



**Inter-Graduate School Program for
Sustainable Development and Survivable Societies**

Interdisciplinary Seminar
[#75-(1)]

**Tourists' risk information seeking processing:
A cross-cultural study from Japan**

By: Dr. Giuseppe Aliperti (Visiting Researcher, DRS-DPRI, Kyoto University)

Date: November 15 (Thursday) 2018 15:30-17:30 [#75-(1)]
Venue: S-519D (UJI Campus)

< Summary >

During the last two decades, inbound tourism is constantly increasing in Japan. People exposed to local natural hazards consequently increases. During the next Olympic Games Tokyo 2020 this trend is estimated to grow. The limited level of tourists' preparedness in case of disaster occurrence suggests investigating disaster-related communication strategies taking in consideration the opportunities provided by psychology, consumer behavior, and decision-making theories. In particular, basing the study on the Risk Information Seeking Processing (RISP) Model, we propose a cross-cultural analysis of tourists' need/desire for accurate information. This study analyzes current and planned tsunami risk communication strategies in Japan, and cross-cultural (China Vs United States) differences in risk information seeking processing of tourists visiting the country. A questionnaire composed by 21 grounded-in-theory questions has been developed and used to collect data. Results suggest the development of tailor-made risk communication strategies taking in consideration the cultural background of the audience. Managerial implications provide suggestions to improve local disaster preparedness during mega-event. Limitations and opportunities for further research are also provided.

< Active type > Lecture and discussion

<Obligation of attendee > Attendance and active participation to the entire session.