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Consumer Attitudes Toward Travel Risks by Regulatory Focus Orientation and Gender

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**ABSTRACT**

The leisure travel industry continues to thrive as consumer expenditures on travel have steadily increased. While travel has always carried with it some level of inherent risk, ever-increasing news of safety threats in tourism areas has been a troubling reality. This study sought to examine the importance of risk-related factors in leisure travel planning. A main objective of the study was to explore the role that an individual’s regulatory focus or gender may play in how one assesses various types of travel risk. Study participants, segmented based on regulatory focus and gender, evaluated a series of prospective travel risks. The results indicate that there is a relationship between an individual’s regulatory focus and attitude towards travel risk factors. Gender differences were also observed in the results.

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