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The Relationship between Information Resource and Infectious diseases conception

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Abstract

Excepting for some factors such as the terrorism and political instability will affect to passengers' tourist intention (Sonmez and Graefe, 1998). Recent year, to bring many diseases to infectious are belong to transnational behavior from tourism, which are also affects travelers to choose visit location for their tours.

The method of this study, the Investigation is used to the questionnaire to interview the students. And the analysis methods including reliability analysis, validity analysis, path analysis. The results found that the respondents perception had a positively and significantly the relationship which between information resource and knowledge for the infect diseases. The results can provide the reference for prevent the infect diseases.

Keyword: Information Resource, Infectious Diseases

Ⅰ. INTRODUCTION

Related the travel safety issue, which is an important factor of the passenger consider and choose the tourist destination (Mok and Armstrong, 1995; Mok et al., 1995). Travelers may be due to lacks of travel experiences, to cause they have not considers some risk factors such as: financial considerations, same generation influence, and results of may be producing the uncertainty (Mayo and Jarvis, 1981). However, the tourism infectious disease risk is one of the important tourist risks in recent year.

In this study, to discusses for the students to obtain the sources of information about infectious disease, and understanding the relationship between the infectious diseases and the knowledge of the disease. The aims of this research are to understanding the channel of information sources, and discuss whether where any impacts have on the infectious diseases knowledge?

Ⅱ. LITERATURE

1. Tourist Risk

Related the catalogs of tourist risk, several factors be proposed by Moutinho (1994):

1. functional risk;
2. physical risk;
3. financial risk;
4. social risk;
5. and psychological risk.

In addition, researchers who to evaluate the tourist environment from the view of tourist risk, the factors were be distinct as following:

1. equipment risk;
2. financial risk;
3. physical risk;
4. psychological risk;
5. satisfaction risk;
6. social risk;
7. and time risk.

Due to there are the different tourist areas, the levels of infectious diseases risks covered also are different. For example, In Taiwan, since the SARS crisis, the Department of Health Disease Control to announce the latest level of infectious diseases and presented in different warning lights, the aim of to provide people go abroad and understand their visit different destination and faced to different infectious disease risks, to recommend the preventive measures.

2. Tour Information

Searching related the tourist information, which resources can be divided into internal and external. Internal search is refers to the individual consumer experiences and their memories, to search for the information about travel related products, then use these information to solve the problem for purchase and also made the decision to travel planning .

External search was divided into the level of information search and source. It refers to the degree of information search is amount of information sources and spend the amount of time in the search process. It is refer to information search source, comprising these types: a source of personal, commercial sources, public sources, sources of experience.

According to Taiwanese tourist status observed (Min 99) for travel-related information sources, there are friends, colleagues, students, computer networks, electronic media, print media, travel agencies, tourism, recreation units, traveling exhibitions, etc. Thus, this study proposed related the knowledge resource of infectious diseases for travel, the same as above four categories.

III. RESEARCH MODEL AND HYPOTHESES

This study proposed the hypotheses that according the literatures:

H: There is a relationship of positively and significantly that exist the information resources on the infectious diseases knowledge.

IV. ANALYSIS

1. The Research Model be Verified

The research model was verified with use the AMOS 6.0. The results of values there are χ^2 =595.80 · df=76 · CFI=0.88 · GFI=0.90 ; AGFI=0.86 · RMR=0.04 ; RMSEA=0.09. Except for the CFI and AGFI both values were lower than the value 0.9 threshold. Although the RMR reached to threshold value, the RMSEA did not fall into the level of accept. Thus, the research model must to modify.

Then the model according to the larger value of SRC to deleted (Bagozzi and Yi, 1988). As shown in Table, totally to deleted two items of number 9 and 10 in knowledge construct, then the SRC was to gained the accepted level and the model was also reached the threshold,

and the indicators were CFI=0.92 · GFI=0.93 · AGFI=0.90 · RMR=0.03 · and RMSEA=0.08. Others indicators shown in Table 1.

Table 1 Indicators in the modified model

Items	**β value**	***t value***
The knowledge about infectious diseases	0.55***	11.92
Information from the related travel industry	0.81***	---
Information from others	0.81***	22.32
Information from government	0.77***	21.22
Information from friends	0.54***	14.35
8. The tourist infectious easy to spread in different seasons.	0.81***	17.16
7. The method to avoid to infectious the disease	0.76***	16.02
6. The method to prevent to infectious the disease.	0.75***	15.99
5. The spread path of majority infectious diseases in travel.	0.76***	16.20
4. To incidence of was be infectious diseases presentation serious level	0.80***	---
3. There are different symptoms in different infectious disease.	0.80***	17.00
2. There are different categories to establish in different countries.	0.73***	15.49
1. Many infectious diseases may occur when traveling	0.68***	14.26

After, this model will test the reliability. The value of information resource construct is 0.82, the knowledge construct is 0.86. The indicators of this model were reached level.

Moreover, processing the test of CR and AVE. Results presented the CR of information resource and infectious diseases knowledge were 0.92 and 0.83, separately, the AVE of both were 0.58 and 0.55, all reached the accepted model level (Bagozzi and Yi, 1988).

2. Hypotheses Test

In this part, the study will be test whether support the pre-proposed hypothesis. The test results report that information resource had a positively and significant on the infectious diseases knowledge (β=0.55, *t*=11.92, p<0.001), thus, this hypothesis was supported.

V. CONCLUSION

This study to empirical and found the result that information resource had a positively and significant on the infectious diseases knowledge. Through this study can recognize the students obtain the travel related infectious diseases resource, affect on the infectious knowledge, especially these information obtained by travel industries such as travel agency, hotel, and airlines. And these related information obtained by other channel, such as travel program, TV news, and internet new, etc. However, the students' perceptions the infectious diseases knowledge from channel were more than government. Therefore, the government must to combined multi-channel for prevent the infectious diseases can to protect the people healthy.

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