed Turkish political direction to their decreased willingness to travel to Turkey wherein anti-Israeli remarks by Turkish PM Erdogan were also highlighted. Inbar (2010) noted that the Turkish AK party (of which Turkish PM Erdogan belongs) has marked a stronger distance towards the west than previous parties and a desire for improved relations with Muslim neighbors. This indicates that the changed political landscape in Turkey could be a main source for the changed Israeli willingness to travel to Turkey. This notion is moreover supported by a statement by Dr. Mansfeld and Dr. Jonas which claimed that the deterioration in relations started when Peres and Erdogan had an argument in Davos in 2009 (see Appendix E) which was before the Mavi Marmara incident. This is interesting as the secondary data (statistics) unveil a decrease in Israeli outbound tourism to Turkey already in 2009 while the Mavi Marmara incident occurred one year later. The political orientation and direction of Turkey can thus also explain the samples decreased willingness to travel to Turkey. Nonetheless the Mavi Marmara episode must be seen in connection to this as Dr. Mansfeld and Dr. Jonas regarded this incident as a symptom of the new political orientation of Turkey towards Israel. Hence it is likely that the Mavi Marmara incident decreased Israelis' willingness to travel to Turkey even further as the number of Israeli arrivals to the country continued to drop. This supposition is reflected in the statement by interviewee four who portrayed the episode as "the straw that broke the back of the camel". Dr. Mansfeld and Dr. Jonas furthermore state that the Mavi Marmara incident enhanced the political attitudes of Israelis against the Turkish government but not so much

towards the Turkish people (see Appendix E). This could indicate that Israelis do distinguish between the Turkish as a people and the Turkish government.

It was not only Turkey that the respondents expressed a desire for avoiding but several other Muslim or Arab countries such as Jordan and Egypt. One respondent even characterized the destinations of India and Thailand as undesirable but clarified that all countries where Islam is getting a free hand is undesirable for him to visit (Appendix E). This could indicate a reluctance from the respondents to visit Muslim countries in general and that this reluctance is not unique to Turkey. The fact that Israel previously had a thriving relationship with Turkey however makes the reluctance for Israelis to travel to Turkey particularly interesting. This reluctance to travel to Muslim countries could be furthermore be understood on the basis that Israelis are seen as targets for terrorist organizations. This assumption concurs with the finding from Reisinger and Mavondo's (2005) study which found that American tourists were the most anxious about travel risks among the nationalities studied, which could be caused by the study's close time proximity to the 9/11 terror attack. Dr. Mansfeld and Dr. Jonas nevertheless propose a different view. According to them Israelis' perception of themselves as a target travelling to Arab or Muslim countries does not stop them from travelling there. They moreover claim that the fact that Israelis are exposed to risk in their home country makes them more willing to travel to risky destinations as they are accustomed to security situations (Appendix E). This concurs with the findings from Uriely et al. (2007) which found that Israelis traveled to Sinai after a terror attack had taken place there and rationalized this behavior among other things on the security situation in Israel.

Most of the respondents asserted that they saw Turkey as a riskier place now than before, and some who had been in Turkey on vacation claimed that they did not perceive any risk at their last visit but that they would perceive risk about a forthcoming visit to the country. This indicates that the respondents have increased their perception of risk in travelling to Turkey, something which coincides with the quantitative results that showed that a majority of respondents had their risk perception of travelling to Turkey increased. Nevertheless two respondents (interviewee two and three) claimed that they did not see more risk in travelling to Turkey. It should be noted that interviewee three was Arabic which might explain this interviewee's statement based on the findings from the quantitative part. When it comes to the types of risk that respondents highlight these are primarily related to hate violence which concerns the fear that Turkish people will physically attack them due to the

political conflict between Israel and Turkey. While terrorism is also mentioned by a large amount of respondents, and terrorism relates to the fear that large groups of Israelis will be subject to lethal or non-lethal attacks perpetrated by Muslim terrorists. According to Dr. Mansfeld and Dr. Jonas the most evident risk for Israelis travelling to Turkey is terrorism. From the data material however hate violence seem slightly more highlighted which shows a discrepancy between the professional opinion about the main risk in Turkey and the actual perceptions of the sample. In the study by Reisinger and Mavondo (2006) five major risk types were found to be associated with tourism where “terrorism” and “war and political instability” were two of them. This coincides with the highlighted risk types of the respondents as terrorism and hate violence was mentioned and hate violence could be related to political instability. Some respondents moreover emphasize the risk of being captured and the risk of getting into an argument something which was not mentioned by Reisinger and Mavondo (2006). According to Dr. Mansfeld and Dr. Jonas’ assertion the incidents of 9/11-2001 changed the world in the sense that terrorism has become a global problem in which there is always a risk in going anywhere (Appendix E). Moreover they compared the risk of travelling next to the border between Turkey and Syria with that of the border between Israel and Gaza. However most of the respondents stated that they see a larger risk in travelling in Turkey than living in Israel and despite Dr. Mansfeld and Dr. Jonas’ claims that anywhere is risky Israel’s substantial amount of territorial conflicts and terrorism makes these findings intriguing. The findings can moreover be linked to the results from the study by Larsen et al. (2007) which investigated food risk judgments made by tourists with different nationalities. Larsen et al. namely found a general perception shared by the respondents from various world regions that food risks abroad are higher than at home. An analogy could hence be made to this study where the sample perceived less threat about living in Israel compared to travelling in Turkey, and this could be explained by the safety which is psychologically associated with familiarity. This suggests that tourists generally perceive their home setting to be safer than the settings abroad. A qualitative study about Israeli tourists travelling to Sinai following a terror attack there all the less revealed contrary results (Uriely et al.) as this study found that the majority of respondents felt unafraid by going to Sinai and used rationalization strategies to lessen their level of concern (in which inward and outward rationalization strategies were used). The inward-oriented rationalization strategies related to statements about the low probability for a bomb to strike at the same location twice while the outward-oriented rationalizations related to statements about Tel Aviv being more exposed to terror than Sinai

(Uriely et al., 2007). This is interesting as the respondents from this study seemed to perceive even more risk in their home country Israel than in Sinai. However it must be noted that the study only included respondents that were actually travelling to Sinai after a terror attack took place there. This could indicate that the sample was mostly representative of the risk seeking segments of tourists and unrepresentative of the total population.

The factors the respondents highlighted for being less willing to travel to Turkey were manifold. First of all several respondents mentioned that they wanted to mark a political statement towards the government of Turkey and its changed attitude to Israel. This implies that they regarded their avoidance of Turkey as a holiday destination to be a protest or boycott. Dr. Mansfeld and Dr. Jonas also regarded this to be a major reason for Israelis reluctance to travel to Turkey as they stated that Israelis are not only avoiding Turkey due to a perception of risk in travelling there, but also because they would like to mark politically that they do not want to visit a country that does not appreciate them (Appendix E). The professors' moreover make an example that gives a twofold illustration, of both how travel warnings affect Israeli tourists and how political manifestations can be a factor for Israelis' decreased willingness to travel to Turkey. This example highlights that Israelis still travel to Morocco despite an issued travel warning for Morocco while they have nearly stopped going to Turkey that also have a travel warning. This according to them is because Israelis have a desire to make a political manifestation against Turkey. Another emphasized reason the respondents give for not wanting to go to Turkey is a perception of not being welcomed and that the Turkish do not want them to be there. This factor is also noted by Dr. Mansfeld and Dr. Jonas who stated that when you are on a vacation you at least expect that the host would like to host you (Appendix E). They moreover illustrated why Israelis might feel this way as they gave an example from Istanbul where media reports had shown images of Turkish shops with signs that said; "no Israelis admitted into these shops". However the most highlighted reason for not wanting to go to Turkey seems to be a perception of risk in going there as the majority of respondents regarded the risk alone or the risk combined with a willingness to mark political distance as the reason for not wanting to go there. The degree of perceived risk varied among the respondents however as some respondents noted the risk of getting into an argument or getting hit while others the risk of getting captured or even murdered. This is interesting as the perception of risk seems to be a more highlighted reason for Israelis' decreased willingness to travel to Turkey than what is indicated by Dr. Mansfeld and Dr. Jonas. Nevertheless the quantitative data showed that the sample's risk perception of

travelling to Turkey has been affected less negatively than their travel willingness. This could indicate that it is not only the perception of risk that has made respondents less willing to travel to Turkey but other factors as well. Thus it seems that Dr. Mansfeld and Dr. Jonas made a correct assumption when postulating that Israelis decreased willingness to travel to Turkey is caused by a combination of perceived risk and desire to make a political manifestation. However it should be noted that the Israeli counter terrorism bureau issued a travel warning in March 2012 (the same period as the qualitative and quantitative data were collected) that the Iranian revolutionary guard had placed elements in Turkey planning a terror attack on Israeli tourists. This warning stated that; “Turkey has an ongoing threat for attacks against Israeli and Jewish targets” and their recommendation was to; “avoid non-essential visits or at least take precautionary measures, show vigilance and special care if travelling to the country” (NSC, 2012). This is something that may have impacted Israelis willingness to travel to Turkey and must be regarded in the context of this study as most of the respondents stated that they took travel warnings in to consideration even though some disparaged the importance of such warnings. This could mean that the travel warning has had an effect on their responses. However in a study conducted by CTPRR (Center for Tourism, Pilgrimage and Recreation Research) which investigated the impact of travel warnings on Israelis’ travel behavior it was found that while 70% respected its content only 30% of the respondents were willing to change their travel behavior due to the travel warnings (Appendix E). This could on the other hand indicate that the travel warning issued in March did not inflict any major influence on the respondents’ answers. Something which is also likely when considering the statement from Dr. Mansfeld and Dr. Jonas given earlier about the fact that Israelis still travel in large numbers to Morocco despite a travel warning against travelling there. According to the professors moreover the probability of getting hurt is very difficult to measure and from a consumer behavior perspective tourists do not believe that they will be subject to terrorism or dangerous incidents when travelling. In fact the professors even recommend people to travel to Turkey as the decrease in Israeli tourism to Turkey accordingly makes them less vulnerable to terrorist attacks as terrorists usually target big groups (Appendix E).

5.3 Theoretical context

The findings showing that the sample is less willing to travel to Turkey can be understood in light of several theoretical concepts. First of all in tourism motivation research the need for relaxation is highlighted by several contributors. Beard and Ragheb (1983 in:

Ryan, 1997) for instance conceptualized four motivational need categories wherein the stimulus-avoidance component was one of them. This motivational component related to the need for some individuals to seek solitude and calm conditions, and for others to rest and unwind. Furthermore Pearce's (1988) travel career ladder which is a model used to assess the needs of tourists contains five motivational need categories whereof the need for relaxation is one such category. Crompton (1979) which investigated the main components of tourist motivation among charter tourists moreover found relaxation to be one such component while Jacobsen and Dann (2009) found corroborating results. In this connection a number of respondents noted that the political situation between Israel and Turkey made them feel less willing to travel to Turkey and that they would not feel well or comfortable being in Turkey. This could have consequences for their ability to relax and therefore it is probable that the respondents will not have this need fulfilled. Another need which is emphasized in the tourism motivation literature is the need for safety and this need is included in Pearce's (1988) model for instance which included the need for stimulation which was related to a concern for safety. A majority of respondents connectively perceived a risk in travelling to Turkey and the risk varied from being talked to negatively to being murdered. Therefore the respondents did not perceive a high degree of safety in Turkey which similarly may leave this need category unfulfilled for most of the sample. The need for relationships is furthermore a need which is given emphasis by Beard and Ragheb (1983) which included the social component related to the need for the esteem of others for instance. Pearce (1998) moreover included the need for relationships in the travel career ladder where it relates to the need for the appreciation of others and to initiate relationships. Crompton (1979) moreover found that "facilitation of social interaction" was a main constituent of travel motivation while Jakobsen and Dann (2009) and Fischer and Price (1991 in: Jacobsen & Viken, 2002) found corresponding motives to be of key importance. This highlights the importance of the relationship need category. Many in the sample of respondents perceived the Turkish as unwelcoming and hostile and claimed that the Turkish did not want them to be there. It is thus probable that they would similarly perceive a low chance for the Turkish to show affection of them and a desire to engage with them socially. Therefore the relationship need is probably not met satisfactorily either. As these first need categories are not met to satisfaction for the respondents it is likely that they will not meet the self-esteem and fulfillment needs at the top of the travel career ladder model either as tourists initially seek the needs in the bottom of the ladder (Pearce, 1988). Though when it comes to the self-esteem and fulfillment need

according to Pearce (1988) tourists advance to new levels in the ladder with experience which could suggest that the more experienced tourists could achieve the need in the top of the ladder without having the other need categories fulfilled. Moreover according to Pearce (1988) tourists become less risk averse as they seek the higher needs in the ladder which suggests that some of the more experienced Israeli tourists that might be motivated to travel to Turkey.

From a theoretical perspective the respondents' perception of risk in travelling to Turkey is likely to represent a major reason for their avoidance of Turkey. Sonmez and Graefe (1998) found empirical evidence for a direct link between the perception of risk and the choice of travel destinations which shows that risk perception can influence where people travel to. According to Reisinger and Mavondo (2005) safety is indeed the primary condition for tourism development, statements which concur with the findings from Crompton's (1979) study which investigated the link between tourists' descriptive image attributes of Mexico and attributes which were important for their decision to travel to a country or not. This study namely found that the attributes related to safety and sanitation were regarded as the most important influencers on tourists' travel decisions. The study by Burns and Cleverdon (1995 in: Sonmez & Sirakaya, 2002) which emphasized the impact terrorism and unstable political environments could have on tourists' image formation process shows that safety could be regarded as pivotal for the images of destinations. The images of destinations are crucial as Baloglu and Mangalolu (1999) asserted that destinations compete mainly on the basis of perceived images while Mansfeld and Pizam (2006) similarly claimed that the perceived images of destinations can affect their demand positively or negatively. Hence as images are crucially important for destinations' viability and the perception of safety plays a key role for the development of such images it is evident that the sample's perception of Turkey as a risky destination has damaged the image of Turkey as a tourist destination. This must furthermore be seen in connection with the Israeli demand drop for vacations in Turkey which shows the importance safety perceptions have for travel decisions. It is even noted that tourists might have higher demands to the safety of a travel destination than the safety at their home location as it is more difficult to change vacation plans than to change one's place of residence (Pizam, 1995 in: Cavlek, 2002). As a consequence tourists do not even need to consider a destination perceived as unsafe. This is evidently the case when looking at the statement of the travel agent who noted that her clients went to Greece and Mediterranean islands instead of Turkey while alternative destination choices were also highlighted by other respondents.

These circumstances could make an example of how subjective risk can diverge from actual risk something which was postulated by Hall (2005). This is because the sample's perceptions of risk for travelling to Arab or Muslim countries seem higher than the actual risk whilst the opposite is true for the United States. Chapman and Harris (2002 in: Larsen, 2011) gave an example of how subjective risk can diverge from the actual one as they emphasized the paradoxical fact that every month more people are killed on American highways than were killed in the 9/11 terror attacks. In relation to a similar discussion Hall (2005) highlighted the important role of the media in influencing subjective risk. According to him media do not only influence public opinion but inform potential travelers about the relative safety of destinations. In line with this it is probable that Israeli medias' general portrayal of Arab or Muslim countries can have impacted Israelis subjective risk perception about travel to such countries. This in effect may have skewed Israelis subjective risk perception of Muslim countries above the actual risk level, which might explain the large differences in safety perceptions of Egypt and the United States. Moreover it is also likely that the massive media attention given to the revolution in Egypt as well as the Mavi Marmara episode have contributed directly to increase their perception of risk. This assumption coincides with Mansfeld and Pizam (2006) who asserted that destination images can get instantly damaged by the exposition of particular dramatic events in the media. Moreover Baloglu and Mangalolu (2001) exemplified this assertion as they discussed how the PKK's attack in 1999 on major European cities (and its flanking media attention) caused numerous trip cancellations to Turkey.

6.0 Limitations

Like most research this research study contains some limitations. First of all because of the politically tense relationship between Israel and Turkey and the contextual setting of the interviews/questionnaires it is possible that respondents might have felt inclined to give “socially desirable” answers. Concurrently the topic might have made them conscious about their ethnic identity which is thinkable particularly for the survey which asked about ethnic background while afterward about respondent’s willingness to travel to Turkey for instance. This is thus a factor that might have skewed the results somewhat. Furthermore both the surveys and interviews were conducted in English, which could lead to misunderstandings both for the researcher and participants. This is because English is not the first language for either of them, which could lead to misinterpretations from both sides and result in non relevant answers. When it comes to the nature of the samples the sample chosen for the quantitative data was non-random and convenient as the researcher had insufficient resources to select a random sample. This is because a random sample would require a list of the total Israeli population and a subsequent random selection. Because of this the validity of and possibility to generalize from the data have been reduced to a certain extent. Moreover the age category 18-35 was significantly overrepresented in the sample with 66 % of the respondents. This in turn makes the sample weakly representative of the other age categories. Furthermore the male gender category was slightly overrepresented with 55 % of the respondents which does not give an optimal distribution. This again weakens the validity and possibility to make generalizations from the data. The way in which the interviewees were chosen could furthermore be problematic because the interviewees like the sample for the questionnaires were non-random. The interviewees namely agreed through the questionnaire to participate and it was only a small proportion of respondents that agreed to do this which could indicate that those who participated were systematically different from the rest. This makes the sample less representative for the total population than if a random sample would have been chosen. The fact that the samples were collected within the city border of Haifa furthermore means that the results are restricted to apply to the population of this geographical area. A problem with the quantitative data is that the researcher was unable to compare the responses to similar data from before the deterioration between Israel and Turkey. Such an approach would have given a better indication of the actual impact of the bilateral deterioration between Israel and Turkey on Israelis willingness to travel to Turkey. Moreover the time of data collection was

not the best possible. This is because the Israeli government (National Security Council) issued a travel warning in the same period as the data was collected. It is thus possible that the travel warning may have functioned as an extraneous variable on the samples travel willingness and perception of risk in travelling to Turkey. However as noted earlier studies have shown that a majority of Israelis do not change their travel plans due to travel warnings and because of this the travel warning should not have inflicted any major influence. Furthermore the way in which the researcher operationalized the constructs should be put into question as it was an aim for the researcher to conduct the interviews in an unstructured manner. The question of what the interviewees considered to be the main risks in Turkey for instance included predefined categories like; terrorism, hate violence, crime, hijacking and natural disaster. These categories were intended as suggestions to main risks but may possibly have functioned as guiding alternatives which can have led the interviewees to choose one of the categories.

7.0 Conclusion

At the onset of this research process it was known that Israeli tourism to Turkey had decreased by large numbers. Statistical sources namely pointed out that the number of Israeli arrivals to Turkey had decreased from 558 000 in 2008 to 79 140 in 2011 (TUIK, 2010) which showed that Israeli outbound tourism to Turkey has experienced a large decrease. However these findings based in secondary sources could not be extended to empirical conclusions about the factors of this decrease which is where the research of this thesis plays a key role. This is because the thesis aimed to investigate the degree to which the bilateral deterioration between Israel and Turkey has affected Israelis motivation and perception of risk in travelling to Turkey. And in addition as a focal point has been to reveal what factors that have made Israelis less willing to travel there; a subject that has been revealed neither empirically nor anecdotally before. The research also contributed many interesting findings in this regard which will be replicated below.

First of all regarding the potential impact the bilateral deterioration has contributed on Israelis travel motivation the following can be said. The quantitative data showed that a large part of the sample has had their travel willingness affected to a high degree as 41% indicated very much (5) on the Likert scale for figure seven. Moreover the mean score for this variable was 3.58 which indicate that a majority of respondents indicated three or more on the Likert scale. The qualitative results gave corroborating indications as the majority of interviewees also expressed a decreased willingness for travelling to Turkey. The research data thus indicate that the deterioration in relations between Israel and Turkey has decreased Israelis' willingness to travel to Turkey. Regarding the impact of the bilateral deterioration on the samples risk perception the following can furthermore be noted. The quantitative results implied that the samples perception of risk has increased as 57 % of the sample indicated 4 or 5 on the Likert scale for figure eight while the mean score was 3.38 for the whole sample. This was also consistent with the findings from the interviews which indicated that a majority of respondents had their risk perception increased by the worsened relationship between Israel and Turkey. Based on this it would seem that the deterioration in relations between Israel and Turkey has led to increased risk perception of Turkey on the part of Israelis. However the quantitative results showed that the respondents' perception of risk about Turkey was moderate as the mean score for this variable was 3.05. Nevertheless in comparison with other popular travel destinations for Israelis Turkey was regarded as the second riskiest destination.

This shows that the perception of risk in Turkey compared to other destinations was fairly high while it furthermore indicates that this perceived risk previously has been lower as Turkey used to be a highly popular destination for Israelis. This suggests that Israelis are reluctant to travel to Turkey, something which contrasts the indication by Euromonitor (2011) that said that Israelis will start returning to Turkey in early 2012.

When it comes to what factors that have contributed to Israelis decreased willingness to travel to Turkey moreover the following can be noted from the qualitative data. The interviews revealed that a majority of respondents saw an actual potential risk in travelling to Turkey and regarded this as the reason for not wanting to go there. Moreover a large proportion of interviewees reported that they wished to make a political statement against Turkey and regarded their avoidance of Turkey to be some sort of manifestation showing that they do not appreciate the political direction of the country. Another emphasized reason for not wanting to go to Turkey was furthermore a feeling of not being welcome there and that the Turkish people do not want them to be there. Hence three main factors were emphasized by the respondents as factors which could explain their decreased willingness to travel to Turkey, namely the perception of risk, a willingness to mark a political statement against Turkey and a feeling of being unwelcomed by the Turkish people. The perception of risk seems to be the most highlighted factor however and the link between travel willingness and risk perception is moreover well documented in the tourism literature. For instance by Sonmez and Graefe (1998) who found that the inclination to travel was determined by positive attitudes and low risk perception. The connection between travel choices and the willingness to mark political statements are harder to link up empirically however as the literature on this topic is highly limited. Moreover the link between travel willingness and the perception of being unwelcomed is not well documented in the literature. However it is possible to make an implicit connection between these variables because a feeling of being unwelcomed naturally conflicts with tourists need for relationships emphasized by Pearce's (1998) travel career ladder.

In line with the research questions of this thesis it is now possible based in the above to recapitalize the key findings of this research as follows; 1. The data, both qualitative and quantitative indicate that a majority of the samples have had their willingness to travel to Turkey decreased while they have had their risk perception of doing the same increased. 2. The findings indicate that it was mainly three factors that restrained them from visiting Turkey, namely the perception of risk in travelling there, a desire to mark a political statement

and a feeling of being unwelcomed in Turkey. On a more general level this research has shown that there are different variables at play which affect tourist perceived risk and travel willingness. For instance the quantitative data indicated that demographic variables inflict on these variables as it was found that females' travel willingness and risk perception has been less affected by the bilateral conflict between Israel and Turkey than males. On the other hand males' actual risk perceptions of Turkey were found to be lower than females. It has moreover been indicated that age plays a role for the same variables as the respondents in the 18-35 age category were the least affected by the bilateral damage between Israel and Turkey and saw Turkey as the least risky whereas the 36-50 age group were the most affected and regarded Turkey as the most risky among the age groups. Furthermore the data has revealed a clear difference between the ethnic groups as Jewish respondents were the most affected by the worsened Israel-Turkey relation in regards to the measured variables while Arabs were the least affected. This could indicate that the degree to which tourists are affected by political incidents and perceive risk about a destination varies based on demographic variables such as gender, age and ethnic background. In addition to the affect given by such variables the research has shown that travel experience and personality has an influence on the measured items. The results namely indicated that those who have been in Turkey are more affected by the worsened Israel-Turkey relationship in relation to travel willingness and risk perception and perceive Turkey as a riskier destination compared to those who have not. Furthermore there is a tendency showing that those with the highest safety concern scored highest on the measured variables while the opposite was true for those with the lowest safety concern. This suggests that personality can be largely influential in relation to risk assessments and that some tourists naturally are more risk apprehensive than others. Moreover the results indicate that travel experience in a country is positively correlated with how affected tourists are by dramatic political events and with their actual risk perception. This could mean that tourists who have visited a country actually can be more affected by dramatic political events in that country and associate more risk with it than those who have not. These findings are interesting and corroborate an existing body of knowledge in the tourism literature as they propose that risk perception is influenced by a number of demographic and psychographic variables. Nevertheless it is worth noting that the differences in scores are quite small between female and male respondents and respondents with travel experience in Turkey and without. It is therefore hard to conclude particularly on these variables that these differences are not due by chance.

Conclusively it is hoped that this study has contributed to other studies on risk perception as it found that subjective risk played a major role for travel motivation. Previous research has similarly found that subjective risk estimates largely impact travel choices and that subjective risk is more important for such choices than actual risk. However the study has revealed that it is not only the perception of risk that can be affected by dramatic political events and in turn affect travel motivation. For instance it is found that the desire to make political manifestations against a country can repel tourists from visiting. This is of interest as the political dimension which could affect travel choices has been a fairly disregarded subject in tourism and general social science research. Moreover due to an unexpected travel warning at the time of data collection the importance of travel warnings on travel motivation was also highlighted. The implications of this is that the unwillingness to travel to Turkey on the part of Israelis should be seen in a wider context than the context of risk perception although subjective risk is part of the constant deliberations people make when deciding to go on a tourist trip. Hence the question of risk and safety cannot be seen in isolation but in relation to several personal and external factors that influence safety judgments and risk perception. As such the findings may have contributed to a more composite and contextual understanding of what risk entails or at least to nuance the understanding of risk perception among tourists from different countries and cultural backgrounds. This understanding can be relevant to tourism stakeholders as tourism practitioners, governments and others involved in tourism development should be vary of the many factors that can influence tourists perceptions of risk both positively and negatively. This is important as such an understanding can make them better able to take precautionary measures and develop strategies to regain trust from the consumer market after a potential dramatic event. Moreover by understanding the differing motivations that could exist due to demographic and psychographic factors it is possible for practitioners to carve their marketing mix to various customer segments. For instance in the event of a dramatic incident at a destination and consequent drop in perceived safety it is possible for tourism stakeholders to redirect themselves towards the least risk apprehensive tourists or even risk seeking segments of tourists.

For future studies on this topic it is recommended that researchers explore more quantitatively the question of which factors that has negatively influenced Israelis willingness to travel to Turkey. With such an approach researchers would be better able to validate the truthfulness of the findings outside of the studied population and thus make more rigid conclusions about the factors which have made Israelis less willing to travel to Turkey.

Furthermore because the data indicated that Israeli Jews were less willing to travel to Turkey than Israeli Arabs it could be relevant to put more emphasis to the question of ethnic background and its role for this context. For instance Israeli Jews could be compared to American Jews in relation to the regarded research questions something which could reveal the importance of ethnic background more comprehensively. In addition it is recommended that futures studies pretest the questionnaires and interview schemes on a couple of respondents before starting the actual data collection. By doing that researchers could discover new potential constructs and themes that are relevant for the study.

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9.0 Appendix

-Appendix A – Questionnaire in English and Hebrew

-Appendix B – Interview guides

-Appendix C – Charts

-Appendix D – SPSS Tabulations

-Appendix E - Interviews

Appendix A (Questionnaire English and Hebrew version)**Survey about tourism between Israel and Turkey****Info**

Only Israeli citizens above 18 years can participate in this survey. These questionnaires will be used for a master thesis on hotel and tourism management. All respondents answering the questionnaires will be treated anonymously.

Introductory questions**1) Age**

1=18-35 2= 36-50 3=51-65 4=66+

2) Gender

1 = Male 2 = Female

3) Ethnic background

1=Arabic 2 =Jewish 3=Other

Main questions

Because of different political circumstances (i.e the Mavi Marmara incident) there has been growing tensions between Israel and Turkey the last years. This fact has made relations between Israel and Turkey less friendly than they once were. On this basis the main questions for this survey are given under.

4) Have you been to Turkey on vacation?

Yes No

5) Has the worsened relationship between Israel and Turkey made you less willing to travel to Turkey?

Not at all **Very much**

1 2 3 4 5

6) Has the worsened relationship between Israel and Turkey made you see Turkey as a riskier destination to travel to than before?

Not at all **Very much**

1 2 3 4 5

7) How risky do you think it is to travel to Turkey today?

Not risky at all **Very risky**

1 2 3 4 5

8) How risky do you think it is to travel to the following countries?

	Not risky at all				Very risky
Turkey	1	2	3	4	5
Greece	1	2	3	4	5
Thailand	1	2	3	4	5
Egypt	1	2	3	4	5
U.S.A	1	2	3	4	5

9) How important do you think safety is when vacationing abroad?

Not important at all **Very important**

1 2 3 4 5

10) Would you be willing to have a short interview (approximately 10-20 min) about travel and travel risk?

No Yes

If you answered Yes please provide contact info below:

Thank you for your participation

שאלון בנושא תיירות בין ישראל לטורקיבסקר זה יכולים להשתתף רק ישראלים מעל גיל 18.הממצעים מסקר זה ישמשו למטרת עבודת תזה בנושא תיירות ומלונאות.זהו שאלון אנונימי.שאלות הכרות:1) גיל:

18-35(1) 36-50(2) 51-65(3) +66(4)

2) מין:

2 (נקבה) 1(זכר)

3) מוצע אתני :

1(ערבי) 2 יהודי 3 אחר

שאלות עיקריות:שאלון זה עוסק במתיחות הגוברת בין ישראל לטורקיה בשנים האחרונות שנוצרה עקב חילוקי דעות פוליטיות ועקבתקריות כגון ספינת "המרמה".

4) האם ביקרת בטורקיה בשנים האחרונות?

כן \ לא

5) בסולם מ 1-5 האם המתיחות בין טורקיה לישראל גרמה לך לא לרצות לנסוע לטורקיה?

כלל לא מאוד

1 2 3 4 5

6) האם המתיחות השוררת בין המדינות בשנים האחרונות גורמת לך לחשוב על טורקיה כיעד מסוכן מבעבר (לפני

המתיחות)?

כלל לא מאוד

1 2 3 4 5

7) מה מידת הסכנה שאתה חש לטייל בטורקיה?

כלל לא מסוכן מאוד מסוכן

1 2 3 4 5

8) כמה סכנה אתה חש לטייל לארצות הבאות?

מסוכן מאוד כלל לא מסוכן

1 2 3 4 5 טורקיה

1 2 3 4 5 יוון

1 2 3 4 5 תאילנד

1 2 3 4 5 מצריים

1 2 3 4 5 ארה"ב

9) כמה חשיבות אתה נותן לביטחון בזמן חופשה?

כלל לא חשיבות רבה

1 2 3 4 5

10) האם אתה מוכן להתראיין ראיון קצר באנגלית (כ-10-20 דקות) לגביי טיולים וסיכונים בזמן טיול?

כן \ לא

אם ענית כן בבקשה השאר את פרטיי ההתקשרות שלך:

תודה על שיתוף הפעולה.

Appendix B (Interview guides)

Interviewguide 1 (for travel agency)

1. Do you sell package tours to Turkey?
2. Has the worsened relationship between Israel and Turkey affected sales of vacations to Turkey? (Has it affected economy, sales to other destinations?)
3. What factors (risk, politics) do you think have influenced on this?
4. How do you regard the current safety for Israelis visiting Turkey?
5. Would you recommend Israelis to travel to Turkey?
6. What type of Turkey vacations are safest (sss, urban, historical)?
7. How important do you think safety concerns are when selling vacations? How important is it for your customers?
8. Do you think tourists reluctance to visit a country is related to general risk perception or risk perception stemming from more specific incidents (i.e terror, riot, natural disaster, health threat)?
9. What is the main risk about travelling to Turkey for Israelis (e.g terror, crime, political/hate violence, traffic incident, mistreatment)?
10. How important is government advice or warnings about travelling to Turkey?
11. Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey?
12. What should people be careful about when travelling to Turkey?
13. Should Israelis take certain precautions when travelling to Turkey (specific risks)?
14. Is the possible reluctance for travelling to Turkey politically fundamental, or is there an actual risk for travelers

Interviewguide 2

Main questions

1. Have you been in Turkey?

If Yes

When? How did you experience the safety in Turkey? Did you feel at risk?

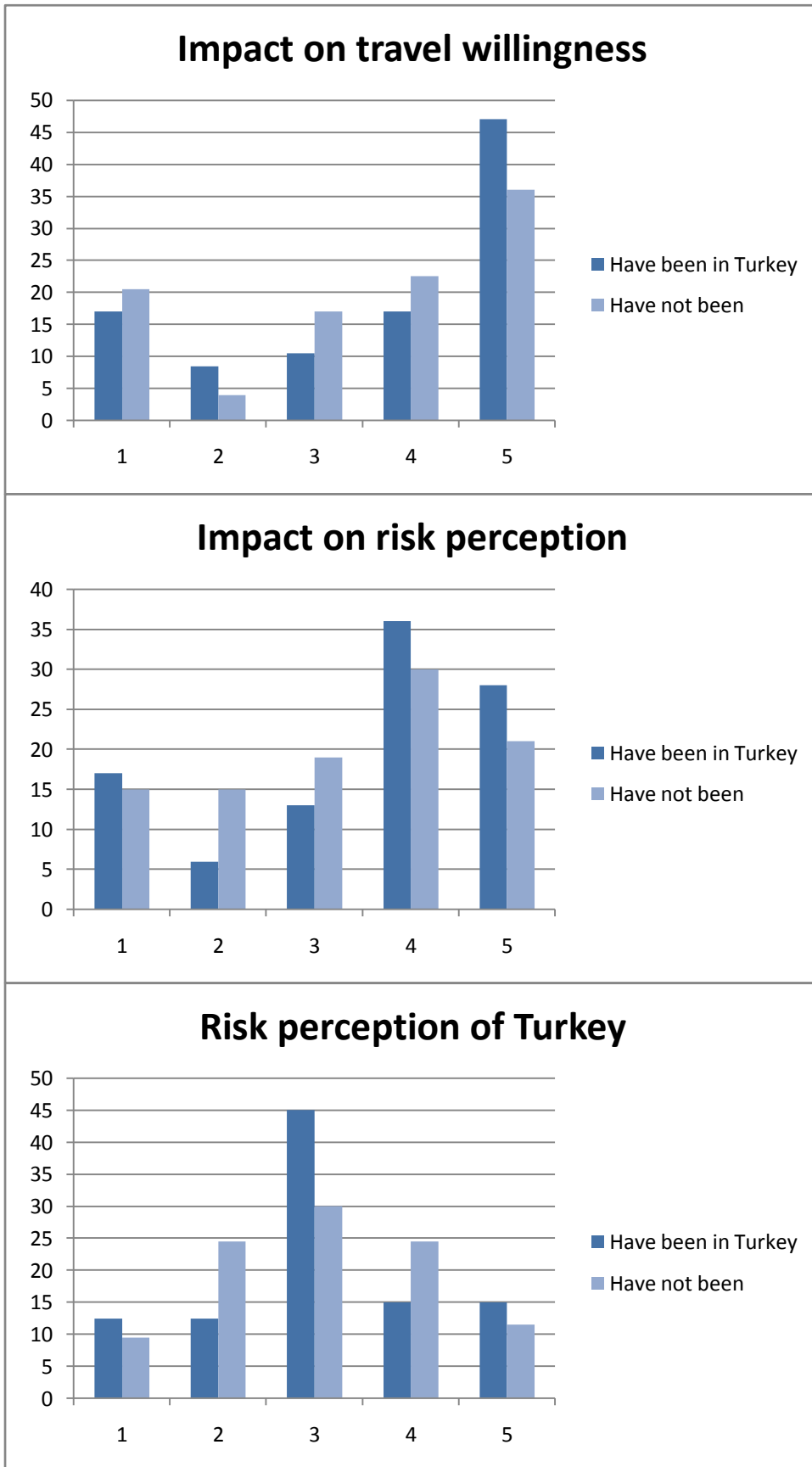
2. How do you perceive the risk about travel to Turkey?

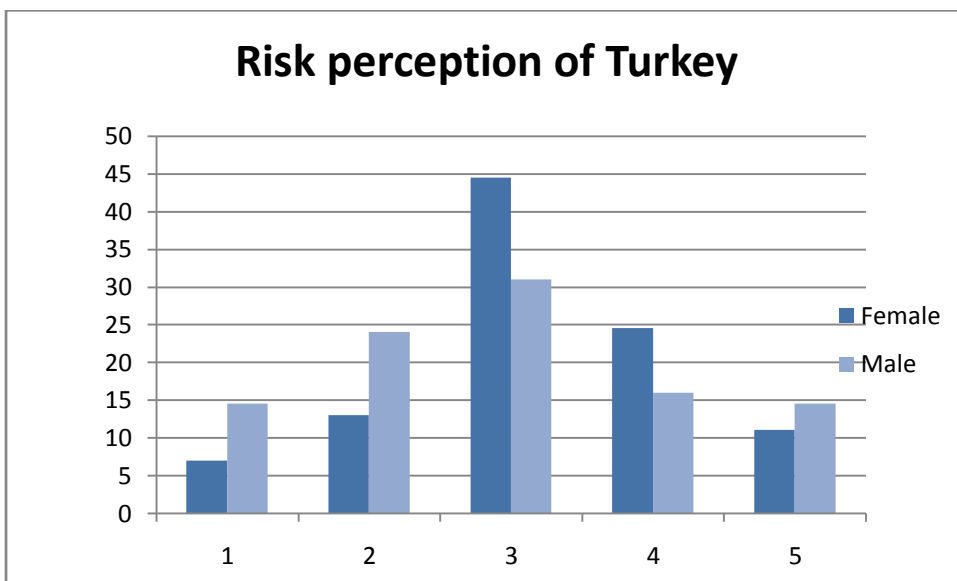
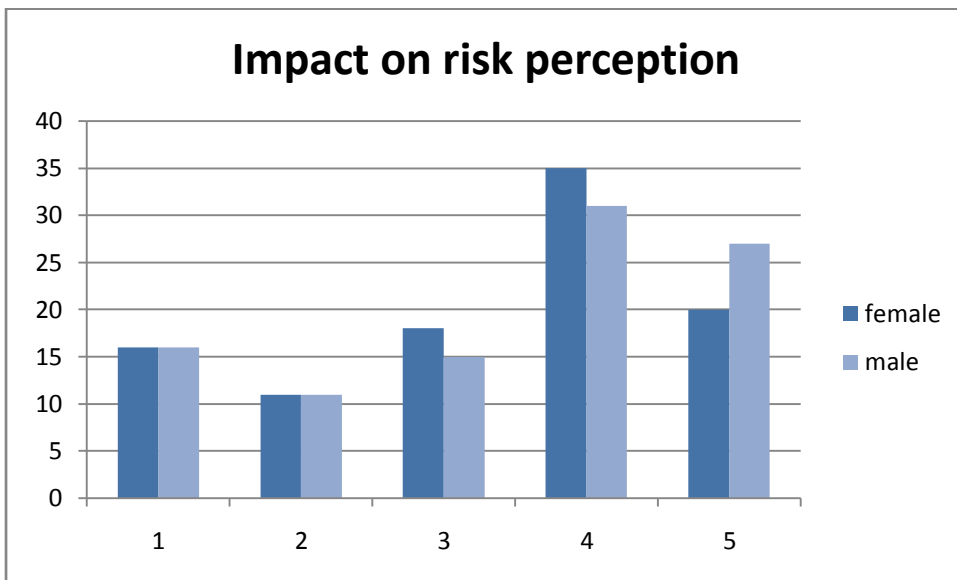
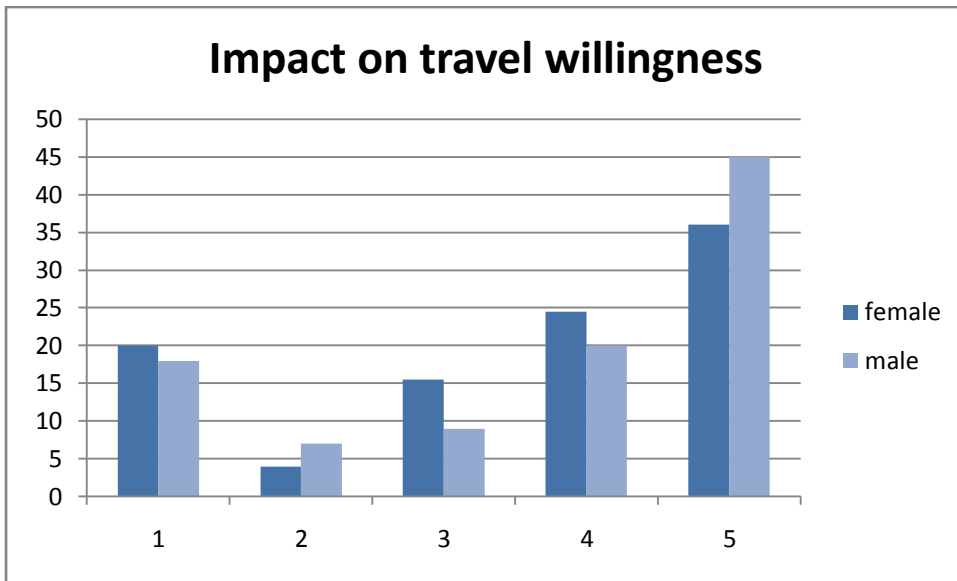
3. Have the worsened relationship between Israel and Turkey influenced your willingness to travel to Turkey? In what degree?
4. What factors have influenced on this?
5. Would you recommend others to travel to Turkey?
6. Do you avoid certain countries when choosing to go on vacation? Which countries?
7. What type of vacation do you prefer?
8. How do you regard the risk in Israel compared to Turkey?

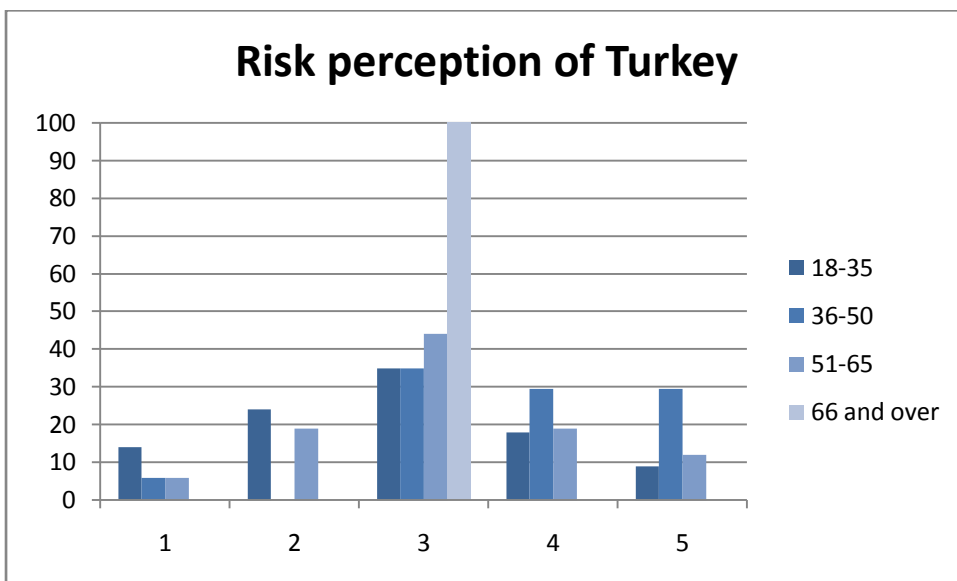
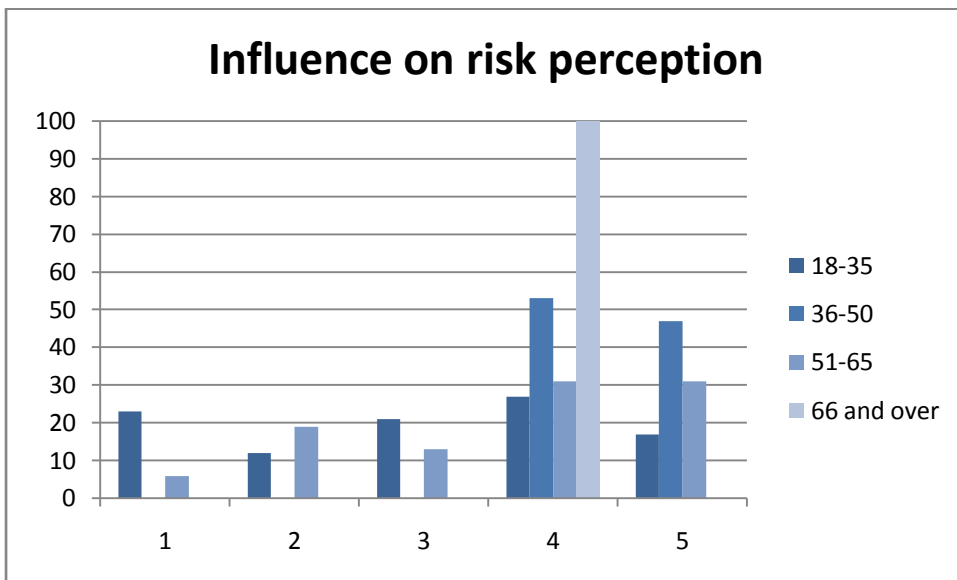
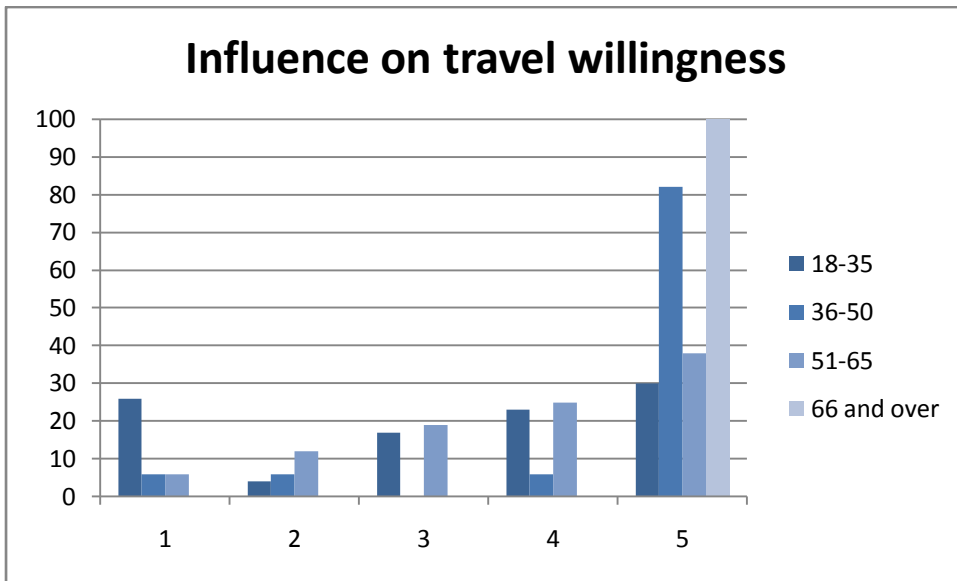
General questions

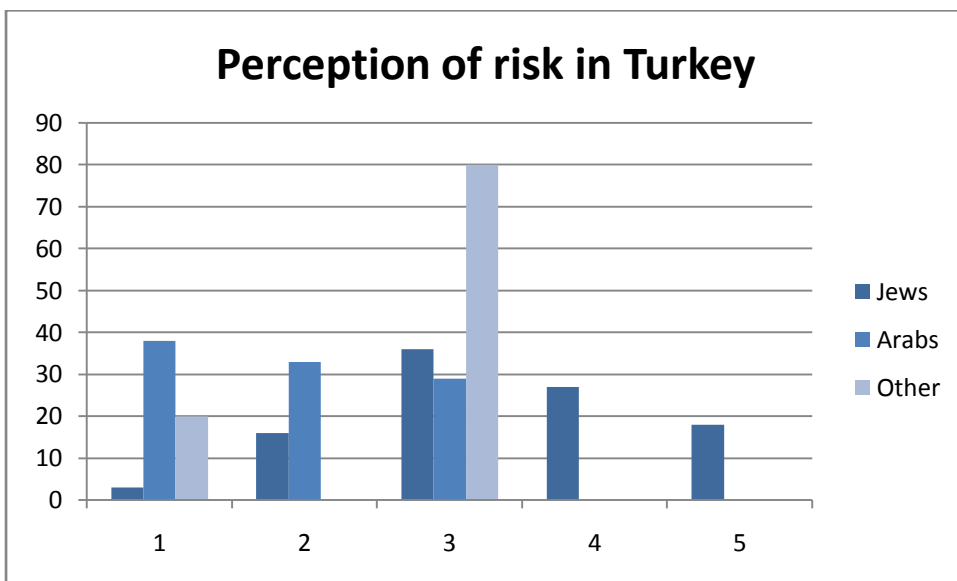
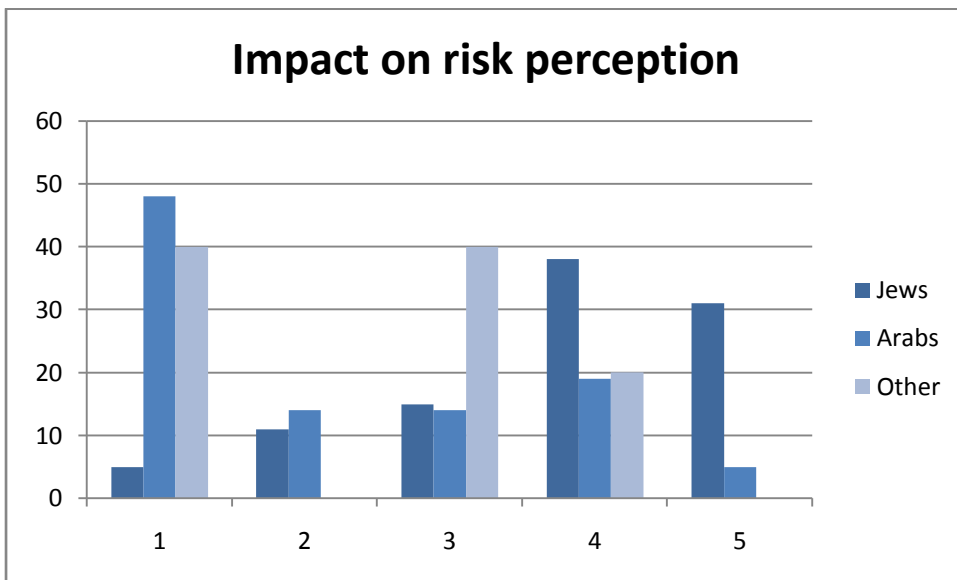
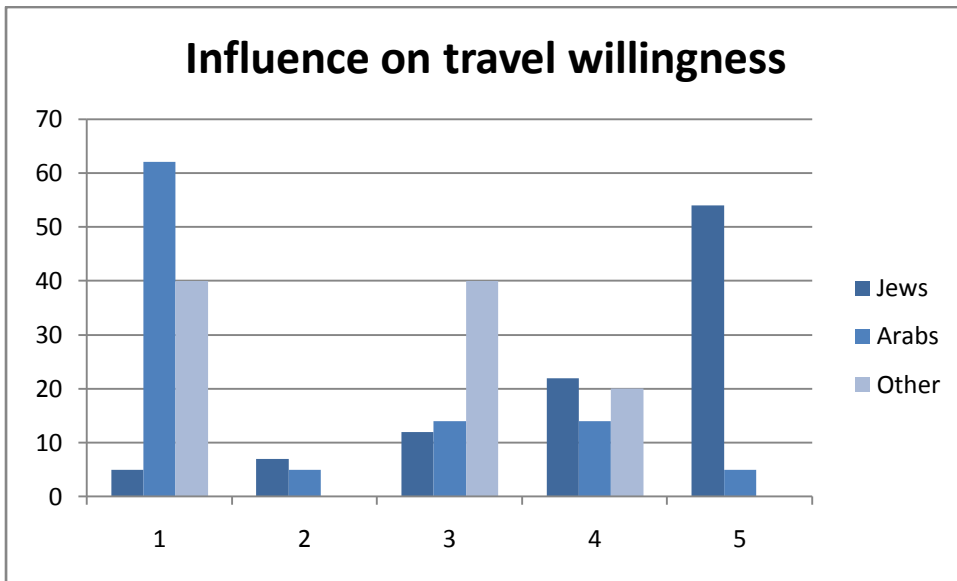
6. Do you think tourists reluctance to visit a country is related to general risk perception or risk perception stemming from more specific incidents (i.e terror, riot, natural disaster, health threat)?
7. What is the main risk about travelling to Turkey for Israelis (e.g terror, crime, political/hate violence, traffic incident, mistreatment)?
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10. What should people be careful about when travelling to Turkey?
11. Should Israelis take certain precautions when travelling to Turkey?
12. Is the possible reluctance for travelling to Turkey politically fundamented, or is there an actual risk for travelers?

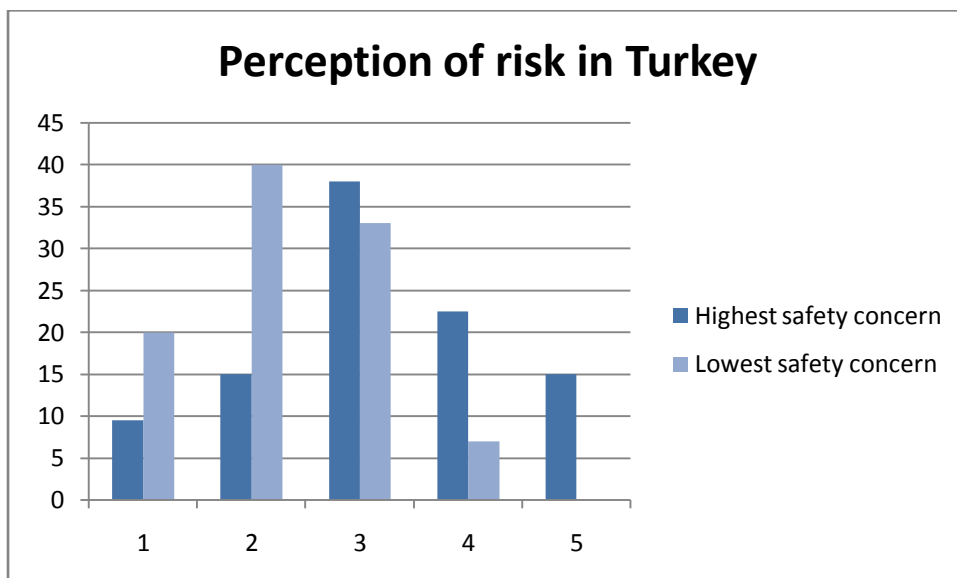
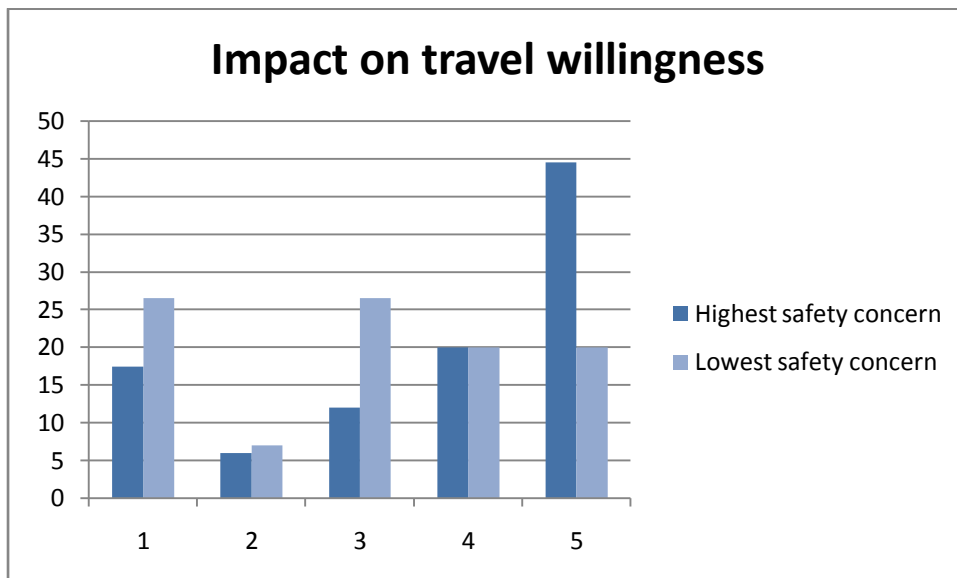
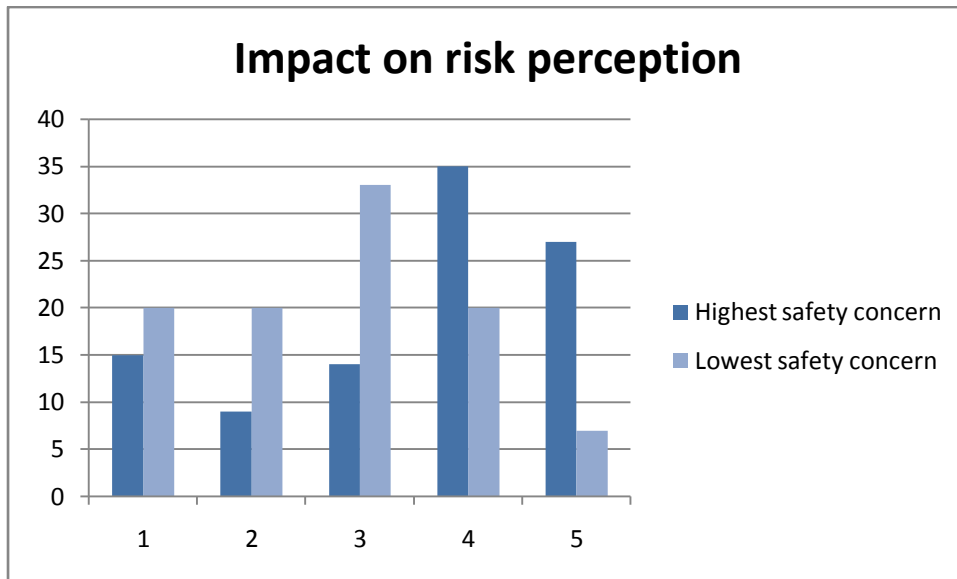
Appendix C (Charts)











Appendix D (SPSS Tabulations)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
affect_travel_willingness	100	1.00	5.00	3.5800	1.53202
affect_risk_perception	100	1.00	5.00	3.3800	1.38374
risk_perception_turkey	100	1.00	5.00	3.0500	1.16667
turkey	100	1.00	5.00	3.1300	1.21152
greece	100	1.00	5.00	1.6000	.80403
thailand	100	1.00	5.00	2.0100	1.02981
egypt	100	1.00	5.00	4.0400	1.16272
u.s.a	100	1.00	5.00	1.3300	.66750
safety_importance	100	2.00	5.00	4.3700	.83672
Valid N (listwise)	100				

affect_travel_willingness affect_risk_perception risk_perception_turkey *

been in turkey

been in turkey		affect_travel_wil lingness	affect_risk_perc eption	risk_perception _turkey
yes	Mean	3.6809	3.5106	3.0638
	N	47	47	47
	Std. Deviation	1.54788	1.41225	1.18696
no	Mean	3.4906	3.2642	3.0377
	N	53	53	53
	Std. Deviation	1.52697	1.36087	1.15961
Total	Mean	3.5800	3.3800	3.0500
	N	100	100	100
	Std. Deviation	1.53202	1.38374	1.16667

affect_travel_willingness affect_risk_perception risk_perception_turkey *

gender

gender		affect_travel_wil lingness	affect_risk_perc eption	risk_perception _turkey
male	Mean	3.6364	3.4182	2.9273
	N	55	55	55
	Std. Deviation	1.55592	1.42323	1.25984
female	Mean	3.5111	3.3333	3.2000
	N	45	45	45
	Std. Deviation	1.51691	1.34840	1.03573

Total	Mean	3.5800	3.3800	3.0500
	N	100	100	100
	Std. Deviation	1.53202	1.38374	1.16667

affect_travel_willingness affect_risk_perception risk_perception_turkey *

Age

Age		affect_travel_willingness	affect_risk_perception	risk_perception_turkey
18-35	Mean	3.2727	3.0303	2.8485
	N	66	66	66
	Std. Deviation	1.57427	1.41388	1.15349
36-50	Mean	4.5294	4.4706	3.7647
	N	17	17	17
	Std. Deviation	1.17886	.51450	1.09141
51-65	Mean	3.7500	3.6250	3.1250
	N	16	16	16
	Std. Deviation	1.29099	1.31022	1.08781
over 66	Mean	5.0000	4.0000	3.0000
	N	1	1	1
	Std. Deviation	.	.	.
Total	Mean	3.5800	3.3800	3.0500
	N	100	100	100
	Std. Deviation	1.53202	1.38374	1.16667

affect_travel_willingness affect_risk_perception risk_perception_turkey *

ethnic background

ethnic background		affect_travel_willingness	affect_risk_perception	risk_perception_turkey
arabic	Mean	1.9524	2.1905	1.9048
	N	21	21	21
	Std. Deviation	1.35927	1.36452	.83095
jewish	Mean	4.1216	3.7838	3.4054
	N	74	74	74
	Std. Deviation	1.19305	1.16184	1.04579
other	Mean	2.4000	2.4000	2.6000
	N	5	5	5

	Std. Deviation	1.34164	1.34164	.89443
Total	Mean	3.5800	3.3800	3.0500
	N	100	100	100
	Std. Deviation	1.53202	1.38374	1.16667

affect_travel_willingness affect_risk_perception risk_perception_turkey *

been in turkey

been in turkey		affect_travel_wil lingness	affect_risk_perc eption	risk_perception _turkey
yes	Mean	3.6809	3.5106	3.0638
	N	47	47	47
	Std. Deviation	1.54788	1.41225	1.18696
no	Mean	3.4906	3.2642	3.0377
	N	53	53	53
	Std. Deviation	1.52697	1.36087	1.15961
Total	Mean	3.5800	3.3800	3.0500
	N	100	100	100
	Std. Deviation	1.53202	1.38374	1.16667

Appendix E (Interviews)

Interviewee 1

Have you been in Turkey on vacation? Once, 4 years ago

How did you experience the safety when you were there? It was alright then, but I don't know if it's well now, it was nice, good food.

Did you feel at risk in Turkey? No

How do you perceive the risk about travelling to Turkey now? I wouldn't go now, no way, because now I know what they think about the Israeli people.

Do you think the worsened relationship between Israel and Turkey has affected the willingness to travel to Turkey? Sure of course, a lot .

What factors do you think have influenced this? They need to come to my house and say that they love the Jewish people, and invite me in to their house with some Turkish coffee and some sweet stuff and I will travel to Turkey.

Are there any things you are afraid of in travelling to Turkey? The people who hate Israel and want to do something to people, it's a Muslim country you know. **But this didn't happen to you the last time you were there** No because the relations then was different, and now they say that they want to help Gaza.

When you go on vacation do you avoid certain countries?

Yes not Muslim countries. I don't want to travel to Jordan, Egypt, and other countries like that with my Israeli passport. I like Europe, and I will go there without being afraid.

How do you regard the risk in Israel compared to Turkey?

We're living here in risk all the time, and were waiting for war all the time, and we had 6 years ago war here in Haifa, so there is always risk, even going on the bus. **So you feel at risk here to?** Everywhere **Where do you think you would feel most at risk?** In Turkey probably

What do you think is the main risk about travelling to Turkey?

Well its terror. You know people from Syria and countries like this all come to Turkey. Even if you're Jewish only on your father's side they might do something to you, like cut your head or something. I can speak Russian but I have Israeli passport, so that I speak Russian is not important.

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? Well sure. It was a provocation from their side. They don't want us there **It used**

to be a lot of people coming from Israel to Turkey right? Yes its all-inclusive you know, it's a lot of food, people like to eat all the time. They don't come because of the country.

Turkey is a little like Israel, the sun, the sea, the Arabs.

What do you think Israelis should be careful about when travelling to Turkey? They have to say that they love me, they don't want us there, so we don't come there.

Do you think the reluctance from Israelis to travel to Turkey is related to politics or an actual risk? It's not political reasons, you might think that they want to live in peace here with us, but they don't want to recognize us, it's not a political thing.

Interviewee 2

Have you been in Turkey on vacation? Yes, a few years ago.

How did you experience the safety when you were there?

It was as safe as any other place.

Did you feel in risk when you were in Turkey?

No

How do you perceive the risk about travelling to Turkey now?

I don't think it has changed much.

Has the worsened relationship between Israel and Turkey influenced your willingness to travel to Turkey? No I'm still interested in travelling to Turkey.

There is a lot of Israelis though that feel that it has influenced them so what factors do you think that is caused by? I think the increased pressure between the governments plays a role, so for that reason they will probably assume that they will not be as welcomed as before, or that the tourist workers will not be helpful or friendly. I think they have their concerns about safety when they identify themselves as Israeli citizens. I think there is a factor of, let's call it getting even, if we are not cooperating, if we are not getting along then we won't go and spend our money in that country. **Would you recommend others to go to Turkey?** Yes

When you go on vacation do you avoid certain countries? Let's start with the fact that Israelis are not allowed to visit certain countries so that bans probably half of the globe if not even more, and countries where I know there are military or civil problems going on at the moment.

How do you regard the risk level in Israel compared to Turkey? I think that both countries

are pretty safe, but if I have to choose one I think Israel is slightly riskier, but in both countries one should know we're to travel and not to travel, there are border areas in Turkey people should avoid and there are border areas in Israel that people should avoid, but as long as you're within the Israeli borders of 67' I think Israel is as much safe as Turkey, the eastern parts of Turkey might be less safe at times.

What do you think is the main risk about travelling to Turkey for Israelis? Probably just crime in very touristic areas, the ordinary crime that you find in touristic areas, big cities or beaches where people might be looking for tourists, I don't think it's unique to Turkey though.

What do you think travel warnings have to say for Israelis perception of risk in Turkey? I think there is an influence, people take in to consideration what the government says, personally I do my own research on things like that, on recommendations, definitely, I don't think that the Israelis recently avoiding Turkey is because of government statements, I think it's some kind of sentiment that we don't feel like doing business with Turkey. I'm not sure that if the political issue will be solved to the satisfaction of both sides it will change the sentiment so fast, but I think that just some good example of the cooperation that has been in the past could change the sentiment.

What type of vacation do you prefer? I make my own travel plans.

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? Definitely, I think it's a fact, it's not my opinion the numbers dropped dramatically. It used to be, probably the biggest destination for short term vacations and I don't think it's even in the top five now. **What do you think that is related to?**

The Marmara incident and everything that followed it, the clashes between the governments, other political incidents including the Israeli president, Turkish ambassador, etc.

Do you think the reluctance from Israelis to travel to Turkey is related to politics or an actual risk? I don't think there is a risk. I don't necessarily think it is only political, like I said there is a sentiment, and people are emotional, they don't use their rational calculations. There are so many destinations, so if people got the idea that they will not be welcomed, whether it is based on a fact or not based on a fact that's the last thing you're looking for on vacation, you want to travel with a free mind and less worries than in daily life, you want to have a good rest on vacation, so if they will not regain this feeling of being welcomed, and that everything is alright they will be reluctant to return.

To be honest for Passover I was trying to persuade my wife that we should go to Istanbul for ten days, but she wanted to do hiking somewhere in the north of Israel so we'll postpone it, but it was very relevant a month from now for us to actually going to Turkey. We are concerned of safety, we are travelling with a child, but we thought that Istanbul would be a great destination.

Some people think that there is a risk, though others just feel as I said that when you're on vacation you want to have great time, if there is the slightest chance that you will have less than a great time then you don't go there, you choose other destinations not that far away. So if people get the idea that it will be less than best then they will choose the next destination, you are not forced to go there, there are good options with culture, with beaches, with food in that region.

It was a long romance between Israeli tourists and Turkey, that I think lasted for more than a decade, 10, 15 maybe 20 years where every second Israeli went once a year on vacation.

Interviewee 3

Have you been in Turkey on vacation? No

How do you perceive the risk about travelling to Turkey now? I don't really see a risk, I know that it's supposed to be dangerous, but I think there are even more dangerous destinations in the world. If I were to travel to Turkey this specific issue would not be a factor in deciding whether to go there or not.

Do you think the worsened relationship between Israel and Turkey has influenced your willingness to travel to Turkey? Not personally. I don't think that if I go there that there is going to be a risk for my life because I come from here. After all if I go there I go for real tourism. **So you're not afraid of Turkish people targeting Israelis because of this incident?** I don't know what they're thinking but it's not something that I would be really worried about.

I'm an Arab so I feel less threatened by going there, Jews feel more threatened by these things usually because they are threatened by a lot of countries in the world and one of them is Turkey

I don't know if they start asking if they are Arab or not, but it makes me feel less threatened.

Would you recommend others to go to Turkey? I have never been there so I don't know but I know that there are nice places there, there is the historic importance of this country, there is great nature there and there is the fact that it is the only country lying between two continents so for some people it might be attractive to go there.

Do you avoid certain countries when you go on vacation? Actually more than a year ago I wouldn't be afraid to go anywhere, for example Egypt, I would love to go to Egypt, the pyramids and all this historical stuff makes me really want to go there, but the situation now, I mean before this revolution and all I wouldn't be scared to go there even though a friend of mine said that he would never go there because he's afraid of the people there. I guess it's really a matter of where you come from and where you want to go that makes you scared of going to a country or not. For example Syria, it wasn't a target before and it's not a target now for me, maybe some countries in south-America, I wouldn't go there, it might be a little scary.

What type of vacation do you prefer when travelling? Well if I want to go on vacation I prefer to plan my own trip, but I also love to have a guided tour because people in the countries I go to might know much more than I do so I can learn from them. **So you like different types of vacations** Yes because I like to go to different places, and in different places you have different interests and that leads to different types of vacations.

How do you regard the risk of living in Israel compared to travelling in Turkey? They are both risky and I would rather not live here because it's a place, it's like you're playing with fire, there's always a chance that there will be a war, or some kind of killing or whatever so it's already risky here, but in Turkey I don't really know how it goes there but maybe it's risky also.

What do you think is the main risk about travelling to Turkey for Israelis? Well I have to say, I don't know if it's just me but I almost never heard about terrorism against Israeli people there, I mean I know people who have been there and it was just fine, so I really don't know if it were incidents there before, so I really don't know how people would react to the fact that you are an Israeli.

How important do you think government advice is for Israelis travelling to Turkey? Yes because they see the government as something higher than them so they might take their

advices to not go there, and again it depends on the people, how they look at tourism in general or how they think in general. Actually the thing that I remember the most on Israeli channels, before, years ago you could see a lot of advertisement about going to Turkey as a tourism target and they always showed really nice places so I think it's only that incident (Mavi Marmara) that made them have this retreating back, but I'm not sure if it was as big as they depicted it.

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? I think so, I always heard about people going there, really a lot, and I think yeah, it might have affected because now they see Turkey as an opponent country.

Do you think Israelis reluctance to travel to Turkey is related to politics or actual risk? I think it's more related to politics. I don't know, maybe they do actually feel threatened, as I said Jewish people feel threatened by a lot of countries, it's about their existence and all, but its more about politics, its more about being too cautious of going there, so I don't know if there's been real actual risk, threats or people who were abused or something on that base on people coming from Israel.

Do you think Israelis are trying to state something when they don't travel to Turkey?

Maybe they show that they don't really like them.

Could you say a little more about the role of being an Arab when making travel plans to Turkey? Like I said I don't really think Arabs feel threatened by going there, even my roommate, her parents and family are going there in just two week, when they decided to go there it's never been a consideration thinking, should we go, it's just no we are going there.

Jewish people feel threatened by Muslim or Arab countries in general.

Interviewee 4

Have you been in Turkey on vacation? Not recently, but I used to sail with my boat there, usually .

How did you experience the safety while you were there? Pretty good at that time, there is a phenomenon in Turkey compared to other countries in this region, in the Middle-East, its full of corruption so that kind of thing is over there.

Did you feel at risk in Turkey? No not at all.

How do you perceive the risk about travelling to Turkey now? Now I will avoid Turkey, I fly a lot and I haven't used Turkish airlines for the last two or three years.

Do you think the worsened relationship between Israel and Turkey has affected the willingness to travel to Turkey? Absolutely, from my point of view I will pick up another place to go as a tourist, I go to Bulgaria, I go to Greece, other places. **What factors do you think have influenced on this?**

The crisis of the Marmara, and the aftershock of the Marmara, the uprising there in Istanbul, Istanbul is also known to be influenced by Al Qaida, they have several Al Qaida events there, I think I even knew the Israeli ambassador and his wife there, and I felt it was not good, not safe, and walking in Istanbul in the market is not so safe anymore, if they know you are an Israeli they might give you a hard time. Turkey is big, the tourism in Turkey is in Anatolia in the south, and over there they like the Israelis because it is about half a million Israelis and they are part of the economy. I heard and I read that the government of Turkey now, primarily the prime minister, we have bad relations, we used to have good relations, very good relations, now we are not so good.

When you go on vacation do you avoid certain countries? Sure **Which countries?** I will avoid first all the countries that are not recommended by the government of my country, either it's the U.S or Israel, I read the announcements that it is not so good for us to go.

People are travelling to Turkey that are Israeli, they are willing to take a risk all the time. You have another side of tourism for example with Egypt, It is also in chaos right now, you have many incidents now recently, Israelis were arrested and put in jail, there is India now, I have heard they have some problem in India, there is Thailand, the area of southeastern Asia, wherever fanatic Islam is getting a free hand I would say it's not good to be there.

How do you regard the risk of living in Israel compared to travelling in Turkey? There is no risk to live in Israel, I don't think there is a risk that you will face a, no I don't think so, there are other risks in Israel that has always been there but I feel very secure in Israel. **So you feel more safe in Israel then you would in Turkey?** Absolutely because I'm an Israeli citizen and Israel is a very secure country itself, Turkey is known for its unjust system and it was reflected in the movie Midnight Express where they arrested this American student, so whoever saw this and experienced it understand that I don't want to go there, It's not Switzerland for sure.

What do you think is the main risk about travelling to Turkey for Israelis? The public opinion in Turkey after the incident with the Marmara and the aftershocks that came after

it, because there has been about nine Turkish citizens that were actually wounded during this incident, and it created a major grudge between the countries, they withdrew major diplomatically and politically, and they influenced the street, it's not only between the governments but it is also within the people in the streets, so the first decision for Israelis was not to go there for tourism, it took about a year and now people are starting to go there but the Turkish people suffered, the economy suffered, we were the majority of tourists there money spending type and Turks are not coming to Israel, they are not coming here to see Jerusalem, to see Nazareth, to see Betlehem.

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? I think it was the stroke that broke the back of the Turkish camel, because it had a Turkish flag on it, the ship came, and the IHH, the organization behind is a Turkish organization, I don't know if it was government but semi-government supported organization that is actually supporting the Palestinian cause against Israel, they are not freedom fighters, they came to do a propaganda, a world propaganda in a way.

Should Israelis take certain precautions when travelling to Turkey? I don't know, until the situation will be better, and the security will be better and the government people will say that there is no risk then people will start travelling there, otherwise I don't like to go there personally.

Do you think your reluctance to travel to Turkey is related to politics or an actual risk? It's an actual risk to my safety, I don't want to get myself in to a situation where I can get in to a argument, or getting hit, or getting anything by people that don't like me to be there just because I'm Israeli, its personal safety. You see we are sitting here on the beach in Bat Galim right Haifa, Israel and we don't expect that nobody here will give you hard time, so in Turkey you may feel it and some other countries just because they say; hey where are you from

Interviewee 5 (Dr.Y Mansfeld and Dr.A Jonas)

Do you think the worsened relationship between Israel and Turkey has influenced the willingness to travel to Turkey? Yes In what degree? Ninety degrees, I think mainly tourists in Israel don't want to go there anymore, once I think it was almost around 500 000 Israelis who went there and today its less than 100 000 per year.

What factors do you think have influenced on this? First of all it has become a more dangerous place for Israelis, the regime has become more and more oriented towards Islamic ideas, Islamic policy which is by definition anti-Israeli and anti-Jewish, the prime minister is leading a religious party, he's motivated by religious norms and values, and he is openly supporting the Palestinians in Gaza so he has established a framework which is totally different from the framework that existed before.

So it's related to this or is it related to the incident with the Mavi Marmara ship? This was just a manifestation that the Turkish policy towards Israel has changed because like the Greeks and like the Cypriots the government of Turkey could avoid sending this flotilla and it didn't, so it was a clear political manifestation that the political attitude has changed, and once it's changed it has some kind of ramifications in terms of the willingness, it's not just a perception of risk involved, it's if you like a political manifestation by Israelis that we don't want to go to a country that does not appreciate us anymore, and accuse us for committing war crimes and stuff like that, so it's a combination.

Would you recommend Israelis to go to Turkey now? I would, I believe that wherever Israelis goes there will be some kind of risk, and oddly enough since the number of Israeli tourists in Turkey has diminished tremendously there is no risk involved in targeting big groups and stuff like that. The idea is that the more groups you have the more fragile tourists are in terms of becoming a very convenient target to terrorists, and I think that the staff in hotels and within the tourism system knows to differentiate between the political attitude of Turkey towards Israel and the money Israeli tourists bring, although they form I think only 2 % of the overall number of arrivals to Turkey every year the relative contribution to the tourist economy in Turkey is quite high, Israelis are big spenders.

How do you regard the risk in living in Israel compared to being in Turkey for Israelis?

We don't think that it's risky to live here, as I said the risk involved in living here or any other country in the world since September 11 is more or less the same. The problem is that we have to convince people to come, the only information they have is the media and it's a very distorted image of what's going on in Israel, unlike Turkey by the way because in Turkey there are pretty dangerous areas which I would not go today, if you refer to the eastern border of Turkey, the border between Turkey and Syria, the border between Turkey and Kurdistan, these are not less risky than travelling very close to the Gaza strip on the Israeli side, but this risk is not conveyed in the television.

How does the risk of living in Israel affect travel choices? Does it make them more

willing to travel to risky destinations? Definitely yes, we are experienced with security situations, it's part of our life, we perceive ourselves more as a target than any other tourists travelling to Arab or Muslim countries so it's somewhere in the back of our minds that we might be more targeted than others, however it does not stop us from travelling. I don't think that today to travel to Turkey is more dangerous for Israelis than travelling to Morocco for example, and there are a lot of groups travelling to Morocco right now, there is a travel warning against travelling to Morocco for Israelis right now, however we still go there, on the other hand we have almost completely stopped going to Turkey, not because we are afraid to go to Turkey that much, but because it's a political statement.

What is the main risk about travelling to Turkey for Israelis? The most evident risk is terrorism against Israelis in Turkey because there is a travel warning and Israelis will not issue a travel warning unless there is some kind of serious risk so Turkey is perceived as a risky place especially right after issuing a travel warning. It is a political manifestation as I told you and I think that we are not wanted in Turkey by the man on the street, and when you go on holiday the least thing that you would expect is that the host would like to host you. Just before the deterioration in the political situation between Israel and Turkey we have seen reports coming from Turkey that in some shops there were signs no Israelis are admitted in to these shops for instance and this was on Israeli media **Has this changed after the Mavi Marmara episode?** It was before, because as I told you the Mavi Marmara incident was just a symptom, the deterioration started before that, I could even mark the date and event when this happened, it was when Shimon Peres and Erdogan had an argument in Davos, it was the first serious event that showed that Erdogan is making a political switch against Israel, but this guy is an activist that is against any country who in his mind is operating in uncivilized ways against minorities and this is in my mind the psychological problem which is reflected in the sense that everybody is accusing Turkey of the genocide on the Armenians, so they want to show now that this is not true and they are for minorities, not against, they are looking for underdogs and they are trying to help them and the current underdog is Gaza

But it seems like a lot changed after the Marmara incident Yes because this incident was unfortunately very sad in the sense that people were killed, soldiers were beaten and people killed, and Israel refused to admit to Turkey any responsibility

How important do you think travel warnings is for Israelis when travelling to Turkey?

According to our studies only 30 percent of Israelis are willing to change their travel plans as a result of travel warnings, not just to Turkey but generally speaking, the people that still want to travel to Turkey will do that **Are the travel warnings based in facts or are they exaggerated?** No but the risk is there anyway, and the probability of getting hurt is very

difficult to measure, when talking about terrorist activity you cannot really focus on when and where and don't forget that from a consumer behavior perspective normally people when they go on holidays they believe that they will not be subject to such activity, psychologically

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey?

Yes it enhanced the political attitudes of Israelis towards Turkey, not so much towards Turkish people but Turkey as a government, as a state, absolutely.

Do you think Israelis should take certain precautions if travelling to Turkey? Not only to Turkey, to any place, don't forget that from September 11, 2001 the world was changed, terrorism has become a global problem wherever you go, even to Norway.

There's always a risk going everywhere, and it's not just a terrorism risk, it could be an earthquake nature disaster, political manifestations, demonstrations and whatever so there is always a risk you take when you go not necessarily to Turkey, and I don't regard Turkey as to risky especially if you go to the right places, if you avoid the dodgy places.

Do you think there is a difference between actual risk and perceived risk for Israelis going to Turkey?

By definition there must be, actual risk is something very objective, perceived risk is something very subjective, my personal view is that perceived risk is much higher than the actual risk if you look at countries like Israel, like Turkey, like others where some terrorist activity does take place occasionally and is covered by the media, and media always distorts the situation and perceived risk is generated based on the media so there must be a difference between the perceived one and the actual one.

Try to imagine travelling on your own or travelling with a family, the status of the travel companion you're travelling with is changing your perceived risk, if you are travelling with kids your state of mind is totally different, if you travel on your own who cares, if you are a businessman it's different from a holidaymaker, if you are a backpacker its different from whatever, so it's not only the risk generated by the situation and the circumstances in the destination, it very much depends on your travel behavior and on your personality.

Interviewee 6

Have you been in Turkey on vacation? Yeah I have been there, but long ago, like 10 years ago or something **How did you experience the safety there?** It was fine, it was before the incident (Mavi Marmara) so it was fine.

Right now it's a bit risky because of the Mavi Marmara incident, it's not quite safe because it's a lot of people there who are angry at us so it's risky yeah.

Do you think the worsened relationship between Israel and turkey has influenced your willingness to travel to Turkey? Yeah for sure, I would prefer going somewhere else, somewhere less risky **So it has influenced your willingness a lot?** a lot

What factors have influenced on this? The Mavi Marmara incident made a lot of people angry at Israel and hate us so people are willing to hurt Jewish people or people that come from Israel, there were some incidents of people getting attacked there after the incident of the Marmara, I don't remember specifically but I do remember that on the news they said that some people were attacked there.

Would you recommend people to travel to Turkey? Non-Jewish people for sure, people that are not from Israel, why not, even if you're Jewish but speak another language perfectly and don't show anyone that you are Jewish its fine. I would be careful about my Hebrew and stuff like that.

When you go on vacation do you avoid certain countries? Of course yeah, all of the countries that are like enemies of ours, Arab nations.

How do you regard the risk of living in Israel compared to travelling in Turkey? Less, less because most of the population here is Jewish, most of the population there is Turkish.

What do you think is the main risk about travelling to Turkey? Hate violence, just personal, not something big like a terror attack, like I would go on the street and talk Hebrew and someone would see that I am Jewish and he would attack me and say that I am attacking you because of the Marmara, he would just attack me.

How important is travel warnings for you when travelling abroad? It did affect me, they are not just saying it, they are saying it for a purpose, there is a reason why they say it.

Should Israelis take certain precautions if they go to Turkey? Like I said try not to show that you are Jewish, speak Hebrew, just look like a foreigner, not an Israeli.

Do you think Israelis reluctance to travel to Turkey is related to politics or an actual risk? It's both, most Israeli people are mad at the Turkey to after the Marmara incident so

they would say that I would rather spend my money elsewhere than in Turkey, they see an actual risk too.

What is it for you? I think the risk, I don't really care about spending money there, no just the risk.

Interviewee 7

Have you been in Turkey on vacation? I have not

How do you perceive the risk about travelling to Turkey now? Very dangerous, why because they always say that they hate us because of all that happened with the Marmara ship, before that everything was cool and now the government say that you cannot travel there, it's not safe for Israelis.

Do you think the worsened relationship between Israel and Turkey has influenced your willingness to travel to Turkey? Yes of course a hundred percent, we are not going.

What factors do you think have influenced on this? Let me think before the Marmara, it was like you buy a ticket, you go to a hotel, you travel, have fun, go back and everything cool, after that we just saw how much the government hate us, they beat our soldiers, they have signs like kill Jews and people like me are just afraid of that, we don't want to go on a vacation and then find a problem over there, when you go on vacation you don't think about bombing, kidnapping, you just wanna have fun so we are going to Greece.

Would you recommend others to travel to Turkey? Not everybody, only if they have business connections, and safe people that you can trust, if you have a long term relationship, not if you know them on the phone.

When you go on vacation do you avoid certain countries? Egypt, I have been there, I have been there like four times, the last time was a year ago, I was there with my wife like a half honeymoon. I didn't see it as risky but I saw that something was different between four years ago and now, something has changed, yes definitely.

How do you regard the risk of living in Israel compared to going on a vacation in Turkey? The difference between Israel and other countries all over the world is the safety, we are paying tax, ninety percent of that tax go for national security, so here in Israel we are very, very safe, we cannot have this safety if we travel, if we go out. Here in Israel if someone is going to bomb we have the Mossad we have the Shabaq, they got a lot of money, so they

know if some terrorist come and want to blow themselves, these things cost a lot of money and because of that I am really safe here in Israel.

What do you think is the main risk about travelling to Turkey? Kidnapping and I know why, let's say that we arrest a terrorist, we find them in Lebanon, in Egypt, even in London, even the U.S, we arrest them and we take them to our custody, we put them in jail, now these terrorists belong to an organization that have a lot of soldiers, the terrorists know that every Jew in Israel is very very very important, they know that if they are going to kidnap a Jew from Israel or even if it was in London they know that they can get everything.

Do you think government advice is important when deciding to travel to Turkey or not?

Yes of course, even to Egypt, Sinai, it's like a mile away from Israel to go to Sinai, blue beach, everything included for like 10 NIS, its 2 USD a day, you live like a king, you can do everything, but we don't go there because we are afraid, it's the truth, always on the news you can hear them say; don't go to Sinai, Sinai is dangerous, you have terrorists over there, look out for kidnapping, if you are a soldier, if you were a soldier they want information. When you go on vacation you always think, you are not like an American guy who can travel to Monaco, Italy without being afraid of anything since you are American, no you are Israeli, you always think, you always look, you always have a small fear in your blood.

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? Yes of course, since then everything has changed, their government say that it's a kill for a kill, you killed us, we want to revenge with blood, they don't care if it's going to be a soldier or if it's gonna be innocent people, they want a kill, they want blood for a blood.

Do you think Israelis reluctance to travel to Turkey is related to politics or an actual risk? I think its actual risk, I know why it's a risk, I think because the small people over there got a brainwash, the brainwash is; Israelis killing Palestinians, Israelis killing the people in Gaza, let's kill the Israelis. So a small group of people there, let's say two percent of the total population want to do that and when a small percent of the population is willing to do it's a risk for me, I don't want to take this risk, that's the thing, because of that we are going to Rhodos, spend a lot of money over there, of course we are looking over the side you know we are Israeli so it's dangerous anyway, but the government said that it's good to go to Rhodos, we have our people there always look behind your shoulder be careful so we go there, I was there and didn't go to Turkey and Turkey was half the price and they got everything but I didn't go. If the Marmara incident didn't happen of course I would go to Turkey.

Interviewee 8 (Travel agent)

Do you sell package tours to Turkey? Yes always but the last two years much much less

Do you think the worsened relationship between Israel and Turkey has affected sales of vacations to Turkey? Israeli people are very angry at the Turkish, we have been very good friends, it was a very good relationship during years and they have very good hotels I think the most beautiful hotels are in Turkey, very cheap, very many Israeli used to make a vacation a few times a year, now everybody is very angry, the government of Turkey was not ok with Israel, and they are also afraid to be there because the Islam you know the fundamentalism is everywhere against Jews and we are afraid.

Has this affected your economy or sales to other destinations? No people go instead of Turkey to Greece and other Mediterranean islands.

What factors do you think have influenced on peoples decision to not go to Turkey? Two reasons, political statement and they are afraid to go there because of the fundamentalism of Islam everywhere.

How do you regard the current safety for Israelis visiting Turkey? I think there is a risk and this is the reason that they don't go there.

Would you recommend your customers to go to Turkey? You know what, I don't recommend because we are also angry about the behavior of the government of Turkey to Israel, about the Marmara and about all these things, because we have been so good friends with them militarily, economically, within tourism everything and they did not behave good with us so I don't recommend it.

How important is safety when you sell vacations? Look, danger exists everywhere in the world even in Israel, to live here is dangerous, I don't think people care about this so as to Turkey it is a political decision when people decide not to go there, really not because of risk.

What is the main risk about travelling to Turkey? Terror we are afraid from the terror

How important is government advice for Israelis going to Turkey? They tell us that they don't recommend us to go. There is something very interesting about the Jewish people, when there is something politically big all of them are against it, the advice of the government is not so important.

Do you think Israelis reluctance to travel to Turkey is related to politics or an actual risk? Both of the reasons.

Should Israelis take certain precautions when travelling to Turkey? I think that they have not to speak loud Hebrew, don't say that we are Israeli because they don't like us, what can we do, it's unfortunate .

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? Very much and you know why, because they say that they come for peace but on the Marmara there were people with gun, people with gun don't come for making peace.

Before it was a lot of tourists going to Turkey A lot a lot a lot of tourists **How many is it now?** Ten percent of what was in the past and most of them are businessmen, families will not go there with children, in the past many many families were there, but the tourism is excellent there, the hotels are beautiful. **Where do they go?** Anatalya because they have beautiful hotels there and the businessmen go to Istanbul.

How do you regard the risk in Israel compared to Turkey? Look here we have an army that protect us that we are not dying, but when we are abroad nobody protect us, this is a problem, but also here there is scary, there is a political reason because a country that was so good friends behaved like it behaved and the other reason is that there is nobody there to defend us and here there is defense.

What do you think is the main risk about travelling to Turkey for Israelis? Terror

Interviewee 9

Have you been in Turkey on vacation? No never

How do you see the risk about travelling to Turkey? I think it's quite risky, if people know that I'm Israeli then of course its risky, I would not let my relatives to do it

Do you think the worsened relationship between Israel and Turkey has influenced your willingness to travel to Turkey? Of course I am afraid to go there, I will not expose myself as a Jew after the Marmara event.

Because of the anti-Semitic treatment it's very dangerous, I mean it's risky for life I think that some people can even murder because of this.

Would you recommend others to travel to Turkey? No of course not Jews not, if they look like they're not Israeli so then it's not a problem.

How do you regard the risk in Israel compared to Turkey? It depends where in Israel some places in Israel is of course even more dangerous than being in Turkey, but not here I think. **Where do you think is the most dangerous?** Exposing oneself as a Jew in Turkey I think is more dangerous than being in the big cities in Israel or places without Arabs, yeah Turkey is more dangerous in my opinion yeah anyone who is Jewish who exposes themselves as a Jew I think that it's risky.

What do you think is the main risk about travelling to Turkey? Hate violence, somebody can even hit somebody just because he's Jewish, I think maybe for men its more dangerous than for women I think that violence from men towards men is something I imagine that there is more chances for that to happen.

How important do you think government advice is when deciding to go to Turkey or not? When in the media they say not to go to Turkey so people take it seriously. Personally not but in general of course people should take it into consideration.

Do you think the Mavi Marmara incident had a particular influence on tourism to Turkey? Of course a major influence my relatives traveled to Turkey and stayed in hotels and today as far as I know nobody does it, I don't hear of people travelling maybe people do but I don't hear about it and I wonder how are they not afraid.

Should Israelis take certain precautions when travelling to Turkey? Maybe businessmen that go for business should not expose that they are Jewish on the street, I don't believe that somebody on an official meeting somebody will do something to them but on the street it's very dangerous they should not expose themselves as Israelis, no way or have protection like the authorities have, you now.

Do you think Israelis reluctance for travelling to Turkey is related to politics or an actual risk? Mainly because of the risk but even if it was not risky I would advise people not to go to make a protest but now this is not just a protest now it's about danger. **So for you it's mainly that you see a risk in going there** Yeah a risk for life

Interviewee 10

Have you been in Turkey on vacation? Yes on a weekend

How did you experience the safety there? Well it was long time ago, it was about 15 years ago and it was very nice, very safe no problem I didn't feel at risk

How do you perceive the risk about travelling to Turkey now? Well that's a big questions, I might consider it a second time, not because the Turkish are dangerous or something like this, because there are some radicals over there that might affect. It's not a hundred percent risk but there is a risk.

Has the worsened relationship between Israel and Turkey affected your willingness to travel to Turkey? It's not between Israel and Turkey, I think Turkey inside itself **So you are not less willing to travel to Turkey now then before?**

Well yes but it's not because of the Mavi Marmara, it's because of other developments in Turkey based on political issues, Erdogans political opinions are different and he's the leader. First of all Turkey is not my top priority, even if the situation there was perfect it's not an interesting country as far as I see it, I was there for a vacation for resting, ClubMed or something like that so that was the reason then now if I want to travel I will travel more to classic Europe.

Do you avoid certain countries when you go on vacation? It's not that I'm avoiding it's that I'm listening to the warning of my government, they say don't go to Egypt don't go to Sinai because there are terrorists over there they have their own intelligence. **I know there has been warnings not to go to Turkey?**

Exactly so I listen to this advice. Listen, if there was a possibility of three percent for me to go to Turkey so these three percent goes to let's say one percent ok, even if the situation was good this wasn't a preferable place to travel.

How do you regard the risk in living in Israel compared to Turkey? Well here I have to fight, here I have to survive, here I have to live, here I was born, I have a different connection to Israel than to any other country and if I have to die somewhere from terrorist action I would rather die here than in another place. I see the risk as higher in Turkey because I don't know the situation over there, here I know where it's safe, where its more problem, where its less problem, I know where I'm going, I can watch my steps, in Turkey I cannot watch my steps if there are areas that are slums or something like this I cannot notice these small differences.

What do you think is the main risk about travelling to Turkey for Israelis? Terrorism and hate violence **Could you mention some specific things that you think could happen if you went to Turkey?** That I cannot get out of it whenever I want, let's say they will block the airport, that they will attack tourist centers, let's say that all of a sudden they decide to close the airport somehow, the government. **Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey?**

It had an effect offcourse, but it's because of the Turkish government supporting the Mavi Marmara you understand **Do you think Israelis reluctance for travelling to Turkey is related to politics or an actual risk?**

It's a mixture, for me it's also a mixture because I don't like the statements that Erdogan the prime minister is giving he's using force, he's like a tyrant. **And you also see a risk?** There is a possibility of risk

Interviewee 11

Have you been in Turkey on vacation? Never

How do you see the risk about traveling to Turkey now? Turkey is a Muslim country, they start to be more and more fanatic, the media in Turkey is very very against Israel and people there many of them don't like Israelis, I see them on the TV, I would not feel very well to be there, I would prefer to be in another country in this situation.

Do you think the worsened relationship between Israel and Turkey has influenced your willingness to travel to Turkey? I think the relationship is not so well of course and this is one of the reason why people there don't like people from Israel, I'm not talking about the people who own the hotels and earn money from tourists, I'm talking about most of the people who are not connected to tourism. I ask myself how I would feel there, I do not think I would feel so well, not comfortable, before it was wonderful it was really nice, I know it from people who went there, I know it from the TV, the relationship were very friendly until the Marmara case.

From that moment when I saw how Erdogan the leader of Turkey how he talk about the Israeli people I do not have any desire to be in Turkey, opposite I don't like to be there I think.

What factors have influenced on this? One is the religious reason, they are very Muslim they become fanatic more and more and not only them the countries all around here Egypt, Iran, Turkey start to become more and more fanatic, the second reason is the political reason, they behave to us like we are criminals and we are not so, the justice is with us and they think we are criminal and I don't know what, they made a movie about the Israeli army on the TV that we are children killer. It's two reasons one religious and one political that make me not like to be there.

Are you afraid to be there? I think it's not the fear. When you go to travel you like to feel well, to feel free, to feel that people like you to be with them, that's the reason not the fear I think they will not do nothing to me they will not touch me because they want tourists as any other country they like them to come I saw on the TV they invite us to come again but the feeling and the atmosphere there will be not so well I believe.

Would you recommend others to go to Turkey? Not at this time, maybe in a few years when it has become more quiet, maybe it will happen something politically that will make the two countries more friendly but right now the relationship is very bad.

How do you regard the risk of living in Israel compared to vacationing in Turkey? I don't feel even one percent of risk here, I feel very well here, you know Israel is one of the in my view one of the countries were it's very sure to live, people from outside think it is very risky here but it is not at all, I feel that in Turkey it is more risky than here I think here is much safety compared to Turkey, don't forget that in Turkey they have problem with the Kurdish people so in Turkey the media don't come and see what is going on there but in Israel they make a big case for everything, I know exactly what is going on there I think there is quite more risky than here.

What do you think is the main risk about travelling to Turkey? I think only that my feeling will not be a pleasure feeling, when you go to travel you like to have a pleasure, you don't want to think whether people like you or not. For example when I go to Italy they ask me about my country and I feel like they like to talk with me and so on, I feel well, If I go to Turkey and I say I'm from Israel maybe someone will open their mouth and say bad words so I will not like it.

I think not more than that someone will say something, I think inside the people of Turkey are not so foolish, they like Israelis but they have to show that they are with the Palestinians and so on but when they see us they understand that we are normal people but maybe one of ten or twenty people will open their mouth and talk politically and say something not nice that's the reason why I would not like to be there.

How important do you think travel warning is when deciding whether to travel to Turkey? There is warning and I think every Israeli must hear what the government say, If there is a warning it's better not to go because it can be something it's better to stay for another time, better times.

Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey? Yes of course much influence because they made a big deal of this, they blame us

and we saw on the TV that the people on the Marmara attacked the soldiers with iron but they want to blame us and from this they made a big issue because it is serving the politics inside their country so the Marmara made a big influence for the tourism you can see it on numbers, many Israelis stopped going to Turkey, its known.

Do you think Israelis reluctance for travelling to Turkey is related to politics or an actual risk? I think part of the reason not to go to Turkey is like a little punishment because they say about us very bad things we don't feel any blame and they blame us, they made us like a David so we punish them by the fact that we don't go there because if tourists is going to their country its good money for them.

It is a little punishment I like the idea that people don't go to Turkey even if it was 100% safe I think we must not go to Turkey until they understand that what they say and think about us is wrong.

Interviewee 12

Have you been in Turkey on vacation? No

If you were to go to Turkey how would you perceive the risk about travelling there? I think I would think twice before I go, and I would check how the situation is there or how our relationship is with Turkey before I will decide if I will go there.

Do you think the worsened relationship between Israel and Turkey has influenced your willingness to travel to Turkey? Yeah of course absolutely **In what degree?** I think almost 95% because I don't think that I will take any risk if I know that I will get damaged and it won't be a nice trip then.

What factors do you think have influenced on this? I think I will have to change the place I want to go and my vacation will be a little bit more expensive because Turkey is a cheap place to go and a nice place but if I have to afford another trip it will cost. **But what do you think is the factors that have changed your willingness to travel to Turkey?** The political situation, the behavior and the relationship between Israel and Turkey influence the way people treat tourist from Israel. **Would you recommend Israelis to travel to Turkey?** I will absolutely not because I don't think you have to take any risk in going there just to have a vacation, there are other countries we can spend our vacation for a low price you know like Bulgaria maybe Ukraine so I will recommend them to go there instead of Turkey. **How do you regard the risk of living in Israel compared to Turkey?** I think we feel much more

safe here than in Turkey because the security here is much better to avoid any terror attack, but in Turkey the citizens can feel not good about us because of the relationship between us and them so I can go anywhere and get hurt or something like this so I think it's much more safe here than in Turkey for us, yeah. **What do you think is the main risk about travelling to Turkey for Israelis?** I think hate violence, the citizens get influenced from the statements of their prime minister and they can do anything just to harm Israeli people, terror attack is anywhere in the world, even in Norway, not terror attack but any attack you know so I think it's the hate violence. **What specifically do you think could happen?** Even when you're in the hotel or in the market or any other place that you're travelling to so when they hear you're from Israel they change their behavior, they can make any provocation just to make you feel bad just because you're an Israeli. **How does the government advice affect your decision to travel to Turkey or not?** I think about maybe 70-80%, they know much better than I do, our security, they think a lot before making any statements about not going to this place or another place so I think I will listen to their decision. **Do you think the Mavi Marmara incident had a particular influence on Israeli tourism to Turkey?** Yes of course and this is a fact, after the Marmara many people got upset about Erdogan, he's action were very bad and a provocation, he want to lead all the Arab or the Muslim so he just made he's provocation to show that he has power and many people think not only twice but ten times before they go to Turkey and especially after the Marmara they lost their willingness to go there. **Do you think that their less willing to travel to Turkey is because it's a political statement or an actual risk?** I think it's both, the risk is because of the political statements of our leaders, the political statements of Erdogan. **What is it for you?** I think it's both, it makes me angry when I hear Erdogan how he talks and make all these provocations and after I hear these statements I think twice not to go there and I'm afraid of course, I don't want to go to any place were I can get damaged or hurt. **What is the most important for you?** I think the risk, before the Marmara and all this bad situation the relationship between us and Turkey people go to Turkey from Israel and always we were looking in the newspaper how much is the price for this weekend.