
THE EFFECT OF TOURISTS' HARASSMENT ON TOURIST DESTINATION IMAGE OF LUXOR

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ABSTRACT

Tourist harassment has been substantially ignored despite its potential to adversely affect visitor experience and intentions at a destination. Implicitly, tourist harassment is a behavior that potentially alarms, annoys, torments, or even traumatizes the visitor. Unfortunately, Egypt has gained a reputation for being an unsafe place to go on holidays. This is due to unpleasant holiday experiences resulting from harassment by local vendors who try to nudge and implore tourists to buy using over-aggressive sales tactics. The phenomenon of tourist harassment has been growing in Egypt. This issue affects the behavior of tourists negatively and acts as a challenge to the continued growth of the tourism industry. This study aims to explore the effect of tourists' harassment on the tourist destination image of Luxor. In this study, a mixed-method approach has been used by collecting both qualitative and quantitative data. Interviews have been conducted with tourist experts and questionnaires have been distributed among tourists. In addition, the valid number of tourist questionnaires that have been analyzed is (270) questionnaires. Semi-structured interviews with 9 tourist experts were conducted to identify the various opinions about reasons for the occurrence of tourist harassment. The results show that most tourists are exposed to verbal harassment and exposed to harassment on the streets. Some recommendations have been extracted and directed to the Ministry of Tourism and Tourism police to overcome the phenomenon of tourism harassment in Luxor.

KEYWORDS: Destination image, Tourist harassment, Vendors, Verbal harassment.

INTRODUCTION

Visitor harassment is a periods old phenomenon negatively impacting tourism activities in developing countries across the globe (Kozak et al., 2007). Visitor harassment has largely been defined as a negative behavior that upsets visitors (De Albuquerque & McElroy, 2001; Dunn, 2002; Skipper, 2009). De Albuquerque & McElroy's (2001) defined harassment (from the viewpoint of the tourist victim) as: "any annoying behavior taken to the extreme".

According to McElroy et al., (2007), Tourist harassment has become a part of destination experience. Tourist harassment has influence on destination image and on behavioral intentions. Tourism generates benefits and costs in terms of economic, social and environmental as a multi-faceted industry in any country. Tourist harassment has become a considerable issue in any destination and it will bring more disadvantages and also discourage the tourist arrivals.

This research aims to explore the effect of tourists' harassment on the tourist destination image of Luxor. The objectives are as follows:

- 1- Identifying the types of harassment that tourists are exposed to while visiting Luxor.
- 2- Recognizing the central location of harassment that tourists are disclosed to while visiting Luxor.
- 3- Identifying the most troubling people for tourists.
- 4- Determining the effect of tourists' harassment on the tourist destination image of Luxor.

LITERATURE REVIEW

Since harassment takes a variety of forms in different destinations, it is wise worthy to examine the hotspots to happen harassment. According to the study done by Ajagunna (2006) in Jamaica, beaches and streets are the hotspots for harassment. Further, Chepkwony and Kangogo (2013) discussed the hotspots of tourist harassment at the coastal beaches of Mombasa in Kenya and they revealed that 71 percent of harassment cases occur on the beach followed by streets, restaurants and pubs, shopping centers, airport and hotels respectively. Not only that, but also, Pathirana and Gnanapala (2015) found that beach sites, cultural sites, hotels, natural attractions, transportation, streets and restaurants as major harassment places in Sri Lanka. However, tourist arrival to a destination mainly depends on available

safety measurements and tourist's perception on harassment free environment (Rathnayake and Wijesundara, 2015).

The phenomenon of tourist harassment has been growing in Egypt, ranging from verbal harassment, to incidents of stone throwing, physical assaults, robbery, rape, sexual harassment and even murder; this issue affects the behavior of tourists negatively, and acts as a challenge to the continued growth of the tourism industry (Jayawardena, 2001; Advani, 2013). Destination image has been defined in many different ways. In the tourism literature, many studies have conceptualized the definition of destination image loosely rather than aiming for a precise definition and dimensions. Numerous studies define destination image as a set of ideas, beliefs, perceptions, ideas, and impressions that people possess toward a place or destination (Park & Njite, 2010).

According to Gibson et al., (2008), the most general definition of the destination image is "the sum of beliefs and ideas and impressions that a person has of a destination". Destination image not only is induced from tourists' attitudes toward the destination's perceived attributes but also results from evaluations of the destination's historical, political, social, and economic characteristics. A critical review shows that there are mixed results with regard to the impact of tourist harassment on the destination image. Swanson (2007) reported on the regulation of indigenous beggars, shoe shiners, and street vendors in Ecuador and noted that the authorities viewed them as a threat to the tourist image of the country. Similarly, and Kingsbury (2005) and Ajagunna (2006) reported that tourist harassment was a major damage to Jamaica's reputation. Baloglu et al., (2014) suggested that harassment by vendors contributed to constructing a negative image of Jamaica which eventually led to tourists being reluctant to visit the island. Harassment can harm the destination image by leading harassed tourists to perceive the destination as uncaring for poor and vulnerable people (Brito Brito, 2013; Millar et al., 2017).

DEFINITION OF TOURIST HARASSMENT

Definitions of tourist harassment differ from one author to another, depending on the nature of the scope in which the harassment occurs. The following definitions will be reviewed.

FROM A MARKETING PERSPECTIVE

Tourism and travel are unique services that usually require high involvement in terms of time and financial outlay. Travelers are keen on having exceptional experiences in the destinations they visit to make it worth their time and money. Given the complex and inter-correlated nature of tourism, travelers' experiences are not only dependent on services and products in the host destinations but also on the interpersonal interaction with the locals (Karayilan & Cetin, 2016).

FROM AN ECONOMIC PERSPECTIVE

Tourist harassment may, in its extreme cases such as in Jamaica, discourage tourists from visiting attractions and shopping centers. Accordingly, this will lead to a loss of income for business owners thereby reducing tourist destinations' ability to generate higher revenues. The harasser's desire for greater financial benefits is suggested to be the key driver for tourist harassment (Kozak, 2007).

FROM A SHOPPING BEHAVIOR PERSPECTIVE

The role of local sellers and shopkeepers in creating positive shopping experiences is also emphasized in the literature (Albayrak et al., 2016). In this vein, shopkeepers and vendors' behaviors and selling styles may influence travelers' willingness to purchase. For instance, Kozak (2016) suggested that transparency in the seller-customer relationship by charging the actual price and labeling products is likely to enhance sales. A recent Turkish study, however, showed that travelers who had negative perceptions toward harassment from shopkeepers avoided shopping from those shopkeepers (Üngüren et al., 2015).

TYPES OF TOURIST HARASSMENT

Kozak (2007) defines five types of harassment building and expanding as follows:

- The first type: arises when a tourist is shopping and is pestered to make a purchase by persistent vendors.
- The second type: is sexual, where tourists are approached by someone soliciting an unwanted sexual relationship for a payment.
- The third type: involves the use of obscene language in order to irritate tourists and even make them feel threatened.

- The fourth type: occurs when tourists are approached by locals in an aggressive manner resulting in physical harassment.
- The fifth type: is criminal in nature, largely dealing with the peddling of drugs.

Pathirana and Gnanapala (2015) explained the persistence of vendors without uniforms, drug peddling, verbal abuse, sexual harassment and physical abuse as the harassment types. Wen and Li (2015) recognized vendor pestering, sexual harassment, verbal abuse, body attack and crime-oriented matter of dealings in relation to drugs.

REASONS FOR THE OCCURRENCE OF TOURIST HARASSMENT

According to Xia (2012), the reasons of harassments have included three aspects as follows:

1. Level of tourists' consumption is higher than the locals obviously.
2. The locals feel unfair about the unbalance between tourists and them.
3. Discrimination of areas.

RESULTS OF TOURIST HARASSMENT

Harassment has serious consequences on tourists' perceptions, attitudes, and experiences (Skipper, 2009) and on tourist destinations. Moreover, the frequency of harassment has an effect on tourist arrivals because tourists' negative perception of a destination is often reported in the media (Johnny and Jordan, 2007).

Tourists warn their friends and families and this causes a negative word of mouth being spread (Marcus, 2011). Consequently, the longer-term impact may include fewer repeated visits, (George, 2003) economic loss, and permanent damage to the image of the destination. Tourists tend to avoid destinations of high levels of safety risk (Mawby, 2014).

THE IMPACT OF HARASSMENT ON TOURISTS

Tourists are vulnerable to criminal victimization because "they are obvious in their dress, and they carry items of wealth that are easily disposable such as currency, passports and cameras. They are relaxed, and off guard. During their destination selection and vacation planning processes, travelers consider safety as a top priority (Heung et al., 2001; Hsu et al., 2009).

Foreign tourists are often more vulnerable to crime and harassment since they are easily distinguished, are unfamiliar with the destination and the local language, have no social support within the host community, and are likely to carry expensive items (Boakye, 2012; Harris, 2012). Travelers' unfavorable perceptions of safety in the destination can reduce their engagement in some activities which eventually leads to destinations losing revenues (Walker & Page, 2007).

EXAMPLE OF PLACES OF TOURISM HARASSMENT

Empirical evidence shows that tourist harassment can be a major dissatisfied that deters travelers' from having memorable vacation experiences in the destinations they visit (Boakye, 2012; Carlisle & Jones, 2012; Otoo & Amuquandoh, 2014). A pilot study done with five officers in Tourists Police division, fifteen tourists and ten tourist's guides (both National and Chauffeur Guides) and identified the following places where tourists undergo a variety of harassments such as beach sites, streets, markets, hotels, natural attractions, cultural sites etc (Korzay & Alvarez, 2005).

In Australia, a Melbourne doctor recently claimed intimidation by Immigration Department personnel caused a visiting Lebanese woman to die of a heart attack (The Australian, 2005). In the USA, Louisiana police have shaken down out-of-state visitors detained for routine traffic offenses for cash and US tourists primarily of Mexican descent have been subjected to heavy fines and long interrogations by federal police at the Acapulco airport (Associated Press, 2000). In Indonesia, British tourists and returning residents often had to bribe immigration officials to avoid intrusive searches, detentions, verbal abuse and character denigration (Jardine, 2001).

DESTINATION IMAGE

Travel and tourism have become the world's largest and fastest-growing industry, and its growth shows a consistent year to year increase (UNWTO, 2013). The sector contributes directly to 5% of the world's GDP, one in 12 jobs globally, and is a major export sector for many countries, both in the developing and developed world (UNEP, 2012). The increase in global tourism numbers (1 billion in 2012) compared to 710 million in 2000 (UNWTO, 2000) has resulted in intense competition between destinations to grow their market shares (Navickas & Malakauskaite, 2009; Blanke & Chiesa, 2013; Pearce & Schänzel, 2013). This implies that the issue of destination image

should be taken more seriously by destinations across the globe if they are to survive the stiff competition.

DEFINITION OF DESTINATION IMAGE

Although a common image definition hasn't been introduced in academic studies about tourism region image so far, academicians agree on the fact that tourism region image is an indispensable factor for the development of the tourism region and marketing strategies (Grosspietsch, 2006).

The image concept used in tourism is expressed as "destination image" (Tosun ve Temizkan, 2004). Destination image is tourists' point of view about a place which includes their beliefs, thoughts and impressions (Iban et al., 2008). Moreover, the destination image is the impression the tourists have in mind about a special place, the picture in their minds related to that place (Watkins et al., 2006).

DESTINATION IMAGE OF EGYPT

According to Baloglu and Mangaloglu (2001), tourist images of Egypt in the United States have both positive and negative attributes. For instance, Egypt was perceived to score well in terms of its historical and cultural attractions, accommodation, value for money, friendly people, beautiful natural attractions and good climate. However, it was scored badly in terms of its local food, nightlife and entertainment, personal safety, good quality of infrastructure and standards of hygiene and cleanliness. Baloglu and Mangaloglu (2001) demonstrate also that the most frequently-mentioned positive responses for Egyptian image

METHODOLOGY

In this research, a mixed-method approach has been used by collecting qualitative and quantitative data to understand better the research problem than using one approach. The qualitative approach, through conducted Semi-structured interviews, targeted tourism experts. The quantitative approach through distributing a survey to tourists visiting Luxor. Secondary data are gathered from several sources, including journals and online databases.

The data of this study has been collected from secondary and primary resources. Semi-structured interviews with tourist experts and questionnaires with tourists are the source of the primary data. The researcher collected data from the questionnaires drawn from related literature and checked its validity before distributing it to the study

sample. A pilot study has been conducted on 40 tourists to ensure that it is evident and understandable. The questionnaires were measured by using the 3- point Likert Scale

The questionnaire consists of three parts; the first includes demographic variables such as Nationality, gender, age and education level. The second part is related to the previous visit such as with whom did you travel?, Have you been harassed before?, How many times have you been harassed?, What are the ways of harassment? Where is the location of harassment?. The third includes an independent variable with three dimensions (tourist destination image, reasons for the occurrence of tourist harassment and Intention to revisit Luxor). In addition, the valid number of tourists questionnaires that have been analyzed is (270) questionnaires.

Semi-structured interviews with (9) tourist experts were conducted to identify the various opinions about Reasons for the occurrence of tourist harassment. A sample of experts was chosen because they are fully familiar with the tourism field.

The research depends on a descriptive statistical method to analyze the collected data by using (SPSS 25). This method comprises frequencies, percentages, means, standard deviations, variance, ANOVA, T-test, Pearson correlation, regression and reliability.

The population of this study consists of tourists who visit Luxor. The researchers distributed (310) questionnaires. By analysis, there are 40 questionnaires not valid for analysis, the valid is (270). Interviews with (9) tourist experts were conducted to identify the various opinions about a tourist harassment. It is necessary to determine the required minimum sample size in survey situations and other statistical methods to generalize its results. To obtain a statistically representative sample size of the population, Cochran's formula has been used with unknown population.

RESULT AND DISCUSSION

RESULTS OF EMPLOYEES' QUESTIONNAIRE

The researcher distributed 310 questionnaires among tourists in Luxor. It aims to explore affect the tourists' harassment on destination image.

THE WAYS OF HARASSMENT

The research shows that (63%) of tourists are exposed to verbal harassment, (4.4%) of tourists are exposed to sexual harassment and (32.6%) of tourists are exposed to begging harassment. This indicates that most of the tourists are exposed to verbal harassment.

THE LOCATION OF HARASSMENT

The research displays the location in which tourists are exposed to harassment. (5.2%) of tourists are exposed to harassment on hotels, (38.5%) of tourists are exposed to harassment on streets and (14.1%) of tourists are exposed to harassment on taxis. Furthermore, (23.7%) of tourists are exposed to harassment on tourist sites, (15.6%) of tourists are exposed to harassment in bazaars and (3%) of tourists are exposed to harassment in other places such as Corniche. This indicates that most tourists are exposed to harassment on the streets.

THE NATURE OF HARASSERS

The research displays the nature of harassers to which tourists are exposed. (3.7%) of tourists are exposed to harassment by tourist guides, (17.8%) of tourists are exposed to harassment by taxi drivers and (5.2%) of tourists are exposed to harassment by hotel employees. Furthermore, (64.4%) of tourists are exposed to harassment by vendors and (8.9%) of tourists are exposed to harassment by others. This indicates that most tourists are exposed to harassment by vendors.

Table (1): Destination image of Luxor

Statement	Mean	Std. D	Rank
A safe place to visit	2.73	.475	5
Attractive	2.82	.395	2
Pleasurable	2.76	.426	4
An exciting place to visit	2.79	.424	3
Had Interesting historical sites	3.05	2.532	1
Overall	2.83	.608	

As shown in Table (1) :

The first rank of destination image of Luxor is “Had Interesting historical sites” with a mean of (3.05) and a standard deviation of (2.53).“Attractive” ranked second with a mean of (2.82) and a standard deviation of (.395).“An exciting place to visit”, ranked third with a mean of (2.79) and a standard deviation of (.424).“Pleasurable”, ranked fourth with a mean of (2.76) and a standard deviation of (.426).“A safe place to visit” ranked fifth with a mean of (2.73) and a standard deviation of (.475).

Overall elements of destination image of Luxor have a mean of (2.83) and a standard deviation of (.608), indicating that tourists agree that Luxor has a good image as a tourist destination. This result agreed with Gibson et al., (2008), as the destination image is “the sum of beliefs and ideas and impressions that a person has of a destination.

Table (2) : Reasons for the occurrence of tourist harassment

Statement	Mean	Std. D	Rank
The lack of adequate regulations to deter harassers	2.62	.595	3
High unemployment rates	2.67	.529	1
Cultural differences	2.51	.632	5
Limited education	2.46	.676	6
The welfare gap between the guests and the hosts	2.54	.653	4
The hosts need to achieve financial benefits to support their daily life	2.63	.579	2
Overall	2.61	.601	

As shown in Table (2):

Based on the data analysis, it can be observed that respondents notice the key reason for the occurrence of tourist harassment, as “High unemployment rates” is the top Reason with a mean of (2.67) and a standard deviation of (.52). The second rank is “The hosts need to achieve greater financial benefits to support their daily life” with a mean of (2.63) and a standard deviation of (.579).

The third rank is “The lack of adequate regulations to deter harassers” with a mean of (2.62) and a standard deviation of (.59). The fourth rank is “The welfare gap between the guests and the hosts” with a mean of (2.54) and a standard deviation of (.65).The fifth rank is “Cultural differences” with a mean of (2.51) and a standard deviation of (.63).The last rank is “Limited education” with a mean of (2.46) and a standard deviation of (.67).

The mean score of responses is (2.61) for the reason for the occurrence of tourist harassment.

The results are consistent with De Albuquerque & McElroy, (2001); Kozak (2007); Andriotis (2016), who argued that tourist harassment occurs as a result of various factors including the lack of adequate regulations to deter harassers, the luxury gap between rich guests and poor hosts, and the need for hosts to achieve Greater financial benefits to support their daily lives. Moreover, this result agreed with Chepkwony and Kangogo, (2013) who clarified the reasons of harassment as high unemployment rates, cultural differences, prevalence of drug use and trafficking, and level of education

Table (3) : Intention to revisit Luxor

Statement	Mean	Std. D	Rank
I had a good impression of Luxor	2.82	.376	2
I was enjoyed and satisfied with such a holiday experience	2.82	.414	3
Luxor is a safe and secure destination	2.76	.426	4
I will recommend Luxor to others	2.85	.348	1
I am going to revisit Luxor	2.67	.569	5
Overall	2.79	.320	

As shown in table (3):

The first rank of Intention to revisit Luxor is “I will recommend Luxor to others” with a mean of (2.85) and a standard deviation of (.34).The second rank is “I had a good impression of Luxor” with a mean of (2.82) and a standard deviation of (.37). The third rank is “I was enjoyed and satisfied with such a holiday experience” with a mean of (2.82) and a standard deviation of (.41). The fourth rank is “Luxor is a safe and secure destination” with a mean of (2.76) and a standard deviation of (.42).The last rank is “I am going to revisit Luxor” with a

mean of (2.67) and a standard deviation of (.56). The mean score of responses is (2.79) for Intention to revisit Luxor, which suggests that these tourists prefer to revisit Luxor this may be due to the beauty of Luxor and its monuments. Moreover, local people in Luxor are very friendly. The results disagreed with Kuzak (2007) who indicated that tourist harassment in destinations has negative effects including lower levels of vacation satisfaction, loss of vacation quality, and negative impact on repeat visit in addition to recommendation intentions.

THE RELATION BETWEEN DESTINATION IMAGE AND INTENTION TO REVISIT LUXOR

Research shows a significant and moderate positive correlation between destination image and intention to revisit Luxor, which Pearson correlation (.472**). This indicates that when Luxor is safe, attractive and pleasurable, tourists desire to revisit Luxor and recommend it to others.

The results agreed with Chen & Hsu (2000) who declared that image is a pivotal factor in travelers' decision making and destination selection behavior. Furthermore, this result agreed with Swart (2015) that tourists who felt insecure or threatened are less likely to return to the destination, and not likely to recommend this destination to others

CONCLUSION

Visitor harassment is an ancient phenomenon that negatively affects tourism activities in developing countries all over the world. Tourist harassment has become part of the destination experience. Any disturbing behavior reaches an extreme." Since Luxor is one of the most famous tourist destinations in the world, it was chosen to be the subject of the study, as Luxor was exposed to these harassments. This research aims to identify the harassment of tourists and its impact on the image of the tourist destination of Luxor.

In this research, a mixed method approach was used by collecting both qualitative and quantitative data. Interviews were conducted with tourism experts and questionnaires were distributed to tourists. The community of this study consists of tour guides, tourism experts, and tourists in Luxor, where the researcher distributed (310) questionnaires to tourists. By means of analysis, it was found that 40 questionnaires were not valid for analysis. SPSS was used to analyze the collected data. The results illustrate the following:

The statistical analysis for the research identifies that most of the tourists are exposed to verbal harassment, exposed to harassment on the streets and exposed to harassment by vendors.

Tourists agree that Luxor has a good image as a tourist destination, There is a moderate positive correlation between destination image and intention to revisit Luxor. This indicates that when Luxor is safe, attractive and pleasurable, tourists desire to revisit Luxor and recommend it to others

There is no statistical evidence for significant differences between gender respondents and Intention to revisit Luxor and There is no statistical evidence for significant differences between gender respondents and destination image.

There is statistical evidence for significant differences between times have you been harassed and Intention to revisit Luxor and there is no statistical evidence for significant differences between times have you been harassed and destination image of Luxor.

There is no statistical evidence for significant differences between with whom you travel and Intention to revisit Luxor and Those tourists are not affected with how many times have you been harassed and the ways of harassment therefore, they will revisit Luxor.

It became clear from the research that the Ministry of Tourism, the Tourism Police, and the departments of tourist places (tourist sites, bazaars, hotels, etc.) can benefit from how to deal with tourist harassment in different places or avoid their occurrence.

RECOMMENDATIONS FOR THE MINISTRY OF TOURISM

Implementing legal legislation and tightening the penalty for crimes of harassment and assaulting tourists or committing any malicious act against them, The necessity of increasing tourism awareness among school students, workers, and those dealing with tourists directly and Publishing the names of harassers on the official websites of the Chambers of Tourism to prevent dealing or contracting with them in the tourism sector.

Actual application of anti-harassment laws, whether verbal or physical harassment, Security presence in the street and archaeological and recreational places and Raising the awareness of workers in tourism by organizing workshops, seminars and community conferences in the tourist sites.

FURTHER RESEARCH

Further studies may be on the following:

1. Highlighting the role of tourism authorities and organizations in addressing the phenomenon of harassment of tourists and educating the community about its dangers.
2. Studying the impact of tourist harassment on marketing the tourist destination outside the country.
3. A study of the effect of tourist harassment on the tourist's intention to visit the tourist destination again.

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