

Intention to visit a destination from the perspective of Broken Windows theory

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Abstract

Tourism activities inherently require safe and secure environments. The Broken Windows Theory puts forward the notion that, in time, small-scale disorders in the region transform into major crimes. These disorders could also hinder tourism activities by paving the way for the convenient condition of crime and creating fear of offense among prospective visitors. In this study, Kadifekale in the province of İzmir which has the potential of being part of a cultural route is evaluated through the Broken Windows Theory. Within the scope of this study, the physical and social disorder around the castle, fear of crime, and fear of visit were investigated through Partial Least Squares based Structural Equation Modelling (PLS-SEM) to reveal whether they have impacts on the intention to visit and recommendation. Fear of visit which is predominantly shaped by perceived disorders and fear of crime causes negative impacts on the intentions of potential tourists.

Keywords: Broken Windows Theory, Perceived Disorder, Fear of Crime, Fear of Visit, Kadifekale

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Introduction

Tourism involves many risks because its components are consumed in unfamiliar environments (Fesenmaier *et al.* 2004). Risk perceptions of safety appear to have a major impact on choosing not to visit a destination (Sönmez and Graefe, 1998). Garg (2015) and Cavlek (2002) state that tourism development in the destination requires safety and security primarily. Despite having rich natural and historical attractions, unsafe destinations are at a disadvantage in comparison with safe ones.

In the last 35 years, 'Broken Windows Theory (BWT) proposed by James Q. Wilson and George L. Kelling (1982) has become one of the most widely cited articles in the history of criminology. Gau (2010) notes that disorder, on which BWT puts an emphasis, has an impact on fear. There is no doubt that any act that creates a threat to the safety of the residents poses a problem for the potential tourists as well. Therefore, physical or social disorder may also affect the attractiveness of a potential destination in a negative way and become an obstacle to tourism development in the area.

In general framework, Broken Windows Theory states that signs of physical and social disorder in an environment encourage misbehaviour which results in further disorder and crimes. Disorder would be indicative of a lack of formal and informal social control in neighbourhoods. This situation sparks fear of crime among the residents as they no longer believe that the region they live in is safe. And what if tourists perceive the disorders in the destination? Does disorder-to-crime process of Broken Windows Theory mean the process of disorder-to-fear of crime for them? If so, might this process transform into fear of visit? Most importantly, ultimately, does it have an impact on tourists' intentions to visit or recommend? Studies concerning safety risk and tourism are generally related to those pertaining to safety and security risks, such as terrorism, political instability, and crime rates (Aivaz, *et al.*, 2019; Peters and Papathanassis, 2019). It should be noted that this study differs from many others in that the focus is on disorders as major concerns that impact intention to visit a destination. In this study, Broken Windows Theory is used as a starting point to examine tourist behaviour from an alternative perspective and finding answer to the questions above.

Although crime and its impact on tourist behaviour is not a new topic in tourism literature, tourists' worry for individual safety is becoming increasingly important for research. There are plenty of tourism-related studies concerning the fear of crime or mostly the perceived risk in the literature (Mawby *et al.* 2000; Brunt *et al.* 2000; Promsivapallop and Kannaovakun, 2017). However, there is no study investigating the fear of visit from the perspective of the Broken Windows Theory. The research outlined here aims at understanding the impact of environmental and social disorder on the behaviours of potential tourists by investigating direct and indirect relationships among perceived disorder, fear of crime, fear of visit, intention to visit and intention to recommend. The study presents a new dimension to the crime researches in tourism by relating the fear of visit to the fear of crime through perceived disorders at the destination. The study focuses on the importance of disorders that lie at the heart of the Broken Windows Theory and sheds light on understanding their roles in generating the fear of visit.

Literature Review

Broken Windows Theory, Disorder, and Crime

Wilson and Kelling's crime theory which was introduced in 1982 basically claimed that crime is the outcome of disorder (Caudill *et al.* 2013). According to this theory, when a broken window in a building is not replaced, it can be interpreted that no one in the neighbourhood takes any notice of damaging activities, and eventually all the windows will end up being broken (Alford, 2012). Yet they did not establish a direct relationship; in one respect, they discussed the relationship as a chain of events moving from disorder to crime. More specifically, the disorder indicates the disappearance of informal

social control that involves people (Ross and Mirowsky, 1999) which in turn paves the way to more serious crime (Gault and Silver, 2008).

While some authors used the term *incivility* instead (LaGrange *et al.* 1992), Skogan (1990) determined two types of *disorder*: physical disorder, which involves rubbish in public areas, buildings in disrepair, noise, vandalism, graffiti, broken street furniture, and abandoned cars; and social disorder, which is the existence of gangs, youths hanging out on street corners intimidating elderly people, prostitutes, beggars, drunks, and gambling and substance abuse (Lombardo and Lough, 2007).

Gau *et al.* (2014) placed great emphasis on fear associated with BWT. Disorder creates fear on the part of residents in a neighbourhood. When they perceive worsening disorder problems and become fearful, they retreat physically from public places and spend less time outside. Ultimately, well-behaved residents might move away. The absence of original quiet inhabitants creates an unusual atmosphere that improper behaviour is widespread in public locations. The net consequence will be the disappearance of informal social control. As a neighbourhood worsens by this means, inappropriate behaviour multiplies, crime rises, and the life quality in the community diminishes much more (Kelling and Coles, 1998; Golub *et al.* 2003; Hinkle, 2009). Failure to deal with these problems promptly forms an opinion belief among inhabitants that formal and informal social control has weakened (Gau and Pratt, 2010).

In this respect, the metaphor of the broken windows concentrates on the question of how inhabitants perceive and react to the disorders in their quarters (Petersen, 2004; Hinkle and Yang, 2014). Both the social and physical conditions of the neighbourhood have long been thought to have an impact on the perception directly through psychological outcomes (Abdullah *et al.* 2015). Furthermore, one's perception of disorders has a greater influence than the real rate of disorders in the vicinity (Taylor, 2001; LaGrange *et al.* 1992; Sousa and Kelling, 2004).

Many research studies have established a relationship between disorder and fear of crime (Skogan, 1990; Covington and Taylor, 1991; Markowitz *et al.* 2001; cited in Chappell *et al.* 2011). Thus, we hypothesized:

H1a. Perceived disorder significantly affects the fear of crime.

Fear of Crime in Touristic Destination and Fear of Visit

Garofalo's (1981) definition of fear is 'an emotional reaction characterized by a sense of danger and anxiety'. Fear of crime may be seen as an emotional and physiological response to the probability of a certain type of crime event (Jarrett-Luck, 2015). Fear of crime includes feelings, thoughts, and behaviours related to the threat of criminal victimization (Jackson and Gouseti, 2013). There are various types of tourism-related criminal activity which occur either against tourists or perpetrated by tourists against locals, but occasionally also tourist/s against tourist/s (Kurez and Prevorsek, 2015). The tourist is a potential victim of crime and more likely to be exposed to crimes than locals (Boakye, 2010). Tourist victimization is generally operationalized in varying ways, such as economic, physical, or psychological (Boakye, 2012).

Visitors are vulnerable to crime in urban areas where routine activities such as city walks and shopping form a major component of the tourists' travel experience (Barker and Page, 2002) because of their disorganization as a result of being in an unfamiliar region and different culture (Lisowska, 2007). The most effective factor shaping the behaviour of tourists is the portrayed image of a particular destination (Anne, 2011). Several factors such as motivations, travel experience, films, advertisements,

and perceived safety form destination image (Monterrubio, 2013). There is no doubt that crimes against tourists lead to negative publicity towards destinations and cause a negative image in the minds of potential visitors. The destination image is of vital importance in terms of marketing success. This is simply because visitors take images, beliefs, and perceptions of the destination into consideration rather than its real existence. Hence, the most essential requirement for destination development is to build a reputation for keeping crime under control and ensuring tourists' safety (Hunt, 1975; Ferreira and Harmse, 2000; Glensor and Peak, 2004; Breda and Costa, 2005).

Thus, we hypothesized:

H1b. Perceived disorder significantly affects fear of visit.

H2a. Fear of crime significantly affects fear of visit.

Intention to Visit and Intention to Recommend

Travellers' perceptions about their personal safety must be viewed as one of the most fundamental prerequisites for attracting tourists (Seabra *et al.* 2013). High perceived destination safety increases the possibility of visiting the destination. Lower levels of perceived safety will have a profound negative effect on travel intentions (Sirakaya *et al.* 1997). Destinations may see a decrease in tourist flow because of perceived undesirable conditions of safety and security (Khajuria and Khanna, 2014). George (2003) puts forward the notion that if a tourist feels unsafe at the destination, he or she may develop a negative impression of the destination that determines his/her behaviour pattern in a number of different ways: (i) not visiting the destination (ii) not spending much time outside their hotel (iii) not returning to the destination and not recommending the destination to others (George, 2003).

George (2010) has sought to determine the results of fear of crime on tourist behaviour such as changing mind about travel, a decline in the desire to revisit and spreading negative impressions by word-of-mouth. He found that the perceived fear of crime is as significant as tourist victimization.

Thus, we hypothesized the followings:

H2b. Fear of crime significantly affects intention to visit.

H2c. Fear of crime significantly affects intention to recommend.

H3a. Fear of visit significantly affects intention to visit.

H3b. Fear of visit significantly affects intention to recommend.

H4. Intention to visit significantly affects intention to recommend.

Moderating Effect of Past Visit

Previous travel experience, travel motivation, destination image, a lower degree of perceived risks, age, nationality, and culture may affect the willingness to return to a risky destination (Chew and Jahari, 2014). Among the few studies that have focused on the intention to (re)visit, Chew and Jahari's (2014) work showed that destination image plays a mediating role between perceived risks and the revisit intention of tourists. Apart from the destination image, the study of Li *et al.* (2018) revealed that some tourists would not want to revisit the destination because they had had a negative previous travel experience. This result displays the relationship between revisit intention and previous travel experience. According to Zhang *et al.* (2018), when tourists intend to travel, they often remember previous experiences when choosing a destination. Their study confirmed that there is a strong causal relationship between memorable tourism experiences and revisit intention. The study of Vada *et al.* (2019) demonstrated that tourists' destination satisfaction is essential for their intention to revisit

because memorable tourism experiences largely influence place attachment. Hasan *et al.* (2017) mention that satisfied tourists are also more likely to spread word-of-mouth impressions and recommend a destination to other people. Thus, we hypothesized the followings:

H5a. Past visit moderates the relationship between intention to visit and intention to recommend.

H5b. Past visit moderates the relationship between fear of visit and intention to recommend.

H5c. Past visit moderates the relationship between fear of visit and intention to visit.

Research Methodology

Research Context

The Acropolis of Smyrna, today called Kadifekale, was built on Mount Pagos and outskirts in the Hellenistic Period. Kadifekale, used throughout the Roman Period and which housed various public buildings, was restored many times in the Byzantine Period as an important factor in the defence of the city. Kadifekale was an important part of the city until the end of the 17th century and many additions were made to the buildings during the Turkish Period. A cistern built in the Byzantine Period and a mosque are the remaining civil buildings at Kadifekale today (Göncü, 2013). The walls of the castle are partly preserved besides its five towers (İzmir Centre Museums and Ruins, 2014).

Kadifekale neighbourhood is located around this site and has been an inner-city squatter area since the early 1960s. As of the 1980s, this neighbourhood has also become a destination for migrants from Eastern Anatolia. A clear majority of the people actually living here were either unemployed or held informal jobs with no social security (Demirtaş-Milz and Saraçoğlu, 2014).

Kadifekale, located in the old town of the city, bears the potential of turning into a highly popular tourist attraction. However, the heritage site and the environment around it are considered higher risk areas for crime among the residents because of unplanned urbanization. Therefore, Kadifekale constitutes an appropriate context to test the research model explained earlier in this study.

It cannot be said that İzmir benefits from urban tourism sufficiently. Walking tours seem an important option in order to attract more foreign and domestic tourists to the centre of İzmir in the scope of faith and cultural tourism. Culture based walking tours including the destination of Kadifekale are already in the planning phase by local travel agencies. According to the planning, after starting the tour at Konak Pier, designed in 1890 to function as a customs building, cultural heritages such as the old clock tower, the historical market area of Kemeraltı, Synagogue Street, agora ruins, ancient theatre, and Kadifekale as a final destination are going to be visited. Kadifekale is also one of the important sites for Christians because it marks the site of the stadium where Saint Polycarp was martyred. However, destinations are hugely beholden to the public perception of how safe it is to travel there, regardless of the reality on the site. Concerns for safety and security emerge as an important issue at Kadifekale and its vicinity. Çetin (2016) states that from its outer appearance Kadifekale resembles slums in Latin American countries in many ways. Its narrow and complicated streets, and cramped houses clearly indicate that Kadifekale is a neighbourhood where people of limited means live. As a result of this, Kadifekale is generally viewed as dangerous place. Demirtaş-Milz and Saraçoğlu (2015) underlines how the municipal authorities and capital groups and local media represented Kadifekale as a degraded space because of the social manifestations of poverty, the concentration of illegal houses, and allegedly high crime rates. The common-sense middle-class discourse across the city also shares this perception and represents Kadifekale as a space of insecurity and a potential den of criminal activities. Çetin (2010) revealed that crime cases are perceived more strongly in Kadifekale among even neighbourhood residents although the crime rate of Kadifekale is nearly equal to other quarters of İzmir, namely

Gümüşpala. The study showed that there is strong belief among the inhabitants that Kadifekale is a likely crime scene.

Table 1. Comparison of crime rates (%) in two districts of İzmir (2008)

Crime Type	Kadifekale	Gümüşpala
house breaking	8,6	13
narcotics	20,4	15
vehicle theft	9,5	10,5
deliberately injuring	8,2	6,5
domestic abuse	5,1	5,1
damage to property	7	4,4
pickpocketing	2	4
threatening behaviour	2,6	3,2
forgery	1	0,6
vehicle theft	1,3	1,7
burglary	1,8	2,2
sexual assault	2,1	1,8
insulting behaviour	0,7	1,5
resisting an officer	0,8	0,6
shooting (6136 the law no. article)	1,4	1,2
shoplifting	1,2	1,6
mugging	1,4	0,5
fraud	0,1	0,3
smash and grab	0,7	0,2

Source: Çetin (2010: 282)

It is very high likely to see this perception in travel guides as well. It is mentioned in *Turkey: A Lonely Planet Travel Survival Kit* (2009) that “like any big city, İzmir has its fair share of crime. However, the main tourist routes are fairly safe, with the possible exceptions of the Kadifekale neighbourhood”.

Data collection & Analysis

In this study, a non-experimental design, one of the quantitative research designs was used. As a data collection tool, an online questionnaire form that was prepared through Google Forms was used. The questionnaire form consists of 3 sections. The first section includes questions related to whether the participants have visited Kadifekale before or not and their previous visits to the touristic site. The second section includes questions on research variables, while demographic questions were inserted in the last part.

The scales in the second section were adopted from the literature. Perceived disorder (PD) consists of physical and social disorder (PPD & PSD). This variable was operationalized by using variations of Ferraro (1995), Karakuş (2013), and Abdullah *et al.* (2015). It was measured with 12 items respectively by asking the respondents *how much disorder they feel* on a scale that ranged from 1 to 5, with 1 being *very little* and 5 being *very much*.

Fear of crime (FC) was measured by using variations of Karakuş (2013), Abdullah *et al.* (2015), and Öztürk and Yıldız (2017) with 4 items by asking respondents *how worried they are* on a scale that ranged from 1 to 5, with 1 being *very little* and 5 being *very much*. Fear of visit (FV), intention to recommend (IR), and intention to visit (IV) were measured with 3 items each by a 5-point Likert-type scale with 1 *totally*

disagree and 5 *totally agree*. The questionnaire was pretested on 20 people and few corrections were made. See appendix for items.

The survey was conducted for 5 weeks between October and December 2018 and participants were limited to residents of the city of İzmir via convenience sampling. Participants who were reached through the social network of the authors and authors' circle of friends were firstly asked 'how long have they been living in İzmir?' after they had been informed of the survey. The reason to choose residents from the neighbourhood of Kadifekale was based on the explorative structure of the study. Visitors from the neighbourhood were chosen in order to ensure that people are familiar with the region and may have some perspectives about the risks the destination may pose. Because visitors coming from outside of the city or from abroad may not be aware of the possible risks of visiting the destination, they may not be an appropriate sample for the study.

During this time 256 questionnaires were obtained; because four of them were eliminated due to missing values, 252 usable questionnaires were obtained. The minimum sample size required for this study is 91 participants with a significance level of 5%, a statistical power of 80%, and R^2 values of at least 0.25 (Wong, 2013). The reported sample size for hospitality studies varies from 106 to 1500 (Ali *et al.* 2018a).

In this study, PLS-based structural equation modelling was employed to test the hypothesis, by using SmartPLS 3.0 (Ringle *et al.* 2015). SEM is preferred because of its advantages over regression such as simultaneously estimating all effects in the research model by using latent variables. Besides, SEM algorithm involves two stages which start with the measurement model to evaluate whether the model has adequate reliability and validity to test the structural model which constitutes the second stage to examine hypothesized relationships between the constructs in the model.

When deciding to conduct SEM, researchers are faced with two alternatives: covariance-based (CB-SEM) and variance-based (PLS-SEM) approaches. Both have advantages and disadvantages. While CB-SEM is very well known, popular, and robust with many premises such as large sample sizes, normal distribution of data, etc.; PLS-SEM is seen as a non-parametric version of CB-SEM (Paraschi *et al.* 2019). If the researchers have relatively smaller sample sizes, non-normal data, a complex structural model with especially an exploratory research goal, then PLS-SEM is a more appropriate approach and for the past decade, PLS-SEM has been widely used by many researchers from marketing to hospitality and tourism (Hair *et al.* 2011; Ali *et al.* 2018a, 2018b).

There are several reasons to use PLS-SEM in this study. First, when the research data has been evaluated for the assumptions of CB-SEM, the researchers agreed that the sample size was relatively low for CB-SEM. When its adequacy for PLS-SEM evaluated by following Hair *et al.* (2011), which must be ten times larger than structural paths in the model, the sample size was found adequate with more than 100 samples. Multivariate normality of data distribution, another assumption of CB-SEM, was also examined by using webpower software and the data was found not normal with Mardia's multivariate skewness score of 134.771 and multivariate kurtosis score of 806.125. Therefore, CB-SEM was not appropriate for this study.

Secondly, this research has an exploratory nature since the authors aim at revealing relationships among the fear of crime, fear of visit, and visiting and recommending intentions for the first time, and because of the complexity of the research model, PLS-SEM was considered more suitable for this goal. Besides, when properly applied, PLS-SEM has more benefits than CB-SEM (Hair *et al.* 2011).

Common Method Bias

Common method bias (CMB) constitutes a problem in SEM studies due to the measurement method (Kock, 2015). There are several approaches to detect whether a data set is contaminated by CMB. One is Harman's one-factor test. According to this, if a single factor emerges from the factor analysis or one factor accounts for the majority of the covariances (>50%), CMB occurs (Podsakoff and Organ, 1986). To check CMB, first, we conducted an unrotated Principle Component Analysis and examined total variance explained. Results showed that only 38.2% of the variance could be explained by the first component. Another way is assessing whether variance inflation factors (VIF) are less than 3.3 (Kock, 2015). In SmartPLS, a full collinearity test is conducted by making each variable DV once and calculating inner VIF values for all. As VIF values ranged from 1.1 to 2.3, and no single factor matters, CMB is not an issue in this study.

Results

Respondents' Profile

Table 2 shows the demographic profile and visiting characteristics of respondents. Among the respondents, there were more females (58.3%), and they were between 35 and 44 years old (37.8%) with the majority having a university degree (91.7%). Singles and married respondents have similar percentages (47.2% and 52.8% respectively). More than half of the participants (54.4%) visited the Kadifekale area at least once, with the majority wishing to see Kadifekale (78.2%).

Table 2. *Characteristics of respondents*

Variable	Categories	%
Gender	Female	58.3
	Male	41.7
Age	18-24	21.5
	25-34	19.2
	35-44	37.8
	45-54	17.5
	55-64	2.8
	65+	1.2
Education	Primary school	1.6
	High school	6.7
	University	67.9
	Master / PhD	23.8
Marital status	Single	47.2
	Married	52.8
Visit to Kadifekale	Yes	54.4
	No	45.6
Number of visits to Kadifekale (of which to visit)	First time	34.6
	2-4 times	42.6
	5+	22.8
Reason to visit Kadifekale (of which to visit)	See Kadifekale	78.2
	Join an event	5.8
	Meet friends	10.2
	Others	5.8

Measurement Model

Before testing the structural model for relationships, the measurement model should be evaluated as to whether it has a satisfactory level of reliability and validity (Fornell and Larcker, 1981). Composite reliability (CR) scores are used to determine whether the model has internal consistency. Construct validity has two categories: convergent and discriminant validity. Convergent validity assesses whether indicators of the same construct measure the same concept; while discriminant validity shows whether similar constructs measure different concepts (Hair *et al.* 2006).

Table 3 shows the reliability and validity of the measurement model. Since Cronbach alfa estimates the lower bound of the reliability, it is not found appropriate from some researchers (Bagozzi and Yi, 1988). Chin (1998) suggests using composite reliability (CR) to examine internal consistency for only reflective indicators of LVs. In this study, all indicators are reflective, pointed at, and highly correlated with LVs. After some items were deleted, factor loadings were between 0.630 and 0.925, which exceeds the minimum requirement of 0.60 for consistency (Hair *et al.* 2017). CR values of LVs also show high internal consistency with the values of 0.851 to 0.939.

The average variance extracted (AVE) is created by Fornell and Larcker (1981) to measure the amount of variance that a construct holds from its indicators relative to the amount of variance due to measurement error (Chin, 1998). Fornell and Larcker (1981) recommend that AVE should be larger than 0.50. If AVE is smaller than 0.50, this means that the variance due to measurement error is greater than the variance held by the LV, and both the validity of indicators and construct become questionable (Fornell and Larcker, 1981). AVE values for all LVs are above this threshold, ranging from 0.561 to 0.763. So convergent validity is satisfied by examining factor loadings, composite reliability (CR), and average variance extracted (AVE) values.

We applied two different approaches to assess discriminant validity: (1) Fornell and Larcker criteria and (2) Heterotrait-Monotrait ratio (HTMT). By following Fornell and Larcker (1981) procedure, the square root of AVE values for each LVs examined whether they are greater than the correlations among LVs. HTMT ratio is another way to examine the validity of the measurement model (Henseler *et al.* 2015). Since all values were smaller than the cut-off value of 0.85, this criterion is also satisfied. Table 4 shows that the results have discriminant validity.

While evaluating the measurement model, it is important to check SRMR as a model fit measure in PLS-SEM. SRMR of the proposed model indicates 0.079, which is smaller than the 0.08 cut-off point (Hu and Bentler, 1999). All these assessments show that our proposed model is appropriate for further analysis, i.e. structural modelling.

Structural Model

A bootstrapping procedure is followed with 5000 re-samples as Hair *et al.* (2011) suggest for hypothesis testing. Figure 1 and Table 5 display the results of the path analysis. *Perceived disorder* is positively and highly related to fear of crime ($\beta = 0.480$, $p < 0.01$, effect size $f^2 = 0.299$), and positively but slightly related to fear of visit ($\beta = 0.132$, $p < 0.01$, effect size $f^2 = 0.029$). Path from perceived disorder to intention to visit ($\beta = -0.101$, $p = 0.168$) and intention to recommend ($\beta = 0.012$, $p = 0.825$) were not significant.

Fear of crime has a large positive impact on fear of visit ($\beta = 0.664$, $p < 0.01$, effect size $f^2 = 0.742$), and negative but very small impact on intention to recommend ($\beta = -0.147$, $p < 0.05$, effect size $f^2 = 0.019$). The path between fear of crime and the intention to visit was insignificant ($\beta = -0.140$, $p = 0.127$).

Table 3. *Reliability and validity of the constructs*

Constructs*	Items	Loadings	CR	AVE
Perceived Disorder	PPD1	0.7231	0.939	0.561
	PPD11	0.782		
	PPD2	0.731		
	PPD3	0.633		
	PPD5	0.755		
	PPD8	0.789		
	PPD9	0.740		
	PSD1	0.757		
	PSD2	0.694		
	PSD4	0.814		
	PSD7	0.769		
PSD8	0.785			
Fear of Crime	FC2	0.870	0.928	0.763
	FC3	0.835		
	FC6	0.918		
	FC9	0.870		
Fear of Visit	FV1	0.922	0.906	0.763
	FV2	0.918		
	FV3	0.772		
Intention to Visit	IV1	0.861	0.903	0.757
	IV2	0.917		
	IV3	0.829		
Intention to Recommend	IR1	0.691	0.850	0.657
	IR2	0.860		
	IR4	0.868		

* *PD: Perceived disorder, FC: Fear of crime, IR: Intention to recommend, FV: Fear of visit, IV: Intention to visit.*

Fear of visit has negative and small impacts on both intentions to visit ($\beta = -0.198$, $p < 0.05$, effect size $f^2 = 0.021$) and intention to recommend ($\beta = -0.261$, $p < 0.01$, effect size $f^2 = 0.063$). Finally, *intention to visit* has a significant positive and large impact on intention to recommend ($\beta = 0.482$, $p < 0.01$, effect size $f^2 = 0.406$).

Table 6 shows the R^2 and Q^2 results. R^2 represents the amount of variance in each endogenous variable that is explained by the model (Chin, 2010). The model explains 22.7%, 53.9%, 13%, and 50.1% of the variance in the fear of crime, fear of visit, intention to visit, and intention to recommend, respectively. This means that research variables moderately explained 53.9% variance of fear of visit and 50.1% variance of intention to recommend, while fear of crime and intention to visit was slightly explained (Hair *et al.* 2011).

Table 4. Discriminant validity

Fornell-Larcker criterion					
Constructs	FC	FV	IR	IV	PD
FC	0.874				
FV	0.727	0.873			
IR	-0.493	-0.531	0.810		
IV	-0.332	-0.345	0.619	0.870	
PD	0.480	0.451	-0.301	-0.257	0.749
Heterotrait-monotrait ratio (HTMT)					
FC					
FV	0.834				
IR	0.619	0.694			
IV	0.381	0.412	0.765		
PD	0.503	0.496	0.367	0.281	

* PD: Perceived disorder, FC: Fear of crime, IR: Intention to recommend, FV: Fear of visit, IV: Intention to visit.

Predictive relevance (Q^2) is also checked because of the predictive nature of the study. Table 6 displays that all values of Q^2 are larger than zero. It means all endogenous LVs have predictive quality (Hair *et al.* 2011).

Table 5. Structural estimates

	Relationship	β	Std error	t value	Decision	f²
H1a	Perceived disorder -> Fear of crime	0.480	0.052	9.298**	Supported	0.299³
H1b	Perceived disorder -> Fear of visit	0.132	0.050	2.657**	Supported	0.029 ¹
H1c	Perceived disorder -> Intention to visit	-0.101	0.071	1.410	Not supported	0.009
H1d	Perceived disorder -> Intention to recommend	0.012	0.054	0.222	Not supported	0.000
H2a	Fear of crime -> Fear of visit	0.664	0.042	15.655**	Supported	0.742³
H2b	Fear of crime -> Intention to visit	-0.140	0.090	1.554	Not supported	0.010
H2c	Fear of crime -> Intention to recommend	-0.147	0.065	2.275*	Supported	0.019
H3a	Fear of visit -> Intention to visit	-0.198	0.094	2.096*	Supported	0.021 ¹
H3b	Fear of visit -> Intention to recommend	-0.261	0.072	3.636**	Supported	0.063 ¹
H4	Intention to visit -> Intention to recommend	0.482	0.054	8.862**	Supported	0.406³
H5a	Intention to visit x Past visit -> Intention to recommend	0.048	0.060	0.795	Not supported	0.004
H5b	Fear of visit x Past visit -> Intention to recommend	0.085	0.054	1.568	Not supported	0.014
H5c	Fear of visit x Past visit -> Intention to visit	-0.117	0.115	1.017	Not supported	0.015

*1.96 (p < 0.05); **2.58 (p < 0.01).

¹ small effect, ² moderate effect, ³ large effect (Cohen, 1988)

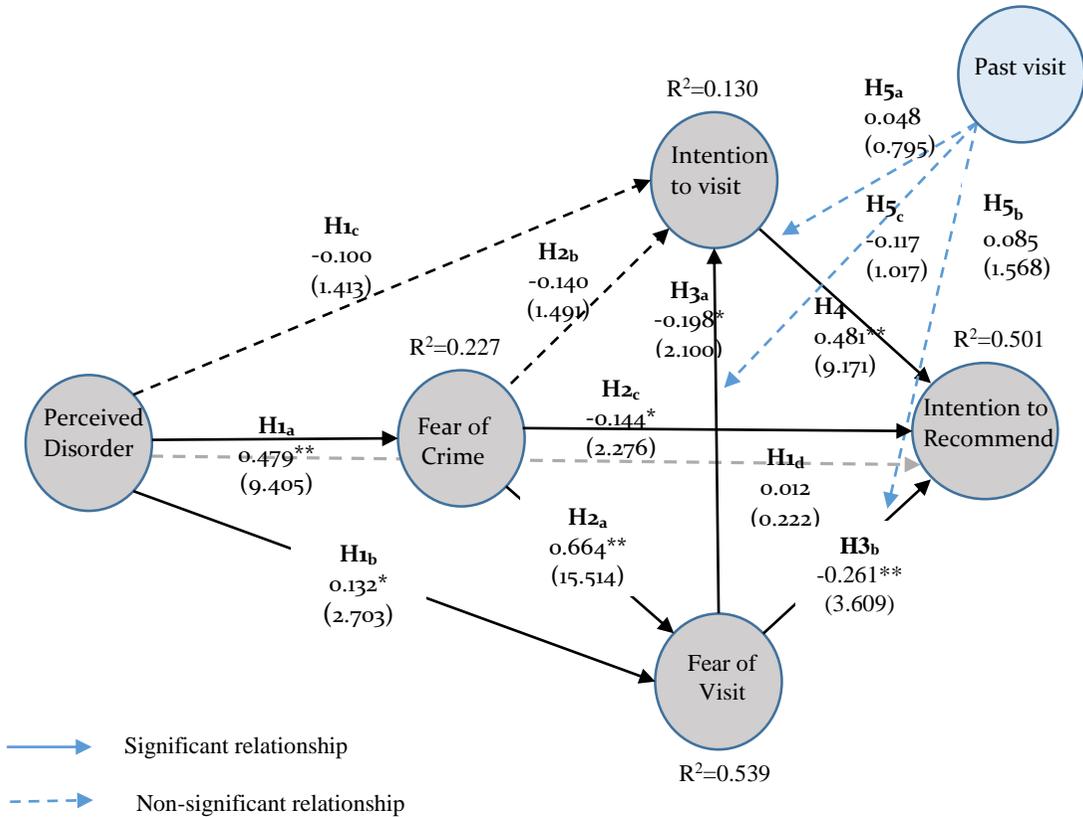


Figure 1. Structural model

Table 6. Endogenous construct assessment

Constructs	R ²	Adj R ²	Q ²
Fear of crime	0.230	0.227	0.165
Fear of visit	0.543	0.539	0.397
Intention to visit	0.141	0.130	0.093
Intention to recommend	0.507	0.501	0.313

Moderating Effect

A past visit to Kadifekale is considered a moderating variable in this study. Participants were asked if they had been in Kadifekale before. We hypothesized that if respondents had visited the destination before, the past visit would moderate their intention to recommend through intention to visit (H5a) and fear of visit (H5b). We also assumed that past visits would moderate (H5c) intention to visit through fear of visit. Moderation analysis was conducted by using PLS bootstrapping procedure with 1000 re-samples and three moderators created. There were no significant moderation effects of the past visit.

Mediating Effect

Indirect relationships were also tested by using the PLS Bootstrapping procedure with 5000 re-samples. Table 7 shows significant partial mediation effects. Partial mediation effects occur when both IV -> DV

and IV → M → DV are significant. In our research model *fear of crime* partially mediated both the effect of perceived disorder on fear of visit ($\beta = 0.318$, $p < 0.01$) and the effect of perceived disorder on the intention to recommend ($\beta = -0.071$, $p < 0.05$). *Fear of visit* partially mediated both the effect of fear of crime on intention to recommend ($\beta = -0.175$, $p < 0.01$) and the effect of fear of crime on intention to visit ($\beta = -0.131$, $p < 0.05$). *Intention to visit* partially mediated the effect of fear of visit on the intention to recommend ($\beta = -0.095$, $p < 0.05$). Finally, both *fear of crime* and *fear of visit* partially mediated the effect of perceived disorder on the intention to recommend ($\beta = -0.084$, $p < 0.01$)

Table 7. Mediation effects

Relationships	Indirect effect	Standard Error	t-value	Full/ Partial
PD → FC → FV	0.318	0.041	7.688**	PARTIAL
PD → FC → IR	-0.071	0.034	2.070*	PARTIAL
PD → FC → FV → IR	-0.084	0.026	3.209**	PARTIAL
FC → FV → IR	-0.175	0.051	3.437**	PARTIAL
FC → FV → IV	-0.131	0.064	2.046*	PARTIAL
FV → IV → IR	-0.095	0.048	2.000*	PARTIAL

*1.96 ($p < 0.05$); **2.58 ($p < 0.01$).

Discussion

The destination of Kadifekale which is thought to be creating safety concerns among the visitors was chosen as a research area and data collected through an online survey was analysed using PLS-SEM. The hypotheses of the research were discussed in four stages. At the first, it was discovered that the perceived disorders at the destination largely affect the fear of crime towards the destination (H_{1a}). Therefore, it was determined that physical disorders such as unheeded or irrepressible rubbish, neglected buildings, and social disorders such as noise, beggars and stray animals cause fear among visitors that crime may be committed at the destination.

Secondly, it was discovered that fear of visit to the destination largely stems from their fear of crime (H_{2a}); environmental and social disorders perceived at the destination both directly and indirectly have an impact on fear of visit (H_{1b}). Physical and social disorders and fear of crime perceived at the destination account for fear of visit to the destination more than half (53.9%). Consequently, not only did the physical and social disorders- if preventive measures were not taken against them in the first place- cause fear of crime among people, but they also made them afraid of visiting the destination. This is the most important finding of the study in terms of revealing the importance of BWT regarding destination management and marketing.

Thirdly, it was understood that the intention to visit the destination was affected negatively by the fear of visit (H_{3a}). The fear of visit has only a small impact on the intention to visit. In other words, rather than fear of visit, other factors play much more of a role in shaping tourists' behaviours. This finding creates a paradigm-shifting situation for tourism activities in which safety and security are thought to be primary requirements. Although this impact is small, it is important because behaviours can be predicted from intentions with considerable accuracy (Ajzen, 1991). Hence, in terms of destination management, each factor that has an impact on the arrivals of the potential visitors to the destination is crucial.

Finally, variables in the model largely explain visitors' intention to recommend the destination to others (50.1%) (H_{2c} , H_{3b} , and H_4). Their intention to visit at most affected their intention to recommend. Therefore, they recommend the destination to the others which they are thinking of visiting. Both the environmental and social disorders having been perceived at the destination and the fear of being a victim of crime lead to negative word of mouth. This negative impact is small. However, when the fact that the model as a whole explains the majority of the intention to recommend and the impacts of word of mouth on the others' behaviours are taken into consideration, it is an important matter that destination management officials should take notice of.

Conclusions

An important finding of the study is that although there is a negative correlation between them, the perceived disorders at the site and the fear of crime do not have a significant impact on the intention to visit, but have direct/indirect negative impacts on the intention to recommend. While Promsivapallop and Kannaovakun (2017) found that travel risk perceptions had only some influence on visit intentions, some others found no relationships. For example, in his study on tourists' perceptions, Demos (1992) found that only one-third of the respondents claimed that safety was the main factor for their revisit intentions while the majority were not concerned that crime would deter them from revisiting the destination. Similarly, Brunt *et al* (2000) reported that despite their susceptibility, tourists have low safety concerns during their vacations so that neither crime nor disorders were a major issue on holiday. George (2010) reported that visitors were still likely to return to the destination and recommend it to other people even though they had safety concerns. Despite having no causal analysis, but based on means, some studies also reported similar results. For example, George and Swart (2012) reported that crime-risk perceptions did not affect respondents' future travel intentions like visiting the destination and recommending it to others. This does not mean that safety perceptions are not important for tourists' behaviours. According to Batra (2008), tourists' positive safety perceptions would contribute to visit and to recommend the destination. However, most of the literature points at unsafety perceptions are just not enough to deter visitors from destination-related behaviours.

Barker *et al.* (2003) emphasize that tourist perceptions of fear of crime carry the same degree of importance as the victimization of tourists from the point of its impact on tourist behaviour. However, studies carried out by Mawby *et al.* (2000), Donaldson and Ferreria (2009) suggested that even victimization may not prevent tourists from returning to a destination. Interestingly, what victimization cannot achieve, fearful destination photos do. When Hem *et al.* (2003) evoked respondents' destination image by showing them these risky photos which evoked high levels of fear, they were found to reduce visiting intentions. In contrast, in our study, it seems that reminding people of the physical and social disorders of Kadifekale did not have an impact on visit intentions, directly or indirectly. On the other hand, these perceived disorders negatively and indirectly affect intention to recommend through fear of crime and fear of visit. This is a very interesting finding in this study. The respondents do not recommend the destination to the others while they are not concerned about visiting the site because of the perceived disorders. Additionally, the fear of visit affects the intention to recommend more than the intention to visit (resp. -0.261 and -0.198). This situation may stem from different reasons. The concerns may play an important role in negative word of mouth because the participants probably do not want to see the others to be affected by crime because of their recommendations and do not want to be responsible for such a situation. Even though this probability clarifies negative word of mouth, it does not explain why fear related to crime has no effect on their intention to visit. Then either the respondents do not mind their safety, or they continually underestimate their own risks (optimism bias) while overestimating the severity of the situation for the rest of the society (Sharot, 2012).

This study confirms the BWT. Small disorders at the site are precursors to crime perception! The disorders perceived by the visitors at the destination shape the fear of crime. Therefore, destination management executives should minimize the physical and social disorders affecting the visitors' fear of crime. On the other hand, there is no one determinant of the fear of crime. Factors such as previously being a victim of crime, information sharing from the mass media, family members or other acquaintances, crime rate, police effectiveness in the destination have an impact on the fear of crime (George, 2003).

Nowadays, the stakeholders in tourism such as local companies, local authorities, business associations, and tourism developers are struggling to ensure almost every city or district has a share of tourism revenue. Cultural heritages and natural beauties are the greatest strength of those potential tourism destinations. However, if the concerns related to safety and security are prevalent among the community and the potential visitors towards the region, it is no surprise that tourism development will be significantly affected in a negative way. The potential tourists avoid visiting sites they consider unsafe. Broken Windows Theory suggests that the disorders at the region may catalyse the crime. In this study, the answer was given to the question of whether the perceived disorders mentioned in this theory may cause the fear of crime and may impede the intention to visit the destination. It was found that the environmental and social disorders cause the fear of crime which at the same time ends in the fear of visit and abstaining from recommending the site to the others. The fear of crime has a negative impact on the intention to visit the region through the fear of visit. Therefore, it can be said that environmental and social disorders lie at the heart of the fear of crime as well as real crime cases. This result shows that the perceived disorders at the destination are a very serious problem that should be solved by the local authorities. This situation should be regarded as an obstacle to the tourism development of the regions. Therefore, it is crucial to gain in-depth understanding of potential tourists' concerns and their reactions to the perceived disorders at the regions. Therefore, studies which provide insight into this issue and measure the impacts of the disorders in the region in order to understand its consequences on the behaviours of the potential tourists are very important to implement tourism development policies successfully. Decision-makers, tourism developers and planners should not neglect the disorders at the region. The following suggestions may be made regarding the solutions to the disorders. Littering and dumping of rubbish in public areas should be strictly banned, and leaving or throwing litter in a public place should result in an on-the-spot fine. A solution must be found for the abandoned houses such as demolition of structurally unsound houses or offering subsidies to finance a renovation. Abandoned cars should be removed to a wrecking yard. Vandalism on public properties must be treated as destructive behaviour against public property and systematic action of maintenance and repair should be quickly undertaken. Old or broken lamps must be replaced with new light fixtures. Better street lighting can help reduce fear. Some measures must be implemented in order to prevent undue traffic and vehicle speeds which are often the cause of fear. New functions can be given to neglected buildings after restoration works. Some noise pollution preventive measures such as the ban of honking in public places must be taken. Mawby *et al.* (2016) present some particular examples of measures aimed at disorder in Braşov in Romania. One of them is street lightning system controlled by the City Hall in tourist areas to ensure that areas through which tourists pass after dark are sufficiently well-lit. The other is an urban development strategy called smart city which is run by City Hall in partnership with residents, local businesses, NGOs, and public bodies by using IT to respond to disorders reported by members of the public. Bhati and Pearce (2016) underlines non-technical a strategy in curtailing disorder. This emphasises the importance of soliciting community participation as a sense of belonging and ownership of the visitor attraction across all levels of the local community. Creating community awareness of the consequences of vandalism and the increased level of belonging

within the community through publicity and education programs are crucial for destination management.

Future Research

This study has several limitations. First, because of its exploratory nature, this study used non-probability sampling which would generate results that cannot be generalized. Second, this study employs cultural tourists' behaviours in the cultural destination context, therefore it is unknown whether different tourist types in different settings would react the same way. Third, the data were collected from local visitors, however, foreign visitors from different geographical regions may react differently because of their crime perceptions. Fourth, the fear of crime was searched through the perceived physical and social disorders, however, there are other factors affecting tourists' safety concerns and also fear of visit. Considering these limitations, future studies may focus on (i) different tourist types having different touristic goals within different destinations in the context of the BWT perspective, (ii) discovering other factors that would determine the fear of crime and the fear of visit and examining their causal relations with tourist behaviours, and (iii) why people are interested in visiting the destination but not recommending it when they have safety concerns about the destination.

Appendix

Appendix 1. Items used in this study

Variable	Item	Description
Perceived Disorder	PPD ₁	Littering and dumping of rubbish in public areas
	PPD ₂	Abandoned houses
	PPD ₃	Abandoned cars
	PPD ₅	Vandalism or graffiti on public properties
	PPD ₈	Poor street lighting
	PPD ₉	Undue traffic
	PPD ₁₁	Neglected buildings
	PSD ₁	Too much noise
	PSD ₂	Uncontrolled pets
	PSD ₄	Beggars
	PSD ₇	Irritating attitudes of shopkeepers
Fear of Crime	PSD ₈	Problems regarding selling and dealing of drugs
	FC ₂	Being murdered
	FC ₃	Sexual harassment
	FC ₆	Being exposed to offensive words and insulting behaviour
Fear of Visit	FC ₉	Damage inflicted on personal properties (car, motorbike, etc.)
	FV ₁	I am afraid of visiting Kadifekale.
	FV ₂	The thought of visiting Kadifekale worries me.
Intention to Visit	FV ₃	I can visit Kadifekale anytime I want. (R)
	IV ₁	I hope to revisit Kadifekale in the future.
	IV ₂	I intend to revisit Kadifekale if I get an opportunity
Intention to Recommend	IV ₃	I plan to revisit Kadifekale in the following six months.
	IR ₁	I would not recommend the others to visit Kadifekale. (R)
	IR ₂	I would encourage acquaintances of mine to visit Kadifekale
	IR ₄	I will suggest visiting Kadifekale if someone asks me for my opinion.

(R): Reverse coding

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