

The Impact of Terrorism on Tourism Destination Image and Development

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Abstract

In the twenty first century, tourism is emphasized from multidimensional factors that have been ever. Starting from top of the government body to the private business sectors, tourism has tilled away path for discovering new opportunities for many countries that were untapped unstill very recently. While the world yet thinks natural resources like oil, gas, gold and other mines to be the most valuable resources that determined the destiny of a particular country or state, tourism now steps up and shows the potential to that race of greatness. However, tourism is now rather an industry encompassing various kinds of business ventures entitled to the people's traveling. From the hotel and restaurant business to travel companies, many other parties are now involved within this industry. This research paper investigated the impact of terrorism on international tourism to see whether it affects the global tourism negatively. For the analysis, the researchers designed the research methodologies that are attributed to facilitate the research conduction process. For this, a deductive research approach followed by positivism research philosophy has been followed. The researchers designed a set of questionnaire contained 10 close ended questions in survey monkey. Around 100 respondents gave their opinion on the global terrorism and tourism issues where it has been found that they are more concerned about the security and safety. Hence, most of the visitors sharply avoid places that are highly exposed to terrorist attacks. As recently the developed countries like France, USA and UK are facing an extreme rivalry and threats against terrorism; there has been a significant fall in the revenue while developing countries are having fewer problems with global terrorism issues. The detail outcomes are given in the result analysis part. Finally, for better future effectiveness, some recommendations are provided.

Keywords: Tourism, Terrorism, Destination Image

Introduction

Over the last few years, the terrorist threats and terrorist attacks have been major concerns globally. Several unexpected occurrences have taken places in some highly sophisticated tourists places and airports. These attacks always aim to fear people to disown some certain beliefs and mythologies, Fletcher and Morakabati (2008) stated. A recent study of BBC states that more than 3500 tourists have left Tunisia over the fear of further attacks in different places. The Belgium and France attacks have created potential threats for other European countries to be under surveillances. For these roans, most of the countries have adopted highly strict policies in considering the tourists visit to their countries. The boarder security and immigration clearances have been limited and restricted for some alleged countries to be involved in terrorist activities. All these flashes are strong indication that the tourism industry is having an extreme period because of fear of terrorist attacks and political decisions by

diplomats (Chatzidakis et al., 2012). In the twenty first century, tourism is emphasized from multidimensional factors that have been ever. Starting from top of the government body to the private business sectors, tourism has tiled away path for discovering new opportunities for many countries that were untapped unstill very recently (Clements and Georgiou, 2009). While the world though natural resources like oil, gas, gold and other mines to be the most treasured resources that determined the fate of a particular country or state, tourism now steps up and shows the potential to that race of greatness (Theocharous, 2010). However, tourism is now rather an industry encompassing various kinds of business ventures entitled to the people's traveling. From the hotel and restaurant business to travel agencies and companies, many other parties are now involved within this industry. On the other side of the coin, there are some factors affecting this industry, being an industry of up end consumers only demand the services upon the ambiances and others factors bowed to their favours (Sönmez, 2009). Tourist's safety and the infrastructure of the destination are two key factors affecting the decision making of tourists. Most of the tourists plan for holidays to pass quality time with kith & kin without any concerns but the consistent threats all over the world have created a chaos that have spread a wind of fear among the tourists. For this the significant downfall in tourists' exploration around the world has been noticed. Even the empirical data suggest that threats from terror can easily have bad affect on tourism industry of a particular nation. This paper wants to explore the phenomena by the recent context with proper evidences and arguments.

Now a day's tourism is just not an industry; but it has multidimensional influence on the economy and the living standards of people. While the modern world is becoming more mobile and more work oriented, tourism industry just brings a bit of leisure to relax their work pressure and provide the soul to make a restart (Chatzidakis et al., 2012). However, while tourism industry brings so much fortune in the economy of the destination and also the life standard of people; the environment needed to ensure the safe journey of travellers as of utmost importance. Due to the international terror attacks its subsequent events like coups, militant attacks, breakdown of communication etc the environment surely becomes worse.

The threats of terrorism come into that direction. It is the government of the particular destination who controls and maintains the legislature and other administrative which directly or indirectly often affects infrastructure and other issues that are considered to be highly determinants of tourist decision-making (Fletcher and Morakabati, 2008). However, the recent terrors links that the breakdown order of laws and security across the globes counting many tourist attractions in Asia like Syria, Saudi Arabia, Thailand, Indonesia, India, Bangladesh etc and a massive parts of the Europe like France, Italy and many countries in Africa like Egypt, Libya etc have been severely affected in the recent pasts (Kerr and Wood, 2010). On the other side, the attacks by separatists, the Islamic militants in Middle East, the poor infrastructure in the third world tourists' attraction are considered to be the major threats to the proper utilization of the natural beauties of these areas (Khuong et al., 2015).

The key questions to be sought in this paper include,

- What factors of environment are much needed to make tourist destination attractive and eye-catching?
- What are the factors that have negative effect on the tourism industry around the globe?
- How terrorism plays a vital role when determining a destination by travellers?
- Are there any positive solutions to reduce the risk in terms of facing the challenges and flourish the industry amid international sustainability?

Theoretical Background

Tourism sector

Tourism and related industry have been considered as one of the rising industrial sector on global basis and these are contributing significantly to some extent to the global economy. According to Sharples (2012), tourism industry is highly service oriented and concentrated industry that mostly benefits from interactive industry sectors like travel and transportation, accommodation, aviation, restaurants and catering services, entertainment industry. He also emphasised that the extent of tourism provides a wide range of diversified products and services. However, Richard (2013) has defined tourism as different activities performed by people through travelling and staying in different places, which can be completely different from their existing and usual environment or living places. He also indicated that tourism is mostly performed for leisure activities along with business purposes. According to Mainek (2014), tourism is considered as very much competitive industrial sectors having diversified needs and demands with dynamic changes. These have rendered significant challenging issues of constant adaptation to the changing needs of customers for ensuring satisfaction, enjoyment and safety of customers. He also argued that the industry's overall performance is mostly dependent on the economic conditions, law and enforcement aspects in both regional and global level. According to Sharpley (2015), the global extent of tourism has been main cause of the development of major leading companies across various regions around the globe. However, he also characterised these industrial sectors as less concentrated, leading to fragmentation in the form of very small players in the local tourism industry contexts.

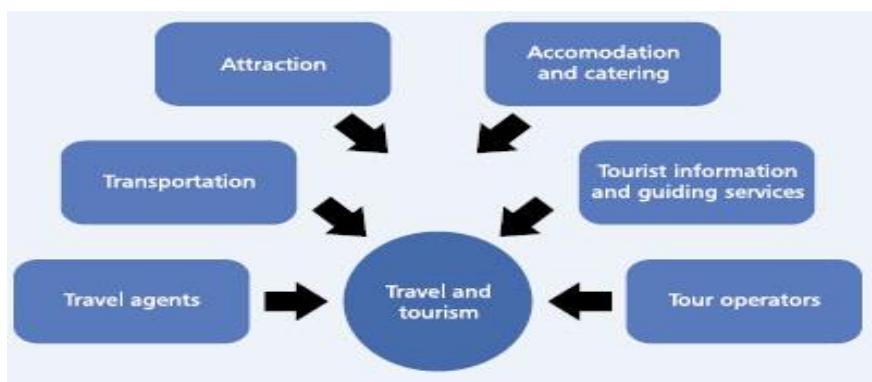


Figure 1 Components in tourism industry

Source: King (2015)

King (2015) has indicated that the most significant industry activities of global tourism industry are the accommodation services, automobile rental, hospitality services, aviation, tour arrangement and agent services. He also emphasised on the contexts of lower economic scale across the industry sectors on global level, dominance of small business operators, relatively less barriers to entry for new participants.

Globally tourism industry has obtained a continued social and economic phenomenal aspect and has experienced significant and continued growth over the decades. According to King (2015), the extent of diversified growth in global tourism has led to the development of global and country specific economic growth and the industry is facing new opportunities with the development of emerging markets and new destinations leading to the fact of tourism as key aspect of socio-economic development factor.



Figure 2 Importance of tourism on global level

Source: World Tourism Organization (2016)

The extent of contribution of tourism industry can be diversified such as, in global GDP is around 10%, around 1 job in average 11 jobs is in tourism industry, 1.5 trillion USD export on global level, which accounts for 6% of world's exports and 30% of services exports as indicated (World Tourism Organization, 2016). These have contributed significantly for the major economic drivers in many regions around globe. However, the industry is also competitive as there are ever increased competitions among global destination in both developed and developing nations. On global level, the extent of total contribution through tourism industry is 7.17 trillion USD to the global economy, 1087 million tourists' movement worldwide, and revenue of around 1.15 trillion USD as indicated (Statista, 2016)

According to Handy (2012), tourism destinations are the prime factors and focus points for the development of tourism industry in particular country. He also argued that the extent of destination could be natural or fabricated leading to certain distinguished characteristics, unique attraction points, and accessibilities. A tourist destination refers to those attractive places where people visit to get entertained as according to Ryan and Huang (2013). There are many countries in the world having attractive tourist destinations including mountains, beach, lakes, highlands, natural views, wild life and these have facilitated the nation to increase the government revenue powered by the tourism department. The tourist destinations may have natural beauty and artificial attractiveness as indicated by King (2015). Countries like China, Nepal, Bangladesh, India, Brazil, and Italy have natural attractiveness while South Africa, United Arab Emirate have artificial attractiveness to attract the tourists, according to Handy (2012). However, US, UK have both artificial and natural attractiveness of tourist destinations, he added. These tourist destinations attract the global people and increase the revenue for their government. The UK hospitality and tourism sector is one of the big exception while the highest earning site for the UK government. Bangladesh also receive good revenue out of incoming foreign tourists. Recent days the industry is growing too fast across the country and it is considered as the third revenue-generating source for the Bangladeshi government. However, there are other tourist destinations as well. The extent of tourism destinations can be mostly characterised according to the extent of development in particular country.

The global tourism has been significantly developing. According to Venu (2014), the most important trends in this respect can be the increasing the travelling spending and investment to the emerging nations from the advanced and developed nations.

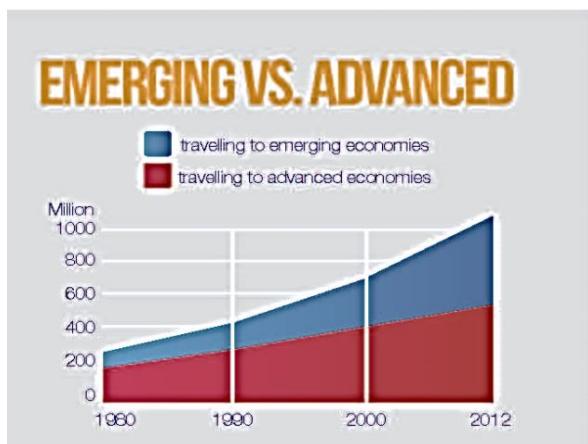


Figure 3 Trends of travelling during 1960 to 212

Source: Rahimian et al. (2013)

According to Rahimian et al. (2013), during the period of 2012, there has been around one billion tourists has travelled and crossed international markets. Around 40% of these tourists have travelled to emerging markets like China, Middle East, Africa and Asia-Pacific. However, they have also found that there has been significant growth of tourists to emerging markets compared to the developed markets and these are mostly due to the leisure, recreational activities, holidays, health, business and professional purposes. China can be considered significant oriental emerging markets having a growth rate of 11% in its tourism industry annually mostly due to the natural beauties, and historic, cultural and traditional heritages of the country, according to Theocharous (2010). He also emphasised that Longji Terraced Fields in Gullin, red beach in Panjin, Huangguoshu waterfall, Forbidden City, Temple of Heaven, Great Wall of China, Terracotta Army etc. are the most attractive tourist destinations in China. In addition, several Buddhist Pagodas are attracting the artificial attractive tourists in China. However, Hung and Fung (2013) has stated that the cities in China like Honk Kong, Beijing, Shanghai, Xi'an, Macau and Guangzhou can be major attraction for tourists from US and European countries. The tourism destinations in Latin American nations are also considerable mostly due to the natural heritages and destinations of Brazil, Ecuador, Argentina, and Chili. According to Stavrinoudis et al. (2012), these tourism destinations are developing with higher growth and being able to draw significant tourists compared to Europe and US. However, Clements and Georgiou (2009) has noted that the Arab nations are most enriched from the ancient periods like first civilisation in ancient Egypt, Mesopotamia, and Levant. Important historic sites, indications and establishment throughout the Arab nations has rendered significant tourists destination from the cultural, historic, traditional and religious perspectives. Kerr and Wood (2010) has mostly emphasised on the tourist cities in the vast Arab nations like Dubai in UAE; Ephesus, Istanbul in Turkey; Dahab, Luxor, Giza in Egypt; Maan in Jordan; Fez in Morocco; Beirut, Baalbek in Lebanon; Jerusalem, Haifa, the Old City in Israel; and Doha in Qatar.

Terrorism impacts

The aspects of terrorism on global level have been graving problems since historic periods. According to Theocharous (2010), the extent of terrorism can be defined as the utilisation of violence, extortion or intimidation on individual level or group of people for some unfair and unjustifiable advantages or benefits. He also argued that the most extent of terrorism is the direct impact of persuasion of political aims. The word terrorism came from a Latin word that means 'to frighten'. According to Venu (2014), anything that creates terror and frightens people seems as terrorism. In supporting of him, Delta (2015) added, terrorists attack a country or a particular nation in order to create terror among them. Recent days almost every

country faces the attacks from terrorists. In 2001, US experienced the bad sites of terrorists. Four plane were hijacked which two crashed the twin tower buildings in New York City (New York Times, 2015). In addition to these, US also find other major threats in Texas, Washington and other provinces. India found a major terrorist attack in Mumbai in 2008 (The Times of India, 2015). The attack lasted for three consecutive days and the terrorists targeted a couple of destinations including the Taj hotel which was one of the prestigious hotel within India, alongside rail station. Both the attacks created huge terror for the people living in the city and able to frighten them completely. Particularly, the attacks created terror among the tourists and India lost a huge number of tourists in the successive years (The Times of India, 2015). In addition, some other cities have been facing huge threats from terrorists. For example, the south Asian countries like Pakistan and Afghanistan are facing huge threats from Taliban and Al Qaeda. However, the European countries are considerably better than the south Asian countries to live. In addition, Delta (2015) said, the Arab countries are nowadays facing threats from the rise of another terrorist organization named Islamic State. In supporting to him, the columnist of The Times of India (2015) mentioned that in the mid of 2015, it was a great threat to visit Iraq and Syria for the western people since IS slaughtered the western people whenever they found. Terrorism is considered as one of the greatest national problems that jeopardize the living of human being, Delta (2015) said. He added the tourism and economy faces huge problems since the tourists from outside country fear to visit the country. Thus, the terrorism affects the country and its economy.

According to Stavrinoudis et al. (2012), the historic contexts of terrorism can be considered as old as evolution of human and can take form of tactical and strategic, resulting in reactions for crime and against oppression. They also argued that the extent of terrorism can be often secretive and revolves around small group of individual. However, Rahimian et al. (2013) has described terrorism as often an invasive and violent acts resulting in development of conflict and adversaries in the forms of threats. In addition, the recent trends towards the usages of terrorisms are to force public panic, criminal activities and persuasion of extreme goals on global level. According to Clements and Georgiou (2009), the act of terrorism can be considered as criminal activities that have diverse ranges of audiences compared to the immediate victims and these are mostly driven towards some particular causes through aggression and violence. Kerr and Wood (2010) has also supported these and asserted that the acts of terrorism are designed for influencing mass psychology and behaviour negatively leading to mass panic and governmental extreme tactical activities that are causes of restrictions and infringement to publics. According to Hoa et al. (2015), the extent of global terrorism can be associated with global issues like money laundering, terrorists financing, and cyber warfare.

The extent of terrorism has multi-level impact in society and community on global contexts. According to Fletcher and Morakabati (2008), one of the most devastating impacts of terrorism is on the international business and trade activities. They also argued that the extent of terrorism on global level mostly directed to the disruption and destruction of business prospects leading to hindrance to global economic growth and expansion of development. In support to that, Bernini and Guizzardi (2010) argued that the increased level of terrorism on global and regional level has caused significant disruption in economic and legal environment leading to increased business regulations and economic hindrances on global level and the resulting impact are the reduced international business inter-relationship and restrictions. However, Vilchez (2012) has demonstrated that the extent of terrorism on international business has severely affected the contexts of free flow of economic resources especially investment and human resources on international level. He also argued that particularly five business factors on global level are directed affected by the extent of global and regional terrorisms and these are stock markets, insurances, hospitality industry, travel, and corporate

control and security. On the other hand, Hung and Fung (2013) argued that the extent of global terrorism has not any kind of long run disruption and interferences, however, they have mostly insisted on the impact of terrorism can result in significant economic costs in short run and business sectors might face endurance issues of these economic costs for terrorism on global level. According to Sigala (2014), the international terrorism has resulted in tension in corporate and economic sectors, which has induced higher level of corporate asset control and protection on global level. He also emphasised on accurate assessment of business risks for ensuring long run sustainability and resilience of business prospects on global level.

Methodology

The following research conceptual framework will be used for the research activities. The most important aspect in this framework is the global terrorism and related issues and their impact on the tourism destination image and development. In this research paper, we collected primary data and secondary data for finding out the impact of the terrorism on the tourist psychology and tourism industry and how these affecting the number of tourists in various tourist destinations.

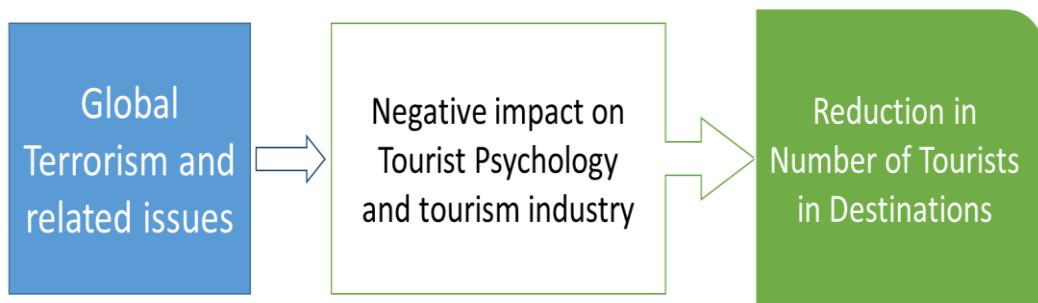


Figure 4 Research conceptual framework

Research is a systematic and organised approach of study facts that helps to reach in conclusion based on scientific evidences. In other words, researchers are often directed to explore phenomena and establish facts built on the evidence resulting in a scientific and systematic approach. On the other side, research methodologies are the important tools and strategies used in a research to meet the objectives which set at the beginning (Miles, 2012). However, it is of utmost importance to select the right set of research methodologies, as it is the one of the key determinants of the researcher success (Alreck and Settle, 2011).

Research approach can be categorized in two such as deductive and inductive approach. Inductive approach is the way to design the research when researchers observes the trends first sees the patters and make hypothesis to form the theory for his research study (Bryman and Bell, 2011). While, deductive approach began from the developed theory as it is implied that sufficient theories exist in the empirical study, so the researcher justifies and defend them in the present context (Creswell, 2013).

However, in this paper we implemented the deductive approach. At first, the theosophy that he has implemented also supports the deductive approach as put in Saunder's research onion. In next, the researchers observes that being a potential and influential business industry, tourism and politics are now aged long topics in social science and business research (Collis and Hussey, 2013).

Research purposes can be of different categories based on the research activities and objectives of researcher (Creswell, 2013). There are three most common research purposes used in the research activities and these are exploratory, analytical and explanatory. These three provide different contexts for the research activities (Gill and Johnson, 2012). The

analytical research is mostly based on the application of different models and utilisation of different analysis and tools for developing associated results and bases for conclusion. The exploratory research purpose is mostly utilised in the process of developing inherited data and facts regarding different aspects through unified research conduct (Gillham, 2011). The explanatory research is mostly implemented in developing the necessary explanation from different collected data and findings from research (Gray, 2014). The following research paper is mostly based on the analytical research. As the researchers has collected data from primary and secondary sources for research activities and developing results and conclusion based on statistical tools and models. In this process, both the descriptive and inferential statistical analysis tools are used. Moreover, the researchers have also used analysis for discussion secondary sources.

There are different ways researchers can pursue their research subject that can be categorized as survey, case study, focused group study, grounded theory etc. however, in this case researchers intends to follow the survey questionnaire design to explore the impact global terrorism on tourism industry and tourist destination image and development across the globe (Collis and Hussey, 2013). The researchers have observed that analysing the responses through survey on global level regarding terrorism and tourism business and collecting data from different sources, he has been able to enrich the empirical studies (Huberman and Miles, 2012). There are different ways to collect and analyse the data known as research strategies. There are three distinct types of research strategies categories like quantitative research, qualitative research and mixed method research (Gill and Johnson, 2012). Quantitative research has been adopted as the researchers have incorporated only the facts explainable in numeric figures excluding the complicate qualitative human behaviour. In this paper, we followed quantitative research strategy.

Data can be often collected from two extensive sources namely the primary sources and the secondary sources. Primary sources are the sources where the researcher directly approaches the population or sample to collect the data afresh (Collis and Hussey, 2013). On the contrary, secondary data is already collected for other research purpose but due to its utility to the new research, it can also be used as research input (Hussey and Hussey, 2014). However, in this paper, the researchers have collected data from both of the sources. Firstly, they have collected data from different tourists on global level through survey regarding their opinion to the global terrorism issues and their decision making for traveling in quantitative form. The researchers have followed random statistical sampling strategies to select the sample to abstain from sampling error. On the contrary, they collected secondary data from different reliable sources. The researchers also used different business journal, publication from ministry of hotel and tourism, SEC report, reports of different travel agencies, annual reports of tourism business, cross sectional report for the research topics. In fact, he has depended on the empirical studies and opinions regarding the secondary sources of data regarding the research topics.

Researchers in this paper have essentially followed statistical tools and theorems as well as qualitative data analysis tools to examine the data collected in this regard (Hussey and Hussey, 2014). Firstly, we sorted out the primary data in respect of central tendency theorems that includes mean, mode, medial etc. thereafter; he has used the measure of dispersion for the responses of the participants. Researchers in this paper calculated the standard deviation in this regards to find out the consistency and the representativeness of the averages calculated. In the second stage, the researchers have adopted sophisticated statistical tools where he has made the inferential statistical analysis. In this case, he has used the responses of the people in light of correction model to analyse how their decision relates to the terrorism issues in different tourism destination. Beside the researcher has also used numerous regression models to understand how much the terrorism issues on global level distresses the decision

making of tourism. Researchers have used statistical software like SRATA, SPSS etc to facilitate the application of these procedures. This has considered the relationship between the global terrorism issues and their associated business in the tourism destination of both developed nations and developing ones. The researchers have used different figures and diagrams for the analytical purposes and interactive presentation of the collected data.

The huge nature and pervasive scope of population provide inherited constraints in the process of analysis and collection of data. In order to reduce the extent of resource commitment and developing high level of confidence from the result, sampling techniques are used for collection of data that are representatives of the overall population (Keats, 2012). There are different sampling methods and techniques for collection of sample data from population. These sampling techniques are mostly based on the usages of probability in sampling (Lancaster, 2014). The statistical sampling uses the probability concepts within the process of sample data collection. There are several types of statistical sampling and these are systematic sampling, stratified sampling, cluster sampling and most used form of sampling, random sampling techniques (Saunders, 2011). The non-statistical or non-probability sampling techniques use other than probability concepts for sampling. These are mostly based on the purpose of the researchers (Gray, 2014). In the following research paper, the researchers have used random sampling techniques for collection of sample from the population. A sample of 100 respondents was asked regarding their opinions on the global terrorism and related issues and their perceptions towards the tourist destination image.

Research Results

The interview's questions have been discussed with the observations in this part. The researchers have collected 100 people's responses through the questionnaire designed in the appendix part. The findings are summarized following.

Q1: What is Your Gender?

In collecting the respondents, the participant's gender was a vital issue as it will have an impact on cumulative responses. For the collection of data on terrorism issues and its subsequent impact on tourism, the following table is the categorization of samples where 38% samples comprise of female and 62% are male respondents. The reason behind choosing more male respondents than female is that the male respondents are more aware of the terrorism issues globally and they are higher in number in global tourism statistics.

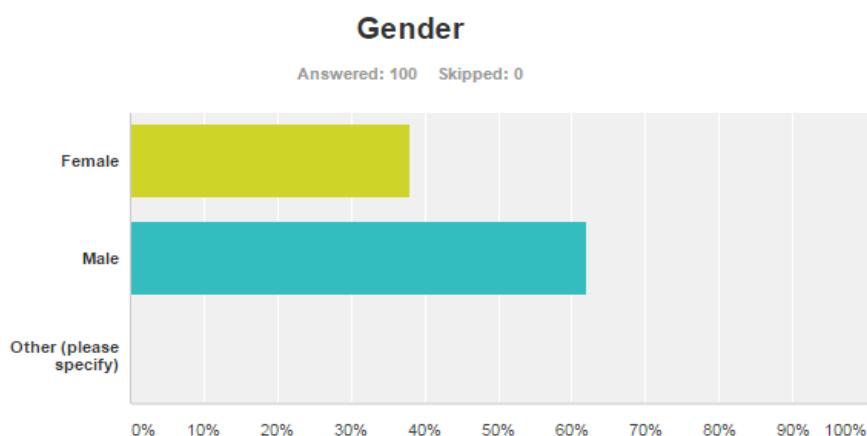


Figure 5 Demographic Attributes (Gender)

Q2: How old are you?

Age was a vital demographical attribute as all the people are not well concerned on the international tourism and hardly pay any visit in lifetime. Among the selected 100 samples,

58% of respondents aged over 18 and below than 29 while 31% people are of aged between 30-44. Hence, the young aged people have been given high priority as a participant because the researcher found that they have more infatuation for pastimes and leisure's around the world. The online responses were responded by young aged people mainly while only 3% people are aged over 60 which indicate that tourism industry covers majority of the revenues from young aged people.

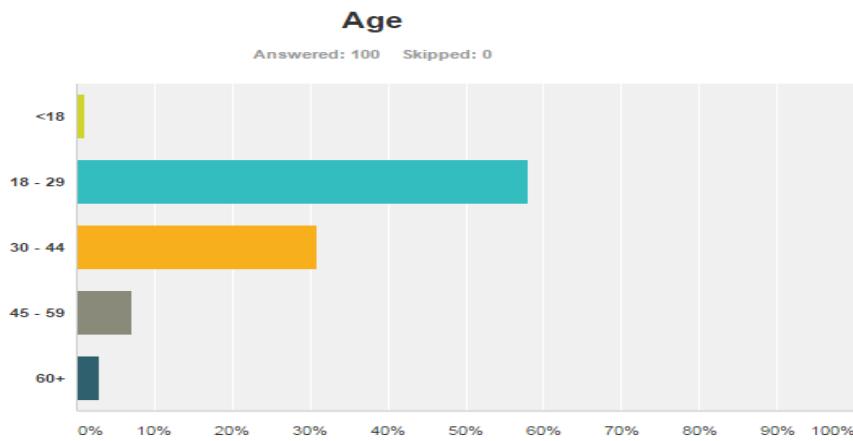


Figure 6 Demographic Attributes (Age)

Q3: Which continent do you live in?

Rationally all the people around the globe love to travel at different corners of the world but the financial stability and ample facilities are not significant in all the continents. From the responses it can be seen that people of Asia and Europe are more interested in traveling at different places as 32% and 40% people who responded are from Asia and Europe respectively. The researcher assumes that these continents are larger than others. Hence, the respondents are higher. Besides these, 18% people are from North America and 7% from South America although both the continents have the large numbers of foreign visitors in different countries.

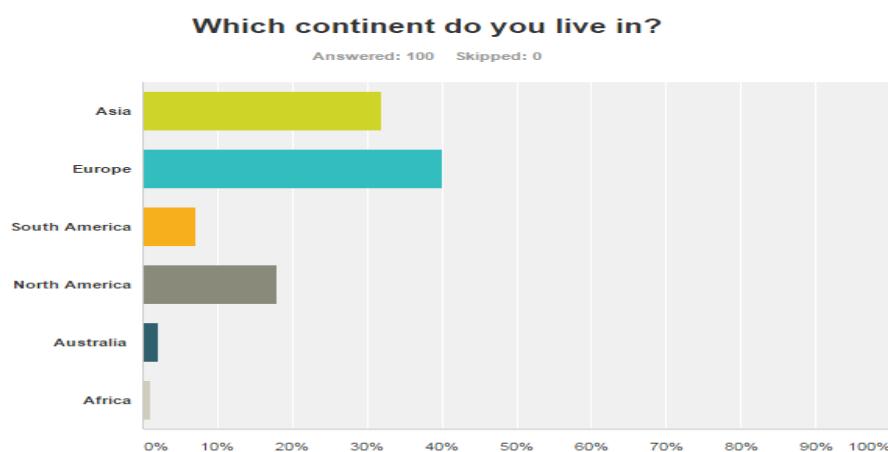


Figure 7 Demographic Attributes (Location)

Q4: Are you concerned about the recent terrorist attacks?

Recently several terrorists attacks have been experienced globally especially in France, Belgium, Nigeria, Kenya and USA. The ISIS and other religious extremist have proclaimed their responsibilities behind these attacks. Their main target is American regions and Europe

as extremist's are against these developed countries by their philosophy without any rational reason. There are some clandestine and confidential reasons that are still unknown but most of the respondents are aware of the recent attacks as 63% people answered yes while 17% people heard that attacks have taken place. On the contrary, 11% people are well informed but not much concerned as these attacks are not in their areas.

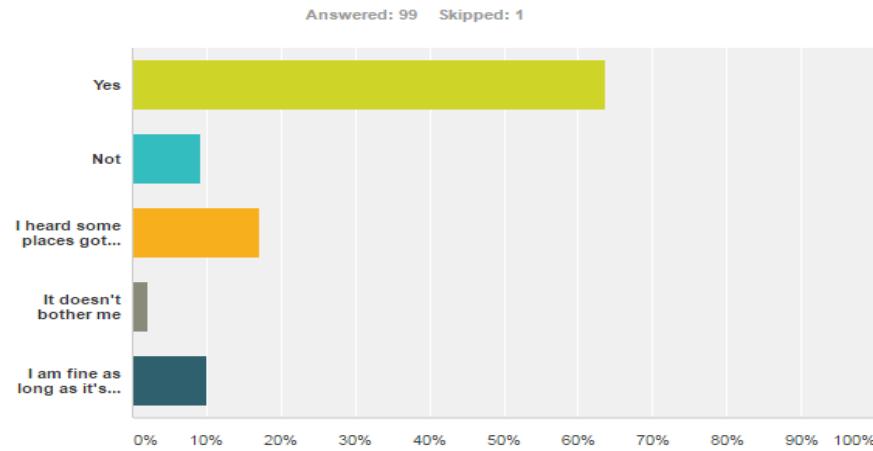


Figure 8 Participant's view on Terrorism

Q5: Have you ever travelled to an area that has been affected by terrorist attacks?

This question was one of the major indications that the terrorist attacks reduce the number of visits by people. 68% people were negative on visiting any places that witnessed terrorists' attacks. They are not interested in visiting the places of Europe and North America specially France, USA, UK and Israel rather they are more interested in south Asian regional countries like Nepal, Sri Lanka, Maldives, India and Bangladesh as they are less composed to the terrorists' attacks. 31% people have visited several places where attacks have taken place earlier. They found the security system more advanced and secured. Hence, they think that places like France and USA are less exposed to terrorist's attacks nowadays. The survey states that the Europe and America are still less preferable to tourists as a tourism place while Asian places are getting high priority as these have witnessed less terrorists attacks.

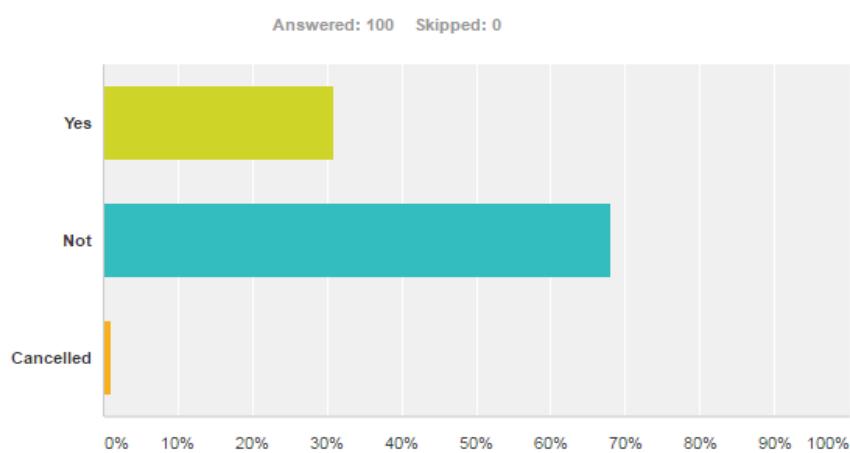


Figure 9 Traveler's stats on after attacks

Q6: When travelling, where would you feel safer?

Recent terrorist's attacks have taken places in different apartments, schools and other institutions. Some occurrences have been experienced in roads and transports. 22% people

stated that they feel safe in travelling by Bus While 38% people feel safe in their own car as they think that public transports are highly exposed to the 34% people feel safe in train as trains have good security system globally compared to other vehicles. Finally, 29% people prefer plane to any other transport and they think that this transport has zero probability of terrorists' attacks but several plane hijacks of Malaysia, Indonesia and Pakistan are the evidences of plane attacks as well. So, it is hardly difficult to say that any transport has full secured facilities but personal transport facilities have been proven effective as terrorists target mass people to bring under destruction.

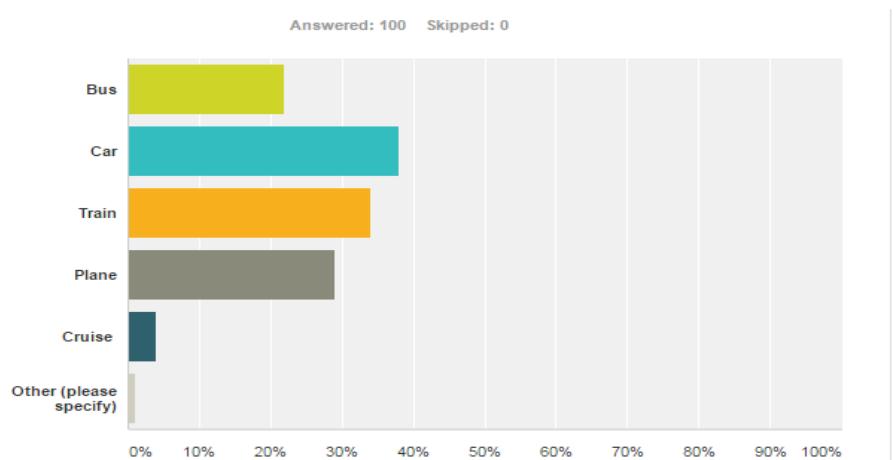


Figure 10 Safety Issues on Transport

Q7: Would you prefer travelling to an area which is more likely to be a terrorist target?
 Several places have already witnessed destructive attacks and several lives have been carried away. Besides, several places have been marked as targeted places to be attacked by extremists at any moments. Most of these Places are of Europe's and America's. Only 7% people have stated that they are intended to visit any places regardless of probable targets of terrorists while 64% people are not interested at al. 17% people are not concerned over the terrorist attacks as they consider this as myopia. 7% people would make an effort if the visit is cheap while another 7% is never interested whether the place is cheap or not.

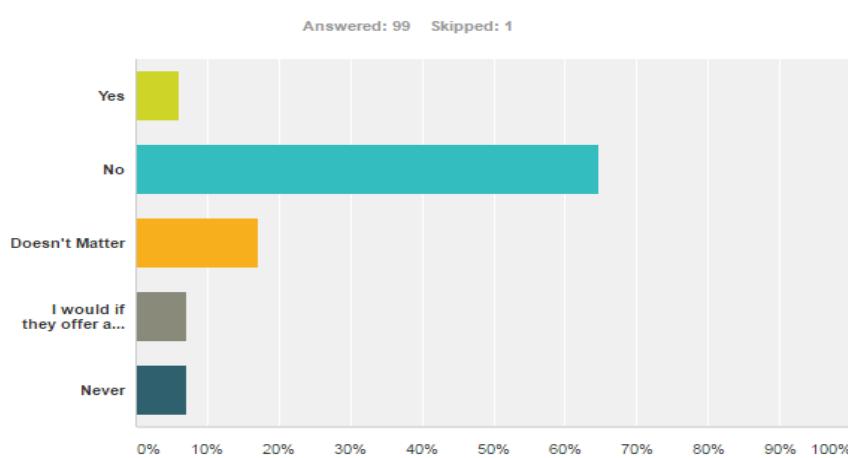


Figure 11 People's views on Probable Attacks

Q8: Do terrorist attacks in the USA, the UK, Russia, France and Belgium make you more concerned about travelling to a country which has low security levels?

Obviously countries like France and USA have stronger security system than countries like India, Maldives and Nepal. Attacks in these countries have warned tourist that they could be attacked as well in countries that have low security system. 35% people are concerned to visit places with low security while 24% are not much concerned. 4% are never concerned about the places whether these are highly secured or not. They intend to have quality time only. 35% people believe that attacks could take place at any part of the world. So this should not hamper their activities. The overall responses indicate that more than 50% people are concerned about security and don't like to visit such places. Thus, these have a negative impact on tourism sector.

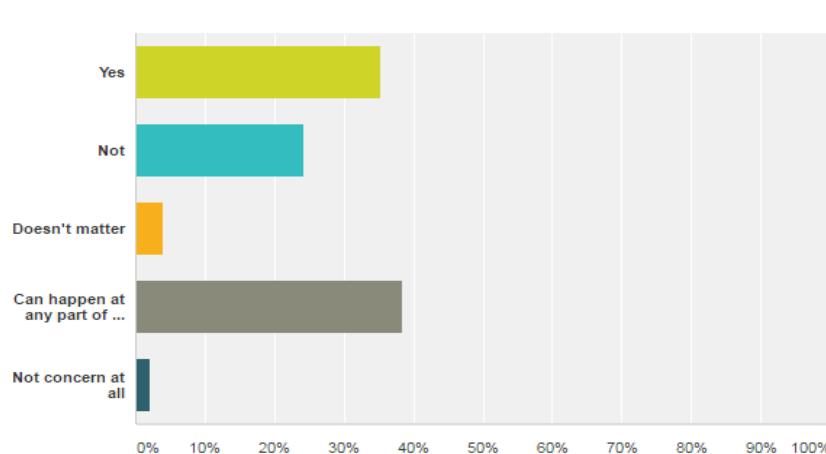


Figure 12 Safety issues in low security provider

Q9: Would a recent terrorist attack (Prior to 1 month) in your chosen destination lead you to cancel the holiday?

Recent attacks on France and Belgium have experienced cancellation of more than 10000 seat bookings in different hotels by different foreigners. This occurred because of attacks in different countries of Europe. Hence, 17% stated that they cancelled their reservations while 30 didn't as they already paid for the staying and not willing to accept the compensation. 38% waited to see the legal actions by local authority and most of them cancelled the bookings later as they found that most of the terrorists couldn't be traced. 8% people are protective and would like to show that they are not concerned on these terrorism activities while around 5% people have changes their target destination. Most of them did to other continents except Europe. All these strongly indicate those tourists are much concerned about their safety and security. Hence, there is a negative impact of terrorism attacks on the tourism image and destination.

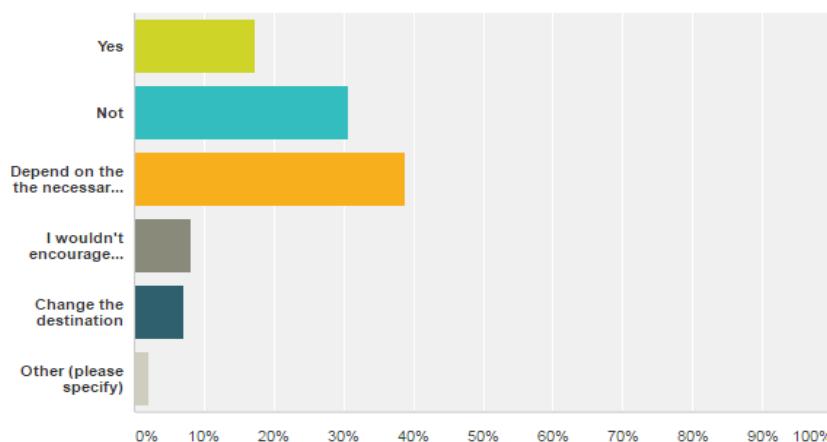


Figure 13 Views on Recent attacks

Q10: Developing countries are safer to travel to than developed countries. Do you agree?

In last 50 years, most of the destructive terrorist attacks including Twin Tower attacks (9/11) and ISIS video killings have taken places in developed countries like France, Russia, USA & UK. This might be because of these countries strong and anti-position to the international terrorism. In contrast to that developing countries have face less terrorism problems. Hence, these places are safer than developed countries and 1% people strongly agreed while 29% people agreed only. Besides, 26% people agreed somewhat considering several geographical issues as well. 22% people disagreed as they consider the Asian regions as less healthy and polluted. 7% people strongly opposed the proposition. Considering the overall responses, it can be stated that the Developing countries are preferable to developed countries to the tourists.

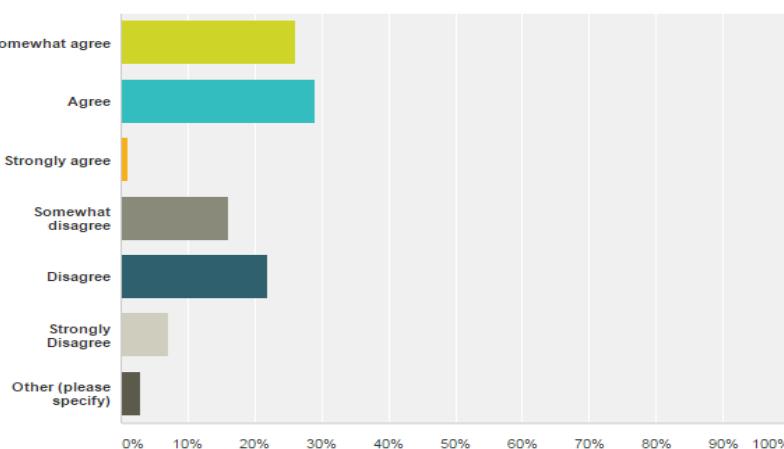


Figure 14 Preferences between developing and developed countries

It is proven that there is a highly negative correlation between the terrorism and tourism destination determination. The more the probability of threats of terrorist attacks is, the less the travellers are interested to make a pair up on these destinations. Obviously the precarious places are not preferred by the travellers and that has already been stated by most of the participants in the interviewed questions. The study of Vilchez (2012) showed critically how the terrorism creates a chaos of fear and drowns the confidence of travellers. For this reasons, global large economies will have to stand together to fight against the terrorism and ensure a safe and sound destination for travellers.

Conclusion

Obviously the terrorism threats and deadly terrorist attacks in last few years have created dreadful chaos globally that narrowed the tourism sectors of different countries who used to consider the tourism industry as a major source of national GDP and revenue sources. Both the Developed and Developing countries are facing a hard time in bringing back the confidence of tourists of different countries because of consistent occurrences and threats. The continuation of these issues might lead to be sluggishness in national economy and other activities. Although developed countries are technically and economically more vibrant than Developing, Developing Countries have shown some noticeable actions against terrorism and the zero tolerances against the terrorism received much appreciations from global critics. On the contrary, several countries have taken cooperative actions to fight terrorism in future. Even, the cooperativeness and collaborations hardly could make differences in current perspective. The Belgium attacks and frequent blogger killings in Bangladesh are some of the indication of rising global terrorism again. Despite these, both the countries have made sustainable plans through collaborations with global leaders and dominant organizations. Some successful efforts have been noticed as both the countries have identified the culprits and offered rigorous punishment for promoting global terrorisms. The adjoined countries have shown their concerns over the terrorism issues and helped to carry out a vibrant defend against the terrorism to make sustainable tourism destinations. The researchers successfully showed all these issues and found that the terrorism threats negatively affect the tourism industry. The discussions aligned the major research objectives and questions. Hence, the findings are quite appropriate with the research hypothesis. These can be summarized by the followings.

Firstly, the security is the major concern on terrorism issues. As already mentioned, the tourists have past times to pass quality times with kith and kin. Hence, security is one of the major issues. For this reason, the tourists have stepped down from particular destinations like France or USA and stepped forward to less exposed countries like Nepal, Maldives and New Zealand considering the security unrest. Hence, this is a vital issue.

Secondly, the intensity of terrorism attacks is highly concentrated in Europe compared to South Asian region. This might be seemed from religious issues but most of the reasons behind the attacks have remained undisclosed. The outlook on global collaborations and combat policies are also some of the reasons. Most of the terrorists groups have been found originated from the affected countries because of certain actions of powerful countries globally.

Finally, due to the continues and dreadful terrorist attacks held in France in recent times, the number of foreign tourists has reduced. The countries are trying to make safety assurance for people but most of the tourists are not well contented that resulted in reduction in tourism revenue of France and some other countries. On the contrary, developing countries face some other issues along with terrorism and lack of proper facilities is probably one of the best reasons. The transportation system and communication system is obsolete and there are hardly any better staying facilities as well. All these cumulatively brought the level of revenues down.

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