



## Assessing the Impact of Perceived Risks and Constraints on the Destination Image and Travel Intentions of Taiwanese Tourists Considering India

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### Abstract

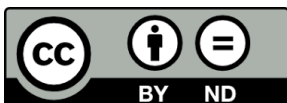
Taiwan is one of the most significant source sources of tourists in Asia, both in terms of number of tourists making trips abroad and the amount of money spent abroad by tourists. India is one of the countries in Asia that is influential in terms of geography, culture, and economy. Yet, the number of Taiwanese travelling to India is minuscule compared to those travelling to other Asian countries. This study examines the relationship among perceived risks, perceived constraints, destination image, and intention to visit India of potential Taiwanese tourists. Convenience sampling was adopted for this study, and the questionnaires were distributed online by Google Forms in Taipei from May 6 to June 10, 2023, for data collection. Factor analysis, reliability test, validity test, and partial least square structural equation modeling were used for data analysis. The findings showed that destination image had a positive influence on intention to visit; perceived risks had a negative impact on both destination image and intent to visit; perceived constraints had a negative effect on both destination image and intent to visit; and destination image had a mediating effect between perceived risks/constraints and intention to visit.

**Keywords:** Destination Image, Perceived Constraints, Perceived Risks, Intention to Visit, Taiwanese Tourists in India

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## **INTRODUCTION**

India is one of the world's major economies and, as of April 2023, the most populous country (United Nations, 2023). According to the World Travel and Tourism Council, tourism is a significant component of the Indian economy, and the sector is forecasted to grow at an annual rate of 7.8% to US\$420 billion by 2031, representing 7.2% of India's GDP (World Travel and Tourism Council, 2022). International visitors travel all over India to appreciate world-famous monuments such as the Taj Mahal (which is arguably the most famous building in India) and Temples of Hampi (constructed during the Vijayanagara Empire), delicious Indian cuisines that vary from state to state, as well as the geographically marvelous landscapes like the Thar desert of Rajasthan and tropical backwaters of Kerala (Incredible India Campaign, 2023).

East Asia is a significant source of international visitor spending globally. Chinese travellers spent USD 256.6 B abroad in 2019. Other East Asian countries' outbound tourism spending is South Korea's USD 32.3 B, Japan's USD 21.3 B, and Taiwan's USD 20.5 B (UNWTO, 2020). Taiwan is a major world economy and, as of 2023, a top 15 country in terms of per capita GDP (Purchasing Power Parity). Millions of Taiwanese travel abroad each year and spend billions of dollars. More than 17 million Taiwanese travelled abroad in 2019 and paid 20.5 USD B (UNWTO, 2020). And the per capita spending of the Taiwanese travelling abroad is quite substantial (more than USD 1205 per person). But when you look at the number of Taiwanese visitors to India, the number is only in the thousands. The number of Taiwanese visiting India decreased from 2018 to 2019: 49,457 in 2018, falling by 2.6% to 48,195 in 2019 (Ministry of Tourism, Government of India, 2020). This gap must be closed for the Indian tourism industry to achieve its full potential. As per Taiwan Tourism Department Data, only 83 Taiwanese visited India in 2021. In 2022, this number increased to 242. As of July 2023, the number of Taiwanese who travelled to

India in 2023 has reached only 266 (Taiwan Ministry of Tourism, 2023), which is a worrying statistic since, as of October 13, 2022, Taiwan had removed travel restrictions for outbound travel, and India was fully open to inbound travellers (Taiwan CDC, 2022). So, there have been immensely few Taiwanese trips to India in the ten months since October 2022.

In contrast, 35,045 Taiwanese visited France in the first seven months of 2023 (Taiwan Ministry of Tourism, 2023). The above situation calls for research into the reasons for relatively fewer Taiwanese visitors to India and Taiwanese people's views about India as a travel destination. The studies that have been conducted so far are few and far between. Previous widely cited studies about India from the perspective of foreign travellers are from 1992 (Ahmed & Krohn, 1992) and 2000 (Chaudhary, 2000). These two studies attributed India's struggles attracting foreign visitors to communal tensions, extreme poverty, corruption, etc. In the more than two decades since 2000, very few studies have been conducted on foreigners' impressions of India as a travel destination. This study examines the relationship among perceived risks, perceived constraints, destination image, and intention to visit and checks whether the connections are significant. The significance of the role of destination image, among other variables, will also be tested. The primary objectives of the research are: 1). To examine the relationships among perceived risks, perceived constraints, destination image, and intention to visit a destination; 2). To check whether destination image mediates the relationship between perceived risks/constraints and intention to visit a destination.

## **LITERATURE REVIEW**

International travellers face several challenges while visiting India, such as language barriers, cultural differences, and safety concerns. The language barrier is a significant challenge visitors face (Chaudhary, 2000). India has a diverse linguistic culture, with each state or union territory having its official

language or dialect. Many visitors find it challenging to communicate with Indians, creating a communication gap.

India is a relatively conservative country, and the dress code, social norms, and etiquette differ from other countries; they can vary from state to state within India (Bindloss, 2023). Visitors find adjusting to the local culture challenging, which creates a culture shock (Chaudhary, 2000). Safety concerns are also a significant challenge faced by visitors. India has a relatively high crime rate, and criminals often target visitors (Khan, 2019). The visitors must take precautions, such as avoiding travelling alone at night, avoiding secluded areas, and carrying as little cash and valuables as possible.

Previous literature has established that a destination's perceived risks and constraints influence the destination's image and intention to visit a destination. Some researchers explain this as dependent on the destination's ability to offer experiences that meet the needs of tourists and align with their preconceived image of the destination. The perception of the tourism image affects tourist satisfaction and their likelihood to revisit the destination in the future (Nazir et al., 2021; Khan et al., 2019; Chew and Jahari, 2014).

Nazir et al. explored the correlation between perceived risks, perceived constraints, and destination image and how they affect the behaviour of international tourists. By examining these three factors as separate constructs, they aimed to better understand tourists' decision-making processes. The results indicated a noteworthy connection between perceived risks, perceived constraints, and destination image. Their study also found that perceived constraints, perceived threats, and destination image significantly influenced behavioural intention among international tourists (Nazir et al., 2021). Based on the above inferences, this study interlinks the following variables: perceived risks, perceived constraints, destination image, and intention to visit.

## **Perceived Risks**

Perceived risks may include personal safety, health concerns, financial risks, and political instability (Sharifpour et al., 2014). Regarding financial risk, tourists may be concerned about travel, accommodation, and other expenses such as food, transport, and activities. As for physical risks, tourists may be worried about the safety of their destination, the risk from criminal activities, natural disasters, accidents, and health-related issues such as pandemics and epidemics.

According to Matiza and Slabbert, the pandemic caused by COVID-19 has increased the risk associated with tourism and caused a significant change in the behaviour of tourists. Another study by Matiza and Slabbert aimed to examine the relationship between the perceived risk induced by COVID-19 and the subjective safety associated with tourism activities. The main findings indicated that the perceived physical, psychological, and social risks associated with the COVID-19 pandemic hurt the overall emotional safety of tourism activities (Matiza and Slabbert, 2021).

One of the most significant perceived risks of travelling in India is the risk of crime. In 2019, the National Crime Records Bureau (NCRB, 2019) reported 409 recorded criminal cases against foreigners, including offences like rape, murder, and theft. This number decreased from 517 cases in 2018 to 492 in 2017 (NCRB, 2020). Typical kinds of crimes against tourists include theft, pick-pocketing, and scams. Tourists are often targeted because they are perceived as wealthy and easy targets.

Another perceived risk of travelling in India is terrorist attacks. India has experienced some terrorist attacks recently, even in major cities such as Mumbai and Delhi. According to the Global Terrorism Database of the University of Maryland, there were 927 terrorist incidents in India in 2019, resulting in 277 deaths (GTD, 2023). Even though terrorist activities in India are not very high when considered per capita, foreign travellers in India are still

worried about potential threats (Chaudhary, 2000).

According to a global report on risk, India is the second most disaster-prone country after the Philippines (World Risk Report, 2022). Also, travellers to India think about the risk of diseases and illnesses. India is a developing country with substandard healthcare facilities in many places (especially the countryside). Travellers may be at risk of catching diseases such as hepatitis, typhoid, and dengue fever. According to the Centers for Disease Control of the US, travellers to India should ensure they are up to date with their vaccinations and take precautions such as practising good hygiene and avoiding tap water and uncooked food (CDC, 2023).

Research conducted in India revealed that foreign tourists were primarily worried about risks concerning crimes, cheating, unclean surroundings, hazardous food and drinking water, unethical conduct in the hospitality industry, poor quality hospitality infrastructure, and overall infrastructure (Khan, 2019).

### **Perceived Constraints**

Travel constraints are any factor or conditions limiting a person's ability to travel to a desired destination (Mei & Lantai, 2018). These constraints can be due to various reasons, such as financial limitations, physical or health-related issues, legal or regulatory barriers, and even social or cultural traditions (Mei & Lantai, 2018). In recent years, the COVID-19 pandemic has also led to many countries imposing travel restrictions worldwide, worsening travellers' challenges.

Several studies have been conducted on perceived constraints in travel. In one study, researchers identified six categories of perceived constraints: interpersonal constraints, intrapersonal constraints, situational constraints, environmental constraints, structural constraints, and economic constraints (Sönmez & Graefe, 1998). This study found that interpersonal constraints, such as lack of travel companions, were the most common constraint for leisure

travel. In contrast, situational constraints, such as insufficient time, were the most common for work-related travel. Similarly, another research study classified perceived constraints into seven categories: time, money, accessibility, facilities, social, psychological, and knowledge (Canally & Timothy, 2007). The study found that the most significant constraints were time and money, followed by accessibility and facilities.

Other researchers have shown that the image of a destination acts as a mediator between travel constraints and behavioural intention (Chen et al., 2013; Nazir et al., 2021). They concluded that the effect of destination image could reduce the negative impact of perceived constraints on the intention to visit and that travellers can negotiate their way around travel constraints. Their study implied that destination marketing programs could be more effective if they consider the mediating effect of destination image in alleviating the negative impact of travel constraints on the intention to visit.

### **Destination Image**

Numerous factors contribute to the formation of a destination image, including the personal characteristics of the traveller, previous experiences related to travel or even life experiences, and marketing activities undertaken by various destinations. For example, individual factors such as the motivations of a person, perceived risks, and how involved and aware the person is in the travel market can influence destination image (Beerli & Martin, 2004). Previous experience travelling to a destination can also lead to individuals' perceptions and expectations (Tian-Cole & Crompton, 2003). Marketing activities such as advertising through various media types, promotional activities by the destination and travel agencies, and word-of-mouth (WOM) through friends, family, colleagues, etc. considerably impact destination image (Crompton, 1979).

Many studies have found that destination image significantly impacts tourist behaviour, including destination choice, travel intentions, and satisfaction. A positive destination image can make tourists visit a destination and also increase the likelihood of repeat visitation (Tan, 2017). Destination image can also influence the tourists' travel intentions, with a positive image expanding the possibility of visiting a destination (Kim, 2019). In addition, destination image was positively associated with tourist satisfaction, with a positive image corresponding to higher satisfaction levels (Prayag, 2009).

In 2000, the first study on the Tourism Image of India by Manjula Chaudhary conducted a destination. To determine the areas where improvements are needed to meet tourists' expectations, she compared their expectations and satisfaction levels in India's tourism-related image dimensions. This method, known as gap analysis, revealed that India's cultural heritage and art forms are highly valued by tourists. She concluded that negative factors such as cheating, begging, unhygienic conditions, and lack of safety have a detrimental effect on tourists' experience and that India's reputation in the global tourism industry can only be enhanced if these issues, along with other motivators, are addressed and improved (Chaudary, 2000).

According to the literature review on India's destination image by Sharma and Kumar in 2019, numerous studies have been conducted on the tourist destination image of India over the past 47 years, with various researchers focusing on different dimensions of the image. The perspective and concept of destination image have also evolved. Researchers have primarily emphasized three significant aspects of the definition of destination image. One researcher's work focused on the composite structure of the image construct, while others have utilized attitudinal components such as affect and cognition to explain the image concept. Another method used by researchers is to view the image as a comprehensive visual or mental representation of a thing, location, or event (Sharma and Kumar, 2019).



## **Intention to Visit**

Intention to visit is a critical construct in tourism research and has been widely studied. It refers to the willingness of individuals to go to a particular destination or to participate in a specific tourism activity (Chen et al., 2014). Researchers have found the culture to be a significant factor influencing intention to visit. After examining cross-cultural literature across various fields, such as tourism, marketing, and psychology, Ng et al. found that four primary cultural aspects play a crucial role in a tourist's choice of destination. They were (1) The tourist's national culture, (2) The tourist's level of internalized culture, (3) The culture of the destination itself, (4) The degree of difference between the culture of the tourist's home country and the culture of the chosen destination (Ng et al. 2007).

Several factors have influenced the intention to visit. These factors include individual characteristics of the travellers, destination characteristics, and marketing activities by the destinations, travel agencies, etc. Destination properties such as the place's natural beauty, cultural and traditional heritage, and entertainment value of the location also contribute significantly to the intention to visit (Tavitiyaman & Qu, 2013). The connection between intention to visit and actual behaviour: Intention to visit strongly predicted the basic behaviours in tourism research. Many studies have shown a positive relationship between the choice to visit and actual visitation of the destination or participation in the tourism activity (Loomis, 1993). However, other studies have also found that the intention to visit does not always mean that the actual visiting behaviour will happen because of various factors such as financial constraints, other constraints, and unpredictable events (Birch, 2020).

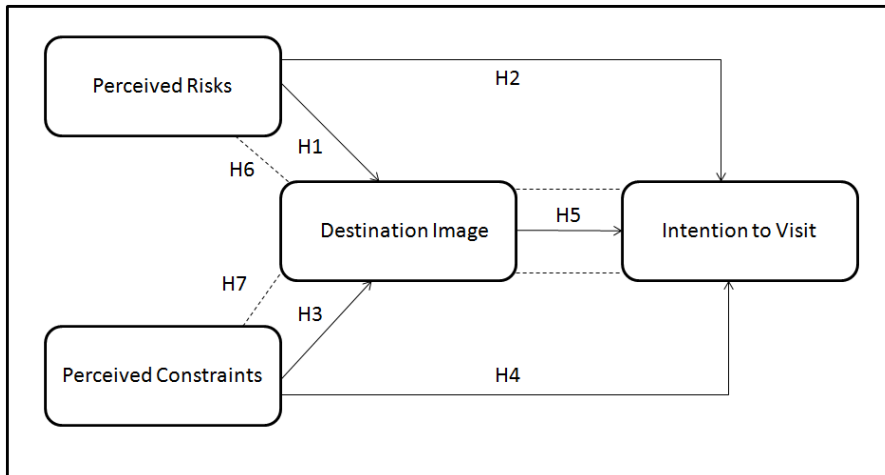
Nazir et al. proposed the mediating role of destination image between perceived risks, behavioural intention, and perceived constraints and behavioural intention. Their study was conducted on foreign tourists in Pakistan and their will to revisit Pakistan. Their study discovered that the perception of

risks and constraints hurts the image of the destination and the intention to visit it. Conversely, the destination's image has a favourable effect on behaviour. Additionally, their research confirmed that the destination's image mediates the relationship between perceived risks, perceived constraints, and behavioural intention (Nazir et al., 2021).

Khan et al. conducted a study in 2019 on Malaysian people's intention to visit India based on perceived risks, perceived constraints, and travel motivations. The findings emphasized the significance of including critical factors such as travel motivation, perceived risks, and limitations within a single framework when studying individual travel behaviour. The results indicated that prospective travellers perceive India as riskier regarding performance and time-related risks. Additionally, they view personal and social obstacles as barriers to visiting India (Khan et al., 2019).

This study will adapt the research by Nazir et al. (2021) and Khan et al. (2019) to analyze the perceived risks, perceived constraints, destination image, and intention to visit. Nazir's and Khan's studies are particularly suitable because they both studied the behavioural intention of foreigners (Nazir surveyed foreigners who visited Pakistan, and Khan surveyed Malaysians in Malaysia) regarding revisiting Pakistan and visiting India, respectively (both being South Asian countries). The variable destination image will mediate between perceived risks, perceived constraints, and intention to visit India. Thus, the research framework of this study will be similar to that of Nazir et al. while utilizing the behavioural intention variable that is similar to that of Khan et al.'s study. The conceptual framework was established by reviewing relevant literature in the literature review. The research framework comprises four key variables: perceived risks, perceived constraints, destination image, and intention to visit. Perceived risks and perceived constraints are classified as independent variables. At the same time, destination image and intention to visit are categorized as dependent variables based on the previous research and study

frameworks by Nazir et al. (2021) and Khan et al. (2017). Destination image is “the sum of beliefs, ideas, and impressions that a person has of a destination” (Crompton, 1979).



**Figure 1:** Conceptual Framework

**Source:** Authors' own

After thoroughly reviewing the relevant literature, this research has constructed a model illustrated in Figure 1. This model is adapted from the research performed by Nazir et al. (2021) about foreign tourists' intention to revisit Pakistan and the study done by Khan et al. (2018) about the intention of Malaysians to visit India. The model proposes that perceived risks and constraints impact destination image and intent to visit and that destination image influences intention to visit.

## RESEARCH METHODOLOGY

This study uses the survey as the strategy as it is suitable to investigate quantitatively bounded research questions (Dewasiri et al., 2018; Dewasiri & Abeysekara, 2022). University students were taken as the target population of this study because they are a homogenous group of survey takers who are similar based on age, trade, and education. Another reason for choosing

university students was convenience sampling because the researcher is also a university student. Other researchers have also used students as the study population for travel and tourism research and considered university students to represent the whole population (Khan et al., 2018; Gibson et al., 2008; Hung and Petrick, 2012). A survey questionnaire was created for this study based on the review of literature and findings from previous research. The questionnaire comprises five sections that measure all of the variables of interest. Sections 1 to 4 measured perceived risks, perceived constraints, destination image, and intention to visit. Section 5 collected demographic information from the survey takers. A pilot study was carried out to assess the questionnaire's effectiveness, scale reliability, and content validity. The pilot study questionnaire was administered to 62 Taiwanese students via a Google Forms survey from April 10 to April 20, 2023, and 61 responses were considered usable. The survey questions and length were modified based on the pilot study to enhance the effectiveness and compactness of the survey. This research project defined four significant variables: perceived risks, perceived constraints, destination image, and intention to visit. These were adapted from previous literature to fit within the context of tourism. To develop measurement scales, the researcher reviewed previous studies that were consistent with the definitions of the variables used in this study. Wherever suitable, elements found valid and reliable by other researchers in the past were used either in their original or slightly changed forms. All items were measured using a 5-point Likert scale.

As used by other researchers in similar surveys, convenience sampling was used for this survey. The population of the study is Taiwanese students in universities in Taipei. The reason for choosing students is that earlier research in the travel and tourism field has often used university students as a study population because they tend to be a homogenous group of respondents based on age, occupation, education, and income (Khan et al., 2019). This homogeneity can benefit researchers because it minimizes the potential

complicating effects of demographic factors that may mitigate the study's primary focus. Additionally, university students are often more happy to participate in research studies due to their familiarity with academic environments and desire to contribute to knowledge development. Thus, they can be a convenient and practical study population for researchers in the travel and tourism field. The preliminary survey was conducted to create a more concise research instrument. It had two primary objectives: to obtain feedback on the phrasing and expressions used in the questionnaire and to gather data from Taiwanese students currently studying at universities in Taipei. The preliminary survey was administered to a convenience sample of participants (students at Chinese Culture University), and pilot data was collected from April 10 to April 20, 2023. Sixty-one valid responses were collected and analyzed using SPSS to test for reliability and validity. The validity and reliability of the research were ensured by using the pilot survey data. Convenience sampling was again adopted for the final survey and the questionnaires were distributed online by Google Forms in Taipei, from May 6<sup>th</sup> to June 10<sup>th</sup>, 2023 for data collection. The survey was shared among student groups on Line app and students were also individually approached on the campuses of Chinese Culture University, Mingchuan University, and Soochow University in Taipei city. In the end, 382 usable responses were collected for the final data analysis.

The research hypotheses of this study are adapted from the research performed by Nazir et al. (2021) about foreign tourists' intention to revisit Pakistan and the survey done by Khan et al. (2018) about the intention of Malaysians to visit India. Other studies have explored the relationship between perceived risks, perceived constraints, destination image, and intent to visit specific destinations. But almost none have been conducted regarding travelling to India and potential Taiwanese visitors. Most of the previous research considered perceived risk as an independent variable. So far, no study has been

undertaken connecting perceived risks and potential Taiwanese visitors to India. By and large, previous research points towards perceived risk affecting destination image and intention to visit. On this basis, two hypotheses were generated as follows:

H<sub>1</sub>: Perceived risks have a negative impact on destination image

H<sub>2</sub>: Perceived risks have a negative effect on the intention to visit

By and large, previous research points towards perceived constraints affecting destination image and intention to visit. On this basis, two hypotheses were generated as follows:

H<sub>3</sub>: Perceived constraints have a negative impact on destination image

H<sub>4</sub>: Perceived constraints have a negative effect on the intention to visit

In general, previous research points towards destination image affecting intention to visit and that if people have a positive destination image of a place, they are more likely to visit it. On this basis, one hypothesis was generated as follows:

H<sub>5</sub>: Destination image has a positive influence on the intention to visit

As per previous studies, destination image mediates between perceived risks/constraints and intention to visit. On this basis, the following two hypotheses are formed.

## **FINDINGS OF THE STUDY**

Although 384 questionnaires were returned, only 382 hold usable data for this research. Table 1 displays the demographic characteristics of the participants. Roughly 58% of the respondents were female, while approximately 42% were male. The majority fell within the 18-25 age brackets, constituting about 70% of participants. The highest level of education for about 68.6% of respondents was a bachelor's degree. Regarding occupation, all the respondents were university students with a monthly household income of 26,400 and more than 200,000 New Taiwan Dollars (NTD). Furthermore, a

significant portion of respondents, 79%, have never been to India before. Notably, 8% of respondents have visited India once before, and 14% of those who took the survey have visited India more than once. Interestingly, 44% of respondents said they were atheists, 17% were Buddhists, 15% were Taoists, 8% were Christian, and 7% believed in Buddhism and Taoism.

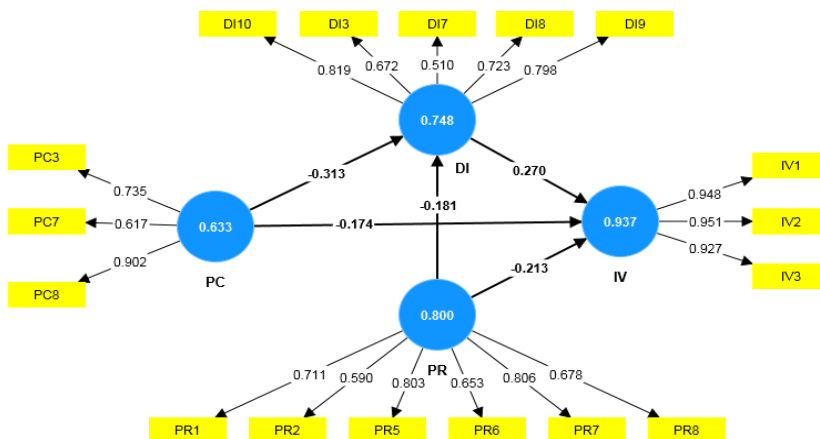
**Table1:** Characteristic of respondents (n=382)

Classifications	Respondents	
	Frequency	Percentage (%)
<b>Gender</b>		
Male	160	42.0
Female	222	58.0
<b>Age</b>		
21-30	268	70.2
26-35	52	13.6
36-45	38	9.9
45+	20	5.2
<b>Highest Education Level</b>		
Senior High School	43	0.2
Bachelor Degree	262	65.8
Postgraduate Degree	135	33.5
<b>Religion</b>		
Buddhist	66	17.0
Christian	33	8.0
Taoist	58	15.0
Atheist	166	44.0
Buddhist and Taoist	28	7.0
Others	20	9.0
<b>Household Income per month (TWD)</b>		
26,400 – 100,000	217	56.8
100,000 – 200,000	98	25.6
<b>Previous Visits to India</b>		
Never	299	78.3
Once	29	7.6
More than once	53	13.8

**Source:** Authors' own

Table 2 shows the output of the factor analysis, composite reliability, and AVE of the constructs: destination image, perceived constraints, perceived risks, and

intention to visit. Only the items with factor loading more than 0.500 were retained. Cronbach’s Alpha and composite reliability were tested for reliability, and the Average Variance extracted was calculated to determine the constructs’ validity. For AVE, the critical value was considered as 0.500. The AVE was more than 0.500 for all the constructs, ranging from 0.506 to 0.945. As for Cronbach’s Alpha, 0.700 was considered the critical value. All the constructs, except perceived constraints, had Cronbach’s Alpha above 0.700. The Cronbach’s Alpha of the perceived construct was 0.633, which is less than 0.700. However, it was still considered reliable since it was not far from the critical value. All composite reliability values for rho A and rho C were above the critical value of 0.700 for all the constructs. The composite reliability values ranged from 0.732 to 0.959. For the construct destination image, only items DI3, DI7, DI8, DI9, and D10, the factor loadings ranged from 0.510 to 0.819. For the construct perceived constraints, only items PC3, PC7, and PC8, the factor loadings ranged from 0.617 to 0.902. For the construct perceived risks, only items PR1, PR2, PR5, PR6, PR7, and PR8 the factor loadings ranged from 0.590 to 0.806. For the construct intention to visit, all items IV1, IV2, and IV3 had factor loadings more than 0.500, ranging from 0.927 to 0.951. Figure 2 shows the factor loadings of items of all the constructs and their Cronbach’s Alpha.



**Figure 2:** Construct Factor Loadings and Cronbach’s Alpha

**Source:** Authors’ own



**Table 2:** Construct Composite Reliability and Validity

Construct	Items	Factor loading	Alpha	AVE	rho A	rho C
Destination Image	DI3: India is a safe destination for travel	0.672	0.748	0.508	0.766	0.835
	DI7: India has a rich cultural heritage	0.510				
	DI8: India offers excellent shopping opportunities	0.723				
	DI9: Indian people are amiable	0.798				
	DI10: Visiting India is an enjoyable experience	0.819				
Perceived Constraints	PC3: I am not aware of places to visit in India	0.735	0.633	0.578	0.732	0.800
	PC7: India is not an exciting destination for my family and friends	0.617				
	PC8: India is not an exciting destination for me	0.902				
Perceived Risks	PR1: I am concerned that travelling to India is not a good value for the money	0.711	0.800	0.506	0.807	0.859
	PR2: I am concerned that I might get sick while travelling in India	0.590				
	PR5: I am concerned about dangers from political disturbances in India	0.803				
	PR6: I am concerned about the difficulty in communication due to language barriers	0.633				
	PR7: I am concerned about the dangers of terrorist attacks in India	0.806				
	PR8: I am concerned that travelling to India may not provide me with enough personal fulfilment	0.678				
	IV1: I might travel to India in the coming three years	0.948				
IV2: I am planning to travel to India in the coming three years	0.951					
IV3: I desire to travel to India in the coming three years	0.927					

**Source:** Authors' own

HTMT (Heterotrait-Monotrait) ratio was used to find the study's validity. Henseler et al. (2016) and Khan et al. (2018) considered HTMT to be much better suited for testing discriminant validity when compared to other ways, such as the Fornell-Larcker criterion. For HTMT, the cut-off value was considered 0.85 (Khan et al., 2018) (Henseler et al., 2015). All the HTMT values were well below the cut-off value of 0.85 (refer to Table 3). So, the

model has sufficient reliability, composite reliability, variance, and discriminant validity.

**Table 3:** Discriminant Validity Analysis (HTMT)

	DI	IV	PC	PR
DI				
IV	0.488			
PC	0.591	0.479		
PR	0.47	0.465	0.733	

**Source:** Authors' own

Hair et al. (2018) suggest VIF values (collinearity statistics) should be less than 5. Table 4-5 shows that the VIF values in this study ranged from 1.238 to 1.539, considerably below the cut-off value of 5. Therefore, no multicollinearity was found between independent constructs (perceived risks and constraints) and dependent constructs (destination image and intention to visit).

**Table 4:** Collinearity Statistics (VIF)

	DI	IV	PC	PR
DI		1.238		
IV				
PC	1.418	1.539		
PR	1.418	1.458		

**Source:** Authors' own

This study used SmartPLS 4 software for analyzing the structural model. Bootstrapping analysis (1000 re-samples) was performed with PLS-SEM for hypotheses testing. The statistical significance of the path coefficients was checked. Table 5 shows that destination image had a significant positive relation with intention to visit (Path coefficient = 0.271 and  $p < 0.05$ ), thus supporting hypothesis H<sub>1</sub>. The findings showed that perceived constraints had a significant negative relation with destination image (Path coefficient = -0.313 and  $p < 0.05$ ), thus supporting hypothesis H<sub>1</sub>. The findings showed that perceived constraints had a significant negative relation with the intention to visit (Path coefficient = -0.174 and  $p < 0.05$ ), thus supporting hypothesis H<sub>1</sub>.

The findings showed that perceived risks had a significant negative relation with destination image (Path coefficient = -0.181 and  $p < 0.05$ ), thus supporting hypothesis H<sub>1</sub>. The findings showed that perceived risks had a significant negative relation with the intention to visit (Path coefficient = -0.213 and  $p < 0.05$ ), thus supporting hypothesis H<sub>1</sub>.

**Table 5:** Results of Structural Model – Direct Relation Hypotheses

	Path coefficient	Mean	STDEV	T value	f-square
DI -> IV	0.271	0.271	0.049	5.555*	0.080
PC -> DI	-0.313	-0.315	0.066	4.772*	0.086
PC -> IV	-0.174	-0.176	0.06	2.900*	0.027
PR -> DI	-0.181	-0.187	0.061	2.987*	0.029
PR -> IV	-0.213	-0.214	0.058	3.680*	0.043

\* $p < 0.05$

**Source:** Authors' own

As for effect size ( $f^2$ ), Cohen (1988) stated that 0.02 is small, 0.15 is medium, and 0.35 is significant. For this study, as shown in Table 5,  $f^2$  values ranged from 0.027 to 0.086, meaning that the effect sizes were between the small to medium range. Nevertheless, researchers such as Khan et al. (2018) and Chin et al. (2003) have contended that variables can still be significant even if the effect sizes are small.

At the same time, mediation hypotheses were also tested, with the destination image acting as the mediating variable. Table 6 shows that destination image significantly mediated between perceived constraint and intention to visit (Path coefficient = -0.085 and  $p < 0.05$ ); thus, Hypothesis H<sub>6</sub> was supported. The results also showed that destination image significantly mediated between perceived risks and intention to visit (Path coefficient = -0.049 and  $p < 0.05$ ); thus, Hypothesis H<sub>7</sub> was supported.

**Table 6:** Results of Structural Model – Mediation Hypotheses

	Path coefficient	Mean	STDEV	T value	P values
PC -> DI -> IV	-0.085	-0.085	0.023	3.659	0
PR -> DI -> IV	-0.049	-0.051	0.018	2.67	0.008

**Source:** Authors' own

Table 7 reflects the findings of testing the hypotheses of the current study.

**Table 7:** Results of Hypotheses Testing

Hypothesis	Decision
DI -> IV	Supported
PC -> DI	Supported
PC -> IV	Supported
PR -> DI	Supported
PR -> IV	Supported
PC -> DI -> IV	Supported
PR -> DI -> IV	Supported

**Source:** Authors' own

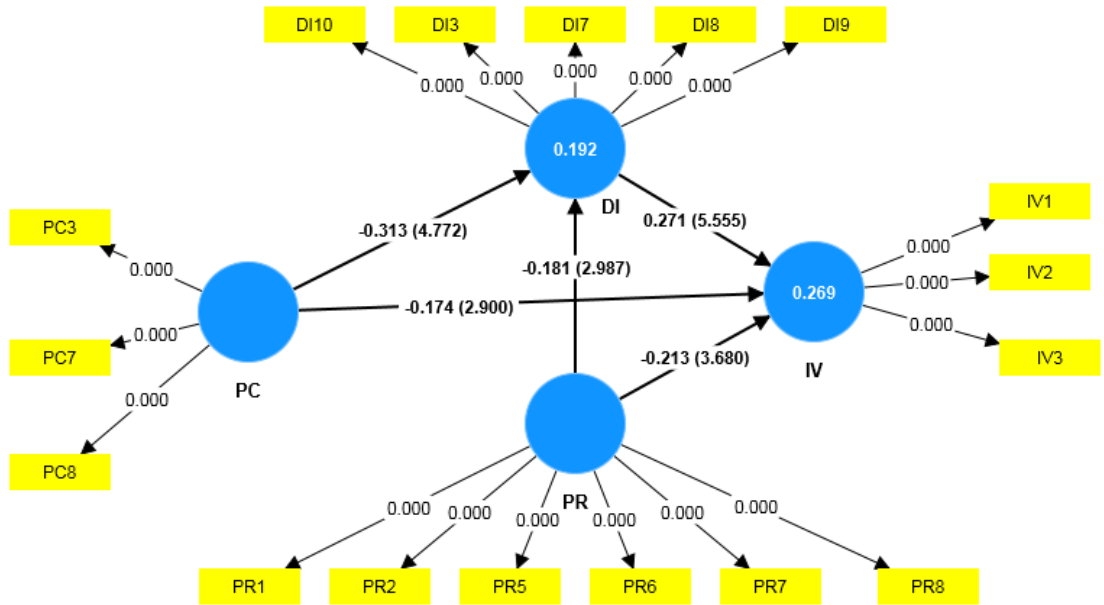
According to Cohen (1988), an  $R^2$  value of 0.02 -0.12 is considered weak, 0.13-0.25 is considered moderate, and  $> 0.26$  is considered vital. From the findings of this study, as shown in Table 8, the  $R^2$  value of the destination image is 0.193, meaning it is moderate and that perceived risks and perceived constraints can explain 19.3% of the variance in the destination image. Similarly, the  $R^2$  for intention to visit is 0.269, which is quite strong, meaning that perceived risks, perceived constraints, and destination image can explain 26.9% variance in intention to visit. The predictive relevance ( $Q^2$ ) of the structural model was also checked.  $Q^2$  values greater than zero indicate that independent variables have predictive relevance for the dependent variables.

**Table 8:** Goodness of Structural Model and Predictive Relevance

	R-square	$R^2$ Adjusted	Q-square
DI	0.193	0.188	0.175
IV	0.268	0.262	0.193

**Source:** Authors' own

As per Table 8, the predictive relevance of the destination image and intention to visit are 0.175 and 0.193, respectively, above zero. Therefore, the structural model has good predictive relevance. Figure 3 shows the results of the structural model of the current study.



**Figure 3:** Results of Structural Model

**Source:** Authors' own

### DISCUSSION OF THE STUDY

Based on the study's findings, it is concluded that perceived risks negatively influence the destination image. This influence is significant, which means that if people perceive a potential destination as having some associated risks, then it is very likely that these risks will negatively influence the image they have in their minds of this destination. This finding was consistent with Nazir, Yasin, and Hon Tat's (2021) findings that risks perceived by visitors have a significant negative impact on the destination image formed by them. These results align with other researchers' findings (Lepp et al., 2011) (Matiza & Slabbert, 2021). Thus, perceived risks significantly affect the destination image formed by potential visitors of a destination.

Further, the results show that perceived risks negatively influence the intention to visit, and the effect is significant, meaning that if people perceive a potential destination as having some associated risks, it is very likely that these risks will negatively influence their intention to visit this destination. While this finding was consistent with the results of Nazir, Yasin, and Hon Tat (2021), it cannot be said to be entirely consistent with the findings of Khan, Chelliah, and Ahmed (2019) because Khan et al. had subdivided perceived risks into various kinds of risk such as physical risk, financial risk, performance risk, socio-psychological risk, and time risk. Khan et al. found that only performance and time risks perceived by potential travellers significantly negatively influenced their intention to visit India. The other chances that Khan et al. tested did not considerably influence travellers' intention to visit India. These differences could be due to Khan et al. performing microanalysis on various risks, whereas this study collectivized all these risks as one single construct. The findings also matched those obtained by other researchers (Rittichainuwat & Chakraborty, 2009).

As per the study results, it is evident that perceived constraints negatively influence the destination image of potential travellers, which was found to be significant. Suppose people perceive that there are some constraints associated with travel. In that case, likely, these constraints will negatively influence the image of the destination they have in their minds. This finding was consistent with the results of Nazir, Yasin, and Hon Tat (2021) and Chen Po-Ju, Nan Hua, and Youcheng Wang (2013) that constraints perceived by visitors significantly negatively impact the destination image. Thus, perceived constraints significantly affect the destination image formed by potential visitors of a destination.

Further findings show that perceived constraints negatively influence the intention to visit, and the influence is significant, meaning that if people have some perceived constraints in their minds, then it is very likely that these

constraints will negatively influence their intention to visit a destination. While this finding was consistent with the results of Nazir, Yasin, and Hon Tat (2021), it cannot be said to be entirely consistent with the findings of Khan, Chelliah, and Ahmed (2019) because Khan et al. had subdivided perceived constraints into various kinds such as intrapersonal, interpersonal, and structural. Khan et al. found that only intrapersonal and interpersonal constraints perceived by potential travellers significantly negatively influenced their intention to visit India. The structural constraints that Khan et al. tested did not considerably influence travellers' intention to visit India. The findings also matched those obtained by other researchers (Huang et al., 2009).

The destination image plays a significant role in influencing individuals' intention to visit a particular location. This finding was consistent with Nazir, Yasin, and Hon Tat (2021) findings. This result emphasizes the importance of developing a favourable and appealing destination image to attract potential visitors. It also highlights the importance of calculated destination branding and marketing efforts in shaping perceptions and stimulating travel intentions. An attractive destination image can create a sense of anticipation and excitement among potential travellers. This outcome is also consistent with the conclusions of other researchers that a positive image increases the likelihood of a visit (Kim, 2019) and can also increase the chances of repeat visitations (Tan, 2017). Therefore, tourism management organizations and stakeholders should focus on enhancing and promoting destination images to effectively boost tourists' intention to visit and thus promote tourism growth.

Further, the destination image is a mediating factor between perceived risks and potential travellers' intention to visit a place, matching the result of Nazir, Yasin, and Hon Tat (2021) that destination image is a mediator between perceived risk and behavioural intention. This finding is also consistent with the conclusions of other researchers: the perception of risk and the intention to revisit were connected through the intermediary factor of the image projected

by the destination (Liang & Xue, 2021) (Chew & Jahari, 2014). Therefore, it is strategically vital to cultivate a pleasant destination image to effectively mitigate the impact of perceived risks and make the travellers' intentions to visit positive.

Further, the destination image mediates between perceived constraints and potential travellers' intention to visit a place. This is consistent with Nazir, Yasin, and Hon Tat's (2021) findings that destination image plays the mediator between perceived constraint and behavioural intention. The outcome also matches the conclusions of other researchers. The perception of constraint and the intention to revisit were connected through the intermediary factor of the image projected by the destination (Chen et al., 2013; Scott & Jackson, 1996). So, these results reveal that an appealing destination image can convert perceived constraints into manageable challenges that make the destination more attractive and make the intention to visit travellers more and more favourable.

## **CONCLUSIONS AND IMPLICATIONS**

Based on the above discussion, India must fully address perceived risks and constraints and enhance its destination image to attract more visitors from Taiwan. First of all, managing perceived risks is very important. Many Taiwanese travellers could have concerns about safety and health when visiting India. To alleviate these concerns, India should invest in excellent and thorough safety measures, promote hygiene standards, and provide clear information on healthcare facilities available to tourists. Cooperating with travel companies in Taiwan to offer all-encompassing travel insurance packages that cover all kinds of circumstances can also instil confidence in potential visitors. Also, proactively talking to the Taiwanese government and giving easily accessible resources about travel advisories can further reduce perceived risks. Secondly, overcoming perceived constraints is also essential. Taiwanese people may not



fully know India's diverse culture and attractions. To mitigate this constraint, India must try targeted marketing campaigns in Taiwan to show the country's rich heritage, scenic landscapes, and unique experiences. India can also partner with Taiwanese travel influencers and bloggers to share their positive experiences in India, which can help stop misconceptions. On top of this, offering customized travel packages that serve different interests, such as yoga retreats, historical tours, and culinary experiences, can help potential visitors from Taiwan to make their trips to suit their preferences, enticing a broader range of Taiwanese tourists.

Lastly, creating a positive destination image of India in Taiwan is very important. India has to portray itself as a welcoming and hospitable nation, which can be achieved through cultural exchange programs, language training for tourism industry workers, and the promotion of responsible tourism practices. Highlighting India's excellent heritage sites, natural wonders, and the warmth and care of its people can create a more appealing image. The world is getting increasingly digital, so building a strong online presence through user-generated content and encouraging Taiwanese visitors who are satisfied with India to share their stories on social media platforms can also improve India's destination image. By taking care of such things, India can make itself an attractive and popular destination for Taiwan travellers who want to experience something very different from their popular tours in East Asia, like Japan and Thailand, paving the way for increased tourism from Taiwan.

### **LIMITATIONS AND FUTURE RESEARCH**

Since Chinese is the primary language for people in Taiwan, it became imperative to create a questionnaire in the Chinese language. Subsequently, the questionnaire was translated from English to Chinese to facilitate Taiwanese respondents in providing their answers effortlessly. However, since specific terminology in English may not be accurately expressed in Chinese and

necessitated transliterations, some respondents may have misunderstood the questions. Since this study used university students as the sample population, the study's findings may not always apply to the general population. Also, the sample size was only 382 students, which is relatively small compared to the total number of university-going students in Taiwan. Another possible limitation is that the majority of the respondents were females. Future studies could focus on collecting data from a more wide-ranging group of people from Taiwanese society, such as students, working professionals, and retirees. It would also be interesting if some studies focus on different sections of Taiwanese society to see how the findings differ from those generated using university students as the sample population. Also, compared to this quantitative study, some qualitative studies could be conducted to get more in-depth feedback from respondents regarding their views about travelling to India.

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## **CONFLICT OF INTEREST**

The authors declare no conflicts of interest.

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