



UNIVERSITI PUTRA MALAYSIA

***TOURISTS' THREAT APPRAISAL, COPING APPRAISAL AND
PROTECTION INTENTION IN USING FOOD SAFETY CUES IN THE
CHOICE OF MALAYSIAN RESTAURANTS***

MEHRI YASAMI

FEP 2018 13



**TOURISTS' THREAT APPRAISAL, COPING APPRAISAL AND
PROTECTION INTENTION IN USING FOOD SAFETY CUES IN THE
CHOICE OF MALAYSIAN RESTAURANTS**

By

MEHRI YASAMI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

July 2018

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



DEDICATION

I'd dedicate this thesis to:

My beloved husband, Ali Reza, for his unfailing love and support.



© COPYRIGHT UPM

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Doctor of Philosophy

**TOURISTS' THREAT APPRAISAL, COPING APPRAISAL AND
PROTECTION INTENTION IN USING FOOD SAFETY CUES IN THE
CHOICE OF MALAYSIAN RESTAURANTS**

By

MEHRI YASAMI

July 2018

Chairman : Associate Professor Yuhanis Abdul Aziz, PhD
Faculty : Economics and Management

Gaps exist in research on the ways in which international tourists can be motivated to use food safety cues in the choice of destination local restaurant in order to reduce the risk of contracting a foodborne illness. The primary purpose of the present study was to assess the utility of the Protection Motivation Theory (PMT) in predicting international tourists' protection intentions concerning the threat of restaurant-associated foodborne illnesses in Malaysia. It employed a cross-sectional design with 431 Malaysia international first-time travelers as the respondents. The Covariance-Based Structural Equation Modeling was employed for data analysis. Before testing the actual hypotheses, confirmatory factor analysis was conducted to assess the reliability and construct validity of the measurement model. Path analysis indicated that the subcomponents of the coping appraisal, namely perceived self-efficacy and perceived response efficacy, positively and significantly predicted international tourists' intentions to use food safety cues in the choice of Malaysian local restaurants. Among the threat appraisal subcomponents, the perceived vulnerability positively and significantly influenced protection intention while perceived severity did not predict protection intention. The positive significant influence of threat appraisal on coping appraisal was identified. Furthermore, coping appraisal fully mediated the relationship between threat appraisal and protection intention. The subjective norm only moderated the relationship between perceived vulnerability and protection intention. The outcomes of the comparative tests of hypothesis indicated that there were significant differences in international tourists' protection intentions when they were classified by gender, trip plan, and nationality. Results of the study can be used to design communication resources developed to enhance international tourists' intentions to use food safety cues in the choice of destination local restaurants. Educational and communication resources should emphasize self- efficacy, response efficacy, and vulnerability perception.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**ANCAMAN PENILAIAN PELANCONG, PENILAIAN YANG DITANGANI
DAN NIAT PERLINDUNGAN UNTUK MENGGUNAKAN ISYARAT
KESELAMATAN MAKANAN DI RESTORAN PILIHAN DI MALAYSIA**

Oleh

MEHRI YASAMI

Julai 2018

Pengerusi : Profesor Madya Yuhanis Abdul Aziz, PhD
Fakulti : Ekonomi dan Pengurusan

Terdapat jurang dalam penyelidikan mengenai cara pelancong antarabangsa dapat dimotivasi untuk menggunakan isyarat keselamatan makanan dalam memilih restoran tempatan bertujuan untuk mengurangkan risiko dijangkiti penyakit bawaan makanan. Tujuan utama kajian ini adalah menilai penggunaan Teori Motivasi Perlindungan (PMT) dalam meramalkan niat perlindungan pelancong antarabangsa mengenai ancaman penyakit makanan yang berkaitan dengan makanan di Malaysia. Ia menggunakan cara rentas ke atas 431 pelancong pertama kali ke Malaysia sebagai responden. Model Modelan Persamaan Struktur Kovarians digunakan untuk menganalisis data. Sebelum menguji hipotesis, analisis faktor pengesahan telah dijalankan untuk menilai kebolehpercayaan dan kesahihan model pengukuran. Analisis Laluan menunjukkan bahawa subkomponen dari penilaian yang dihadapi iaitu keberkesanan diri dan keberkesanan tindakbalas yang dirasakan telah secara positifnya dan dengan ketara meramalkan niat pelancong antarabangsa untuk menggunakan petunjuk keselamatan makanan dalam pilihan restoran tempatan Malaysia. Di antara penilaian ancaman subkomponen, tanggapan kelemahan yang dirasakan telah secara positif dan ketara mempengaruhi niat perlindungan sebaliknya tanggapan keparahan tidak meramalkan niat perlindungan. Pengaruh penting penilaian ancaman keatas penilaian yang ditangani telah dikenalpasti. Selanjutnya, penilaian yang ditangani sepenuhnya mengantara hubungan antara penilaian ancaman dan niat perlindungan. Norma subjektif hanya mensesderhanakan hubungan antara tanggapan kelemahan dan keinginan perlindungan. Hasil ujian perbandingan hipotesis menunjukkan bahawa terdapat perbezaan yang signifikan dalam niat perlindungan pelancong antarabangsa apabila mereka diklasifikasikan berdasarkan jantina, rancangan perjalanan, dan kewarganegaraan. Keputusan kajian boleh digunakan untuk merancang sumber komunikasi yang dibangunkan untuk meningkatkan minat pelancong antarabangsa untuk menggunakan petunjuk

keselamatan makanan dalam pilihan restoran tempatan didestinasikan. Sumber-sumber pendidikan dan komunikasi harus menekankan keberkesanan diri, keberkesanan respons, dan tanggapan kelemahan.



ACKNOWLEDGEMENTS

I am grateful to all of those with whom I have had the pleasure to work with during this project. I appreciate them from the bottom of my heart.

Nobody has been more important to me in the pursuit of this project other than Prof. Dr. Yuhanis Abdul Aziz, my major supervisor. Since my second year at UPM, I have been privileged countless times with her support and invaluable guidance. As my teacher and mentor, she has taught me more than I could ever give her credit for here. It is with her supervision that this work came into existence. Thank you so much Prof. Dr. Yuhanis for your immense knowledge, patience, unending inspiration and moral support. It was a great privilege and honor to work with you and study under your guidance.

Dr. Kenny Teoh deserves my deepest gratitude and sincerest thanks for his patient guidance and kind support. He has taught me a great deal about scientific research. I truly appreciate him for his constructive criticism, friendship, empathy and great sense of humor.

I would like to express my sincere gratitude to Dr Dahlia Binti Zawawi, my committee member. She has provided me professional guidance during this research. I am also very thankful to Dr. Khairil Wahidin Bin Awang, my previous supervisor, for giving me the opportunity to attend a conference and meet so many interesting people.

I would like to thank Dr. Mahmoud Danaee, who was patient when answering my countless questions concerning data analysis and was very helpful in this tough journey. I would like to extend my warm thanks to his family for their patience during the long academic discussions.

I wish to thank my parents whose love are with me in whatever I pursue. Most importantly, I would like to pay high regards to my beloved husband, Alireza, for his sincere encouragement and inspiration throughout the successful completion of the project and lifting me uphill in this phase of life. This journey would not have been possible without his emotional and financial support.

I certify that a Thesis Examination Committee has met on 11 July 2018 to conduct the final examination of Mehri Yasami on her thesis entitled "Tourists' Threat Appraisal, Coping Appraisal and Protection Intention in Using Food Safety Cues in the Choice of Malaysian Restaurants" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

Suhaimi bin Ab.Rahman, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Raja Nerina binti Raja Yusof, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Internal Examiner)

Choo Wei Chong, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Internal Examiner)

Osman M. Karatepe, PhD

Professor
Eastern Mediterranean University
Turkey
(External Examiner)



RUSLI HAJI ABDULLAH, PhD
Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 30 August 2018

This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Yuhanis Abdul Aziz, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Kenny Teoh Guan Cheng, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

Dahlia Binti Zawawi, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: _____ Date: _____

Name and Matric No.: Mehri Yasami, GS45026

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) were adhered to.

Signature: _____
Name of Chairman
of Supervisory
Committee: Associate Professor Dr. Yuhanis Abdul Aziz

Signature: _____
Name of Member
of Supervisory
Committee: Dr. Kenny Teoh Guan Cheng

Signature: _____
Name of Member
of Supervisory
Committee: Associate Professor Dr. Dahlia Binti Zawawi

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	ii
ACKNOWLEDGEMENTS	iv
APPROVAL	v
DECLARATION	vii
LIST OF TABLES	xiii
LIST OF FIGURES	xvii
LIST OF EQUATIONS	xviii
LIST OF APPENDICES	xix
LIST OF ABBREVIATIONS	xx
CHAPTER	
1 INTRODUCTION	1
1.1 Chapter Overview	1
1.2 Background of the Study	1
1.3 Problem Statement	4
1.4 Research Questions	9
1.5 Research Objectives	9
1.6 Significance of the Study	10
1.6.1 Academic Significance	10
1.6.2 Practical Significance	11
1.7 Scope of the Study	14
1.8 Definition of Key Terms	15
1.9 Chapter Summary	16
2 OVERVIEW OF TOURISM INDUSTRY	17
2.1 Chapter Overview	17
2.2 Tourism Industry	17
2.3 Hospitality industry	18
2.4 Scenario of Malaysian Tourism and Food	20
2.5 A Review of Restaurant-Related Studies	24
2.6 Foodborne Disease and Travel	26
2.6.1 Prevalence and Mortality	26
2.6.2 Foodborne Illness and Restaurants	28
2.7 Chapter Summary	29
3 LITERATURE REVIEW	31
3.1 Chapter Overview	31
3.2 Restaurant Food Safety Indicators from the Consumer Perspective	31
3.3 Consumer Behavior	34
3.4 Cognitive Perceptual Processes of Threat Appraisal and Coping Appraisal	35

3.4.1	Threat Appraisal	36
3.4.2	Coping Appraisal	37
3.5	Subjective Norm	38
3.6	Protection Intention	39
3.7	Relationships among the Study Variables	40
3.7.1	Threat Appraisal and Coping Appraisal	40
3.7.2	Threat Appraisal, Coping Appraisal and Protection Intention	41
3.7.3	The predictive ability of Threat Appraisal as Well as Coping Appraisal on Protection Intention	42
3.7.4	The Predictive Ability of Threat Appraisal on Coping Appraisal	45
3.7.5	Relationship between Subjective Norm and Behavioral Intention	45
3.7.6	Difference in Protection Intention Based on Sociodemographic and Travel Characteristics	47
3.8	Research Gaps	49
3.9	Chapter Summary	50
4	DEVELOPMENT OF CONCEPTUAL FRAMEWORK AND HYPOTHESES	
4.1	Chapter Overview	51
4.2	Theoretical Underpinning and Previous Models	51
4.2.1	Protection Motivation Theory	52
4.2.1.1	Studies Using PMT	55
4.2.1.2	Limitations of PMT	55
4.2.2	Ordered Protection Motivation Theory	56
4.2.3	Theory of Planned Behavior	58
4.3	Theoretical Underpinning	60
4.4	Proposed Conceptual Framework	63
4.5	Hypotheses Development	66
4.5.1	Predictive Ability of Threat Appraisal and Coping Appraisal on Protection Intention	66
4.5.2	Predictive Ability of Threat Appraisal on Coping Appraisal	67
4.5.3	Mediating Role of Coping Appraisal	67
4.5.4	Moderating Role of Subjective Norm	68
4.5.5	Difference in Protection Intention Based on Sociodemographic and Travel Characteristics	70
4.6	Chapter Summary	71
5	RESEARCH METHODOLOGY	
5.1	Chapter Overview	72
5.2	Research Paradigm	72
5.2.1	Positivism	74
5.2.2	Critical Realism	74
5.2.3	Interpretivism	74
5.2.4	Pragmatism	75

5.3	Research Design	75
5.4	Sampling Procedure	77
	5.4.1 Population of the Study	78
	5.4.2 Sampling Technique	78
	5.4.3 Determination of Sample Size	79
5.5	Questionnaire Development	81
5.6	Measurements of Variables	82
	5.6.1 Threat Appraisal	83
	5.6.2 Coping Appraisal	85
	5.6.3 Protection Intention	88
	5.6.4 Subjective Norm	89
5.7	Reliability and Validity of Instrument	90
	5.7.1 Content Validity	91
	5.7.2 Construct Validity	91
5.8	Pilot Study	93
5.9	Data Collection Procedure	95
5.10	Data Analysis	96
	5.10.1 Comparative Tests of Hypothesis	96
	5.10.2 Structural Equation Modeling	97
	5.10.2.1 Testing Mediation Effects with Covariance- Based SEM	98
	5.10.2.2 Testing Moderation Effects with Covariance- Based SEM	99
5.11	Chapter Summary	100
6	RESULTS AND DISCUSSIONS	101
6.1	Chapter Overview	101
6.2	Data Analysis Procedure	101
6.3	Preliminary Analysis	101
	6.3.1 Missing Value Analysis	102
	6.3.2 Outlier Analysis	102
6.4	Descriptive statistics	104
	6.4.1 Demographic Profile of the Respondents	105
	6.4.2 Descriptive Statistics for the Main Study Variables and Related Items	107
	6.4.2.1 Threat Appraisal	107
	6.4.2.2 Coping Appraisal	109
	6.4.2.3 Protection Intention	112
	6.4.2.4 Subjective Norm	114
6.5	Multivariate Assumption Analysis	116
	6.5.1 Normality	116
	6.5.2 Linearity and Homoscedasticity	117
	6.5.3 Multicollinearity	118
6.6	Measurement Model	119
	6.6.1 Model Fit Criteria	119
	6.6.2 Individual CFAs	120
	6.6.3 Assessment of the Overall Measurement Model	122
	6.6.3.1 Convergent Validity	126

6.6.3.2	Discriminant Validity	126
6.6.4	Assessment of the Overall Measurement Model using Second Order CFAs	127
6.6.4.1	Convergent Validity	130
6.6.4.2	Discriminant Validity	130
6.7	Structural Model	132
6.7.1	Competing Models	134
6.8	Hypotheses Testing	135
6.8.1	Direct Relationships Analysis	136
6.8.2	Mediation Analysis	140
6.8.3	Moderation Analysis	146
6.8.4	Comparative Test of Hypothesis	153
6.9	Chapter Summary	159
7	SUMMARY, CONTRIBUTIONS AND CONCLUSIONS	161
7.1	Chapter Overview	161
7.2	Summary of Research Findings	162
7.2.1	Research Objective 1: To Determine the Effects of Threat appraisal and Coping Appraisal on Protection Intention	163
7.2.2	Research Objective 2: To Assess the Influence of Threat Appraisal on Coping Appraisal	164
7.2.3	Research Objective 3: To Test the Mediating Role of Coping Appraisal	164
7.2.4	Research Objective 4: To Examine the Moderating Role of Subjective Norm	164
7.2.5	Research Objective 5: To Identify Sociodemographic and Travel Factors of Influence on Protection Intention	165
7.3	Contributions	165
7.3.1	Theoretical Contributions	165
7.3.2	Managerial Implications	167
7.4	Limitations of the Study	172
7.5	Recommendations for Future Study	173
7.6	Conclusion	174
	REFERENCES	176
	APPENDICES	221
	BIODATA OF STUDENT	271
	LIST OF PUBLICATIONS	272

LIST OF TABLES

Table	Page
1.1 Summary of Research Gaps, Research Objectives and Significance of the Study	13
2.1 Tourist Arrival and Receipt to Malaysia by Year	21
2.2 Summary of Malaysia Economic Impact 2015	22
4.1 A Summary of the Study Hypotheses	71
5.1 Main Characteristics of Five Research Paradigms in Management Research	73
5.2 Main Characteristics of Qualitative and Quantitative Approaches	77
5.3 Sampling of International Tourists by Regions	80
5.4 Questionnaire	81
5.5 Variables, Dimensions and the Sources of Measurements Items in Questionnaire	82
5.6 List of Measure for the Threat Appraisal Construct	84
5.7 List of Measure for the Coping Appraisal Construct	86
5.8 List of Measure for the Protection Intention Construct	88
5.9 List of Measure for the Subjective Norm Construct	89
5.10 Demographic Profile and Travel Characteristics of the Respondents (N=50)	94
5.11 Results of the Reliability Analysis	95
5.12 Rules of Thumb for Choosing CB-SEM	98
6.1 Response Rate	102
6.2 Multivariate Outliers Based on Mahalanobis Distance	103
6.3 Frequency Distribution of Malaysia International Tourists' Sociodemographic Characteristics (n=431)	105

6.4	Frequency Distribution of Malaysia International Tourists' Travel Characteristics (n=431)	106
6.5	Distribution of the Responses to Perceived Vulnerability Based on the Items, (%)	108
6.6	Distribution of the Responses to Perceived Severity Based on the Items, (%)	109
6.7	Distribution of the Responses to Perceived Response Efficacy Based on the Items, (%)	110
6.8	Distribution of the Responses to Perceived Self-Efficacy Based on the Items, (%)	111
6.9	Distribution of Responses to Protection Intention Based on the Items, (%)	113
6.10	Distribution of Responses to Subjective Norm Based on the Items, (%)	115
6.11	Results of Normality Assessment	117
6.12	Collinearity Statistics Results Based on Correlation Coefficients	118
6.13	The Different Categories of Model Fit	120
6.14	Computation of Degrees of Freedom	122
6.15	Fit Indexes of Overall Measurement Model	123
6.16	Items' Factor Loadings in the Final Fitted Measurement Model	123
6.17	The Results of Convergent Validity	126
6.18	The Results of Discriminant Validity	127
6.19	Computation of Degrees of Freedom	127
6.20	Fit Indexes of Overall Measurement Model Using Second-Order CFAs	128
6.21	Items' Factor Loadings in the Final Fitted Measurement Model Employing Second Order Constructs	128
6.22	The Results of Convergent Validity	130
6.23	The Results of Discriminant Validity	130
6.24	Computation of Degrees of Freedom	132

6.25	Fit Indexes of Structural Model	134
6.26	Fit Indexes of the Competing Models	135
6.27	Results of Hypothesis Testing (H1-H2)	137
6.28	Results of Hypothesis Testing (H3)	138
6.29	Results of the Total Effect of Threat Appraisal on Protection Intention in the Absence of Mediator	141
6.30	Fit Indexes of the Direct and Indirect Models	143
6.31	Results of the Total Effect of Threat Appraisal on Protection Intention in the Presence of Mediator	143
6.32	Total, Direct and Indirect Effects of Threat Appraisal	145
6.33	Results of Hypothesis Testing	146
6.34	Measurement Invariance Tests for Low and High Subjective Norms Groups	147
6.35	Results of χ^2 Difference Tests for Measurement Invariance	148
6.36	Chi-square Values for Unconstrained Model and Measurement Residuals Model	149
6.37	The Significance of the Chi-square Difference for Two Models	149
6.38	Results of Moderation Effect of Subjective Norm on Relationships between Predictors and Protection Intention (Hair and Robert Ho)	150
6.39	Results of Independent Sample <i>t</i> -tests for Significance of Mean Differences in Malaysia's International Tourists' Protection Intentions Based on Gender and Trip Plan (n=431)	154
6.40	One-Way Analysis of Variance among Malaysia's International Tourists' Age and Their Protection Intentions (n=431)	154
6.41	One-Way Analysis of Variance among Malaysia's International Tourists' Different Nationalities and Their Protection Intentions (n=431)	155
6.42	Posthoc Tukey Test of Malaysia's International Tourists' Different Nationalities and Protection Intention (n=431)	156

6.43	One-Way Analysis of Variance among Malaysia's International Tourists' Level of Education and Their Protection Intentions (n=431)	157
6.44	One-Way Analysis of Variance among Malaysia's International Tourists' Visit Purposes and Their Protection Intentions (n=431)	157
6.45	One-Way Analysis of Variance among Malaysia's International Tourists' Monthly Household Incomes and Their Protection Intentions (n=431)	158
6.46	The Results of Hypothesis Testing (H9) by <i>t</i> -Test and One-way ANOVA Analysis with 95% Confidence (n=431)	158
6.47	The Summary of the Study Hypotheses Testing	159



LIST OF FIGURES

Figure	Page
4.1 Overall Model of Protection Motivation Theory	54
4.2 Ordered Protection Motivation Theory	57
4.3 Theory of Planned Behavior	59
4.4 Theoretical Framework of the Study	62
4.5 Conceptual Framework of the Study	65
5.1 Mediation Effect	99
5.2 Moderation Effect	100
6.1 Overall Measurement Model	125
6.2 The Overall Measurement Model Using Second Order CFAs	131
6.3 The Structural Model	133
6.4 The Structural Model for Prediction of Coping Appraisal by Threat Appraisal	139
6.5 Direct Model	140
6.6 Mediation Model	140
6.7 Direct Path Model without Mediator	142
6.8 Path Model with Mediator	144
6.9 Structural Model for Low Subjective Norm Group	151
6.10 Structural Model for High Subjective Norm Group	152

LIST OF EQUATIONS

Equation	Page
5.1 Average Variance Extracted	92
5.2 Composite Reliability	92



LIST OF APPENDICES

Appendix		Page
A	Univariate Outliers Test	221
B	Testing Regression Assumption	225
C	Collinearity Test	227
D	Individual CFAs	228
E	Comparative Tests' Assumptions Testing	234
F	Results of Comparative tests of Hypothesis	256
G	Competing Models	259
H	Malaysia Tourist Arrivals by Country of Nationality 2015	261
I	Questionnaire	262

LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
BGCD	Bureau of General Communicable Diseases
CDC	Center for Disease Control and Prevention
CFA	Confirmatory Factor Analysis
GSCA	Generalized Structured Component Analysis
GDP	Gross Domestic Product
GNI	Gross National Income
GVA	Gross Value Added
ILO	International Labour Organization
ML	Maximum Likelihood
MHAS	Malaysian Halal Showcase
MOTAC	Ministry of Tourism and Culture Malaysia
PLS	Partial Least Squares
%	Percentage
PR	Perceived Response Efficacy
PSE	Perceived Self-efficacy
PS	Perceived Severity
PV	Perceived Vulnerability
PI	Protection Intention
PMT	Protection Motivation Theory
SPSS	Statistical Package for Social Sciences
SN	Subjective Norm
SEM	Structural Equation Modeling
TPB	Theory of Planned Behavior

TRA	Theory of Reasoned Action
UNWTO	United Nations World Tourism Organization.
VET	Value Expectancy Theory
WEF	World Economic Forum
WFTA	World Food Travel Association
WHO	World Health Organization
WTTC	World Travel & Tourism Council



© COPYRIGHT UPM

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

Travel-associated foodborne illness is common, but preventable. An increasing body of data from foodborne disease cases suggest that eating food at restaurants is an important source of infection which cannot be easily avoided by tourists due to the dining-out pattern of food consumption while traveling. Such vulnerability to the threat of foodborne disease calls for actions focusing on the ways in which the risk of developing foodborne diseases within the restaurant industry can be effectively communicated to travelers, alongside purposefully promoting risk reduction behaviors. However, this study uses a theory-based approach. It helps to better understand the role of cognitive appraisal processes in predicting international tourist intention to utilize food hygiene cues in choosing a local restaurant with passable level of food hygiene, hence reducing the risk of contracting foodborne disease.

This chapter commences with the background of the study, to make the area of research more clear and comprehensible. It addresses the problem at hand that needs to be solved. Then, it leads up to the research questions and objectives. Accordingly, the significance of the study and the scope of the study are specified. Eventually, the definitions of the study terms are developed in the final section.

1.2 Background of the Study

Over decades, food as a tangible local attribute of a destination, has been integrated as a tourism product in a consistent way and has become a constitutive element of the tourist's overall experience (Bessiere & Tibere, 2013; Bjork & Kauppinen-Raisanen, 2016). However, it has only recently been recognized at its own right by tourism academicians and practitioners. In particular, food tourism has become an emerging phenomenon known by different technical terms, such as culinary tourism (Long, 1998), gastronomy tourism (Hjalanger & Richards, 2002), and cuisine tourism (Hall & Mitchell, 2001). Food describes a specific segment of today's tourists who seek travel experiences dominated by the joys of taking unaccustomed cuisine. Food tourism acts as a niche that feeds a \$150 billion industry (Baran, 2013), which indicates how well destination food and beverage motivates visitors to travel many miles away from their homes. For example, in 2013 alone, 51% of U.S. tourists travelled to acquire knowledge about and take pleasure in exclusive eating experiences (Mandala Research, 2013). Furthermore, a 2016 food travel monitor report taken from the World Food Travel Association (WFTA, 2016) showed that performing a culinary activity has motivated 75% of American leisure tourists to visit a destination in 2016.

This growing interest in the region's local food does not only refer to the emergence of current mainstream tourism trend, it is also driven by the biological necessity to food that compels all tourists to dine out while traveling (Wolf, 2006) and spend almost 30% of travel expenditure on food and beverage (Mak, Lumbers, Eves, & Chang, 2012). Furthermore, food and culinary traditions offer a gateway into a variety of cultures via taste, food procurement, preparation, and entire dining environment (Henderson, 2014) that feeds tourist's hunger for experiencing differences. Finally, locally produced food products heighten destination tourism offerings and develop additional source of income for local residents (Telfer & Wall, 1996).

Therefore, it would not be surprising if destination marketing organizations are relying on locally distinctive food in selling uniqueness (Sims, 2010) and creating a number of promotional food campaigns and events to keep an unrivaled profile distinguishing them from the rest (Haven-Tang & Jones, 2006). For example, Hong Kong (Okumus, Okumus, & McKercher, 2007), Singapore (Brien, 2014), Turkey (Okumus & Cetin, 2015), Australia (Cambourne & Macionis, 2003), Malaysia ("Food Tourism," 2014), and some European countries including France, Italy, Spain, and United Kingdom (Du Rand & Heath, 2006) are promoting themselves as the centers of food and projecting positive food images that enhance the quality of tourist's overall experience and desire to return.

Even though local food creates a hallmark attraction affecting tourist destination choice (Cohen & Avieli, 2004; Meler & Cerovic, 2003) and is capable of becoming a driving force to evoke an undeniable sense of place (Haven-Tang & Jones, 2005) and culture (Rand, Heath, & Alberts, 2003), consuming local food may not be feasible for travelers since they have some significant apprehensions concerning destination food such as language barriers, poor hygiene standards, food provider's insufficient culinary knowledge, and religious dietary principles (Canally & Timothy, 2007; Cohen & Avieli, 2004; Moon, 2008).

Amongst these apprehensions, the growing worries and intensifying concerns towards food safety has been considered as the most important part of tourists' apprehensions in a certain destination (Henderson, 2009). In a nutshell, tourists have mixed feelings or contradictory ideas regarding consumption of the destination local food. While attracted by local cuisine and excited about gaining experience of taking unusual food (Tse & Crofts, 2005), they are concerned about safety and hygienic standards of food (MacLaurin, 2003; Torres & Skillicorn, 2004).

The plausible reason for this particular feeling of insecurity refers to tourists' unfamiliarity with the certain destination. Unfamiliarity creates a gap between tourists and destination food products. Tourists no longer know what they are eating and how those foods are prepared. Consequently, they become destabilized and perceive risk. Another reason for tourists' states of insecurity or hesitation concerning destination food safety refers to the tourists' high vulnerability to the

foodborne illness that has been regarded as a top tourist's concern in the international destination (Reichel, Fuchs, & Uriely, 2007).

Although foodborne illness cases among tourists are not figured out and accurately reported by both tourists' countries of origin and destination, the gastrointestinal infection is considered as the most common disease associated with travel (DuPont et al., 2009; Paredes-Paredes, Flores-Figueroa, & DuPont, 2011). According to the Center for Disease Control and Prevention (CDC), Traveler's Diarrhea is the most common illness affecting tourists in the developing world (Leder, 2015), particularly travelers in Asia, Africa, and Latin America (Ashley et al., 2004; Connor, 2009; Rose, Keystone, & Hackett, 2016).

The food borne illness becomes more serious in Southeast Asian countries to the extent that these countries represented the highest incidence rate in the 2015 (World Health Organization [WHO], 2015). Besides hot and humid weather sustainable for microbial growth, insanitary food handling practices by food handlers and poor environmental sanitation are reported as the key contributors to the foodborne illness in this particular region (Nee & Sani, 2011; Samapundo, Cam Thanh, Xhaferi, & Devlieghere, 2016; Soon, Singh, & Baines, 2011).

Although Malaysia shows a lower contribution to the foodborne illness compared to some other popular tourism destinations in the Southeast Asian region such as Thailand with a total of 70, 957 cases just for 8 months in 2017 (Bureau of General Communicable Diseases [BGCD], 2017), this country still has high cases of foodborne illness (Abdul-Mutalib, Syafinaz, Sakai, & Shirai, 2015; Hassan, Hashim, Johar, & Faisal, 2014; Sharifa Ezat, Netty, & Sangaran, 2013). However, Malaysia has thorough government efforts in conducting surveillance programs to increase the hygiene level of the food premises and promote food handling practices of food producers (Philip, 2015).

No matter which geographical region has high cases of foodborne disease, public food eateries, particularly restaurants, play a strong role in developing foodborne illnesses mainly caused by neglecting hygienic standards of food handling and poor environmental sanitation (Jones & Angulo, 2006). Although food contamination can occur at any point of the food supply chain, foodborne illness outbreaks and non-outbreak cases have been frequently associated with dining at restaurants (DeWaal & Glassman, 2013; Gould, Walsh, & Vieira, 2013). Such an association easily places tourists in a high risk of developing food poisoning since travelling compels them to dine out.

Therefore, while local food sold by destination food service establishments is appreciated for its novel flavor and unique way of offering cultural experience, health problems caused by consumption of contaminated food serving at these food sets can easily ruin the travelers' overall experiences (Yiamjanya & Wongleedee,

2013) and leads to possible damages to the destination image. However, it is not just the health losses caused by foodborne illness on the tourist and destination image that is of concern. A flow-on effect of the threats relevant to food safety refers to the impacts that they have on the tourist's perception of risk and the way in which he/she deals with it.

Therefore, it is essential to study a series of the cognitive perceptual processes that tourists employ to protect themselves from food-related health threats. Such understanding helps destination marketers to promote risk-reduction strategies that mostly protect the tourist's health and simultaneously increase tourist consumption of local destination food.

1.3 Problem Statement

Although food contamination can happen at each part of the food supply chain, there exists strong evidence concerning the leading roles of restaurants in developing foodborne diseases (Jones & Angulo, 2006; DeWaal & Glassman, 2013; Center for Disease Control and Prevention [CDC], 2013; Gormley, Rawal, & Little, 2012; Hutchinson, 2015; Lee & Middleton, 2003; Medus, Smith, Bender, Besser, & Hedberg, 2006; Ngoc, 2016; Pti, 2015; Poulter, 2009; Saeed, 2015; Saeed & Hamidi, 2010; Torso et al., 2015; Vonow, 2016).

The scenario of restaurant-associated foodborne disease, commonly called food poisoning, becomes much worse when it comes to the travelling context due to the unavoidable dining-out pattern of the tourist's consumption of food. Tourists very often contract foodborne illness by dining at destination restaurants, particularly in areas with standards of sanitation lower than those to which the tourists' immune systems are accustomed (Wongleedee, 2013).

Even though the majority of foodborne illness cases among tourists go unreported, or might not even be systematically investigated, developing a foodborne illness while travelling, also known as the "Traveler's Diarrhea", is the most common travel-associated disease (Hagmann et al., 2014; Paredes-Paredes, Flores-Figueroa, & DuPont, 2011). According to CDC, "Traveler's Diarrhea" is most frequently affecting tourists in the developing world (Leder, 2015). At a rough guess, 30% to 70% of tourists (CDC, 2013; Heather, 2015) experience traveler's diarrhea, particularly tourists in Southeast Asia, Africa, and Latin America (Ashley et al., 2004; Barrett & Brown, 2016; Connor, 2009; Rose, Keystone, & Hackett, 2016). The chance of developing Traveler's Diarrhea may increase in Southeast Asian countries since this region represented the highest incidence rate of foodborne illness in 2015 (World Health Organization [WHO], 2015).

Regardless of geographic distribution and expansion of the Traveler's Diarrhea, eating food at destination local restaurants is presumably the largest contributor to the development of travel-induced diarrhea due to the restaurants' poor hygienic practices (Centre for Disease Control and Prevention [CDC], 2013; Connor, 2009; Gautret & Parola, 2017). The precise proportion of the foodborne illnesses that result from eating food at destination local restaurants is unknown but dozens of travel news provides evidences to back up the fact that tourists are usually struck down by food poisoning caused by consumption of contaminated food serving at destination restaurants (Feeds, 2017; Hutchinson, 2015; Latip, Balkis, Mohd, & Anwa, 2012; Lapin, 2018; Lennon, 2016; Lennon, 2017; Ngoc, 2016; Noble, 2014; Pti, 2015; Poulter, 2009; Vonow, 2016). Although there is a wide range of food safety risk factors contributing to food poisoning in restaurants, such as inappropriate cold holding temperatures of food, insufficient cooking, dirty or contaminated utensils and equipment, poor health and hygiene of staff, and cross-contamination of food (Gormley, Rawal, & Little, 2012; Todd, Greig, Bartleson, & Michaels, 2007), most of these risk factors take on the food service operator's perspective.

From the consumer perspective, the contributing risk factors to the foodborne illness are usually limited to the tangible food hygiene practices of restaurants, such as cleanliness of the physical environment, equipment, and staff (Jones, 2002). It is mostly because the key hygiene aspects influencing safety operation of restaurants are not always observable by consumers (Henson et al., 2006).

However, the consumers' perceptions of observable safety indicators of restaurants such as cleanliness attributes relevant to staff, premise environment, and equipment not only help them to make a judgment about the level of food safety at a particular restaurant, these attributes are also thought to act as decision making variables in the choice of restaurant (Park, 2014). In simple words, consumers evaluate the safety of food on the basis of tangible food safety cues, including visual hygiene indicators or cleanliness attributes of restaurants and external sources of information to choose where to eat (Adam, Hiamey, & Afenyo, 2014; Barber & Scarceli, 2010; Choi, Miao, Almanza, & Nelson 2013; Danelon & Salay, 2012; Fatimah, Boo, Sambasivan, & Salleh, 2011; Henson et al., 2006; Lee, Niode, Simonne, & Bruhn, 2012; Park, Almanza, Miao, Sydnor, & Jang, 2016; Park, 2014; Seo, Almanza, Miao, & Behnke, 2015; Wong et al., 2015).

Following the literature, tourist's reliance on such hygiene cues in assessing safety level of food and resulting impact on restaurant selection is not unexpected. Tourists, like any other consumer, do subjective judgment of the risks associated with dining at a particular restaurant based on specific visual and information cues in order to select a restaurant with a passable level of food hygiene to reduce the risk of foodborne disease. In simple words, tourists engage in a preventive measure by patronizing at food service establishments that are judged to present satisfactory levels of the food hygiene and safety.

To date, minimal empirical work has been carried out on the international travelers' perceived risk of contracting foodborne illness as a serious threat associated with patronizing at destination restaurants and their intentions to adopt food safety cues in the choice of restaurant. In the light of such an exploration, this study also addresses the four other theoretical and contextual gaps in the tourism literature.

Travel risk studies suffer from inconsistent conceptualization and measurement of risk perception (Korstanje, 2011; Williams & Balaz, 2015) and also the lack of theoretical underpinning (Schroeder, Pennington-Gray, Korstanje, & Skoll, 2016). While risk perception is characterized as a multidimensional cognitive construct by different theories of health behavior (Lenenthal, 1970; Rosenetok, 1974; Rogers 1975, 1983; Schwarzer, 2008), it has been mainly treated as a one-dimensional construct in the travel risk studies (Chew & Jahari, 2014; Law, 2006; Seabra, Dolnicar, Abrantes, Kastenholz, 2013; Sharifpour, Walters, & Ritchie, 2014; Pennington-Gray, Schroeder, & Kaplanidou, 2011).

Furthermore, tourism studies mostly focus on the impact of perceived risk on the tourists' decision-making, although there are other risk-related constructs such as perceived efficacy (Floyd, Prentice-Dunn, & Rogers, 2000) in the academic disciplines of health behavior (Lenenthal, 1970; Maddux & Rogers 1983; Rosenetok, 1974; Rogers 1975, 1983; Rosenetok, 1974; Schwarzer, 2008) and psychology (Bandura, 1977) that have been neglected by travel risk studies.

Therefore, it is probably most critical to study the utility of a theory-based approach in the travel-related risk studies adopted from other academic disciplines which have large body of knowledge towards the risky decision-making mechanism such as health behavior and psychology disciplines (Schroeder et al., 2016). It provides a theoretical foundation to clearly conceptualize and measure risk perception. At the same time, studying other risk-related constructs makes a better comprehending of the processes that voyagers go through to make a decision when confronting travel threats.

Under such context, there is a widespread use of Protection Motivation Theory [PMT] (Rogers, 1975) as one of the most prominent theories in the field of health behaviors (Weinstein, 1993) to explain how cognitive perception of risk or threat appraisal and perceived efficacy variables or coping appraisal are thought to predict individual's protection intention once confronting with a specific health threat (Choi, Nelson, & Almanza, 2011; Chow & Mullan, 2010; Crowley et al., 2014; De Steur, Mogendi, Wesana, Makokha, & Gellynck, 2015; Henson, Cranfield, & Herath, 2010; Miao, 2014; Mogendi, De Steur, Gellynck, & Makokha, 2016; Mullan, Allom, Sainsbury, & Monds, 2016; Mullan, Wong, Kothe, & Maccann, 2013; Mullan, Wong, & O'Moore, 2010; Park, Hoover, Dodd, Huffmanthe, & Du Feng, 2011; Quick, Byrd-Bredbenner, & Corda, 2013). Threat appraisal in the PMT model refers to the probability of occurrence of a specific health threat (perceived vulnerability) and estimates of the seriousness of the harms associated with the threat (Rogers,

1975). Coping appraisal consists of perceived response efficacy or perceived effectiveness of the recommended preventive behavior and perceived self-efficacy, or the level of confidence in one's ability to follow the recommended preventive behavior (Rogers, 1983). While the PMT is comprehensive enough to be applied in any context confronting a specific threat (Floyd, Prentice-Dunn, & Rogers, 2000; Prentice-Dunn & Rogers, 1986), the scholarly PMT studies targeting food safety-related threats in the tourism context is simply rare.

Even though the PMT's coping appraisal subcomponents, particularly self-efficacy, generates the highest protection intention (Floyd et al., 2000; Milne, Sheeran, & Orbell, 2000), there is some research indicating the higher predictive ability of the response efficacy (Choi, Nelson, & Almanza, 2011; Park, Hoover, Dodd, Huffmanthe, & Du Feng, 2011) as another subcomponent of coping appraisal as well as a threat appraisal subcomponent in the coping decision-making mechanism (Chow & Mullan, 2010; Maio, 2014). Such an inconsistency in the predictive ability of the PMTs' constructs needs further investigation. Additionally, the weak predictive ability of threat appraisal on protection intention compared to coping appraisal (Floyd et al., 2000; Milne et al., 2000) and also sequential ordering of threat and coping appraisal (Ho, Davidson, & Ghea, 2005; Tanner, et al., 1991, Schwarzer, 1992, Plotnikoff & Higginbotham, 1998) have led this study to examine the mediation effect of coping appraisal on relationship between threat appraisal and protection intention.

In spite of the determinant role of social norms in predicting health-related behavioral intention (Al-Swidi, Huque, Hafeez, & Shariff, 2014; Dohnke, Weiss-Gerlach, & Spies, 2011; McEachan et al., 2016; Mullan, Wong, & Kothe, 2013; Previte, Russell-Bennett, & Parkinson, 2015; Teng & Wang, 2015), PMT has never been extended to explicitly model social norms (Munro, Lewin, Swart, & Volmink, 2007). Such an inherent limitation of the PMT (Taner, Hunt, & Eppright, 1991) creates a strong demand to borrow the well-established construct of the social norms, namely subjective norm, from the Theory of Planned Behavior (TPB) (Ajzen & Fishbein, 1970) to bring in the PMT model. Then, it assesses whether the direction and strength of protection intention links to the other PMT constructs change based on the value of subjective norm. It is important in the travel risk context, particularly when social media is an effective tool of communicating food safety-related risks and diseases (Overbey, Jaykus & Chapman, 2017; Rutsaet et al., 2014) because there is a growing popularity and trustworthiness of online word of mouth in the travel section (Gretzel & Yoo, 2008; Sparks, Perkins, & Buckley, 2013; Schroeder & Lori Pennington-Gray, 2015; Xiang & Gretzel, 2010). No study to date has examined the moderation effects of subjective norm within PMT model.

Furthermore, while different types of backgrounds and situational factors are of potential relevance to the behavioral intention as other attitudinal theories propose (Ajzen & Fishbein, 2005; Ajzen, 1991), there is nothing in the PMT to propose

which of these factors in the travel context deserves attention. It solely represents another academic gap identified by the present study.

In Malaysia, cases of alleged foodborne illnesses associated with restaurants is nothing new and such association still remains one of the major consumer issues in spite of the government's regular inspections of food premises and imposed strict penalties for serious food safety violations (Cheng, 2016; Kaur, 2016; Sharifa Ezat, Netty, & Sangaran, 2013; Soon, Singh, & Baines, 2011; Ungku Fatimah, Boo, Sambasivan, & Salleh, 2010; Yusof, 2015). The significant contribution of Malaysian restaurants and food premises to the foodborne illness may be clearer by the growing rate of restaurant closure. For example, 1,157 food premises were forced to close down due to the low standards of cleanliness and hygiene in 2015, which was more than double the number in 2014 and triple the number in 2013 (Nair, 2016).

Although some cases of tourist food poisoning were recently reported in Malaysia (Latip, Balkis, Mohd, & Anwa, 2012; Murali, 2015), the published reports regarding the number of tourists affected by foodborne illness in Malaysia, like any other destination, could only be the tip of the iceberg as the majority of cases go about underreported due to the patients' preferences in not looking for medical care and diagnostic tests, maybe even not reporting their conditions to the authorities (Mead et al., 2004). Recently, the Ministry of Health Malaysia (2016) reported that the number of food poisoning cases over the past few years (2010-2015) averaged around 14,671 a year, especially reaching an alarming levels in some tourism areas such as Pulau Pinang in 2014 (incidence rate, 135.32), Selangor in 2015 (incidence rate, 58.58), and Perak in 2016 (Asrin & Ismail, 2016).

However, increased public health-consciousness, widespread media coverage of restaurant-associated foodborne disease cases (Hawkins et al., 2016; Harrison et al., 2014; Harris et al., 2014), and emergence of travel-related social media platforms such as Yelp, TripAdvisor, and Urbanspoon, that help people share their experience with restaurants, easily creates concern in the minds of tourists when travelling to tropical destinations with hot and humid weather suitable for microbial growth such as Malaysia. Accordingly, tourist's feeling of insecurity towards the threat of foodborne illness may set up a series of cognitive perceptual processes that acts as a powerful motive for protective intention in terms of adjusting restaurant choice behavior. Yet, no simple study provides a thorough understanding on such matters in Malaysia particularly for first-time visitors (tourists) whose behaviors heavily rely on external information (McKercher & Wong, 2004).

1.4 Research Questions

As the literature gaps have been identified in section 1.3, this study tends to ask five research questions as follows:

1. Do food safety-related threat appraisal (perceived vulnerability and perceived severity) as well as coping appraisal (perceived response efficacy and perceived self-efficacy) predict protection intention among international tourists in Malaysia?
2. Does food safety-related threat appraisal influence coping appraisal among international tourists in Malaysia?
3. Does coping appraisal mediate the relationship between protection intention and food safety-related threat appraisal among international tourists in Malaysia?
4. Does perceived subjective norm moderate the relationship between coping appraisal (perceived response efficacy and perceived self-efficacy) and protection intention as well as food safety-related threat appraisal (perceived vulnerability and perceived severity) and protection intention among international tourists in Malaysia?
5. Are there any significant differences in Malaysia's international tourists' protection intentions when they are classified by the sociodemographic and travel characteristics?

1.5 Research Objectives

The general objective of the present study is to assess the utility of the PMT in predicting risk-reduction behaviors concerning food safety-related threats in the tourism context. It has formulated five specific objectives. These are:

1. To determine whether food safety-related threat appraisal (perceived vulnerability and perceived severity) as well as coping appraisal (perceived response efficacy and perceived self-efficacy) predicts protection intention among international tourists in Malaysia.
2. To assess the influence of food safety-related threat appraisal on coping appraisal among international tourists in Malaysia.
3. To test the mediating role of coping appraisal on the relationship between protection intention and food safety-related threat appraisal among international tourists in Malaysia.
4. To examine the moderating role of the perceived subjective norm on the relationships between coping appraisal (perceived response efficacy and perceived self-efficacy) and protection intention as well as food safety-related threat appraisal (perceived vulnerability and perceived severity) and protection intention among international tourists in Malaysia.

5. To investigate the significant differences in Malaysia's international tourists' protection intentions according to the sociodemographic and travel characteristics.

1.6 Significance of the Study

This study makes theoretical and practical contributions. From the theoretical perspective, this study contributes to the body of knowledge in several ways.

1.6.1 Academic Significance

Increasing criticism of travel risk literature for adopting inconsistent conceptualization and measures of risk perception and also the lack of theoretical underpinning persuades this study to adopt a theory-based approach from health behavior discipline that has a vast body of knowledge relevant to risky decision-making.

This approach helps to clearly conceptualize the multidimensional construct of risk perception. It also makes a ground to study risk perception accompanied with other risk-related variables under the light of strong theoretical foundation which provides a better understanding of the role of travel-related risks in tourist's health decision-making mechanism.

However, this study adopts the Protection Motivation Theory (PMT). PMT has been widely applied in various contexts targeting individual health-related behavioral changes (Floyd et al., 2000; Milne et al., 2000) but it had never been tested to predict tourist's intention to follow preventive measures for the sake of mitigating the risks of contracting foodborne illness. Indeed, thoroughly comprehending which PMT element matters once tourists make a decision to engage in a protective behavior becomes even more valuable. Such an application easily represents the unique contribution of the current study.

Moreover, this study proposes both mediation and moderation effects that may contribute to the body of knowledge by developing PMT in general and in the travel risk literature via providing new insights towards the strength and directions of the key relationships that may complement the PMT's predictive ability of preventive measure. Full to partial support of the coping appraisal's mediating role makes the decision-making mechanism more comprehensible. It shows how the influence of threat appraisal can be transferred to protection intention via coping appraisal of the PMT.

Furthermore, borrowing subjective norm from the TPB and incorporating subjective norm into the PMT as a moderator probably creates proper efforts to overcome existing limitations of the theory and enhances explained variance in intention. It is supposed to change the relationships between protection intention and other PMT constructs as its value increases or decreases.

Additionally, the present study's results may identify some sociodemographic and travel characteristics that are of potential relevance to the protection intention in the travel context and do not deserve to be treated as the "background factors" in the PMT. These factors are proposed by some attitudinal theories to influence intentions indirectly by their effects on attitudes and self-efficacy (Ajzen & Fishbein, 2005; Ajzen, 1991).

The possible differences in the protection intention according to the sociodemographic and travel characteristics identify the factors that are of potential relevance to the protection intention in the travel context. It helps to figure out the extent to which these factors are deserved to be treated as the "background factors" and "situational factors" influencing intentions indirectly by their effects on perceived severity, vulnerability, response efficacy and self-efficacy.

1.6.2 Practical Significance

From the operational or practical perspective, theory-based approaches are effective tools to understand and purposefully promote risk-reduction behaviors (Michie, Johnston, Francis, Hardeman, & Eccles, 2008; Noara & Mehrotra, 2011) since they specify the key factors and relationships that intervene in the process of attitude and behavior change (Michie & Johnston, 2012). Although the deterministic conclusions cannot be drawn towards the usefulness of the thesis model in this moment as a whole in predicting an individual's behavioral intention, it would be more beneficial to address the effective evidence-based PMT constructs which can be easily used in designing future interventions (Gaston & Prapavessis, 2014).

Furthermore, this study could provide a deep insight towards threat appraisal elements which arouse protection intention. The pursuit of that particular knowledge in the marketing context assists tourism practitioners to realistically manipulate risk communications. Such the communication provides proper information that enables tourists to make informed food safety decisions.

Moreover, full to partial support of coping appraisal's mediating role, if proven, can persuade tourism policy makers and practitioners to develop more information concerning precautionary measures in their campaigns and messages to enhance protection intentions. Simply put, experimental works in which people are presented with PMT-based persuasion messages have demonstrated that manipulating coping beliefs significantly affects an individuals' intentions to engage in protective

behavior (Campis, Prentice-Dunn, & Lyman, 1989). Therefore, tourism marketers can conduct effective persuasive messages that make international tourists believe they are able to employ food safety cues. Those strategies strongly work to decrease the chance of contracting a foodborne illness.

In addition, the moderation effect of social norm, if proven, can suggest possible directions for targeting the tourist's key opinion leaders such as celebrities or social media influencers, more specifically travel-related ones who utter positive word of mouth. Using sociodemographic and travel characteristics provide a useful segmentation of tourists for future effective intervention.

The reporting of cases relating to travel-induced food poisoning, even if it is only a few cases, easily acts as a travel warning for international tourists headed to some particular destination (Flynn, 2016; Lenono, 2016; Saurine, 2011; Ryan, 2015) which in turn imposes high costs for the most tourism-dependent ones (Indar, 2014). Logically, victimization of tourists by foodborne illness during their trips to Malaysia generates negative word of mouth, which in turn adversely affects potential travelers' general impressions and tourist flow. Such an exploration helps tourism destination marketers to better communicate risk messages that mostly protect tourists against restaurant-associated foodborne diseases and enhance the tourist consumption of food at local restaurants, which is highly desirable for any tourism destination.

However, the summary of research gaps, research objectives, and significance of the study are presented in Table 1.1.

Table 1.1 : Summary of Research Gaps, Research Objectives and Significance of the Study

Research Problem (Industry)	Research Gaps (Academic)	Research Objectives	Academic and Practical Significance
<p>-According to CDC, “Traveler’s Diarrhea” is the most common travel-induced diseases, frequently affecting tourists in the developing world, particularly travelers in Asia, Africa, and Latin America.</p> <p>-There exists strong evidences concerning the leading roles of restaurants in developing foodborne illness.</p> <p>- Eating food at destination local restaurants is presumably the largest contributor to the development of travel-induced diarrhea due to the restaurants’ poor hygienic practices.</p>	<p>- Lack of inconsistent conceptualization and measurement of risk perception (Korstanje, 2011; Williams & Balaz, 2015) and also the lack of theoretical underpinning in travel risk studies (Schroeder, Pennington-Gray, Korstanje, & Skoll, 2016).</p> <p>-Inconsistent findings concerning the predictive ability of the PMT’s key points in the coping decision-making mechanism.</p> <p>-The weak predictive ability of threat appraisal on protection intention compared to coping appraisal (Floyd et al., 2000; Milne et al., 2000) also sequential ordering of threat and coping appraisal (Ho, Davidson, & Ghea, 2005; Tanner, et al., 1991, Schwarzer, 1992, Plotnikoff & Higginbotham, 1998).</p>	<p>1- To determine whether threat appraisal (perceived vulnerability and perceived severity) as well as coping appraisal (perceived response efficacy and perceived self-efficacy) predicts protection intention among international tourists in Malaysia.</p> <p>2- To assess the influence of threat appraisal on coping appraisal among international tourists in Malaysia.</p> <p>3- To test the mediating role of coping appraisal on the relationship between protection intention and threat appraisal among Malaysia international tourists.</p> <p>4- To examine the moderating role of the perceived subjective norm on the relationships</p>	<p>-It clearly conceptualizes the multidimensional construct of risk perception.</p> <p>-It provides strong theoretical foundation.</p> <p>-It applies the PMT to predict behavioral intention in confronting with specific food-related threats in the travel context.</p> <p>- Full to partial support of coping appraisal’s mediating role makes the decision-making mechanism more comprehensible.</p> <p>-Incorporating subjective norm into the PMT probably creates the proper efforts to overcome existing limitations of the theory and enhance explained variance in intention.</p> <p>- A theory-based approach is an effective tool to understand and</p>

<p>- Inherent limitation of the PMT in explicitly modeling social norm (Munro, Lewin, Swart, & Volmink, 2007; Taner, Hunt, & Eppright, 1991).</p> <p>- There is nothing in the PMT to propose which of the backgrounds and situational factors deserve attention in the travel context.</p>	<p>between coping appraisal (perceived response efficacy and perceived self-efficacy) and protection intention as well as threat appraisal (perceived vulnerability and perceived severity) and protection intention among international tourists in Malaysia.</p>	<p>purposefully promote risk-reduction behaviors.</p> <p>- The proven mediating role of coping appraisal resonates the manipulating of coping beliefs to generate persuasive messages.</p> <p>- The proven moderation effect of social norm suggests possible directions for targeting the tourist's key opinion leaders.</p> <p>- Using sociodemographic and travel characteristics provides a useful segmentation of tourists for future effective intervention.</p>
<p>5- To investigate the significant differences in Malaysia's international tourists' protection intentions according to the socio-demographic and travel characteristics.</p>		

1.7 Scope of the Study

The overarching aim of the study was to examine the utility of the PMT in predicting Malaysia's international tourists' intentions to use food safety cues in the choice of local restaurant, thus decreasing the risk of contracting a foodborne illness. To achieve this, a quantitative method was undertaken to measure the study variables and test proposed hypotheses.

The data collection was confined to the specific period of time from 19 April to 26 July 2017 due to the nature of the cross-sectional design of the study. 500 self-administered questionnaires were distributed among international tourists in Malaysia at Kuala Lumpur International Airport (KLIA 1 and KLIA 2) as the busiest

entry points in terms of international arrivals by mode of air. A combination of quota and purposive sampling techniques was employed for selecting respondents. In light of the World Tourism Organization's definition of tourists [UNWTO] (2015), one-day trippers and transit passengers were excluded. Based on inclusion criteria, only international first-time travelers with English language proficiency were selected to participate in this study.

The present study used the Structural Equation modelling (SEM) for analyzing the collected data. This method helps to handle the complexities of the latent constructs' interrelationships in the conceptual model (Hair, Black, Babin, & Handerson, 2010).

1.8 Definition of Key Terms

Within the scope of this research, the important key terms are as follows:

Threat Appraisal

Threat appraisal is cognitive perception of risk (Schroeder et al., 2016) identified by individual's perceived probability to the occurrence of a specific threat and perceived severity of the harm caused by the occurrence (Rogers, 1975).

Operational definition: In this study, threat appraisal refers to the international tourist's perceived vulnerability of contracting foodborne illness while dining at destination local restaurants and perceived severity of its associated health losses.

Coping Appraisal

Coping appraisal refers to an individual's perceived efficacy of a protective response and his/ her perceived ability to perform it successfully (Rogers, 1983, p. 156).

Operational definition: In this study, coping appraisal refers to the international tourist's perceived efficacy of using food safety cues in the choice of Malaysian local restaurant as the protective measure in eliminating risk of contracting food poisoning and perceived ability to perform it.

Subjective Norm

According to Ajzen and Fishbein (1970), subjective norm refers to one's perception of how significantly others behave in a particular way in response to him or her doing an action and one's motivation to adhere to significant other's expectations.

Operational definition: In this study, perceived norm is measured through subjective norm or the international tourist's perception of whether or not using food safety cues in the choice of Malaysian local restaurants will be approved by significant others.

Protection Intention

According to Roger (1975), the protection motivation triggers, sustains, and conducts behavior to keep self from harm. The protection motivation is measured by intention, which plays an intermediary role between actual behavior and cognitive perceptual evaluation of threat as well as adaptive behavior (Boer & Seydel, 1996).

Operational definition: In this study, protection intention refers to the international tourist's willingness to use food safety cues in the choice of Malaysian local restaurants as the protective response.

1.9 Chapter Summary

Overall, high possibility of tourists' exposure to food safety-related threats, particularly foodborne illness, leads them to do subjective judgments of risk. This situation generates a context in which perception of food safety risk creates tourists' loss of confidence in destination food products. Such the uncertainty and trust issues imposed by perceived risk can restrict the consumption of destination local food, but still, many tourists, like any other consumers, choose to mitigate the risk by adopting risk-reduction behaviors. However, this study investigates a series of the cognitive perceptual process that tourists go through to protect themselves against threatening danger of foodborne illness. This study contributes to the body of knowledge by extending PMT in general and in the existing body of knowledge related to tourism literature. It also provides a basis for tourism organizations to better communicate risk messages by focusing more on the ways that tourists are motivated to reduce the risk when they are going to consume destination local food.

REFERENCES

- Abdul-Mutalib, N. A., Syaifinaz, A. N., Sakai, K., & Shirai, Y. (2015). An overview of foodborne illness and food safety in Malaysia. *International Food Research Journal*, 22(3), 896-901.
- Abraham C. S., Sheeran, P., Abrams, D., & Spears, R. (1994). Exploring teenagers' adaptive and maladaptive thinking in relation to the threat of HIV infection. *Psychology and Health*, 9, 253-272.
- AbuAlroub, A. S., Alsaleem, A. S. M., & Daoud, A. A. (2012). Service quality and its impact on customer satisfaction tourist restaurants. *Interdisciplinary Journal of Contemporary Research in Business*, 4(1), 364-379.
- Adam, I., Hiamey, S. E., & Afenyo, A. (2014). Students' food safety concerns and choice of eating place in Ghana. *Food Control*, 43, 135-141.
- Agriculture and Agri-Food Canada. (2014, July). Foodservice profile Malaysia. Retrieved December 13, 2015, from <http://www.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6519-eng.pdf>
- Airports Council International. (2015). Worldwide airport traffic report – calendar year 2014. Retrieved September 21, 2016, from http://www.panynj.gov/airports/pdf-traffic/ATR_2014.pdf
- Ajzen, I. (1985). From intentions to actions: a theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), *Action control: From cognition to behavior* (pp. 11-39). New York: Springer-Verlag.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I. (2002). Perceived behavioral control, self- efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, 665-683.
- Ajzen, I. (2005). *Attitudes, Personality and Behavior*. Retrieved December 21, 2015, from <https://psicoexperimental.files.wordpress.com/2011/03/ajzeni-2005-attitudes-personality-and-behaviour-2nd-ed-open-university-press.pdf>
- Ajzen, I. (2006). Constructing a TPB questionnaire: conceptual and methodological considerations. Retrieved Jun 11, 2016, from <http://www.unibielefeld.de/ikg/zick/ajzen%20construction%20a%20tpb%20questionnaire.pdf>
- Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Rivista di Economia Agraria*, 2, 121-138.

- Ajzen, I. (2016). Constructing a TPB questionnaire: conceptual and methodological considerations. Retrieved January 21, 2016, from <http://people.umass.edu/aizen/faq.html>
- Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of Experimental Social Psychology*, 6, 466-487.
- Aksoydan, E. (2007). Hygiene factors influencing customers' choice of dining- out units: findings from a study of university academic staff. *Journal of Food Safety*, 27(3), 300-316.
- Albarracin, D., Kumkale, G. T., & Johnson, B. T. (2004). Influences of social power and normative support on condom use decisions: a research synthesis. *AIDS Care*, 16, 700-723.
- Alhelalat, J. A., Ma'moun, A. H., & Twaissi, N. M. (2017). The impact of personal and functional aspects of restaurant employee service behavior on customer satisfaction. *International Journal of Hospitality Management*, 66, 46-53.
- Alonso, A. D., O'Neill, M., Liu, Y., & O'Shea, M. (2013). Factors driving consumer restaurant choice: An exploratory study from the southeastern United States, *Journal of Hospitality Marketing and Management*, 22(5), 547-567.
- Ali, N., & Abdullah, M. A. (2012). The food consumption and eating behavior of Malaysian urbanites: issues and concerns. *Geografia Malaysia Journal of Society and Space*, 8(6), 157-165.
- Alimi, B. A., Oyeyinka, A. T., & Olohunbebe, L. O. (2015) Socioeconomic characteristics and willingness of consumers to pay for the safety of fura de nunu in Ilorin, Nigeria. *Quality Assurance and Safety of Crops & Foods*, 8(1), 81 – 86.
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2013). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561 – 1580.
- Al-Tit, A. A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. *Asian Social Science*, 11(23), 129-139.
- Armstrong, J. (2010). Naturalistic inquiry. In N. J. Salkind (Ed.), *Encyclopedia of research design* (pp. 880-885). Kansas, USA: SAGE Publications Inc.
- Ashbaugh, A. R., Herbert, C. F., Saimon, E., Azoulay, N., Olivera-Figueroa, L., & Brunet, A. (2013). The decision to vaccinate or not during the H1N1 pandemic: selecting the lesser of two evils? *PLoS One*, 8(3), 1-11.
- Ashley, D. V., Walters, C., Dockery-Brown, C., McNab, A., & Ashley, D. E. (2004). Interventions to prevent and control food-borne diseases associated with a reduction in traveler's diarrhea in tourists to Jamaica. *Journal of Travel Medicine*, 11(6), 364-367.

- Asrin, R. K., & Ismail, L. (2016, August 29). Food poisoning cases in Perak at alarming level. *New Starts Times*. Retrieved September 20, 2016, from <http://www.nst.com.my/news/2016/08/168976/food-poisoning-cases-perak-alarming-level>
- Awang, Z. (2012). *A handbook on SEM* (2nd Ed.). Terengganu, Malaysia: Universiti Sultan Zainal Abidin.
- Awang, Z. (2015). *SEM Made Simple: a gentle approach to learning structural equation modeling*. Selangor, Malaysia: MPWS Rich Publication.
- Ayeh, J. K., Au, N., & Law, R. (2013). Predicting the intention to use consumer-generated media for travel planning. *Tourism Management*, 35, 132-143.
- Azlee, A. (2016, February 16). KL targets 12 million international tourist arrivals for 2016. *Malaymailonline*. Retrieved March 13, 2107, from <http://www.themalaymailonline.com/malaysia/article/kl-targets-12-million-international-tourist-arrivals-for-2016>
- Bland, J., & Altman, D. (1997). Statistics notes: Cronbach's alpha. *British Medical Journal*, 314-572.
- Baban, A., & Craciun, C. (2007). Changing health-risk behaviors: a review of theory and evidence-based interventions in health psychology. *Journal of Evidence-Based Psychotherapies*, 7(1), 45-67.
- Babbie, E. (2010). *The practice of social research* (12th ed.). Belmont, California: Wadsworth Cengage Learning.
- Badrie, N., Gobin, A., Dookeran, S., & Duncan, R. (2006). Consumer awareness and perception to food safety hazards in Trinidad, West Indies. *Food Control*, 17, 370-377.
- Ball, K., Jeffery, R. W., Abbott, G., McNaughton, S. A., & Crawford, D. (2010). Is healthy behavior contagious: associations of social norms with physical activity and healthy eating. *International Journal of Behavioral Nutrition and Physical Activity*, 7, 86.
- Bacon, L. D. (2001). Using Amos for structural equation modeling in market research. Retrieved May 20, 2017, from <http://www.bauer.uh.edu/jhess/documents/3.pdf>
- Bandura, A. (1994). Self-efficacy. Retrieved August 23, 2017, from <https://www.uky.edu/~eushe2/Bandura/Bandura1994EHB.pdf>
- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological review*, 84(2), 191-215.
- Barber, N., & Scarcelli, J. M. (2009). Clean restrooms: how important are they to restaurant consumers? *Journal of Foodservice*, 20(6), 309-320.

- Barber, N., & Scarcelli, J. M. (2010). Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale. *Managing Service Quality: An International Journal*, 20(1), 70-88.
- Baran, M. (2013, April 9). Fueled by the plate. *Travel Weekly*. Retrieved January 21, 2016, from <http://www.travelweekly.com/Travel-News/Tour-Operators/Fueled-by-the-plate>
- Barrett, J., & Brown, M. (2016). Travellers' diarrhoea. *BMJ (Clinical research ed)*, 353, i1937.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Barroso, C., Carribn, G. C., & Roldan, J. L. (2010). Applying Maximum Likelihood and PLS on different sample sizes: Studies on SERVQUAL model and employee behavior model. Retrieved May 23, 2017, from [https://personal.us.es/jlroldan/Sitio_web/Partial_Least_Squares_\(PLS\)_files/Barroso,%20Cepeda,%20Roldan%20\(2010\)%20HoPLS%20Ch19.pdf](https://personal.us.es/jlroldan/Sitio_web/Partial_Least_Squares_(PLS)_files/Barroso,%20Cepeda,%20Roldan%20(2010)%20HoPLS%20Ch19.pdf)
- Barta, S. K., & Kazemi, S. (2009). Consumer Behavior [Google Books version]. Retrieved January 13, 2017, from [https://books.google.com.my/books?id=dDj88ldNwRwC&pg=PP6&lpg=PP6&dq=Batra+%26+Kazmi+\(2004&source=bl&ots=K_NPsRs2XS&sig=w-7Qgn02ARev6tRVXHTLbTLfuw&hl=en&sa=X&ved=0ahUKEwiltsrMjc3ZAhUBNI8KHXHuAGA4ChDoAQg4MAM#v=onepage&q=Batra%20%26%20Kazmi%20\(2004&f=false](https://books.google.com.my/books?id=dDj88ldNwRwC&pg=PP6&lpg=PP6&dq=Batra+%26+Kazmi+(2004&source=bl&ots=K_NPsRs2XS&sig=w-7Qgn02ARev6tRVXHTLbTLfuw&hl=en&sa=X&ved=0ahUKEwiltsrMjc3ZAhUBNI8KHXHuAGA4ChDoAQg4MAM#v=onepage&q=Batra%20%26%20Kazmi%20(2004&f=false)
- Beck, K. H., & Frankel, A. (1981). A conceptualization of threat communications and protective health behavior. *Social Psychology Quarterly*, 44, 204-217.
- Becker, C., Murrmann, S. K., Murrmann, K. F., & Cheung, G. W. (1999). A pancultural study of restaurant service expectations in the United States and Hong Kong. *Journal of Hospitality & Tourism Research*, 23(3), 235-255.
- Berli, A., & Martin, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Journal of Tourism Management*, 25(5), 623-636.
- Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107(2), 238-246.
- Bessiere, J., & Tibere, L. (2013). Traditional food and tourism: French tourist experience and food heritage in rural spaces. *Journal of the Science of Food and Agriculture*, 93(14), 3420–3425.
- Bethlehem, J. (1999). Cross-sectional Research. In H. J. Ader & G. J. Mellenbergh (Eds.). *Research methodology in the social, behavioral and life sciences* (pp.110-143). London, England: Sage.

- Bhattacharjee, A. (2012). *Social science research: principles, methods, and practices*. Retrieved October 21, 2016, from http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbook
- Bish, A., & Michie, S. (2010). Demographic and attitudinal determinants of protective behaviors during a pandemic: A review. *British Journal of Health Psychology, 15*, 797-824.
- Bjork, P., & Kauppinen-Raisanen, H. (2016). Local food: a source for destination attraction. *International Journal of Contemporary Hospitality Management, 28*(1), 177 – 194.
- Bujisic, M., Hutchinson, J., & Parsa, H. G. (2014). The effects of restaurant quality attributes on customer behavioral intentions. *International Journal of Contemporary Hospitality Management, 26*(8), 1270-1291.
- Bockarjova, M., & Steg, L. (2014). Can protection motivation theory predict pro-environmental behavior? Explaining the adoption of electric vehicles in the Netherlands. *Global Environmental Change, 28*, 276–288.
- Boer, H., & Seydel, E. R. (1996). Protection motivation theory. In M. Connor, and P. Norman (Eds.), *Predicting health behavior*. Buckingham: Open University Press.
- Boo, H. V. (2017). Service environment of restaurants: findings from the youth customers. *Journal of ASIAN behavioral studies, 2*(2), 67-77.
- Bornstein, M. H., Jager, J., & Putnick, D. L. (2013). Sampling in developmental science: Situations, shortcomings, solutions, and standards. *Developmental Review, 33*(4), 357–370.
- Botorff, T. (2013). Hospitality management: a guide to key reference works. *Reference Services Review, 41*(4), 605 – 622.
- Bray, J. P. (2008). *Consumer Behavior Theory: Approaches and Models*. Retrieved July, 23, 2016, from http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_%26_Models.pdf
- Brewer, M. S., & Rojas, M. (2008). Consumer attitudes toward issues in food safety. *Journal of Food Safety, 28*, 1–22.
- Brewer, N. T., Chapman, G. B., Gibbons, F. X., Gerard, M., McCaul, K. D., & Weinstein, N. D. (2007). A meta-Analysis of the relationship between risk perception and health behavior: the example of vaccination. *Health Psychology, 26*(2), 136-45.
- Brien, D. L. (2014). A taste of Singapore: Singapore food writing and culinary tourism. *MC Journal, 17*(1). Retrieved May 21, 2015, from <http://journal.media-culture.org.au/index.php/mcjournal/article/view/767>

- Brotherton, B., & Wood, R. C. (2000). Hospitality and hospitality management. In C. Lashley & A. Morrison (Eds.), *In search of hospitality: theoretical perspectives and debates* (pp.134-156). Butterworth-Heinemann: Oxford.
- Brouwer-Goossensen, D., Genugten, L. V., Lingsma, H., Dippel, D., Koudstaal, P., & Den Hertog, H. (2016). Determinants of intention to change health-related behavior and actual change in patients with TIA or minor ischemic stroke. *Patient Education and Counseling*, 99(4), 644–650.
- Bryman, A. (2004). *Social research methods*. Oxford: Oxford University Press
- Bureau of General Communicable Diseases. (2017, August). Retrieved August 28, 2017, from http://thaigcd.ddc.moph.go.th/en/disease_alerts/view/32
- Business List. (2017). Restaurants in Malaysia. Retrieved January, 15, 2017, from <http://www.businesslist.my/category/restaurants>
- Cai, L. A. Lehto, X.Y., & O’Leary, J. (2001). Profiling the U.S.-bound Chinese travellers by purpose of trip. *Journal of Hospitality & Leisure Marketing*, 7(4), 3-16.
- Cambourne, B., & Macionis, N. (2003). Linking food, wine and tourism: the case of Australia capital region. In C. M. Hall, L. Sharples, M. A. Mitchell, N. Macionis and B. Cambourn (Eds.), *Food tourism around the world* (pp. 268-284). Oxford: Butterworth-Heinemann.
- Cameron, K. A. (2009). A practitioner's guide to persuasion: an overview of 15 selected persuasion theories, models and frameworks. *Patient Education and Counseling*, 74(3), 309–317.
- Campis, L. K., Prentice-Dunn, S., & Lyman, R. D. (1989). Coping appraisal and parents' intentions to inform their children about sexual abuse: A protection motivation theory analysis. *Journal of Social and Clinical Psychology*, 8(3), 304-316.
- Canally, C., & Timothy, D. (2007). Perceived constraints to travel across the US-Mexico border among American university students. *International Journal of Tourism Research*, 9(6), 423– 437.
- Canny, I. U. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1), 25-29.
- Canziani, B. M., Almanza, B. A., & McKeig, M. J. (2010). Assessing the utility of restaurant descriptors and typologies for advancing the body of knowledge in restaurant management. Presented at International CHRIE Conference, Puerto Rico, 2010, University of Massachusetts–Amherst: ScholarWorks@UMass Amherst.

- Canziani, B. F., Almanza, B., Frash Jr, R. E., McKeig, M. J., & Sullivan-Reid, C. (2016). Classifying restaurants to improve usability of restaurant research. *International Journal of Contemporary Hospitality Management*, 28(7), 1467-1483.
- Cape, P., & Phillips, K. (2015). *Questionnaire length and fatigue effects: the latest thinking and practical solutions*. Survey Sampling International.
- Carson, D., Gilmore, A., Perry, C., & Gronhaug, K. (2001). *Qualitative marketing research*. London: Sage.
- Centers for Disease Control and Prevention. (2013). Surveillance for foodborne disease outbreaks—United States, 2009–2010. *Morbidity and Mortality Weekly Report*, 62(3), 41–47.
- Centers for Disease Control and Prevention. (2013). CDC Health Information for International Travel 2014: The Yellow Book [Google Books version]. Retrieved January 21, 2017, from https://books.google.com.my/books?id=nVppAgAAQBAJ&pg=PA58&lpg=PA58&dq=Poor+hygiene+practice+in+local+restaurants+is+likely+the+largest+contributor+to+the+risk+for+TD.&source=bl&ots=WJbB5UvuTe&sig=xI_QQ1xYGHwPuGfetKP53axxho&hl=en&sa=X&ved=0ahUKEwjYktXzxpPZAhUHM48KHfoXAToQ6AEIJAA#v=onepage&q=Poor%20hygiene%20practice%20in%20local%20restaurants%20is%20likely%20the%20largest%20contributor%20to%20the%20risk%20for%20TD.&f=false
- Center for Science in the Public Interest. (2014). A review of foodborne illness in America from 2002 to 2011. Retrieved July 13, 2016, from <https://cspinet.org/sites/default/files/attachment/outbreakalert2014.pdf>
- Chen, M. F. (2016). Extending the protection motivation theory model to predict public safe food choice behavioral intentions in Taiwan. *Food Control*, 68, 145-152.
- Chen, F. F., Sousa, K. H., & West, S. G. (2005). Teacher's corner: Testing measurement invariance of second-order factor models. *Structural equation modeling*, 12(3), 471-492.
- Cheng, E. W. L. (2001). SEM being more effective than multiple regression in parsimonious model testing for management development research. *Journal of Management Development*, 20(7), 650-667.
- Cheng, L. (2016, September 8). More stringent inspection of food outlets, eateries urged. *BorneoPost online*. Retrieved January 18, 2017, from <http://www.theborneopost.com/2016/09/08/more-stringent-inspection-of-food-outlets-eateries-urged/>

- Cheng, L., Jiang, S., Zhang, S., You, H., Zhang, H., Zhou,...Shang, K. (2016). Consumers' behaviors and concerns on fresh vegetable purchase and safety in Beijing urban areas, China. *Food Control*, 63, 101-109.
- Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management*, 36, 221-230.
- Chew, L. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: a case of post-disaster Japan. *Tourism Management*, 40, 382-393.
- Chien, P. M., Sharifpour, M., Ritchie, B. W., & Watson, B. (2017). Travelers' health risk perceptions and protective behavior: a psychological approach. *Journal of Travel Research*, 56(6), 744-759.
- Chilisa, B., & Kawulich, B. (2012). Selecting a research approach: paradigm, methodology and methods. In C. Wagner, B. Kawulich, & M. Garner (Eds.), *Doing social research: A global context* (pp.51-61). London: McGraw-Hill Higher Education.
- Chilisa, B. (2011). *Indigenous research methodologies*. Thousand Oaks: Sage.
- Choi, J., Miao, L., Almanza, B., & Nelson, D. C. (2013). Consumers' responses to restaurant inspection reports: the effects of information source and message style. *Journal of Foodservice Business Research*, 16(3), 255-275.
- Choi, J., Nelson, D. C., & Almanza, B. (2011). The impact of inspection reports on consumer behavior: A pilot study. *Food Control*, 22, 862-868.
- Chong, E. E., Nazim, A., & Ahmad, S. B. (2014). A comparison between individual confirmatory factor analysis and pooled confirmatory factor analysis: An analysis of library service quality, a case study at a public university in Terengganu. *International Journal of Engineering Science and Innovative Technology*, 3(1), 110-116.
- Chong, R. (2017, April 8). Grilled fish stalls closed after food poisoning scare. *Borneo Post online*. Retrieved May 2, 2017, from <http://www.theborneopost.com/2017/04/08/grilled-fish-stalls-closed-after-food-poisoning-scare/>
- Chong, E. (2014, February 28). Hotel licensee fined \$20,000 over restaurant food poisoning cases. *The Straits Times*. Retrieved March 15, 2015, from <http://www.asiaone.com/news/soshiok/hotel-licensee-fined-20000-over-restaurant-food-poisoning-cases>

- Chumney, F. L. (2012). Comparison of maximum likelihood, Bayesian, partial least squares, and generalized structured component analysis methods for estimation of structural equation models with small samples: An exploratory study. Retrieved Jun 23, 2017, from https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1146&context=ceh_sdis
- Chow, S., & Mullan, B. (2010). Predicting food hygiene. An investigation of social factors and past behavior in an extended model of the health action process approach. *Appetite*, 54, 126–133.
- Claude, J., & Amy, J. (2011). An Application of Health Behavior Models to Diabetic Treatment Adherence: A Comparison of Protection Motivation Theory and The Theory of Planned Behavior (Doctoral dissertation, Faculty of Graduate Studies and Research, University of Regina).
- Clayton, D. A., & Griffith, C. J. (2004). Observation of food safety practices in catering using notational analysis. *British Food Journal*, 106(3), 211 – 227.
- Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). Focus theory of normative conduct: a theoretical refinement and reevaluation of the role of norms in human behavior. *Advances in Experimental Social Psychology*, 24, 201-234.
- Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1990). A focus theory of normative conduct: recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58(6), 1015-1026.
- Cobanoglu, C., Yang, W., Shatskikh, A., & Agarwal, A. (2015). Are consumers ready for mobile payment? An examination of consumer acceptance of mobile payment technology in restaurant industry. *Hospitality Review*, 31(4). Retrieved 21 May, 2017 from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.680.994&rep=rep1&type=pdf>
- Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of Tourism Research*, 31(4), 755-778.
- Connor, B. A. (2009). *Travelers' Diarrhea in CDC health information for international travel*. Oxford: Oxford University Press.
- Conner, M., Hugh-Jones, S., & Berg, C. (2011). Using the two-factor theory of planned behavior to predict adolescent breakfast choices. *Educational & Child Psychology*, 28(4), 37-50.
- Creswell, J. W. (2003). *Research design. Qualitative, quantitative and mixed methods approaches*. Thousand Oaks, CA: Sage.

- Creswell, J. W. (2009). *Research design: qualitative, quantitative, and mixed methods approaches*. Retrieved December 11, 2016, from file:///C:/Users/User/Downloads/John%20W.%20CreswellResearch%20Design%20Qualitative,%20Quantitative,%20and%20Mixed%20Methods%20Approaches-SAGE%20Publications,%20Inc%20(2013).pdf
- Crisci, A. (2012). Estimation methods for the structural equation models: maximum likelihood, partial least squares and generalized maximum entropy. *Journal of Applied Quantitative Methods*, 7(2), 3-17.
- Crowley, O. V., Marquette, J., Reddy, D., & Fleming, R. (2013). Factors predicting likelihood of eating irradiated meat. *Journal of Applied Social Psychology*, 43, 95–105.
- Cut-Lupulescu, F., Dincu, A. M., & Borlovan, I. C. (2014). The phenomenon of tourism and hospitality industry. *Animal Science and Biotechnologies*, 47(2), 297–300.
- Danelon, M. S., & Salay, E. (2012). Perceived physical risk and risk-reducing strategies in the consumption of raw vegetable salads in restaurants. *Food Control*, 28, 412-419.
- Dass, F. (2017, April 6). Malaysia ranked 26th most competitive tourism destination by WEF. *New Straits Times*. Retrieved September 23, 2017, from <https://www.nst.com.my/news/2017/04/227737/msia-ranked-26th-most-competitive-tourism-destination-wef>
- De Hoog, N., Stroebe, S., & De Wit, J. B. F. (2007). The impact of vulnerability to and severity of a health risk on processing and acceptance of fear-arousing communications: a meta-analysis. *Review of General Psychology*, 11(3), 258–285.
- De Leeuw, E. D., Hox, J. J., & Huisman, M. (2003). Prevention and treatment of item nonresponse. *Journal of Official Statistics*, 15, 153–176.
- Department of Statistics Malaysia. (2015). Press release: Tourism satellite account (2010-2014). Retrieved January 21, 2016, from <https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=LzhLYkE3bWtrMmpSbFdtVDdXQ0hRUT09>
- Department of Statistics Malaysia. (2016, October 14). Tourism Satellite Account 2015. Retrieved May 27, 2017, from https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=111&bul_id=ekpONHIVZllyN001YzJNYjBjBGVmtzQT09&menu_id=TE5CRUZCblh4ZTZMODZlbnk2aWRRT09

- Department of Statistics Malaysia. (2017, August 30). Food and beverage services value added recorded double digit growth of 11.2 percent as compared to 2010. Retrieved May 23, 2017, from https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=415&bul_id=bUJEdElVOTViR2g3VzZzamFTa1pTZz09&menu_id=b0pIV1E3RW40VWRTUkZocEhyZ1pLUT09
- DeSteur, H., Mogendi, J. B., Wesana, J., Makokha, A., & Gellynck, X. (2015). Stakeholder reactions toward iodine biofortified foods: An application of protection motivation theory. *Appetite, 92*, 295–302.
- DeWaal, C. S., & Glassman, M. (2013). Outbreak alert! 2001-2010. Retrieved Jun 12, 2016, from <http://cspinet.org/reports/outbreakalert2014.pdf>
- Dewald, B., Bruin, B. J., & Jang, Y. J. (2014). US consumer attitudes towards “green” restaurants. *Anatolia, 25*(2), 171-180.
- De Zwart, O., Veldhuijzen, I. K., Elam, G., Aro, A. R., Abraham, T., Bishop, G. D., ... Brug, J. (2009). Perceived threat, risk perception, and efficacy beliefs related to SARS and other (Emerging) infectious diseases: Results of an international survey. *International Journal of Behavioral Medicine, 16*(1), 30–40.
- DiMarino, E. (2008). The strategic dimension of destination image: An analysis of the French Riviera image from Italian tourists’ perceptions. *Journal of Travel and Tourism Marketing, 9*(4), 47-67.
- Dillard, J. P. (1994). Rethinking the study of fear appeals: An emotional perspective. *Journal of Communication Theory, 4*, 295-323.
- Doane, A. N., Boothe, L. G., Pearson, M. R., & Kelly, M. I. (2016). Risky electronic communication behaviors and cyberbullying victimization: An application of protection motivation theory. *Computers in Human Behavior, 60*, 508-513.
- Dodd, T. H., Laverie, D. A., Wilcox, J. F., & Duhan, D. F. (2005). Differential effects of experience, subjective knowledge, and objective knowledge on sources of information used in consumer wine purchasing. *Journal of Hospitality and Tourism Research, 29*(1), 3-19.
- Dogan, H., Guney, D., Goller, V., & Dogan, İ. (2016). tourism students ‘environmental concerns and willingness to pay more for green products in the restaurant industry: a comparison between Turkish and Portuguese tourism students. The 7th Multidisciplinary Academic Conference. In J. Vopava, V. Douda, R. Kratochvil, & N. Konecki (Eds.), *Proceedings of The 7th MAC 2016*(88-96). Prague, Czech Republic: MAC Prague consulting Ltd.
- Dohnke, B., Weiss-Gerlach, E., & Spies, C. D. (2011). Social influences on the motivation to quit smoking: main and moderating effects of social norms. *Addictive Behaviors, 36*, 286–293.

- Doran, R., & Larsen, S. (2016). The relative importance of social and personal norms in explaining intentions to choose eco-friendly travel options. *International Journal of Tourism Research*, 18, 159–166.
- Downey, R. G., & King, C. V. (1998) Missing data in likert ratings: a comparison of replacement methods, *Journal of General Psychology*, 125(2), 175-191.
- DuRand, G., & Heath, E. (2006). Towards a framework for food tourism as an element of destination marketing. *Current Issues in Tourism*, 9(3), 206-234.
- Durko, A. & Petrick, J. (2016). Changes in latitudes, changes in attitudes: How a cruise may benefit passengers' health and relationship. *Tourism in Marine Environments*, 11(2-3), 185-191.
- Durmaz, Y., & Diyarbakırlıoğlu, I. (2011). A theoretical approach to the strength of motivation in customer behavior. *Global Journal of Human Social Science*, 11(10), 36-42.
- DuPont, H. L., Ericsson, C. D., Farthing, M. J., Gorbach, S., Pickering, L. K., Rombo, L., ... Weinke, T. (2009). Expert review of the evidence base for prevention of travelers' diarrhea. *Journal of Travel Med*, 16(3), 149-60.
- Ennis, C. D. (1999). A theoretical framework: The central piece of a research plan. Retrieved March 12, 2016, from https://libres.uncg.edu/ir/uncg/f/C_Ennis_Theoretical_1999.pdf
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Fan, D. X. F., Qiu, H., Hsu, C. H. C., & Liu, Z. U. (2015). Comparing motivations and intentions of potential cruise passengers from different demographic groups: The case of China. *Journal of China Tourism Research*, 11(4), 1-30.
- Fatimah, U. Z. A. U., Boo, H. C., Sambasivan, M., & Salleh, R. (2011). Foodservice hygiene factors- the consumer perspective. *International Journal of Hospitality Management*, 30(1), 38- 45.
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A.-G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41, 1149-1160.
- Feeds, J. (2017, July 27). Food poisoning leaves 36 tourists ill in Ukraine. *india*. Retrieved August 13, 2017, from <http://www.india.com/news/agencies/food-poisoning-leaves-36-tourists-ill-in-ukraine-2354569/>
- Ferron, J. M., & Hess, M. R. (2007). Estimation in SEM: A concrete example. *Journal of Educational and Behavioral Statistics*, 32(1), 110-120.

- Flynn, D. (2016, November 29). Travelers to Cuba might first listen up about the food safety risks. *Food Safety News*. Retrieved January 21, 2017, from <http://www.foodsafetynews.com/2016/11/travelers-to-cuba-might-first-listen-up-about-the-food-safety-risks/#.WQl6foiGPIU>
- Floyd, D. L., Prentice-Dunn, S., & Rogers, R. W. (2000). A meta-analysis of research on protection motivation theory. *Journal of Applied Social Psychology, 30*, 407-429.
- Field, A. (2009). *Discovering statistics using SPSS*. London, England: SAGE.
- Filimonau, V., & Krivcova, M. (2017). Restaurant menu design and more responsible consumer food choice: An exploratory study of managerial perceptions. *Journal of cleaner production, 143*, 516-527.
- Filion, K., & Powell, D. A. (2009). The use of restaurant inspection disclosure systems as a means of communicating food safety information. *Journal of Foodservice, 20*(6), 287-297.
- Fishbein, M., & Ajzen, I. (2010). Predicting and changing behavior. Retrieved March 8, 2016, from http://samples.sainsburysebooks.co.uk/9781136874734_sample_842183.pdf
- Food poisoning at Qld restaurant hits 110. (2015, January 8), *SBS News*. Retrieved Jun 2, 2016, from <http://www.sbs.com.au/news/article/2015/01/08/food-poisoning-qld-restaurant-hits-110>
- Food tourism set to boost VMY2014, says Nazri (2014, May 23), *Malaymail Online*. Retrieved February 22, 2017, from <http://www.themalaymailonline.com/travel/article/food-tourism-set-to-boost-vmy2014-says-nazri#jfkXeLTYcxWbbd0Q.99>
- Fornell, C. D., & Lacker, D. F. (1981). Evaluating Structural Equation models with Unobservable Variables and Measurement Error. *Journal of Marketing Research, 18*, 39-50.
- Friedman, H. H., & Amoo, T. (1999). Rating the rating scales. *Journal of Marketing Management, 9*(3), 114-123.
- Fu, F. Q., Richards, K. A., Hughes, D. E., & Jones, E. (2010). Motivating salespeople to sell new products: The relative influence of attitudes, subjective norms, and self-efficacy. *Journal of Marketing, 74*, 1-30.
- Fuchs, G., & Reichel, A. (2011). An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visitors to a highly volatile destination. *Tourism Management, 32*(2), 266-276.
- Gabida, M., Gombe, N. T., Chemhuru, M., Takundwa, L., Bangure, D., & Tshimanga, M. (2015). Foodborne illness among factory workers, Gweru, Zimbabwe, 2012: A retrospective cohort study. *BMC Research Notes, 8*, 493.

- Gagic, S., Tesanovic, D., & Jovicic, A. (2013). The vital components of restaurant quality that affect guest satisfaction. *Turizam*, 17(4), 166-176.
- Garayoa, R., Vitas, A. I., Diez-Leturia, M., & Garcia-Jalon, I. (2011). Food safety and the contract catering companies: Food handlers, facilities and HACCP evaluation. *Food Control*, 22, 2006-2012.
- Gaston, A., & Prapavessis, H. (2014). Using a combined protection motivation theory and health action process approach intervention to promote exercise during pregnancy. *Journal Behavioral Medicine*, 37, 173–184.
- Gautret, P., Parola, P. (2017). Practice point 11 – travelers' diarrhea. In *Infectious Diseases* [Google Books version]. Retrieved September 12, 2017 from <https://books.google.com.my/books?id=Dhq3DAAAQBAJ&pg=PA375&lpg=PA375&dq=Practice+point+11+%E2%80%93+travelers%27+diarrhea.&source=bl&ots=snY5tYkDjl&sig=J48sneFbbw0lumNos9pMJ7hgHQg&hl=en&sa=X&ved=0ahUKEwjJnematrnZAhXCppQKHft9BxsQ6AEINDAC#v=onepage&q=Practice%20point%2011%20%E2%80%93%20travelers'%20diarrhea.&f=false>
- Gay, L. R., & Airasian, P. W. (2000). *Educational research*. New Jersey: Prentice-Hall Inc.
- Gebhardt, W., & Maes, S. (2001). Integrating social-psychological frameworks for health behavior research. *American Journal of Health Behavior*, 25(6), 528–536
- Gefen, D., Straub, D., & Boudreau, M. (2000). Structural equation modeling techniques and regression: Guidelines for research practice. *Communications of the Association for Information Systems*, 7(7), 1-78.
- Gikonyo, L., Berndt, A., & Wadawi, J. (2015). Critical success factors for franchised restaurants entering the Kenyan market: Franchisors' perspective. *SAGE Open*, 5(4), 1–8.
- Gilbert, J. A. (2014). *Consumer identity theft prevention and identity fraud detection behaviors: An application of the theories of planned behavior and protection motivation* (Doctoral dissertation). Retrieved October 22, 2016, from <https://macsphere.mcmaster.ca/bitstream/11375/14096/1/fulltext.pdf>
- Gore, P. S., Madhavan, D., Curry, G., McClurg, M., & Castiglia, S. (1998). Persuasive messages. *Marketing Health Services*, 18(4), 32-43.
- Gormley, F. J., Rawal, N., & Little, C. (2012). Choose your menu wisely: cuisine-associated food-poisoning risks in restaurants in England and Wales. *Epidemiology and Infection*, 140, 997–1007.
- Gray, W. S., & Liguori, S. C. (1994). *Hotel and Motel Management and Operations* (3rd ed.). New Jersey: Regents/Prentice Hall.
- Gray, D., 2004. *Doing research in the real world*. London: Sage Publications.

- Green, S. (2002). Using an expectancy-value approach to examine teachers' motivational strategies. *Teaching and Teacher Education, 18*(8), 989-1005.
- Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. In P. O'Connor, W. Höpken, & U. Gretzel (Eds.), *Information and communication technologies in tourism 2008* (pp. 35–46). New York: Springer
- Griffith, C. J. (2003). Consumer food handling in the home: A review of food safety studies. *Journal of Food Protection, 66*(1), 130-161.
- Gould, L. H., Rosenbaum, I., Nicholas, D., Phan, Q., & Jones, T. F. (2013). Contributing factors in restaurant-associated foodborne disease outbreaks, FoodNet sites, 2006 and 2007. *Journal of Food Protection, 76*(11), 1824-1828.
- Gould, L. H., Walsh, K. A., Vieira, A. R., Herman, K., Williams, I. T., Hall, A. J., ...Cole, D. (2013). Surveillance for foodborne disease outbreaks—United States, 1998 –2008. *MMWR Surveillance Summaries, 62*(2), 1–34.
- Gunzler, D., Chen, T., Wu, P., & Zhang, H. (2013). Introduction to mediation analysis with structural equation modeling. *Shanghai Archives of Psychiatry, 25*(6), 390-394.
- Gutierrez Dona, E. B. (2003). Coping with Stress at work: a longitudinal study on health outcomes and quality of life. Retrieved August 20, 2016, from http://www.diss.fuberlin.de/diss/servlets/MCRFileNodeServlet/FUDISS_derivate_000000000898/03_Chapter3.pdf?hosts
- Ha, J., & Jang, S. (2012). The effects of dining atmospherics on behavioral intentions through quality perception. *Journal of Services Marketing, 26*(3), 204-215.
- Hagger, M. S., Chatzisarantis, N. L. D., & Biddle, S. J. H. (2002). A meta-analytic review of the theories of reasoned action and planned behavior in physical activity: predictive validity and the contribution of additional variables. *Journal of Sport & Exercise Psychology, 24*, 3-32.
- Haghighi, M., Dorosti, A., Rahnama, A., & Hoseinpour, A. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management, 6*(14), 5039.
- Hagmann, S. H., Han, P. V., Stauffer, W. M., Miller, A. O., Connor, B. A., Hale, D. C., ... Kozarsky, P. E. (2014). Travel-associated disease among US residents visiting US GeoSentinel clinics after return from international travel. *Family practice, 31*(6), 678-687.

- Hahn, A., & Lengerke, T. V. (1997, September 3-5). Evaluating a cholesterol screening: Risk appraisals, outcome expectancies, and self-efficacy beliefs as predictors of physical exercise and alcohol consumption. The 11th Conference of the European Health Psychology Society, Bordeaux, France. Retrieved August 21, 2016, from http://userpage.fu-berlin.de/gesund/publicat/ehps_cd/anhahn/hahn97.htm
- Hair, J. F., Black, W., Babin, B. J., & Anderson, R. (2010). *Multivariate data analysis*. New Jersey: Pearson Prentice Hall.
- Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate Data Analysis* (3th ed.). New York: Macmillan Publishing Company.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Editorial partial least squares structural equation modeling: rigorous applications, better results and higher. *Acceptance Long Range Planning*, 46,1-12.
- Hall, C. M., & Mitchell, R. (2001). Wine and food tourism. In N. Douglas & R. Derrett (Eds.), *Special interest tourism: Context and cases* (pp. 307-329). Brisbane: John Wiley
- Hall, C. M., & Sharples, L. (2003). The consumption of experience or the experience of consumption? an introduction to the tourism of taste. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), *Food tourism around the world: Development, management and markets* (pp. 314-335). Oxford, UK: Butterworth-Heinemann.
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82-92.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487- 510.
- Harrison, C., Jorder, M., Stern, H., Stavinsky, F., Reddy, V., Hanson, H.,... Balter, S. (2014). Using online reviews by restaurant patrons to identify unreported cases of foodborne illness — New York City, 2012–2013. *MMWR*, 63(20), 441–445.
- Harris, J. K., Mansour, R., Choucair, B., Olson, J., Nissen, C., & Bhatt, J. (2014). Health department use of social media to identify foodborne illness — Chicago, Illinois, 2013-2014. *Weekly*, 63(32), 681-685.
- Hassan, N. A., Hashim, J. H., Johar, Z., & Faisal, M. S. (2014). The implications of climatic changes on food and water-borne diseases in Malaysia: a case study of Kelantan, Terengganu, Johor and Melaka. *BMC Public Health*, 14(1), 22.
- Hauke, J., & Kossowski, T. (2011). Comparisons of values of Pearson's and Spearman's correlation coefficient on the same sets of data. *Questions Geographicae*, 30(2), 87-93.

- Hawkins, J. B., Tuli, G., Kluberg, S., Harris, J., Brownstein, J. S., & Nsoesie, E. (2016). A digital platform for local foodborne illness and outbreak surveillance. *Online Journal of Public Health Informatics*, 8(1), 60.
- Heather, C. S. (2015). Travellers' diarrhoea. *BMJ Clinical Evidence*, 0901.
- Heath, Y., & Gifford, R. (2002). Extending the theory of planned behavior: Predicting the use of public transportation, *Journal of Applied Social Psychology*, 32(10), 2154-2189.
- Henderson, J. C. (2009). Food tourism reviewed. *British Food Journal*, 111(4), 317-326.
- Henderson, J. C. (2014). Food and culture: In search of a Singapore cuisine. *British Food Journal*, 116(6), 904 – 917.
- Henson, S., Cranfield, J., & Hearth, D. (2010), Understanding consumer receptivity towards foods and non-prescription pills containing phytosterols as a means to offset the risk of cardiovascular disease: An application of protection motivation theory. *International Journal of Consumer Studies*, 34, 28–37.
- Henson, S., Majowicz, S., Masakure, O., Sockett, P., Jones, A., Hart, R., & Knowles, L. (2006). Consumer assessment of the safety of restaurants: The role of inspection notices and other information cues. *Journal of food Safety*, 26(4), 275-30.
- Hildebrandt, L., & Temme, D. (2006). Formative measurement models in covariance structure analysis: Specification and identification. Retrieved September 27, 2016, from <http://edoc.hu-berlin.de/series/sfb-649-papers/2006-83/PDF/83.pdf>
- Hjalager, A. M., & Richards, G. (2002). *Tourism and gastronomy*. London: Routledge.
- Ho, R. (2006). Handbook of univariate and multivariate data analysis and interpretation with SPSS [Google Books version]. Retrieved October 21, 2017, from https://books.google.com.my/books?id=QMwqBgAAQBAJ&pg=PA321&lp_g=PA321&dq=robert+Ho+and+multiple+group+analysis&source=bl&ots=A92SOJo1tJ&sig=gLEHHa2qDI9jrchJrzi4GkTVbG0&hl=en&sa=X&ved=0ahUKEwiCg5J95rXAhXBQI8KHZfbB00Q6AEILjAC#v=onepage&q=robert%20Ho%20and%20multiple%20group%20analysis&f=false
- Ho, R., Davidson, G., & Ghea, V. (2005). Motives for the adoption of protective health behaviours for men and women: an evaluation of the psychosocial-appraisal health model. *J Health Psych*, 10(3), 373–395.
- Hoog, N. D., & Wit, J. B. F. (2007). The impact of vulnerability to and severity of a health risk on processing and acceptance of fear-arousing communications: a meta-analysis. *Review of General Psychology*, 11(3), 258–285.

- Horng, J. S., Hu, M. L. M., Teng, C. C. C., & Lin, L. (2014). Energy saving and carbon reduction behaviors in tourism—a perception study of Asian visitors from a protection motivation theory perspective. *Asia Pacific Journal of Tourism Research, 19*(6), 721-735.
- Hox, J., & Bechger, T. (1998). An introduction to structural equation modelling. *Family Science Review, 11*, 354–373.
- Hu, H. H., Parsa, H. G., & Self, J. (2010). The dynamics of green restaurant patronage. *Cornell Hospitality Quarterly, 51*(3), 344-362.
- Hubner, G., & Kaiser, F. G. (2006). The moderating role of the attitude-subjective norms conflict on the link between moral norms and intention. *European Psychologist, 11*(2), 99–109.
- Hutchinson, J. (15 July 2015). 80 tourists fall ill with food poisoning on Spanish boat trip as official's trace source back to Pasta salad served on board. *Mail Online*. Retrieved June 18, 2016, from http://www.dailymail.co.uk/travel/travel_news/article-3177128/80-tourists-fall-ill-food-poisoning-Spanish-boat-trip-officials-trace-source-PASTA-SALAD-served-board.html#ixzz4fcmxBNmg
- Hung, Y., de Kok, T. M., & Verbeke, W. (2016). Consumer attitude and purchase intention towards processed meat products with natural compounds and a reduced level of nitrite. *Meat Science, 121*, 119–126.
- Indar, L. (2014). Caribbean tourism, health, safety, and environment programme: creating a safer, healthier, more sustainable Caribbean [PowerPoint slides]. Retrieved April 30, 2017, from http://carpha.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=1252&language=en-US&PortalId=0&TabId=109
- International Markets Bureau. (2011). Food service profile: Malaysia. Retrieved June 12, 2015, from <http://www.atssea.agr.gc.ca/ase/pdf/5855-eng.pdf>.
- International Labor Organization. (LIO). (2011). Employment in the tourism industry to grow significantly. Retrieved August 8, 2015, from http://www.ilo.org/global/publications/magazines-and-journals/world-of-work-magazine/articles/WCMS_157893/lang--en/index.htm
- Isle, M. (2001). *Everything you need to know about food poisoning*. New York: Rosen Publishing Group.
- Jabbar, M. A., Baker, D., & Fadiaga, M. L. (2010). Demand for livestock products in developing countries with a focus on quality and safety attributes: Evidence from case studies (Research Report 24). Nairobi, Kenya: International Livestock Research Institute.
- Jahan S. (2012). Epidemiology of foodborne illness. In B. Valdez (Ed.), *Scientific, Health and Social Aspects of the Food Industry* (pp. 321-342). Rijeka: InTech.

- Jalisa, M. H., Chea, D., & Markwell, K. (2014). Utilizing local cuisine to market Malaysia as a tourist destination. *Procedia - Social and Behavioral Sciences*, 144, 102 – 110.
- Jalis, H. M., Zahari, M., Zulkifly, M. I., & Othman, Z. (2009). Malaysian gastronomic tourism products: assessing the level of their acceptance among the Western tourists. *South Asian Journal of Tourism and Heritage*, 2(1), 31-44.
- Jang, Y. J. (2016). *Top managers' environmental values, leadership, and stakeholder engagement in promoting environmental sustainability in the restaurant* (Doctoral Dissertation). Retrieved 15 February, 2017, from <https://lib.dr.iastate.edu/cgi/viewcontent.cgi?referer=https://scholar.google.com/&httpsredir=1&article=6947&context=etd>
- Jeong, E., Jang, S. S., Day, J., & Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41, 10-20.
- Jin, N., Line, N. D., & Goh, B. (2013). Experiential value, relationship quality, and customer loyalty in full-service restaurants: The moderating role of gender. *Journal of Hospitality Marketing & Management*, 22(7), 679-700.
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- Joreskog, K. G. (1969). A general approach to confirmatory maximum likelihood factor analysis. *Psychometrika*, 34(2), 183-202.
- Josiam, B. M, Mattson, M, & Sullivan, P. (2004) The historaunt: heritage tourism at Mickey's dining car. *Tourism Management*, 25(4), 453–461.
- Kang, J., Tang, L., & Fiore, A. M. (2014). Enhancing consumer–brand relationships on restaurant Facebook fan pages: Maximizing consumer benefits and increasing active participation. *International Journal of Hospitality Management*, 36, 145-155.
- Katapodi, M. C., Lee, K. A., Facione, N. C., & Dodd, M. J. (2004). Predictors of perceived breast cancer risk and the relation between perceived risk and breast cancer screening: a meta-analytic review. *Preventive Medicine*, 38(4), 388–402.
- Kaur, M. (2016, March 25). Cashier who ate 'kuih' at Siputeh stall dies. *The Star Online*. Retrieved July 26, 2016, from <http://www.thestar.com.my/news/nation/2016/03/25/first-fatality-in-poisoning-case-cashier-who-ate-kuih-at-siputeh-stall-dies/>
- Keith, T. (2006). *Multiple regression and beyond*. London: Pearson Education

- Keshavarz, M., & Karami, E. (2016). Farmers' pro-environmental behavior under drought: Application of protection motivation theory. *Journal of Arid Environments*, 127, 128–136.
- Kline, R. B. (2005). *Principles and practice of structural equation modeling* (2nd ed.). New York: Guilford.
- KLIA will likely rank among top 10 busiest airports in 2018 (2017, October 7), *New Straits Times*. Retrieved January 18, 2016, from <https://www.nst.com.my/news/nation/2017/10/288402/klia-will-likely-rank-among-top-10-busiest-airports-2018>
- Kihlstrom, J. F., 1987. The Cognitive Unconscious. *Science*, 237, 1445-1452.
- Kim, S., Choe, J. Y., & Lee, A. (2016). Efforts to globalize a national food: market segmentation by reasons for ethnic food preferences. *International Journal of Contemporary Hospitality Management*, 28(10), 2310-2330.
- Kim, W. G., Li, J. J. & Brymer, R. A. (2016). The impact of social media reviews on restaurant performance: the moderating role of excellence certificate. *International Journal of Hospitality Management*, 55(2), 41–51.
- Kim, Y. J., Njite, D., & Hancer, M. (2013). Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior. *International Journal of Hospitality Management*, 34, 255-262.
- Kline, R. B. (2011). *Principles and practice of structural equation modeling* (3rd ed.). New York, NY: The Guilford Press.
- Knight, A. J., Worosz, M. R., & Todd, E. C. D. (2007). Serving food safety: consumer perceptions of food safety at restaurants. *International Journal of Contemporary Hospitality Management*, 19(6), 476-484.
- Koerber, A., & McMichael, L. (2008). Qualitative sampling methods: A primer for technical communicators. *Journal of business and technical communication*, 22(4), 454-473.
- Koerth, J., Vafeidis, T. W., Hinkel, J., & Sterr, H. (2013). What motivates coastal households to adapt pro-actively to sea-level rise and increasing flood risk? *Regional Environmental Change*. 13(4), 897-909.
- Kothari, C. R. (2004). *Research methodology; Methods and techniques* (2nd ed.). New Delhi: New Age International.
- Korstanje, M. E. (2011). Why risk, why now? Conceptual problems around risk perceptions in tourism industry. *Revista Brasileira de Pesquisa em Turismo*, 5(1), 4-22.
- Krohne, H. W. (2002). Stress and coping theories. Retrieved May 18, 2017, from http://userpage.fu-berlin.de/schuez/fohlen/Krohne_Stress.pdf

- Kuchenmüller, T., Hird, S., Stein, C., Kramarz, P., Nanda, A., & Havelaar, A. (2009). Estimating the global burden of foodborne diseases: a collaborative effort. *European Surveillance*, 14(18), 1-4.
- Kumar, R. (2011). *Research methodology; A step by step guide for beginners*. Padstow, Cornwall: Sage.
- Kwok, L., & Yu, B. (2013). Spreading social media messages on Facebook: An analysis of restaurant business-to-consumer communications. *Cornell Hospitality Quarterly*, 54(1), 84-94.
- Läikkö-Roto, T., & Nevas, M. (2014). Restaurant business operators' knowledge of food hygiene and their attitudes toward official food control affect the hygiene in their restaurants. *Food control*, 43, 65-73.
- Larimer, M. E., Turner, A. P., Mallett, K. A., & Geisner, I. M. (2004). Predicting drinking behavior and alcohol-related problems among fraternity and sorority members: The role of descriptive and injunctive norms. *Psychology of Addictive Behaviors*, 18(3), 203–212.
- Lapin, T. (2018, April 2). More than 50 British tourists hospitalized after getting sick in NYC. *New York Post*. Retrieved April 4, 2018, from <https://nypost.com/2018/04/02/more-than-50-british-tourists-hospitalized-after-getting-sick-in-nyc/>
- Latip, A. L., Balkis, A. K., Mohd, J., & Anwa, A. (2012). An outbreak of Escherichia Coli food poisoning at Teluk Keke, Malaysia 2012. *Medical Journal of Malaysia*, 70(1), 47.
- Law, R. (2006). The perceived impact of risks on travel decisions. *International Journal of Tourism Research*, 8, 289–300.
- Lazarus, R. S. (1999). *Stress and emotion: a new synthesis*. Retrieved November 20, 2016, from [http://shadowsgovernment.com/shadowslibrary/Lazarus,%20Richard%20S_/Stress%20and%20Emotion%20\(664\)/Stress%20and%20Emotion%20-%20Lazarus,%20Richard%20S_.pdf](http://shadowsgovernment.com/shadowslibrary/Lazarus,%20Richard%20S_/Stress%20and%20Emotion%20(664)/Stress%20and%20Emotion%20-%20Lazarus,%20Richard%20S_.pdf)
- Leder, K. (2015). Advising travelers about management of travelers' diarrhea. *Australian family physician*, 44(1-2), 34–37.
- Lee, C., Hallak, R., & Sardeshmukh, S. R. (2016). Drivers of success in independent restaurants: A study of the Australian restaurant sector. *Journal of Hospitality and Tourism Management*, 29, 99-111.
- Lee, M. B., & Middleton, D. (2003). Enteric illness in Ontario, Canada, from 1997 to 2001. *Journal of Food Protection*, 66(6), 953-961.

- Lee, J. E., Almanza, B. A., Jang, S. S., Nelson, D. C., & Ghiselli, R. F. (2013). Does transformational leadership style influence employees' attitudes toward food safety practices? *International Journal of Hospitality Management*, 33, 282-293.
- Lee, J. E., Nelson, D. & Almanza, B. A. (2012). Health inspection reports as predictors of specific training needs. *International Journal of Hospitality Management*, 31(2), 522-528.
- Lee, L. E., Niode, O., Simonne, A. H., & Bruhn, C. M. (2012). Consumer perceptions on food safety in Asian and Mexican restaurants. *Food Control*, 26, 531-538.
- Lee, K. W., Song, W. O., & Cho, M. S. (2015). Frequent consumption of meals prepared outside home influence dietary adequacy and diversity in Korean adults. *The FASEB Journal*, 29(1), 45-63.
- Leeuw, E. D. (2008). Self-administered Questionnaires and Standardized Interviews. In P. Alasuutari, L. Bickman & J. Brannen (Eds.), *The SAGE handbook of social research methods* (pp. 313-327). London: SAGE Publication.
- Lennon, S. (2016, September 2). Travel warning as more than 150 Scots struck down with food poisoning bug centred in Mexico. *Daily Records*. Retrieved January 21, 2017, from <http://www.dailyrecord.co.uk/news/scottish-news/travel-warning-more-150-scots-8754485>
- Lennon, S. (2017, July 22). Brit hols resort struck by sickness outbreak THIRD year running. *Daily Star*. Retrieved February 21, 2018, from <https://www.dailystar.co.uk/news/world-news/631747/Holiday-Mexico-sickness-food-resort-Thomson>
- Lepp, A., & Gibson, H. (2008). Sensation seeking and tourism: tourist role, perception of risk and destination choice. *Tourism Management*, 29(4), 740-50.
- Leventhal, H. (1970). Findings and theory in the study of fear communications. *Advances in experimental social psychology*, 5, 119-186.
- Lin, W. L., & Wu, C. C. (2016). The concerns about choice attributes and behavior intentions of consumers toward food safety restaurant. *International Business Research*, 9(4), 11-19.
- Linscott, A. J. (2011). Food-borne illnesses. *Journal of Clinical Microbiology Newsletter*, 33(6), 41-45.
- Lita, R. P., Surya, S., Ma'ruf, M., & Syahrul, L. (2014). Green attitude and behavior of local tourists towards hotels and restaurants in West Sumatra, Indonesia. *Procedia Environmental Sciences*, 20, 261-270.

- Liu, H. (2015). *Comparing Welch ANOVA, a Kruskal-Wallis test, and traditional ANOVA in case of heterogeneity of variance* (Master Thesis). Retrieved January 21, 2017, from <https://scholarscompass.vcu.edu/cgi/viewcontent.cgi?article=5026&context=etd>
- Liu, S. Q., & Mattila, A. S. (2015). Ethnic dining: Need to belong, need to be unique, and menu offering. *International Journal of Hospitality Management*, 49, 1-7.
- Liu, R., Li, Y., Wangen, K. R., Maitland, E., Nicholas, E., & Wang, J. (2016). Analysis of hepatitis B vaccination behavior and vaccination willingness among migrant workers from rural China based on protection motivation theory. *Human Vaccines and Immuno therapeutics*, 12(5), 1155-1163.
- Lwin, M. O., Li, B., & Ang, R. P. (2012). Stop bugging me: An examination of adolescents' protection behavior against online harassment. *Journal of Adolescence*, 35, 31-41.
- Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36-45.
- Luo, M., Feng, R., & Cai, L. A. (2008). Information search behavior and tourist characteristics. *Journal of Travel & Tourism Marketing*, 17(2-3), 15-25.
- London tourism report 2014-2015. (2014). Retrieved September 20, 2016, from <http://files.londonandpartners.com/l-and-p/assets/our-insight-london-tourism-review-2014-15.pdf>
- Long, L. M. (1998). Culinary tourism: A folkloristic perspective on eating and otherness. *Southern Folklore*, 55(3), 181-204.
- Long, J. (2007). *Researching leisure, sport and tourism: the essential guide*, London: Sage Publications.
- Longart, P. (2015). *Consumer decision making in restaurant selection* (Doctoral dissertation). Retrieved 21 January, 2018, from <http://bucks.collections.crest.ac.uk/9388/1/1.%20Volume%20I%20Pedros%20final%20thesis%20170715.pdf>
- Loong, L. C. (2012). Malaysia: at the cross-roads of Asian food culture. Retrieved April 20, 2015, from http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_on_food_tourism.pdf
- Lwin, M. O., Li, B., & Ang, R. P. (2012). Stop bugging me: an examination of adolescents' protection behavior against online harassment. *Journal of Adolescence*, 35, 31-41.
- MacCannell, D. (1973). Staged authenticity: arrangements of social space in tourist settings. *The American Journal of Sociology*, 79(3), 589-603.

- MacLaurin, T. (2003). The importance of food safety in travel planning and destination selection. *Journal of Travel & Tourism Marketing*, 15(4), 233-257.
- MacKinnon, D. P., Lockwood, C. M., & Williams, J. (2004). Confidence limits for the indirect effect: distribution of the product and resampling methods. *Multivariate Behavioral Research*, 39, 99–128.
- Maddux, J. E., & Rogers, R. W. (1983). Protection motivation and self-efficacy: a revised theory of fear appeals and attitude change. *Journal of Experimental Social Psychology*, 19, 469-479.
- Maddux, J. E. & DuCharme, K. A. (1997). Behavioral intentions in theories of health Behavior. In D. S., Gochman (Ed.). *Handbook of health behavior research I: Personal and social determinants* (pp.133-152) [Google Books version]. Retrieved from https://books.google.com.my/books?id=9A0Fqd8cvUQC&pg=PA147&lpg=PA147&dq=perceived+vulnerability+and+value+expectancy+theory&source=bl&ots=SnwDoIHflx&sig=kazqyhWw6pXX6MiO2bp_RkL2A98&hl=en&sa=X&ved=0ahUKEwjFoZqe1K7XAhVEKY8KHbfjCrcQ6AEINDAC#v=onepage&q=perceived%20vulnerability%20and%20value%20expectancy%20theory&f=false
- Majowicz, S. E., Edge, V. L., Fazil, A., McNab, W. B., Dore, K. A., & Sockett, P. N. (2005). Estimating the under-reporting rate for infectious gastrointestinal illness in Ontario. *Canadian Journal of Public Health*, 96, 178-181.
- Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2012). Factors influencing tourist food consumption. *Elsevier International Journal of Hospitality Management*, 31(3), 928-936.
- Malaysia Tourism Promotion Board. (2015). Malaysia tourism statistics in brief. Retrieved on 13 March 2016 from <http://www.tourism.gov.my/statistics>
- Malaysia's F&B establishments show steady growth (2017, August 30), *Star Online*. Retrieved January, 15, 2017 from <https://www.thestar.com.my/business/business-news/2017/08/30/malaysia-food-and-beverage-sector-shows-steady-growth/>
- Mandala Research. (2013). The American culinary traveler study 2013. Retrieved July 21, 2016, from http://mandalaresearch.com/wpcontent/uploads/2017/01/FREE_DOWNLOAD_American_Culinary_Traveler_Report.pdf
- Manstead, A., & Van Eekelen, S. (1998). Distinguishing between perceived behavioral control and self-efficacy in the domain of academic achievement intentions and behaviors. *Journal of Applied Social Psychology*, 28(15), 1375-1392.

- Manning, M. (2009). The effects of subjective norms on behavior in the theory of planned behavior: a meta-analysis. *British Journal of Social Psychology*, 48, 649-705.
- Mari, S., Tiozzo, B., Capozza, D., & Ravarotto, L. (2012). Are you cooking your meat enough? The efficacy of the theory of planned behavior in predicting a best practice to prevent salmonellosis. *Food Research International*, 45, 1175–1183.
- Mathes, E. (1981). Maslow's hierarchy of needs as a guide for living. *Journal of Humanistic Psychology*, 21, 69–72.
- Maxwell, J. A. (2011). *A realist approach to qualitative research*. Thousand Oaks, United States: SAGE Publications Inc.
- McEachan, R. R. C., Conner, M., Taylor, N. J., & Lawton, R. J. (2011). Prospective prediction of health-related behaviors with the theory of planned behavior: a meta-analysis. *Health Psychology Review*, 5(2), 97–144.
- McEachan, R., Taylor, N., Harrison, R., Lawton, R., Gardner, P., & Conner, M. (2016). Meta-Analysis of the reasoned action approach (RAA) to understanding health behaviors. *Annals of Behavioral Medicine*, 50(4), 592–612.
- McKercher, B., & Wong, D. Y. Y. (2004). Understanding tourism behavior: examining the combined effects of prior visitation history and destination status. *Journal of Travel Research*, 43(2), 171-179.
- Mealey, L. (2017, April 3). Different types of restaurant concepts. Retrieved May 21, 2017, from <https://www.thebalance.com/different-types-of-restaurant-concepts-2888698>
- Medeiros, C. O., & Salay, E. (2013). A review of food service selection factors important to the consumer. *Food and Public Health*, 3(4), 176-190.
- Medus, C., Smith, K. E., Bender, J. B., Leano, F., & Hedberg, C. W. (2010). Salmonella infections in food workers identified through routine public health surveillance in Minnesota: impact on outbreak recognition. *Journal of Food Protection*, 73, 2053–2058.
- Mehdi, J. (1992). *Statistical methods: an introductory text*. New Delhi: New Age International.
- Meler, M., & Cerovic, Z. (2003). Food marketing in the function of tourist product development. *British Food Journal*, 105(3), 175-192.
- Mensah, P., Yeboah-Manu, D., Owusu-Darko, K., & Ablorde, A. (2002). Street foods in Accra, Ghana: how safe are they? *Bulletin of World Health Organization*, 80, 546–554.

- Mensah, P., Mwamakamba, L., Mohamed, C., & Nsue-Milang, D. (2012). Public health and food safety in the who African region. *Online Journal of AGFAND*, 12(4), 6317-6335.
- Messik, S. (1995). Validity of psychological assessment: Validation of inferences from person's responses and performances as scientific inquiry into score meaning. *American Psychologist*, 50, 741- 741.
- Miao, W. (2014). *Risk perception of food safety and behavioral intentions to read food safety labels* (Master Thesis). Available from ProQuest Dissertations and Theses database. (No.10636623).
- Michie, S., & Johnston, M. (2012). Theories and techniques of behaviour change: Developing a cumulative science of behaviour change. *Health Psychology Review*, 6 (1), 1–6.
- Milfont, T. L., & Fischer, R. (2010). Testing measurement invariance across the groups: application in cross cultural research. *International Journal of Psychological Research*, 3(1), 111-121.
- Milne, S. E., Sheeran, P., & Orbell, S. (2000). Prediction and intervention in health-related behavior: A meta-analysis review of protection motivation theory. *Journal of Applied Social Psychology*, 30, 106-143.
- Milton, A. C., & Mullan, B. A. (2012). An application of the theory of planned behavior-a randomized controlled food safety pilot intervention for young adults. *Health Psychology*, 31(2), 250–259.
- Michie, S., Johnston, M., Francis, J., Hardeman, W., & Eccles, M. (2008). From theory to intervention: mapping theoretically derived behavioral determinants to behavior change techniques. *Applied Psychology*, 57(4), 660-680.
- Ministry of Tourism and Culture Malaysia. (2014, January 15). Malaysia registers 25.7 million tourists and RM65.44 billion tourist receipts in 2013. Retrieved January 21, 2016, from <http://www.motac.gov.my/en/archives/2014/160-malaysia-registers-257-million-tourists-and-rm6544-billion-tourist-receipts-in-2013>.
- Mingers, J. (2014). *Systems thinking, critical realism and philosophy: A confluence of ideas*. New York, NY: Routledge
- Mohamad, H. A. D., Ab Yazid, M. S., Khatibi, A., & Azam, S. F. (2017). Measuring the mediating role of customer satisfaction between service quality and customer loyalty in uae hotel industry. *European Journal of Management and Marketing Studies*.2(3),188-203.
- Mohamad, M., & Izzati Ab Ghani, N. (2014). Destination image differences between first-time and repeat-visit tourists: The Malaysian case. *Journal of Applied Sciences*, 14(20), 2476-2486.

- Mogendi, J. B., De Steur, H., Gellynck, X., & Makokha, A. (2016). Modelling protection behaviour towards micronutrient deficiencies: Case of iodine biofortified vegetable legumes as health intervention for school-going children. *Nutrition Research and Practice*, 10(1), 55-66.
- Mok, E. H. (1994). *Malaysia tourism demand and forecast* (Unpublished doctoral dissertation). Faculty of Economics, University Kebangsaan Malaysia. Kuala Lumpur, Malaysia.
- Mok, O. (2016, July 27). James Oseland calls Malaysia the most important food destination on the planet. *Malay Mail Online*. Retrieved January 28, 2017, from <http://www.themalaymailonline.com/eat-drink/article/james-oseland-calls-malaysia-the-most-important-food-destination-on-the-pla>
- Molster, C., Samanek, A., Bower, C., & O'Leary, P. (2009). A survey of folate knowledge and consumer behaviors in Western Australia prior to the introduction of mandatory food fortification. *Australian and New Zealand Journal of Public Health*, 33(6), 577–582.
- Moon, S. (2008). Buddhist temple food in South Korea. *Korea Journal*, 48(4), 147–180.
- Moore, W., & Cubitt, G. (2005). *This is Malaysia*. London, UK: New Holland Publisher.
- Mtenzi, F. J., Oreku, G. S., Lupiana, D. M., & Yonazi, J. J. (2018). *Mobile Technologies and Socio-Economic Development in Emerging Nations* [Google Book version]. Retrieved March 28, 2018, from https://books.google.com.my/books?id=JV9ODwAAQBAJ&pg=PA278&lpg=PA278&dq=R2+values+for+endogenous+latent+variable+can+be+considered+as+a+substantial+if+between+R2+is+0.26&source=bl&ots=5wXMg6sDGt&sig=UsaXv_cahGD5qFBc_b8SbOPobQQ&hl=en&sa=X&ved=0ahUKEwjg1d3k2bTaAhVMP48KHfM5AkEQ6AEIMzAD#v=onepage&q=R2%20values%20for%20endogenous%20latent%20variable%20can%20be%20considered%20as%20a%20substantial%20if%20between%20R2%20is%200.26&f=false
- Mostert, P. G. (1996). *Consumer perception of displayed product attributes in advertising*. Pretoria: Universiteit van Pretoria.
- Mullan, B., Allom, V., Sainsbury, K., & Monds, L. A. (2016). Determining motivation to engage in safe food handling behavior. *Food Control*, 61, 47-53.
- Mullan, B. A., Wong, C., & Kothe, E. J. (2013). Predicting adolescents' safe food handling using an extended theory of planned behavior. *Food Control*, 31, 454-460.
- Mullan, B., Wong, C., Kothe, E., & MacCann, C. (2013). Predicting breakfast consumption: a comparison of the theory of planned behavior and the health action process approach. *British food journal*, 115(11), 1638-1657.

- Mullan, B. A., Wong, C., & O'Moore, K. (2010). Predicting hygienic food handling behavior: modelling the health action process approach. *Food Control*, 68, 145-152.
- Muller, C. C., & Woods, R. H. (1994). An expanded restaurant typology. *The Cornell Hotel and Restaurant Administration Quarterly*, 35(3), 27-37.
- Munro, S., Lewin, S., Swart, T., & Volmink, J. (2007). A review of health behavior theories: how useful are these theories for developing interventions to promote long term medication adherence for TB and HIV/AIDS? *BMC Public Health*, 7(1), 104.
- Murali, R. S. N. (2015, April 3). Tourism delegates fall sick after seafood meal. *The Star Online*. Retrieved March 2, 2016, from <http://www.thestar.com.my/news/nation/2015/04/03/tourism-delegates-fall-sick-after-seafood-meal/>
- Murphy, C. C., Vernon, S. W., Diamond, P. M., & Tiro, J. A. (2014). Competitive testing of health behavior theories: how do benefits, barriers, subjective norm, and intention influence mammography behavior? *Annals of Behavioral Medicine*, 47(1), 120-129.
- Murray-Johnson, L., Witte, K., Patel, D., Orrego, V., Zuckerman, C., Maxfield, A. M., & Thimons, A. D. (2004). Using the extended parallel process model to prevent noise-induced hearing loss among coal miners in appalachia. *Health Education & Behavior*, 31(6), 741-755.
- Myung, E., Barrash, D. & Feinstein, A. (2006). The effects of coupon promotion on repeat visits in restaurants. *Journal of Foodservice Business Research*, 9(1), 55-75.
- Nair, V. (2016, October 7). Report dirty restaurants. *The Star Online*. Retrieved 21 January, 2018, from <https://www.thestar.com.my/metro/community/2016/10/07/report-dirty-restaurants-dbkl-wants-customers-to-file-complaint-on-unhygienic-eateries-so-that-an-in/>
- Nam, J. H., & Lee, T. J. (2011). Foreign travelers' satisfaction with traditional Korean restaurants. *International Journal of Hospitality Management*, 30(4), 982-989.
- Nee, S. O., & Sani, N. A. (2011). Assessment of knowledge, attitudes and practices (KAP) among food handlers at residential colleges and canteen regarding food safety. *Sains Malaysiana*, 40, 403-410.
- Neuman, W. L. (2004). *Basic of social research, quantitative and qualitative approaches* (2nd ed.). Boston: Pearson.
- Neuman, W. L. (1993). *Basic of social research, quantitative and qualitative approaches*. Boston: Allyn and Bacon.

- Ngoc, X. (2016, July 11). Dozens of tourists hospitalized due to suspected food poisoning in Vietnam's resort town. VnExpress. Retrieved February 15, 2017, from <http://e.vnexpress.net/news/news/dozens-of-tourists-hospitalized-due-to-suspected-food-poisoning-in-vietnam-s-resort-town-3434252.html>
- Noara, S. M., & Mehrotra, P. (2011). Toward a new methodological paradigm for testing theories of health behavior and health behavior change. *Patient Education and Counseling*, 82(3), 468–474.
- Noble, F. (2014). Pass the sick bag! Dozens of Japanese tourists struck down with food poisoning on the same tour bus. *Mail Online*. Retrieved June 13, 2015, from <http://www.dailymail.co.uk/news/article-2810943/Pass-sick-bag-Dozens-Japanese-tourists-struck-food-poisoning-tour-bus.html>
- Norman, P., Boer, H., & Seydel, E. R. (2005). Protection motivation theory. Retrieved October 12, 2015, from [http://doc.utwente.nl/53445/1/K469____\[1\].pdf](http://doc.utwente.nl/53445/1/K469____[1].pdf)
- Norman, P., Clark, T., & Walker, G. (2005). The theory of planned behavior, descriptive norms, and the moderating role of group identification. *Journal of Applied Social Psychology*, 35(5), 1008–1029.
- Ntoumanis, N., Edmunds, J., & Duda, J. L. (2009). Understanding the coping process from a self-determination theory perspective. *British Journal of Health Psychology*, 14(2), 249–260.
- Nuraisyah, M. Y., Mohd Zahari, M. S., Inoormaziah, A., & Zulhan, O. (2012). Are gastronomic products important to Malaysian tour operators? In R. Abu. (Ed.), *Current issues in hospitality and tourism research and innovations* (pp. 383–387). Boca Raton, Florida: CRC Press.
- Nummedal, M., & Hall, M. (2006). Local food and tourism: an investigation of the New Zealand South Island's bed and breakfast section's use and perception of local food. *Tourism Review International*, 9(4), 365 - 378.
- Nunnally, J. C. (1967). *Psychometric theory*. New York: McGraw Hill.
- O’Gorman, K. D. (2009). Origins of the commercial hospitality industry: From the fanciful to factual. *International Journal of Contemporary Hospitality Management*, 21(7), 777 – 790.
- Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28(1), 253–261.
- Okumus, F., Kock, G., Scantlebury, M. M., & Okumus, B. (2013). Using local cuisines when promoting small Caribbean island destinations. *Journal of Travel and Tourism Marketing*, 30(4), 410-429.

- Okumus, B., Cetin, G. (2015, May). Using local food in Istanbul's marketing as a tourist Destination. In C. Cobanoglu and S. Ongan (Ed.), *Proceedings of 4th International Interdisciplinary Business-Economics Advancement Conference* (73-79). Las Vegas: IIBA.
- Omar, M., Mohd Adzahan, N., Mohd Ghazali, H., Karim, R., Abdul Halim, N. M., & Ab Karim, S. (2011). Sustaining traditional food: consumers' perceptions on physical characteristics of Keropok Lekor or fish snack. *International Food Research Journal*, 18(1), 117-124.
- Omari, R., & Frempong, G. (2016). Food safety concerns of fast food consumers in urban Ghana. *Appetite*, 98, 49-54.
- Overbey, K. N., Jaykus, L. A., & Chapman, B. J. (2017). A systematic review of the use of social media for food safety risk communication. *Journal of food protection*, 80(9), 1537-1549.
- Osborne, J. W., & Overbay, A. (2004). The power of outliers. *Practical Assessment, Research & Evaluation* 9(6). Retrieved September 1, 2017, from <http://PAREonline.net/getvn.asp?v=9&n=6>
- Ozturk, A. B., Bilgihan, A., Salehi-Esfahani, S., & Hua, N. (2017). Understanding the mobile payment technology acceptance based on valence theory: A case of restaurant transactions. *International Journal of Contemporary Hospitality Management*, 29(8), 2027-2049.
- Paredes-Paredes, M., Flores-Figueroa, J., & DuPont, H. L. (2011). Advances in the treatment of Travelers' Diarrhea. *Current Gastroenterology Report*, 13, 402-407.
- Park, H. (2014). Front of the house sanitation and consumer's perceptions of sanitation. In M. A. Khan, B. Almanza and R. Ghiselli (Eds.). *Proceedings of Food safety: researching the hazard in hazardous food* (pp. 236-254). New Jersey: Apple Academic Press.
- Park, H., Almanza, B. A., Miao, L., Sydnor, S., & Jang, S. (2016). Consumer perceptions and emotions about sanitation conditions in full-service restaurants. *Journal of Foodservice Business Research*, 19(5), 474-487.
- Park, O. H., Hoover, L., Dodd, T., Huffman, L., & Feng, D. (2011, January 6). *The use of the modified protection motivation theory to explore adult consumers' functional foods consumption behavior*. Paper presented at 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX., USA: Berkley Press.
- Pechmann, C., Zhao, G., Goldberg, M. E., & Riebling, E. T. (2003). What to convey in antismoking advertisements for adolescents: The use of protection motivation theory to identify effective message themes. *Journal of Marketing*, 67(2), 1-18.

- Peterson, R. A., & Kim, Y. (2013). On the relationship between coefficient alpha and composite reliability. *Journal of Applied Psychology*, 98(1), 194-198.
- Philip, A. (2015). Food Safety in Malaysia. *Japan Medical Association Journal*, 58(4), 180-184.
- Ping, R. (1996). Latent variable interaction and quadratic effect estimation: A two-step technique using structural equation analysis. *The Psychological Bulletin*, 119(1), 166-175.
- Plotnikoff, R. C. (1994). *An application of protection motivation theory to coronary heart disease risk factor behavior in three Australian samples: Community adults, cardiac patients, and school children* (Unpublished doctoral dissertation). The University of Newcastle, New South Wales, Australia.
- Plotnikoff, R. C., & Trinh, L. (2010). Protection motivation theory: Is this a worthwhile theory for physical activity promotion? *Exercise and Sport Sciences Reviews*, 38(2), 91-98.
- Plunkett Research. (2017). Restaurant and hospitality industry statistics and market size overview, business and industry statistics. Retrieved April 28, 2017, from <https://www.plunkettresearch.com/statistics/Industry-Statistics-Restaurant-Hospitality-Industry-Statistics-and-Market-Size-Overview/>
- Pragle, A. S., Harding, A. K., & Mack, J. C. (2007). Food workers' perspectives on handwashing behaviors and barriers in the restaurant environment. *Journal of Environmental Health*, 69(10), 27-32.
- Prentice-Dunn, S., & Rogers, W. R. (1986). Protection motivation theory and preventive health: beyond the health belief model. *Health Education Research*, 1, 153-161.
- Previte, J., Russell-Bennett, R., & Parkinson, J. (2015). Shaping safe drinking cultures: Evoking positive emotion to promote moderate-drinking behavior. *International Journal of Consumer Studies*, 39, 12-24.
- Price, J. H., & Murnan, J. (2004). Research limitations and the necessity of reporting them. *American Journal of Health Education*, 35, 66-67.
- Pride, B., & Ferrell, O. C. (2000). *Marketing, concepts and strategies*. Boston: Houghton Mifflin.
- Popkin, B. M., Adair, L. S., & Ng, S. W. (2012). Global nutrition transition and the pandemic of obesity in developing countries. *Nutrition Reviews*, 70(1), 3-21.
- Poulter, S. (2009, June 17). Landmark legal judgment awards £2.5m compensation to holiday horror tourists. *Mail Online*. Retrieved October 21, 2015, from <http://blog.apastyle.org/apastyle/2013/04/how-to-cite-a-news-report.html>

- Quick, V., Byrd-Bredbenner, K., & Corda, K. W. (2013). Determinants of safe food handling behaviors among middle school youth. *Nutrition and Food Science*, 43(6), 543 – 553.
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: an illustration from food experiences in tourism. *Tourism Management*, 25, 297-305.
- Rahman, W., Shah, F. A., & Rasli, A. (2015). Use of structural equation modeling in social science research. *Asian Social Science*, 11(4), 371-377.
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2016). *Partial least squares structural equation modeling (PLS-SEM) using smartPLS 3.0*. Kuala Lumpur, Malaysia: Pearson.
- Ralph, A. F., Ager, B., Bell, M. L., Collins, L. M., Andrews, L., Tuckere, K., ... Butow, P. (2014). Women's preferences for selective estrogen reuptake modulators: An investigation using protection motivation theory. *Patient Education and Counseling*, 96(1), 106–112.
- Rand, G., Heath, E., & Alberts, N. (2003). The role of local and regional food in destination marketing: A South African situation analysis. In C. M. Hall (Ed.), *Wine, food, and tourism marketing* (pp. 77-96). New York: The Haworth Hospitality Press.
- Raulio, S., Roos, E., & Prättälä, R. (2010). School and workplace meals promote healthy food habits. *Public health nutrition*, 13(6A), 987-992.
- Regev, S. T., Syna, H. D., & Shahrabani, S. (2015). Decision – making patterns of young tourists regarding risky destinations. *African Journal of Hospitality, Tourism and Leisure*, 4(1), 1-15.
- Reichel, A., Fuchs, G., & Uriely, N. (2007). Perceived risk and the non-institutionalized tourist role: The case of Israeli student ex-backpackers, *Journal of Travel Research*, 46(2), 217-226.
- Renner, B., & Schwarzer, R. (2005). The motivation to eat a healthy diet: how intenders and non-intenders differ in terms of risk perception, outcome expectancies, self-efficacy, and nutrition behavior. *Polish Psychological Bulletin*, 36(1), 7-15.
- Reynolds, K. J., Subašić, E., & Tindall, K. (2015). The problem of behavior change: From social norms to an ingroup focus. *Social and Personality Psychology Compass*, 9(1), 45-56.
- Riley, S. (2005). *Herzberg's two-factor theory of motivation applied to the motivational techniques within financial institutions* (Doctoral dissertation). Eastern Michigan University, Ypsilanti, USA. Retrieved April 18, 2016, from <http://commons.emich.edu/cgi/viewcontent.cgi?article=1118&context=honors>

- Rindfleisch, A., Malter, A. J., Ganesan, S., & Moorman, C. (2009). Cross sectional versus longitudinal survey research: Concepts, findings, and guidelines. *Journal of Marketing Research*, 45(3), 261-279.
- Rippetoe, P. A., & Rogers, R. W. (1987). Effects of components of protection motivation theory on adaptive and maladaptive coping with a health threat. *Journal of Personality and Social Psychology*, 52(3), 596-604.
- Ritland, R. (2013). *Anti-obesity media content and its impact on people's intention to eat healthy and exercise: A test of the protection motivation theory* (Doctoral dissertation), Iowa State University, Ames, USA.
- Ritlandand, R., & Rodriguez, L. (2014). The influence of antiobesity media content on intention to eat healthily and exercise: A test of the ordered protection motivation theory. *Journal of Obesity*. Retrieved July 21, 2018, from <https://www.hindawi.com/journals/job/2014/954784/>
- Robertson, T., & Kassarian, H. (1991). *Handbook of consumer behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Rogers, R. W. (1975). A protection motivation theory of fear appeals and attitude change. *Journal of Psychology*, 91(1), 93-114.
- Rogers, R. W. (1983). Cognitive and physiological processes in fear-based attitude change: a revised theory of protection motivation. In J. Cacioppo and R. Petty (Eds.), *Social psychophysiology: A source book* (pp. 153-176). New York, NY: Guilford Press.
- Rogers, R. W. (1985). Attitude change and information integration in fear appeals. *Psych Rep*, 56(1), 179-182.
- Rogers, R. W., & Prentice-Dunn, S. (1997). Protection motivation theory. In D. S. Gochman (Eds.), *Handbook of health behavior research I: personal and social determinants* (pp.113-154). Louisville, Kentucky: Plenum Press.
- Rooney, R. M., Cramer, E. H., Mantha, S., Nichols, G., Bartram, J. K., Farber, J. M., & Benembarek, P. K. (2004). A review of outbreaks of foodborne disease associated with passenger ships: evidence for risk management. *Public Health Reports*, 119, 427-434.
- Rosenetok, I. M. (1974). The health belief model and preventive health behavior. *Health Education Behavior*, 2(4), 354-386.
- Rose, S., Keystone, J. S., & Hackett, P. (2016). *International Travel Health Guide 2016*. Retrieved July 20, 2016, from <https://www.travmed.com/pages/health-guide-chapter-6-travelers-diarrhea>
- Roselius, T. (1971). Consumer rankings of risk reduction methods. *Journal of Marketing*, 35(1), 56-61.

- Rutsaert, P., Pieniak, Z., Regan, A., McConnon, A., Kuttschreuter, M., Lores, M., Lozano, N., Guzzon, A., Santare, D., & Verbeke, W. (2014). Social media as a useful tool in food risk and benefit communication? A strategic orientation approach. *Food Policy*, 46, 84–93.
- Ryan, R. (2015, July 1). The top places Aussies are most likely to get sick overseas. *news.com.au*. Retrieved June 25, 2016, from <http://www.news.com.au/travel/travel-advice/health-safety/the-top-places-aussies-are-most-likely-to-get-sick-overseas/news-story/45b3bce2410ebc3f966a48771703a133>
- Saeed, A. Y. (2015). Enterotoxigenicity and antibiogram profile of *Staphylococcus aureus* isolated from food handlers in restaurants and cafeterias in Duhok city, Iraq. *Journal of American Science*, 11(3), 21-24.
- Saeed, H. A., & Hamid, H. H. (2010). Bacteriological and parasitological assessment of food handlers in the Omdurman area of Sudan. *Journal of Microbiology, Immunology and Infection*, 43, 70-73.
- Saldivar, M. G. (2012). A primer on survey response rate. Retrieved May 21, 2017, from http://mgsaldivar.weebly.com/uploads/8/5/1/8/8518205/saldivar_primer_on_survey_response.pdf
- Samah, B. A. (2016). *Enhancing extention education research using structural equation modeling*. Selangor, Malaysia: Universiti Putra Malaysia Press.
- Samapundo, S., Cam Thanh, T. N., Khaferi, R., & Devlieghere, F. (2016). Food safety knowledge, attitudes and practices of street food vendors and consumers in Ho Chi Minh city, Vietnam. *Food Control*, 70, 79-89.
- Sanlier, N., & Kanaklioghi, E. (2012). Food safety knowledge, attitude and food handling practices of students. *British Food Journal*, 114(4), 469-480.
- Saurine, A. (2011, March 15). Tourists heading to Thailand warned after spate of mysterious deaths. *The Advertiser*. Retrieved January 23, 2016, from <http://www.adelaidenow.com.au/news/tourists-heading-to-thailand-warned-after-spate-of-mysterious-deaths/news-story/3c2687319e6ba9dfcccb59174f6db181?sv=5b968b0d0c350719d6778f401f46e30c>
- Saunders, M., Lewis, P., & Thornhil, A. (2009). *Research methods for business students*. Harlow, England: Pearson Education Limited.
- Sawang, S., Sun, Y., & Salim, S. A. (2014). It's not only what I think but what they think! The moderating effect of social norms. *Computers & Education*, 76, 182-189.
- Schlundt, J., Toyofuku, H., Jansen, I., & Herbst, S. A. (2004). Emerging food-borne zoonosis. *Revue scientifique et technique*, 23(2), 513-533.

- Schroeder, A., & Pennington-Gray, L. (2015). The role of social media in international tourist's decision making. *Journal of Travel Research*, 54(5), 584–595.
- Schwarzer, R. (1998). Stress and coping resources: theory and review. *Advances in health psychology research*, 1-24.
- Schwarzer, R. (2008). Modeling health behavior change: how to predict and modify the adoption and maintenance of health behaviors. *Applied Psychology: An International Review*, 57(1), 1-29.
- Schwarzer, R. (2016). Health action process approach (HAPA) as a theoretical framework to understand behavior change. *Actualidades en Psicología*, 30(121), 119-130.
- Schwartz, S. H., & Tessler, R. C. (1972). A test of a model for reducing measured attitude-behavior inconsistencies. *Journal of Personality and Social Psychology*, 24, 225-236.
- Schroeder, A., & Pennington-Gray, L. (2015). The role of social media in international tourist's decision making. *Journal of Travel Research*, 54(5), 584–595.
- Schroeder, A., Pennington-Gray, L., Korstanje, M., & Skoll, G. (2016). Managing and marketing tourism experiences: extending the travel risk perception literature to address affective risk perception [Google Books version]. Retrieved May 21, 2017, from https://books.google.com.my/books?id=jZVqDQAAQBAJ&pg=PA383&lpg=PA383&dq=perceived+efficacy+is+understudied+in+the+travel+risk+literature&source=bl&ots=_xveV5f4Mu&sig=0Bko3aMvqXkqVR8PWXXK866Co4xk&hl=en&sa=X&ved=0ahUKEwiU2uz50b3ZAhVCGJQKHT3LB20Q6AEILjAB#v=onepage&q=perceived%20efficacy%20is%20understudied%20in%20the%20travel%20risk%20literature&f=false
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior*. Wisconsin: Prentice Hall.
- Schumaker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum.
- Scotland, J. (2012). Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9), 9-16.
- Seabra, C., Dolnicar, S., Abrantes, J. L., & Kastenholz, E. (2013). Heterogeneity in risk and safety perceptions of international tourists. *Tourism Management*, 36, 502-510.
- Sekaran, U. (2003). *Research methods for business; a skill-building approach* (4th ed.). New York, NY; John Wiley & Sons, Inc.

- Seo, S., Almanza, B., Miao, L., & Behnke, C. (2015). The effect of social media comments on consumers' responses to food safety information. *Journal of Foodservice Business Research*, 18(2), 111-131.
- Shaikh, A. R., Yaroch, A. L., Nebeling, L., Yeh, M. C., & Resnicow, K. (2008). Psychosocial predictors of fruit and vegetable consumption in adults a review of the literature. *American Journal of Preventive Medicine*, 34, 535-543.
- Sharifpour, M., Walters, G., & Ritchie, B. W. (2014). Risk perception, prior knowledge, and willingness to travel: investigating the Australian tourist market's risk perceptions towards the Middle East. *Journal of Vacation Marketing*, 20(2), 111-123.
- Sharifa Ezat, W. P., Netty, D., & Sangaran, G. (2013). Paper review of factors, surveillance and burden of foodborne disease outbreaks in Malaysia. *Malaysian Journal of Public Health Medicine*, 13(2), 98-105.
- Sharpley, R. (2006). *Travel and tourism*. London: SAGE Publications.
- Sheeran, P., Harris, P. R., & Epton, T. (2014). Does heightening risk appraisals change people's intentions and behavior? A meta-analysis of experimental studies. *Psychological Bulletin*, 140(2), 1-33.
- Sheeran, P., Norman, P., & Orbell, O. (1999). Evidence that intentions based on attitudes better predict behavior than intentions based on subjective norms. *European Journal of Social Psychology*, 29(2-3), 403-406.
- Shen, L., & Dillard, G. P. (2014). Threat, fear, and persuasion: review and critique of questions about functional form. *Review of Communication Research*, 2(1), 94-114.
- Shen, S. (2009). *Visitors' intention to visit world cultural heritage sites: empirical evidence from the cases of cologne and Suzhou* (Doctoral dissertation). Retrieved September 4, 2016, from <https://core.ac.uk/download/pdf/12010556.pdf>
- Sheth, J. N. (1974). *Structural assumptions underlying Fishbein's expectancy-value model of attitudes*. Retrieved August 14, 2016, from <https://www.ideals.illinois.edu/bitstream/handle/2142/32148/structuralassump207shet.pdf?sequence=2>
- Silberberg, T. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Journal of Tourism management*, 16(5), 361-365
- Sims, R. (2010). Putting place on the menu: The negotiation of locality in UK food tourism, from production to consumption, *Journal of Rural Tourism*, 26, 105-115.

- Simon, P. A., Leslie, P., Run, G., Zhe Jin, G., Reporter, R., Aguirre, A., & Fielding, J. A. (2005). Impact of restaurant hygiene grade cards on foodborne-disease hospitalizations in Los Angeles County. *Journal of Environmental Health*, 67(7), 32-36.
- Skinner, B. F. (1985). Cognitive science and behaviorism. *British Journal of Psychology*, 76, 291-301.
- Solomon, M. R., Bamossy, G., Askegaard, S. & Hogg, M. K. (2012). *Consumer behavior: A European perspective*. Harlow: Financial Times Prentice Hall.
- Slovic, P. (1997). Trust, emotion, sex, politics, and science: Surveying the risk-assessment battlefield. Retrieved January 21, 2017, from http://www.scielo.br/scielo.php?script=sci_arttext&pid=S010412902010000400002
- Sommestad, T., Karlzen, H., & Hallberg, J. (2015). A meta-analysis of studies on protection motivation theory and information security behavior. *International Journal of Information Security and Privacy*, 9(1), 1-21.
- Sonmez, S., & Graefe, A. (1998b). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), 112-144.
- Soon, J. M., Singh, H, & Baines, R. (2011). Foodborne diseases in Malaysia: a review. *Food Control*, 22(6), 823-830.
- Sparks, B. A., Perkins, H. E., & Buckley, R. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. *Tourism Management*, 39, 1-9.
- Spruijt-Metz, D. (2014). *Adolescence, Affect and Health*. Hove: Psychology Press.
- Stainback, R. D., & Rogers, R. W. (1983). Identifying effective components of alcohol abuse prevention programs: effects of fear appeals, message style and source expertise. *International Journal of Addictions*, 18, 393-405.
- Statistics Malaysia. (2017, July 14). Current population estimates, Malaysia, 2016-2017. Retrieved March 27, 2018, from <https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=a1d1UTFZazd5ajJiRWFHNDduOXFFQT09>
- Steiner, C. (2010). Impacts of September 11: a two sided neighborhood effect? In N. Scott & J. Jafari (Eds.). *Tourism in the Muslim World* [Google Book version]. Retrieved September 1, 2015, from [https://books.google.com.my/books?id=UwnF6e_95nQC&pg=PA191&lpg=PA191&dq=September+11,+2000+terror+attacks+\(Henderson,+2003\).&source=bl&ots=5qJkaMQ0jR&sig=j80e5yuznFqtOr9Nth6925L4x4Y&hl=en&sa=X&redir_esc=y#v=onepage&q=September%2011%2C%202000%20terror%20attacks%20\(Henderson%2C%202003\).&f=false](https://books.google.com.my/books?id=UwnF6e_95nQC&pg=PA191&lpg=PA191&dq=September+11,+2000+terror+attacks+(Henderson,+2003).&source=bl&ots=5qJkaMQ0jR&sig=j80e5yuznFqtOr9Nth6925L4x4Y&hl=en&sa=X&redir_esc=y#v=onepage&q=September%2011%2C%202000%20terror%20attacks%20(Henderson%2C%202003).&f=false)

- Steady growth in F&B outlets (2017, September 1), *Star Online*. Retrieved April 1, 2018, from, <https://www.thestar.com.my/business/business-news/2017/09/01/steady-growth-in-fb-outlets/>
- Sternberg, R. J. (1996). *Cognitive Psychology*. Orlando: Harcourt.
- Stevens, J. (1999). Post Hoc Tests in ANOVA. Retrieved October 2, 2017, from file:///C:/Users/User/Downloads/posthoc.pdf
- Stock, D., Becken, S., & Davis, C. (2015). Impact of Norovirus in the cruise ship industry. Retrieved Jun 12, 2016, from https://www.griffith.edu.au/__data/assets/pdf_file/0006/749517/Norovirus-report-FINAL-170915.-.pdf
- Susskind, A. M., & Curry, B. (2016). The influence of table top technology in full-service restaurants. *Cornell Hospitality Report*, 16(22), 3-9.
- Sunstein, C. R. (1996). Social norms and social roles. *Columbia law review*, 96(4), 903-968.
- Sutton, S. (2001). Health behavior: Psychosocial theories. In N. J. Smelser & P. B. Baltes (Eds.), *International encyclopedia of the social and behavioral sciences*. Retrieved May 20, 2016, from <http://userpage.fu-berlin.de/~schuez/folien/Sutton.pdf>
- Staunton, M., Louis, W. R., Smith, J. R., Terry, D. J., & McDonald, R. I. (2014). How negative descriptive norms for healthy eating undermine the effects of positive injunctive norms. *Journal of Applied Science Psychology*, 44(4), 319–330.
- Syamim, H. S., & Chemah, T. C. (2015). Food handler's safety knowledge and attitude and its effect on service quality of highway rest and service area. In S. A. Jamal, S. M. Radzi, N. Sumarjan, C.T. Chik, & M. F. S. Bakhtiar (Eds.). *Hospitality and Tourism 2015: Proceedings of HTC 2015 (Malacca, Malaysia, 2-3 November 2015)* (284-288), Leiden: CRC Press/ Blakema.
- Taege, A. (2010, August). Foodborne Disease. Retrieved October 31, 2016, from <http://www.clevelandclinicmeded.com/medicalpubs/diseasemanagement/infectious-disease/foodborne-disease/>
- Talib, S. A., Hashim, R., Chinna, K., & Kumar, M. (2009). Consumers' purchasing orientation: an alternative method in segmenting the Malaysian fine dining restaurant market. *Journal of Tourism, Hospitality and Culinary Arts*, 1(3), 123-142.
- Tan, Q., Oriade, A., & Fallon, P. (2014). Service quality and customer satisfaction in Chinese fast food sector: A proposal for CFFRSERV. *Advances in Hospitality and Tourism Research*, 2(1), 30-53.

- Tang, W., Cui, Y., & Babenko, O. (2014). Internal consistency: do we really know what it is and how to assess it? *Journal of Psychology and Behavioral Science*, 2(2), 205-220.
- Tanner, J. F. Jr., Hunt, B., & Eppright, D. R. (1991). The protection motivation model: a normative model of fear appeals. *Journal of Marketing*, 55(3), 36-45.
- Tarkiainen, A. & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(10/11), 808-822.
- Tarheel Q Salmonella outbreak declared over with 1 death, 280 Illnesses (2015, July 29), *Food Safety News*. Retrieved April 21, 2016, from <http://blog.apastyle.org/apastyle/2013/04/how-to-cite-a-news-report.html>
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53–55.
- Teasdale, E., Santer, M., Geraghty, A. W., Little, P., & Yardley, L. (2014). Public perceptions of non-pharmaceutical interventions for reducing transmission of respiratory infection: systematic review and synthesis of qualitative studies. *BMC Public Health*, 14, 589.
- Teasdale, E., Yardley, L., Schlotz, W., & Michie, S. (2012). The importance of coping appraisal in behavioral responses to pandemic flu. *British Journal of Health Psychology*, 17(1), 44–59.
- Teijlingen Van, E. R, & Hundley, V. (2001). The importance of pilot studies. *Social Research Update*. Retrieved September 21, 2016, from <http://sru.soc.surrey.ac.uk/SRU35.pdf>
- Telfer, D., & Wall, G. (1996). Linkage between tourism and food production. *Annals of Tourism Research*, 23(3), 635-653.
- Teng, C. C., & Wang, Y. M. (2015). Decisional factors driving organic food consumption. *British Food Journal*, 117(3), 1066 – 1081.
- Teng, P. K., Rezai, G., Mohamed, Z., & Shamsudin, M. N. (2011). Consumers' intention to purchase green foods in Malaysia. Presented at International Conference on Innovation, Management and Service, 2011, Singapore: IACSIT Press.
- Tesson, S., Richards, I., Porter, D. Phillips, K. N., Rankin, N., Musiello, T.,... Butow, F. (2016). Women's preferences for contralateral prophylactic mastectomy: An investigation using protection motivation theory. *Patient Education and Counseling*, 99(5), 814–822.
- Thrull, J., Stemmler, M., Buhler, A., & Kuntsche, E. (2013). Adolescents' protection motivation and smoking behavior. *Health Education Research*, 28(4), 683–691.

- Timpka, T., Spreco, A., Gurko, E., Eriksson, O., Dahlstrom, O., Stromgen, M., ... Holm, E. (2014). Intentions to perform nonpharmaceutical protective behaviors during influenza outbreaks in Sweden: a cross-sectional study following mass vaccination campaign. *PLOS One*, 9(3), 1-10.
- Tinne, W. S. (2012). Factors Affecting Selection of Upscale Restaurants in Dhaka City. *ASA University Review*, 6(1). 127-138.
- Tsai, H. Y. S., Jiang, M., Alhabash, S., LaRose, R., Rifon, N. J., & Cotten, S. R. (2016). Understanding online safety behaviors: A protection motivation theory perspective. *Computers and Security*, 59, 138–150.
- Tse, P., & Crofts, J. C. (2005). Antecedents of novelty seeking: international visitors' propensity to experiment across Hong Kong's culinary traditions. *Tourism Management*, 26, 965-968.
- Torres, R., & Skillicorn, P. (2004). Montezuma's revenge: how sanitation concerns may injure Mexico's tourist industry. *Cornell Hotel and Restaurant Administration Quarterly*, 45(2), 132–144.
- Torso, L. M., Voorhees, R. E., Forest, S. A., Gordon, A. Z., Silvestri, S. A., Kissler, B., ... Harrison, L. H. (2015). Escherichia coli O157: H7 outbreak associated with restaurant beef grinding. *Journal of Food Protection*, 78(7), 1272-1279.
- Tourism sector 3rd highest contributor for Malaysian economy (2016, April 26), *New Straits Times*. Retrieved May 14, 2016, from <https://www.nst.com.my/news/2016/04/141786/ntp-tourism-sector-3rd-highest-contributor-msian-economy>
- Tourism Malaysia. (2010, September 1). Ministry of tourism launches “Fabulous food 1Malaysia trail 2009” booklet- the route to the best food in Malaysia. Retrieved January 21, 2016, from <http://www.tourism.gov.my/media/view/ministry-of-tourism-launches-fabulous-food-1malaysia-food-trail-2009-booklet-the-route-to-the-best-food-in-malaysia>
- Tourism Malaysia. (2013, October 31). Lonely planet ranks Malaysia among the world's top 10 travel destinations to visit in 2014! Retrieved November 21, 2015, from <http://www.tourism.gov.my/media/view/lonely-planet-ranks-malaysia-among-the-world-s-top-10-travel-destinations-to-visit-in-2014>
- Tourism Malaysia. (2016, Jun 15). Good food, clean restaurants to attract more tourists. Retrieved November 15, 2016, from <https://www.tourism.gov.my/media/view/good-food-clean-restaurants-to-attract-more-tourists>

- Tourism Malaysia (2017). Malaysia tourism statistics in brief. Retrieved January 21, 2018, from <https://www.tourism.gov.my/statistics> 40 tourists fall ill in Puri over suspected food poisoning (2015, January 5), *DNA*. Retrieved Jun 21, 2016 from <http://www.dnaindia.com/india/report-40-tourists-fall-ill-in-puri-over-suspected-food-poisoning-2049771>
- Trafimow, D., & Finlay, K. A. (1996). The importance of subjective norms for a minority of people: Between subjects and within-subjects analyses. *Personality and Social Psychology Bulletin*, 22, 820–828.
- Trafimow, D., & Fishbein, M. (1994). The importance of risk in determining the extent to which attitudes affect intentions to wear seat belts. *Journal of Applied Social Psychology*, 24(1), 1-11.
- Tversky, A. & Kahneman, D. (1981). The framing of decisions and psychology of choice. *Science*, 211, 453-458.
- Tyrewalah, A. (2014). Differences in the food safety perceptions of consumers, Employers, and regulatory officials. In B. Almanza, R. Ghiselli, & M. A. Khan (Eds.), *Food safety: Researching the hazard in hazardous foods* (pp.192-210) [Google Books Version]. Retrieved July 23, 2016, from, [https://books.google.com.my/books?hl=en&lr=&id=Dy2sCQAAQBAJ&oi=fnd&pg=PA191&dq=Tyrewala+\(2014\)&ots=DlaiDmfBYR&sig=U0MZe71sE5NsR8ZaiNv3GL0SUHU&redir_esc=y#v=onepage&q&f=false](https://books.google.com.my/books?hl=en&lr=&id=Dy2sCQAAQBAJ&oi=fnd&pg=PA191&dq=Tyrewala+(2014)&ots=DlaiDmfBYR&sig=U0MZe71sE5NsR8ZaiNv3GL0SUHU&redir_esc=y#v=onepage&q&f=false)
- United Nations World Tourism Organization. (2014). Glossary of tourism terms. Retrieved December 13, 2016, from <file:///C:/Users/User/Downloads/Glossary-of-terms.pdf>
- United Nations World Tourism Organization. (2017). UNWTO tourism highlights, 2017 edition. Retrieved December 28, 2016, from <https://www.e-unwto.org/doi/pdf/10.18111/9789284419029>
- United Nations World Tourism Organization. (2017). Travel & tourism economic impact 2017 world. Retrieved July 17, 2017, from <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>
- United Nations World Tourism Organization. (2017). Travel & tourism economic impact 2017 Malaysia. Retrieved September 6, 2017, from <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/malaysia2017.pdf>
- Vonow, B. (2016, September 2). Montezuma's Revenge, hundreds of Brit tourists have dream Cancun breaks ruined by Mexico food poisoning outbreak. *The Sun*. Retrieved January 21, 2017, from <https://www.thesun.co.uk/news/1719176/brit-tourists-struck-down-by-food-poisoning-bug-while-holidaying-in-mexico/>
- Veal, A. J. (2006). *Research Methods for Leisure and Tourism* (3rd Ed.). Harlow: Pearson Education Limited.

- Veal, A. J. (2011). *Research methods for leisure & tourism: A practical guide* (4th ed.). Harlow: Pearson Education Limited.
- Walliman, N. (2011). *Research methods: The basics*. New York: Routledge.
- Wammes, B., Kremers, S., Breedveld, B., & Brug, J. (2005). Correlates of motivation to prevent weight gain: a cross sectional survey. *International Journal of Behavioral Nutrition and Physical Activity*, 2(1), 1-8.
- Wang, Y., Fadhil, A., Lange, J. P., & Reiterer, H. (2017). Towards a Holistic Approach to Designing Theory-based Mobile Health Interventions. Retrieved January 3, 2017, from <https://arxiv.org/ftp/arxiv/papers/1712/1712.02548.pdf>
- Wanjohi, A. M. (2014). *Social research methods series, proposal writing guide*. Nairobi: KENPRO.
- Wee, C. S., Ariff, M. S. B., Zakuan, N., Tajudin, M. N., Ismail, K., & Ishak, N. (2014). *Review of Integrative Business Economic Research*, 3(2), 378-397.
- Weinman, J., Petrie, K. J., Moss-Morris, R., & Horne, R. (1996). The illness perceptions questionnaire: A new method for assessing the cognitive representation of illness. *Psychology and Health*, 11, 431-445.
- Weinstein, N. D. (1993). Testing four competing theories of health-protective behavior. *Health Psychology*, 12, 324-333.
- Weinstein, N. D. (1988). The precaution adoption process. *Health Psychology*, 7, 355-386.
- Weinstein, N. D., & Sandman, P. M. (1992). A model of the precaution adoption process: evidence from home radon testing. *Health Psychology*, 11(3), 170-180.
- Werner, C., & Schermelleh-Engel, K. (2010). Deciding between competing models: chi square difference tests. Retrieved March 2, 2017, from https://www.psychologie.uzh.ch/dam/jcr:fffff-b371-2797-0000-00000fda8f29/chisquare_diff_en.pdf
- Weston, R., & Gore Jr, P. A. (2006). A brief guide to structural equation modeling. *Counseling Psychologist*, 34(5), 719-751.
- Williams, K. C. (2012). Fear appeal theory. *Research in Business & Economics Journal*, 5, 63-82.
- Williams, A. M., & Balaz, V. (2015). Tourism risk and uncertainty: Theoretical reflections. *Journal of Travel Research*, 54(3), 271-287.
- Williams, L., Rasmussen, S., Kleczkowskic, A., Maharaj, S., & Cairns, N. (2015). Protection motivation theory and social distancing behavior in response to a simulated infectious disease epidemic. *Psychology, Health & Medicine*, 20(7), 832-837.

- White, K. M., Smith, J. K., Terry, D. J., Greenslade, J. H., & McKimmie, B. M. (2009). Social influence in the theory of planned behavior: the role of descriptive, injunctive, and in-group norms. *British Journal of Social Psychology, 48*(1), 135-158.
- Witte, K. (1992). Putting the fear back into fear appeals: the extended parallel process model. *Communication Monographs, 59*, 329-349.
- Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: implications for effective public health campaigns. *Health Education & Behavior, 27*(5), 591-615.
- Wolf, E. (2006). *Culinary tourism: The hidden harvest*. Dubuque, Iowa: Kendall/Hunt Publishing.
- Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample size requirements for structural equation models: An evaluation of power, bias, and solution propriety. *Educ Psychol Meas, 76*(6), 913–934.
- Wong, M. R., McKelvey, W., Ito, K., Schiff, C., Jacobson, J. B., & Kass, D. (2015). Impact of a letter-grade program on restaurant sanitary conditions and diner behavior in New York City. *American Journal of Public Health, 105*(3), 81-87.
- Wongleedee, K. (2013). Food safety management: concerns from EU tourists in Thailand. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, 7*(1), 94-97.
- World Food Travel Association. (2016, June 20). The 2016 food travel monitor report. Retrieved December 20, 2016, from <http://worldfoodtravel.org/blog/2016/06/20/food-tourism-research-study/>
- World Health Organization. (2006). Five keys to safer food manual. Retrieved March 13, 2016, from http://www.who.int/entity/foodsafety/publications/consumer/manual_keys.pdf
- World Tourism Organization. (2015). Methodological notes to the tourism statistics. Retrieved January 12, 2016, from http://www.e-unwto.org/pb-assets/unwto/2015_metho_notes_eng.pdf
- World Travel and Tourism Council. (2015, October 31). Economic Impact 2015 Malaysia. Retrieved January 23, 2016, from <https://www.wttc.org//media/files/reports/economic%20impact%20research/countries%202015/malaysia2015.pdf>
- World Travel and Tourism Council. (2017). Travel and tourism economic impact 2017 world. Retrieved April 23, 2017, from, <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>

- World Health Organization. (2015, December 3). WHO estimates of the global burden of foodborne diseases. Retrieved July 7, 2016, from http://www.who.int/foodsafety/areas_work/foodborne-diseases/ferg/en/
- Wurtele, S. K., & Maddux, J. A. (1987). Relative contributions of protection motivation theory components in predicting exercise intentions and behavior. *Health Psychology, 5*(5), 453-46.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management, 31*(2), 179-188.
- Xiao, H., Li, S., Chen, X., Yu, B., Gao, M., Yan, H., & Okafor, C. N. (2014). Protection motivation theory in predicting intention to engage in protective behaviors against Schistosomiasis among middle school students in rural China. *PLOS Neglected Tropical Diseases, 8*(10), 1-10.
- Xiao, H., & Smith, S. L. J. (2006). The making of tourism research: Insights from a social sciences journal. *Annals of Tourism Research, 33*, 490–507.
- Xu, Y., & Chen, X. (2016). Protection motivation theory and cigarette smoking among vocational high school students in China: a cusp catastrophe modeling analysis. *Global Health Research and Policy, 1*(3), 1-9.
- Yang, K., & Banamah, A. (2014). Quota sampling as an alternative to probability sampling? An experimental study. *Sociological Research Online, 19*(1), 1-11.
- Yasami, M., Awang, K. W., & Teoh, K. (2017). Homestay tourism: from the distant past up to present. People: *International Journal of Social Science, 2*(1), 43-59.
- Yeung R. M. W., & Morris, J. (2001). Food safety risk: consumer perception and purchase behavior. *British Food Journal, 103*(3), 170-186.
- Yeung, R. M. W., & Yee, W. M. S. (2013). Risk measurement framework: An extension and validation of food safety risk in international travel destinations. *British Food Journal, 115*(8), 1073 – 1089.
- Yeung, R., Yee, W., & Morris, J. (2010). The effects of risk-reducing strategies on consumer perceived risk and on purchase likelihood, *British Food Journal, 112*(3), 306 – 322.
- Yiamjanya, S., and Wongleedee, K. (2013). Food safety and perceived risk: A case study of Khao San Road, Bangkok, Thailand. *International Journal of Biological, Biomolecular, Agricultural, Food and Biotechnological Engineering, 7*(1), 61-67.
- Yilmaz, K. (2013). Comparison of quantitative and qualitative research traditions: Epistemological, theoretical, and methodological differences. *European Journal of Education, 48*(2), 311-325.

- Yoon, H. J., & Kim, H. J. (2016). Understanding green advertising attitude and behavioral intention: An application of the health belief model. *Journal of Promotion Management*, 22(1), 49-70.
- Yüksel, A., & Yüksel, F. (2003). Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of vacation marketing*, 9(1), 52-68.
- Yusof, M. P. (2015, May 26). 999 food poisoning cases recorded in Terengganu last year. *Astro Awani*. Retrieved July 18, 2015, from <http://english.astroawani.com/malaysia-news/999-food-poisoning-cases-recorded-terengganu-last-year-60763>
- Zagata, L. (2012). Consumers' beliefs and behavioral intentions towards organic food: evidence from the Czech Republic. *Appetite*, 59, 81–89.
- Zait, A., & Berteau, E. (2011). Methods for testing discriminant validity. *Management and Marketing*, 9(2), 217-244.
- Zhang, H. Y., Ji, P., Wang, J. Q., & Chen, X. H. (2017). A novel decision support model for satisfactory restaurants utilizing social information: A case study of TripAdvisor. com. *Tourism Management*, 59, 281-297.
- Zhang, L., Lia, X., Zhou, Y., Lin, D., Su, S., Zhang, C., & Stanton, B. (2015). Predictors of consistent condom use among Chinese female sex workers: An application of the protection motivation theory. *Health Care for Women International*, 36(7), 816-833.
- Zain, M., & Naing, N. (2002). Sociodemographic characteristics of food handlers and their knowledge, attitude and practice towards food sanitation: a preliminary report. *The Southeast Asian journal of tropical medicine and public health*, 33, 410–417.
- Zimmermann, R., Hattendorf, J., Blum, J., Nuesch, R., & Hatz, C. (2013). Risk perception of travelers to tropical and subtropical countries visiting a Swiss travel health center. *Journal of Travel Medicine*, 20, 3–10.