

ACADEMIC WEEKLY DIGEST

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SSSHH... LET'S TALK ABOUT PRIVACY!

PRIVACY CONCERNS AND DATA DISCLOSURE IN TRAVEL

A team of researchers in SHTM, [Prof Iis Tussyadiah](#) (PI), [Prof Graham Miller](#) (CI), and [Dr Athina Ioannou](#) (RF), which is part of a consortium with Universities of Kent, Warwick, and Durham, are working on a [EPSRC](#)-funded grant on Privacy-aware personal data management and Value Enhancement for Leisure Travellers ([PriVELT](#)). This week we highlight some findings from the project on travellers' privacy concerns and their willingness to disclose personal data while travelling. Have a great week!

Department of Hospitality
School of Hospitality & Tourism Management
University of Surrey | surrey.ac.uk/SHTM



What's in this issue:

**TRAVELLERS'
PRIVACY
CONCERNS AND
WILLINGNESS TO
DISCLOSE
PERSONAL DATA**



Travellers' Privacy Concerns and Willingness to Disclose Personal Data

DR ATHINA IOANNOU
PROF IIS TUSSYADIAH

To facilitate a seamless travel journey, travellers are increasingly asked to share their personal data with different providers at various stages of travel: identification, biometrics, real time locations, even preferences. These studies try to better understand and measure travellers' privacy concerns and assess how these concerns could affect travellers' willingness to share their information.

The studies found that travellers with elevated concerns for privacy tend to have lower levels of trust in travel providers. Trust helps reduce perceived risk of data sharing and positively affects travellers' willingness to share their identifier (passport, credit card, etc.), biometric (face scan, fingerprints, etc.), biographic (name, address, etc.), and behavioural (smartphone search history, travel expenses, etc.) data.

The findings reinforce the notion that increased concerns over privacy can significantly impact information disclosure, thus travel providers relying on consumers' data will be facing immense difficulties. To mitigate this, travel providers should focus on trust-building and risk-mitigating strategies and activities, such as communicating privacy policies in a clear and transparent way and adopting privacy protection mechanisms and relevant regulatory framework in collaboration with other business and government entities to reduce privacy concerns.

FURTHER READING

Ioannou, A., Tussyadiah, I., Lu, Y. (2020). Privacy concerns and disclosure of biometric and behavioral data for travel. *International Journal of Information Management*, 54, 102122.

Link: bit.ly/35JyPTJ

Ioannou, A., Tussyadiah, I., Miller, G. (2020). That's private! Understanding travelers' privacy concerns and online data disclosure. *Journal of Travel Research*.

Link: bit.ly/3c6ac4R

SUMMARY VIDEO

youtu.be/HoMDRjvgYUI