TERRORISM AND TOURISM

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Abstract: *Travel and tourism industry is highly vulnerable to terror attacks. Effects after terror attacks include all those elements which can kill tourism industry in absence of effective crisis management strategies. The present study discusses the relations and effects of terrorism on tourism industry. The objective to investigate motive of terrorists have been explored with the help of existing literature. The problems in decision making process of potential tourists are analyzed and in last section of this paper, recommendations for crisis management have been discussed.*

Keywords: *Terrorism, motive, tourist, decision crisis, task force*

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Terrorism that target tourists is a disaster for destinations and results serious crisis for tourism industry. It has captured the attention of numerous studies for its understanding in comprehensive form (Hacker 1978; May 1974; Poland 1988; Schmid and deGraaf 1982; Thornton 1968; Wilkinson 1979). The mostly quoted statement i.e. "one person's terrorist is another person's freedom fighter" indicates a significant variation in its definition and viewpoints for its understanding. Universally accepted definition of terrorism is not available in existing literature (Poland 1988; Toman 1991; Schmid and Jongman 1988). US Department of State (1990, 1991, 1992, 1993, 1994) has defined it as "premeditated, politically motivated violence perpetrated against civilians and unarmed military personnel by sub national groups ... usually intended to influence an audience" and international terrorism as "involving citizens or the territory of more than one country". A tourism destination because of high visibility becomes soft target for terrorists. Due to increased coverage capabilities, these activities on destinations get publicity and help in witnessing of public which indirectly institulize it (Atkinson, Sandler, and Tschirhart 1987; Jenkins 1988). Present study is a modest effort to study relationship between terrorism and tourism, tourist decision making attributes regarding the destinations with terrorist threat and some measurement issues.

TERRORISM AND TOURISM

Terrorists for recognition at international level select soft target i.e. tourist. Weimann and Winn (1994) stated 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 concerned government also becomes unable to curtain media coverage because of international media involvement. As a result terrorists get desired level of exposure to civilians (Richter 1983). The other reason for attack on tourist can be their representation of "OTHERS" ideology (Hall and O"Sullivan 1996). Aziz (1995) stated that violence in Egypt was a result of irritation developed in community because poor locals were forced to co-exist with rich international tourists enjoying luxuries stay. The investigation about effects of terrorism were the objectives of numerous studies (Like Richter 1989; Richter and Waugh 1986), the economic impacts of terrorism (Enders and Sandler 1991; Enders, Sandler and Parise 1992), the impacts of political instability or war 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 implications for tourism marketing (Brady and Widdows 1988; Buckley and Klemm 1993; Conant et al. 1988; D'Amore and Anuza 1986; Hollier 1991; Hurley 1988; Lehrman 1986; Sonmez 1994). Analysis of above studies revels that terrorist's target tourist because it may be part of their strategic plan. Objective can be to destabilize the economic health of destination and to grab media attention. Apart that large number of tourists with different languages and appearance provides opportunity to hide terrorists. This also provides terrorist a chance to make financial transactions without creating any suspicion (Richter and Waugh 1986). To gain political advantage over government by reducing their earnings of foreign exchange can be a reason behind targeting tourist destinations (Hall and O'Sullivan 1996; Richter and Waugh 1986). Edgell (1990) indicated that tourist decision to enjoy holiday on safe destinations or stay at home can create negative economical impacts on the host community which is already victimized of terrorism. Tourists as a symbol of capitalized country and guest of native government against which terrorists are fighting makes them to target tourists (Hall and O"Sullivan 1996; Richter and Waugh 1986)). Hall and O'Sullivan (1996) revealed that terrorists think that their claims of legitimacy will be strengthen by attacking tourist places and their enemy government (native) will look helpless or poor. Above discussions clearly indicate that terrorist attack on destinations are not coincidental but it is a planned activity. These are planned to get more media coverage. To deliver terrorist ideology, broadly and effectively with less financial cost, tourists seem very appropriate targets to fuel hatred resentment for political, socio-economic, cultural and religions disturbances in the area.

INFLUENCED TOURIST DECISIONS

Risk perception play prominent role in decision making process. Literature witnesses numerous studies which elaborate the relationship between terrorism and tourism. The studies assessing like risk of adventure tourism or backpacking (Callander & Page, 2003; Elsrud, 2001; Larsen, Øgaard, & Brun, 2011), health related risks (Cossens & Gin, 1995; Lepp & Gibson, 2003) and drug use (Uriely & Belhassen, 2006) food (Larsen, Brun, Øgaard, & Selstad, 2007; Larsen & Brun, 2011) are some of the important studies. Other studies (Neumayer, 2004; Yang & Wong, 2012) have shown the negative impacts of terror activities with evidences from tourist traffic reports. Decline in traffic and receipt after these attacks

on destination is quite natural and has been examined experimentally in Spain (Enders & Sandler, 1991), in Northern Ireland (Pizam, 1999), in Egypt (Wahab, 1996), in China (Gartner & Shen, 1992) and in the USA (Lepp & Gibson, 2003). But important area to study is perception of tourists and more specifically their decision making process under the above stated circumstances. Risk perception creates a significant effect on destination choice while planning about a trip (Sönmez and Graefe (1998). Reisinger and Mavondo (2005) stated that the risk perception among travelers is positively correlated with travel anxiety which is quite effective factor in decision making process. Tourists were also found to perceive terror risk strongly (in decision making process) with comparison to natural risks arising from weather and others (Gray and Wilson (2009). Furthermore, tourists visiting to unsafe destination were found with low or moderate risk perceptions (Uriely, Maoz, and Reichel (2007) and Fuchs, Uriely, Reichel, and Maoz (2012). Other studies like Larsen, Brun, Øgaard, and Selstad (2011) has successfully compared risks of tourism before and after terrorist attack. Despite less probability of terror attacks, but tourist consider it risky (Richter and Waugh 1986). The authors put example of terroristic activity happened in world in 1985 and revealed the result that majority of international tourists originated from USA changed their plan in following year accordingly. The studies investigating risk perception and its effect on decision making process are very few in literature. Some studies (Cook and McCleary 1983; Crompton 1992; Mansfeld 1992; Roehl and Fesenmaier 1992; Um and Crompton 1990) are important to mention here because of their contribution in conceptualization. According to Cook and McCleary (1983), physical distance, time and money were found important constraints in these studies while stress on status of economical circumstances with reference to these terror constraints was highlighted in study of vanRaaij and Francken (1984). Further crime, terrorism and risk associated with health of tourists play as an important constraint. Conclusively, the theme discussed above requires considerable attention from researchers.

MANAGING DESTINATIONS AFTER TERRORIST ATTACK

Tourists have a number of alternatives to avoid the visits of these destinations which are suffering from terror attacks. In case they have decided to travel for these destinations, they should collect information about destinations related to terror attacks, political situations health related risks and crime rates (Chandler 1991; Englander 1991; Fedarko 1993; Fletcher

1993; Hagerty 1993; Norton 1987; Pelton and Aral 1995; Reeves 1987; East, West 1986; Europe suffers 1986; Ambushing 1990). Following sections includes some strategies for managing the destinations after terroristic attack.

CRISIS MANAGEMENT

Destinations which are economical dependent on tourism have to overcome the effects of terror activity at priority and with immediate effect. There is a need to formulate a framework for crisis management which can channelize the valuable resource to fight with after effects of terrorism. Natural disaster has attracted more attention than terror attacks (Sönmez, Backman, and Allen 1994) in literature. The inclusion of these attacks in crisis will be helpful in better understanding.

a) **Preparation of Crisis Management Plan**

Every destination should incorporate this planning into its strategies developed for marketing and overall management. The objectives of these plans should be focused for speedy recovery from decline and positive image building but with active participation of local so that normal functioning at destination can be ensured after terror attacks. Absence of such plans can result a loss in foreign exchange and other benefits of tourism development for long term.

b) **Task force for crisis management**

A team including representatives of local government, tourism professionals and local residents with a dedication and up-to-date information is must in solving of these problems. To act effectively and efficiently, the team can be divided in different divisions based on the nature of duties and responsibilities during the time of crisis. Pre-crisis preparation of this task is very important. The teams must try to include all direct and indirect stakeholders.

c) **Guidebooks for crisis management**

The requirement of guidebook which can explain duties and responsibilities of each member of task force before and after crisis is mandatory. This can be only tangible guide at the time of crisis which can guide and control the working in an effective and calculative manner. Further, this guide can solve the problems created by confusions and disagreement during course of actions.

CONCLUSION

Present study started with a description of relationship between terrorism and tourism. Findings indicate that motives behind attacks on tourism destinations are related to get publicity, to increase profile and to get legitimacy. By these attacks, the terrorist improve their organizational effectively. The destinations facing these problems are not preferred by tourists which creates a huge economic burden on host economy. Findings of this paper suggest that role of media is very important to get activities normalized after these attacks. The study also discussed the formation of a taskforce to tackle these crises. The studies to investigate the scope, nature and functioning of these task forces in crisis management should be initiated for smooth functioning of tourism industry after these attacks.

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