

**International Economics**

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**THE INFLUENCE OF TERRORISM
ON INTERNATIONAL TOURISM****Abstract**

The article determines major trends in the development of tourism in the modern global economy and its significance for the economies of individual countries. The author considers major approaches to defining terrorism in terms of political risk, as well as its types, sources and effects. The author analyses interrelationship between terrorism and tourism and discusses ways to prevent and mitigate its negative effects.

Key words:

Tourism, international tourism, tourist, terrorism, act of terrorism.

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«The only thing that is necessary for the triumph of evil is for good men to do nothing»

Edmund Burke

«The concern for tourist safety and security will not fade away, and the world of tourism must learn to live and work with this feeling as something rather normal and usual»

From UNWTO documents

Nowadays different approaches to event forecasting, risk management programs, etc. are being realized in international business. The main goal of these measures is to avoid or mitigate negative effects on business operations in one country or another. This is true for tourism development as well. Among all groups of risks – economic, ecological or other – political risks are the hardest to manage. Predicting the probability of political risk events, not to mention forecasting the scale of risk effects, their duration and consequences, is a very complicated task.

The goal of this article is to determine the impact of terrorism on the development of international tourism. The tasks of the article are to study the importance of tourism and current trends in its global development; to highlight major approaches to defining terrorism as a political risk, its types, sources, and effects, as well as ways of preventing and mitigating the negative effects of terrorism.

Modern trends in global tourism development. Tourism evolved as a vitally important industry characterized by significant multiplicative effects of income and employment growth, foreign currency receipts, growth in affiliated sectors, as well as potential for communications and infrastructure development. In the majority of countries, tourism is a priority industry and subject of regional development programs between partner countries.

The global crisis has touched upon all sectors of the world economy including tourism. Regardless of the global economic challenges over the recent years, the development of international tourism exceeded expectations: according to the UNWTO World Tourism Barometer, the number of arrivals in 2013 increased by 5%, reaching record 1.087bn arrivals. In general, UNWTO expects that over the period from 2010 until 2020, the industry growth rate will make +3.8% per year (in 2014, the projected growth was +4–4.5%). In recent years, in good request were such tourist destinations as the Asia-Pacific region (+6%), Africa (+6%) and Europe (5%). Among the sub-regions, the leaders were South-

East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%), and North Africa (+6%) (Kereselidze, 2013).

According to Taleb Rifai, the UNWTO Secretary-General: «The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling economic growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies» (www.unwto.org).

The indicators for key source markets of the developed countries were relatively more modest. France regained its positions (+6%) after weak results of 2012, whereas tourism expenditure in the USA, UK, Canada, and Australia increased by 3%. Contrary to the aforementioned countries, Germany, Japan and Italy reported a fall in expenditure on outbound tourism. Other emerging markets which achieved substantial growth of expenditure on outbound tourism include Turkey (+24%), Qatar (+18%), Philippines (+18%), Kuwait (+15%), Indonesia (15%), Ukraine (+15%), and Brazil (+14%) (Kereselidze, 2013).

The UN World Tourism Organization forecasts that tourism expenditure will continue to grow, reaching \$2trl per year (i.e. \$5 bn per day), whereas the number of foreign tourists will increase to 1.5 bn people by 2020. Middle East will get the top spot in terms of tourist flows, mostly thanks to huge natural, historical and cultural resources attracting tourists from all over the world. A report by *Global Futures* estimates that the number of tourists in the region will make more than 150 million people in 2020 (in comparison to 61 million in 2009) (Kereselidze, 2013).

The significance of tourism for a number of economies can hardly be overestimated. Consider, for example, such Middle East countries as Egypt, Jordan and Lebanon: here, tourism is one of key export industries and a source of foreign currency receipts. In addition, tourism is one of the largest employment sectors. In Egypt, tourism industry employed 2.5 mn people in 2010, which made 11% of total employment and 22% of exports. In Lebanon, tourism revenues in 2011 accounted for 38% of GDP, whereas direct and indirect employment constituted respectively 9.3% and 33.4% of total employment. In Jordan, tourism was a key source of foreign currency receipts in 2007, accounting for 16.9% of the country's GDP (Basu and Marg, 2010).

On the other hand, tourism is much more than a share of revenues in the GDP structure and employment of population. Tourism is the industry of personal contacts and cross-cultural communications. A successful tourism industry requires political stability, peace, security, and potential for dialogue among various groups of people. It is a dynamic, competitive industry, which requires ability to constantly adapt to changing consumer demands, whereas customer satisfaction and security assurance are key directions of tourism business.

The geopolitical context of providing regional stability and security is also important for any country or region in terms of its tourism attractiveness.

Terrorism: the concept, origins, recent research. Over the last 50 years tourism was negatively affected by natural disasters, wars, economic crises, and terrorism. However, the events of September 11, 2001, were revealed to have a much stronger impact than any crisis in modern history. The consequences of September 11 had different effects on various providers on the tourism market. Air traffic has substantially shrunk. Fear of flying led to development of ground transportation as a means to travel within a geographic region. The US Government issued \$15 mln of secured loans to aviation industry to prevent it from crashing. 260 000 people lost their jobs. In large cities, the number of guests in hotels reduced to 30%. Ireland, Mexico and the Caribbean countries observed a falling number of Americans willing to travel by air. Taxi service, shops, restaurants, and other sectors were negatively affected by these terrorist acts.

Among the first examples of terrorism in the history of mankind, we can mention an incident, which happened in 6 A.D., when Jewish patriots organized a group of sectarians and launched a terrorist campaign against the Roman reign in Palestine with the aim to force the Romans to leave Palestine.

The growth of terrorism has been observed over the last 20 years. This period was marked with the first incidence of a terrorist act involving the weapons of mass destruction: in 1995 during the rush hour in Tokyo subway, a so-called «sarin attack» was realized, causing death of 12 and injuries of 5 500 people. In 1995, the total number of death incidents in result of international terrorism decreased (165 people in 1995, 314 people in 1994), but the number of injuries increased in dozens: 6 291 people were injured in 1995, of which 5 500 people – in result of gas attack in Tokyo subway.

Nonetheless, the interest in the phenomenon of «terrorism» over the recent decades has substantially grown after the events of September 11, 2001, in the USA.

One of the first to introduce the term «terrorism» in the 18th century was Edmund Burke. In his work «Reflections on the Revolution in France», he criticized the systematic use of terror by the French government.

Today, definitions of «terrorism» are varied. Let's consider some of them. The US Department of State defines terrorism as «premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine agents, usually intended to influence the audience. International terrorism is defined as the act of terrorism realized involving citizens or territories of more than one country» (Sönmez, 1998).

The Law of Ukraine «On the fight against terrorism» provides the following definitions:

- terrorism is a socially dangerous activity, which consists in deliberate, targeted use of violence by means of taking hostages, arsons, murders, tortures, intimidation of population and bodies of power, or other infringement on life or health of innocent people, or threats to perform criminal acts with the aim of reaching criminal goals;
- act of terrorism is a criminal act performed in the form of use of weapons, explosions, arsons, or other actions;
- international terrorism is socially dangerous violent acts involving abduction, seizure, murder of innocent people or infringement on their life and health, destruction or threat of destruction of important economic objects, systems of life support, communications, use or threat of use of nuclear, chemical, biological, and other weapons of mass destruction, carried out on global or regional scale by terrorist organizations, groups, including those with support of state bodies of individual countries with the aim of reaching certain goals (Law of Ukraine «On Combating Terrorism»).

According to S. Sönmez, terrorism is an intentional use of violence or threat of violence against civilian population with the aim of reaching political and/or religious goals (Sönmez, 1998). Transnational terrorism is an incident of terrorism that took place in one country involving victims, goals, institutions, or citizens of other countries (Yaya, 2009).

P. A. Karber stated that «terrorism is a 'a symbolic act', which can be analyzed much like other means of communication. It includes four basic components of the communication process in the context of fight against terrorism: (1) transmitter (terrorist); (2) recipient (target of the terrorist's message); (3) message (act of terrorism involving individual or institutional victims); (4) feedback (reaction of the recipient to demands of terrorists)» (Poirier).

The studies that analyze the roots of terrorism focus on its two aspects: civil liberties and economic development.

The countries which are in the state of transition between political freedom and autocratic regime are more susceptible to terrorist activity. Advanced democracy, high level of incomes and openness in the source countries reduce the probability of conflict. The economic aspect is analyzed at both macro- and micro-levels. From the macro-economic standpoint, the influence of terrorism is immaterial, especially in the developed countries.

The micro-economic analysis of terrorism focuses on the study of its impact on specific industries, such as tourism, international trade, foreign direct investment.

As we can see from the data in Table 1, the role of political risks increases, and this tendency, as confirmed by the above-mentioned studies, will continue to develop.

Table 1

Survey findings regarding political risks

Survey	Objective	Main findings
Aon, Global Risk Management Survey 2013	Assess the top risks facing organizations today	Political risk ranked in tenth place out of 49 risks. The first time that political risk entered the list of the top 10 risks. Projects that political risk will move to sixth place three years from now
Ernst & Young, Business risks facing mining and metals 2012–2013	Assess the top business risks for mining and metals	Resource nationalism moved to first place in the list of the top 10 business risks facing the mining and metals sector in 2012, up from eighth place in 2008.
Protiviti and North Carolina State University's ERM Initiative	Obtain views through ratings as to what risks are expected to affect business organizations over the next 12 months	Risk that uncertainty surrounding political leadership in national and international markets will limit growth was third out of 20 risks. Regulatory changes and heightened regulatory scrutiny and its effect on product and service production and delivery were in first place.
Association for Financial Professionals and Oliver Wyman Risk Survey 2013	Assess the factors expected to have the greatest impact on organizations' earnings over the next three years	Political risk ranked in fourth place among 20 factors expected to have the greatest impact on organizations' earnings over the next three years. Political risk also ranked in fourth place in terms of its difficulty to forecast.

Source: <http://www.miga.org/documents/WIPR13.pdf>.

Analysis of the environment in which terrorist groups evolve and operate helps to understand the essence of terrorism. Conditions of the environment are early-warning signals of the events that will be shaped by this environment. Thus, a rich and comfortable environment gives rise to appearance of new scientists and professionals in various spheres. On the contrary, poverty and ill-being will give birth to gangs and other permanent criminal elements (Sönmez, 1998). Thus, according to S. Sönmez, the countries which want to cure diseases and overcome hunger and other socio-economic and ecological problems, which have growing population and have combined problems, can «nurture» terrorism

(Sönmez, 1998). Terrorist organizations can easily recruit new members by offering better conditions for the people living in unfavorable conditions.

On the other hand, E. Schmidt stated that political risk includes the requirements of the host country's policy in the sphere of business limitations. Three categories of risk can be singled out: the risk of transfer; operational risk; the risk of (control of) property rights (expropriation or confiscation). In addition, E. Schmidt distinguished between «risk-events» and «risk-effects».

The effect of a terrorist act can hardly be projected and estimated. Its aftermath can endure from several months to several years (in case when the probability of a new terrorist act is increasing).

The fight against terrorism is a very complicated task, it cannot be rooted out (it is a crime by its nature). The main problem consists in the lack of resources, both human and financial, which are necessary for terrorist groups monitoring and implementation of counter-terrorism measures. It is worth to admit that monitoring of terrorist groups and their behavior by itself is not a guarantee against terrorist acts.

The influence of terrorism on tourism. It is quite understandable that tourism is an important factor of development for national economies. But what happens when such negative phenomena as terrorism are developing?

The influence of terrorism on the economy can be enormous: it leads to growth of unemployment, homelessness, deflation, crime, and other economic and social troubles. It is hard to assess the impact of terrorism on the development of tourism in any country. After all, its consequences go beyond the business activity which is directly connected with tourism, such as that of airline companies, hotels, catering facilities, industries supplying intermediate and finished goods. That is, it will have an effect on all spheres of social life including economics to a greater or lesser degree.

Terrorism has long-term negative effects on incomes that might not recover. Local producers that lack finance to support their business during such a downturn in business activity (in contrast to large corporations) will have to suspend their operations. Redundant employees will have to look for new jobs.

In 1975, W. Matthews pointed to insufficient research of the political aspects of tourism – the analysis of political risks. Global hotel chains are one sector of the tourism industry, where the impact and effects of political risks manifest themselves especially vividly. When launching their activity in a «new» country or market, global hotel chains realize investment projects. In this context, the TNCs as international investors usually assess economic risks. The 1979 revolution in Iran fostered the need to take into account and focus attention on evaluating the probability and potential of political risks. As a rule, political risks cannot be precisely defined. Risk situations are usually split into (1) predictable events and (2) spontaneous events. It is worth to keep in mind that political instability and po-

litical risk is not the same thing, these are totally different concepts (Man of the Year).

Thus, S. Kobrin stated that instability is a peculiarity or a typical feature of an overall environment, whereas risk is a narrower concept, which is reduced in its focus to direct influence on a company or a particular project. However, in analyzing political risks, researchers put major emphasis on stability in the process of project development in a certain country.

Therefore, by the criterion of time, terrorism is a short-term phenomenon, whereas political instability can be short-term, as well as long-term, in nature.

Until recent days, terrorism has been subject of many studies, but only few of them focused on the influence of terrorism on tourism.

Tour planning helps tourists to create positive experiences in their lives: expectations from visiting interesting places, learning culture and peculiar features of other nations, etc.

Terrorist acts, however, produce negative influence upon their victims: first, people preserve recollections of a terrorist act in their memory; second, witnesses of terrorist acts change their life styles. This phenomenon is known as «adverse learning effects».

Terrorism negatively affects tourism by changing tourists' perceptions of the motives to travel.

On October 12, 2002, in the village of Kuta in Bali (Indonesia) 202 persons were killed and 209 persons were injured, which naturally had a negative impact on the inflow of tourists during the next high season (–23.45%).

After explosions, Bali was referred to as a politically unstable country. Within one week after the attack, tour operators hurried to withdraw their holiday programs in resorts of Bali and Indonesia. All this happened during the high tourism season. The occupancy rate decreased on average from 75% to 14% (Koroma, 2011; Law of Ukraine «On Combating Terrorism»). It took two years to recover and reach the pre-October 12, 2002, level.

When a threat of terrorism appears, – or even worse, when it grows, – foreign tourists reconsider their decision to visit one destination or another.

In addition, there is another effect of terrorism on tourism known as «a generalization effect»: tourists that are aware of the threat of terrorism in one country generally tend to assume that the entire region is risky. For example, the Mediterranean countries experienced a substantial decrease in tourist flows during the Persian Gulf War in 1991. Such an indirect effect of terrorism on tourism can lead to decreasing tourist flows in a country which is not involved in the conflict. The research literature distinguishes between the so-called «internal» and

«external» circles. Respectively, the former includes countries which are directly involved in a conflict, whereas the later includes other countries in the region.

On the other hand, cross-cultural studies found that tourists have different perceptions of terrorism.

Terrorism is the only factor which has a delayed effect of uncertainty and insecurity, since it entails not only material damage, but also bodily injuries or even death. As a result, (1) ticket expenditures cover additional costs of rigorous security measures in airports and other facilities (airport security services have fundamentally changed their security policies); (2) the role and cost of insurance (especially public liability insurance) increased. However, as the cost of insurance and reinsurance increased, not all insurers are willing to compensate losses resulting from terrorist attacks.

Along with that, a number of researchers find that terrorism and tourism have some features in common, such as border crossing, involvement of citizens from different countries, use of travel and communication technologies. Tourists are easy targets – they are most vulnerable during vacation travel. L. Richter stated that terrorists attack tourists to achieve strategic goals.

On the whole, among the basic reasons for terrorism in tourism one can name the following: (1) persons that oppose the development of tourism; (2) the negative and disparaging attitude of tourists towards local population; (3) clash of cultures (an incongruity known as «cultural contamination»). Let us recollect another example: mass destructions in the Nigerian city Kaduna wrought by the young Muslims who revolted against bringing the Miss World beauty contest to their state capital. This case has become another symbol of intensified confrontation between Western civilization and Radical Islamic movement.

In a broad sense, the goals pursued by terrorists can be classified into revolutionary (deposition of government, overthrow of the regime) and sub-revolutionary (changes in policy and personnel). According to L. Richter, terrorist goals are divided into ideological (national struggle, long-term); strategic and tactical (more motivated, short-term) (Poirier).

There also are other causes of terrorism against tourists and tourism objectives. In particular, by preventing inter-cultural contacts and dialogue, terrorism hinders the opportunity to understand other cultures deeper and better. In a broad sense, terrorism towards tourists is a politically or culturally motivated act. Various incidents reveal how terrorism affects tourism: the attacks in Mumbai, Deli, Assam, London, Egypt, and other places were attempts to shatter the world by employing the tactics of terror and to drive the tourists away from hotels. Thus, both government and society should be interested in forming and realizing a far-reaching counter-terrorism policy.

The most visited tourist attractions (for example, the Statue of Liberty, Eiffel Tower, etc.) are good places for terrorists to deliver their message to broad

masses of population. Unfortunately, such incidents happen from time to time in different countries. Not a single country is secured against displays of terrorism today. These displays in their turn demonstrate how terror hinders free global mobility of people.

Mitigating the consequences of terrorism. Today, national markets offer a sizable, but largely unused potential for tourism investors. A key role in this area is played by Multilateral Investment Guarantee Agency (MIGA) — one of the five World Bank Group institutions founded in 1988. The mission of MIGA is to promote foreign direct investment into countries for support of economic growth, poverty reduction and improvement of people's well-being. This mission is fulfilled by insuring political risks, in particular providing guarantees against some non-commercial investment risks in the developing countries (Table 2); providing dispute resolution services on guaranteed investments; conducting research and sharing knowledge within the mandate to support foreign direct investments into emerging markets.

MIGA insures foreign direct investments from losses connected with or caused by currency non-convertibility and money transfer limitations; expropriation; war, civil unrest, terrorism; breach of contract; non-payment of financial indebtedness.

Taking measures aimed at amending the situation and restoring customer confidence is vital for renewal of stable tourist flows. The first step in this process is taking measures aimed at safety improvement and giving them wide publicity (World Tourism Organization, 2001).

It is important to disseminate information through mass media as well. Communications during the crisis period are very important for public awareness. This is one of the simplest and most effective ways of mitigating the consequences of such a crisis.

A proactive approach providing for adequate and honest information will preserve and increase customer confidence in travel and tourism industry.

Governments can withstand terrorism by introducing norms and rules. A government's reaction to terrorism depends on the size of financing allocated to terrorism prevention nationally and solution of this problem globally.

Governments should not only perceive the need for preventive measures on their own territory, they must also understand the global nature of this problem. S. Sönmez i A. Graefe asserted that escalation of terrorism starting from 1970 onwards was connected with mass communications and instant access to global information.

Table 2

Selected MIGA projects in tourism

	Investor/Guarantee Holder	Project	Host Country	Guarantee Amount (\$M)
1	Azalaï Hotels S.A. of Mali, Mali	Azalaï Abidjan Hotel	Côte d'Ivoire	7,4
2	Société Malienne de Promotion Hôtelière, Mali	Compagnie Hôtelière du Golfe	Benin	1,4
3	Tamboho International Ltd., Mauritius	Tamboho Hotel	Madagascar	0,7
4	Société Malienne de Promotion Hôtelière, Mali	Société Burkinabé de Promotion Hôtelière	Burkina Faso	2,9
5	Société Malienne de Promotion Hôtelière, Mali	Société Burkinabé de Promotion Hôtelière	Guinea-Bissau	0,6
6	Louvre International Ltd., Mauritius	Grand Hotel du Louvre S.A.	Madagascar	2,3
7	Société Malienne de Promotion Hôtelière, Mali	Société Guinéenne de Promotion Hôtelière	Guinea-Bissau	0,6
8	The Marvin M. Schwan Charitable Foundation, USA	Grupo del Istmo de Papagayo, S.A.	Costa Rica	38,3
9	Ge.Por.Tur. s.a.s., Italy	Giorgi Alfo Sh.p.k.	Albania	1,6

Source: www.miga.org.

The tourism industry faces a serious dilemma: What should be the counter-terrorism policy in this industry? Many managers think that strict measures can «scare off» not only the terrorists, but also potential travelers. Visiting any airport is enough to understand that many of the security measures introduced after September, 11 tend to create more obstacles than safety for the passengers. As an example, I would like to cite a dialogue from the movie «Man of the Year» (USA). When asked about his position on national security, Mr. Dobbs, the film's main character, answered: «Some of these measures are already

tough. If you've ever been through passport control, you stand in line with thousands of people, eventually you get to an immigration officer who takes your passport. He looks at your passport picture, looks back at you, and says, «Why did you have your haircut?» «I don't know. Just for self-assurance». They have a video camera that takes a picture and compares it to your previous picture. They're very tough about that... Meanwhile, at the southern borders of our country, four million illegal aliens are crossing the border with bedroom sets and night tables... And then... The next thing you know, they're patting down an 85-year-old lady in a walker. Listen, if there's an 85-year-old lady in a walker and she's a terrorist, – basically, game's over, folks» (Man of the Year).

In the USA, the newly created Transportation Security Administration has already started to reassess the measures that have been realized. In particular, it is necessary to re-build the security systems in hotels and motels. After all, in most cases terrorists do not act impetuously, they study all approaches to and security breaches of the selected targets beforehand (Yaya, 2009). A modern system of counter-terrorism measures requires material changes, taking into account integration processes, advances in technology, as well as the global nature of the problem.

In the 21st century, security and high quality of service are the only means that can assure the success of the tourism industry. At that, security is the top priority. As it was already mentioned, the price of security is very high: recruitment and personnel training, equipment, software, etc. Here, it is worth to remember that security is the only guiding motive in tour selection. It is true that risks are always present. However, they are no reason to justify the lack of security. That is why, the management units of the tourism industry must take measures to avoid risks at all stages of every tour – from transfers to restaurant visitation and cultural activities.

Even the demonstrated economic success cannot serve as protective shield for international tourism. Natural and technological catastrophes cannot rival terrorism and other political shocks in the level of threat and insecurity that can intimidate and drive off the potential tourists. During recent decades, the manifestations of international terrorism have become more often, attracting the attention of many researchers to their unavoidable impact on tourism. The focus on these matters continues to strengthen in view of the growing political instability and the resulting threat for tourists. It is worth to remember that tourism itself can also give rise to political, religious, socio-economic, or cultural resentment.

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