

Risk Identification and Effective Safety Management Strategy Exploration in Tourism Process Based on Risk Chain Analysis

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Abstract: Effective tourism safety risk prevention and control can reduce the incidence of tourism safety accidents, so that tourism enterprises and tourists can avoid losses caused by tourism safety accidents. Based on the concept of risk chain proposed by Merkhofer, the causes of tourism safety accidents were analyzed, and the model of accident causation chain was constructed, and it was pointed out that the ideas of tourism safety risk prevention and control can be divided into three types: risk avoidance, risk prevention and risk reduction. Therefore, to better protect the life and property safety of tourists, we should fully consider and understand the safety risk factors that may be encountered during the travel itinerary, improve travel safety awareness, and learn and master travel safety risk prevention and control methods and coping skills.

Keywords: Risk identification, effective safety, strategy exploration, tourism process, risk chain analysis

1. INTRODUCTION

The security risks in tourism activities are analyzed, and effective prevention and control countermeasures are put forward. It is an introduction to tourism security, which mainly discusses security issues in tourism behavior, including the definition of modern tourism, the definition of tourism security, and an overview of tourism security. They discuss the relationship between tourism security and tourism economy, emphasizing the lack of Safety guarantees will make it difficult to develop the tourism economy. At present, there are relatively few studies on exchange students' study tours, and there are also insufficient studies on the risk perception of exchange students' study tours. Liang Jian used the principal component analysis method to study the influencing factors of overseas students studying and traveling in Chongqing, Yi-HsinLin et al. conducted a questionnaire survey and research analysis on 151 Chinese students' overseas work and study motivation, travel risk and travel satisfaction.

With the vigorous development of tourism to China, the problem of tourism safety has become more prominent, and with the further development of exchange student activities, research on the risk perception of exchange students studying in China will have a certain reference for future research on related academic issues. At the same time, it will play a certain guiding role in the development of cross-strait student exchange activities and the management of exchange students in the future. Domestic research on tourism safety began in the 1990s. For example, Yang Jianyuan first made a systematic analysis of the current situation and problems of domestic tourism safety management. The period from 2003 to 2010 was the outbreak stage of domestic tourism safety research, and domestic literature was relatively concentrated on the basic theory of tourism safety, tourism safety guarantee system, and research on crisis management of tourism enterprises.

From 2011 to 2012, the research on tourists' risk perception and education increased, which is related to the rise of adventure tourism and self-help tourism. At present, there is no uniform definition of the concept of study tour. Huang

Ling believes that study tourism refers to cultural tourism activities that tourists temporarily leave their permanent residence and carry out cultural tourism activities in other places out of the need for cultural knowledge. Tourists can enrich and expand their knowledge level by learning and researching a certain topic culture, adjust their knowledge structure, improve their own cultural accomplishment, and adapt to the cultural needs of the society. Tourists should take the initiative to understand the risk factors of tourism safety and master the corresponding Safety prevention and control measures.

Because tourists are not familiar with the situation of tourist destinations, they are easy to encounter some unexpected risks. Tourism safety management requires tourists to have safety risk awareness and master corresponding safety prevention and control skills. For example, tasting special delicacies is one of the key points of tourists' travel itinerary. The risks that tourists face when tasting local delicacies mainly include food safety risks and food price risks. Risk analysis through accident causes is a relatively effective risk analysis method. Accidents are usually caused by the unstable state of objects and people. The first to put forward this point of view is Heinrich. According to Heinrich's domino theory, when the five factors act in sequence, an accident that should have been under control will occur and cause injury.

2. THE PROPOSED METHODOLOGY

2.1 Risk Chain Analysis of Tourism Safety Accidents

These five factors are the development of social environment, personnel problems, risk of unsafe acts or things, accident occurrence, injury or sustained damage caused by accident. Tourists can try to choose regular gourmet stores to taste food, which can improve food safety; as for food price risks, tourists can try to choose to buy products with clearly marked prices and ask clearly about the price and unit (including currency unit and weight unit) before ordering food. Even if you encounter price gouging, you should remain calm, reason first, and if you fail to reason, you must retain evidence, seek help from the local market management department and law

enforcement department, protect your legitimate rights and interests, and do not conflict with the locals.

Risk chain analysis provides three ideas for risk prevention and control. The first is risk avoidance, that is, eliminating sources of danger and avoiding things that will increase risks in advance, including personnel, assets, and behaviors. For example, there is an amusement park in the city that has been in operation for a long time. During the security inspection, it was found that many amusement facilities in the amusement park have serious safety hazards. The government then decided to close the amusement park, and the site where the amusement park was located was transformed into an urban leisure park. This way of doing this in this case is to completely abandon this risky thing (source), the ride in question. Controversy often arises when adopting this approach. The Bartlett sphericity test was used to examine the correlation between variables. The KMO value of the scale is 0.873, and the Bartlett sphericity test value is 1822.368, which are significantly correlated at the 0.01 significance level, indicating that there are common factors among the correlation matrices of tourism risk perception description items, which are suitable for factor analysis.

According to the initial factor analysis results obtained by the Principal Component Method (Principal Component Method), the extracted common factors were rotated by the orthogonal rotation method of variance maximization, and five main common factors of tourism risk were extracted. Tourists should pay attention to travel safety information and try to avoid safety risk factors in tourist destinations. The governments and media of various countries will release tourism safety information according to the actual situation of the tourism market for tourists' reference. For example, Dubai, Jerusalem, and other internationally renowned tourist cities in the Middle East are popular tourist destinations for many travel enthusiasts. However, the situation in the Middle East is turbulent. If tourists want to choose tourist cities in the Middle East as tourist destinations, Timely attention should be paid to the travel safety reminder information issued by the national government and international tourism agencies. If there are many travel safety risk factors that are uncontrollable, try to change the travel destination. The installation of smoke alarm systems in hotels is a measure of risk reduction. The interaction of hazard sources and the environment ignites flammable materials, and the smoke alarm system begins to respond, thereby reducing the ultimate loss and impact of the fire. Contingency plans and emergency facilities are both approaches to risk reduction.

2.2 Measures to prevent and control tourism safety risks

Another method of risk reduction is "risk transfer". Risk transfer refers to the transfer of all or part of the risks faced to another party through a certain arrangement, and the reduction of risk losses is obtained through the transfer of risks. Insurance is a very typical method of risk transfer. There are significant differences in personal safety risks, so it can be speculated that exchange students with different professional backgrounds have relatively different perceptions of political risks in different regions of China, and exchange students in different regions have different risk perceptions of natural disasters. There are differences, which may be related to the different frequency of natural disasters in different regions of China. From the overall analysis, there are differences in the risk perception level of exchange students with different demographic characteristics and travel experience, but the differences are different in different dimensions.

If you must go to the tourist destination for some reason, you can choose to go after the local social situation is relatively stable, which can improve the safety factor of tourism. In addition, corresponding tourism risk prevention plans should be prepared in advance according to tourism safety risk factors, such as remembering the phone number of the local embassy in the local country, paying attention to respecting the customs of the local people, and refraining from rude or unfriendly behaviors, etc., to be more Safeguard the travel safety of yourself and your relatives and friends. The emergency plan is aimed at specific equipment, facilities, places, environment, and activities, based on the safety evaluation, to reduce the personal, property and environmental losses caused by accidents, to ensure rapid, orderly, and effective emergency and rescue operations, control accident development, scientific and effective plans and arrangements made in advance. Tourism safety risk emergency plan is an effective way to reduce risk losses.

Through exploratory research such as scale design, questionnaire survey, and factor analysis, this study analyzes the risk perception of exchange students for study and travel. Personal safety risk, social psychological risk, cultural conflict risk, and public health risk. Among them, dysfunctional risk is a more prominent risk type. Through the difference analysis, in terms of gender, educational background, the area where the exchange school is in China, and other demographics and travel experience, there are differences in the level of risk perception among different exchange students. According to the accident causal chain model, the defects in the safety management system of tourism enterprises are the important factors causing accidents. The safety management of tourism enterprises comes from all aspects of enterprise management.

Running an effective management system encourages employees to develop safe habitual behaviors and promotes the construction of a safety culture. At the same time, a safety culture is also conducive to the construction of a safety management system. When the safety management system is constructed, it will respond to the requirements of laws and regulations, and identify risks in the external and internal environments, so the safety management system must be a dynamic system.

3. CONCLUSION

With the changes in the tourism industry, the prevention and control measures for tourism safety risks should also be adjusted and upgraded according to actual needs. First, corresponding regulatory measures should be introduced for new types of business, such as mountaineering clubs, tourism e-commerce platforms, etc., and improve the management of high-risk tourism projects. To formulate regulations and standards and improve the intensity of supervision, third-party evaluation and qualification granting can be used to form a regulatory atmosphere. At the same time, there is also the problem of small sample size. Due to the diversity of factors that affect tourism risk perception, in future research, the demographic characteristics of exchange students can be combined, and under the condition of sufficient sample size, the spatial distribution of exchange students' perception of travel risk can be focused on for further verification.

4. ACKNOWLEDGEMENT

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