

The Impact of Terrorist Attacks on Tourism Industry

Hashmat Ali¹; Wang Qingshi¹; Imad Ali²; Noreen Kaly³

School of Economics Dongbei University of Finance & Economics, Dalian P.R China¹

Northwest Agriculture and Forestry University Yangling, P.R China²

University of Peshawar Pakistan³

E-mail: hashmatali11@qq.com¹; wqshi@dufe.edu.cn¹; Khanimad2018@yahoo.com²;
Hashmatali11@qq.com

ABSTRACT

The Tourism and Travel industry is extremely susceptible to terrorist attacks. After a terrorist attack the effects include those all elements which can destroy the industry of tourism in the lack of actual disaster management strategies. The current investigation and discussion about how tourism is effected by terrorist attacks. The aim of the study objective has been well discussed as to what are the reasons for terrorist for committing attacks within the current literature. The impediments of tourists' decision making process of likely tourists are examined in the last section of this paper, recommendations for crisis management have also been conferred.

Keywords: Tourist, terrorism, Decision, Task force, motive, fear, impacts, travel,

INTRODUCTION

Terrorism that is deliberately focused upon attacking the tourism industry of a certain place can be catastrophic and result in massive losses for the location. It has taken the consideration of many reported for its understanding in inclusive from (Thornton 1968; May 1974; Hacker 1978; Wilkinson 1979; and DeGraaf 1982; Poland 1988 ;). The mostly cited statement i.e. one person's freedom fighter is another person's terrorist, shows a crucial variation in its implications and lookouts for its consideration. Terrorism's universally accepted definition within the existing literature is not available (Schmid and Jongman 1988; Poland 1988; Tomann 1991). The US department of State (1990, 1991, 1992, 1993, 1994) has shown it is "premeditated, politically motivated violence perpetrated against civilians and unarmed military personnel by sub national groups ... usually intended to

influence an audience", and global terrorism as "involving citizens or the territory of more than one country". A tourism hot spot, because of its high popularity and prominence can become soft targets for terrorists by the maximized media coverage, these attacks on tourist hot spots become well publicized. And assistance in observing of public those change indirectly it (Atkinson, Sandler, and Tschirhart 1987; Jenkins 1988). Current investigations make an indeterminate effort to find a connection between tourism and terrorism, tourist making decisions about where they will travel to, with the threat of terrorist and some issues of measurement.

TERRORISM AND TOURISM

The tourist industry has been selected by terrorists, and is considered a soft target on an international level. According to Weimann and Winn (1994) that "by capturing the media agenda for days or weeks, such groups can hope to increase their profile and amplify their message; enhance their relative moral legitimacy; and improve their organizational effectiveness". The present governmental administrations also become unable to block coverage of media because of the involvement of the international media such as the result of terrorists become visible to the public eye (Richter 1983). The main reason of terrorist attack on tourist of their presentation can be ideology of "OTHERS" (O'Sullivan and Hall 1996). According to Aziz (1995) the Egyptian violence was the result of exasperation of the public because the poor residents were forced to live alongside rich intercontinental visitors on extravagant vacations. The findings regarding the impact of terrorism were the purpose of various studies such as (Like Richter 1989; Richter and Waugh 1986), the impact of terrorism on

economies (Sandler and Enders 1991; Ender, Parise and Sandler 1992), the effects of political instability and effect on tourism (Gartner and Shen 1992; Hall 1994 Mansfeld and Kliot 1996; Mihali 1996; Pitts 1996; Richter 1980, 1983; Schwartz 1991; Scott 1988; Sharpley and Sharpley 1995; Smith 1996; Teye 1986, 1988; and for tourism marketing consequences (Widdows and Brady 1988; Klemm and Buckley 1993; Conant et al. 1988; Anuza D'Amore 1986; Hollier 1991; Hurley 1988; Sonmez 1994 Lehrman 1986). The investigation of above findings reveals that tourist hot spots are the target of terrorist's since it may be in their strategic plan. Their purpose can undermine the local economic climate and to clutch the attention of these media. Numerous different languages, tourists from all over the world provides ample opportunities for the terrorist to hide. It is also a prime situation for a terrorist to conduct many transactions without it looking suspicious (Waugh and Richter 1986). A reason behind targeting tourist hot spots can be to gain a political advantage over the government by reducing their income from foreign exchange (Hall and O'Sullivan 1996; Richter and Waugh 1986). Edgell (1990) shows that the decision of tourist to have a vacation in a well-known, safe destination or even staying at home can produce adverse financial effects on the local community which were already victims of terrorism. Tourists have been established as a representation of capitalized countries and are under the protection of the local government, against which terrorists are fighting makes them want to target tourists (Waugh and Richter, 1986 Sullivan, Hall and O'Sullivan (1996)., Hall and O'Sullivan (1996) exposed that terrorists reflect that their assertions of legitimacy will be more powerful by attacking the tourist hot spots as their opponent government will seem poor and helpless. As mentioned above, it is clear to see that the terrorist attacks on tourist hot spots are not accidental but it is premeditated activity. It is premeditated to increase their media coverage. To bring the ideology of terrorism effectively and broadly with a smaller financial cost, the tourist hot spots look to be a suitable target to add fuel to the fire of anger towards political, socio-economic, cultural and religious institutions.

INFLUENCE OF TERRORIST ATTACKS ON TOURISTS DECISIONS

Decision making process is vital role in the prospect of risk. The literature includes various findings which explain the connection between tourism and terrorism. The investigation measuring such as risk of tourism

adventure (Elsrud, 2001; Callander & Page, 2003; Brun, Ogaard, Larsen, 2011), are some the significant studies health related risks (Gin and Cossens 1995; Gibson and Lepp, 2003) and use drug (Belhassen and Urieli 2006) food (Larsen, Brun, gaard 2011; Selsted and gaard Larsen, Brun, 2007;) are many significant investigation. Some other investigations from (Yang & Wong, 2012; Neumayar, 2004) have exposed the adverse effects of terrorist activities from tourist traffic evidences reports. Decrease in reception and traffic after tourist hot spot attacks is fairly natural and has been investigated experimentally in Spain (Sandler & Enders, 1991) in the USA (Gibson & lepp, 2003), in China (Shen & Gartner, 1992), in Egypt (Wahab 1996), in Northern Ireland (Pizam, 1999). But the main part to investigate is observation of tourists and especially their decision making process as mentioned above. Responsiveness makes an important impact on the vacation destination choice while tourists are planning their trip (Graefe and Sonmez 1998). Movondo and Reisinger (2005) mentioned that the perception of risk is correlated positively with the anxiety of travel and influences traveler's process of decision making. Tourists were investigated and observed that the risk of terror is stronger compare to the weather risk getting form natural and other (Wilson and Gray 2009). Additionally, the unsafe visiting places of tourists were investigated and found that they low or moderate risk perception Maoz, Reichel Urieli, (2007) Fuchs, Reichel, Maoz and Wreily, (2012). Further investigation such as Ogaard, Larsen, and Burn and Selstad (2011) has effectively analyzed tourism risk after and before terrorist attacks. Although a location has a low chance of the attacks of terror, but it can be considered risky by tourists (Waugh and Richter 1986). In this study the authors have taken the example of the activity of terrorists that occurred throughout the world in 1985 which has uncovered the consequences that a large part of international tourists from the USA changed their vacation plan that year. In this study the researcher found limited literature that evaluated risk perception and its effect on decision making. Several studies (Um and Crompton 1990; Rohel and Fesenmaier 1992; Mansfeld 1992; Crompton 1992; Cook and Mc Cleary 1983). McCleary and Cook (1983) found significant restraints between the physical distance, money and time in these studies though pressure on the status of economic situations and identification in respect to these fear restraints was discussed in study of Francken and VanRaaij (1984). Additional crime, terrorism and risk related with the wellbeing of tourists play an important

limitation. Finally the main idea of the above discussed studies call for sustainable consideration from researchers.

ALTERNATIVE TOURIST DESTINATION

Tourist have many number of substitutions to escape the visits of those victims that were affected by terrorist attacks. Suppose they have agreed to visit for these victims, They should gain information related to terror attacks, and also about crime rate health related risk and political situation (Ambushing 1990; Europe suffer 1986; East, West 1986; Norton 1987; Pelton and Aral 1995; Reeves 1987 Chandler 1991; Englander 1991; Fedarko 1993; Fletcher1993; Hagerty 1993) The below sections explain about strategies for management and the victims afterward terroristic attacks.

CRISES MANAGEMENT

Tourist hot spots whose economy is reliant on tourism have to overcome the impact of terrorist activities to maintain market stability. There is a need to frame a structure for crisis management which can centralize valuable resource to help combat the effects of terrorism. Currently natural disasters are being payed attention to more than terrorism (Allen, Backman and Sonmez 1994) the presence of these attack in disaster crisis planning will be useful in combating terrorism by creating a plan.

a) Preparation of Crisis Management Plan

Each tourist hot spot should implement this planning into its policies and prepare for terrorism scenarios, as to better plan, control and limit the effects of terrorism. The aim of these plans is to pay more attention to the recovery, and mitigating risk and protecting the brand of that location, reassuring tourists that the situation is under control and that the location is now secure and safe from future attacks. With the absence of these plans could result in a long term loss of foreign exchange and some additional benefits in terms of development and tourism.

b) Task Force for Crisis Management

A team should involve local government representatives, and professionals of tourism and the dedication of the locals to help in solving these problems using up to date information. To perform well and professionally, in the time of crisis the team can be allocated into different subdivisions based on their nature of duties and responsibilities. The correct management is very important for this task. The team's direct and indirect

stakeholders should also participate.

c) Guidebooks for Crisis Management

The obligation of a guidebook can help describe responsibilities and duties for each member of the after and before crisis task force is required. At the time of crisis these measures can be a concrete guide in which can control and establish the correct manner to guide and also be effective. Additionally, this guide can resolve problems that could be created by confusion and disagreement during the crisis.

CONCLUSION

The current findings began with a description of the interplay between tourism and terrorism. The investigation shows that the reason behind the terrorist attacks on tourism hot spots are related with publicity. Terrorists want to improve their efficiency and efficacy and spread their organizations ideology throughout the world using these attacks. Tourists do not like these places that are a treat for possible terrorist activities, and can cause a massive economic loss for these localities. The findings of this paper suggest that the media is vitally important in returning to normalcy after terrorist attacks. This research also considered creation of a team to help combat these negative economic and social losses. These findings examine the value, nature, and effectiveness of these taskforces in managing a crisis and should be introduced for a quick recovery after these attacks on the tourism industry.

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