Advances in Social Science and Culture
ISSN 2640-9682 (Print) ISSN 2640-9674 (Online)
Vol. 7, No. 2, 2025
www.scholink.org/ojs/index.php/assc

Original Paper

An Empirical Study on the Perception of Tourism Safety in Sri Lanka among Potential Chinese Tourists

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Received: January 29, 2025 Accepted: March 16, 2025 Online Published: March 24, 2025

doi:10.22158/assc.v7n2p30 URL: http://dx.doi.org/10.22158/assc.v7n2p30

Abstract

This paper focuses on the perception of tourism safety in Sri Lanka among potential Chinese tourists. Through a questionnaire survey of mainland Chinese residents who have never been to Sri Lanka but are interested in visiting, 1,155 valid questionnaires were collected, and various analysis methods were used to explore relevant issues. The results show that the overall perception of tourism safety in Sri Lanka among potential Chinese tourists ranges from "average" to "relatively worried". Among different dimensions, in terms of national crisis safety perception, tourists are more concerned about the economic situation; the perception of safety in emergencies has drawn attention; the perception of the current safety situation is at a medium level of concern, with more worry about the safety of facilities and equipment; the perception of cultural differences is at a medium level, and tourists are sensitive to differences in customs and habits. There is a correlation among different dimensions, and the perception of safety in emergencies is most strongly associated with the perception of cultural differences. Demographic variables have mostly insignificant effects on the perception of tourism safety, and different occupations show relatively more significant differences in the perception of emergencies. Based on this, it is recommended to strengthen safety guarantees in each dimension, formulate strategies for different occupational groups, strengthen tourism safety publicity and communication, and promote tourism exchanges and cooperation between the two countries.

Keywords

Potential Chinese tourists, Sri Lanka, Perception of tourism safety

1. Introduction

1.1 Research Background

In recent years, Sri Lanka has emerged in the international tourism market with its rich natural landscapes, unique historical cultures, and diverse folk customs (Thushara, Su, Bandara, & Finance,

2019). Its charming beaches, ancient temples, and abundant wildlife resources have attracted numerous tourists (Wijewardena Gamalath, 2021). Tourism has become an important pillar of its economic development, playing a crucial role in promoting economic growth and creating employment (Fernando & Carr, 2024). From the perspective of tourism data, its tourism industry is developing well. Its main tourist source markets include India, Russia, the United Kingdom, Germany, and China. Both tourism revenue and the number of tourist receptions have shown an upward trend. In 2023, tourism revenue increased significantly, and from January to November 2024, both revenue and the number of tourist receptions were higher than the same period in 2023. Among them, the Chinese tourist market is becoming increasingly important among the international tourist sources in Sri Lanka. The huge Chinese tourist group contains great potential, which can bring economic benefits, promote the diversification of the local tourism industry, and enhance its international influence (Gunawardana, Fountain, Fisher, & Kobayashi, 2023).

However, tourism safety is an important factor affecting tourists' choice of destinations. The perception of tourism safety in Sri Lanka among potential Chinese tourists is crucial for their decision to visit. Understanding this situation is of great significance. It helps relevant tourism departments and enterprises in Sri Lanka to strengthen safety management, improve service quality, and enhance the confidence of potential Chinese tourists, thereby promoting the sustainable development of the tourism industry. It also provides more comprehensive and accurate information for potential Chinese tourists to ensure their tourism experience and safety.

1.2 Research Objectives and Significance

1.2.1 Research Objectives

Through questionnaire surveys and data analysis, clarify the perception levels of potential Chinese tourists in different dimensions of tourism safety in Sri Lanka, analyze the correlations among different dimensions and the impacts of demographic variables, and understand their perception characteristics and patterns.

1.2.2 Research Significance

In practice, it helps tourism departments and enterprises in Sri Lanka to strengthen management targeted, such as promoting the economy, improving emergency response mechanisms, enhancing facilities, and strengthening cultural exchanges, to boost tourists' confidence and promote the sustainable development of the tourism industry. It also provides comprehensive and accurate information for potential Chinese tourists to ensure their tourism experience and safety. Academically, it enriches the research in the field of tourism safety perception and provides references for subsequent research.

2. Research Methods

2.1 Questionnaire Design

2.1.1 Basis of Questionnaire Design

Risk is the perception of future threat scenarios. Given that risk scenarios do not actually exist, it is essentially a psychological perception of the future based on real psychological representations(Renn, 1992). Risk perception can be defined as people's subjective assessment of the risk of a threat situation based on the characteristics and severity of the threat situation (Sjöberg, Moen, & Rundmo, 2004). This subjective assessment will greatly influence an individual's impression of things. Due to the differences in people's basic characteristics, life experiences, and cultural beliefs, people have significantly different views on risks. In addition, external factors also have a non-negligible impact on an individual's risk perception (Xie, Xue, & Health, 2022). For example, the mass media often exaggerates the risk of a situation by selectively highlighting certain aspects and ignoring others (Wahlberg & Sjoberg, 2000).

Tourism risk perception, as a specific manifestation of risk perception in the tourism field, refers to the subjective feelings and cognitions of tourists about the risks or safety of tourist destinations under the combined influence of various internal and external factors(Wang, 2012). In previous tourism research literature, the risk perception in international tourism has always been an important topic of concern. Researchers generally measure the perceived tourism safety situation of a destination based on the tourism environment, tourism elements, and the specific types of tourism safety problems of the destination (Pine & McKercher, 2004). In this process, there are two common measurement methods: one is to directly measure the overall perception of tourists about the tourism risks of the destination (Fuchs & Reichel, 2007); the other is to gain a deeper understanding of tourists' risk perception by asking about multiple aspects such as terrorism, natural disasters, public health, social security, cultural conflicts, tourism services, and tourism activity elements(Xie et al., 2022). This study mainly adopts the second measurement method. After processing relevant data using factor analysis and completing dimension extraction, four dimensions were obtained: national crisis awareness, emergency safety awareness, safety situation awareness, and perceived cultural differences.

2.1.2 Analysis of Questionnaire Structure

The overall structure of the questionnaire is clear, covering two major sections: personal basic information and tourism safety perception.

The first part is personal basic information. Through a series of single-choice questions, it covers aspects such as gender, age, educational level, monthly income, and occupation, comprehensively understanding the characteristics of the respondents to facilitate sample classification and characteristic analysis. The second part focuses on tourism safety perception, setting items from four dimensions: national crisis safety perception, emergency safety perception, safety situation perception, and cultural difference safety perception, with a total of 18 items. Each item uses a five-level worry degree option to quantify the perception degree of potential tourists about the safety of various aspects of tourism in Sri Lanka.

2.1.3 Exploratory Factor Analysis and Reliability Analysis in the Pre-survey

The pre-survey targeted potential tourists in Sri Lanka, and questionnaires were distributed offline. To

ensure that the survey respondents were potential tourists, an option of "Have you ever traveled to Sri Lanka?" was set at the beginning of the questionnaire to improve the effectiveness of the questionnaire. In January 2024, a total of 200 questionnaires were distributed. After screening out questionnaires with too short answering times and those answered carelessly, 185 valid questionnaires were obtained, with an effective rate of 92.5%.

Table 1. Results of Exploratory Factor Analysis and Reliability Analysis of Tourism Safety Perception

Items	KMO Value	Bartlett's Test	Factor Loading					Cronbach's Alpha after Deleting Items	Cronbach's Alpha of Variables
			F1	F2	F3	F4	CITC		
Local political stability (NC1)					0.815		0.554	0.887	
Local military security (NC2)					0.833		0.468	0.890	
Relations with neighboring countries (NC3)	0.887	p<0.05			0.646		0.477	0.889	0.893
Local economic situation (NC4)					0.724		0.517	0.888	
Local natural disasters (SO1)			0.724				0.546	0.887	
Incidence			0.771				0.575	0.886	

of local tourism theft/robbery problems (SO2)				
Incidence of local tourism violence incidents (SO3)	0.760		0.541	0.887
Incidence of local tourism extortion problems (SO4)	0.789		0.534	0.887
Presence of epidemic diseases locally (SO5)	0.764		0.582	0.886
Local tourism traffic safety (CD1)		0.747	0.528	0.888
Local tourism facility and equipment safety (CD2)		0.718	0.578	0.886
Local		0.764	0.531	0.888

public security situation (CD3)				
Perfection of local medical facilities (CD4)	0.767		0.589	0.886
Local sanitation situation (CD5)	0.771		0.543	0.887
Differences in local language and cultural atmosphere (SS1)		0.645	0.490	0.889
Differences in local customs and habits (SS2)		0.826	0.495	0.889
Attitude of local residents towards Chinese tourists (SS3)		0.739	0.476	0.889
Too strong local religious atmospher		0.782	0.544	0.887

e (SS4)

Exploratory factor analysis was conducted on tourism safety perception. The results are shown in Table 1. The KMO value of the safety perception scale is 0.887, and Bartlett's sphericity test reaches a significant level ($p < 0.05$), making it suitable for exploratory factor analysis. After extracting and rotating factors using the principal component analysis method and the maximum variance method, the cumulative total variance explained by the safety perception scale is 64.318%. The communalities of the 18 measurement indicators are all greater than 0.4. Each item is loaded on four factors, and the factor loadings of each measurement indicator are all greater than 0.5, and there is no cross-loading situation. The reliability analysis results show that the Cronbach's Alpha coefficient is 0.893, and the corrected item-total correlations (CITC) of each item are all close to 0.5. Therefore, all items are retained.

2.2 Formal Data Collection

This survey was conducted from March to May 2024, targeting mainland Chinese residents who have never been to Sri Lanka but are interested in traveling to the country.

Before formally distributing the questionnaire, to accurately identify potential travelers, two questions were asked for screening: "Do you want to travel to Sri Lanka?" and "Do you have the ability to travel to Sri Lanka?". After determining the survey respondents, an online questionnaire was distributed. During the questionnaire distribution process, the survey purpose was explained in detail to the participants, and the voluntariness of answering was emphasized.

A total of 1,200 questionnaires were distributed in this survey, and finally 1,155 valid questionnaires were collected, with an effective rate of 96.25%. The sample is widely representative, coming from 28 provinces and cities in mainland China. Subsequently, the researchers used SPSS 26.0 software to integrate and analyze the collected data.

3. Data Analysis

3.1 Descriptive Statistical Analysis

Table 2. Statistical Table of Basic Information of the Research Sample

Demographic Variables		Number of People	Percentage (%)
Gender	Male	695	60.2
	Female	460	39.8
Age	Under 18 years old	59	5.1
	18-30 years old	345	29.9
	31-45 years old	463	40.1
	4 -60 years old	230	19.9

Demographic Variables		Number of People	Percentage (%)
	61 years old and above	58	5.0
Educational Level	High school and below	119	10.3
	Junior college	117	10.1
	Undergraduate	684	59.2
	Postgraduate and above	235	20.3
Monthly Income (Yuan)	3000 and below	119	10.3
	3001-5000	339	29.4
	5001-10000	467	40.4
	10001 and above	230	19.9
Occupation	Civil servant	103	8.9
	Enterprise and public institution staff	199	17.2
	Professional and technical personnel	280	24.2
	Private business owner	103	8.9
	Student	118	10.2
	Farmer	47	4.1
	Retired personnel	71	6.1
	Freelancer	234	20.3

The analysis of the personal basic information of the research sample shows that the sample is mainly composed of young and middle-aged male professional and technical personnel with undergraduate and above educational levels and medium incomes, and also covers groups of different genders, ages, educational levels, monthly incomes, and occupations, showing a certain degree of representativeness and diversity. Specifically, in terms of gender distribution, males account for 60.2% (695 people), slightly higher than females' 39.8% (460 people); in terms of age distribution, the group aged 31 - 45 years old accounts for the highest proportion, at 40.1% (463 people), followed by the 18 - 30 years old group, accounting for 29.9% (345 people), and the two groups together account for up to 70%, reflecting the characteristic that the sample is mainly composed of young and middle-aged people. In terms of educational level, the proportion of undergraduate and above educational levels is close to 80%, among which undergraduates account for 59.2% (684 people) and postgraduates and above account for 20.3% (235 people), indicating that the overall educational level of the sample is relatively high. In terms of monthly income distribution, the medium-income group is the main part. The group with a monthly income of 5,001 - 10,000 yuan accounts for the highest proportion, at 40.4% (467 people), followed by the group with a monthly income of 3,001 - 5,000 yuan, accounting for 29.4%

(339 people), and the two groups together account for nearly 70%. In terms of occupation distribution, professional and technical personnel account for the highest proportion, at 24.2% (280 people), followed by freelancers, accounting for 20.3% (234 people), and enterprise and public institution staff account for 17.2% (199 people). The three groups together account for more than 60%, reflecting the characteristic that the sample is mainly composed of technical, freelance, and enterprise and public institution personnel. In summary, the diversity and representativeness of the sample provide a reliable data basis for subsequent research.

3.2 Mean Analysis

Table 3. Mean Table of Measurement Items

Variable	Items	Mean	Standard Deviation
National Crisis Safety Perception	NC1	4.027	1.198
	NC2	3.744	1.185
	NC3	3.851	1.128
	NC4	3.436	1.055
Emergency Safety Perception	SO1	3.639	1.079
	SO2	3.749	1.193
	SO3	3.686	1.123
	SO4	3.745	1.182
	SO5	3.502	1.176
Safety Situation Perception	CD1	3.437	0.991
	CD2	3.419	1.066
	CD3	3.725	1.234
	CD4	3.475	1.209
	CD5	3.576	1.161
Cultural Difference Safety Perception	SS1	3.493	0.979
	SS2	3.732	1.179
	SS3	3.422	1.141
	SS4	3.648	1.254

In this study, each item of tourists' safety perception was assigned scores from 1 to 5, where 1 = "very worried", 2 = "relatively worried", 3 = "average", 4 = "not very worried", and 5 = "not worried at all". Generally speaking, the mean values of most items in each dimension are between 3 and 4 points, indicating that overall, potential Chinese tourists' perception of various aspects of tourism safety in Sri Lanka is at a level between "average" and "relatively worried". The standard deviation shows that there are certain differences in the degree of worry among different tourists for each item.

3.3 Correlation Analysis

Table 4. Overall Correlation Analysis Table

Variables	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
National Crisis Safety Perception	1			
Emergency Safety Perception	0.428**	1		
Safety Situation Perception	0.409**	0.366**	1	
Cultural Difference Safety Perception	0.335**	0.390**	0.347**	1

**. Correlation is significant at the 0.01 level (two-tailed).

As can be seen from the overall correlation analysis table, there is a certain correlation among different dimensions of tourism safety perception: the correlation coefficient between the perception of emergency safety and the perception of the current safety situation is 0.366, indicating that when an emergency occurs, tourists' perception of the current safety situation will be affected, but this impact is not very strong; between the perception of emergency safety and the perception of cultural differences in safety: the correlation coefficient between the two is 0.390, indicating that when an emergency occurs, tourists' perception of safety issues brought about by cultural differences will also change, and this change is more significant than the perception of the current safety situation; between the perception of the current safety situation and the perception of cultural differences in safety: the correlation coefficient between the two is 0.347, indicating that there is a certain association between tourists' perception of the current safety situation and the perception of safety issues brought about by cultural differences, but this association is relatively weak.

In summary, there is a certain correlation among all dimensions of tourism safety perception. Among them, the association between the perception of emergency safety and the perception of cultural differences in safety is the strongest. This indicates that when an emergency occurs, tourists will not only focus on the current safety situation but also have a more significant perception of safety issues brought about by cultural differences.

3.4 Difference Analysis

3.4.1 Difference Analysis of the Influence of Gender on Tourism Safety Perception

Table 5 shows the different dimensions of the perception of tourism safety in Sri Lanka among men and

women. In terms of the perception of national crisis, the mean value for men is 3.765±0.929, and for women is 3.764±0.925. The t-value is 0.027, and the p-value is 0.978, indicating no significant difference; in terms of the perception of emergencies, the mean value for men is 3.635±0.938, and for women is 3.709±0.908. The t-value is -1.327, and the p-value is 0.185, showing a certain difference but not a highly significant one; in terms of the perception of the safety situation, the mean value for men is 3.575±0.921, and for women is 3.571±0.916. The t-value is 0.072, and the p-value is 0.943, indicating no obvious difference; in terms of the perception of cultural differences, the mean value for men is 3.541±0.907, and for women is 3.504±0.915. The t-value is 0.683, and the p-value is 0.495, showing little difference. Generally speaking, there are no significant differences between men and women in the perception of national crisis, safety situation, and cultural differences. There is a certain difference in the perception of emergencies, but it does not reach a highly significant level.

Table 5. Differences in the Influence of Gender on Tourism Safety Perception

Gender	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
Male	695	3.765±0.929	3.635±0.938	3.575±0.921	3.541±0.907
Female	460	3.764±0.925	3.709±0.908	3.571±0.916	3.504±0.915
t		0.027	-1.327	0.072	0.683
p		0.978	0.185	0.943	0.495

3.4.2 Difference Analysis of the Influence of Age on Tourism Safety Perception

From the data in Table 6, there are certain differences in the perception of various aspects of tourism safety among different age groups. In terms of the perception of national crisis, the mean values for those under 18 years old is 3.682±0.971, for those aged 18 - 30 years old is 3.757±0.930 , for those aged 31 - 45 years old is 3.766±0.926 , for those aged 46 - 60 years old is 3.780±0.918 , and for those 61 years old and above is 3.819±0.940 . The F-value is 0.188, and the P-value is 0.945, indicating that there are no significant differences among different age groups in this perception. In terms of the perception of emergencies, the mean values for each age group are 3.705±0.888, 3.682±0.936, 3.636±0.941, 3.647±0.949, and 3.810±0.681 respectively. The F-value is 0.550, and the P-value is 0.699, showing no significant differences. In terms of the perception of the safety situation, the mean values for each age group are 3.428±0.990, 3.590±0.903, 3.580±0.902, 3.596±0.930, and 3.487±1.033 in turn. The F-value is 0.564, and the P-value is 0.689, indicating no obvious differences. In terms of

the perception of cultural differences, the mean values for each age group are 3.492±0.866, 3.547±0.921, 3.545±0.900, 3.447±0.949, and 3.610±0.819 respectively. The F-value is 0.672, and the P-value is 0.612, showing that although there are numerical changes in the perception of tourism safety among different age groups, the overall differences are not significant.

Table 6. Differences in the Influence of Age on Tourism Safety Perception

Age	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
Under 18 years old	59	3.682±0.971	3.705±0.888	3.428±0.990	3.492±0.866
18-30 years old	345	3.757±0.930	3.682±0.936	3.590±0.903	3.547±0.921
31-45 years old	463	3.766±0.926	3.636±0.941	3.580±0.902	3.545±0.900
46-60 years old	230	3.780±0.918	3.647±0.949	3.596±0.930	3.447±0.949
61years old and above	58	3.819±0.940	3.810±0.681	3.487±1.033	3.610±0.819
F		0.188	0.550	0.564	0.672
P		0.945	0.699	0.689	0.612

3.4.3 Difference Analysis of the Influence of Educational Level on Tourism Safety Perception

From the data in Table 7, we can see the differences in the perception of tourism safety among different educational levels: For 119 cases with a high school education or below, the mean values of the four perceptions of national crisis, etc. are 3.729±0.946, 3.615±0.986, 3.456±1.012, and 3.501±0.963 respectively; for 117 cases with a junior college education, the corresponding mean values are 3.776±0.932, 3.656±0.915, 3.524±0.951, and 3.586±0.878; for 684 cases with an undergraduate education, the mean values are 3.755±0.927, 3.648±0.937, 3.577±0.902, and 3.526±0.900; for 235 cases with a postgraduate education or above, the mean values are 3.803±0.920, 3.740±0.871, 3.648±0.901, and 3.510±0.932. The F-values and P-values show that for the perception of national crisis, the F-value is 0.221 and the P-value is 0.882; for the perception of emergencies, the F-value is 0.714 and the P-value is 0.544; for the perception of the safety situation, the F-value is 1.283 and the P-value is 0.279; for the perception of cultural differences, the F-value is 0.226 and the P-value is 0.878. Although the values of tourism safety perception are different among different educational levels, the overall statistical differences are not significant.

Table 7. Differences in the Influence of Educational Level on Tourism Safety Perception

Educational Level	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
High school and below	119	3.729±0.946	3.615±0.986	3.456±1.012	3.501±0.963
Junior college	117	3.776±0.932	3.656±0.915	3.524±0.951	3.586±0.878
Undergraduate	684	3.755±0.927	3.648±0.937	3.577±0.902	3.526±0.900
Postgraduate and above	235	3.803±0.920	3.740±0.871	3.648±0.901	3.510±0.932
F		0.221	0.714	1.283	0.226
P		0.882	0.544	0.279	0.878

3.4.4 Difference Analysis of the Influence of Monthly Income (yuan) on Tourism Safety Perception

Through the statistical data of the number of cases in different monthly income intervals and their perceptions of national crisis, emergencies, safety situation, and cultural differences, etc., it shows that for 119 cases with a monthly income of 3,000 yuan or less, the mean values of various perceptions are 3.718±0.991, 3.746±0.885, 3.576±0.927, and 3.566±0.890 respectively; for 339 cases with a monthly income of 3,001 - 5,000 yuan, the mean values of various perceptions are 3.768±0.904, 3.660±0.932, 3.572±0.922, and 3.539±0.894 respectively; for 467 cases with a monthly income of 5,001-10,000 yuan, the mean values of various perceptions are 3.777±0.930, 3.611±0.960, 3.594±0.900, and 3.522±0.902respectively; for 230 cases with a monthly income of 10,001 yuan or above, the mean values of various perceptions are (3.757±0.926, 3.737±0.866, 3.534±0.951, and 3.495±0.964. The F-values for each perception are 0.135, 1.300, 0.219, and 0.194 respectively, and the P-values are 0.939, 0.273, 0.883, and 0.901 respectively. From these data, it can be seen that although there are certain numerical differences in the perception of tourism safety among people in different monthly income intervals, the overall F-values and P-values indicate that these differences do not have significant statistical significance.

Table 8. Differences in the Influence of Monthly Income (yuan) on Tourism Safety Perception

Monthly Income （yuan）	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
3000 and	119	3.718±0.991	3.746±0.885	3.576±0.927	3.566±0.890

Monthly Income （yuan）	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
below					
3001-5000	339	3.768±0.904	3.660±0.932	3.572±0.922	3.539±0.894
5001-10000	467	3.777±0.930	3.611±0.960	3.594±0.900	3.522±0.902
10001 and above	230	3.757±0.926	3.737±0.866	3.534±0.951	3.495±0.964
F		0.135	1.300	0.219	0.194
P		0.939	0.273	0.883	0.901

3.4.5 Difference Analysis of the Influence of Occupation on Tourism Safety Perception

People in different occupations show certain differences in all aspects of tourism safety perception. In terms of the perception of national crisis, the mean value for civil servants is 3.86±0.920, for enterprise and public institution staff is 3.781±0.909, for professional and technical personnel is 3.746±0.955, for private business owners is 3.779±0.885, for students is 3.748±0.914, for farmers is 3.793±1.052, for retired personnel is 3.694±0.924, and for freelancers is 3.744±0.919, with an overall F-value of 0.953. In terms of the perception of emergencies, the mean value for civil servants is 3.759±0.809, for enterprise and public institution staff is 3.707±0.931, etc., with an F-value of 0.721. In terms of the perception of the safety situation, for civil servants it is 3.663±0.844, etc., with an F-value of 0.715. In terms of the perception of cultural differences, for civil servants it is 3.711±0.762, etc., with an F-value of 0.338. Among them, the F-value for the perception of cultural differences is relatively small, while the F-value for the perception of emergencies is relatively large, indicating that the differences in the perception of emergencies among different occupations are relatively more significant, while the differences in the perception of cultural differences are relatively small. Overall, there are different degrees of differences in the perception of different dimensions of tourism safety among different occupations.

Table 9. Differences in the Influence of Occupation on Tourism Safety Perception

Occupation	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
Civil servant	103	3.869±0.920	3.759±0.809	3.663±0.844	3.711±0.762
Enterprise and public institution staff	199	3.781±0.909	3.707±0.931	3.613±0.868	3.467±0.919

Occupation	Number of Cases	National Crisis Safety Perception	Emergency Safety Perception	Safety Situation Perception	Cultural Difference Safety Perception
Professional and technical personnel	280	3.746±0.955	3.690±0.911	3.596±0.921	3.551±0.925
Private business owner	103	3.779±0.885	3.606±0.943	3.485±1.042	3.534±0.912
Student	118	3.748±0.914	3.593±0.960	3.472±0.953	3.408±0.982
Farmer	47	3.793±1.052	3.549±1.058	3.473±1.039	3.430±1.059
Retired personnel	71	3.694±0.924	3.558±0.918	3.553±0.827	3.569±0.837
Freelancer	234	3.744±0.919	3.673±0.944	3.590±0.920	3.528±0.893
F		0.302	0.642	0.649	1.136
P		0.953	0.721	0.715	0.338

4. Conclusions and Suggestions

4.1 Research Conclusions

4.1.1 Overall Level of Tourism Safety Perception

Overall, potential Chinese tourists' perception of various aspects of tourism safety in Sri Lanka is at a level between "average" and "relatively worried". This result indicates that although Sri Lanka is rich in tourism resources, potential Chinese tourists still have certain concerns about tourism safety, which may affect their decision to travel to Sri Lanka.

4.1.2 Perception in Each Dimension

The mean values of each item under the dimension of national crisis safety perception show that potential tourists have different degrees of concern about aspects such as the local political stability, military security, relations with neighboring countries, and economic situation. Among them, the mean value for the local political stability is relatively high, indicating that tourists are relatively less worried about this aspect; while the mean value for the local economic situation is relatively low, reflecting that tourists are more concerned about the economic situation in Sri Lanka. The dimension of emergency safety perception covers situations such as natural disasters, tourism theft/robbery, violent incidents, extortion, and epidemic diseases. The mean values of most items are concentrated within a certain range, indicating that tourists pay close attention to the occurrence of these emergencies and have similar levels of concern. This reflects that emergencies have a great impact on potential tourists' perception of tourism safety in Sri Lanka. The safety situation perception involves aspects such as tourism traffic safety, facility and equipment safety, public security situation, perfection of medical facilities, and sanitation situation. The mean values of each item indicate that tourists are generally

moderately worried about the safety situation in these aspects. Among them, the mean value for the public security situation is relatively high, indicating that tourists are more concerned about the local public security; while the mean value for the safety of tourism facilities and equipment is relatively low, reflecting that tourists are more worried about this aspect. In terms of cultural difference safety perception, it includes differences in language and cultural atmosphere, customs and habits, the attitude of local residents towards Chinese tourists, and religious atmosphere. The mean values of each item show that tourists' perception of safety in terms of cultural differences is also at a medium level. Among them, the mean value for the differences in local customs and habits is relatively high, indicating that tourists are more sensitive to these differences; while the mean value for the attitude of local residents towards Chinese tourists is relatively low, reflecting that tourists have certain concerns about interacting with local residents.

4.1.3 Correlation among Dimensions

There is a certain correlation among all dimensions of tourism safety perception. Among them, the association between the perception of emergency safety and the perception of cultural differences in safety is the strongest. This means that when an emergency occurs, tourists will not only focus on the current safety situation but also have a more significant perception of safety issues brought about by cultural differences. This correlation reminds us that when improving the level of tourism safety, we need to comprehensively consider the mutual influence among different dimensions.

4.1.4 Influence of Demographic Variables on Tourism Safety Perception

Through difference analysis, it is found that demographic variables such as gender, age, educational level, monthly income, and occupation have mostly insignificant effects on the perception of tourism safety. However, different occupations show relatively more significant differences in the perception of emergencies, while the differences in the perception of cultural differences are relatively small. This indicates that the occupation factor affects to a certain extent tourists' attention and perception differences in different aspects of tourism safety.

4.2 Suggestions

4.2.1 Suggestions for Each Dimension of Tourism Safety

National Crisis Safety: Relevant tourism departments and enterprises in Sri Lanka should strengthen the promotion of the country's economic development, demonstrate a stable economic growth trend, and enhance the confidence of potential Chinese tourists in the local economic situation. At the same time, release information on politics, military, etc. in a timely manner through official channels to eliminate tourists' concerns about national crises(Fall, Massey, & Marketing, 2006).

Emergency Safety: Establish and improve early warning and emergency response mechanisms for emergencies, and strengthen the prevention and response capabilities for natural disasters, tourism theft/robbery, violent incidents, etc. For example, strengthen security measures in tourist scenic areas to improve tourists' sense of security when encountering emergencies; strengthen the prevention and control publicity of epidemic diseases to let tourists understand the local health protection measures

(Zielinski, Botero, & Health, 2020).

Safety Situation: Increase investment in tourism infrastructure to improve the safety of tourism traffic and the level of facilities and equipment. Strengthen social security management, increase the frequency of security patrols, and enhance tourists' sense of security during the tourism process. At the same time, improve medical facilities and enhance the quality of medical services to ensure that tourists can receive timely and effective treatment when needed (Mahmud, Lima, Rahman, Rahman, & Marketing, 2021).

Cultural Differences: Strengthen cultural exchanges and publicity. Through tourism promotion materials, tour guide training, etc., introduce knowledge about Sri Lanka's language, culture, customs, habits, and religious beliefs to Chinese tourists to help them better understand and adapt to the local culture. At the same time, strengthen the education of local residents to improve their friendliness and reception ability towards Chinese tourists and reduce misunderstandings and conflicts caused by cultural differences (González, Gascó, Llopis, & Marketing, 2019).

4.2.2 Suggestions for Different Occupational Groups

Given that different occupations show relatively more significant differences in the perception of emergencies, relevant tourism departments and enterprises can formulate personalized marketing strategies and safety guarantee measures for different occupational groups (Ivanov, Webster, Stoilova, & Slobodskoy, 2022). For example, for groups such as professional and technical personnel and freelancers, focus on promoting emergency guarantee measures and safety plans in case of emergencies; for the student group, strengthen tourism safety education and provide more tourism products and services suitable for students.

4.2.3 Strengthen Tourism Safety Publicity and Communication

Utilize various channels such as social media, tourism websites, and travel agencies to promote the tourism safety situation in Sri Lanka to potential Chinese tourists, and release tourism safety information and tips in a timely manner. Establish an effective communication mechanism with tourists to respond to their concerns and questions in a timely manner and enhance tourists' trust in tourism in Sri Lanka (Tung, 2021). At the same time, Chinese tourists can be invited to share their tourism experiences in Sri Lanka to increase the attractiveness of Sri Lankan tourism through word-of-mouth communication.

4.2.4 Promote Tourism Exchanges and Cooperation between the Two Countries

The governments and tourism departments of the two countries should strengthen cooperation to jointly promote the development of the tourism market and the construction of the tourism safety guarantee system (Scott & Marzano, 2015). For example, carry out joint tourism safety training and share tourism safety management experience; strengthen tourism information sharing to provide tourists with more comprehensive and accurate tourism information. By enhancing mutual understanding and reducing misunderstandings caused by information asymmetry or cultural differences, a more solid bridge can be built for tourism exchanges between the two countries, promoting broader and deeper cooperation in

the tourism field and achieving mutual benefit and win-win results.

Conflicts of Interest

The authors declare no conflict of interest

Funding

This study was supported by the China Sri Lanka Cultural Exchange and Economic Development Research Center of Huanggang Normal University, Project Number: 202212604.

This study was supported by 2022 Philosophy and Social Science Philosophy and Social Sciences Research Project of Hubei Provincial Department of Education "Research on the Development of New Rural Health and Wellness Tourism Formats in Hubei Province Based on Rural Complex" (Project No. 22Q203).

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