THE ONGOING EFFECT OF TERRORISM
ON THE HOSPITALITY & TOURISM INDUSTRY

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# Contents

Acknowledgment .................................................................................................................. ii  
Chapter 1 .............................................................................................................................. 7  
Introduction .......................................................................................................................... 7  
  Problem Statement ............................................................................................................. 8  
  Rationale ............................................................................................................................ 8  
  Definitions .......................................................................................................................... 9  
  Limitations/Assumptions ................................................................................................. 10  
  Summary ........................................................................................................................... 10  
Chapter 2 .............................................................................................................................. 11  
Review of the Literature ...................................................................................................... 11  
  Introduction ....................................................................................................................... 11  
  Terrorism ............................................................................................................................ 12  
  Effects on Tourism and Hospitality Industry ..................................................................... 13  
  Tourism after 11 September: Analysis ............................................................................ 14  
  Terrorism and International Tourism: New Evidence ..................................................... 16  
  Impact of terrorism on tourism: Summary of an online debate ...................................... 17  
  Political and Government Reactions to Terrorism .......................................................... 18  
  Terrorism & Other Conflicts ............................................................................................ 21  
  Influence of Media ............................................................................................................ 21  
  Sustainability of Tourism in Developing Countries ......................................................... 22  
  Summary ........................................................................................................................... 25  
Chapter 3 ................................................................................................................................ 26  
Methodology .......................................................................................................................... 26  
  Sample ............................................................................................................................... 26  
  Data .................................................................................................................................... 27  
  Summary ........................................................................................................................... 28  
Chapter 4 ................................................................................................................................ 30  
Results & Data Analysis ...................................................................................................... 30  
  Ireland ............................................................................................................................... 31  
  Turkey ............................................................................................................................... 34
United Kingdom................................................................................................. 39
Comparison of Ireland, Turkey and United Kingdom........................................ 42
Summary............................................................................................................ 44
Chapter 5.......................................................................................................... 45
Discussion........................................................................................................ 45
Chapter 6.......................................................................................................... 50
Conclusions and Recommendations............................................................... 50
References....................................................................................................... 53
LIST OF TABLES

Table 1: Ireland- Arrivals of non-resident tourists according to the World Tourism Organization
.............................................................................................................................................32

Table 2: Ireland- Overnight stays of non-residents according to the World Tourism Organization
...............................................................................................................................................33

Table 3: Turkey- Arrivals of non-resident tourists according to the World Tourism Organization
...........................................................................................................................................37

Table 4: Turkey- Overnight stays of non-resident tourists according to the World Tourism Organization
...............................................................................................................................................38

Table 5: U.K.- Arrivals of non-resident tourists according to the World Tourism Organization
............................................................................................................................................40

Table 6: U.K.- Overnight stays of non-resident tourists according to the World Tourism Organization
...............................................................................................................................................41
LIST OF FIGURES

Figure 1: Ireland- Arrivals of non-resident tourists according to the World Tourism Organization..........................................................32

Figure 2: Ireland- Overnight stays of non-residents according to the World Tourism Organization.........................................................33

Figure 3: Turkey- Arrivals of non-resident tourists according to the World Tourism Organization.....................................................37

Figure 4: Turkey- Overnight stays of non-resident tourists according to the World Tourism Organization......................................38

Figure 5: U.K.- Arrivals of non-resident tourists according to the World Tourism Organization.......................................................40

Figure 6: U.K.- Overnight stays of non-resident tourists according to the World Tourism Organization..........................................41
Chapter 1

Introduction

On December 25th, 2009 passengers aboard a trans-Atlantic Northwest Airlines flight were shocked to discover that a Nigerian man attempted to detonate an explosive device as it approached for landing. It was confirmed as an attempted act of terrorism (O’Connor, Anahad and Schmitt, Eric, 2009).

For vacation travelers nothing is more exciting than the anticipation of a time to be carefree and to embark on a memorable journey. That is until an unexpected evil presents itself and turns what is supposed to be one of the best times of one’s life to the worst memory ever. Terrorist acts have an everlasting effect on its victims. Events are remembered for years and change the way people live their lives.

On October 12th, 2002 an act of terror in which a bomb exploded in Kuta, Bali and killed 202 people crippled Bali’s tourism industry. Baker and Coulter (2007) said, “In the following year during the busy season of months June through September, there was a decline of 23.45% in tourists visiting Bali” (p.253).
Problem Statement

The purpose of this research paper was to analyze the phenomenon of terrorist acts, and various strategies used to address the effect on tourism and the hospitality industry. The problem with terrorism in society is that terrorism strikes fear in everyone that is directly and indirectly involved with occurrences of terrorist acts. The questions to be addressed include:

1. How do terrorist acts affect the volume of tourist activity?
2. Does the severity or frequency of terrorist attacks have a higher impact on hospitality and tourism industry?
3. What government policies and procedures put in place following a terrorist attack are effective in diminishing the impact on the tourism industry in the event of another potential tourist attack?

Rationale

Terrorism is a prevalent issue in society and is evolving due to the increased number of terrorist groups and the amount of resources they are able to obtain. A prime example of the prevalence of terrorism is the suicide bombing that took place in Russia at Domodedovo Airport on January 24th, 2011. Even though there are several research articles, theses and textbooks that address the issue of terrorism there is limited research that analyzes its effect on tourism. Some hospitality literature has a brief focus on its effect on tourism but is very broad and vague. These are both from primary and secondary sources. The specific topics of interest that will be analyzed are whether the severity or frequency of terrorist acts has a larger impact on tourists’ decision to travel or
not; and how companies or government entities install a plan of action to handle a crisis of this sort in the future. Another topic is how the media positively and negatively assists during this time of uncertainty. This study is also aimed to benefit the reader or researcher that comes across this paper by giving them knowledge on motivations behind terrorism.

Definitions

For the purpose of this study the following definitions were used:

- **Terrorism**- calculated use of violence or threat of violence against civilians to attain goals that are political or religious (Sonmez, 1998).

- **Transnational terrorism**- a terrorist incident in one country that includes victims, targets, institutions or citizens of another country (Yaya, 2009).

- **Hospitality Industry**- companies that cater to the cordial and generous reception or disposition towards guest such as hotels, resorts, restaurants, attractions and special events (Baker & Coulter, 2007)

- **Arrivals of non-resident tourists at national borders**- each visit by the same person is counted as a separate arrival, regardless if the person visits the same country several times a year. If a person visits several countries during the course of a single trip, his/her arrival in each country is recorded separately. Consequently arrivals are not necessarily equal to the number of different persons traveling (World Tourism Organization, 2008).
• **Overnight stays of non-resident tourists in all types of accommodation establishments** - Overnight stays refers to the number of nights spent by non-resident tourists in accommodation establishments. If one person travels to a country and spends five nights there, that makes five tourists overnight stays or person-nights (World Tourism Organization 2008).

**Limitations/Assumptions**

Limitations of the study include how one country responds to terrorism compared to another. Different cultures have different views, opinions and fears. Another limitation will be access to consistent data that relates to this study and last but not least is the limited sample of three countries. The assumptions are that terrorism not only has an instant negative effect on the hospitality industry but also a lingering effect that is extremely difficult to overcome. One can assume that most countries do not have a plan of action that has been established or practiced in the event of a terrorist attack.

**Summary**

Terrorism is the calculated use of violence or threat of violence against civilians to attain goals that are political or religious. This phenomenon has a deeper impact than most people realize. Its impact on financial, government regulations and society is one that affects everyone in one way or another. This study is focused on analyzing these repercussions of terrorism on the hospitality industry as well as others that have not been analyzed in previous studies.
Chapter 2
Review of the Literature

In the past decade there has been an increased amount of research on the phenomenon of terrorism as it pertains to society, although according to Llorca-Vivero (2008), this topic still remains relatively unexplored. Despite the increase in research, in the past decade especially post September 11th, 2001 limited research has been completed on the impact of terrorism on the hospitality industry. The purpose of this research study was to analyze the phenomenon of terrorist acts and its effect on tourism and the hospitality industry. This literature review will define terrorism and the factors behind its existence; link its effect on tourism and the hospitality industry; and describe political and government reactions to terrorism.

Introduction

There has been a notable increase of terrorism in the last fifteen years. Within this timeframe the first recorded occurrence of terrorism using weapons of mass destruction (i.e. biological, chemical, nuclear) occurred in 1995. Sonmez (1998) stated, “This attack, known as the “sarin” gas attack, took place in Japan and killed 12 persons and injured 5,550 rush-hour commuters” (p. 419).
Baker and Coulter 2007 noted, “Acts of terrorism strike fear into the public and lead to a change in regular travel behavior due to the natural human reaction to fear” (p.250).

According to Henderson (2008) terrorist acts lead tourists to continually ask themselves how safe do they feel about making this trip. These acts could even deter one from making a trip altogether for months, even years if the chance of a terrorist act occurring is raised due to threat levels.

Completely eradicating terrorism is physically impossible. Terrorism is just like any other crime committed. Many steps are taken to prevent the crime from occurring but there are not enough resources such as funds and manpower to comb every inch of the globe to eradicate terrorist threats. According to Henderson (2008), there have been extensive strides in the monitoring of terrorist groups and the prosecution of those that are identified as members of a terrorist regime. Even with those strides there is still always the threat of an act of terrorism taking place.

**Terrorism**

Sonmez (1998) defined terrorism with the following statements:

The US Department of State defines terrorism as premeditated, politically motivated violence perpetrated against civilians and unarmed military personnel by sub-national groups usually intended to influence an audience. International terrorism is defined as involving citizens or the territory of more than one country.

(p.417)

Sonmez (1998) also stated: “As a form of political expression terrorism has been dated back to 6 A.D. when Jewish patriots opposed to Roman rule in Palestine organized a
group named Zealots and launched a terrorist campaign to drive Romans out of Palestine” (p.417). There is also the element of transnational terrorism which is a terrorist incident in one country that includes victims, targets, institutions or citizens of another country (Yaya, 2008).

An analysis of the environment where terrorist groups are formed and where they exist helps to provide an understanding of terrorism. The conditions of an environment are leading indicators of what that environment will produce. A wealthy and affluent environment will most likely yield scholars and professional citizens while a slum will most likely produce gangs, and a constant crime element.

According to Sonmez (1998), countries struggling with hunger, disease and other socioeconomic and environmental problems further complicated by the population growth have a combination of challenges that may nurture terrorism. Terrorist organizations can easily recruit members by offering better conditions to people living in undesirable circumstances in underdeveloped nations.

**Effects on Tourism and Hospitality Industry**

When one thinks of the effect that acts of terrorism has on the tourism and hospitality industry it is safe to say that the effect definitely is a negative one and instantly eradicates tourist’s motivation to travel. Take for instance the bombs that exploded in Bali on October 12th, 2002 which killed 202 people and shattered the image of the island being a peaceful and beautiful location to visit (Baker & Coulter, 2007). In that instant the reputation this vacation destination worked so hard to have was destroyed.
Following the attack Bali was considered to be a country of political instability and a location that was targeted by terrorist organizations.

Within a week of the attack tour operators quickly withdrew their holiday programs from Bali and resorts throughout Indonesia just as the high season for tourists from the Northern Hemisphere was about to begin (Baker & Coulter, 2007). Hotel occupancy levels plunged from an average of 75% to 14%. Although those numbers eventually recovered, it took nearly two years to reach levels that were seen prior to October 12, 2002 (Baker & Coulter, 2007). Baker and Coulter (2007) stated, “Along with hotel occupancy there was a 23.45% decline of tourists visiting Bali between the months of June to September the year following the bombing” (p. 253). Since vacations and tourism are a perishable item that cannot be stored and put back on the shelves for later use, acts of terrorism have a lingering negative impact on revenue that cannot be recovered. Even after time passes and tourists decide to continue with regular vacation travel, not all the businesses that were once open will be operational. Local vendors that do not have the cash flow to sustain such a lull in business activity like the larger corporate entities will be forced to close their doors and local business people that rely on tourists for their income will be out of jobs to provide for their family and will have to turn to some other means to survive (Baker & Coulter, 2007).

**Tourism after 11 September: Analysis**

In the last fifty years tourism has been adversely affected by a range of problems—natural disasters, serious social conflicts, wars, economic crises and terrorism. During the course of the expansion of international tourism there have been considerable fluctuations
in growth rate (World Tourism Organization, 2001). The September 11th attacks had a more dramatic impact than any other crisis in recent history. This has led to a fear of additional terrorist attacks and a military response that has the potential to last a significant amount of time and spill over into other geographic areas in an unpredictable manner (World Tourism Organization, 2001). A military response could include multiple countries and would affect innocent civilians. The attacks also created a hesitation and fear of traveling in airplanes and to some countries. The initial reaction from tourists was to return home as soon as possible. The next reaction was a barrage of cancellations. Travel in the same geographical region, domestic tourism, including travel by road and rail resisted the crises much better than international tourism (World Tourism Organization, 2001).

Remedial actions to restore consumer confidence are crucial to rebuild a steady flow of tourism activity. This starts with measures to enhance security and communicating this to the public (World Tourism Organization, 2001). Times of uncertainty will cause consumers to react irrationally. An example of this is the general public developing harsh feelings towards all Middle Eastern and Islamic people (World Tourism Organization, 2001). It is important to provide the press and public an increased amount of communication in times of crisis because if they are informed it is one of the best ways to minimize the effects of the crisis. A proactive approach that provides adequate and honest information will maintain and increase the credibility of the travel and tourism industry (World Tourism Organization, 2001).

The impact following the September 11th attacks was felt differently by different tourism activity providers. The airline industry was already on the rocks before the
attack; the attack just accelerated the process. An enormous amount of cancellations led to massive job losses. In the United States the government agreed to a fifteen million dollar bail out for the airline industry. According to World Tourism Organization (2001), some areas of the U.S. suffered 60% to 70% decreases in occupancy as well as major job losses that totaled around 260,000. However the accommodation industry was in a better position to recover than the airline industry because of a shift of focus towards domestic customers. Hotels that catered to businessmen, conventions and incentives were affected the most. Big city hotels saw 20% to 30% percent decreases and there was a 30% percent decrease in attendance at exhibitions (World Tourism Organization, 2001). World Tourism Organization (2001) found the following: Ireland, Mexico and the Caribbean were badly hit due to their dependence on the U.S. tourists to vacation in these countries. Tour operators had to adapt their products and sell other locations that would promote tourist travel destinations such as Spain, France and Italy. The American Society of Travel Agents estimated that agents’ revenue would decline by $9.9 billion in 2001 (World Tourism Organization, 2001). Cruises were not significantly impacted by September 11th. Other sectors of the tourism industry such as restaurants, taxi, drivers, shops and other forms of transport suffered as well (World Tourism Organization, 2001). This organization projected that trains and buses were likely to gain traffic due to fewer travelers utilizing airlines.

Terrorism and International Tourism: New Evidence

The research that analyzed the causes of terrorism has directed its attention to two main aspects: civil liberties and economic development. Countries that are located in an
intermediate position between political freedom and an authoritarian regime are more subject to more terrorist risk (Llorca-Vivero, 2008). High levels of democracy, income and openness in source countries reduce conflict whereas the contrary occurs if these characteristics are present in destination countries (Llorca-Vivero, 2008). Economic consequences have been analyzed from both a macroeconomic and microeconomic perspective. From a macroeconomic perspective the impact of terrorism on growth is minor, especially in developed countries. Llorca-Vivero (2008) stated, “This is not the case when the country or region suffers from a long-term terrorist campaign” (p.170).

When analyzing terrorism from a microeconomic point of view the research was concentrated on the analysis of impact on specific industries such as tourism, international trade, and foreign direct investment.

Terrorist target international tourists because they are considered as ‘ambassadors’ of hostile governments (Llorca-Vivero, 2008). Terrorists view these tourists as strategic objectives and use them as a political tool. Acting against the tourism industry allows the terrorists to damage a thriving industry and also garner mass media attention (Llorca-Vivero, 2008). When terrorist threats occur in a country, foreign tourists reconsider their decision to visit because the risk involved has significantly increased. The risk of being a potential terrorist target elicits a rapid negative consumer response.

**Impact of terrorism on tourism: Summary of an online debate**

Once guests who had been stranded in London after the 9/11 attacks had checked out of their hotels, these hotels saw dramatic occupancy declines and sharp drops in yield (Atkins, Chew, Gschwind & Parker, 2003). Conference and event business was impacted
gravely as clients cancelled or postponed their events. The postponement of the Ryder Cup golf tournament had a significant effect on the hotel occupancy (Atkins et al., 2003). Destinations that are heavily dependent on international visitors suffered the most, and as a result employment opportunities shrank. Terrorism along with global economic issues, stock market turmoil, corporate scandals all have a negative effect on the hospitality industry (Atkins et al., 2003). However terrorism is the single factor that has a lingering effect of uncertainty and safety because it is the factor that deals with bodily harm, or even loss of life. Recovery is slow from terrorist threats and is extremely difficult to estimate because of the uncertainty of millions of potential tourists.

In response to terrorism there have been reviews to evaluate the way an organization operates to minimize financial lose as a result of terrorism. New management initiatives and structures included plans of action in the event of a terrorist attack (Atkins et al., 2003). Airport security has been amped up drastically, and the government has added charges to the cost of airline tickets to pay for these changes. Insurance has increased dramatically especially for public liability coverage (Atkins et al., 2003).

**Political and Government Reactions to Terrorism**

Governments may respond to terrorism by establishing rules and regulations. For example a decision on how to screen airline travelers and what equipment is used is decided in the United States by the laws that are passed in Congress (Henderson, 2008). Reactions to terrorism from governments depend on how much funding is allocated to prevent terrorism on its soil and around the world. The United States decision to seek out
the leaders of the terrorist regime that was responsible for the 9/11 attacks is a prime example of a country utilizing a vast amount of resources in response to terrorism. Some countries may focus only preventing terrorism on its own land. Others may see it necessary to prevent it on its own land as well set up initiatives with other countries to fight terror on their land. A nation’s policy on how to react after a terrorist attack is as important as preventing it. Henderson (2008) has identified the concept of a crisis management plan which is defined as the management, prevention, containment and recovery after a terrorist threat. Use of this plan by travel and tourism bureaus as well as government entities creates steps of actions to ensure the quickest recovery possible. This plan is broken into the following segments:

- Phase one: Pre-Event- focuses on the enhanced capabilities of terrorists and the sophistication of their methods as well as an intensification of fanaticism, underlining the need for tighter security.
- Phase two: Warning - concentrates on political forces which may have created extreme manifestations of terrorism and a new generation of terrorists. An example of this would be international affairs such as circumstances in Iraq that have enraged terrorist groups because their homeland is being invaded.
- Phase three: Event - the discovery of the terrorist plan which precipitated the crisis.
- Phase four: Immediate Emergency - addresses what actions are taken to alert the public. It is also the phase where meetings are held to plan out the rest of the crisis management plan.
• Phase five: Intermediate – commences the return to normalcy after the high alerts have been downgraded. There are fewer security officials, undercover government agents and local law enforcement in and around the area of the terrorist attack. There are still vigorous meetings going on in secret locations with government officials to address the attacks, and are not publicized to put the public at ease.

• Phase six: Longer Term - evaluates rules and regulations that have been put in place after an attack. Examples include cabin baggage rules and amount of liquids allowed per person as carry-ons in the U.S. This is where counter terrorism programs are enforced after more details are discovered about the terrorist attack.

• Phase seven: Resolution - usually takes place six months to a year after a terrorist attack. Certain elements of the crisis that remained outstanding suggest a lingering effect whereby consequences of crises can delay a final resolution. Perpetrators of criminal deeds must be brought to justice before the case is fully closed and the trials of those charged with terrorist offenses are sentenced.

Each phase is aimed to give the nation, travel or tourism bureau or government entity a plan that has been practiced and can be employed quickly and effectively. This is a model that assesses the situation and outcomes and can be adapted to include additional information that is deemed necessary.
Terrorism & Other Conflicts

When comparing a terrorist incident to an external war or internal conflict the terrorist incident will have a negative economic effect that is smaller and less persistent (Enders & Sandler, 1996). This is because of the ongoing uncertainty and instability of war and internal conflict. Terrorism has a direct impact on decisions investors make on where to invest based on the economic risks, political risks and monetary return. An average years’ worth of terrorism reduced net foreign direct investment in Spain by 13.5% annually and 11.9% annually in Greece (Enders & Sandler, 1996). These are two examples of how terrorism affects direct foreign investment. The magnitude and duration of terrorism’s impact on expenditures varies considerably and is hard to predict. The bombing of the Pan Am flight in Lockerbie in 1998 had minimal impacts on receipts from international tourists or spending abroad, whereas September 11th had severe impacts on expenditure worldwide (Enders & Sandler, 1996).

Influence of Media

The influence of mass media following terrorist attacks has become more relative in today’s era with technology which instantaneously can spread news across continents. In essence media entities play a dual role when terrorist activities occur: Firstly terrorist use the media to convey their message to an international audience; secondly the media is relied upon by the general public for information in times of crisis (O’Connor, Stafford & Gallagher, 2008). According to Sonmez and Graefe (1998) the escalation of terrorism since the 1970s has been linked to mass communication and its instantaneous access to a global audience. This information influences decisions that the
global audience will make in regards to travel. The impacts of terrorist acts on the market are often taken out of proportion because of exaggeration by the media. Disaster situations lead to misinformation because of the disruptions to networks of communications systems as a result of an attack or overload due to the wave of people trying to utilize the system (O’Connor et al., 2008). These disruptions as well as the pressure of deadlines that media entities are under has them scrambling to get the publication out even if it has misleading information. Where the tourism industry suffers is that the media will provide coverage as long as it is relevant news and then move onto another story (O’Connor et al., 2008). The constant media attention will prolong the process of restoring consumers’ confidence to travel. The recovery and restoration stages do not get as much media focus which leaves the consumer with only the terrorism attack in their mind. If consumers saw up to date news that the recovery and restoration process is successful without having to do research it will promote them to continue their regular tourism travel patterns (O’Connor et al., 2008).

**Sustainability of Tourism in Developing Countries**

Tourism is an industry that provides a quantified opportunity for all nations regardless of their level of development. With that being said there is clearly an uneven distribution of benefits that threatens the social, economic and environmental sustainability of tourism in some developing countries. For these developing countries tourism is the main source of economic growth especially those countries that are nestled in gorgeous island locations. This provides the only source of foreign currency and employment, which makes tourism their only means of making a living. With that being
said there are some important trends and features of international tourism and significant factors that affect the performance, efficiency and sustainability of tourism transactions in developing countries (Diaz, 2001).

The segments that produce goods and services that cater to the needs of tourists are essential to the success of the tourism industries. Examples of these are agriculture and food-processing industries, as well as manufacturing industries that produce furniture, construction materials and other items that are required in tourism establishments. Transportation, business services, financial services, construction design and engineering, environmental services, security services and government services, also guarantee the efficient performance of tourism operators (Diaz, 2001). Developing countries have discovered the importance of improving these sectors to strengthen their foundation of tourism services. This will allow these countries to benefit from globalization and internationalization of markets (Diaz, 2001).

There are several key issues that impact the social, economic and environmental sustainability of tourism. Diaz (2001) stated, “As a modality of international commerce tourism involves not only inflows of foreign financial resources but also outflows, referred herein as leakages” (p.8). This process is where part of the foreign exchange earnings that result from tourist activity is not retained by the tourist receiving country. It is retained by tourist generating countries or repatriated to them in the form of profits, income, royalty remittances, repayment of foreign loans, imports of equipment, materials, capital and consumer goods that cater to the need of international tourist and overseas promotional expenditures (Diaz, 2001).
According to Diaz (2001) the economic and social viability of tourism in developing countries depends on sustainable growth perspectives, especially their ability to retain a value added experience for the tourists. Competition is prevalent in the tourism industry and anti-competitive practices that are utilized by developed countries negatively affect tourism in the developing countries. The predatory practices of dominant tourism suppliers in the world tourism market leads to an unfair advantage (Diaz, 2001). These practices lead to unbalanced trade benefits and limit the financial ability of developing countries to obtain essential resources to maintain and upgrade basic infrastructure and quality standards that allow them to compete with the developed countries. Examples of developed countries are the United States, England and Germany that have highly sophisticated communication and technological infrastructures. Developing countries are those that are not up to date in their communication and technological infrastructures such as Mauritius, Maldives the Dominican Republic and other Caribbean islands (Diaz, 2001). The supply ability of developed markets include tour operators, travel agencies and hotels which allows them to offer holiday packages and retail them within their own network which allows them to further control the price and conditions. If a tour operator from an originating country does not like what the supplier in the destination is offering they can easily suggest other options for the prospective tourists which leads to a loss of business for that location. These factors along with the threat of terrorism that lead to the volatility of the tourism industry illustrates how important tourism is to countries across the world.
Summary

Terrorism is a phenomenon that dates back to 6 A.D. and is eminent in the world today. It is a phenomenon that is able to be displayed in various forms from bombs, chemical gas to the willingness to sacrifice one’s life to carry out an act of terrorism. It is an issue that is not going to disappear completely. Its effect on the demand for tourism is evident as stated above when analyzing the reaction to the bombings in Bali. Although the numbers eventually came back to normal levels its impact on the local economy of the attacked underdeveloped country lead to a loss of income and livelihood. Among various political reactions to acts of terrorism are rules and regulations on how to maintain safety such as through the techniques are used to screen passengers. A crisis management plan is a reaction to acts of terrorism that acts as a guide to make crucial decisions in the opening stages of a terrorist threat or attack to ensure the quickest possible return to normalcy.
Chapter 3
Methodology

Past and present research shows that the relationship between the phenomenon of terrorist acts and tourism is apparent in our society. The purpose of this research study was to analyze the phenomenon of terrorist acts and its effect on tourism and the hospitality industry. Furthermore the study attempted to identify other affects terrorism has on aspects of society that have not been investigated in the past. Examples of these would include media coverage on these events and the reaction of government to regulations. This chapter will describe the methodology chosen for the study. The data were gathered using a mixed methods research design to provide understanding of the research. The qualitative data supplemented the quantitative data with numerical data used to further provide clarity.

Sample

The three countries that were selected for analysis were: Turkey, Ireland and the United Kingdom. Data that will be analyzed will be case studies that focused on terrorism and its effect on Turkey, Ireland and the United Kingdom as well as other articles and
journals from credible sources that relate to this research topic. The reason these countries were selected was due to the fact the data on the subject of tourism and terrorism is limited and because these three countries successfully gathered data and are prominent tourism locations. The aspects that are prominent in the studies on Turkey and Ireland were applied to analyze how the bomb scare incident in 2006 at Heathrow Airport affected the United Kingdom’s tourism industry. United Kingdom was selected because it is ranked third in international tourism expenditure according to the World Tourism Organization (2001). The first was the United States but did not have a case study that addressed the issues of terrorism that could be applied to this study.

Data

In this mixed methods research study both quantitative and qualitative data was analyzed to address the study purposes. Some examples of quantitative data were figures that show the number of tourist arrivals before and after a terrorist attack or threat and researchers findings on this topic. Other quantitative data that were analyzed included international tourist arrivals, inbound and outbound tourism by destination. These data were gathered from the statistics that the World Tourism Organization compiled on a yearly basis.

The qualitative aspect of this study was to focus on the effects on society and government. To analyze this aspect the researcher used a historical research method that focused on how society and the government reacted to acts of terrorism. O’Connor et al. (2008) identified three distinct phases of recovery used to anticipate the recovery process in the future.
• Phase one: Immediate Shock (first three weeks) - Business is at a standstill, the public is in shock and unable to respond. It is essential that businesses to adhere to a wait and see approach in the first weeks. Marketing and advertising should be suspended briefly but it is essential to maintain contacts in the market place.

• Phase two: Initial Reaction (next three months) - Travelers pursue some exploration into resuming regular tourism patterns. Special attention should be given to the domestic market and those markets that have a perceived connection or loyalty to the region.

• Phase three: Considered Response (next three years) - This is where there will be a renewal of business and a new state of play emerges. It is important to maintain media coverage to portray the positive image. It gives the consumers the peace of mind that the destination is open for business.

The phases of this model are the frame of reference for analysis of the three countries selected for analysis. Since no human subjects were used it was not necessary to submit an IRB protocol to Ball State University.

Summary

The data that will be collected on the volume of tourism will come from the World Tourism Organization (2008). The yearbook of tourism statistics compiles yearly figures of tourist activity and will allowed the researcher to analyze the changes of tourist activity before and after terrorist acts. Furthermore the study attempted to identify other affects that terrorism had on aspects of society that have not been investigated in the past.
Examples of these would be the reaction to media coverage on these events and governmental regulations.
Chapter 4

Results & Data Analysis

The problem of terrorism in society is one that strikes fear in everyone that is directly and indirectly involved with random acts of terror. This mixed methods research study focused on the analysis of the effect of terrorism on the hospitality and tourism industry as well as in society. This chapter will explain the findings from the gathered data and provide comparison of the three countries that were analyzed: Ireland, Turkey and the United Kingdom.

Each country was analyzed with the phases of recovery model that O’Connor et al. (2008) identified as Phase 1: Immediate shock; Phase 2: Initial Reaction; and Phase 3: Considered Response. The first two stages that focus on the first three weeks and next three months following a crisis could have related to this study more if the data contained monthly figures of arrivals of non-resident visitors at national borders and overnight stays of non-resident tourists in all types of accommodation establishments. The figures were only compiled on a yearly basis.
Ireland

Phase one, or immediate shock, in this case would be the instantaneous drop in visitor numbers in 2001 which was a direct result of the terrorist attacks of September 11th, 2001. A recovery pattern can be seen in the following two years of the attacks. When analyzing the effect of terrorism on tourism this case study focused more on qualitative methods than quantitative. As stated in the introduction of this chapter phase two cannot be accurately analyzed because of the data that only gives yearly figures of tourism activity. Phase three, or considered response, would be Ireland’s tourism industry pattern of recovery. Ireland generated an increase in visitor numbers by 13.9% in six years (1999-2005) (O’Connor et al., 2008). Foreign exchange earnings from tourism increased by 37.1% and employment in tourism increased 7.3% for the same time period which made Ireland realize that any event that has a negative impact on tourism must be managed and minimized (O’Connor et al., 2008). The timing of each phase will vary depending on the severity and reach of the attack. Tables 1 and 2 display the arrivals of non-resident tourists and overnight stays of non-resident tourists. Figures 1 and 2 display the arrivals of non-resident tourists and overnight stays of non-resident in all types of accommodation establishments in a line graph.
### Table 1

*Ireland- Arrivals of non-resident tourists according to the World Tourism Organization (2008)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Total arrivals of non-resident tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>6,403,000</td>
</tr>
<tr>
<td>2000</td>
<td>6,646,000</td>
</tr>
<tr>
<td>2001</td>
<td>6,353,000</td>
</tr>
<tr>
<td>2002</td>
<td>6,476,000</td>
</tr>
<tr>
<td>2003</td>
<td>6,774,000</td>
</tr>
<tr>
<td>2004</td>
<td>6,953,000</td>
</tr>
<tr>
<td>2005</td>
<td>7,334,000</td>
</tr>
<tr>
<td>2006</td>
<td>8,001,000</td>
</tr>
<tr>
<td>2007</td>
<td>8,333,000</td>
</tr>
<tr>
<td>2008</td>
<td>8,026,000</td>
</tr>
</tbody>
</table>

### Figure 1

*Ireland- Arrivals of non-resident tourists.*

![Graph showing the total arrivals of non-resident tourists from 1999 to 2008.](image-url)
<table>
<thead>
<tr>
<th>Year</th>
<th>Total overnight stays of non-residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>47,586,000</td>
</tr>
<tr>
<td>2000</td>
<td>48,605,000</td>
</tr>
<tr>
<td>2001</td>
<td>47,315,000</td>
</tr>
<tr>
<td>2002</td>
<td>46,979,000</td>
</tr>
<tr>
<td>2004</td>
<td>47,377,000</td>
</tr>
<tr>
<td>2005</td>
<td>50,676,000</td>
</tr>
<tr>
<td>2006</td>
<td>56,343,000</td>
</tr>
<tr>
<td>2007</td>
<td>56,330,000</td>
</tr>
<tr>
<td>2008</td>
<td>60,058,000</td>
</tr>
</tbody>
</table>

Note: No data was available for 2003.
Looking at the arrivals of non-resident tourists at national borders in Ireland one can see that from 1999-2000 there was a slight increase but in 2001 the number decreased below the number that was achieved in 1999. In 2002 the figure surpassed 2001 which showed that the attacks of 9/11 had a minimal long term impact on arrivals of non-resident tourists. From 2002 to 2007 there was a steady increase of arrivals, while 2008 showed a decrease that was a result of uncertainty of the world’s economic state. When analyzing the figures of overnight stays of non-resident tourists in all types of accommodations there was a similar pattern. There was a steady increase from 1999-2000, followed by a decrease in 2001 then it increased steadily up until 2006. In 2007 there was a minimal decrease but increased in 2008. Tourists may have been staying more nights in 2008 to get the most out of their vacation time because of the economy and uncertainty of the next occasion that they would be able embark on a vacation. Unfortunately there was no data available for 2003; the gap was not explained in the data from World Tourism Organization (2008). That leaves a lag in the data but there was an assumption that there was an increase in 2003 judging by the pattern of the other years.

**Turkey**

Yaya (2009) found that, “There has been an increasing interest in the economic consequences of political instability, domestic conflict and terrorism for the last few decades” (p. 477). The 9/11 attacks and broad terrorism data sparked an increase in research on the economic impact as a result of terrorism. Turkey has experienced a unique type of terrorism that most countries are unfamiliar with. Numerous terrorist groups in Turkey have been carrying out assaults for sustained periods of time in
metropolitan and rural areas of the country (Yaya, 2009). Between 1985 and 2006 three types of terrorist groups were active in Turkey, as follows: separatist Kurdish terrorist groups, radical Islamic terrorist groups, and leftists terrorist groups.

According to Yaya (2009) the ideologies of these groups were not mutually exclusive from each other and sometimes overlapped. The most significant terrorist group in Turkey is the separatist Kurdish organization called PKK/KONGRA-GEL. This group conducted large assaults on urban cities and the rural regions of Turkey. Citizens in the region had to endure negative economic consequences of the recurring domestic assaults of the terrorist group.

There were several occasions where PKK/KONGRA-GEL threatened local business owners in a certain region to shut down their shops for a period of time (Yaya, 2009). Domestic terrorist incidents are prevailing and clustered in the southeastern part of Turkey. Transnational incidents have mostly been reported in large cities such as Istanbul, Ankara and Izmir, as well as in the southwestern coastal areas of Turkey (Yaya, 2009). Yaya (2009) found that, “Transnational terrorist groups frequently target busy tourists areas such as historical places, beaches, bazaars, banks, restaurants and hotels that are linked to Western interests while domestic terrorist groups target the Turkish State, its officials and Turkish civilians” (p.484). Turkey has numerous factors that make the country an important venue for study in this paper. It is located at the crossroads of Europe, Asia, and Africa; in a nutshell it serves as a gateway to the East and the West. Turkey has borders with Middle Eastern, Caucasian as well as European Countries (Yaya, 2009).
This Turkey case study utilized an emphasis on quantitative methods to examine the effects of terrorism on tourism. Although there are some qualitative aspects they are limited to basic explanations of the quantitative data. According to Yaya (2009) there is not one consistent method to estimate the length of time that the negative effect of terrorism will linger. This is due to the heterogeneity of these conflicts across countries. To examine the relationship between terrorism and tourism in Turkey an intervention analysis called transfer function is employed. This complex method to analyze the effect of terrorism on Turkey’s tourism industry used variables such as the total number of terrorism incidents and number of transnational terrorism incidents. Yaya (2008) stated: Turkeys’ tourism market share decreased 5.21% due to terrorism within Turkey from 1991 to 2001. This study only utilized one factor that the Irish case study did and it was the number of tourist arrivals. Aligning the Turkey case study with the phases of recovery model would not allow for a valid analyses because Turkey had constant terrorist attacks that does not suit the basis of the phases of recovery model. It would be a constant cycle throughout the three phases and it would be difficult to gauge the effects of the previous or the current terrorist attacks are having on the recovery process. The Turkey study did not focus on foreign direct investment, foreign exchange earnings or a recovery plan. This not to say that this case study was not successful in linking the effect of terrorism on tourism it was just taking a statistical approach that involved different factors. Tables 3 and 4 display the arrivals of non-resident tourists and overnight stays of non-resident tourists. Figures 3 and 4 display the arrivals of non-resident tourists and overnight stays of non-residents in all types of accommodation establishments in a line graph.
Table 3

*Turkey- Arrivals of non-resident tourists according to the World Tourism Organization (2008)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Total arrivals of non-resident tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>6,892,636</td>
</tr>
<tr>
<td>2000</td>
<td>9,585,695</td>
</tr>
<tr>
<td>2001</td>
<td>10,782,673</td>
</tr>
<tr>
<td>2002</td>
<td>12,789,827</td>
</tr>
<tr>
<td>2003</td>
<td>13,350,956</td>
</tr>
<tr>
<td>2004</td>
<td>16,826,062</td>
</tr>
<tr>
<td>2005</td>
<td>20,272,877</td>
</tr>
<tr>
<td>2006</td>
<td>18,916,436</td>
</tr>
<tr>
<td>2007</td>
<td>22,248,328</td>
</tr>
<tr>
<td>2008</td>
<td>24,994,077</td>
</tr>
</tbody>
</table>

Figure 3. Turkey- Arrivals of non-resident tourists.
Table 4

Turkey- Overnight stays of non-resident tourists according to the World Tourism Organization (2008)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total overnight stays of non-resident tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>20,434,883</td>
</tr>
<tr>
<td>2000</td>
<td>28,510,906</td>
</tr>
<tr>
<td>2001</td>
<td>36,368,500</td>
</tr>
<tr>
<td>2002</td>
<td>43,312,498</td>
</tr>
<tr>
<td>2003</td>
<td>40,866,002</td>
</tr>
<tr>
<td>2004</td>
<td>49,727,905</td>
</tr>
<tr>
<td>2005</td>
<td>56,108,453</td>
</tr>
<tr>
<td>2006</td>
<td>46,640,460</td>
</tr>
<tr>
<td>2007</td>
<td>56,539,808</td>
</tr>
<tr>
<td>2008</td>
<td>56,918,298</td>
</tr>
</tbody>
</table>

When it comes to Turkey there was a unique pattern of arrivals of incoming tourists at national borders. From 1999 to 2005 there was a steady increase which meant in 2001 there was no effect to their tourism flow as a result of 9/11. The decline was seen in 2006 which was the same year as the bomb threat at Heathrow Airport in London. After 2006 the pattern increased for both the years 2007 and 2008.
Overnight stays increased from 1999 to 2002 then in 2003 saw a decline. There was no significant international terrorist attack that could explain the decline; rather Turkey’s constant threat of terrorism within its country that could explain the decline. The years of 2004 and 2005 yielded an increase but then in 2006 there was a decline. Once again this could be attributed to the bomb threat in London that caused a decrease of tourist arrivals in Turkey that year. After 2006 there was an increase in 2007 and 2008, which followed the similar pattern of Ireland.

**United Kingdom**

The following analysis of United Kingdom integrated data specific to United Kingdom with contrasts and similarities of the Ireland and Turkey case studies. First, sequential events were categorized according to the three phases documented by O’Connor e al. (2008). Phase one in this case study was be the immediate cancellation of domestic and international air traffic as soon as the bomb scare was discovered. This impacted a large number of travellers and had global ramifications (Henderson, 2008). Phase two was characterized by the government, airport authorities and airlines reacting in an organized and swift manner to handle the crisis to minimize a lingering affect. Phase three was the recovery of tourist activity the years following 9/11 and the bomb threat at Heathrow in 2006. The second part of the analysis utilized data from the World Tourism Organization (2008). Tables 5 and 6 display the figures for the arrivals of non-resident tourists and the overnight stays of non-residents in all types of accommodations establishments. Figures 5 and 6 display the arrivals of non-resident tourists and overnight stays of non-residents in all types of accommodation establishments in a line graph.
Table 5
U.K.- Arrivals of non-resident tourists according to the World Tourism Organization (2008)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total arrivals of non-resident tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>25,396,000</td>
</tr>
<tr>
<td>2000</td>
<td>25,211,000</td>
</tr>
<tr>
<td>2001</td>
<td>22,835,000</td>
</tr>
<tr>
<td>2002</td>
<td>24,181,000</td>
</tr>
<tr>
<td>2003</td>
<td>24,715,000</td>
</tr>
<tr>
<td>2004</td>
<td>27,755,000</td>
</tr>
<tr>
<td>2005</td>
<td>29,970,000</td>
</tr>
<tr>
<td>2006</td>
<td>32,712,920</td>
</tr>
<tr>
<td>2007</td>
<td>32,778,102</td>
</tr>
<tr>
<td>2008</td>
<td>31,888,118</td>
</tr>
</tbody>
</table>

Figure 5. United Kingdom- Arrivals of non-resident tourists.
Table 6

**U.K.-Overnight stays of non-resident tourists according to the World Tourism Organization (2008)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total overnight stays of non-resident tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>211,735,000</td>
</tr>
<tr>
<td>2000</td>
<td>203,762,000</td>
</tr>
<tr>
<td>2001</td>
<td>189,513,000</td>
</tr>
<tr>
<td>2002</td>
<td>199,283,000</td>
</tr>
<tr>
<td>2003</td>
<td>203,431,000</td>
</tr>
<tr>
<td>2004</td>
<td>277,406,000</td>
</tr>
<tr>
<td>2005</td>
<td>249,181,000</td>
</tr>
<tr>
<td>2006</td>
<td>273,416,650</td>
</tr>
<tr>
<td>2007</td>
<td>251,520,106</td>
</tr>
<tr>
<td>2008</td>
<td>245,774,778</td>
</tr>
</tbody>
</table>

Figure 6. United Kingdom- Overnight stays of non-resident tourists.
United Kingdoms’ pattern differs from Ireland and Turkey starting from 1999 to 2000. The arrivals of non-resident tourists at national borders were already decreasing from 1999 to 2000. With the additional factor of 9/11 there was a decrease in 2001 as well. From 2002 to 2006 there was an increase, and then in 2007 and 2008 were both years of decreasing arrivals. As stated earlier this can be attributed to the declining economy and tourists reacting by saving their disposable income instead of utilizing that income on a vacation. Figures on overnight stays duplicated the same pattern as arrivals of non-resident tourists. From 1999 to 2001 there was a steady decrease followed by increase every year up until 2006, then in 2007 and 2008 displayed decreases.

**Comparison of Ireland, Turkey and United Kingdom**

The nature and characteristics of terrorism vary vastly across countries; therefore researchers should carefully examine different terrorism variables to uncover the best estimate of recovery for the country (Yaya, 2008). This statement is essential to adhere to when analyzing the effects of terrorism and tourism for the following reasons;

- Turkey had an abundance of terrorist groups whereas Ireland did not. This is why these two cases approached the analysis of terrorism from different perspectives.
- The Ireland case study was focused more on qualitative methods whereas the Turkey case study was focused on quantitative methods that involved a deep statistical analysis. The reason is because Turkey had a vast amount of terrorist incidents that took place in its country while Ireland analyzed global terrorism and how to react.
These two cases can be used together to understand terrorism because the Turkey case allows the reader to see how to statistically gauge terrorism and the Ireland study shows how to react and create a recovery plan.

After reviewing how Turkey and Ireland evaluated the effect of terrorism and tourism there was one factor that both countries evaluated: The total number of inbound tourists after a certain terrorist attack or scare. Taking that common variable along with overnight stays of tourists is how the researcher analyzed how the bomb scare at Heathrow airport in 2006 affected the flow of tourism. Using this data from the World Tourism Organization (2008), analysis spanned from year 1999 to 2008. To compare and analyze how the prospect or the execution of a terrorist attack affects the flow of tourism the researcher began at 1999. In this case the execution of a terrorist attack is the 9/11 attacks and the prospect is the 2006 bomb scare. Another similarity is that Ireland and the United Kingdom had plans, or phases to analyze the recovery stages of the terrorist threat. The United Kingdom and Ireland differed in that there was a bomb threat within United Kingdoms’ borders while Ireland was gauging the effect of terrorist attacks and threats that occurred in other countries. Turkey differed in the sense that they had an ongoing terrorist element that affected its tourism industry. With an ongoing terrorist threat within Turkeys’ borders and terrorist attacks occurring in other countries Turkey had to overcome two elements of terrorism that negatively affected its tourism industry. There was no discussion of a crises plan to ensure the quickest return to normalcy possible. The reason for that could be the constant terrorist element never allowed for the creation of a well thought plan.
Summary

The nature and characteristics of terrorism vary vastly across countries; therefore researchers should carefully examine different terrorism variables to uncover the best estimate of recovery for the country (Yaya, 2008). A country such as Turkey that experiences constant terrorist attacks, a country that observes terrorist attacks outside its borders such as Ireland and a country that has a terrorist threat as in the case of the United Kingdom will each experience unique recovery patterns.
Chapter 5
Discussion

Terrorist acts, whether in prospect such as a bomb threat that alerts secret intelligence agencies or in execution such as the 9/11 attacks, has an adverse impact on the hospitality and tourism industry across the world. Various strategies are used to address the effect on tourism and the hospitality industry. This mixed methods research study analyzed the effect of terrorism on tourism. This phenomenon has a deeper impact than most people realize. Its impact on financial, government regulations and society is one that affects everyone in one way or another. This chapter will discuss the findings that the research questions posed.

The researcher concluded that the severity of attacks rather than the frequency caused a larger decline in international tourist arrivals. As one could see with the Turkey case study the flow of tourist activity was not affected by the 9/11 attacks, however these attacks had a negative impact on the flow of tourist activity in Ireland and the United Kingdom. The rationale behind that theory was that a tourist destination will recover from non-recurring attacks because the media coverage will pass more quickly than frequent attacks.
When analyzing how terrorist acts affect the volume of tourist activity one can see that it decreases the volume in an instantaneous manner. According to Henderson (2008) terrorist acts lead tourists to continually ask themselves how safe do they feel about making this trip. These acts could even deter one from making a trip altogether for months, even years if the chance of a terrorist act occurring is raised due to threat levels. Examining the bombings of Bali also illustrated the effect terrorism on the tourism industry. Within a week of the attack tour operators quickly withdrew their holiday programs from Bali and resorts throughout Indonesia just as the high season for tourists from the Northern Hemisphere was about to begin (Baker & Coulter, 2007). Hotel occupancy levels plunged from an average of 75% to 14%. Although those numbers eventually recovered, it took nearly two years to reach levels that were seen prior to October 12, 2002 (Baker & Coulter, 2007). Baker and Coulter (2007) stated, “Along with hotel occupancy there was a 23.45% decline of tourists visiting Bali between the months of June to September the year following the bombing” (p.253). Although the volume recovered the thought is always going to be in tourists’ minds about previous terrorist attacks.

Observing to see if the frequency or severity of terrorist acts has a higher impact on the tourism and hospitality industry yielded an interesting theory. From a macroeconomic perspective the impact of terrorism on growth is minor, especially in developed countries. Llorca-Vivero (2008) stated, “This is not the case when the country or region suffers from a long-term terrorist campaign” (p.170). When analyzing terrorism from a microeconomic point of view, Llorca-Vivero (2008) concentrated on the analysis of impact on specific industries such as tourism, international trade, and foreign direct
investment. Variations of the socio-economic situation of the country will yield a certain element of terrorism. The 9/11 attacks was a severe terrorist attack that impacted the hospitality and tourism industry gravely. Turkey had a constant terrorist threat that affected the hospitality and tourism industry. The 9/11 attacks did not have the same affect because of their socio-economic situation and constant terrorist threat. The types of terrorist attack were on different scales; Turkey experienced ambushes, assassinations, suicide bombings and kidnappings that occurred on a frequent basis. The 9/11 attacks was a severe terrorist attack because there were not common terrorist attacks on United States soil and the amount of lives that were lost in that instance had not been witnessed before.

Government policies and procedures that are put in place following terrorist attacks are implemented to give the tourists a sense of security when traveling. Governments may respond to terrorism by establishing rules and regulations. For example a decision on procedures for screening airline travelers and selection of equipment is decided in the United States by the laws that are passed in Congress. Henderson (2008) has identified the concept of a crisis management plan which is defined as the management, prevention, containment and recovery after a terrorist threat. Use of this plan by travel and tourism bureaus as well as government entities creates steps of actions to ensure the quickest recovery possible. The crisis management model that consisted of seven phases allowed the authorities to respond accordingly. This plan is broken into the following segments; Phase one: Pre-Event, Phase two: Warning, Phase three: Event, Phase four: Immediate Emergency, Phase five: Intermediate, Phase six: Longer Term, Phase seven: Resolution. These phases might not be clearly distinguishable
in each case depending on how early intelligence was gathered about a terrorist threat among other variables. According to Henderson (2008), the fluidity, dynamism and momentum of crisis frequently accompanied by confusion are not easily captured and the model further overlooks the multiplicity of perspectives. Even with successful utilization of a crisis management model there is always the potential for deviation and disagreement. For example one member of the authority utilizing the plan may believe that the resolution phase has been reached while another may see that there are more steps to be taken to reach the resolution phase. This plan shows the need for strategic planning to prepare for a terrorist threat or even worse a terrorist attack. Being reactive is not the best option because of the severity of terrorism; this will lead to disorganization and a longer recovery process. Officials need to anticipate scenarios to see what aspects of their plan need to be altered and what needs to be added to ensure thorough crisis management plan.

The media has a vast impact on the recovery of the flow of tourism after a terrorist threat or attack. The public relies on the media outlets for their daily information which they utilize to go about their lives. An uninformed public is less common in this day and age due to the technological advances that allow information to travel across the world at the blink of an eye. The constant need of the public to be in the know is the reason why terrorism acts will be communicated to them in an instantaneous manner. Internet, smartphones and social networks for example will keep information readily available and the public will have quick access to the information. So if a terrorist attack occurs any plans to travel can be cancelled almost immediately.
In conclusion, the researcher has noted trends associated with terrorism and the hospitality and tourism industry. However, with the limited sample and data of three countries, extrapolation of results and interpretation to more countries can only be speculative at best. The researcher recommends that more countries be analyzed to broaden the ability to use these results to explain the relationship between terrorism and the hospitality and tourism industry.
Chapter 6
Conclusions and Recommendations

Terrorism is a prevalent issue in society and is evolving due to the increased number of terrorist groups and the amount of resources they are able to obtain. This has a negative impact on the hospitality and tourism industry and is difficult to predict the recovery period of the country that a terrorist attack occurs in. The purpose of this research paper was to analyze the phenomenon of terrorist acts, and various strategies used to address the effect on tourism and the hospitality industry.

Observing to see if the frequency or severity of terrorist acts has a higher impact on the tourism and hospitality industry yielded an interesting theory. The researcher concluded that the severity of attacks rather than the frequency caused a larger decline in international tourist arrivals. From a macroeconomic perspective the impact of terrorism on growth is minor, especially in developed countries. Llorca-Vivero (2008) stated, “This is not the case when the country or region suffers from a long-term terrorist campaign (p.170). When analyzing terrorism from a microeconomic point of view Llorca-Vivero (2008) concentrated on the analysis of impact on specific industries such as tourism, international trade, and foreign direct investment.
The socio-economic situation of the country will influence elements of terrorism. The 9/11 attacks was a severe terrorist attack that impacted the hospitality and tourism industry gravely. In Turkey, where there was constant terrorist threats, the effects on the hospitality and tourism industry was not as extensive as the 9/11 attacks because of their socio-economic situation and constant terrorist threat.

Governments may respond to terrorism by establishing rules and regulations. For example a decision on procedures for screening airline travelers and selection of equipment is decided in the United States by the laws that are passed in Congress. A nation’s policy on how to react after a terrorist attack is as important as preventing it. Henderson (2008) has identified the concept of a crisis management plan which is defined as the management, prevention, containment and recovery after a terrorist threat. Use of this plan by travel and tourism bureaus as well as government entities creates steps of actions to ensure the quickest recovery possible.

Future researchers should continue to analyze government reactions to terrorism with focus especially on preventative measures but also on reactive measures. One should also make sure to note what type of terrorist threats a country is under; for instance, is there a constant terrorist threat in their country due to the inhabitants of terrorist groups? The implications of terrorism on a country that is not inhabited by terrorist groups differ greatly. Although these groups operate under the radar it is generally known if a country is used by terrorists as a safe haven compared to a country that has terrorist operatives living among the general public as regular citizens. The ongoing advancement of technology that contributes to the speed at which news and media can get information to the public should be taken into account when analyzing terrorism and its effect on
hospitality and tourism. The prevalence of smart phones, wireless internet and networks that move data at the blink of an eye will make the availability of information almost instantaneous. One can get alerts on their phone application about breaking news, then upload that to their twitter or Facebook account and then the snowball effect occurs. Previous eras did not have this access to technological advancements that allows news to spread instantaneously.

The relationship between terrorism and tourism can be seen with the decrease of tourist activity following a terrorist attack. The tourist activity does reach the level that it was at prior to the terrorist attack but can be influenced by the presence of a crises recovery plan. The frequency and severity of attacks affects tourist activity differently. The severity has more impact on the flow of tourism than the frequency, and the impact of media coverage that alerts the public in an instantaneous fashion leads to the quick reaction of those that who were about to travel; as a result vacations are cancelled or changed to a different location. The government’s response to terrorism by placing rules and regulations to limit these attacks has an impact on rebuilding consumer confidence to resume tourist travel.
References


