The Influence of Perceived Risk and Travel Constraints to Travel Intention of Women Traveler in Bandung City

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Abstract

This study aims to investigate the influence of perceived risk and travel constraints to travel intention of women travelers in Bandung city. A quantitative study was conducted in this research and data were collected from 350 women travelers in Bandung City using purposive sampling. The theories used in this research about perceived risk, theories about travel consraints, and theories about travel intentions. The results of this study revealed that the perceived risk and travel constraints significantly affected the travel intention of women travelers in Bandung by 81.5% while the remaining 18.5% was influenced by other variables not observed in this study. In this case, special attention is needed related to the existing security conditions in the city of Bandung relating to criminal acts that occur. In addition, optimizing women travelers as one of the largest segmentations in the tourism industry, in this case tourism service businesses, especially travel agents can take advantages of this momentum by creating and providing a special tour package for women travelers.

Keywords: Perceived Risk; Travel Constraints; Travel Intention; Women Traveler

A. INTRODUCTION

Data from World Tourism Organization showed that in the last six decades tourism has experienced continuous expansion and diversification as one of the largest and fastest growing economic sectors in the world. Based on the data previously presented on the background of the problem, the fact is that tourist trips carried out around the world are dominated by female tourists (women traveler) by 80% (Osman et al., 2020). But behind it all women traveler has a tendency to think about and consider all the risks and obstacles faced when going on a tour. Therefore, special attention that focuses more on the safety and comfort of women when traveling is needed to minimize the negative impacts that may occur in the future. Traveling to a place just spending the time has become a lifestyle among communities, not only for men but also for women. Based on article quoted from Gutsy Traveler in 2023, the result is that traveling made by tourists around the world are dominated by women 80% and men 20%. Gutsy Traveler is a website that provides travel information services provider founded by Marybteh a contributing writer from National Geographic (Bond, 2023). This article also explains that female travelers have become a new trend in the world of tourism and have even become one of the world travels trends. Zhang and Hitchock (2017) strengthen the data by saying that in travel or business trips, the number of female tourists is out men number.

According to Chiang and Jogratnam (2006) the increasing number of women traveler participation can provide strong support to grow our tourism industry continuously in spite of several issues related to security and comfort, terrorism and political unrest. In a number of other studies conducted previously, it was found that women travelers were more susceptible to getting risks (perceived risk) that were quite specific related to health, theft, crime with violence and sexual harassment (Amir et al., 2015; Brown and Osman, 2017; Sham et al., 2012; Yang et al., 2018).

Perceived risk has an important role in determining the travel intention of a woman traveler to a place because it has the ability to change the choice of destination destinations that have been previously determined (Poon and Adams, 2000). Schiffman and Wisenbit (2015) interpret perceived risk as a condition that will be faced by someone when facing uncertainty because the

consequences of decisions taken still vague. There are five types of perceived risks namely functional risk, physical risk, financial risk, psychological risk, and time risk (Dowling and Staelin, 1994).

However, Wilson and Little (2008) argued that women travelers not only get travel risks but also get travel constraints, such as limited access and being the focus of a group of people when visiting a particular tourist destination. Crawford et al. (1991) defines travel constraints as obstacles faced by a person when visiting a place related to factors that involve personal conditions, participation of other parties and relationships with the environment, where the travel constraints consist of structural constraints, interpersonal constraints, and intrapersonal constraints.

Lee et al. (2012) also stated that travel intention was formed by overcoming various travel constraints that might exist in the decision-making process. According to Jang et al. (2009) travel intention is the intention and commitment of a person to travel somewhere. Travel intention is the result of the process of forming one's desires that lead to an action that changes motivation into behavior (Crompton, 1979). Travel intention can be measured by using the theory planned behavior model consisting of attitude toward, subjective norms, and perceived behavioral control (Ajzen & Fishbein, 1980; Ajzen & Madden, 1986; Ajzen, 2011; Ajzen, 2015). Quintal et al. (2010) also said that special attention by focusing more on the safety and comfort of women when traveling is very necessary to minimize future negative impacts that might occur.

Talking about safety and comfort for women when they travel, Bandung is a leading tourist destination in the State of Indonesia which has just received an award from the Indonesia Attractiveness Award (IAA) in the category of the best big city in the tourism sector, this news was reported by Bandung City Public Relations. The Indonesia Attractiveness Award itself is a prestigious event organized by Frontier Consulting Group and Tempo Media Group with the aim to improve and motivate all regions in the State of Indonesia in developing strategies in the future so that it is more directed.

In addition, researchers also made preliminary observations of several travel agents selected based on recommendations given by the Association of The Indonesian Tours and Travel Agencies (ASITA) in Bandung through the interview process, including Sunda Vacation, Fress Tour, Tama Tour and Bara Tour. From these interviews process the results show that the dominant tourist travel is female tourists with 60%. The four travel agents also said that female tourists play an important role in determining the destinations to be visited and the choice of tour packages they will buy. Female tourists have a tendency to consider the risks and constraints faced related to safety and comfort conditions (Sönmez & Graefe, 1998; Collins & Tisdell, 2002).

Based on the facts explained earlier, it can be seen that currently the movement of tourists in the city of Bandung is mostly dominated by female tourists. Female tourists have a tendency to think about and consider all risks and obstacles they will face when making a tour, so safety and comfort in a tourist destination need to be considered. This research was conducted to find out how the influence between perceived risk and travel contraints to travel intention women traveler in Bandung City. This research can be used as material for the stakeholder's consideration (e.q. travel agent, host communities, and government) related in Bandung City to develop a tourist destination towards a much better, in addition, this research model can also be used to assess other destinations.

B. RESEARCH METHOD

Research on the influence of perceived risk and travel constraints to travel intentions of women travelers in Bandung City was conducted using quantitative research methods. The population of this study is women who have or are currently on a tour in Bandung City. The population on this study is infinite or the amount is unknown, so researcher used the Lemeshow formula and the results obtained were that the minimum sample was 96 respondents, in this

research we used nonprobability sampling techniques in this study with 350 women travelers' respondents who had or were on a tour in the city of Bandung.

To analyze, measure and find out how much the influence of perceived risk and travel constraints on the travel intention of women travelers in the city of Bandung researchers used descriptive statistical analysis techniques (Hidayat, 2011). To find out the results of research related to the influence of perceived risk and travel constraints on travel intention, verification is used with the stages of the process of presenting data, tabulating data and analyzing data (Creswell, 2017).

Before conducting research with multiple linear regression analysis techniques, the classical assumption test which consists of the normality test, multicollinearity test and heteroscedasticity test is performed first. Then the researchers conducted a hypothesis test through the t test and the F test (Ghozali, 2013). Furthermore, researchers used multiple linear regression analysis techniques to analyze the relationship between independent variables namely perceived risk (X1) and travel constraints (X2) to the dependent variable of intention (Y).

C.   RESULTS AND ANALYSIS

Profile of Women Traveler Respondent

This reseach is conducted by distributing questionnaires to 350 women travelers who have traveled on tour, in Bandung City. The following is the profile of the respondents obtained. Figure 1 shows the profile of respondents based on age, most of them are respondents in the age range of 18-34 years with a percentage of 82%, while the respondents with the smallest number are aged > 57 years with a percentage of 1.4%. Women traveler tends to travel in a productive age range, apart from that some rules that apply in the community generally only allow someone who has reached the age of > 18 years. The age range of 18 – 34 years is included in the category Generation Y namely someone was born from 1980 – 1996 (Schiffman & Wisenblit, 2015). Respondents' characteristics tend to be closed to use technology in their daily lives and prefer to travel for convenience.
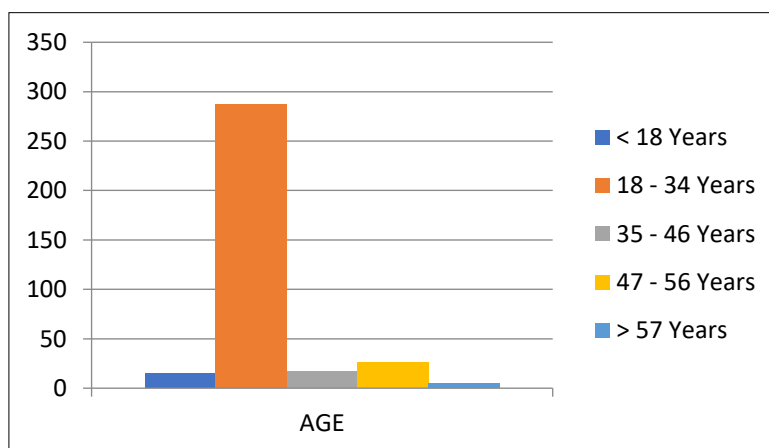

Figure 1. Profile of Women Traveler Based on Age

Figure 2 show us that the profile of respondents based on their last level of education was dominated by bachelor respondents 52%, while the smallest number was junior high school respondents 1.4%. In this case a person's level of education will greatly influence the mindset and behavior they adopt in everyday life. The last education of the majority of respondents was at the bachelor level. This means that the mindset that is formed tends to be systematic so that the decisions taken and the preparations made when traveling are much more mature.
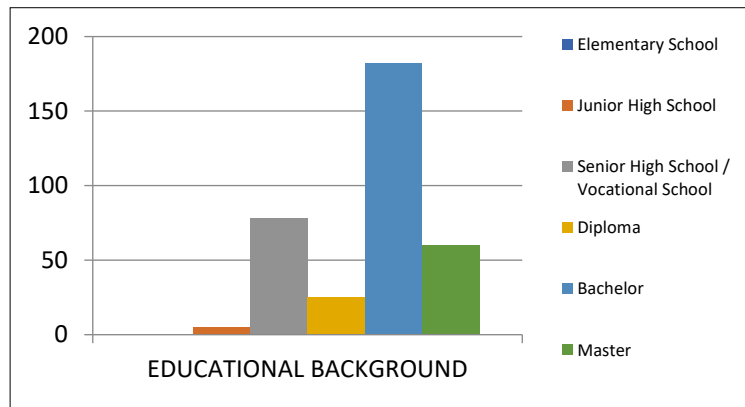
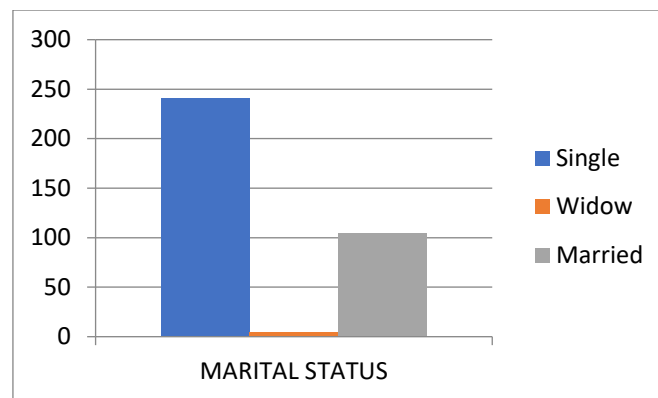**Figure 2. Profile of Women Traveler based on Educational Background**

Figure 3. Profile of Women Traveler based on Marital Status

In Figure 3 it can be seen that the marital status of the respondent's profile is dominated by unmarried status with a percentage of 68.9% while the smallest number is respondents who have been married with a percentage of 1.4%. For a woman who wants to go to a place, permission from closest people to her is very important, marital status is one of the most influential things to get permission. A woman with single status certainly has more freedom to travel than a married woman, because there are many considerations that are mature enough to think about. These considerations are usually related to the participation of other family members such as husbands and children in traveling (Nichols & Snepenger, 1988).
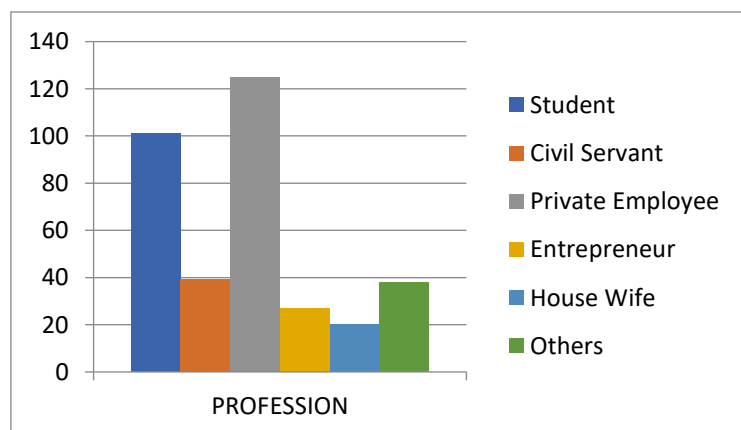

Figure 4. Profile of Women Traveler based on Profession

In Figure 4 above the profile of respondents based on occupation, the majority are respondents who work as private employees 35.7%, while the respondents with the smallest number are those who work as housewives with a percentage of 5.7%. For someone who works in any field, the holiday agenda is something that is highly anticipated and important to plan. The majority of respondents are private employees who work for a company, within 1 year they are allowed to take leave for 12 days outside of religious holidays and other holidays. According to Schiffman and Wisenblit (2015) a woman who works and is married will have a different perspective and orientation in spending her free time.

Figure 5 shows the profile of respondents based on total monthly income dominated by respondents with total income < 3 million Rupiah with a percentage of 32.9%, while the respondents with the smallest number are respondents with income > 10 million Rupiah with a percentage of 8.9%. The amount of income has an important role in determining the type of tour that will be chosen, the amount of one's income also has an effect on spending money which will be released. Figure 6 explains the profile of respondents based on the frequency of vacations dominated by respondents who travel for > 3 times a year with a percentage of 31.7% while the respondents with the smallest number are respondents who travel for 3 times a year with a presentation of 16. 6%. The data shows that women have the ability to travel relatively frequently. Within one year the women traveler it will take at least > 3 times to travel to several new and different places or to places that have been visited before. With the data obtained, it can be indicated that the need of women traveler to travel is quite high.
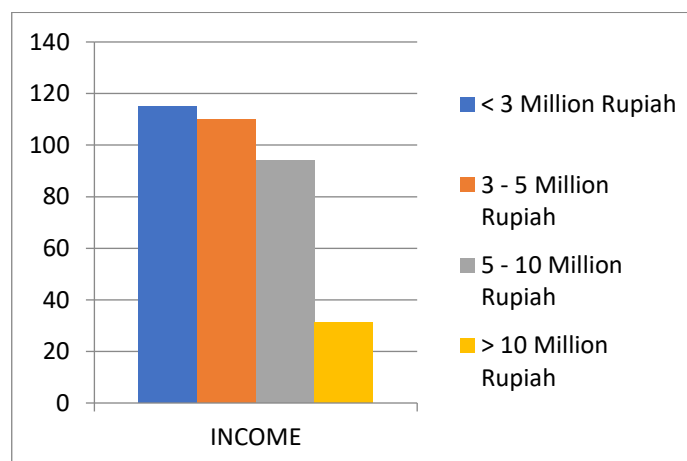
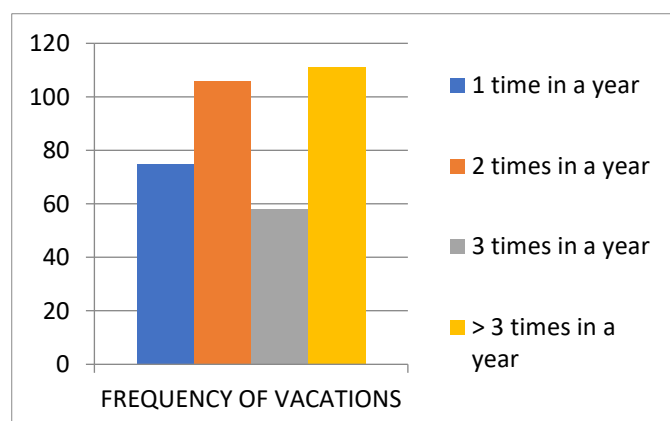

Figure 5 Profile of Women Traveler based on Income

Figure 6 Profile Women Traveler based on Frequency of Vacations

The Influence of Perceived Risk and Travel Constraints to Travel Intention of Women Traveler

The following is an analysis carried out by researcher to find out how much influence the variables have perceived risk and travel constraints to travel intention based on the Normality Test *the* resulting significance value is 0.189, which means that the data from this study is normally distributed because the significance value is > 0.05.

Table 1. Mulicollinearity Test

Model	Colinearity Statistics	
	Tolerance	VIF
1		
Perceived Risk	,570	1,754
Travel Constraints	,570	1,754

Table 1 shows that the results obtained are that the tolerance value of the two independent variables is 0.570 > 0.10, meaning that multicollinearity does not occur. Then the VHF values of the two variables were obtained at 1.754 <10 so that it could be indicated that multicollinearity did not occur. Based on the tolerance and VHF values that have been obtained, it can be concluded that the regression model of the influence of Perceived Risk and Travel Constraints on Travel Intention does not show symptoms of multicollinearity. Moreover, heteroscedasticity does not occur in the regression model in this study and the data obtained is homogeneous.

Table 2. Coefficient of Simultaneous Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903ᵃ	.815	.814	6.056

a. Predictors: (Constant), Travel Constraints (X2), Perceived Risk (X1)

Table 2 shows that the value of the coefficient of determination (R Square) is 0.815, which means that variables X1 and X2 simultaneously affect variable Y by 81.5% while the rest (100% - 81.5% = 18, 5%) is influenced by other variables apart from perceived risk and travel constraints which were not examined in this study.

Table 3. Partial Coefficient of Determination Perceived Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658ᵃ	.433	.431	10.598

a. Predictors: (Constant), Perceived Risk (X1)

Table 3 shows that the value of the coefficient of determination (R Square) is 0.433, which means that variable X1, namely perceived risk, has an influence on variable Y, namely travel intention of 43.3% while the rest is influenced by travel constraints and other variables in this study not researched.

Table 4. Partial Coefficient of Determination Travel Constraints

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898ᵃ	.807	.806	.6.186

a. Predictors: (Constant), Travel Constraints (X2)

Table 4 shows that the value of the coefficient of determination (R Square) is 0.807, which means that variable X2, namely travel constraints, has an influence on variable Y, namely travel intention, of 80.7% while the rest is influenced by perceived risk variables and other variables which were not examined in this study.

Multiple Linear Regression Analysis

This test was conducted to analyze the relationship between perceived risk variable X1 and travel constraints X2 on travel intention Y to then determine whether there is a simultaneous or partial effect of each dimension of this study.

Table 5. Multiple Linear Regression Results

Coefficientsᵃ

Model		Unstandarized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,219	1,768		8,044	,000
	Perceived Risk (X1)	,203	,035	,327	5,795	,000
	Travel Constraints (X2)	,272	,045	,344	6,096	,000

a. Dependent Variable: Travel Intention (Y)

The multiple linear regression equation can be formulated through the following formula:
$$\widehat{Y} = \alpha + \beta_1 X_1 + \beta_2 X_2$$
So,
$$\widehat{Y} = 14{,}219 + 0{,}203\ X1 + 0{,}272\ X2$$
Or,
$$Y = 14{,}219 + 0{,}203\ (Perceived\ Risk) + 0{,}272\ (Travel\ Constraints)$$

Based on the multiple linear equations, it can be seen that if the independent variables (perceived risk and travel constraints) are zero then the dependent variable travel intention is worth 14.219. If the perceived risk variable increases every 1% while the other independent variables have a constant value, then the dependent variable of travel intention will experience an increase of 0.203. Then if the travel constraints variable increases by 1% while the other independent variables are constant, the dependent variable travel intention will increase by 0.272.

Table 6 shows that the variables perceived risk and travel constraints have a significance value of 0.000 on the travel intention variable, meaning that these two variables simultaneously have an influence on the travel intention variable. So, the results of this study provide evidence that the risks faced and the travel constraints obtained are very important in influencing the travel intention of a woman traveler (Roselius, 1971; Yang et al. 2019).

Table 6. Simulaneous Regression Coefficient Test Results
ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2472,873	2	1236,437	102,648	,000ᵇ
	Residual	4179,767	347	12,045		
	Total	1128,190	349			

a. Dependent Variable: Travel Intention (Y)
b. Predictors: (Constant), Travel Constraints (X2), Perceived Risk (X1)

Perceived Risk Women Traveler to Travel Intention

Table 7. Partial Regression Coefficient Test Results
Coefficientsᵃ

Model		Unstandarized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,219	1,768		8,044	,000
	Perceived Risk (X1)	,203	,035	,327	5,795	,000
	Travel Constraints (X2)	,272	,045	,344	6,096	,000

a. Dependent Variable: Travel Intention (Y)

Based on Table 7, the perceived risk variable has a regression coefficient value of 0.203 meaning that if there is an addition of 1% while the other independent variables are constant, the travel intention variable will increase by 0.203. Based on the results of the first hypothesis test, a significance value of 0.000 <0.05 was obtained with a t count of 5.795 > t table 1.967, so in this case H0 was accepted meaning that there was an influence between variable X1 on variable Y. This study also has similarities with the results of previous studies which conducted by Qi et al., (2009), Roehl & Fesenmaier, (1992), and Yang et al., (2018) which stated that perceived risk has an influence on one's travel intention.

In the perceived risk variable, the dimension which is considered the most important and gets the highest score is physical risk, this shows that the female traveler is very concerned about various risks related to the personal safety of someone who feels insecure and uncomfortable when in a new environment visited when going take a tour (Yang et al. 2019). Previous research conducted by Jalilvand and Samiei (2012) stated slightly different results, where the risk that was considered most important was functional risk related to the mismatch of tourist attraction conditions, the quality of lodging and the conditions of transportation available with the expectations of tourist (Utami et al. 2018).

Travel Constraints Women Traveler to Travel Intention

Based on Table 7, the travel constraint variable has a regression coefficient value of 0.272, meaning that if there is an addition of 1% while the other independent variables are constant, the travel intention variable will increase by 0.272. Based on the results of the second hypothesis test, a significance value of 0.000 <0.05 was obtained with a t count of 6.096 > t table 1967. It can be concluded that H0 is accepted, meaning that there is an influence between variable X2 on variable Y. There are similarities with the results of previous studies that have been carried out by Hung and Petrick, (2011) that travel constraints do have an influence on travel intention, but there are also

differences in the final total score. In their research they also found that the dimensions of the travel constraints that most influence travel intention are interpersonal constraints, while in this study the dimensions that most influence travel intention are structural constraints.

In the travel constraints variable dimensions which are considered very important by the respondent are structural constraints related to the inhibiting factors originating from external parties who can withstand the intention and behavior of the respondent to make a decision. The results of this study are in line with previous studies conducted by Nyaupane and Andereck (2015) which stated that the dimensions considered very important by respondents were structural constraints. However, previous research conducted by Hung and Petrick (2011) stated different things, in that study the dimension that was considered more important was interpersonal constraints. Interpersonal constraints themselves are travel constraints that arise due to the influence and interference of other parties.

Table 8. Results of F Test (Simultaneous)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2472,873	2	1236,437	102,648	,000^b
	Residual	4179,767	347	12,045		
	Total	1128,190	349			
a. Dependent Variable: Travel Intention (Y)						
b. Predictors: (Constant), Travel Constraints (X2), Perceived Risk (X1)						

Table 8 above shows that the significance value obtained from the influence of perceived risk X1 and travel constraints X2 on travel intention Y is 0.000 <0.05 and F count 102.648 > F table 3.02. Then H0 is rejected, which means simultaneously or simultaneously there is influence between variables X1 and X2 on variable Y.

Table 9. Results of T Test (Partial)

Coefficients^a

Model		Unstandarized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,219	1,768		8,044	,000
	Perceived Risk (X1)	,203	,035	,327	5,795	,000
	Travel Constraints (X2)	,272	,045	,344	6,096	,000
a. Dependent Variable: Travel Intention (Y)						

Table 9 shows the significance value obtained from the influence of perceived risk X1 on travel intention Y of 0.000 <0.05 and a calculated t value of 5.795 > t table 1.967. Then H0 is rejected in the sense that there is influence between X1 and Y. it also shows that the significance value obtained from the influence of travel constraints X2 on travel intention Y is 0.000 <0.05 and the calculated t value is 6.096 > t table 1.967. Then H0 is rejected in the sense that there is influence between X2 and Y.

In the perceived risk variable, there are five dimensions of risk that will be obtained by women travelers when going on a tour. In this study the dimension that is considered to be the most

important consideration is the physical risk dimension. This dimension is an important consideration for women travelers because it relates to a person's personal security, the most influential indicator is crime related to theft and robbery in a tourist destination. In connection with the crime that occurred, in this case in 2018 the city of Bandung, which is located in the province of West Java, occupies the third position with the highest number of criminal acts in the State of Indonesia, therefore a response is needed that can minimize the number of criminal acts. In the travel constraints variable, there are three dimensions of travel constraints that will be faced by women travelers when going on a tour. In this study, of the three dimensions, the biggest inhibiting factor for women travelers when visiting a tourist destination is the structural constraints dimension.

The most influential indicator on the intention of visiting women travelers on the structural constraints dimension is weather conditions, tourism activities in a destination are very sensitive to existing weather conditions. Some tourists tend to look for opportunities to travel to a place that has a different climate from the place of origin, for example tourists from tropical countries will choose tourist attractions with a cold climate to enjoy snow and vice versa. Other consideration is traffic conditions for respondents to visit a tourist destination, conducive traffic conditions are the key to determining the length of stay of tourists when making a tour. Tourists who come to visit will feel their mobility is hampered and they may even decide to speed up vacation time to be shorter because of the congestion that occurs due to traffic conditions that are less conducive (Laroche et al. 2004).

Travel Intention Women Traveler

In this study the dimension that is considered the most important is perceived behavioral control, in this case women travelers tend to choose everything that can facilitate themselves in a tour. The greater the form of convenience obtained, the more influential they will be in choosing and doing everything. This shows the difference with the two previous studies conducted by Al Ziadat (2015) and Na et al. (2015) which stated that the most important dimension in influencing one's intention to visit is attitude toward. Attitude toward relates to a person's attitude and behavior in evaluating what is beneficial and unfortunate from the attitude she takes.

In the variable intention of travel there are three dimensions that are assessed when women travelers has the intention to visit a tourist destination, the dimension with the highest value is perceived behavioral control. Perceived behavioral control is related to the ease felt by someone when they want to travel, the indicator with the highest value assessed by women travelers is the ease of finding information and knowledge about tourist destinations before they visit them. The majority of women travelers agree that they will seek information in advance about what they need related to the destination to be visited, one of the reasons is to facilitate the tourist activities that they will do while they are there.

Based on the analysis that has been done, it is obtained that the perceived risk has a significant effect on the travel intention of women travelers in Bandung by 43.3%. In addition, travel constraints were also stated to have a significant effect on women's traveler's intention in Bandung by 80.7%, this was based on the results of the analysis that had been done previously. Therefore, it can be concluded that perceived risk and travel constraints affect jointly or simultaneously on the travel intention of women travelers in Bandung. The influence is obtained based on the calculation of the resulting coefficient of determination that is equal to 81.5% while the remaining 18.5% is influenced by other variables which are not examined in this study.

There are several suggestions that can be used by related parties in the city of Bandung on variables perceived risk, special attention is needed related to the existing security conditions in the city of Bandung related to the criminal acts that occurred. The issue of security disturbances is a very sensitive matter for tourists, especially for women, therefore it is very important for stakeholders such as the local government, including also managers of tourism service businesses, to be able to provide a sense of security and comfort for tourists. Information dissemination and dissemination related to the latest

developments in the security situation is also very important to do so that tourists do not have fears and doubts about carrying out tourism activities in the tourist destinations they visit. Broadly speaking for women traveler, it is hoped that they can freely carry out various tourist activities and enjoy the various tourist facilities available without being haunted by anxiety and fear. In addition, relevant stakeholders must also be able to ensure thatwomen traveler not receive discriminatory treatment so that various rights related to economic, social, political and cultural rights can be guaranteed when traveling.

On variables travel constraints, the indicators that get the most attention from women traveler namely related to weather conditions and traffic conditions in tourist destinations. In this case the city of Bandung is one of the tourist destinations that experience changes in weather conditions, in this case these changes will be felt for several tourist attractions that offer natural resources as their main attraction, the current weather conditions in Bandung city can be a pull factor for tourists. who want to spend their free time comfortably at a tourist attraction with different conditions from their origin.

There are several choices of tourist attractions that can be visited by tourists such as Trans Studio Bandung, Saung Angklung Udjo, Kiara Artha Park, and several other tourist attractions that can be visited in any weather conditions. Then it is also hoped that tourism business actors in the city of Bandung can create an interesting travel pattern that offers tourism activities that adapt to existing weather conditions. Related to traffic conditions, one of the reasons why congestion can occur is because tourists who come to visit the area park their vehicles on the side of the road that widens to the main road. In this case the managers in each tourist destination should make*master plan* related to the management of the number of tourist visits accompanied by the availability of facilities related to parking facilities in it.

On variables travel intention, indicators that get the most attention from women traveler namely related to the search for information and knowledge about tourist destinations before visiting. Therefore, the availability of various information relating to the needs of tourists when traveling is very much needed in this case. Along with technological developments that have led to the digital era 5.0, the availability of information must also be conveyed through the easiest media that can be accesed by anyone. Digital innovation in providing tourism information must also be carried out, one of the efforts that have been made by the Bandung City government to meet the needs of tourists related to fulfilling tourist information is to create an application marketplace which can make it easy for potential tourists to travel.

D. CONCLUSION

Currently women have become potential tourists to serve as the main market segmentation for a destination. From the marketing side, what can be done by stakeholders to maintain and increase market segmentation more broadly can use a conceptual approach of the Diamond Model of Womanology, this approach according to Jordan (2016) can be used to utilizewomen traveler as the main market segmentation, this approach consists of connection where women travellers not only buy a product but also have another goal, namely building a connection. The first to be highlight is care, women must fulfill their needs and desires by listening to what they want and needs. Second is value, women travellers have character of alue oriented i.e., want to get benefit as much as possible with as little cost. Third is empathy, women traveller has more empathy than men, by involving emotions and feelings when making a decision. Fourth is trust, this is the most important and crucial element in promoting tourism destination to women traveller's market (Pavlou, 2003). The results of this study can be one of the bases for policy making in tourist destinations so that they are more concern regarding the safety and comfort of women when traveling, besides that this research can also be taken into consideration for women stakeholders

like travel agent, the local community and related government in the city of Bandung in developing a friendly tourist destination for women so that they can move in a better direction.

To optimize women traveler as one of the largest segments in the tourism industry, tourism service business actors in particular travel agent can take advantage of this momentum by creating a special tour package that is friendly for women. These tour packages can be made by adjusting the tourism activities offered and special facilities provided for women. Based on the results of the analysis, the conclusions and implications that have been described, as well as the lack of satisfaction from the research conducted, the researcher also suggests conducting further research that does not only focus on visiting intentions but places more emphasis on post-visit evaluations conducted bywomen traveler. This research can also be carried out on thewomen traveler in different geographical areas using different theoretical approaches as well as distributing questionnaires to a larger number of samples from this study.

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