

Chapter 9

The Effects of Terrorism on Tourism and the Media's Role

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ABSTRACT

Crimes, terrorism, civil unrest and war have caused serious damage to the tourism industries of afflicted destinations and in some cases totally decimated a whole industry. A turbulent security environment, caused by wars, coups d'etat, civil wars and terrorist attacks, has already demonstrated its negative impact on tourism development in many countries around the world (Taylor & Quayle, 1994). As part of this growing body of tourism literature, this chapter examines the media's role and tourist destination image in general. Moreover, the primary survey carried out to discover the perceptions and attitudes of international visitors while visiting the DMZ and its vicinity and how they perceived safety in the DMZ area. The survey were 151 international tourists to the DMZ area, reveal that respondents had reasonably positive perceptions of the DMZ area.

INTRODUCTION

In 2003, international tourist arrivals reached 690 million, generating US \$524 billion. By the year 2020 tourist arrivals will reach to 1.6 billion (WTO, 2005). Despite the strength of global tourist demand, many destinations especially in the third world are facing fluctuations in tourist arrivals, due to unsafe political conditions. Richter (1992, p. 36) points at the fifth critical element 'S'- security, in addition to four favourable 'S's' (sun, sea, sand, sex) which are often seen as the core of developing a nation's tourist appeal. This chapter attempts to define how to categorise tour-

ism between divided nations, in particular South and North Korea, that is, separate political units that once were parts of a larger unit, subdivided by internal or external forces. Even though this research approach to the problem stems from a concern about the problem of classification of tourism between divided nations (whether such travel is international or domestic), research examination opens up interesting perspectives on such factors as power relations in tourism and the meaning of boundaries, both national and mental. Sometimes domestic tourism may include a crossing of boundaries much more significant than international borders. This paper discusses

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the symbiosis between tourism and peace and its opposite war, and the likely impacts of each condition on several tourist destinations. A turbulent security environment, caused by wars, coups d'état, civil wars and terrorist attacks, has already demonstrated its negative impact on tourism development in many countries around the world (Taylor & Quayle, 1994). Since tourism development in any given country is affected by the political environment, understanding the implications of various political conditions with a relationship to tourism is important since it will assist to determine the likely outcomes on tourism activity. In other words, the purpose of this chapter is about the relationship between safety, tranquility and peace and successful tourism. More specifically, it is about the effects of the absence of safety, security and peace on domestic and international tourism throughout the world. It comes as no surprise that peace and tourism is an important topic today in the tourism literature.

LITERATURE REVIEW

Tourism and Terrorism

Another form of violent act impacting on tourism is terrorism which includes such activities as assassinations, hijacking, use of explosives, sabotage, murder and the like with the intent of creating a state of terror and public intimidation to achieve political, social, or religious ends. According to Richter and Waugh (1986), "terrorism is a form of communication, of both the threat or reality of violence and the political message" (p. 230). Terrorist violence has become a familiar phenomenon of modern times. For that familiarity the mass media, is largely responsible. The crash of the hijacked Ethiopian airline flight in the Comoro Islands in November 1996 highlights its magnitude. Media coverage and global attention to politically motivated terrorist activities can have severe effects on international travel.

International terrorism and especially the kind that is specifically aimed at tourists, has caused the world tourism industry billions of dollars in lost revenues. After the, TWA hijacking in 1985 for example, the Greek government spent over three million dollars on a 'Come to Home Greece Campaign' (Richter & Waugh, 1986). In Egypt, a set of systematic tourist attacks that started in September 1992-1993, resulted in a 22 per cent drop in tourist arrivals and 30 per cent decline in volume of tourist nights. Tourism receipts as an outcome dropped a 42 per cent causing losses of more than US\$ 1 billion in tourism revenue in this period (Wahab, 1996). Travel has been associated with increased vulnerability to all types of crime from biblical times. Being a traveler implies being away from one's familiar environs and contacts. The fact that tourists are usually concentrated in particular locations (tourist ghetto's) together with the fact that tourists usually carry with them large amounts of money lames them an easy target for criminals and terrorists (Richter & Waugh, 1986). The incidence of crime against tourists in Florida in 1993, caused a decline of 11 per cent in overseas tourist (Pizam & Mansfeld, 1996). Similarly, for Indonesia, a stable political situation is of great importance for achieving tourism objectives as outlined in the national economic development plan. Unfortunately, prolonged political unrest in the country in the last two years has resulted in a dramatic decline of tourist flows (Travel Trade Gazette, 2000; Soemodinoto, Wong & Saleh, 2001). Moreover, the bombing of a nightclub in Indonesia's most popular tourist resort area on the island of Bali resulted in over 200 deaths and 300 wounded. Most victims were young tourists from Australia, New Zealand, Europe, South Asia and North America (Beirman, 2003). This incident was one of the deadliest attacks targeted at tourists in modern history.

Terrorism exists in many countries and cities around the world, the IRA in Northern Ireland and Britain, the Red Brigade in Italy, the Neo-Nazis in Germany, the Chamas movement operating in

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