

Systematic Review of Investigating Decision Making Models to Minimize Risks in Tourism

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Abstract

Tourists often encounter various risks during trip planning and execution, primarily due to limited access to accurate information about actual conditions. Such risks increase their vulnerability, leading to suboptimal decisions, including missed opportunities for rewarding experiences or the selection of unsuitable destinations. This systematic review explores the impact of perceived risks on tourist decision-making, examines existing risk-reduction models, and investigates whether risk influences tourist satisfaction. Following the PRISMA-2020 methodology, this study systematically reviewed literature on tourism decision-making, risk, and satisfaction using five academic databases from August to November 2024. An analytical framework was employed to assess the relationship between decision-making, risk reduction, and satisfaction. A total of 21 relevant articles were included in the review. The findings reveal a strong correlation between tourist satisfaction and the risks associated with their journeys. The review also indicates that effective decision-making can mitigate these risks. Among the existing models, the Protection Motivation Theory and the Consumer Decision Process Model demonstrate significant potential as foundational frameworks for developing practical decision-making models that enhance tourist satisfaction. Despite these insights, the review highlights limitations such as the scarcity of practical contributions to the field and restricted access to relevant studies. Nonetheless, the findings underscore critical implications for advancing decision-making frameworks to minimize risk and maximize tourist satisfaction.

Keywords: *Tourism, Risk reduction, Decision-making, Satisfaction*