

‘Corruption Spice’:

An Exploration of Corruption-related Perceptions of Holiday-Makers and their Impact on Travel Behaviour

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Cruise Management &

E-Tourism


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Corruption & Tourism

Describing it from a macro-perspective...



The screenshot shows the 'TOURISM WATCH' website, an 'Informationsdienst Tourismus und Entwicklung'. The main navigation bar includes 'Abo', 'Aktuelles', 'Heftarchiv', 'Links', 'Mediathek', and 'Abschlu'. A sidebar on the left lists categories: 'Tourismuspolitik', 'Menschenrechte', 'Umwelt und Entwicklung', 'Kultur und Religion', 'Wirtschaft', 'Unternehmensverantwortung', 'Literatur', and 'Service und Tipps'. The main content area features the article title 'Corruption in Tourism' with a link '» This article in german »'. The article text discusses the fight against corruption in tourism, citing Anja Schöne of Transparency International Germany. It states that corruption is an obstacle to development, with big tour operators using tax havens and tax avoidance. Corruption has many facets, including bribery, which causes major damage to societies by undermining justice and social participation. It leads to higher crime rates and a loss of trust in law and order. Companies are less willing to invest, and social inequality increases, trapping the poor in poverty. Many countries severely affected by corruption are also popular tourist destinations, such as Cambodia, Myanmar, Nepal, Kenya, and the Dominican Republic. The fight against corruption needs to be integrated into strategies for sustainable tourism. Less corruption will support environment protection, for example if hotel companies are no longer able to 'buy' licences to construct hotels in ecologically fragile areas. It will also help to bring about social justice, e.g. by preventing funds meant for development or rehabilitation from being misused to promote tourism. Where existing structures facilitate corrupt behaviour, there is a need to improve monitoring, transparency and accountability. Further information: www.transparency.de



The fight against corruption needs to play a more important role in the efforts to bring about sustainability in tourism, says Anja Schöne of Transparency International Germany. Corruption is an obstacle to development. Many big tour operators use tax havens and are associated with tax avoidance or even tax evasion. Corruption has many facets, including different forms of bribery, which cause major damage to societies by undermining justice and social participation. It leads to higher crime rates and a loss of trust in law and order. Companies are less willing to invest. Social inequality increases and the poor remain trapped in poverty. Many countries severely affected by corruption are at the same time popular tourist destinations, for example Cambodia and Myanmar, but also Nepal, Kenya, and the Dominican Republic. The fight against corruption needs to be integrated into strategies for sustainable tourism. Less corruption will support environment protection, for example if hotel companies are no longer able to 'buy' licences to construct hotels in ecologically fragile areas. It will also help to bring about social justice, e.g. by preventing funds meant for development or rehabilitation from being misused to promote tourism. Where existing structures facilitate corrupt behaviour, there is a need to improve monitoring, transparency and accountability.

Google-ing Holiday and Corruption...

'Corrupted' Carrots?! 'Corruption' Spice?!



UNCLE Lou's Fried Chicken, Memphis

Memphis Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of

Find: Restaurants

Near: Memphis, Tenn

United States Tennessee (TN) Memphis Memphis Restaurants UNCLE Lou's Fried Chicken



UNCLE Lou's Fried Chicken [Is this your business?](#)

315 Reviews #24 of 1,218 Restaurants in Memphis Certificate of Excellence

\$ McKellar - Whitehaven-Levi PD American, Fast Food As featured in Best Food in Memphis

Overview Reviews (315) Details Menu Q&A Location

Save



Is this restaurant good for special occasions?

☐ Yes ☐ No ☐ Unsure

"Best chicken I've ever had"

5 Reviewed April 22, 2016 via mobile

I have had the pleasure of eating at uncle Lou's. I got the mixed chicken platter and was the best chicken I have ever had. The sweet spicy love and **corruption spice** is such an explosion of amazing flavors. Try it if you are in the area

All visitor photos (42)

More info



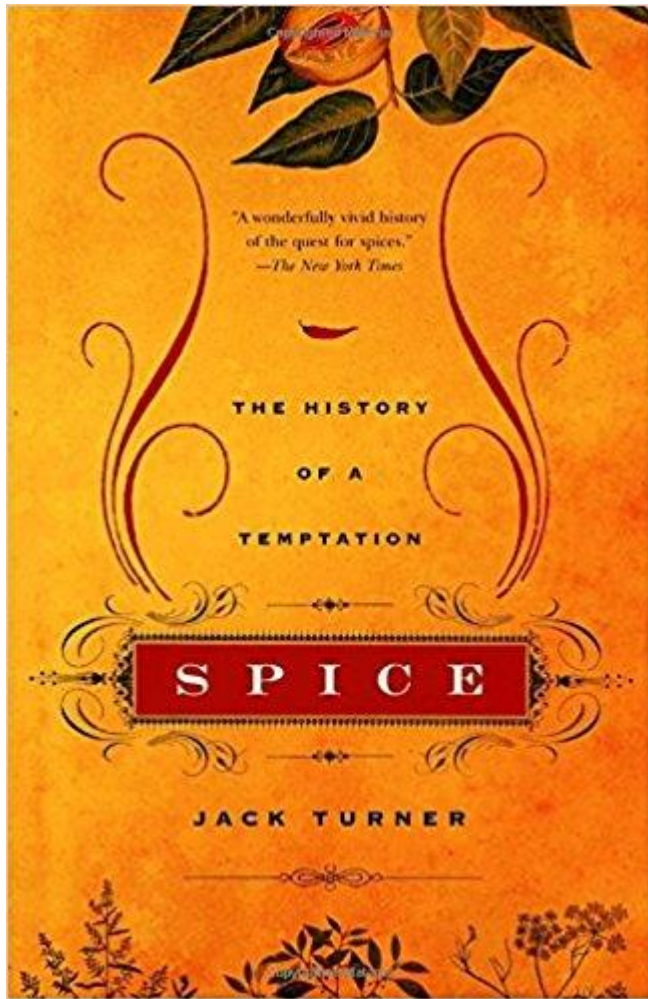
315 Reviews from our TripAdvisor Community

Write a Review

Add Photo

Corruption:

The 'Spice of a Holiday born out of Necessity'?



“The elemental irony of their history is that the attractiveness of spices is a form of **Darwinian backfiring**. What makes a spice so appealing to humans is, to other members of the animal kingdom, repulsive”

[Turner, J. (2005). *Spice: The History of Temptation*, page XX]

As with sauces and sweets, then (medieval times), spices vastly expanded the drinker’s possibilities. But **if spices were the means of invention, necessity was the mother**. To a far greater extent than with solid foods, their use was dictated by a need to preserve against corruption, or at least cover its taste.”

[Turner, J. (2005). *Spice: The History of Temptation*, page 114]

Corruption Burgers in Bucharest!

Hot new attraction: Chicago's corruption walking tour

By Derek John

July 19, 2010 | 6:55 AM



American gangster Al Capone

Mexico News Daily

HOME NEWS LIFE MORE MX PEOPLE OPINION MARKETPLACE SUBSCRIBE



Aston Martin not his, says Guerrero mayor



3 gangsters arrested then freed by gunmen



Mining company accused of violations

In Mexico, corruption is a tourist attraction

Corruptour takes sightseers to 10 sites emblematic of corruption

Like 226 Share 488

Mexico News Daily | Tuesday, January 31, 2017

One might say that a new tourist attraction in Mexico City is fitting for a country that has dropped 28 places on an international corruption index.



Mexico City's new attraction.

The attraction is the Corruptour, a concept that first surfaced in Monterrey, Nuevo León, in 2014.

travel

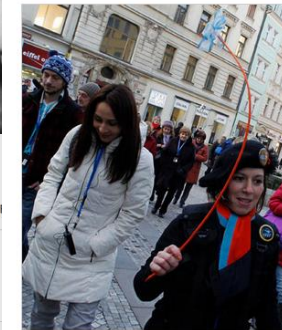
Destinations Themes News Travel Troubles Cruising Snow Kiwi Traveller

Prague's new attraction: Corruption

JAN LOPATKA

Last updated 05:00 27/02/2012

Tweet G+ Email



Reuters

SLEAZE TOUR: Marabel, a guide from the Corrupt Tour travel agency, is followed by participants of a sight-seeing tour around places tied with scandals in central Prague.

Prague has long been a favoured destination for its medieval architecture and cheap beer, but one travel agency has freshened up the city with a new type of tourism experience which spotlights government sleaze.

Corrupt Tour has made a hit out of "The Best of the Worst" showing places tied to scandals that have plagued the country's political life.

The project has caught the zeitgeist in a country of 10.5 million people, where public debate has been dominated by revelations of dodgy deals in everything from multi-billion dollar army contracts to a scheme suspected of skimming nearly a cent from every transport ticket.

"Our target is to get Czech corruption on a UNESCO list of the world's cultural heritage," said Pavel Kotyza, one of the tour's organisers.

"We are sold out for a week ahead. We are adding German, English tours and thinking about Russian, Italian and even

International

From a **Consumption**
perspective **Corruption** may
be also seen as **'Spicy'**!
Perhaps we also need to see
corruption from a **'micro'**
perspective too...

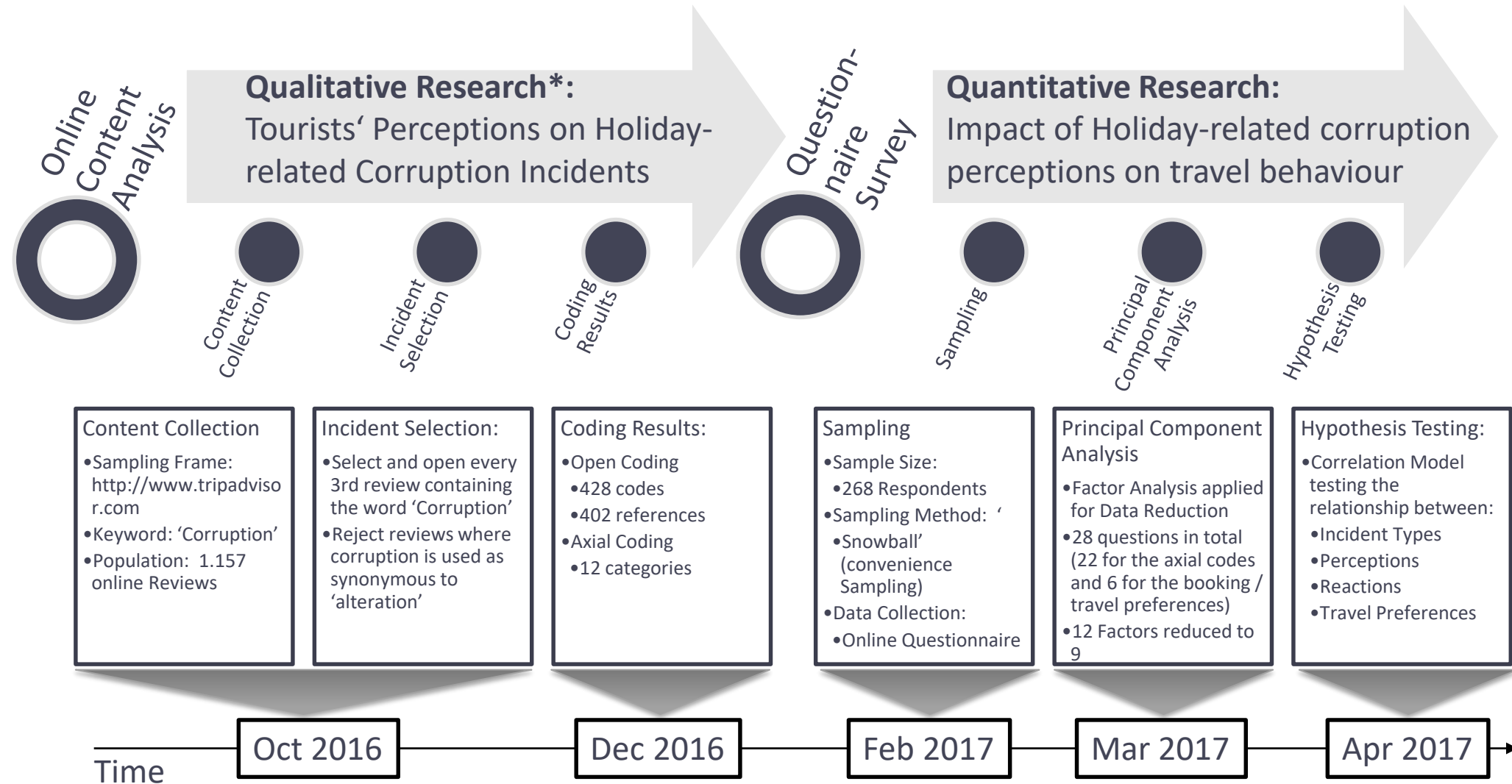
The background of the slide is a grayscale photograph of ocean waves. The waves are breaking, creating white foam and spray. The sky is overcast with soft, diffused light. The overall tone is somewhat somber and dramatic.

ADDRESSING THE RESEARCH TOPIC

What do tourists perceive as corruption and how does this impact on their holiday preferences and consumption behaviour?

Research Methodology

Triangulation (Content Analysis -> Quest.Survey)



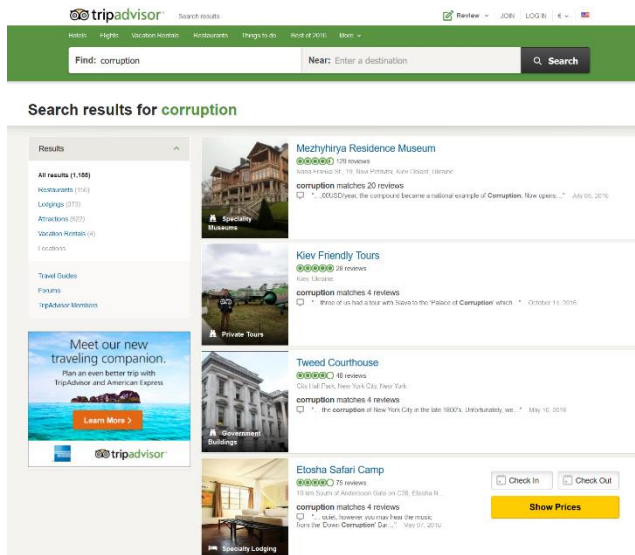


PHASE I: QUALITATIVE RESEARCH

Identifying Variables & Tentative Hypotheses

Content Analysis Results

Axial Codes*



Qualitative Coding
(with QSR Nvivo 10
Software)

Stereotyping (Country/Culture-related, Tourism Sector-related)

Perceived Authority Competence

Stotytelling Exposure

Victimsation - Exploitation

Harrassment - Annoyance

Service Failure

Misinformation

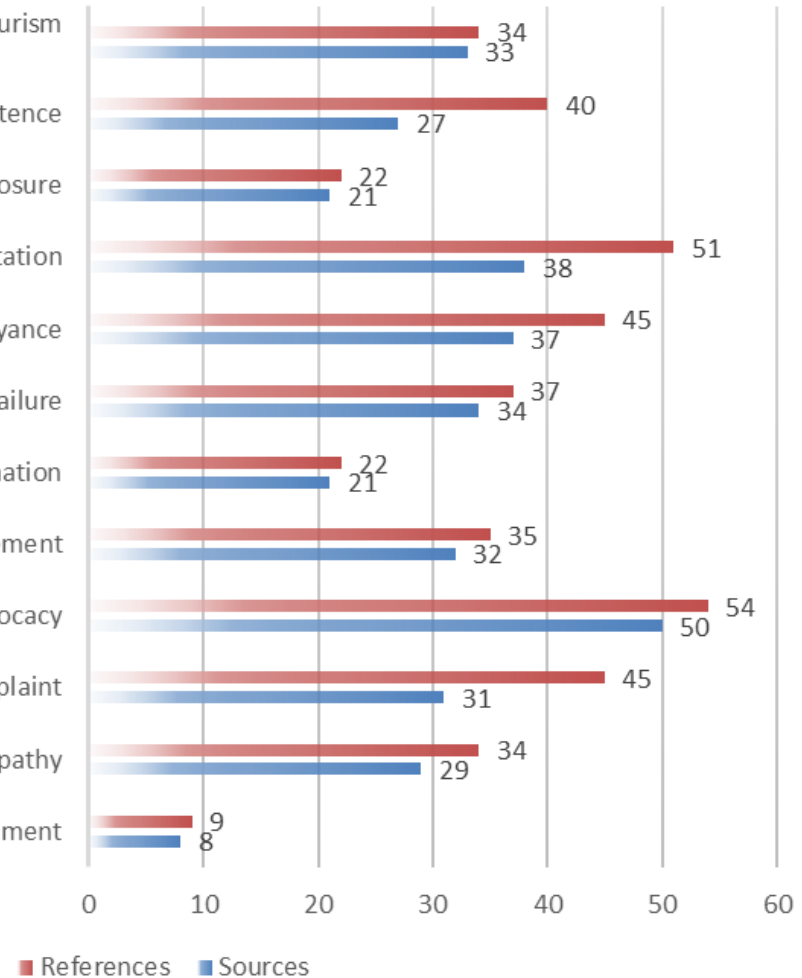
Heritage Missmanagement

Publication / Advocacy

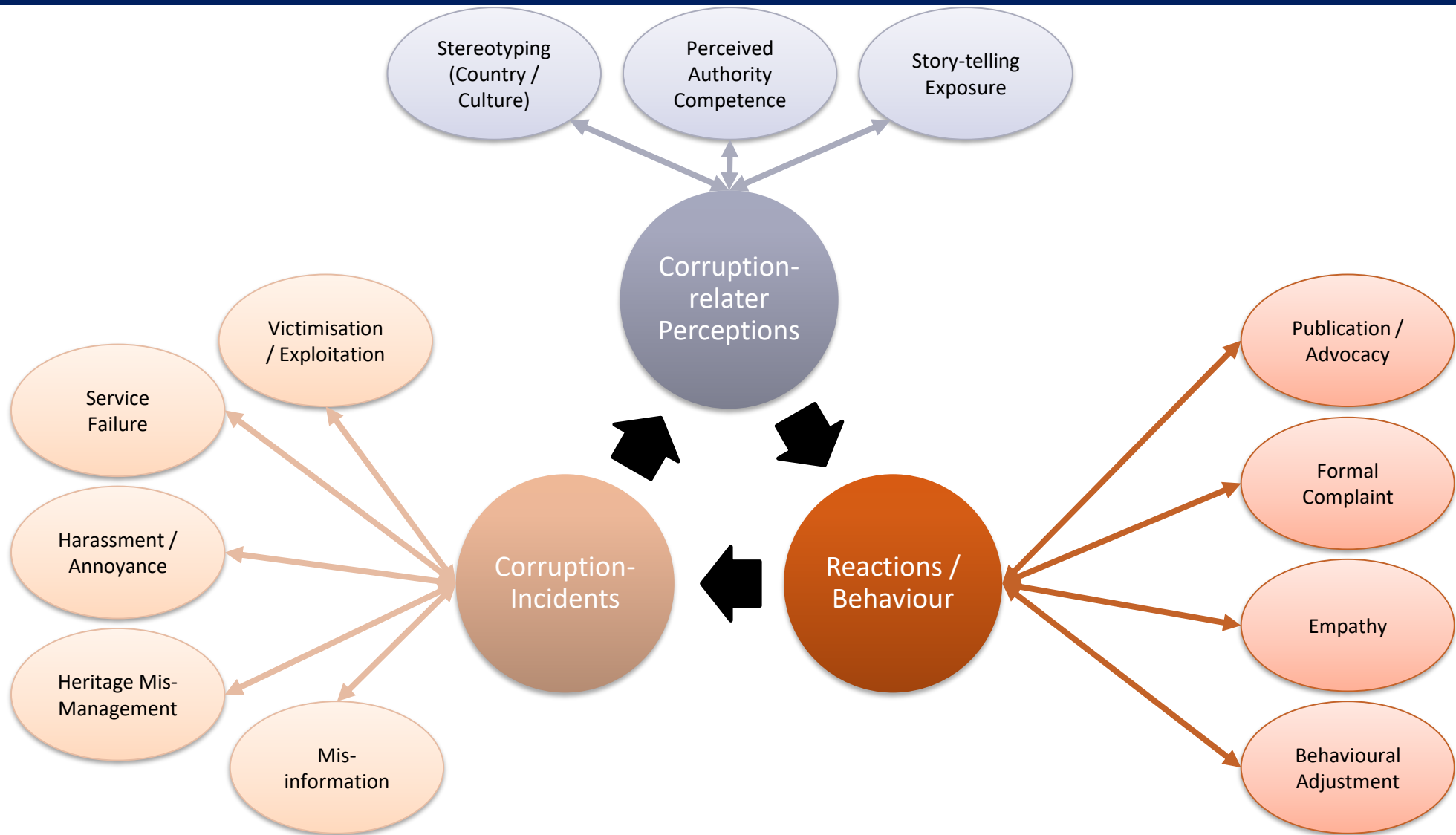
Formal Complaint

Empathy

Behavioural Adjustment



Tentative Hypothesis Model: *Selective Coding*



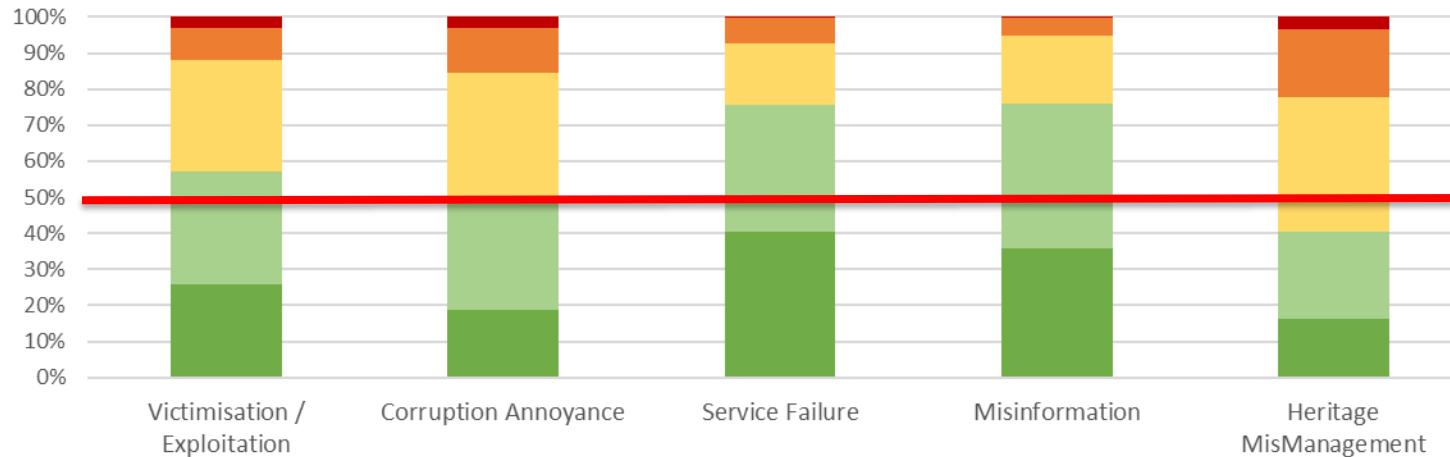


PHASE II: QUANTITATIVE RESEARCH

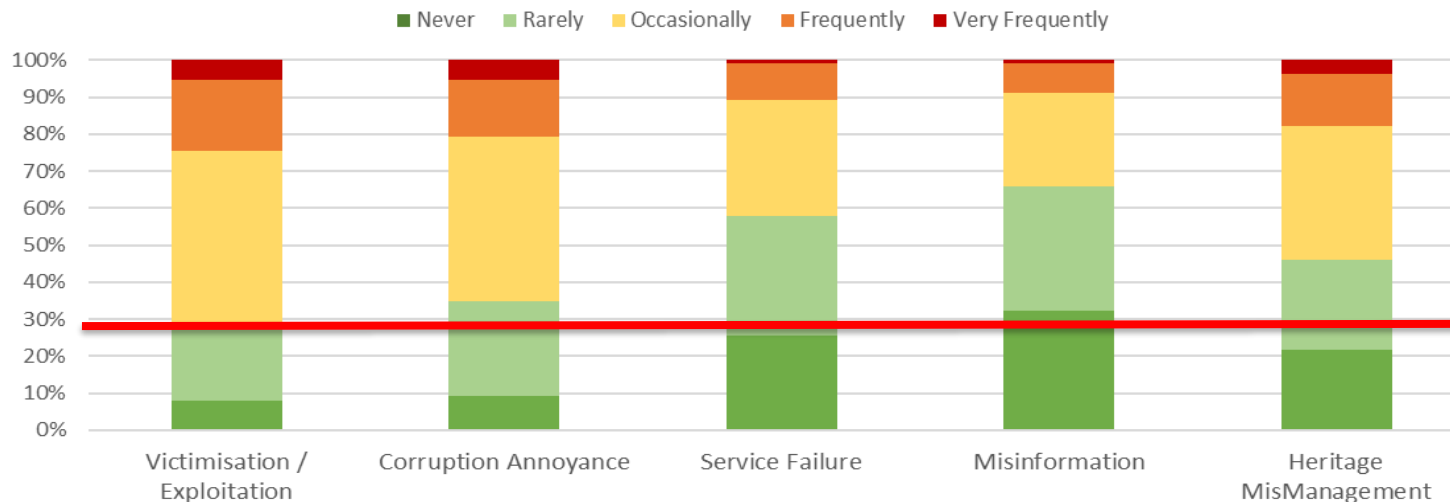
Descriptive Statistics Correlations & Hypothesis Testing Results

Corruption Incident Frequencies: *Respondents' Experiences with Holiday Corruption*

Respondents' Own Experiences with Corruption during their Holidays (N =268)



If we exclude Service-Quality-related Incidents, 50% respondents have directly experienced some form of corruption during their holidays!



... And 70% have heard about it from other travellers!

Respondents' Exposure to Others' Experiences with Corruption during their Holidays (N =268)

Questionnaire Design And Principal Component Analysis

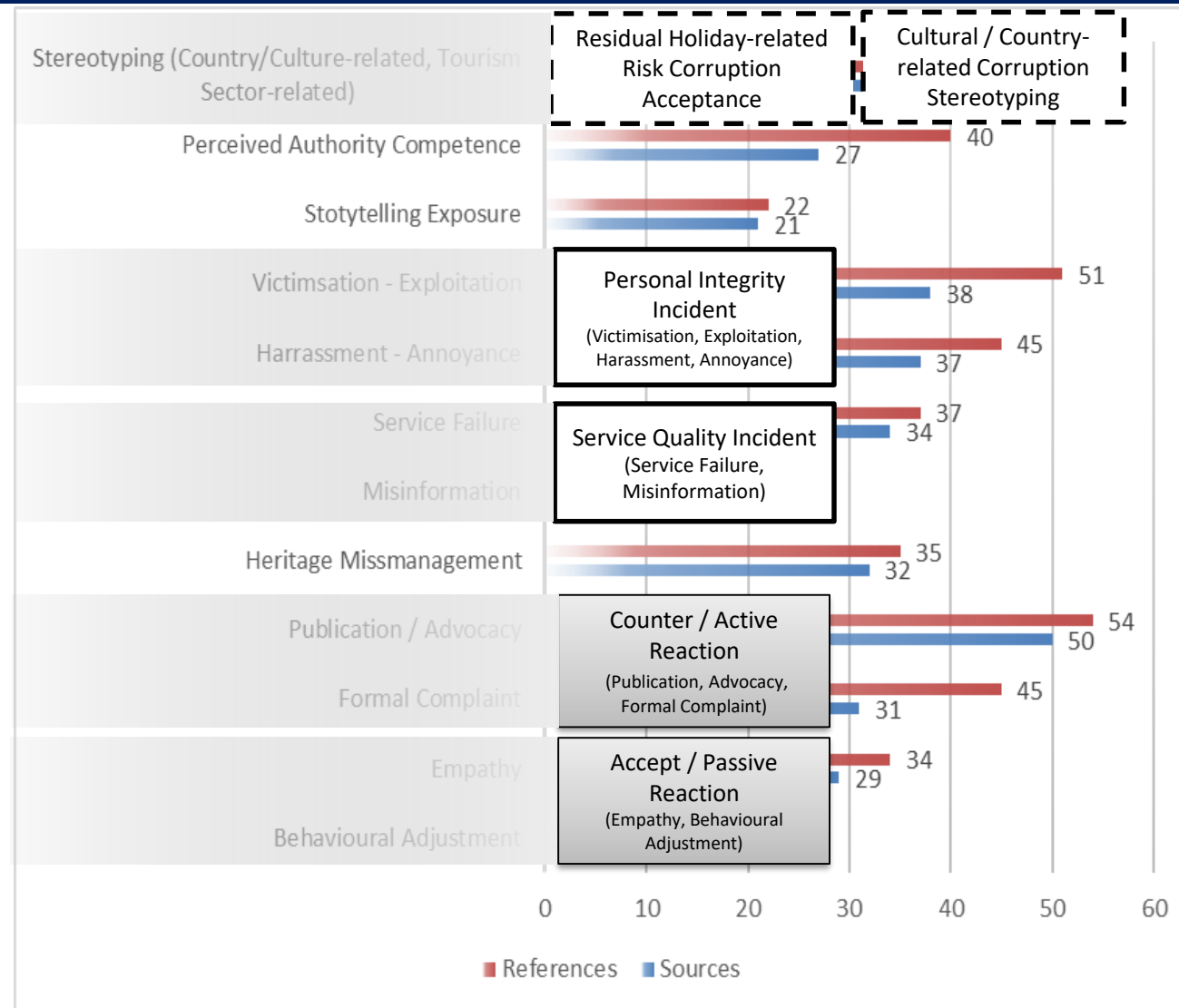
Data Reduction

Questionnaire Design

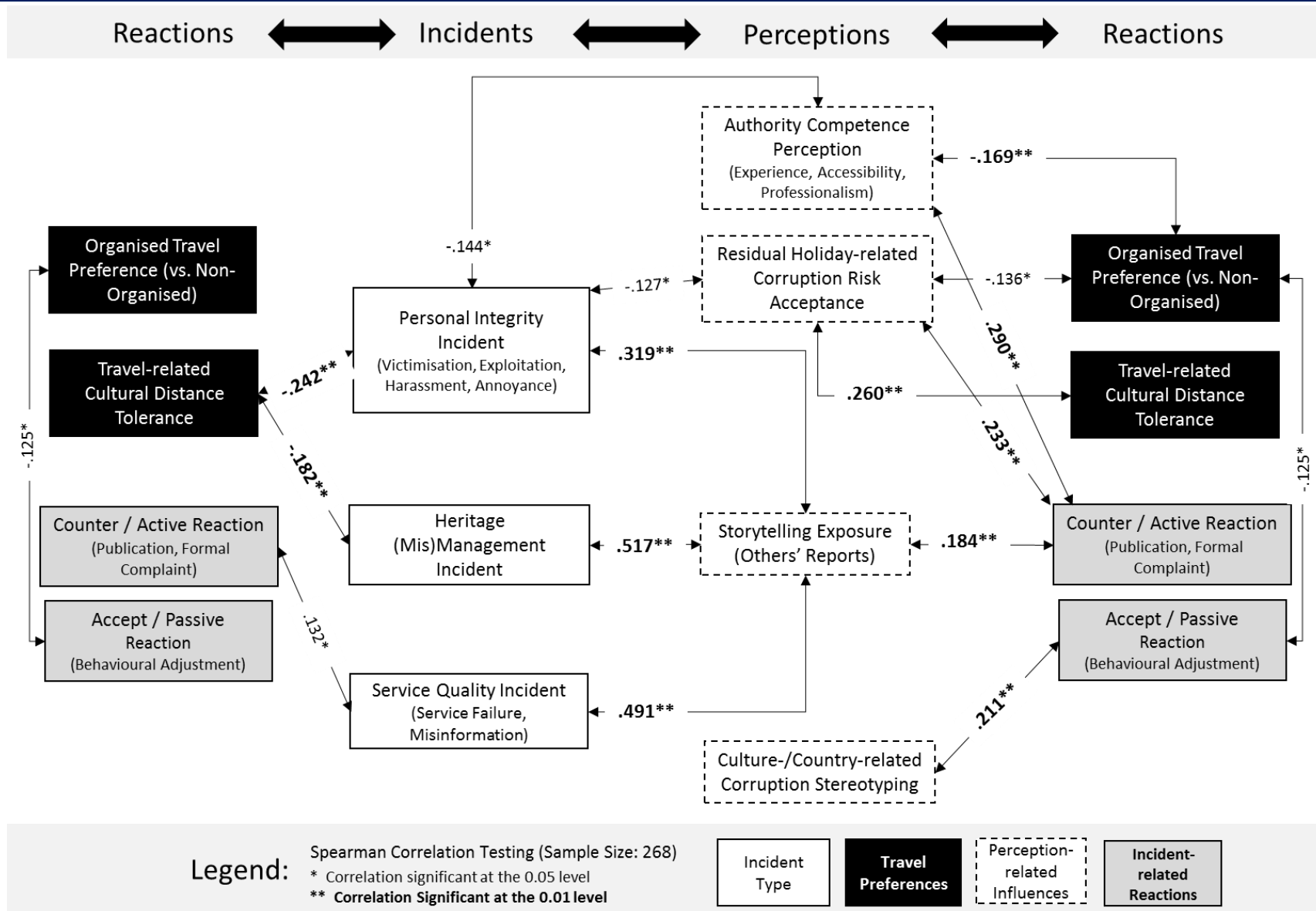
- 28 Questions – Likert Scales (1-5)
 - 22 Questions corresponding to the Axial Codes (Categories) identified with Content Analysis
 - 6 Questions regarding Booking-Behaviour and Travel Arrangements

PCA Results (Factor Analysis applied for Data Reduction using SPSS 20.0)

- 12 Factors – Likert Scales (1-5)
 - 9 Principal Factors (from 22 Questions) corresponding to Axial Codes
 - 3 Principal Factors (from 6 Questions) corresponding to Booking-Behaviour and Travel Arrangements



Hypothesis Testing – Resulting Model



RESULTS & DISCUSSION

Key Poits



Personal Integrity Incidents

Findings

Personal Integrity Incidents (Victimisation / Exploitation):

- Highly significant correlation (31.9%) with exposure to storytelling about others' corruption-related incidents
- Highly significant correlation (-24.2%) with travel related cultural-distance tolerance
- Significant correlation (- 14,4%) with authority competence perception

Interpretation in simple words:

- People who experience such incidents are likely to exchange experiences with others
- Directly experiencing such incidents contributes to people preferring to travel to destinations they perceive as culturally similar to their country of origin
- Incidents as such have an impact on the reputation of local authorities and their perceived competence



Heritage Mis-Management Incidents

Key Findings

Heritage Mismanagement Incidents:

- Highly significant correlation (51.7%) with exposure to storytelling about others' corruption-related incidents
- Highly significant correlation (-18.2%) with travel related cultural-distance tolerance

Interpretation in simple words:

- People who experience such incidents are likely to exchange experiences with others
- Directly experiencing such incidents contributes to people preferring to travel to destinations they perceive as culturally similar to their country of origin



Service Quality Incidents

Findings

Service Quality Incidents (Service Failure / Misinformation):

- Highly significant correlation (49.1%) with exposure to storytelling about others' corruption-related incidents
- Significant correlation (13.2%) with counter/active reaction

Interpretation in simple words:

- People who experience such incidents are likely to:
 - Exchange experiences with others
 - File a formal complaint / involve authorities
 - Publicise their experience / warn others



Perceived Authority Competence

Findings

Authority Competence Perceptions:

- Highly significant correlation (29%) with counter/active reaction
- Significant correlation (-16.9%) with a preference for organised travel

Interpretation in simple words:

- Trust in authorities' capabilities encourages formal complaints, and...
- Could encourage individual travel



Passive Reactions and Perceptions...

Passivity & Stereotyping

Acceptance / Passive Reactions:

- Highly significant correlation (23.3%) with Residual Holiday-related Corruption Risk Acceptance (which has also a highly significant correlation to cultural distance tolerance = 26%)
- Highly significant correlation (21.1%) with Country-/Culture-related Corruption Stereotyping
- Significant inverse correlation (-12.5%) with organised travel preference

Interpretation in simple words:

- Passive reactions come hand-in-hand with stereotypes regarding tourism and particular cultures/countries (which is also related to a preference for 'less exotic destinations')
- Individual travellers are less likely to be passive, reducing the propensity to stereotype about the culture / country





IMPLICATIONS & PRACTICE

Common Sense? With Hindsight perhaps so...

Implications for Destinations:

Encourage Active / Counter Reactions!

Independence from large TOs

- Attract more individual travellers
 - *Individual travellers are more likely to react by complaining directly (reducing the risk of 'passivity', which is associated with country / culture specific stereotyping)*
- Improve accessibility and 'service orientation' of local authorities
 - *Active reactions from tourists are associated with positive perceptions of authority competence, which in turn reduces the preference for organised travel (i.e. more individual travellers)*

'Reaction-friendly'
Tourists are more
profitable and more
'forgiving'

Destination Image:

- Prevention vs. Reaction:
 - *Preventing exploitation / victimisation (i.e. regulation / incentives) is more effective than reacting (i.e. policing and draconian punishing)*
 - *Tourists are less likely to report it in the first place!*
- Word-of-Mouth:
 - *Tourists WILL share experiences with others when subjected to any type of incident*
- Beyond Private-Sector Service Quality
 - *But when it comes to 'heritage mis-management', they will share even more*

**Image does not start
from the luxury of the
5* Hotel Lobby... It
begins with the visible
'respect' to one's own
Heritage**

Implications for Tour Operators:

'A Safety Bubble is Safe... But still a Bubble'

TO Value-Proposition -> Capitalising from Corruption

- Organised travel preference is related to the following conditions:
 - *Low tolerance of residual (systemic) holiday risk*
 - *Limited competence of local authorities to prevent / react to corruption incidents*
 - *Inexperienced (culturally-distant) holiday-makers*
- 'Psychocentrics' are generally-speaking:
 - *Low Income, unadventurous / seeking familiarity and demanding high-levels of planning*

**Corruption is an
opportunity for
Organised Tourism**

From Complaint-Management to Feedback Management:

- When experiencing different forms of corruption (esp. beyond the scope of accommodation and F&B), guests are unlikely to complain on the spot
- ... But they are much more likely to share their experiences with others (also potential customers)
- ... Alter their future holiday-location preferences (potentially on a tour-operator's key destinations)

**Whether guests complain or
not, they will talk to other...
Not 'if', but 'what' they say
is up to you!**

Apart from enabling the business model of low-margin tourism, corruption erodes the sustainability of this very model in the long-term

In the Tourism Context,
Corruption is like a game of
‘Russian Roulette’, where
the winning prize is extra bullets
for the next round!

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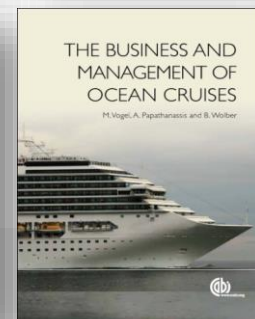
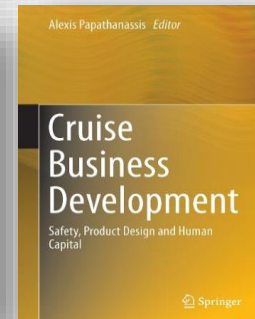
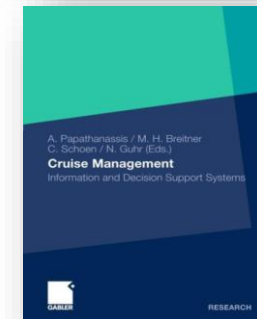
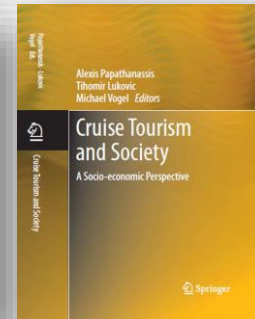
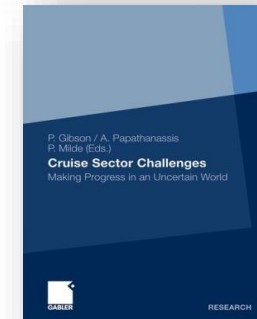
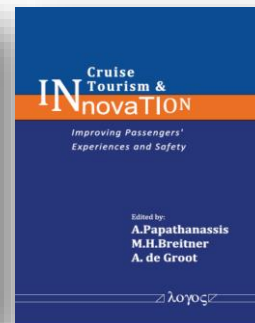
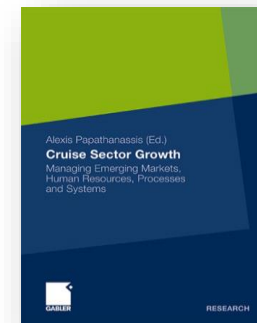
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For more info and for downloading this presentation pls
visit: <http://www.papathanassis.com>



THANK YOU





APPENDIX

Questionnaire, PCA Results, Correlation Matrix

Questionnaire Design

Q1-Q3

Variable / Category	Question Label	Formulation	Scale
REACTIONS	QUESTION 1	Before going on holiday, I inform myself about the destination / country using:	
Travel Behaviour	Online Sources	(i) Online sources (e.g. online destination guides, blogs, review sites such as trip advisor)	1-Almost Never
	Stationary Sources	(ii) Official / off-line sources (e.g. travel agencies, tourist offices)	2-Sometimes
	Informal Sources	(iii) Informal sources (e.g. friends and relatives)	3-Moderately
	QUESTION 2	I prefer to book...	4-Extensively
	Organised- vs. Non-Organised Travel	(i) Organised holiday packages and tours	5-Very Extensively
	Travel-related Cultural Distance Tolerance	(ii) Holidays in countries which have a familiar and similar culture to mine	1-Never
	Previous Destination Experience	(iii) Holidays in countries that I have visited before	2-Rarely
INCIDENTS	QUESTION 3	During your holidays, have you personally experienced the following:	
Personal Integrity Incident	Exploitation / Victimisation	a) Exploitation and / or victimisation, due to corrupt-practices (e.g. credit card fraud, overcharging in taxis or excursions or restaurants, forced consumption / payment of services, discrimination)?	3-Occasionally
	Annoyance / Harassment	b) Annoyance due to corrupt-practices (e.g. aggressive selling / harassment, illegal vendors, no acceptance of credit cards, bribery-demands)?	4-Frequently
Service Quality Incident	Service Failure	c) Dissatisfaction with services in restaurants, hotels and shops, due to corrupt practices (e.g. cancellation policies, money refunds, complaint-handling, reservation loss)?	5-Very Frequently
	Misinformation	d) Misinformation due to corrupt practices (e.g. exploitative regulations, quality ratings / recommendations, website info)?	
Heritage Mismanagement Incident	Heritage Mismanagement	e) Visible deterioration of natural surroundings and cultural heritage due to corrupt practices (e.g. pollution, loss of authenticity, architectural deterioration)	

Questionnaire Design

Q3 cont'd-Q4

PERCEPTIONS	QUESTION 3	During your holidays, have you been told or have heard the following:	
Storytelling Exposure	Exploitation / Victimisation	a) Exploitation and / or victimisation, due to corrupt-practices (e.g. credit card fraud, overcharging in taxis or excursions or restaurants, forced consumption / payment of services, discrimination)?	1-Never 2-Rarely 3-Occasionally 4-Frequently 5-Very Frequently
	Annoyance / Harassment	b) Annoyance due to corrupt-practices (e.g. aggressive selling / harassment, illegal vendors, no acceptance of credit cards, bribery-demands)?	
	Service Failure	c) Dissatisfaction with services in restaurants, hotels and shops, due to corrupt practices (e.g. cancellation policies, money refunds, complaint-handling, reservation loss)?	
	Misinformation	d) Misinformation due to corrupt practices (e.g. exploitative regulations, quality ratings / recommendations, website info)?	
	Heritage Mismangement	e) Visible deterioration of natural surroundings and cultural heritage due to corrupt practices (e.g. pollution, loss of authenticity, architectural deterioration)	
REACTIONS	QUESTION 4	When faced with corrupt practices during holidays I....	
Counter / Active Reaction	Formal Complaint	(v) Took concrete action to ensure that those involved in corruption face consequences (e.g. police involvement, legal action, formal complaint to management)	1-Totally Disagree 2-Disagree 3-Neither Agree or Disagree 4-Agree 5-Totally Agree
	Publication	(iii) Warned others and publicised/exposed it any way possible (e.g. social media, press)	
	Advocacy	(ii) Wondered why the local authorities do not implement sufficient incentives and regulations to prevent corruption	
Accept / Passive Reaction	Begavioural Adjustment	(iv) Adjusted to the corrupt practices and try to make the best out of it	
	Empathy	(i) Felt sorry for the locals, who live with this kind of thing daily	

Questionnaire Design

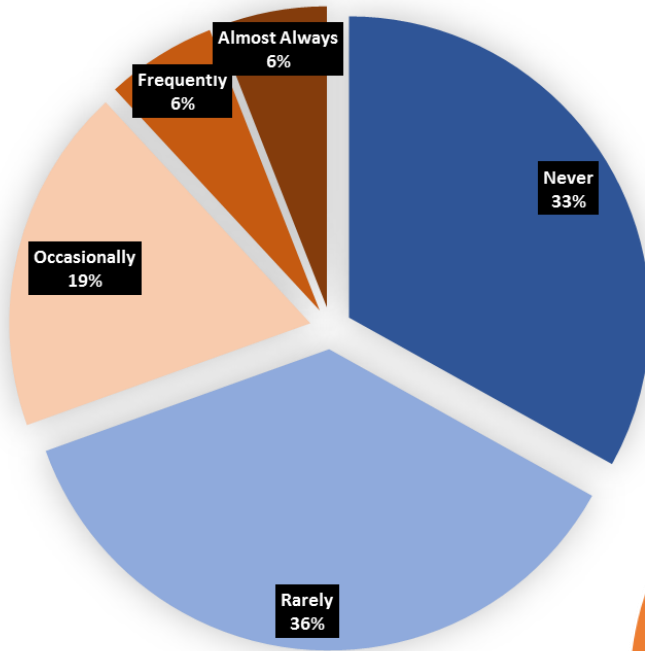
Q5-Q6

PERCEPTIONS	QUESTION 5	Considering your own holiday experiences, please evaluate the following statements....	
Authority Competence Perception	Experience with Authorities	(i) I have had positive experiences and impressions (direct or indirect) with police and security authorities during my holidays and would advise others to involve them when subjected to corrupt practices	1-Totally Disagree 2-Disagree 3-Neither Agree or Disagree 4-Agree 5-Totally Agree
	Authority Accessibility	(ii) Police and security authorities at holiday destinations are generally accessible, reliable and supportive of tourists	
	Authority Effectiveness	(iii) Informing managers and other tourism stakeholders is an effective way of counter-acting corrupt practices in holiday destinations	
QUESTION 6		In your opinion, please evaluate the following statements....	
Country-/Culture-related Inherent Corruption	Anti-corruption Sentiment	(i) Corrupt countries should be avoided by tourists at all costs; this is the only solution	1-Totally Disagree 2-Disagree 3-Neither Agree or Disagree 4-Agree 5-Totally Agree
	Country-/ Culture related Stereotyping	(iv) Corruption is not country- or culture-specific; it can occur anywhere and to anyone	
Tourism-related Inherent Corruption	Tourism-related Risk Acceptance	(ii) Corrupt practices are common to some countries and all tourists should be prepared for it	
	Tourist Vulnerability	(iii) Tourists are 'easy targets' for corrupted practices and there is always a risk	

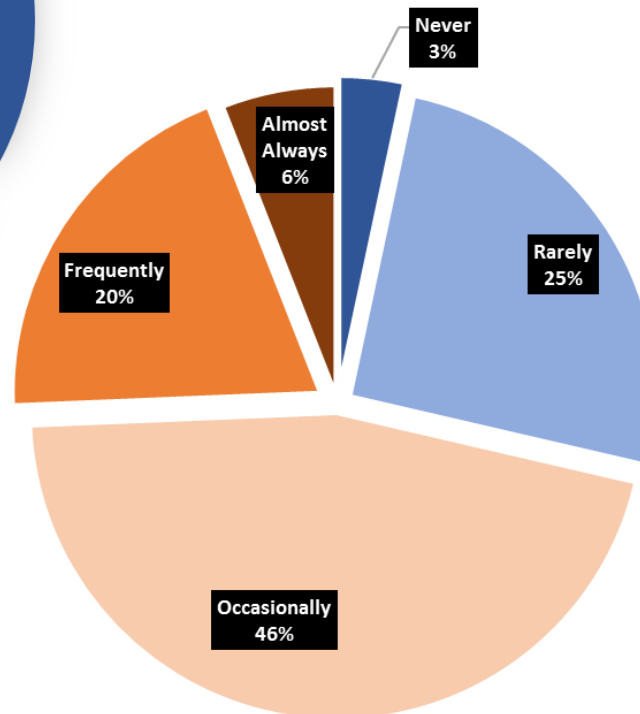
Respondents' Travel Preferences

3 Dimensions

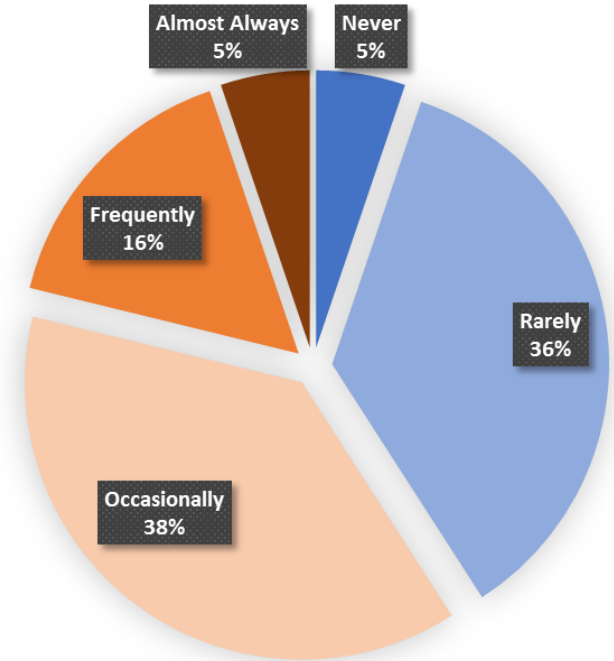
Preference for Organised Travel



Preference for Cultural Similarity



Preference for Destination Familiarity



PCA Results – SPSS 17.0

Component Matrix^a

	Component		
	1	2	3
Travel Preference: Information Search Online	-,289	,602	,373
Travel Preference: Information Search Official	,420	,493	-,529
Travel Preference: Information Search Informal	-,212	,791	-,089
Travel Preference: Packaged vs Individual Travel	,513	-,042	-,589
Travel Preference: Cultural Similarity	,716	,249	,386
Travel Preference: Destination Familiarity	,721	-,031	,467

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Component Matrix^a

	Component
	1
Storytelling: Victimisation / Exploitation	,761
Storytelling: Corruption Annoyance	,752
Storytelling: Service Failure	,779
Storytelling: Misinformation	,758
Storytelling: Heritage-Incident	,662

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Matrix^a

	Component
	1
Integrity Incident: Victimisation / Exploitation	,853
Integrity Incident: Corruption Annoyance	,853

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Matrix^a

	Component
	1
Service Incident - Service Failure	,789
Service-Incident: Misinformation	,789

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Matrix^a

	Component	
	1	2
Corruption Perception: Corruption Importance Attribution	,026	,954
Corruption Perception: Corruption Inherent in Tourism	,831	-,196
Corruption Perception: Corruption Vonureliability of Tourists	,833	,284
Corruption Perception: Corruption as Culture- or Country-Specific	-,432	,229

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Matrix^a

	Component	
	1	2
Reaction - Empathy	,566	-,280
Reaction - Solution	,679	-,321
Reaction - Warning	,691	,349
Reaction - Adaptation	-,054	,810
Reaction - Authority Involvement	,684	,262

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Matrix^a

	Component
	1
Authority Perception: Own Experience	,847
Authority Perception: Accessibility & Reliability	,809
Authority Perception: Competence	,694

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Correlation Matrix – SPSS 17.0

Correlations

			Residual Holiday- related Risk Corruption Acceptance	Cultural / Country- related Corruption Stereotyping	Storytelling Exposure	Authority Competence Perception (Experience, Accessibility, Professionalism)	Pre-Travel Information Intensity	Organised Travel Preference	Travel-related Cultural Distance Tolerance	Counter / Active Reaction (Publication, Formal Complaint)	Accept / Passive Reaction	Personal- Integrity Incident	Service- Quality Incident	Heritage-(Mis) Management Incident
Spearman's rho	Residual Holiday-related Risk Corruption Acceptance	Correlation Coefficient	1,000	-,106	,069	,094	,008	-,136*	,260**	,233*	,009	-,127*	,050	-,073
		Sig. (2-tailed)		,083	,257	,123	,901	,026	,000	,885	,038	,411	,236	
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Cultural / Country-related Corruption Stereotyping	Correlation Coefficient	-,106	1,000	,099	-,072	,011	,103	-,072	-,033	,211**	,073	-,067	,052
		Sig. (2-tailed)	,083		,107	,241	,862	,094	,239	,589	,001	,235	,275	,396
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Storytelling Exposure	Correlation Coefficient	,069	,099	1,000	,006	,000	,032	-,058	,184**	,060	,319**	,491**	,517**
		Sig. (2-tailed)	,257	,107		,919	,996	,598	,343	,002	,325	,000	,000	,000
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Authority Competence Perception (Experience, Accessibility, Professionalism)	Correlation Coefficient	,094	-,072	,006	1,000	-,034	-,169**	,100	,290**	-,068	-,144*	-,050	-,052
		Sig. (2-tailed)	,123	,241	,919		,583	,006	,102	,000	,268	,019	,418	,396
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Pre-Travel Information Intensity	Correlation Coefficient	,008	,011	,000	-,034	1,000	,019	-,071	,041	-,109	-,053	-,007	-,028
		Sig. (2-tailed)	,901	,862	,996	,583		,753	,245	,503	,075	,388	,909	,646
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Organised Travel Preference	Correlation Coefficient	-,136*	,103	,032	-,169**	,019	1,000	-,169**	-,081	,125*	,033	-,030	,061
		Sig. (2-tailed)	,026	,094	,598	,006	,753		,006	,188	,041	,593	,625	,320
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Travel-related Cultural Distance Tolerance	Correlation Coefficient	,260**	-,072	-,058	,100	-,071	-,169**	1,000	-,022	-,106	-,242**	-,079	-,182**
		Sig. (2-tailed)	,000	,239	,343	,102	,245	,006		,718	,082	,000	,197	,003
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Counter / Active Reaction (Publication, Formal Complaint)	Correlation Coefficient	,233**	-,033	,184**	,290**	,041	-,081	-,022	1,000	,001	,024	,132*	,086
		Sig. (2-tailed)	,000	,589	,002	,000	,503	,188	,718		,987	,691	,030	,158
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Accept / Passive Reaction	Correlation Coefficient	,009	,211**	,060	-,068	-,109	,125*	-,106	,001	1,000	,114	,081	,018
		Sig. (2-tailed)	,885	,001	,325	,268	,075	,041	,082	,987		,063	,184	,768
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Personal-Integrity Incident	Correlation Coefficient	-,127*	,073	,319**	-,144*	-,053	,033	-,242**	,024	,114	1,000	,387**	,359**
		Sig. (2-tailed)	,038	,235	,000	,019	,388	,593	,000	,691	,063		,000	,000
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Service-Quality Incident	Correlation Coefficient	,050	-,067	,491**	-,050	-,007	-,030	-,079	,132*	,081	,387**	1,000	,419**
		Sig. (2-tailed)	,411	,275	,000	,418	,909	,625	,197	,030	,184	,000		,000
		N	268	268	268	268	268	268	268	268	268	268	268	268
	Heritage-(Mis) Management Incident	Correlation Coefficient	-,073	,052	,517**	-,052	-,028	,061	-,182**	,086	,018	,359**	,419**	1,000
		Sig. (2-tailed)	,236	,396	,000	,396	,646	,320	,003	,158	,768	,000	,000	
		N	268	268	268	268	268	268	268	268	268	268	268	268

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation Matrix (SPSS 18)

N=268		Residual Holiday-related Risk Corruption Acceptance	Cultural / Country-related Corruption Stereotyping	Storytelling Exposure	Authority Competence Perception (Experience, Accessibility, Professionalism)	Pre-Travel Information Intensity	Organised Travel Preference	Travel-related Cultural Distance Tolerance	Counter / Active Reaction (Publication, Formal Complaint)	Accept / Passive Reaction	Personal-Integrity Incident	Service-Quality Incident	Heritage-(Mis)Management Incident
Residual Holiday-related Risk Corruption Acceptance	Correlation Coefficient	1,000	-,106	,069	,094	,008	-,136*	,260**	,233**	,009	-,127*	,050	-,073
	Sig. (2-tailed)	.	,083	,257	,123	,901	,026	,000	,000	,885	,038	,411	,236
Cultural / Country-related Corruption Stereotyping	Correlation Coefficient	-,106	1,000	,099	-,072	,011	,103	-,072	-,033	,211**	,073	-,067	,052
	Sig. (2-tailed)	,083	.	,107	,241	,862	,094	,239	,589	,001	,235	,275	,396
Storytelling Exposure	Correlation Coefficient	,069	,099	1,000	,006	,000	,032	-,058	,184**	,060	,319**	,491**	,517**
	Sig. (2-tailed)	,257	,107	.	,919	,996	,598	,343	,002	,325	,000	,000	,000
Authority Competence Perception (Experience, Accessibility, Professionalism)	Correlation Coefficient	,094	-,072	,006	1,000	-,034	-,169**	,100	,290**	-,068	-,144*	-,050	-,052
	Sig. (2-tailed)	,123	,241	,919	.	,583	,006	,102	,000	,268	,019	,418	,396
Pre-Travel Information Intensity	Correlation Coefficient	,008	,011	,000	-,034	1,000	,019	-,071	,041	-,109	-,053	-,007	-,028
	Sig. (2-tailed)	,901	,862	,996	,583	.	,753	,245	,503	,075	,388	,909	,646
Organised Travel Preference	Correlation Coefficient	-,136*	,103	,032	-,169**	,019	1,000	-,169**	-,081	,125*	,033	-,030	,061
	Sig. (2-tailed)	,026	,094	,598	,006	,753	.	,006	,188	,041	,593	,625	,320
Travel-related Cultural Distance Tolerance	Correlation Coefficient	,260**	-,072	-,058	,100	-,071	-,169**	1,000	-,022	-,106	-,242**	-,079	-,182**
	Sig. (2-tailed)	,000	,239	,343	,102	,245	,006	.	,718	,082	,000	,197	,003
Counter / Active Reaction (Publication, Formal Complaint)	Correlation Coefficient	,233**	-,033	,184**	,290**	,041	-,081	-,022	1,000	,001	,024	,132*	,086
	Sig. (2-tailed)	,000	,589	,002	,000	,503	,188	,718	.	,987	,691	,030	,158
Accept / Passive Reaction	Correlation Coefficient	,009	,211**	,060	-,068	-,109	,125*	-,106	,001	1,000	,114	,081	,018
	Sig. (2-tailed)	,885	,001	,325	,268	,075	,041	,082	,987	.	,063	,184	,768
Personal-Integrity Incident	Correlation Coefficient	-,127*	,073	,319**	-,144*	-,053	,033	-,242**	,024	,114	1,000	,387**	,359**
	Sig. (2-tailed)	,038	,235	,000	,019	,388	,593	,000	,691	,063	.	,000	,000
Service-Quality Incident	Correlation Coefficient	,050	-,067	,491**	-,050	-,007	-,030	-,079	,132*	,081	,387**	1,000	,419**
	Sig. (2-tailed)	,411	,275	,000	,418	,909	,625	,197	,030	,184	,000	.	,000
Heritage-(Mis)Management Incident	Correlation Coefficient	-,073	,052	,517**	-,052	-,028	,061	-,182**	,086	,018	,359**	,419**	1,000
	Sig. (2-tailed)	,236	,396	,000	,396	,646	,320	,003	,158	,768	,000	,000	.