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**EFFECTS OF TERRORISM IN TOURISM INDUSTRY**

**A Case Study of 9/11 Terrorist Attacks in World Trade Center**

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## Abstract

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<b>Abstract</b> <p>Rapid growth of tourism industry has been a good sign of business. International tourism is co-operation between countries. The development of global economy is depending upon the global tourism industry. Social network is directly and indirectly affected by terrorism activities. There are push and pull factor in tourism. Terrorism is a pull factor that is considered a negative factor. Terrorism is the biggest factor, which pushes tourism industry down. Terrorism brings fear to tourists, which demotes tourism.</p> <p>The purpose of the study was to find out, how terrorists impact the field of tourism sectors. Terrorism affects the economy of the country and gives negative impacts towards its people. Terrorists' issues are related to the crisis in tourism planning, marketing and management strategies. The continuous growth of the worldwide tourism business has a strong contribution on the development of economic growth of the country. The qualitative research method was used to collect the information. Secondary data were collected from different books and articles.</p> <p>Many countries are facing terrorism attacks. They try to solve the problem. The main problem of the world is terrorism now a day. Countries try to end the war and start a new era. Co-operation and mutual understanding are today needed to increase the economy. Development, suitability, tourism, terrorism are linked with each other. Terrorism must end.</p>		
<b>Key words:</b> Affect, crisis management, economy, politics, terrorists, tourism		

## **ABBREVIATIONS**

DAC	Development Assistance Committee
FDI	Foreign Direct Investment
GDP	Global Domestic Product
GFCE	Government Final Consumption Expenditure
GTD	Global Terrorism Data
GTI	Global Terrorism Index Number
IATA	International Air Transport Association
ISIS	Islamic State
UN	United Nations
WDI	World Development Indicators

**ABSTRACT**  
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## 1 INTRODUCTION

Tourism is a critical source of revenue generation. Tourism industry is main the source of income and economic development in many countries, a good relationship between countries. But what happens when negative conditions exist such as terrorism?

Tourism is a complex and broad industry that involves a large range of business, organization and different sectors of non- government and government agencies working together at different levels to deliver a complete tourism experience. Tourism industry plays a major role in the economic development of a country. Some countries depend upon the tourism industries. Natural resources, natural beauty is a free gift of nature, which varies between countries. People from different countries like to visit other countries for enjoyment, to see the natural beauty, climate and weather. On the other hand, terrorism is a factor, which has an impact on every nation. Terrorists involved in bombing, suicide bombing attacks. Terrorists plan to achieve their goal by targeting people. Tourism and terrorism are two contrasting things that change the economy of countries. Tourism helps to promote and develop the economy of the countries, where as terrorism affects the economic negatively.

The aim of this thesis is to analyze the effects of terrorism on tourism industry and economy of the world. What types of problems occur in tourism industries after the terrorist activities? That is a problem in tourism industry, which has been faced by the countries suffered from terrorism. People think about terrorism and how they act when there is a terrorist attack, How do they behave? What do they consider after a terrorist attack? Where are they going to travel and how do those things affect the economic of the world. The theoretical framework also considers the economic problems, tourism behavior, and immediate economic consequences. The thesis is based on the 9/11-world trade center attack in the United States. In this theoretical framework, the problems caused by terrorism accidents in tourism industry are presented with the help of secondary data.

Research is a systematic way of searching information and knowledge. It helps to find the topics in every field of science and perceptions of its scope and activities are unlimited. The basic research is a need for collecting and generating new knowledge and technology

to deal with the unsolved problems. To meet the aim of the thesis, there is a theoretical part. In order to present, explain and point out the information books, articles and conferences are used.

Scientific research is a chaotic business, errors and truly, creative insights. Great scientific breakthroughs are rarely the work of a single researcher plodding slowly by inexorably towards some final goal. The crucial idea behind the breakthrough may surface a number of times, in different places, only to sink again beneath the babble of an endless scientific discourse.

A qualitative research method is a primarily exploratory research. The researches are done with the help of opinions and motivations. The researches provide insights into the problems or help to develop an idea or hypotheses for potential Quantitative research. Data are collected using various unstructured or semi-structured techniques; some methods such as group discussions, interviews and observations. The data are collected from different sources, which are collected by someone else for another primary purpose. Secondary data is a process of data collecting from different sources, which were collected by someone else for another primary purpose. Secondary qualitative data analysis is used for continuous in-depth analysis of previous data sets, to study original data and describe the historical, content and characteristics of a population.

The author of this thesis is applying secondary data research method. The secondary data are used for the analysis of the effect of terrorism in tourism industry. A case study shows the situation after the terrorist attack in world tourism industry. America is the world is leading economy. After the 9/11 terrorists attack what are the effects in the world tourism industry? How has American tourism industry affected other countries economy? The condition of America is presented through the secondary data analysis.

## **2 DEFINITION OF TERRORISM**

In the report of United Nations (UN) Secretary general's High-Level Panel on Threats, Challenges and Change (2004) terrorism is defined “ any harmful action that intended to cause death and serious damages to human body or noncombatants, when the purpose of such an act, by its nature or context, is to intimidate a population, or to compel a Government or an international organization to do or to abstain from doing any act (UN 2004)

Terrorists are using different types of weapons, which make people suffer. Terrorism creates negative impacts upon norms and values of the country. Any definition of terrorism must also accommodate reasonable claims to political violence, particularly against repressive governments, and examines the range of exceptions, justifications, excuses, defenses and amnesties potentially available to terrorists, as well as purported exceptions such as self-determination struggles, 'State terrorism' and armed conflicts which destroy the property that causes different problems in society and in the country. (Ben 2008)

Terrorism is an activity of any group of people who run crime activities onto people and local government. There are many terrorism groups in the world who threat world some are Islamic state, Hamas, Hezbollah, Boko Haram, Taliban, Al-Qaeda and many more.

Terrorism can be categorized according to the motivation of the terrorist groups into three different categories: nationalist, political and religious. Nationalist terrorism includes terrorist actions that are generated from the separatist movements, independence fighters and resistance movements of a certain region. All the terrorist movements can be seen as “political”, so in this context political terrorism refers to extreme right or left wing political movements. Also terrorist actions designed by “one cause movements” such as animal rights' movements and anti-nuclear movements can be labeled under political terrorism. Religious terrorism has its roots in the religious ideology or cult movements such as millennialism or judgment day movements. Nowadays religious terrorism is easily connected only with Islam, but includes other religions as well. (Kullberg 2011, 24 – 34.)



There have been various terrorist attacks in the world. Different terrorism groups such as Islamic State, Hamas, Hezbollah, Boko Haram, Taliban, Al-Qaeda and many more are the biggest terrorist groups in the world. Present the Islamic State (ISIS) is threatening the world. There are many database organizations and systems, which register the terrorist attacks activities, Global Terrorism Data (GTD) is one of them.

Global Terrorism Database contains 80,000 cases -between 1970 to 2007 of terrorism. The two incidents, transnational and domestic terrorists are included in this database but it does not distinguish between these incident types. The data include information such as date, time, weapons, number of casualties and locations. The data are collected from news, newspapers and other sources. For an event included in GTD database, there must be the following criteria (Start 2012b).

- The incident had to be intentional – the result of a conscious calculation on the part of the perpetrator.
- It had to entail some level of violence or threat of violence – this includes damage to property.
- The perpetrators of the incidents had to be sub-national actors. The database does not include acts of state terrorism.

There are different possible measures of the severity of a terrorist attack, the total number of dead people is considered the least likely to be manipulated or to the people suffered from cross-country differences in recording, definitions and classifications. The terrorism literature often has adopted this measure as the best reflecting the levels of terrorist activity. (Berrebi & Klor 2006)

## **2.1 Global Terrorism Index**

Global Terrorism Index Number (GTI) is a research and study of 162 countries, where there are direct or indirect impacts of terrorism with property damages, injuries and psychological after effects of terrorism. This research covers 99.6% of the world's population. This research uses the most efficient data sources of terrorism present, Global

Terrorism Database (GTD) and makes an ordinal ranking of nations based on the negative impact of terrorism. This study includes more than 125,000 cases of international terrorist incidents.

Global Terrorism Index (GTI) researched more than 125,000 terrorist incidents in 162 countries and 99.6% of population with direct or indirect impacts on people in terms of their lives lost, injuries, property damages.

TABLE 1. Global Terrorist Index (Global Terrorism Number 2014)

RANK	COUNTRY	SCORE						
1	Iraq	10	29	Greece	4.73	57	Guatemala	2.61
2	Afghanistan	9.39	30	United States	4.71	58	Chile	2.59
3	Pakistan	9.37	31	Indonesia	4.67	58	Niger	2.59
4	Nigeria	8.58	32	Israel	4.66	60	Bulgaria	2.58
5	Syria	8.12	32	Mexico	4.66	60	Georgia	2.58
6	India	7.86	34	Bahrain	4.41	62	Italy	2.55
7	Somalia	7.41	35	Myanmar	4.24	63	Eritrea	2.45
8	Yemen	7.31	36	Mozambique	4.01	64	Honduras	2.38
9	Philippines	7.29	36	Sri Lanka	4.01	65	Kazakhstan	2.37
10	Thailand	7.19	38	Rwanda	4	66	Cyprus	2.3
11	Russia	6.76	39	Burundi	3.97	67	Morocco	2.11
12	Kenya	6.58	40	Cote d'Ivoire	3.76	68	Tajikistan	1.99
13	Egypt	6.5	41	Tanzania	3.71	69	Spain	1.84
14	Lebanon	6.4	42	Ethiopia	3.7	70	Jordan	1.76
15	Libya	6.25	43	Paraguay	3.63	71	Argentina	1.73
16	Colombia	6.24	44	Norway	3.57	72	Brazil	1.72
17	Turkey	5.98	45	Senegal	3.55	73	Republic of the Congo	1.59
18	Democratic Republic of the Congo	5.9	46	Tunisia	3.29	74	Trinidad and Tobago	1.54
19	Sudan	5.77	47	Ireland	3.09	75	Cameroon	1.45
20	South Sudan	5.6	48	Malaysia	3.04	75	Macedonia (FYR)	1.45
21	Algeria	5.52	48	South Africa	3.04	77	Switzerland	1.34
22	Mali	5.29	50	Peru	2.96	78	Madagascar	1.26
23	Bangladesh	5.25	51	Ukraine	2.95	79	Ecuador	1.18
24	Nepal	5.23	52	Uganda	2.93	80	Zimbabwe	1.16
25	China	5.21	53	Belarus	2.85	81	Guinea	1.12
26	Central African Republic	5.19	54	Kosovo	2.73	82	Sweden	1.07
27	United Kingdom	5.17	55	Saudi Arabia	2.71	83	Germany	1.02
28	Iran	4.9	56	France	2.67	84	Canada	0.95

RANK	COUNTRY	SCORE			
85	Czech Republic	0.81	113	Iceland	0.08
86	Bosnia and Herzegovina	0.76	113	Laos	0.08
87	Burkina Faso	0.7	113	Liberia	0.08
87	Montenegro	0.7	116	Hungary	0.07
89	Netherlands	0.58	117	Azerbaijan	0.06
89	Serbia	0.58	118	Chad	0.05
91	Mauritania	0.56	119	Kuwait	0.04
92	Venezuela	0.54	119	Panama	0.04
93	Belgium	0.53	121	Equatorial Guinea	0.01
94	Dominican Republic	0.47	121	Japan	0.01
95	Angola	0.41	121	Lesotho	0.01
95	Australia	0.41	124	Benin	0
97	Guinea-Bissau	0.35	124	Botswana	0
98	Cambodia	0.31	124	Costa Rica	0
98	Taiwan	0.31	124	Cuba	0
100	United Arab Emirates	0.29	124	Djibouti	0
101	Moldova	0.28	124	El Salvador	0
102	Armenia	0.27	124	Finland	0
103	Austria	0.24	124	Gabon	0
103	Bolivia	0.24	124	Gambia	0
105	Croatia	0.23	124	Ghana	0
105	Portugal	0.23	124	Guyana	0
107	Albania	0.19	124	Haiti	0
107	Denmark	0.19	124	Jamaica	0
109	Bhutan	0.16	124	Latvia	0
109	Estonia	0.16	124	Lithuania	0
111	Uzbekistan	0.14	124	Malawi	0
112	Kyrgyzstan	0.1	124	Mauritius	0
			124	Mongolia	0
			124	Namibia	0
			124	New Zealand	0
			124	Nicaragua	0
			124	North Korea	0
			124	Oman	0
			124	Papua New Guinea	0
			124	Poland	0
			124	Qatar	0
			124	Romania	0
			124	Sierra Leone	0
			124	Singapore	0
			124	Slovakia	0
			124	Slovenia	0
			124	South Korea	0
			124	Swaziland	0
			124	Timor-Leste	0
			124	Togo	0
			124	Turkmenistan	0
			124	Uruguay	0
			124	Vietnam	0
			124	Zambia	0

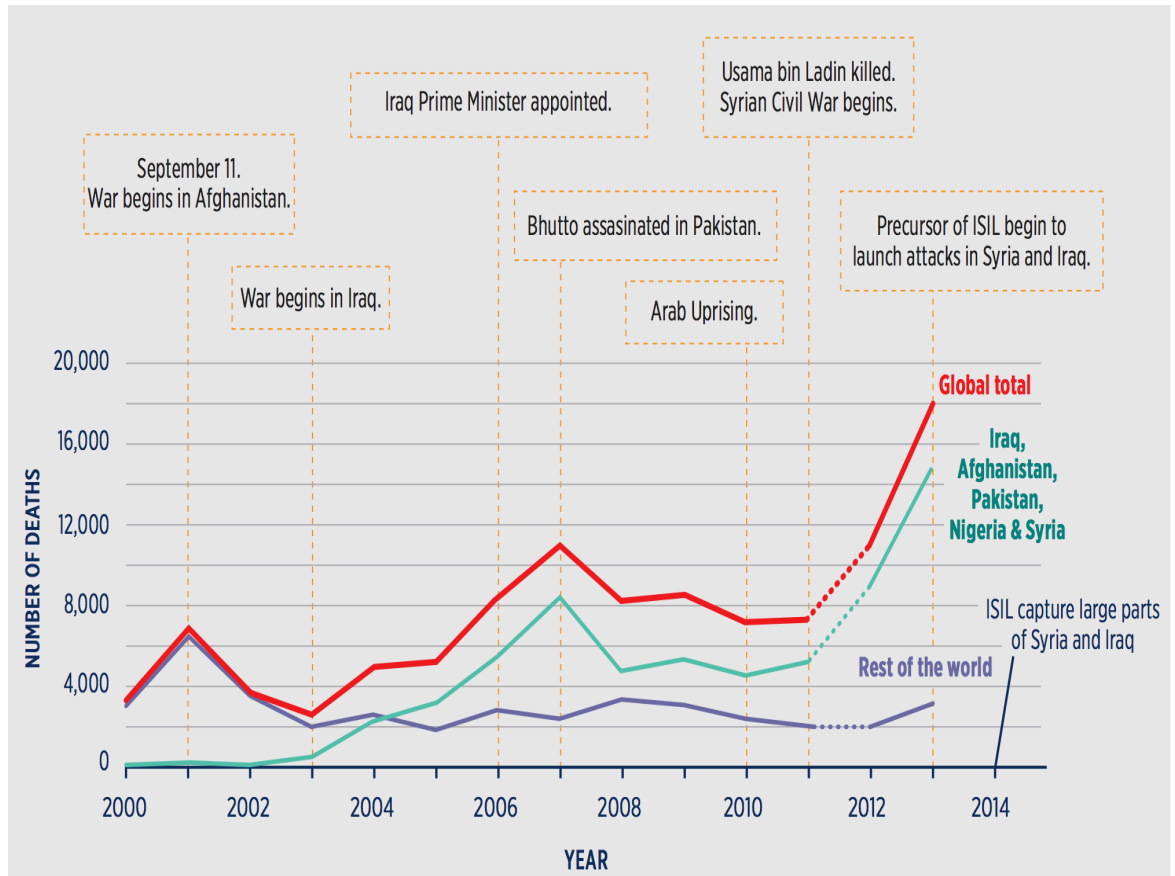
Table 1 above shows the Global Index Number including 124 countries and the rest of the countries did not have any report of terrorist attacks. Iraq, Afghanistan, Pakistan are top three countries which are mostly affected by terrorist attacks and Uruguay, Vietnam, Zambia are the least. Mostly Asian and African countries have suffered more than European or American.

TABLE 2. Worst Terrorism attack 2013 (Global Terrorist Number 2014)

DATE	COUNTRY	LOCATION	F*	I*	GROUP	DESCRIPTION
17/09/2013	<b>Nigeria</b>	Beni Shiek	142	-	Boko Haram	Gunmen dressed in military uniforms set up illegal checkpoints and shot civilians.
22/07/2013	<b>Syria</b>	Khan Al-Assal	123	-	Al-Nusrah Front	Assailants attacked soldiers and civilians in the town of Khan al-assal.
10/01/2013	<b>Pakistan</b>	Quetta	107	169	Lashkar-E-Jhangvi	Suicide bombers detonated inside of a snooker hall and attacked responders to the first explosion.
16/08/2013	<b>Pakistan</b>	Quetta	91	169	Lashkar-E-Jhangvi	An explosives-laden water tanker detonated in a vegetable market.
22/09/2013	<b>Pakistan</b>	Peshawar	87	131	Jundallah	Two suicide bombers detonated outside of all saints church in Peshawar City.
2/08/2013	<b>Afghanistan</b>	Sherzad District	82	-	Taliban	Assailants ambushed a joint military and police convoy.
18/08/2013	<b>Afghanistan</b>	Gulistan District	82	22	Taliban	Assailants attacked a police convoy in Gulistan district.
21/09/2013	<b>Kenya</b>	Nairobi	72	201	Al-Shabaab	Assailants with automatic weapons and grenades attacked the westgate mall in Nairobi and held patrons hostage.
11/06/2013	<b>Syria</b>	Hatla	70	-	Al-Nusrah Front	Gunmen attacked the shiite village of Hatla.
20/12/2013	<b>Nigeria</b>	Bama	70	-	Boko Haram	300 Assailants attacked a Nigerian army barracks and kidnapped some soldiers.
16/01/2013	<b>Algeria</b>	In Amenas	69	8	Al-Mua'qi'oon Biddam Brigade (Those who Sign with Blood)	Terrorists seized a British Petroleum gas complex and held 800 people hostage.
5/12/2013	<b>Yemen</b>	Sanaa	68	215	Al-Qa'ida in the Arabian Peninsula (AQAP)	A suicide bomber then 12 gunmen attacked the Ministry of Defense.
21/02/2013	<b>Syria</b>	Damascus	62	201	Unknown	A car bomb exploded near the baath party offices in Damascus City.
6/02/2013	<b>Syria</b>	Al-Buraq	61	-	Al-Nusrah Front	An explosives-laden vehicle detonated at a bus stop near a military factory killing civilian employees.
5/12/2013	<b>Central African Republic</b>	Bangui	54	-	Anti-Balaka Militia	Gunman attacked a mosque in km-five neighborhood, Bangui City.
3/04/2013	<b>Afghanistan</b>	Farah	53	95	Taliban	A suicide bomber and nine assailants dressed as soldiers and armed with guns and grenades attacked a courthouse.
21/03/2013	<b>Syria</b>	Damascus	50	84	Unknown	A suicide bomber detonated himself at al-eman mosque in Damascus City.
24/04/2013	<b>Iraq</b>	Mosul	46	-	Unknown	Assailants attacked a police headquarters and held 17 hostage.
6/07/2013	<b>Nigeria</b>	Mamudo	46	4	Boko Haram	Assailants set fire to a school and shot at students and staff who were fleeing the burning building.
3/03/2013	<b>Pakistan</b>	Karachi	45	151	Tehrik-i-Taliban Pakistan (TTP)	An explosives-laden car detonated in outside a shiite mosque.

\* F= FATALITIES, I = INJURIES

Table 2 shows the 20 terrorist attacks in 2013 in the world. Pakistan, Afghanistan and Syria were the three countries that faced more terrorist attacks, more number of dead, property damages in 2013. Kenya, Nigeria, Iraq, Syria, had less effect.



GRAPH 1. Number of People Died from Terrorist Attack (GTI)

Graph 1 shows the total number of dead people between 2000- 2014. It also shows what happened at that time and during the years. The red line shows the total number of people dead where as the green line shows the total number of people died in Iraq, Afghanistan, Pakistan, Nigeria and Syria and the last purple line shows the number of dead people by subtracting the global and 5 major countries casualties. ISIS terrorist group captured a large part of Syria and Iraq. In the future the total number of dead people will increase in Syria and Iraq.

## **2.2 Targeting the Tourist**

Terrorists are very dangerous and have different views with their objectives; there are a lot of things that terrorists gain by targeting tourists. Travelers are targeted for their symbolic value as indirect representatives. Attacking the foreign visitors brings the world attention and causes economic imbalance. For example, in Egypt, the campaign against tourists began five years ago, and has become increasingly sophisticated.

Terrorists can do everything to fulfill their demands. They have their own objectives for their results. They attack tourists, tourist centers to media publicity and public attention. International tourists suffer more because international terrorists get media publicity. They not only use them for publicity but also for foreign currency transactions. Terrorists used different types of transnational support or transnational operations as for force multiply. As the world moves closer to the global economy, the terrorists found that striking in the global economy increases their effects on economy. Terrorism had make international tourism for their victim. International tourism can attract the international media. (White 2014, 102-126)

The study and close examination of different cases where tourists were targeted shows helps terrorists achieve strategic objectives. These long term or short-term objectives can include using commotion and excitement at the tourist centers, destabilizing the economy and the main thing is to gain the media attention. Terrorists cannot get only instrument advantage and publicity by disrupting the tourism industry and attacking tourists, they can also satisfy their own research needs. Terrorists can circulate financial transactions in foreign currency by the tourists.

## **2.3 Economic, Demographic and Social Indicators**

World Bank's (2010) World Development Indicators (WDI) database shows the data on the range of economic and demographic characteristics. Includes the population size, gross domestic product per capital considered as 2000 US dollars, gross domestic product (GDP), government final consumption expenditure (GFCE), international investment of GDP and Development Assistance Committee (DAC) country inflows as a percentage of

GDP. The indicators were based on previous literature exploring the society, economic and political contexts that influence terrorism activities on the sector. It is an important factor in terrorism risk and disaster risk assessments that controlled for population (Berrebi & Lakdawalla 2007).

The GDP of the country depends upon the total number of produced products in a year in a country. If the number of production is high then the income is also high if it is less then the income is less. It means that a government gets more money to do development activities if they have more production. So that is why GDP and DAC are interrelated with each other. If the country is facing a terrorist attack or a civil war then the GDP goes down because the country does not have good security or politics. That is considered an economic problem within the country.

Gross Domestic Product (GDP) per capita was considered a good proxy for a country's ability to mitigate the effect of terrorism, war and disaster. It also includes other development indicators and determines the country development indicators by studying the war and the effect that occurs (Berrebi 2006). Globalization is acted (represented) by foreign direct investment as a percentage of GDP. The level of foreign investment and DAC country inflows might be expected to correlate with terrorism and disasters. Government consumption expenditure is used as a measure of the size of the government and can act as a proxy for the degree of "government intrusiveness" into societal affairs (Robinson et al. 2009).

Development index and GDP are interrelated with each other. GDP helps to build the development activities such as road, electricity, communication, and tourism sector as a development. When a country goes in to war, civil war, terrorist war people become insecure so they are forced to stop the work and migrate. This brings the GDP and development activities low.

### **3 TOURIST RESPONSES TO TERRORISM**

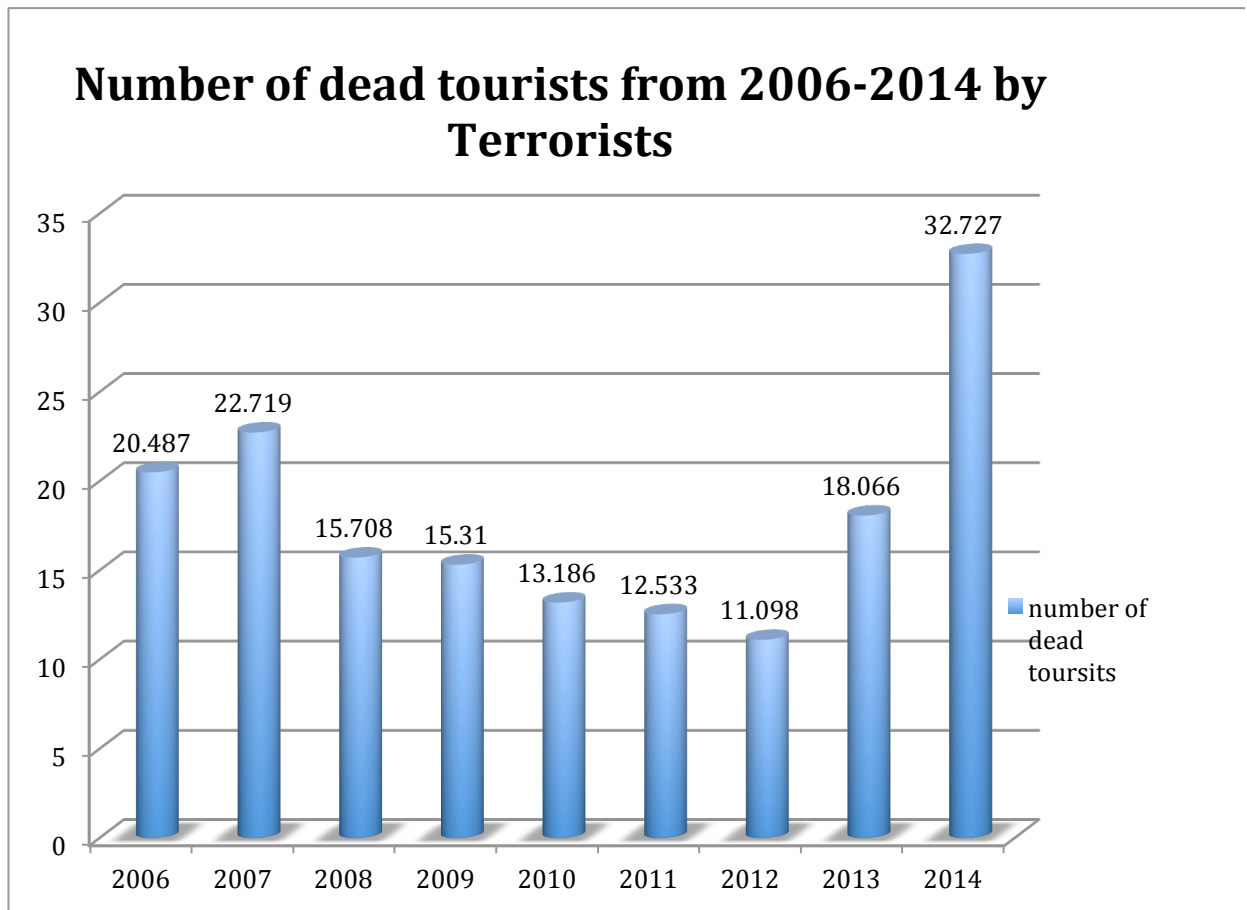
The complexity of making decisions is derived from many factors, which are related to the consumer and external influences that act upon them. For example, take 2 groups of people (influence) to choose the destination; personal and family, which include age and family life cycle. They note that age is the major factor related to variations in tourism participation. Young and adult travel is mainly associated with fun and new experiences while older travellers are concerned about personal security and safety. Thus, old travel wants to go in to safe and secure destinations. (Seddighi & Theocharous 2002, 475-487)

The magnitude of the event, the frequency, the timing of the attack and the types of attack effect the tourist's perception of risk, result and their travel decision. This image can be considered a pull factor. This is the case that makes negative images influenced by a terrorist attack. It will make less participation of travel to the destination. (Cooper et al 2008.)

In 1992, there was a terrorist attack in Egypt, as a result 43% of tourism dropped; it also affected the country economy. (Wahab, 1996.) In 1985 about 28 millions Americans went abroad among them 162 were killed or injured in terrorist activities. Thus a US tourist has a probability of less than 0.00047% of being victimized by terrorism. (East, West 1986; Europe suffers 1986.) As a result nearly 2 million Americans changed their foreign plans in 1986 including also the U.S military raid on Libya. (Edgell 1990.)

Travelers want to be safe and secured. They do not want to take any risks when they are traveling. They want to enjoy, have fun and spend their holiday. If there is a sense of insecurity and unsafe environment, it is likely that they will change or cancel the destination of their planned visit. For example, in most of the Middle East, there are comparatively a lower number of tourists than in Europe.





GRAPH 2. Number of Dead Tourist from 2006-2014 by Terrorists (Statistics 2015)

In Graph 2, the table shows the number of dead tourists from 2006 to 2014 by terrorist attacks. In 2006 20,487 tourists died due to terrorist attacks. In 2014 the number of dead people was high, that was 32,727. ISIS terrorist group, they had captured some parts of Syria and Iraq. In 2014, ISIS had made many tourists hostage and demanded money. They killed many people, among them a lot of tourists from European countries and America

### 3.1 Challenge and Safety Attitudes

Terrorists mostly attack cities, populated areas, thus, that affects mostly in the tourism industries, which, challenges travellers' and tourists' security beliefs. When people travel from their place to a different place they do not want to be exposed to personal hazards, so safety is a paramount concern of most travellers. The terrorist incidents there have reduced people's propensity to travel. In September 11, 2001 there were attacks on the World Trade Centre, which clearly demonstrates the potential risk that the terrorism pose on the

tourist and tourism industries. Studies have shown that tourists substitute risky destinations with safer choices, demonstrate a delayed reaction to terrorism and exhibit cultural differences in their reactions to risk. (Sonmez 1998; Maditinos & Vassiliadis 2008, 67-76)

### **3.2 Impacts on Services for Travel and Tourism**

Due to the terrorist incidents, the government makes own policies. They lead responsible authorities to adopt several measures in order to control and provide the high level of security for civilians and tourists. This measure can be temporary or permanent depending upon the situation. After the 9/11 accident happened, it was more difficult to get a visa for visiting the United States for a foreigner citizen than previously. (Maditinos & Vassiliadis 2008, 67-76)

When there were terrorist incidents, they did not only affect the countries but also the world economy. They affected the world's life and economy including the tourism industry. As an impact created due to the terrorist incidents, a number of travellers cancelled their booking and reserved tickets worldwide, there was a drop in the tourism traffic which affected those countries which heavily depend upon the tourism industry, airlines, hotels, restaurants, travel agencies and other tourism- related businesses got affected.

### **3.3 Media Role in Destination Image**

When there was a casualty of violence, the destination image makes recovery marketing imperative. The role of media is to coverage the terrorism and political activities, which make images of the destination in people. It is said that a symbiotic relationship exists between both media and terrorists and terrorism is a symbolic event and performance that is staged for the benefit of media attention. (Weimann & Winn 1994.)

The massive growth in the tourism industries during the last fifty years makes major challenges in tourism marketing. The destination choices are increasing day by day due to the development in tourism areas. Today people are facilitated by more leisure time,

increase in income, efficiency in transportation, easy way of communication; they have the means to choose from larger variety of destinations. Media is one of the important factors, which help the tourism industries. Media plays a vital role to promote the destination image toward the people. Sometimes there are good things about the place, sometime there are bad things, and the result can be both positive and negative. The destination image is corresponding with the activities, beauty, and system of the country. The image is the major factor, which helps to make a travel decision on the place. People hold perceptions of different places which and when evaluated become a key factor of choosing the site (destination). Many studies and researches show that the destination image has made an influence on tourism choice and behavior. (Chon 1991, 68-72)

In order to keeping successfully promoted in the target market, a destination should favorite from every point of view to the customer. There is an uncertainty of safety in every place whether we travel in internationally or domestically. After the 9/11 incident the media talked about the American security system. When the media attention about the incident rose so did political support and fear in the public increased. (Hall & Wiley 2002)

## **4 MANAGING THE IMPACT OF TERRORISM**

Violent activities, incidents can occur any place and any time at different levels. Travelers can alter their destination choices; modify travel behavior for protection, safety and security. They can decide to continue their destination plans by acquire information on terrorism, crime, and incidents, political turmoil. (Chandler 1991, 94-100) Travellers who decide to travel despite of risk are advised by different sources (news, government advisories, travel magazines) to avoid displays of wealth, to keep low profile, for business trips and fly economy class. Hijackers are known to prefer first class to establish their temporary headquarters. (Amore & Anuza 1986, 20-29) If the cost appears to outweigh the benefits, travellers can stay home. Unfortunately, it is far more complex to solution for destinations plagued with terrorism.

### **4.1 Effectiveness of Counterterrorism**

Risk analysis is a process of decision making for the future risk management. Decision-making has been developed, codified from the past few decades. Cost per saved life, risk acceptable, cost-benefit analysis and risk communication are the four elements, which are dealt by the government to approach and apply for the hazard of terrorism. So that the funds, which are available, would more effectively save lives, a government allocates money to manage the public security, spending billions of dollars on security measures to prevent of terrorism.

Terrorist groups are increasing day by day the threat is also growing. Every country has spent a lot of money to prevent from terrorism, increasing the development of academic research institutions, new education programs for the study of security of countries and counterterrorism. Many countries have the basic understanding of the characteristics of terrorism and agencies seek ways to effectively cope with the phenomenon.

## 4.2 Causes of Roots

Barack Obama (American President from 2009 to present) said **“When people are oppressed and human rights are denied – particularly along sectarian lines or ethnic lines, when dissent is silenced, it feeds violent extremism. It creates an environment that is ripe for terrorists to exploit.”**

There are various regions where terrorists are born. No one wants to die but there are some reasons for it. Unemployment, corruption, policies are the main reasons behind the violent activities. People become frustrated so they choose a bad habit. In many countries the administration is corrupted, which turns the country in continuing economic crises. It starts with inflation to economic recession, to illegal cases of graft in deals that are sanctioned by government officers or state officials, or they even get engaged in illegal goods supply within the government. As a result the young people are aggressive which brings violence to the countries. There are various causes of roots for terrorism:

- Historical and political roots
- Economic and social roots
- Ideological and religious roots
- Psychological roots
- Historical roots

America Fought in Iraq where many people lost their lives got injured and property was destroyed. Now Iraq is a victim of terrorism and war. Terrorism did not exist in Somalia before Ethiopia’s invasion but after that there was born a new terrorist group called Al-Shabaab. Poverty, oppression, repression, exclusion, policies, foreign interface are the reasons behind the violence and terrorists being.

## 4.3 Framework for Crisis

Those country, which mainly depend upon the tourism industries for the growth of their economy have little choice but to implement crisis management strategies to deal with terrorism. Unless terrorism is viewed as a crisis by tourism industry and the natural resources, resources and energy cannot be effectively channeled into its management. It should be considered and imperative for tourism industries to argument their crisis

management plans with marketing efforts, to rebuild the tourism sector and a positive image of the destination. There are few sources for the industries to turn to for guidance on crisis management. It is more difficult to find the crisis management strategies tailored for terrorism and violence. Ideas can be withdrawn from the tourism crisis management manual geared for natural disasters. (Sönmez, Backman & Allen 1994.)

Suggestions and a plan are beginning with an organization of a task force, developing the crisis management plan, guidebook, partnering with government and law enforcement officials. When the situation is identified as a crisis, the next step is to grave the situation to assure discipline and dedication from the initiation of crisis management activities until it is fully recovered or achieved.

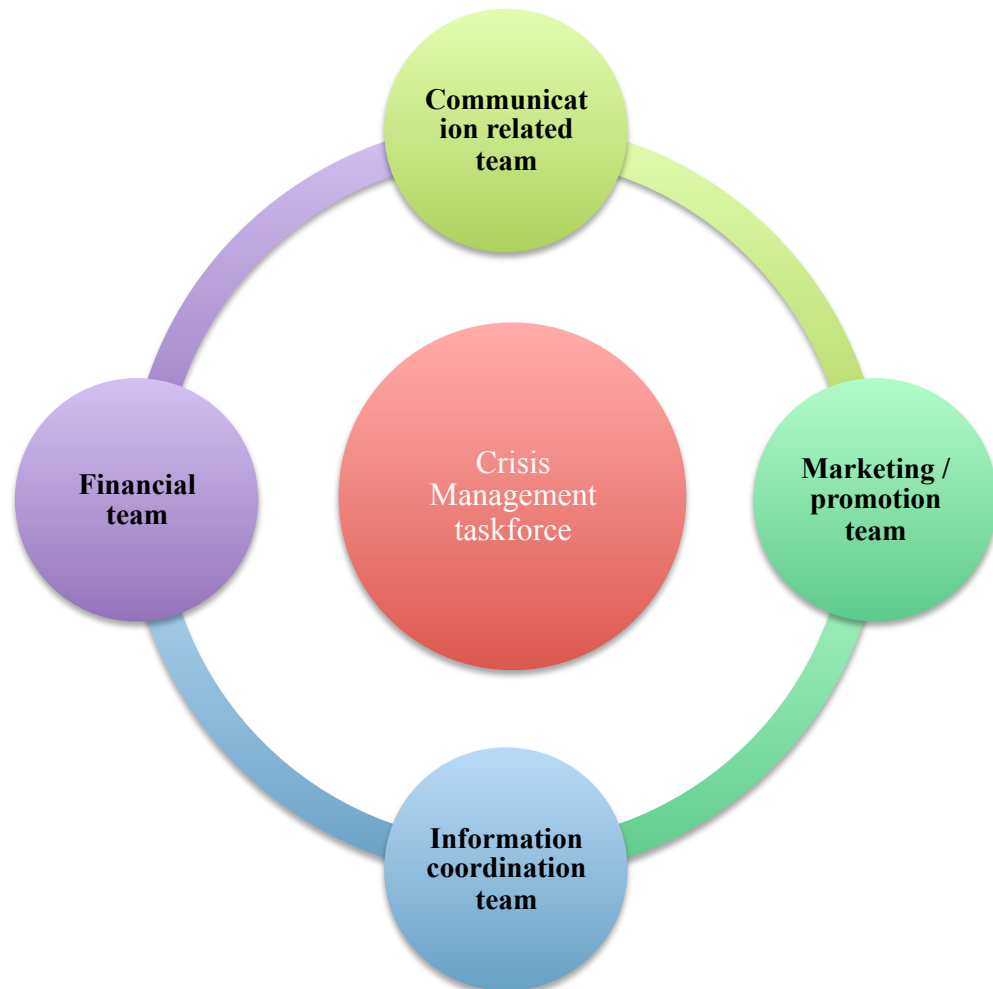
#### **4.3.1 Prepared for Crisis**

The tourism sector and industries should be incorporated with each other for the crisis managing the tourism planning, marketing and management strategies. It is easier when every tourism sector and industry work together, the result becomes positive. Those destinations vulnerable to politically motivated violence need a plan and action to be conducted. The main purpose of such action is to develop and facilitate tourism recovery from the negative images by protecting, rebuilding the area, safety and attractiveness, reassuring potential visitors of the safety of the area, rebuilding and re-establishing the destination and functionality, supporting the local travel and tourism industries during the economic recovery period. A tourism crisis management plan cannot supersede local emergency preparedness plans, nor solve a disastrous occurrence. But it helps to manage and serve as a guide for managing its aftermath. The plan helps to save time for the community by providing a road map to facilitate a smooth and speedy recovery. The lack of preparation can result in the loss of visitor confidence, a permanently damaged image, revenues loss, and a marketing cost to re-start the regain confidence. (Tarlow 1998)

#### **4.3.2 Crisis Management**

Preparing for crisis management must include the timely organization of a task force. This organization (group) should be composed of local government officials; local travel and

tourism industry professionals and communion leader and they should be dedicated fully to achieving complete recovery. This task force organization should develop a special division of the primary tourism organization in the area and serve under executive committee with oversight authority. (Tarlow 1998)



GRAPH 3. Crisis Management Taskforce

The group can spread into teams according to the delegated tasks. A team, which is related with communication, represents the destination and local tourism industry to the media by giving accurate information to prevent possible embellishment of the events by media members. The next team can focus on the marketing sector, for the recovery by marketing efforts by changing the image of the destination, developing an appropriate message to inform and attract visitors to the destination once again. An information coordination team is for coordinating the damage assessment activities. They gather the incident related information for accurate dissemination to estimate the recovery time period and convey

recovery effort to constituents. The last team is a finance team, which help to raise the fund for supporting crisis management efforts. To ensure the responsibility each task should be delegated to individuals according to their areas of expertise. (Tarlow 1998)

#### **4.4 Partnering with law Enforcement**

Cooperation between law enforcement and tourism industry is critical. Although police departments are still struggling in the issues of tourism policing, many nations have create specific tourism policing decisions. In recent times police departments are facing the issue of tourism crime and security. In America they have the tourism police called community policing for the tourism industries, which take action related to tourism industries. They are given special types of training. For example, community policing is to know tourism techniques, that means to identify the tourism marketing segments, identify the needed services, tourism cycle, and tourist attractions. The police are receiving the education and training for interacting with the tourism industries. This is important of tourism in economic and necessary in aiding and protecting the industry. (Tarlow 1998,)

The role of law enforcement in managing the public faith of safety and normalcy in the destination should not be underestimated. It is better to understand the risk and try to solve it. While making a plan and strategy of a crisis management we should ask several questions. For example what types of occurrences would constitute a crisis for the destination? What guidelines does tourism industry need to manage a crisis? What were the results from the past? What should we do to not live in the past? What types of partnerships develop the law enforcement agencies and government emergency mitigation teams? The authors challenge tourism industries to search for effective solutions and result to dealing with tourism crises resulting from terrorism and political turmoil, possibly by organizing an international consortium to develop the needed model. (Backman & Allen 1994)



## **5 CASE STUDY OF 9/11 TERRORIST ATTACKS IN WORLD TRADE CENTER**

On September 11, 2001, there was a suicide terrorist attack in the Twin towers. The Islamic extremist group Al-Qaeda hijacked four airliners and attacked in the towers. There were 19 terrorists in that group. Among the four planes, two planes were flown into the World Trade Center in New York City, a third plane hit the Pentagon outside Washington D.C and the fourth one crashed in a field in Pennsylvania. The 9/11 attacks resulted in extensive death and destruction, triggering major U.S initiatives to combat terrorism and defining the presidency of George W. Bush. In the attacks over 3000 people were killed in both New York and Washington, D.C., including more than 400 firefighters and police officers. (History 2001; BBC 2001)

On the day of Tuesday, September 11, 2001 at 8:45 am, an American Airlines Boeing 767 crashed into the north tower of World Trade Center. The Plane was loaded with 20,000 gallons of jet fuel. The impact hit the 80<sup>th</sup> floor of a 110-story skyscraper, instantly killing and trapping thousands of people. In the evacuation of the tower, the television cameras broadcasted live images of what initially appeared to be a freak accident. After 18 minutes of the first hit, the second Boeing 767- United Airlines Flight 175, hit the south world trade center. It was near the 60<sup>th</sup> floor of the tower. The collision caused a massive explosion. (History 2001; BBC 2001)

The terrorist group called Al-Qaeda was the attackers. The attackers were Islamic terrorists from Saudi Arabia and other Arab nations. It was reported financed by Saudi fugitive Osama Bin Laden's Al-Qaeda terrorist organization. They were allegedly acting in retaliation for America's support of Israel, because America was involved in the Persian Gulf War and continued military presence in the Middle East. Some of the terrorists had taken flying lessons in a commercial flight school in America for more than a year. Other terrorists came America months before the September 11 for the operation. The 19 terrorists checked in the knives and box-cutters at three East Coast Airports and boarded four flights bound to California. They chose the planes because they were loaded with more fuel for the long journey. They took control on the planes and searched the targets. (History 2001; BBC 2001)

At 9:45 a.m., the American Airlines Flight 77 circled over Washington, D.C., and slammed into the Pentagon military headquarter. Due to the massive fuel load a structural of portion the giant building collapsed. It was reported that 125 military persons and civilians were killed, along with 64 people onboard the airliner. Less than 15 minutes after the attack in the U.S military center in New York the south tower of World Trade Center collapsed into a massive cloud of dust and smoke. At 10:30 a.m., the other tower collapsed. About 3000 people died including 343 firefighters and paramedics, 23 New York police officer, 37 Port Authority police officers. Almost 10,000 people were treated for injuries. The fourth, United Flight 93 was hijacked about 40 minutes after the take off from Newark International Airport in New Jersey. It was crashed in a field in western Pennsylvania at 10:10 a.m., all 45 people on board were killed. (History 2001; BBC 2001)

### **5.1 Economic Effects**

Every country is interested to develop tourism industry since it generates micro and macro economic effects. In micro economy influences by improving the quality of labor employed in tourism industries, by using the sources efficiently under high competition by taking advantage of scale economies and development of facilities to achieve and adapt the international tourism demand and supply. In macro economy the influences are that tourism industries are taken as sources of earning foreign currency, employment opportunities, contribution to repayment of foreign debt, increase in income, increase in life style, generating a new source of income and many more. Tourism industries are sources of economic growth, development, cooperation in international market, peace and cooperation, improving the life quality, use of local resources, reinforcing the preservation of heritage and tradition. (Tatjana & Biljana 2012, 12-20)

Policies are made to make the rules and regulation run smoothly. Public policies are those that government decides to do or not to do about issues and problems that required run government intervention. A policy is not only the written document; it also represents an important output of a decision and policymaking process. Political power is a decision making power to insure what to do to make the development activities smooth, conducting the laws and rules, cooperating with international countries.

The roles of politics are to make the decision. A government is a part of politics, which makes rules and regulations and formulates within the country. The process of making the public administration as a result of changed thinking with the role of government involving in the tourism industries has been substantial. (Dredge & Jenkins 2007; Hall 2008).

For example in Canada, Australia and New Zealand, the state tourism department and national government are cooperating with a greater emphasis being given for the establishment of partnerships with tourism industries in the joint market, marketing and promoting campaigns. Both state tourism department and national are involved in splitting the policy and marketing between different bodies.

Many researchers and case studies show that the impact of terrorism on the economy is high risk in the long run of terrorist conflicts. The researches are focusing on specific types of economic activities or economy of the countries. The terrorist affects the investment capital by increasing the risk and decreasing expected returns. The increase of terrorist activities makes the decrease in the foreign direct investment in that country. In Greece and Spain in 1992 the foreign investment was reduced due to terrorist activities and also reduced the number of tourists (Enders & Sandler 2006, 367-393)

Economy, politics and terrorism are the three factors that should be considered for the growth of tourism and development of tourism industries. Politics help to make effective rules and regulations, which help to run the government activities smoothly. It also helps to make mutual understanding between people and countries. If there is mutual understanding between people there is no war, no terrorism. So a good policy can change the face of a country, development activities, and employment. For the development of tourism industries a good policy is needed. It makes a strong economy in the country. Terrorism is a violent activity; people are involved in such activities because they are not satisfied with the policy. Economy and politics are inter-related with each other. They play important roles to develop a country, mutual understand between people and foreign countries.

Terrorism is a threat of using violence activities by individuals or subnational groups to obtain a political or social objective through the intimidation of a large audience, of the victim. Activities such as airplane hijacking, kidnappings, threats, bombing, suicide attacks, war, and assassinations are terrorist activities. A terrorist attack makes pressure for

a government and causes political concessions. The attacks on September 11, 2001 had a massive destruction. It has a significant cost that has been around 80 to 90 billion dollars when subsequent economic losses in workers' compensation, wages, and reduced commerce are included. (Kunreuther, Kerjan & Porter 2003, 45-67)

Terrorist activities and incidents have economic consequences by diverting foreign investment (FDI), destroying the infrastructure, reducing the public investment, hampering society and security. In developing countries FDI is very important to develop the infrastructure development activities, if the developing countries lose the FDI as a source of income then as a result they may experience reduced economic growth.

TABLE 3. Total cost of 9/11 (Picardo 2015)

Toll and physical damage	\$55 billion
Economic impact	\$123 billion
Homeland security and other costs	\$589 billion
War funding and related costs	\$1,649 billion
Future war and veterans' care costs	\$867 billion

After the terrorist attack in America in 2001, around 3.3 trillion dollar has been expended. Every sector such as war funding, future war and homeland security has been increased. 55 billion dollars are damages in toll and physical damage whereas 123 billion dollars in economic impact.

## **5.2 Affect on Tourism sector by 9/11 Incident**

September 11, 2001 is a black day for everyone. Tourism industry was more than in any other industries. America tourism industry fell down, and it took more than a three years to recover. Many people lost their jobs. Business was affected, people were afraid to travel. People canceled their trips due to the incident.

The United States is one of the world's largest tourism markets. The US tourism industries reported that around 2 billion US dollars were lost in the 2 weeks after the 9/11 terrorist attacks. The employment rate fell down by 5% and the domestic airlines lost 100 millions US dollars. Due to the losses in tourism industries the GDP loss was 27.27 billion dollars. During the post attack period, the US tourism labor market suffered. More than 335,000 people lost their jobs between 2001-2002; 141,000 were in accommodation and 93,000 people were of air travel sectors. The negative impact on the various sectors of the domestic tourism industries in the US had more affect on the air transportation and hotel sectors. In air transportation they had losses of 5 billion and in hotel sectors 5.9 billion US dollars respectively. The entire industries showed a loss of 34% in September October 2001 (Blake & Sinclair 2002)

America is vastly depending upon the tourism sector. Tourism sector is the fifth largest employer in America and there are more priority sectors to drive domestic employment growth. Accommodation, food and beverage, arts, recreation and entertainment can add more than 2.1 to 3.3 million new employee in the coming future. In 2011 the travel and tourism spending grew by 3.5% when international travelers spent 807 billions which generated 1.2 trillion in the American economic activities and supported 7.6 million American jobs. America received more than 11% of global spending on travel and tourism with 62 millions international tourists. (Department of Commerce 2012)

When there were such activities as 9/11 attacks there was a negative impact in every field including tourism industries. It is emphasized with two impacts, i.e. Long term and short-term impact. After the 9/11 incident there was a downturn of world tourism industries by 10% in the following few months. In Egypt it was close to 30%. These losses had brought a result of over 6 million peoples job cuts, 8.6% in the tourism industries. It took up to one year to observe the peak effect on the tourism labor market. The biggest losses were in American and Middle East countries. The tourism arrivals went down 6.8% in 2002 in the last quarter of 2001 there was a loss of 22.6% (Belau 2003). In the same quarter, other global travel and tourism officers reported that, there were several losses in tourism activities in Canada (-19%), Egypt (-55%), Germany (-17%), Austria (-9%), England (-12%), Mexico (-24%), Australia (-21%) and many more countries. (Blake and Sinclair 2002.)

The terrorist attacks affected tourists, and they decided to rather visit countries far away from the North America region. Canada and Mexico are highly depending upon US travelers, which were facing severe difficulties. Muslim countries were more suffered in term of tourist's inflow. Some other countries continued to gain a number of tourists. Among them Bulgaria (+14%), Croatia (+12%), Turkey (+12) etc. (Blake & Sinclair 2002.) The reason for increasing international tourists in the countries was security and policies.

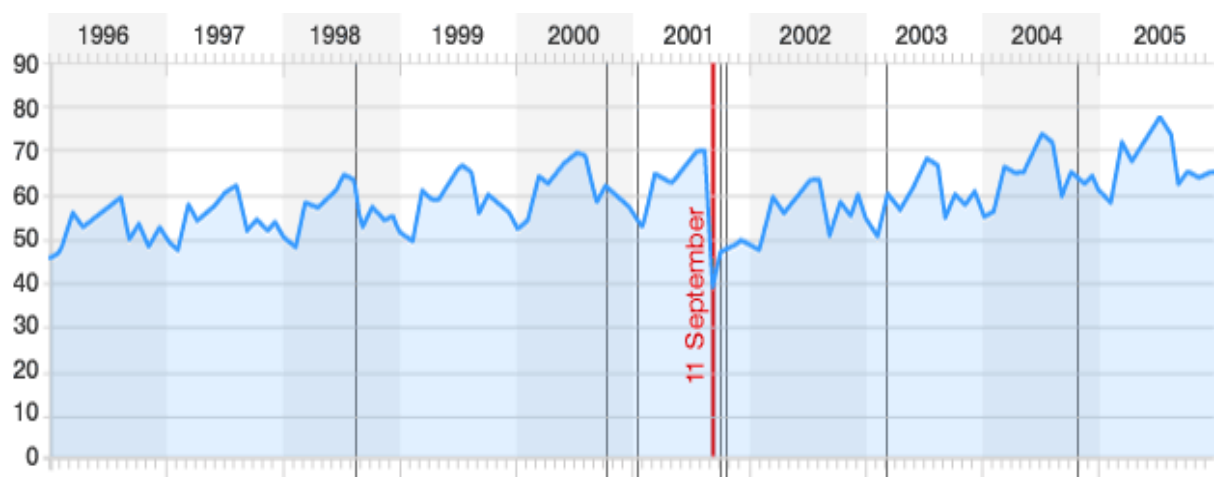
In between 2000 and 2001 there was a decrease in the tourist arrivals in the world. The world geographical regions' 2000 and 2001 statistics of tourist arrivals are South Asia (-24%), East Asia (-4%), Middle East (-20%) Europe (-6.5%), Americas (-20%), Africa (-1.4%). (Evans & Elphick 2005) South Asia had a massive decrease in tourism arrivals. Because the American and European tourists stopped to travel, south Asia faced a problem. In South Asian countries mostly travellers come from America and Europe.

The US economy had suffered from the losses. The number of tourists from different countries also reduced due to the attack. At the end of 2001 the number of tourists was reduced by almost half almost from Brazil -49%, Germany -46%, Japan -45%. Due to the drop in the tourist influx the accommodation sector had a decline of 6.5% (Belau 2003)

Trips abroad from the US decreased from 60.9 million to 54.2 million departures from 2000 to 2003. It not only affected the sector of tourism but also different industries. Enron Oil Company collapsed, loss of 7 trillion US dollars (Boger, Varghese & Rittapirom 2005). The US Federal Government had difficulties to reduce the budget. The 9/11 terrorist attacks worked as a crisis catalyst that showed economic problems, lack of financial resources and the security problems.

### 5.1.1 Travel

The effect occurred by the 9/11 accident was horrible. In every sector of tourism industries it brought a negative impact. Travel industry was affected; the number of visitors from international countries and domestic people were decreased. It was a great issue of that time. Over 80,000 people lost their jobs in the industry. In 2001 the US air travel industry lost 5 billion US dollars. (Blake & Sinclair 2002)



GRAPH 4. Passengers Boarding Flight in the US, Millions ( Bureau of Transportation Statistics)

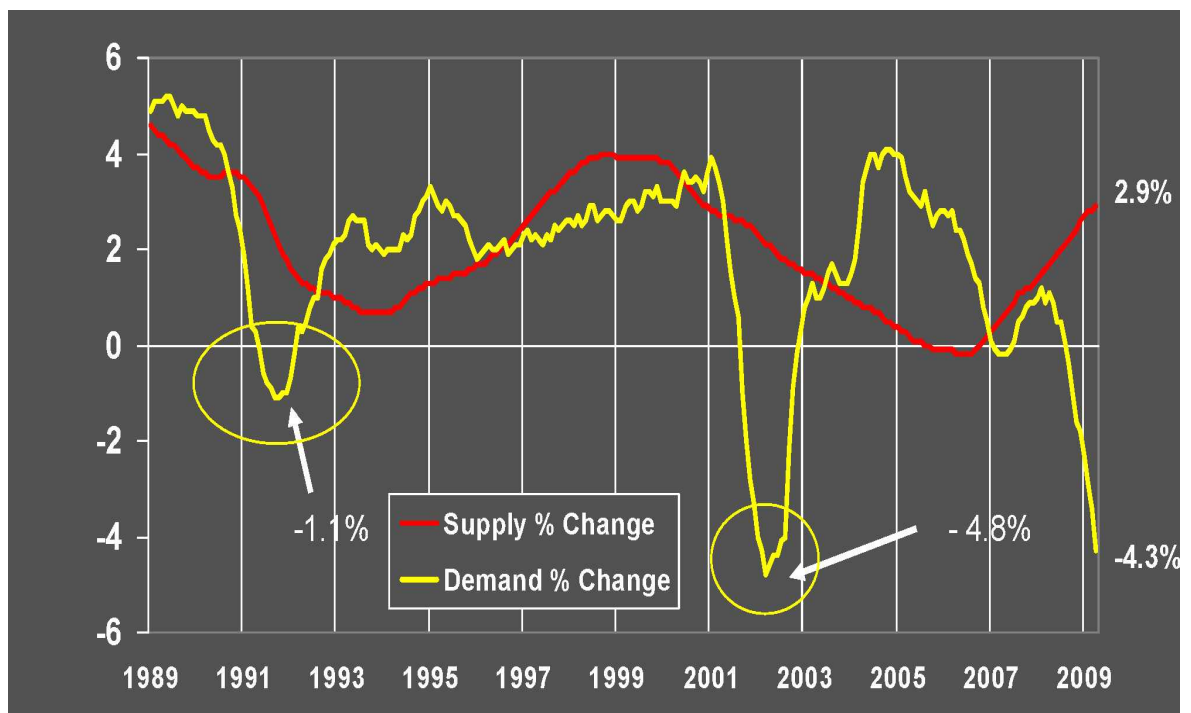
The figure shows the total number of passengers boarding flight in the US, in millions from 1996-2005. From 1996 to 2001 before 9/11 the data shows it went smoothly, some time increase and decrease. It slowly increased by year to year. But after the 9/11 incidents it went down. It took 1 and half a year to recover to the same level. In the end of 2003 it went to the same level as in of 2000 -01 before 9/11. The period of 2001 to 2003 was bad in the history of US travel industries.

A reduce in travel means also reduce in business trips. Business travel would have a negative effect in the economic sector; it affects overall the country's economy. Without any doubt there was a decrease in the business travel flights after 9/11. The United State was facing the economic losses in the tourism sector with the negative impact of the terrorist attacks.

### 5.1.2 Hotel

Hotel industries are one of the most important for tourism industries. In America the 9/11 terrorist attacks brought a tribal drop in the price of hotels. In the first twelve months from 9/11 attacks the hotel prices dropped from 8% during one day. (Nichols 2002) According to the leisure lodging industries' report it lost 20 billion US dollars in 2001. (Boger, Varghese & Rittapirom 2005) The main reason for reducing the price was the approach for the domestic tourism in order to remain in the business. Even after some months of the terrorist attack the price was reduced due to the cancellation of booking. It varied from 20% to 50% depending upon the location. (Boger, Varghese & Rittapirom 2005)

Hotel industries in America are depending upon the domestic tourism rather than international tourism. After the terrifying 9/11 incidents the world was shocked. In America there was a flam of fear and pain. Due to the incident the domestic tourism was more affected, people were afraid to travel. International travellers also cancelled their flights and bookings of hotel, which made a great impact on the hotel sector. Many people were forced to leave the jobs and some hotels were in danger of bankruptcy.





Graph 5: Room Supply/Demand percentage change of the United States (Smith Travel Research Global 2010)

The previous graph shows the demand and supply percentage change in the rooms of American hotels. The data is from 1989 to 2009. The yellow color denotes demand the percentage and red is the supply percentage change. Between 1992 and 1993 the demand was lower than supply. In 2001 there was the 9/11 incident so in the graph the demand was -4.8% below 0 and the hotels had more rooms. It slowly recovered after 2003. People demanded more from 2003 due to the stability in the security. In 2009 the demand was again down due to the economic crisis. The demand can be higher but the supply is limited. When the demand is high the price is also high, where as the demand is low the price is also low. Due to the 9/11 incidents the demand was the lowest so was the price.

*Increase in demand = increase in price*

*Decrease in demand = decrease in price*

### **5.1.3 Restaurant**

National Restaurant Association is annual report 2001 shows that restaurant industries' contribution is equal to 408 billion US dollars to the United States economy. More than 17.5 million people are employed. A restaurant industry is one of the biggest economies of America. 9/11 incidents was the main reason at that time which directly affected in the restaurant industries. In America more than 75% of the restaurant is depends upon the domestic tourism and the incident brought a crisis in the restaurant industries. (Boger, Varghese & Rittapirom 2005)

In New York, the restaurants industry suffered more. There were so few people. International tourists and domestic tourists were fewer in number. The business was going down day by day. To operate their businesses as previously, they served some cheap meals, with different choices. People did not want to buy expensive meals at that time. Business travel people cancelled the expensive meals. For the restaurant industries, that was a bad situation that the economy was in crisis. It took a long time to have normal business in the sector of restaurant business in America.

### **5.3 9/11 Implications on Muslim nation and their tourism**

After the terrorist attack in 9/11 by the terrorist group called Al-Qaida, there was a negative impact in Muslim countries. The action, which was done by someone else, and other people were blame for the action although they had not done. It means that someone makes a mistake and the punishments are given to other. The same thing happened after the 9/11 incidents. The media had been publishing the news; people think that they were unsafe in Muslim countries. The reason for the downturn in tourism inflow to Muslim countries such as Egypt, Saudi Arabia, and Jordan is that. After the attack the US also answered with military strikes in Muslim countries, which might have provide negative waves and attitude in tourism. (Steinner 2004, 169-190)

Mass media also played a vital role broadcast the image of Muslim countries worldwide after the terror attack in the World Trade Center, whether it was really an independent journalist opinion or a retranslation of the policy of state authorities. Western tourists are so sensitive and vulnerable to any violence that they can change travel destinations quite quickly if they were encountered with some potential threat and violent activities. So after the 9/11 attack there was a decrease in the tourism in Muslim countries, such as Egypt - 50%, Saudi Arabia -20% in 2002. However, it gave an opportunity for searching other new markets such as Russia, Belarus, Ukraine, and Poland etc. (Belau 2003)

After the terror attack in the World Trade Center, people cancelled the bookings and travels. The impact in the International air travel industries was massive. After one month of the 9/11 attacks, the International Air Transport Association (IATA) reported that the world air travel lost 12 billion US dollars. (WTO 2005) The report showed that European air travel market declined by 33%. By the ARIMA methodology calculation the average European demand decrease was between 5% and 15%. (Aimable & Rossello 2009, 145-161) After one year of the attacks the international air travel industry was experiencing another short-term downturn, due to the fear of the threat of a potential repetition of the terror attacks, which could happen anywhere in the world.

## 6 CONCLUSIONS

Tourism and terrorism have some issues in common. Both have global implications, involvement of different countries' people and use travel and communication facilities. We have seen that the influence on global economy is significant. In the history of the world there is no other single terrorist act such as the 9/11 attacks, which had such a negative impact on the economy of the world. The world is suffering from the emotional condition of a billion people. The terrorist act predefined the development of the tourism industries. The negative economic consequences of the tourism industry caused by the crisis have had an immediate effect on the global tourism economy due to the tight interrelation of international tourism industries. The economic problems have been faced by US tourism industries in 2001. On both national and international level, in domestic tourism industries there was a decrease in demand, which was reflected in the losses of all sub-industries such as travel, hospitality, restaurant, and leisure. The negative impact lasts longer than a year on the industry. The biggest losses are in the air travel industries.

The rapid growth of the worldwide tourism industry has been attributed to a number of factors, which consider strong economic growth, increase in income and leisure time, promoting the tourists, easier travel and recognition by government. According to World Travel and Tourism Council of 2014, travel and tourism forecasts over ten years look extremely favorable with the growth rate of 4% annually. Formulating and capitalizing the opportunities for tourism growth will require destinations and regional authorities, in the special market, to build up the suitable condition for business and investment in the infrastructure and people support is necessary to facilitate a successful and sustainable tourism sector. Government should make a policy for the security. Despite tourism economic strength, terrorism is a challenge to the industries. The threat of terrorist activities has a major impact on both international and national tourism of the country. Terrorism is the largest negative effect brought to the economy of the world. Terrorism activities have a major impact on both national and international tourism industries. This means terrorism, no doubt, has an effect on the flow of foreign exchange into countries because of a negative impact on international tourism.

The risk perception of terrorism causes travel anxiety toward a destination. Various levels of risk perception together with other internal factors may determine a tourists' motivation; level of safety is considered and terrorism threat, the extent of their information search, alternatives choice, and their destination choice. Attitude is one of the main determinates of a tourists buying behaviors. A negative attitude toward a destination due to terrorist activities may be exhibited on high levels of concern for safety, which brings a negative outcome for the travel decision. External factors such as media reports about terrorist incidents and threats, tourism authorized advisories, the recovery campaigns have an influence on tourist perceptions of the affected destinations and their images towards the destination. The great impact on tourism industry came from terrorist attacks where the tourists are directly targeted and victims of the attack.

However, terrorism brought some positive implications in terms of economic development and security issues in the tourism industries. A crisis does not only mean threats but can also mean new opportunities. Some countries such as Turkey, the United Arab Emirates, Croatia etc. have develop the phenomena because they have taken benefits from the situation where discouraged tourists started to cancel trips to the US and some of the Middle East and European regions. They changed their travel plans to what they perceived as safer destinations. New security systems, product business, and telecommunication equipment have been developed for safety. This also brings other sector benefits such as communication to help to make business easier. Air travel has been the safest transportation, they improve for the security more than before the 9/11 terrorist attack. Tourism industry has learned so many things after the 9/11 terrorist attacks. The world tourism industry learned how to handle the situations and the difficulties. Global tourism today has all business tools and the strong countries' governmental support to influence the consequences of crisis in the future. Without the tools it may not survive such a crisis of such dimensions. Marketing strategies and government policies developed to overcome the crisis were proven to be effective because they led to a massive recovery in tourism industry. The impact of the crisis on international level was even more minimized. Thus it is better for tourism industry for future challenges.

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