

Crises in the Tourism Industry and their Effects on Young Travellers

Laura Bagans, Henriikka Tapola

Bachelors's Thesis
Degree Programme in Tourism
13 June 2011



Degree Programme in Tourism

<p>Authors Laura Bagans, Henriikka Tapola</p>	<p>Year of entry 2007</p>
<p>Title of report Crises in the Tourism Industry and their Effects on Young Traveller</p>	<p>Number of pages and appendices 67+27</p>
<p>Supervisors Eva Holmberg, Anu Seppänen</p>	
<p>The objective of this thesis was to explore the impact of crises on young travellers. The focus was on large scale crises in the tourism industry, including the following: terrorism, natural catastrophes and health crises. The intention was to examine further which large scale crises are regarded as the most frightening, how young travellers would act if some crises occurred in their travel destination or on their travel route and, finally, whether the media has influenced the attitude to crises.</p> <p>The theoretical framework is based on defining the concept of crisis, taking a deeper look into large scale crises in the tourism industry including terrorism, natural catastrophes and health crises. In addition, literature on the effects of crises on travellers' travel behaviour was introduced.</p> <p>The chosen research method was a quantitative survey directed to young travellers. The study was conducted by means of a web-based questionnaire. The target group, young travellers between 18 and 28 years, was reached via social network Facebook. The questionnaire presented ten questions including both open-ended and closed-ended questions.</p> <p>The main result of the survey revealed that young travellers do not seem to be so concerned about the large scale crises. Surprisingly, the most scared crisis was pandemics which is also the most avoidable one. Male respondents seem to be less worried about crises than female respondents. However, depending on the severity and seriousness of a crisis situation, young travellers are likely to change their travel destination to a safer one. Finally, young travellers follow news a lot when looking for safety information on a travel destination and in that way the media has a big impact on their travel behaviour, too.</p>	
<p>Keywords tourism crises, terrorism, natural catastrophes, health crises, young travellers</p>	

Matkailun koulutusohjelma

<p>Tekijät Laura Bagans, Henriikka Tapola</p>	<p>Aloitusvuosi 2007</p>
<p>Opinnäytetyön nimi Matkailualan kriisit ja niiden vaikutukset nuoriin matkailijoihin</p>	<p>Sivu- ja liitesivumäärä 67+27</p>
<p>Ohjaajat Eva Holmberg, Anu Seppänen</p>	
<p>Opinnäytetyön tarkoituksena on selvittää, millainen vaikutus matkailualan kriiseillä on nuoriin matkailijoihin. Tässä työssä keskitytään terrorismiin, luonnonkatastrofeihin sekä terveyskriiseihin. Tavoitteena on tutkia, mitkä näistä kriiseistä ovat nuorten mielestä pelottavimpia, mitä nuoret matkaajat tekisivät, jos heidän matkakohteessaan tai matkareitillään olisi jokin kriisitilanne ja onko medialla vaikutusta kriisien pelkäämiseen.</p> <p>Työn teoriaosuus koostuu kriisi-termin määrittelemisestä ja matkailualan kriiseistä painottuen terrorismiin, luonnonkatastrofeihin sekä terveyskriiseihin. Lisäksi teoriaosassa käsitellään kriisien vaikutusta matkailijoiden matkustuskäyttäytymiseen.</p> <p>Tutkimusmetodiksi valittiin kvantitatiivinen kyselytutkimus nuorille matkaajille. Tutkimus toteutettiin Internet-kyselyllä. Kohderyhmä, nuoret matkaajat iältään 18 - 28 -vuotiaat, tavoitettiin sosiaalisen verkon Facebookin kautta. Kysely koostui kymmenestä kysymyksestä sisältäen sekä monivalinta- että avoimia kysymyksiä.</p> <p>Tutkimuksen tulos oli, että nuoret matkailijat eivät ole kovin huolissaan matkailualan suurista kriiseistä. Pandemiat herättivät eniten huolenaihetta, vaikka ne ovat ennalta tiedossa ja helpoiten itse estettävissä. Miehet eivät huolehdi kriiseistä yhtä paljon kuin naiset. Kuitenkin monet vaihtaisivat matkakohteensa turvallisempaan, jos omassa kohteessa ilmenisi jokin kriisitilanne. Matkakohteen vaihto riippuu kuitenkin paljon kriisin vakavuudesta ja suuruudesta. Nuoret matkailijat etsivät matkakohteen turvallisuudesta tietoja eniten uutisista, minkä takia medialla on suuri vaikutus nuorten matkustuskäyttäytymiseen.</p>	
<p>Asiasanat matkailualan kriisit, terrorismi, luonnonkatastrofit, terveyskriisit, nuoret matkailijat</p>	

Table of contents

1	Introduction.....	1
2	What is a crisis?	4
3	Crises in the tourism industry.....	7
3.1	Terrorism.....	10
3.2	Natural catastrophes	13
3.3	Health crises.....	15
3.4	How do crises and media influence travellers' behaviour?.....	18
3.5	Summary of the theoretical framework.....	20
4	Method discussion	21
4.1	Quantitative survey as a research method	21
4.2	Background information of the questionnaire	23
4.3	Collecting the data via social network	27
4.4	Data analysis.....	28
5	Results of the survey and analysis	29
5.1	Demographic factors	29
5.2	Respondents as travellers	32
5.3	Young travellers' concerns about crises	35
5.4	Impacts of crisis situations on travel behaviour.....	44
5.5	Most frightening countries among young travellers	46
5.6	Young travellers' personal experiences on crisis situations	56
6	Validity and reliability of the survey	59
7	Conclusion	64
	Attachments.....	73
	Attachment 1. Questionnaire	73
	Attachment 2. Facebook event for the survey	77
	Attachment 3. Open-ended responses to the question number 5.	78
	Attachment 4. Open-ended responses to the question number 7.	79
	Attachment 5. Open-ended responses to the question number 8.	80
	Attachment 6. Open-ended responses to the question number 10.	81

1 Introduction

Indian Ocean tsunami, SARS, swine flu pandemic, 9/11, 2001 and the volcanic ash cloud are examples of large scale crises that have had huge impact on the global tourism industry and on travelling at least at a short term. People hear a lot about these through media and are increasingly aware of these. This thesis concentrates on young travellers between 18 and 28 years since they represent the future of the tourism industry. In the World Youth and Student Conference in 2010 the main point that emerged was that both travel industry and governments need to recognise the size and potential of youth travel market. (Simpson 2010.)

This thesis investigates the effects of different tourism crises on young travellers' travel behaviour and which crises young people are most worried about. The research problem can be defined by the following questions:

- Which large-scale crises are the most frightening among young travellers?
- What young travellers would do if some crises occurred in their travel destination or on their travel route?
- Do media have an influence on the fear for the crises?

Furthermore, the aim is to explore whether there are any differences between genders and a country of residence.

The term traveller is being used in this thesis to signify both individual bookers and package holidayers. According to Swarbook & Horner (2007, 84-85.), the words traveller and tourist have different meanings. *A tourist* is a person who takes part in package tours. While *a traveller* makes vacation bookings individually and travels for an extended period of time, usually backpacking on a limited budget. However, most people call themselves travellers even though they buy tourist packages.

A crisis can be described as a triggering event which causes or has a potential to cause significant change. Every crisis is unique and unexpected; urgency and danger are characteristics for these. (Hermann 1972 in Henderson 2007, 3.) The tourism industry has suffered from terrorist attacks, health crises and natural disasters during the past

years. These are that types of crises that you can hear about through the media. In addition, this thesis is concentrated on these crises because a traveller does not have any influence on these circumstances. Moreover, the theory part has to be limited somehow without making it too extensive.

The chosen research method was a quantitative survey directed to young travellers. Nowadays young people use a lot Internet and social media which is why social network Facebook was used to collect the respondents to the survey. There was a web-based questionnaire made and the target group was reached via social network Facebook. The participants of the survey were international young travellers between 18 and 28 years of age. The aim was to collect at least 200 answers in order to present a valid survey.

The results will be interesting for all entrepreneurs in the tourism industry, because the topic is very current and young travellers represent the future of the tourism industry. Entrepreneurs need to organize their business in a manner that terrorism, natural catastrophes, pandemics or any other tourism crises does not affect the business. The biggest concerns in the minds of young travellers will be investigated and some ideas how businesses should react will be created.

Crises in the tourism industry is a current topic and new for researches as well. According to Swarbook & Horner (2007, 97.), very little research has been conducted on this subject and as many crises are happening in the tourism industry, people should understand more about how tourists react to these situations. It was not possible to find any similar studies made in Finland. However, one thesis has been written for MEK, the Finnish Tourist Board, about the role of safety and security perceptions and safety threats in the tourism industry (Ralli & Saloranta 2005).

The theory part defines the concept of crisis, crises in tourism industry including terrorism, health crises and natural catastrophes and also crises' effects on travellers' travel behaviour. The keywords of this thesis are tourism crises, terrorism, natural catastrophes, health crises and young travellers.

The theme for this thesis emerged from the International Tourism Student Conference, which was held in Portugal, Faro, in April 2011. The theme of the conference was Crisis Management in the Tourism Industry. The researchers took part in the conference and obtained new ideas from the lecturers and workshops. Many studies were conducted around this current topic but this thesis is one of its kinds focusing on young travellers.

The structure of the thesis consists of different parts starting with the theory part. Furthermore, there will be discussion on the chosen research method and after that the results and the analysis of the results will be conducted. Finally, the validity and reliability of the survey will be briefly discussed. The conclusion and the attachments will be presented at the end of the thesis.

2 What is a crisis?

First, the term crisis has to be defined. There are many different kinds of definitions for the word crisis. However, the word crisis comes from the Greek word “krisis”, which means decision or differentiation. A crisis can be described as an undesired, extraordinary, often unexpected and timely limited process with uncertain possibilities to develop. It demands immediate decisions and counteraction in order to influence the further development of a destination again positively and to restrict the negative consequences as much as possible. (Glaesser 2006, 11, 14.) Keown-McMullan (1997, in Henderson 2007, 3.) claims that a crisis is a triggering event which causes or has the potential to cause significant change. Every crisis is unique and unexpected, urgency and danger are characteristic for them. Crises reach a crucial point when change is inevitable. (Hermann 1972 in Henderson 2007, 3.)

For clarification, the term crisis should be disassociated from similar terms.

Catastrophe is a negative event, unlike crisis, with clear unavoidable outcome.

Accordingly, catastrophes have no ambivalence towards development opportunities.

However, a connection between a crisis and a catastrophe can be found especially when talking about tourism. (Glaesser 2006, 14-15.)

The term emergency is sometimes used interchangeably with the term crisis. However, emergencies are less serious events or threats and therefore easier to manage than crises. (van Waldbeek 2005 in Henderson 2007, 3.) Therefore the two terms should be dissociated from each other.

Disaster is another similar term to crisis. Disasters can be caused by different kinds of reasons, such as extreme weather, which has a negative impact on industrial activities. Nevertheless, crisis and disaster have similar qualities and they are connected when catastrophe outside an organisation provoke a crisis. (Faulkner 2001; van Waldbeek 2005 in Henderson 2007, 3.) In this thesis, the term crisis is employed when discussing terrorism and health crises and the term disaster when referring to natural disasters.

Crises go through a development process. When using time pressure as a characteristic, crises can be divided into potential, latent and acute crises. In the first phase a potential crisis is only an imaginary construct and it is both uncertain and nonexistent. In the second phase a latent crisis has already broken out but it is not yet distinguished. In the phase of an acute crisis, a destructive crisis has happened and a company tries to manage it. (Glaesser 2006, 15.)

Crises can be divided into three categories according to their duration. The first category is called immediate crises, which includes crises with very little or no warning in advance. Therefore, organisations are unable to research a problem or prepare a plan before a crisis hits. Second category is emergine crises. These crises progress slower and they may be stopped or limited by acts of the organisation. The last category, sustained crises, includes crises that may last weeks, months or even years. (Ritchie 2009, 30.)

The cause of a crisis can be either an internal or an external force. The nature of a crisis can be divided into technological or economical failure or failure in human, organisational or social process. (Ritchie 2009, 30.) The crisis classification matrix in Figure 1 below illustrates how diverse crises can be classified; although the list is not comprehensive.

		Technical/Economic	
Internal	Cell 1	Cell 2	
	Major industrial accidents Product injuries Computer breakdown Defective, undisclosed information	Widespread environmental destruction Natural disasters Societal crises (civil or political) Large scale systems failure	
	Cell 3	Cell 4	External
	Failure to adapt/change Sabotage by insiders Organizational breakdown Communication breakdown On-site products tampering Illegal activities Occupational health diseases	Symbolic projection Sabotage by outsiders Terrorism, executive kidnapping Off-site product tampering Counterfeiting	
		Human/Organizational/Social	

Figure 1. Crisis classification matrix (Shrivastava & Mitroff 1987 in Ritchie 2009, 30).

Cell 1 includes technical or economical failures within an organisation. An example of this could be the Chernobyl nuclear disaster in 1986. Cell 2 consists of technical or economical failures in the external environment such as natural disasters and political instability. Cell 3 includes incidents which are results of human error and they occur within an organisation. Examples of these include organisational misdeeds, communication breakdowns and internal sabotage. Finally, cell 4 consists of incidents that occur outside the organisation; for example external sabotage, product tampering and terrorism. (Ritchie 2009, 31.)

3 Crises in the tourism industry

When referring to crises in tourism, it is essential to separate natural and human-induced crises. There is a big difference in the effect between natural crises and crises triggered by humans. Human-induced crises have much longer loss of faith and more negative consequences than natural crises. An example of this is the consequences of the crises in Los Angeles and San Francisco in 1992. There was a racial unrest in Los Angeles, which had an effect on both short and long-term tourism losses. That was more than the earthquake affected San Francisco's tourism flows. In fact, tourist arrivals increased 12 months after the earthquake in San Francisco. (Glaesser 2006, 15-16.) A crisis, man-made or natural, is one of the principal external factors that can affect tourism and is highly unpredictable for organizations and countries. As reflected in the Foot and Mouth crisis in the UK in 2001, 9/11, the 2004 tsunami and the hurricanes that affected the USA in 2005, the challenge of coping with catastrophic events poses many issues for an organization's ability to adapt to change. (Page 2007, 442.)

Tourism crises can be divided by the domain of origin or cause. As presented in Figure 2, the causes of tourism crises are economic, political, socio-cultural, environmental and technological. They affect both demand and supply in generating and destination countries. (Henderson 2007, 4.) This thesis is concentrating on external crises including political and environmental ones. Economic, socio-cultural and technological crises are excluded from this thesis.

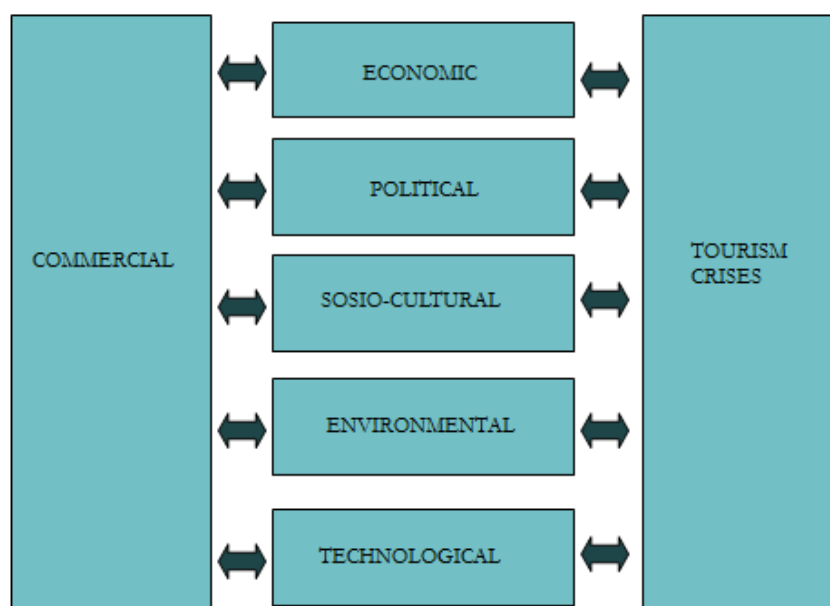


Figure 2. Domains of tourism crises (Henderson 2007, 4).

Crisis in the tourism industry vary from small-scale organisational issues such as staff illness, staff challenges and malevolence to external factors such as natural disasters as well as terrorism. Natural, economical and political crises and disasters last often longer and have more massive impacts on the tourism industry. (Ritchie 2009, 26, 31.) That is why this thesis is concentrated on terrorism, natural catastrophes and health crises. Small-scale organisational issues are excluded from this thesis. In addition, it was necessary to limit the material and for our purposes it was better to concentrate only on the large-scale crises, because they create more concern and greater emotions. Travellers have no possibility to affect natural catastrophes, terrorism or pandemics. Even own caution will not presumptuously save from these crisis situations.

Table 1 contains a list of threats of crisis by domain and they are also divided according to whether they are external or internal to the tourism industry. Economic downturn and recession are examples of economical crises. Political events such as war and terrorism can be engendered as tourism crises as well. Unrest and crime are socio-cultural crises. Various natural disasters such as earthquakes, flooding and volcanic eruptions are related to environmental crises. Technological crises can be computer system failures and transport accidents. Regulations, competition and government interventions are regarded as commercial threats of crisis. (Henderson 2007, 4-5.)

Table 1. External and internal threats of crises (Henderson 2007, 5.)

Domain	External	Internal
Economic	Recession Currency fluctuations Taxation	Rising costs Falling revenues Unprofitability
Political	Government policy International relations Instability Terrorism	
Sosio-cultural	Unrest Crime	Staffing Cultural conflicts
Environmental	Natural phenomena Natural disasters Pollution Health scares	Environmental degradation
Technological	Computer systems failure Mechanical failure Fire	
Commercial	Regulations Government intervention	Labor disputes Management decisions Human error

Tourism crises are mainly unavoidable. However, some crisis situations in tourism can be predicted such as in destinations which are suffering from rising sea level as a result of global warming. (Henderson 2007, 3.)

As can be noted from the Figure 3 below, the scope of tourism crises varies significantly depending on the type of a crisis. There are 6 stages in the scope of tourism crises. The stages from smallest to largest are local managers and staff, corporations and organizations, national industry sectors, national and local government authorities, industry sectors overseas and international governmental and nongovernmental agencies. (Henderson 2007, 6.)



Figure 3. Scope of tourism crises (Henderson 2007, 6).

As an example of this, a single food poisoning at a restaurant concerns mainly the manager and staff. If managed well, it will be soon forgotten and has few financial costs. In contrast, if there was a pandemic of a deadly disease, the tourism industry and governments worldwide would have to respond to it. (Henderson 2007, 5.)

Media cover has a big impact on which of the catastrophes really become worldwide crises. The bigger the crisis is, the more it affects the tourism of the destination and on economy as well. Large scale crises such as the earthquake and tsunami in Japan in 2011 gets a lot of attention worldwide and concerns people in the entire world. It is unavoidable that it would not effect on the travelling behaviour of many people.

The following chapters will provide a deeper look into the three selected crises in the tourism industry including terrorism, natural catastrophes and health crises.

3.1 Terrorism

According to Glaesser (2006, 46) “Terrorism is defined as criminal, violent acts or threats aimed at persons, institutions or objects to intimidate or demoralize a government or the population or, for achieving political or social aims.” However, there is no standard definition of terrorism and there are diverse meanings depending on perspective. One man’s terrorist is another’s freedom fighter pertains in situations

with different interpretations of the motives and objectives of the participants. (Henderson 2007, 53.) The U.S. Department of State (2010a) define the term terrorism as premeditated, politically motivated violence perpetrated against non-combatant targets by sub national groups or clandestine agents. The term international terrorism signifies terrorism involving citizens or the territory of more than one country. Terrorist group is any group practicing international terrorism.

The term terrorism has a strong political and moral vibe. It has a political label, which describes both action and also that the action is morally reprehensible. Nowadays many people use the term terrorism when judging morally questionable and unwarranted actions. (Malkki & Paastela 2007, 25.)

In reference to terrorism, Islamic extremism seems to dominate discussions. There are also other forms of terrorism around the world and they should not be forgotten. (Henderson 2007, 54.) According to the U.S. Department of State (2010b), there were 44 foreign terrorist organizations in 2009, whose terrorist activity threatened the security of U.S. nationals or the national security of the United States.

Terrorism, which is aimed at tourism, includes suicide missions, hijackings, bombings and shootings in a range of environments. One example of this is the bombings in the railways of London and Madrid in 2005 with heavy loss of life. Hotels and popular attractions appear to be soft targets to terrorist attacks. (Henderson 2007, 55.)

There are explanations of why terrorists use tourism industry and tourists as their targets. Firstly, it can help them to achieve their objectives. Tourists can be either direct or indirect victims of political instability. They may be a part of tactical, strategic or longer term ideological objectives or targeted by terrorists in their pursuit to create political change. Terrorists use tourism industry or tourists for tactical reasons, which might be their short-term objective to gain money in order to fund larger terrorist activities. Secondly, it generates more publicity worldwide especially in the countries of origin of international visitors caught up in events. Lastly, terrorist attacks can weaken economies of attacked destinations because there will be a fall in tourists arrival

numbers and their spending in a destination. Tourists are ambassadors for specific countries and easy to identify and target. (Ritchie 2009, 37; Henderson 2007, 55.)

The tourism industry has to deal with high media interest after terrorist attacks and their aftermaths (Henderson 2007, 58). If tourists are expressly targets of terrorism, terrorist attacks affect highly tourist arrival numbers in a certain destination (Glaesser 2006, 46). After a terrorist attack, planned vacations are likely to be cancelled and tourists might substitute locations with those they believe to be safer (Henderson 2007, 60). As an example of this, the Bali bombings in 2002 were a terrorist attack where tourists were targeted. A number of 202 people, mostly British and Australian citizens, were killed. The 2002 bombings had a huge impact on Bali's tourism, which is shown on the decline in the hotel occupancy rate from 69 % to 19 %. (Ritchie 2009, 38.)

However, there are differences how these messages about terrorist attacks are received. Some people are less risk averse, for example young travellers, than others and also cultural background might be one efficient factor. As an example of this, after Philippine's terrorists kidnappings in Malaysian islands in 2000, diving companies had an increase of customers. Young divers were adventurous, unafraid and looking for bargain prices due to the unrest and travelled to Malaysia. They were still attracted by the good reputation of the area as an amazing diving spot that even the kidnappings did not disturb them. (Henderson 2007, 59-60.)

It should not be forgotten that also terrorism unrelated to travel and tourism can provoke fear and anxiety among tourism industry and tourists. People worry about ending up being an accidental victim and the negative images of places influence people's travel behaviour and commercial decisions. (Henderson 2007, 58.)

Nowadays terrorists are increasingly using the Internet, the media and mobile communications in their actions (Henderson 2007, 54). There is lots of material about Jihad, the holy war, both in Youtube and on Facebook. There material is available in all main languages and the number of Jihad Internet pages has grown from hundreds to thousands during ten years. (Aro 2010.) As a result, the threat of terrorism has turned

global and relatively unpredictable. The consequences of terrorism are no longer local or national, but global and the world seems more unsafe for potential tourists and other people. (Henderson 2007, 54.) That is important to notice because young people use Internet daily and they might be affected by the terrorist videos and web pages.

Terrorism and other political crises may have a huge impact on image, perception of safety and tourism demand. Political disasters can have more long-term consequences on the marketing of a tourist destination than natural disasters. Natural crises usually get massive media attention but it is only for a relatively short period of time. While the effect of a long continued media exposure of political crises can have a huge impact on the tourism image of a destination. (Ritchie 2009, 36-37).

3.2 Natural catastrophes

The geography of a destination may be an attractive characteristic to travellers, but it can also include factors, which may frighten travellers away. Both in coastal location, in the mountains as well as on the riverside, there are diverse forms of natural disasters by which travellers may be affected. The power of the nature seems appealing to many travellers, but at the same time its brutality can cause human losses and influence the tourism industry of the region. (Henderson 2007, 92-93).

Natural catastrophes can be divided in many kinds of categories for example according to their frequency, type of occurrence, duration of impact or length of forewarning.

One way of classifying natural catastrophes is putting them into geological catastrophes, hydrological catastrophes, atmospheric catastrophes and fire. Geological catastrophes include avalanches, earthquakes, landslides, lahars and volcanic eruptions.

A large crisis last year in the travel industry was the volcanic ash cloud, which was caused by a volcanic eruption in Iceland. Hydrological catastrophes such as floods, limnic eruptions and tsunamis have huge effect on travelling business as well.

Especially the tsunami in the Indian Ocean in 2004 created fear and concern in people's minds. Atmospheric catastrophes entail blizzards, cyclonic storms, droughts, hailstorms, heat waves and tornadoes, which may affect travelling habits of people.

(Baskar & Baskar 2009, 12-15.)

Natural catastrophes happen usually infrequently and they have huge sudden impacts. For example massive floods can occur once in ten or twenty years and do much more damage than all of the floods in between together. When a natural process creates a threat to human life or property, it will be called as natural hazard. There are many geological processes, which are potential hazards. Floods as an example may become hazards for people living nearby. A hazard turns into a natural disaster when lives and livelihoods of people are destroyed. During the disaster people might be killed or displaced. Eventually when a natural event kills or injures great numbers of people or causes big property damage, it will be called as a catastrophe. (Hyndman 2009, 1-5.) In 2010-2011 there was a series of floods in Australia, which became a huge crisis situation affecting at least seventy towns. Furthermore, plenty of people were evacuated and some also got killed because of the floods. (BBC 2011a.)

The potential impact of a catastrophe depends obviously not only on the size of the event, but also on where the event occurs. If a natural catastrophe occurs in a hardly-populated area, it cannot cause a major catastrophe. Nevertheless, because of the population increase during the last several decades also the damages of natural catastrophes have increased. In addition to how populated the area is, also the economic development of the area can be seen in the losses of a natural catastrophe. In developed countries, there are typically bigger economic losses and in developing countries the number of human losses might be higher. On the other hand, poor countries may suffer from larger damages, because they do not obtain humanitarian aid as easily and it takes longer for the country to get stable again. (Hyndman 2009, 1-5.)

As natural catastrophes are unstoppable, the best way to avoid them would be predicting them and getting out of the way. Up to date there are only few well-documented cases of accurate prediction and actually using these techniques in similar circumstances have caused also false alarms or failure in predicting the disaster correctly. Due to the coincidental occurring of natural catastrophes, they are really hard to predict and therefore cause usually huge harm and great losses. (Hyndman 2009, 1-5.)

Tropical weather with high temperature and flourishing nature seems like a paradise to many travellers, but it can also be associated with deadly storms, which can develop into hurricanes. Alpine resorts with all their beauty include snowstorms and avalanches. Even though hurricanes may nowadays usually be predicted and people can be evacuated from their tracks, most of the natural disasters such volcanic eruptions and earthquakes are quite unpredictable. Both earthquakes and volcanoes may cause tsunamis, waves which can move at 800 kilometres per hour and be over 100 kilometres in length. Tsunami waves can increase in height to as much as 30 meters slowing in shallow water hit coastlines on reaching land. In 2004, near the Indonesian island of Sumatra, Indian Ocean tsunami followed an underwater earthquake. It was exceptional strong by waves crushing the shores of 12 countries in two continents. It was one of the most serious and harmful natural disasters devastating not only the tourism industry of the region, but the region as a whole. (Henderson 2007, 92-93.)

In the future climate change may cause a great threat speeding up the frequency of natural disasters. Extreme weather conditions with more storms, floods and droughts are possible and there can already be seen such trends particularly in American hurricanes and Japan typhoons. In addition, tourism is a harmful factor for some destinations. Tourists may even cause natural catastrophes by themselves. For example while practising free skiing, it is very much possible to cause an avalanche. (Henderson 2007, 94-95.)

3.3 Health crises

Health and well-being risks while travelling may be besides to the other crisis situations a concern for many travellers. These risks cover a great variety of different kinds of diseases such as infectious diseases, tropical diseases and disease outbreaks, also known as epidemics. Drinking water, hygiene, injuries, violence, pharmaceutical products, sexual health, vaccines, poisons, food safety, drugs, noise pollution and ultraviolet radiation are also some examples of health issues in the tourism industry. (WHO 2010.) Besides sickness and disease issues, accidents and injuries are also included in

health hazards. Health threats may be divided into involuntary and voluntary threats, the latter including sexually transmitted illnesses and adventure tourism. (Henderson 2007, 104.)

The most common forms of sicknesses are usually connected to standards of hygiene at destinations. Low level of hygiene may cause for example diarrhoea and other infections, which spread rapidly at venues, where many tourists gather together. Malaria, yellow fever, cholera and dengue are the most serious infections and may have fatal consequences. The seriousness of health risks and sensitivity to them depends partly on location, partly from activity and tourist's physical fitness. (Henderson 2007, 104-117.)

More likely to be called as crises, would be pandemics. The concentration in this thesis is only on large-scale disease outbreaks. As pandemics are the main health crises affecting the tourism industry, other health crises are excluded from the survey. There are quite a few outbreaks, which have affected tourism of a destination and even whole society. Such outbreaks as SARS in 2003, Bird flu, and Foot and Mouth disease have had damages on the tourism industry. These kinds of enormous crisis situations attract intense media interest. (Henderson 2007, 104-117.)

There is no single clear explanation for the word pandemic, but in general pandemic is declared when a lot of people in different parts of the world have the same disease at the same time. The most important definition is the one from World Health Organization (WHO). It presents that because of the react of governments, institutions, health officials and the public, an outbreak can be called as a pandemic. Quick reaction is essential because controlling the spreading of a disease needs researching treatments, training personnel and procuring medicine. When Swine flu (H1N1) was spreading all over the world in 2009, WHO officials revised the definition for pandemic. (Pratt 2011, 16-22.) While epidemics occur within smaller geographical areas and populations, pandemics are epidemics that may spread even all over the globe. Pandemics spread quickly and have the potential to affect millions of people. According to WHO, there are quite a few factors that have to be present for an

epidemic to be called pandemic. First of all, a disease must have never appeared before and secondly a disease carrying agent, for example fly, bacteria, water or air, infects one person causing serious illness and finally a disease spreads easily among humans. (Segall 2007, 4-5.)

There have also been warnings about an increase in new infections as well as drug-resistant pathogens. It could be even possible that there will be some human-made diseases. Health warnings published by governments and official bodies are usually taken seriously and they affect directly tourism. Fear that pandemics cause in people makes them unwilling to travel. (Henderson 2007, 104-117.) When H1N1 spread from Mexico to the entire world, some countries even banned flights from and to Mexico. Governments advised not to travel there and some public places such as schools were closed. H1N1 was a pandemic, which infected a lot of young people contrary to seasonal influenza, which usually is dangerous among older people. Furthermore, as during H1N1, tourism is a mean of transporting infectious diseases and travellers make the spreading of the disease easier. (Pratt 2011, 16-22.) Likewise during Severe Acute Respiratory Syndrome (SARS) in 2002-2003 infected travellers carried the disease further to new continents and countries. Panic was created among locals as well as tourists. Again, media had a power to provoke even more fear among people. Nonetheless, tourism has gotten to the tracks after the pandemic has settled down and governments have made travellers feel safer again. (Henderson 2007, 104-117.)

Health is often a key element when people are choosing their travel destination. Unlike some other tourism crises, health crises are more avoidable and controllable. Travellers are well informed about health issues in destinations and they can decide whether to take a risk or not. Obviously that is not always possible and unwanted risks have to be taken. Moreover, it is not possible to be prepared to brand new pandemics. After all, better hygiene and safety standards can be taken into account. These goals are obviously easier to achieve within controlled environments such as airplanes, hotels, attraction sites and so on. In destinations it is harder and more expensive to manage health crisis situations. (Henderson 2007, 104-117.)

3.4 How do crises and media influence travellers' behaviour?

There are quite a few studies conducted about the effects of crises on travel behaviour. When taking terrorism as an example, some categorization can be made according to what people would do under a threat of a terrorist attack. First, some people stop travelling anywhere. Second group of people would still travel but avoid either certain means of transportation or destinations. Third ones would go ahead with their travel plans and do not let terrorism to provoke fear in them. Last, people decide to visit the place or destination that was attacked. There are three reasons for that. Either a person wants to show solidarity with the residents of the destination or a person believes that terrorists never attack the same place twice. Some people travel to the attacked destination because of the low prices of the post-attack period. (Swarbooke & Horner 2007, 97-98.)

People have always been keen on travelling to sites, attractions or events that are linked in death, suffering or disaster. This type of tourism is known as dark tourism, black tourism or grief tourism. According to Stone (2005), "Dark tourism is the act of travel and visitation to sites, attractions and exhibitions which have real or recreated death, suffering or the seemingly macabre as a main theme." During the last century, dark tourism has spread widely and it is recognised as one form of tourism. An example of this is the amount of tourists that visited Ground Zero in New York in 2002 one year after the terrorist attack 9/11. There were 3, 5 million visitors in 2002, which doubled the number of visitors that visited the observation platform of the World Trade Center a year before. (Sharpley & Stone 2009, 4-5.)

According to Mansfeld & Pizam (2006,7.), people cancel their booked trips, avoid booking trips to an affected destination or those who are already in the affected destination, move to a safer place or return home. There is also change in risk-taking tendency of various tourist segments. Some people use risk-related travel information prior to destination choice.

Media influences public opinion hugely and may affect travellers' decision making. Media has the power to choose which crisis events it wants to show to people as well

as in which light these events are shown. That way it gives a certain image of travel destinations and their safety and security to people. (Hall 2003.) The more the crises are in news, the more people get aware of them and at the same time they are also more concerned. The aim is risk-free travelling for both tourists and the tourism industry. Since September 11, 2001, this is no more only a slogan but rather an uncompromising requirement where every tourism destination should adhere. Potential tourists use information sources in order to explore travel risks, which affect their destination choice behaviour. However, consumer decisions are almost always made under a certain level of risk. There are three types of risk-taking tourists: neutral, functional and place risk. Neutral risk group refers to tourists who do not let tourism and travel destinations involve any kinds of risks. The second category, functional risk, refers to tourists who put more weight to the functional side of their tour. The last category, place risk, refers to tourists who develop a risk perception based on the risk factors related to the destination and its social, security or political situation. Most tourists belong to the functional and place risk category. This tripartite categorization differentiates two different types of tourists: those who develop some kind of risk perception and will try to avoid it. The second group consists of tourists who look for some level of risk in their travelling. The risk seekers have same socio-demographic and cultural background that have shorter life span and are mainly young backpackers. (Mansfeld & Pizam 2006, 271-273.)

There was a study made for young American travellers in 2003. It was explored that those who preferred either mass or organized tourism compared to individual bookings, are more likely to react to travel crises. When there is a threat of a travel risk, they would be the first ones to cancel their trips. (Lepp & Gibson 2003 in Mansfeld & Pizam 2006, 273.) There is also a difference between different nationalities and cultures on the quality and level of a perceived risk (Fuchs & Reichel 2004, in Mansfeld & Pizam 2006, 273).

3.5 Summary of the theoretical framework

Figure 4 below summarizes the theoretical framework of this thesis together. The main points are gathered in the bullet points.

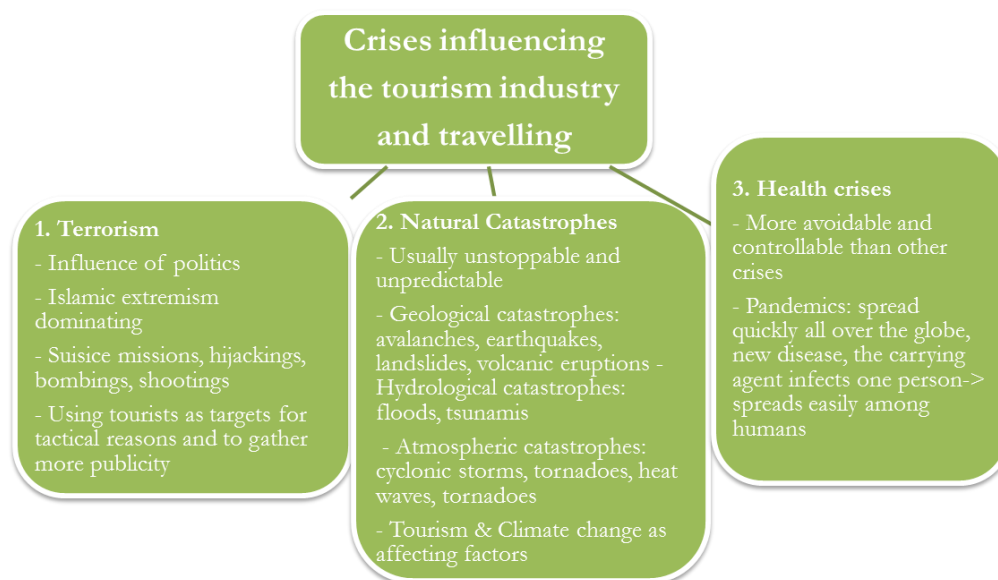


Figure 4. Crises influencing the tourism industry and travelling.

As it can be noted from Figure 4, this thesis is concentrated on three large-scale crises that influence the tourism industry and travellers. First crisis is terrorism, which is strongly influenced by politics. Terrorists use tourists as targets for tactical reasons and therefore they have a strong bond with each other. Second crisis is natural catastrophes, which are usually unstoppable and unpredictable. However, both tourism and climate change have effect on natural catastrophes. The last crisis included in this thesis is health crises, especially pandemics. Health crises are more avoidable and controllable than other crises. Pandemics spread easily among humans, which is why tourism is one of the reason for them to spread around the world.

4 Method discussion

A survey directed to young travellers was the chosen research method for the thesis. The quantitative research method was being used and there was a web-based questionnaire on Webropol. The target group, young travellers between 18 and 28 years, was reached via social media Facebook. The survey participants were international young travellers. The analysis was conducted using Webropol, Excel and SPSS.

4.1 Quantitative survey as a research method

A survey is a quantitative research method, which is one strategy to collect material (Hirsjärvi, Remes, Sajavaara 2007, 188). Both interviews and questionnaires can be used in surveys. The interview form and the questionnaire might look alike but the difference is that a respondent must do it by him or herself without an interviewer. (Vehkalahti 2008, 11-12.) The material is collected standardized and object persons act as a sample of a population. The advantage of a questionnaire is that it is a simple way to collect wide material for the study by asking many questions from several people at the same time. After the material is collected, it can be saved and analyzed easily with a computer. (Hirsjärvi et al. 2007, 188.) The bigger a sample is, the better the sample represents average opinion, experience or attitude among a target group (Vilkkä 2007, 17). Our aim was to collect at least 200 answers in order to have a valid survey.

Questionnaires can be either printed or on the Internet. Web-based questionnaires are becoming more and more common. They are suitable when the target group has access to the Internet. A web-based questionnaire has to be technically functional and people outside the target group have to be limited somehow. In a web-based questionnaire the response rate depends on the target group. There is no need for interviewers and that is why the effect of an interviewer is limited. A web-based questionnaire is good means to collect responses fast. (Heikkilä 2008, 18-20.) The results are automatically saved and there are not as much failures as on saving the results of paper questionnaires

(Vehkalahti 2008, 48). You can have quite long questionnaires on the Internet but the longer they are, the fewer responses you get. (Heikkilä 2008, 20).

There are also some disadvantages in using a web-based questionnaire. Many people do not type their responses in open-ended questions and the precision of the responses is uncertain. You cannot make any additional observation for example on the respondents' movements or voice. (Heikkilä 2008, 20.) The results and material, collected with a questionnaire, are often regarded as superficial and moderate. You cannot be sure, if the respondents took the survey seriously. There might also be misunderstandings in the questions and the respondents may not have knowledge of the topic area handled in the questionnaire. By forming a questionnaire carefully and planning questions accurately, the succeeding of a survey strengthens. (Hirsjärvi et al. 2007, 190, 193.)

Nowadays the number of questionnaires is increasing and there are various questionnaires to respond which is why a response rate is getting lower. The responding should be easy and not too time-consuming. It is significant to test a questionnaire with couple of people before sending it to the object persons. (Vehkalahti 2008, 48.)

It is significant to have a covering letter in the beginning of a questionnaire. A covering letter is the front of a questionnaire and gives the first impression. It should include information on the content and authors of a survey, the selection process of the object persons and the usage of the results. (Vehkalahti 2008, 47.) Nowadays covering words are being used more often than a covering letter especially in web-based questionnaires. It is a little bit problematic because covering words might be too short to motivate a respondent to take part in the survey. An effective and good covering letter is wide enough, polite, and positive and it should speak to the object persons. (Vilkka 2007, 81-86.)

A questionnaire was chosen as the research method for this thesis because with a web-based questionnaire a large amount of answerers can be reached. In this case especially

the target group, young travellers between 18 and 28 years, is easy to reach via the Internet. According to the Statistics Finland (2010), as many as 83 % of Finnish young people aged 16-24 and 76 % of people aged 25-34 are registered as social network users. The object persons of this survey are included in those two age groups with high percentage of social network usage. That is why Facebook was decided to use as the survey distribution channel. Facebook is the world's largest social network with 500 million active users around the world. Average Facebook user has 130 friends and is connected to 80 events, groups or pages. (Facebook 2011.)

A qualitative research method would not have been suitable for this survey because you can only interview few people because of limited time. Opinions of few people would not have given an overall view about the topic. We wanted to have a lot of answers in order to make generalisations. Even though it is possible to get deeper and more reliable responses through individual interviews, quantitative method was more suitable for our purposes. Using a large target group made it possible to carry out even some international comparison because we approached young travellers around the world. The questionnaire was an easy and fast way to obtain answers. Because of the limited time for writing the thesis, it was necessary not to use too much time in making interviews, but collecting large amount of responses via social network in few days. Facebook was definitely a helpful tool to reach a broad target group and it made the spreading of the questionnaire from one respondent to another simple.

4.2 Background information of the questionnaire

Planning the questionnaire started already when writing the theory part of the thesis. It is important to combine theory and practice. We did not want the questionnaire to be too time-consuming and it had to be easy to answer so that we could collect as many responses as possible. Questions were formed according to the theory and research problem. The first version of the questionnaire was shown in the second thesis seminar both to our supervisors and thesis seminar group of five tourism students. They all provided us constructive feedback about the form of the questions and we made some corrections to the questionnaire accordingly.

There were two types of question formats used in the questionnaire. Open-ended questions, which include a blank box where respondents may type their personal response in their own words, allow respondents freely respond without limitations. As a contrast, closed-ended questions or scalar questions include a list of response options to the respondents to choose from. (Dillman, Smyth & Christian 2009, 72.) There were ten questions in the questionnaire in total (Attachment 1.). Seven questions out of ten were multi-select questions. There are numbered predefined options to choose from in a multi-select question. It allows respondents to choose one or more suitable options. Responses for multiple choice questions are easy to compare and analyze with a computer. (Hirsjärvi et al. 2007, 194, 196.) There was also an open-ended option in four of the multi-select questions of the questionnaire. An open ended option is a mean to find out point of views that the researcher has not realised in advance when planning the survey questions. (Hirsjärvi et al. 2007, 194.) In addition to the multi-select questions there was a scalar question format used in questions number six and nine. A scale question type allows respondents to give ratings on a predefined scale. (Hirsjärvi et al. 2007, 195.) The last question of the survey was an open-ended question. It gives the respondent freedom to express him or her in words. An open-ended question shows feelings, motivation and knowledge of respondents and it may help when making interpretations of abnormal answers. (Hirsjärvi et al. 2007, 193, 196.)

The first three questions explored the demographic factors such as age, country of residence and gender. The idea of the questions number 4 and 5 was to examine what type of a traveller the respondent is by asking the amount of trips per year and the trip booking channel. The question number six was a scale question which investigated the most frightening crisis situations among young travellers. There were eight large-scale crises listed and a respondent had to tick off the most suitable option from the predefined scale 0-4. Number 0 stood for “no opinion”, number 1 for “not scared at all”, 2 for “a little bit scared”, 3 was “quite much scared” and number 4 “a lot scared”.

Question number 7 examined what people would do if any of these large-scale crises occurred in their travel destination or on their travel route. There were five options to

select from and also an open-ended option if any of the predefined options was not suitable. Next question number 8 was a multi-select question type, which collected information on where the respondents look for safety information on travel destinations. There were five predefined and one open-ended option in the question.

Question number 9 was a scalar question type. In the question it was asked how dangerous the respondents find the predefined countries. There were ten countries listed in the question: Egypt, Brazil, Haiti, Indonesia, Kenya, Mexico, Russia, South Korea, Thailand and Tunisia. The idea of the question was to examine how the media affect young travellers' minds about the safety of certain destinations. The lists of the current travel warnings of the US Department of State and Ministry of Foreign Affairs of Finland were checked from their websites and ten countries were selected from those lists. The idea was to choose both countries that have been lately in the news because of a crisis situations and countries that have had large crisis situations some years ago. A second criterion was that a country has lots of tourism and tourist flows. That excludes countries such Iraq, Iran and Afghanistan from the survey. The idea was also include countries from each continent to the survey. It is ideal when making comparison between the respondents from different countries and continents.

There have been many crisis situations lately in the news. The following gives a short impression what have happened lately in the ten countries which are included in the survey.

- **Egypt**

There were political and social unrests in February 2011. In addition, the earlier terrorist bomb attacks aimed at tourists in the tourists' areas in 2004, 2006 and 2009 are also worth mentioning. (Ulkoasiainministeriö 2011a.)

- **Brazil**

There has been floods and mudslides in Rio de Janeiro in January 2011 because of rainy season. In addition to natural crises, crime is a big issue in Brazil, especially in big cities like Rio de Janeiro, São Paulo, Curitiba, Fortaleza, Recife and Salvador. There are some attacks between police forces and criminals in the tourists' areas also. (Ulkoasiainministeriö 2011b.)

- **Haiti**
 After the enormous earthquake in January 2010, living conditions are still under construction. The 7.0 magnitude earthquake killed 230 000 people and more than one million people got homeless. (BBC 2011b.)
- **Indonesia**
 Both terrorism and natural catastrophes play a huge role in Indonesia. In 2009 a massive earthquake made damage in West Sumatra and tsunami attacked Mentawai islands in 2010. (Ulkoasiainministeriö 2011c.)
- **Kenya**
 There is a lot of crime around Kenya and threat of terrorism has increased. In addition, floods are a problem there during rainy season. (Ulkoasiainministeriö 2011d.)
- **Mexico**
 Crime related to drugs is increasing in Mexico. Over 28 000 people have died because of the violence of drug crimes. There is always a risk for outsiders to get involved into the violence situations. Other thing that might be on people's minds about Mexico is the swine flu pandemic, which began from Mexico in 2009. (Ulkoasiainministeriö 2011e.)
- **Russia**
 There was suicide bombings at the airport of Moscow in January 2011. It killed 35 people and injured more than one hundred. (BBC 2011c.)
- **Thailand**
 During the spring 2010 there were big riots in Thailand. In addition to that, many people remember the massive undersea earthquake and the tsunami on 26.12.2004, which killed 5400 people alone in Thailand, half of them foreign tourists. (BBC2009; Ulkoministeriö 2011f.)
- **Tunisia**
 There was huge riots around Tunisia in January 2011 also in the tourists' areas. People were suggested not to travel to there. (YLE 2011.)

4.3 Collecting the data via social network

After the questions were carefully finished, a questionnaire was created in Webropol, which is an online survey and analysis software. After saving the questionnaire in Webropol, we tested the questionnaire with one test person who provided us feedback. We made the suggested corrections to the questionnaire and tested it for the second time with the same test person.

After finishing the questionnaire, an event was created for the questionnaire in Facebook (Attachment 2) in order to collect responses. The covering letter was written in the event including the link which led to the Webropol questionnaire. We wanted the event to be suitable for young people being both casual and correct. Invitations were sent to our Facebook friends inside the object age group, who were together approximately 500 people. People were allowed to invite their Facebook friends to the event, which is how the questionnaire spread even more. This way of sampling is called snowball sampling. When using this method, the beginning includes identifying people who meet the criteria for inclusion in the study and asking them to recommend others who also meet the criteria. After that the sample will get wider and wider. Snowball effect itself is a figurative term for a process, which gets larger after a quite meaningless start. The term is used quite much in the social media such as Facebook and Twitter. Examples are when people are trying to collect groups or events as huge as possible by using snowball effect. (Social Research Methods 2006.)

Table 2. Responses to the Facebook event.

Attending	377
Maybe attending	32
Not attending	241
Awaiting a reply	1174
Total	1824

As presented in Table 2, in the end there were 377 people attending the event, 32 people may be attending and 1174 people were awaiting a reply and 241 were not attending. That means that the event was sent to 1824 people in Facebook. It was not

compulsory for people to attend the event in order to respond to the questionnaire. That is why the numbers of attendance are not similar to the numbers of survey participants.

People were allowed to write their comments and opinions on the wall of the event. There were 86 comments written on the wall. Many people wrote “done” after responding to the questionnaire but there were also some constructive feedback about the questionnaire and greetings for us.

Using Facebook as the mean to reach the target group was a fast way to collect responses. The event was created on 17.2.2011 and it was closed after 6 days on 23.2.2011. In 1, 5 hour after the event was created, there were already 107 responses. In one day there were 346 responses collected. The survey was open for six days and there were 583 responses in total. When comparing the number of responses to the number of people who were invited to the event, it gives the response rate of 32 % for the survey.

4.4 Data analysis

Webropol created the analysis of the responses automatically. The data was transformed from there into Excel and from Excel to the SPSS-programme. The analysis was done using frequencies and cross tabulation in SPSS-programme. The tables and figures were formed in Excel.

5 Results of the survey and analysis

The following will present the results of the survey with tables and figures. The results will be presented under different titles and themes.

5.1 Demographic factors

In the survey the first three questions focused on the demographic factors of the respondents. Besides age of the respondent, there was also a question about country of residence and gender.

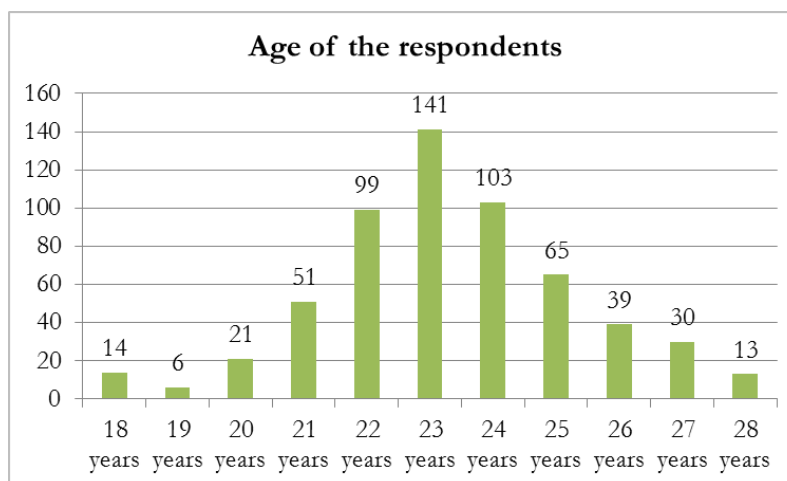


Figure 5. Age of the respondents of the survey. n=582

As presented in Figure 5, the average age of the respondents was 23 years. As the survey participants were reached via Facebook, it is noticeable that most of the respondents were friends of the survey makers and therefore most probably from the same age group. There were almost as many respondents from the age groups of 22 and 24 as well, but the least answers were given by 18-, 19-, and 28- year-old respondents. This fact may have an effect on the results, so that they are not generalizable on all the age groups. As 23 is still the average age of the whole target group of the survey, the responses give quite reliable information on the opinions of the respondents. It must be notified though that 18- and 28- year old people might

think pretty different ways about tourism crisis. That is why it is better to have more respondents from in-betweens and not from the margin groups.

Table 3. Gender of the respondents. n=583

Male	161	27,6 %
Female	418	71,7%
Total	583	100,0%

Most of the respondents were female (71, 7%) as presented in Table 3. Almost one third (27, 6%) of the respondents were male. It is possible that females are more eager to answer to different kinds of questionnaires and their social activity, at least in Finland, is higher than males'. In addition, the fact that the survey makers were female, might have an effect to the participants when taken into consideration that most of the friends of the survey makers in Facebook are female.

Table 4. Country of residence of the respondents in the survey. n=581

Finland	373	Norway	3
Austria	28	Portugal	3
Germany	28	China	2
Spain	21	Denmark	2
France	14	Egypt	2
Mexico	13	Ireland	2
Netherlands	10	Slovakia	2
Belgium	9	Switzerland	2
Latvia	8	Ukraine	2
Czech Republic	6	United Kingdom	2
Russia	6	Brazil	1
Poland	5	Hong Kong	1
USA	5	Kenya	1
Australia	4	Macau	1
Hungary	4	Malaysia	1
Sweden	4	Malta	1
Turkey	4	Scotland	1
Canada	3	Slovenia	1
Lithuania	3	Taiwan	1
		Thailand	1

There are countries of residences of the respondents listed in Table 4. As it can be seen, most of the respondents (64 %) were from Finland, which is obvious as most of

the Facebook friends of the survey makers are Finnish. Totally 373 of the respondents were Finnish. After Finland the second largest groups of respondents were from Austria and Germany both with 28 respondents. There were 21 survey participants from Spain and also plenty of other nationalities. All together there were respondents from 39 different countries. There were more respondents from Germany and Austria because of the exchange years the survey makers have spent in those two countries getting to know locals. In the survey there were respondents of other nationalities also because of the exchange years and getting to know students from all over the world.

The idea was to compare the responses between different nationalities. The countries were divided into five different groups according to their location.

Table 5. Group division according to country of residence.

Group 1	Finland	373
Group 2	Germany, Austria, Spain, France, Netherlands, Belgium, Sweden, Norway, Denmark, Portugal, Ireland, Switzerland, United Kingdom, Malta, Scotland	131
Group 3	Latvia, Czech Republic, Russia, Poland, Turkey, Lithuania, Slovakia, Ukraine, Slovenia, Hungary.	41
Group 4	USA, Canada, Mexico, Brazil	22
Group 5	Australia, China, Hong Kong, Macau, Malaysia, Taiwan, Thailand, Egypt, Kenya.	14

First group is Finland because most of the respondents were Finnish. There were 373 respondents from Finland in this survey. Group number 2 includes countries located in the Western Europe. In this group there are 131 respondents together from Germany, Austria, Spain, France, Netherlands, Belgium, Sweden, Norway, Denmark, Portugal, Ireland, Switzerland, United Kingdom, Malta and Scotland. The third group includes countries that are located in the Eastern Europe. The number of respondents is 41 in the group number 3 including respondents from Latvia, Czech Republic, Russia, Poland, Turkey, Lithuania, Slovakia, Ukraine, Slovenia and Hungary. The Group number 4 includes respondents from both North and South America. This

group has 22 people from USA, Canada, Mexico and Brazil. The last group, group number 5, includes the rest of the respondents and it is a mixture of Asia, Africa and Australia. In this group the 14 respondents come from Australia, China, Hong Kong, Macau, Malaysia, Taiwan, Thailand, Egypt and Kenya. This division will be used in the following chapters when analysing the results by nationalities.

5.2 Respondents as travellers

Of the respondents even 57, 4 % were travelling 1-2 times a year. Even more, 3-5 times a year, were travelling 32, 1% of the respondents. Furthermore, 8, 2 % were travelling over 5 times a year and only 2, 2% did not travel at all. The small amount of people who are not travelling at all can be explained by the fact that our respondents might all be keen on travelling, which is why they were interested in taking part to the survey also. Between genders there were not significant differences in the travelling yearly (Figure 6.).

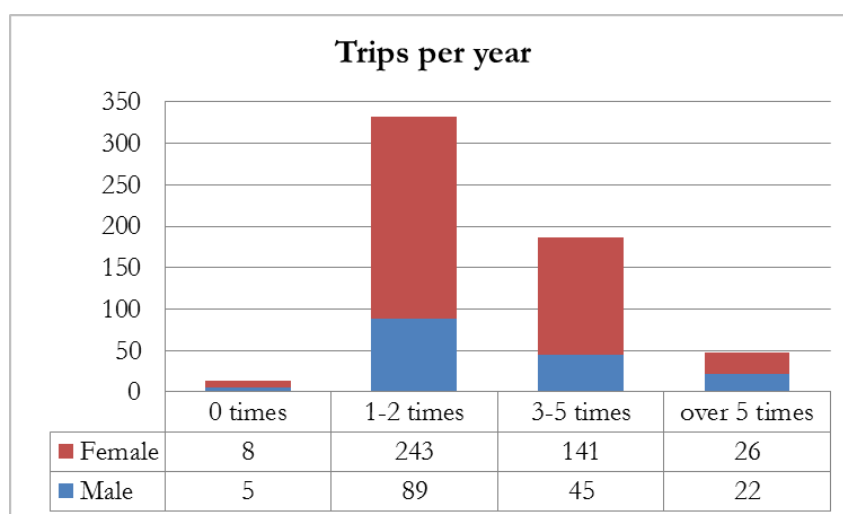


Figure 6. Trips per year by gender. n=583

When comparing the results between country groups represented in the chapter 5.1, all nationalities travel mostly 1-2 times per year. Even 62, 5 % of the Finnish respondents travel 1-2 times per year and 29 % travel 3-5 times. The percentage numbers are quite similar between Eastern and Western Europe. In the group 4, which includes Americas, most people (86, 4%) travel 1-2 times per year. In the last group, including

Asia, America and Australia, the number of people travelling 1-2 or 3-5 times per year is the same.

Respondents booked their trips mostly individually on the Internet, over 90 % of all survey participants used Internet when booking trips. Some respondents also booked their trip from tour operators. Young people nowadays are very much used to use Internet. According to Statistic Finland (2010), even 76 % of Finnish people aged 16-24 and 78 % of people aged 25-34 use Internet usually several times a day. In addition, 99 % of Finnish people aged 16-24 and even 100 % of Finnish people aged 25-34 have used Internet in the past 3 months. Travel bookings are not making any expectation there. It is considered to be a simple and fast way to book flights, accommodation and additional services as well.

When comparing the booking channels between genders, male respondents use a little bit more Internet than females. Even 91 % of males book their trips on the Internet while the percentage figure is 88 among female respondents. Number of 11 % of females seems to book their trips from tour operator, which is 3 % more than males.

Between the country groups, the main booking channel was the Internet. In all groups over 90 % of the respondents book their trips individually on the Internet.

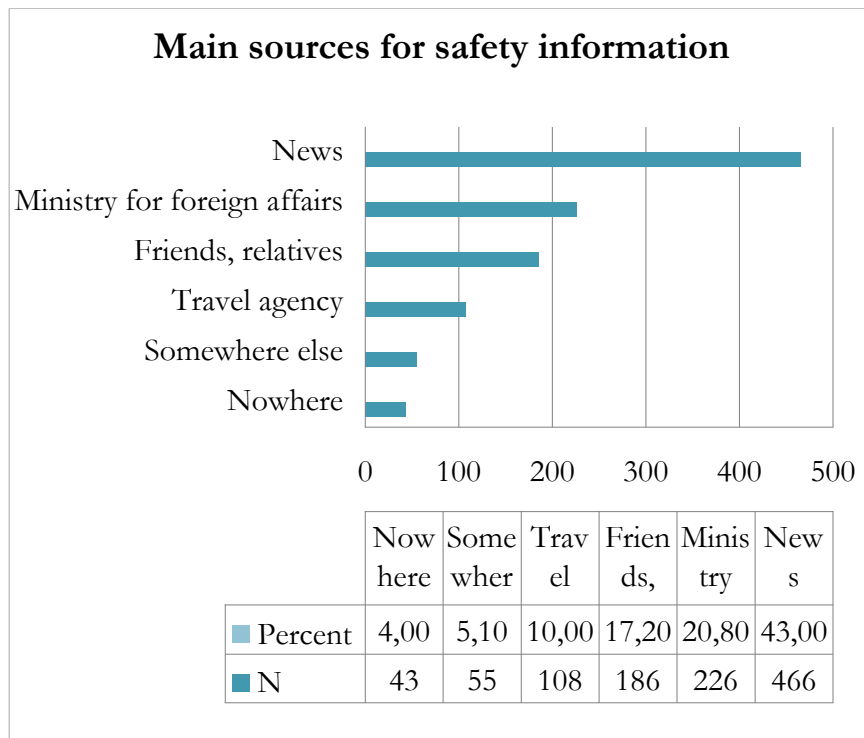


Figure 7. The main source for safety information among young travellers. n=582

As presented in Figure 7, news was the main information source for safety information. Even 43 % of the respondents chose news as the main source for the safety information. The second popular way to explore some information on safety issues in travel destinations was to search information from ministry for foreign affairs (20, 8%). The third important source was friends and relatives (17, 3%). Only 10 % of the respondents use travel agency when it comes to safety information about destinations. There were 43 persons (4 %) who do not look for safety information anywhere prior a trip. The most official information sources for travel safety information are ministry for foreign affairs and travel agency. That is a little bit worrying that the main source is news for young travellers because media might exaggerate or underrate a crisis situation. However, there were yet 20, 8 % of the respondents who look for safety information from ministry for foreign affairs but only 10 % use travel agencies to ask that type of information.

Between genders there were not significant differences where they look for safety information. The percentage differences were only 0-1 % in the different options.

In all country groups, the most popular source for information was news. The second popular was ministry of foreign affairs for Finnish people, West European respondents and in the group 5. East European and North and South American respondents use friends and relatives second most when looking for safety information about travel destinations. Using travel agency as an information source came fourth in all country groups.

A point that emerged in the open-ended option was that many of the respondents added Internet as one information source (see Attachment 5.). When creating the questionnaire, there was Internet as one of the options in this question in the beginning. However, it was decided to delete the option because Internet alone is such a wide concept and it includes news, Internet pages of ministry of foreign affairs and travel agencies already. In addition to the respond Internet, there were some relevant Internet pages for example Trip Advisor, reliefweb.org, Wikitravel, Road Junky and discussion forums mentioned in the open-ended options. These Internet pages are not official and there might be some wrong information about safety of some destinations.

All in all, over half of the respondents travel approximately 1-2 times per year and over third even 3-5 times. The most popular means to book a trip is the Internet. Over 90 % of the respondents use Internet when making reservations. Most popular source for safety information is news and second popular is Ministry of Foreign Affairs of a country.

5.3 Young travellers' concerns about crises

When responding to the question about various tourism crises, young travellers seemed to be quite confident and trustful. Only few travellers were scared of different crisis situations quite much or a lot. Mainly respondents did not think about crises or only were not scared of them or were only a little bit scared.

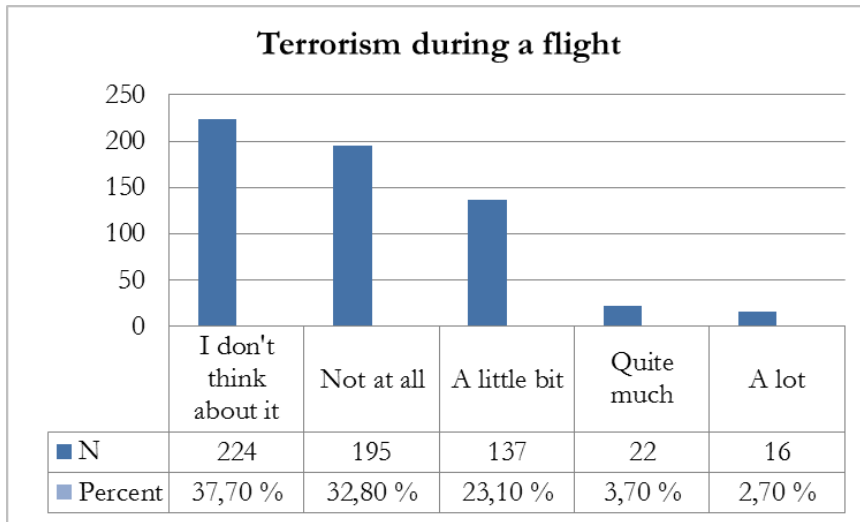


Figure 8. Young travellers' concerns about terrorism during a flight.n=594

Nevertheless, terrorism during a flight did not concern young travellers that much, most of the respondents (37,7%) did not think about it at all, 32,8% were not scared and 23,1% were scared about it a little bit. (Figure 8.)

There were some differences between male and female. 43 % of male respondents do not think about terrorism during flight and 41 % are not worried about it at all. While 36 % of female respondents do not think about it and 29 % are not worried at all. 28 % of females are worried about terrorism during a flight a little bit while the same number is 12 % within male respondents.

Some interesting points can be noted when comparing the results between the country groups. In all groups, except group number 5, most of the respondents do not think about terrorism during a flight or are not worried about it at all. In group number 5, most of the respondents (42, 9 %) are worried about terrorism during a flight a little bit.

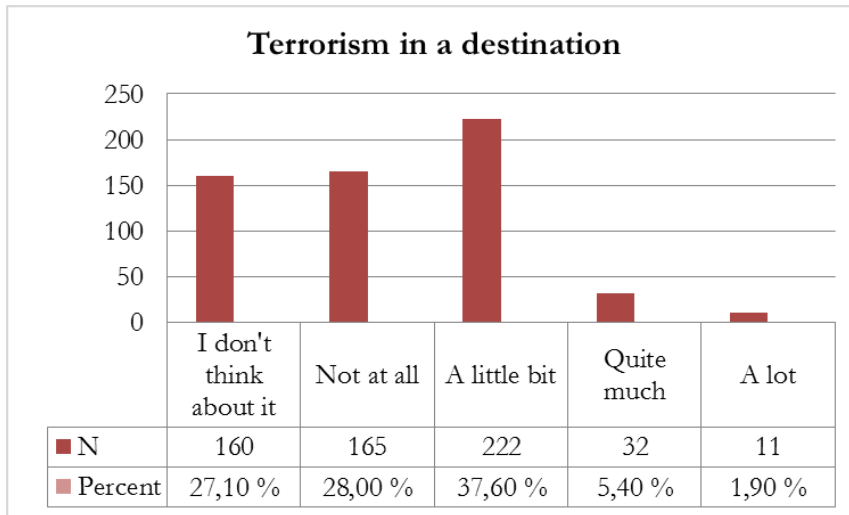


Figure 9. Young travellers' concerns about terrorism in a destination. n=590

As presented in Figure 9, terrorism in a destination was considered quite scary as 37, 6 % of the respondents were a little bit scared of that and 5, 4% were quite much scared.

Between genders the answers to this question were quite similar. However, females seem to be more worried about terrorism in a destination as 41 % of female respondents are worried a little bit while the same number is 28 % within men. Even 66 % of men are not worried at all or do not think about terrorism in a destination. Over half (51 %) of females are not worried or do not think about it.

Terrorism in a destination provoked more fear than terrorism during a flight among respondents around the world. In groups number 1, 4 and 5 most people were a little bit scared about terrorism in a destination.

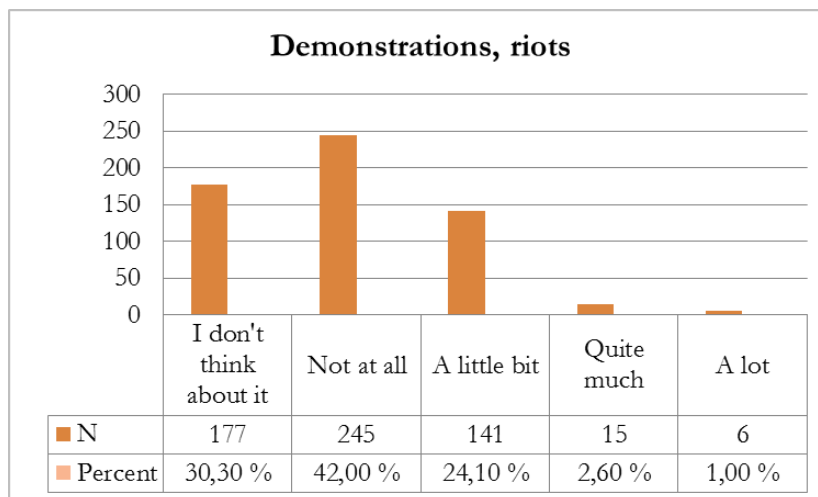


Figure 10. Young travellers' concerns about demonstrations and riots. n=584

As well demonstrations and riots got very little concerns when even 42 % of all respondents were not scared about them, 30, 3% did not think about them and 24,1 % being scared about them only a bit (Figure 10.). It must be taken into consideration that the survey was conducted before the huge riots in Egypt and Libya and therefore some people might respond in a different way now. The situation in those countries, especially Egypt as it is a well-known tourist resort, is possible to create some fear among young travellers as well. As all travel agencies started to send tourist to their home countries from Egypt because of the riots and demonstrations, those violence must have created some concern among people.

There were not a lot differences in the responses between genders. The percentage differences in the responses were only 0-7 %. The most significant difference was in the option "A little bit" as 19 % of males and 26 % of females chose this option when talking about demonstrations and riots. The other opinions between genders were quite similar.

Most people from different countries were not at all scared of demonstrations or riots. In addition, 41, 5 % of the East European respondents do not even think about demonstrations or riots. In contrast, there were 4 respondents (28, 6%) from group 5 who were quite much scared. The same figure is 2, 4 % in Americas and Finland. Group number 5 includes respondents from Asia, Africa and Australia. There have

been many riots and demonstrations in Asia and Africa lately, which might affect the respondents' concerns.

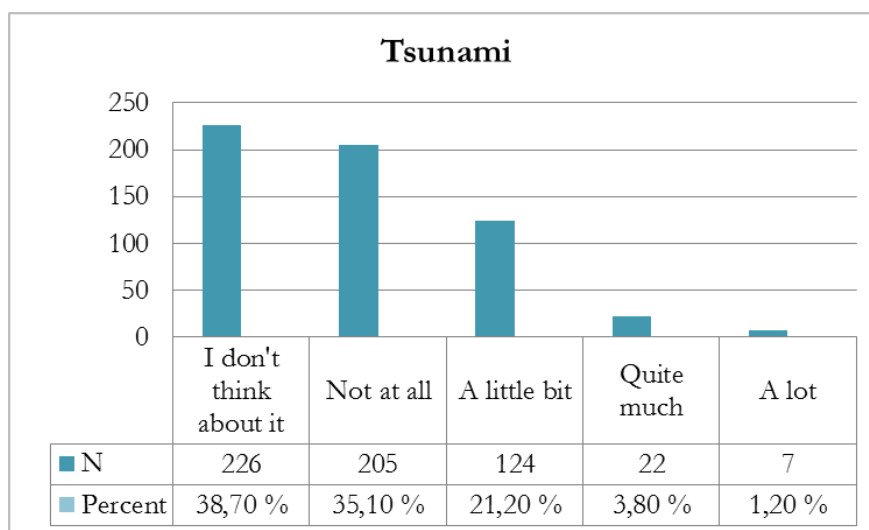


Figure 11. Young travellers' concerns about tsunami. n=584

Only 1, 2 % of the respondents were a lot scared of tsunamis and 3, 8 % quite much scared. Over 60 % of the respondents do not think about tsunamis or are not at all scared of them to happen. (Figure 11.)

Male respondents seem to be less concerned about tsunamis. According to the survey, 85 % of male respondents are not worried at all or do not even think about tsunamis when travelling. The same percentage figure within female respondents was 70 %. Only 10 % of males are worried a little bit while 25 % of female are a little bit scared of tsunamis.

When comparing the numbers between the country groups, around the world most respondents do not even think about tsunamis. There were only five Finnish and two of the West European respondents who were a lot scared of tsunamis. In the other groups there was no one who had chosen that option.

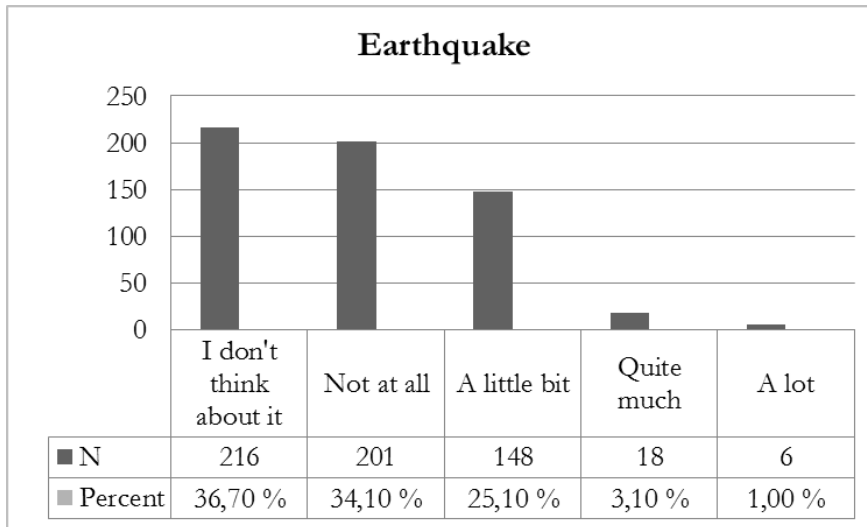


Figure 12. Young travellers' concerns about earthquake. n=589

As it can be noted from Figure 12, earthquakes were not much frightening among the respondents. Rather high percentage of 36,7 do not even think about earthquakes, 34,10% are not scared at all. However, 25,10 % of all respondents were a little bit concerned earthquakes to happen when travelling.

Again, female respondents were more concerned about earthquakes than men. Of females 33 % are a little, quite much or a lot concerned about earthquakes to happen when travelling. Only 19 % of men think similarly.

The responses between different nationalities were quite similar. In all groups, except in the group 5, most respondents do not even think about earthquakes or are not scared of them at all. In group 5, most respondents (42,9%) are a little bit scared of earthquakes.

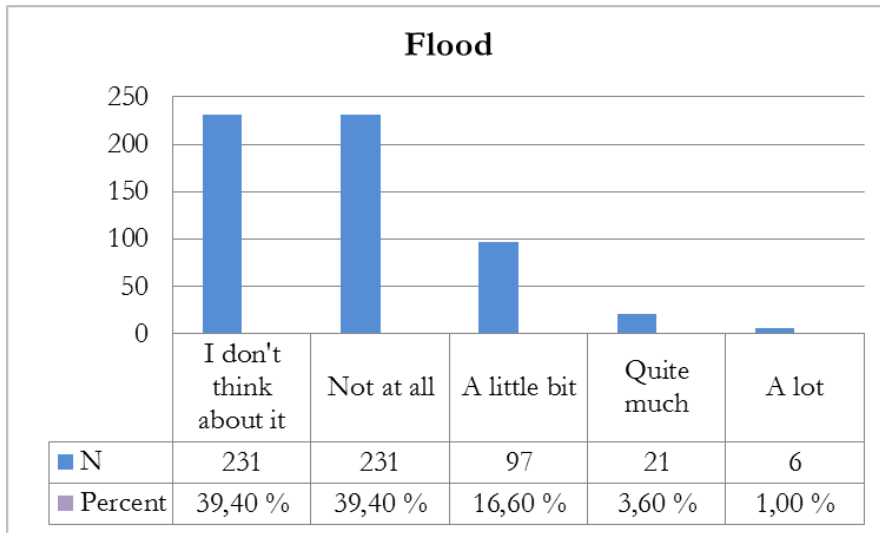


Figure 13. Young travellers' concerns about flood. n=586

When asking about the floods, the number of the respondents (39, 4 %; 231 respondents) were the same in the option “I don’t think about it” and “I’m not scared at all of them”. At the same time 16, 6% of the respondents are a little bit scared and 3, 6 % are quite much scared of floods. (Figure 13.)

When comparing the responses to this question between genders, there was only minor percentage difference in the responses of males and females.

Floods did not provoke a lot concern among different nationalities. In all country groups most respondents do not think about floods or are not scared of them at all.

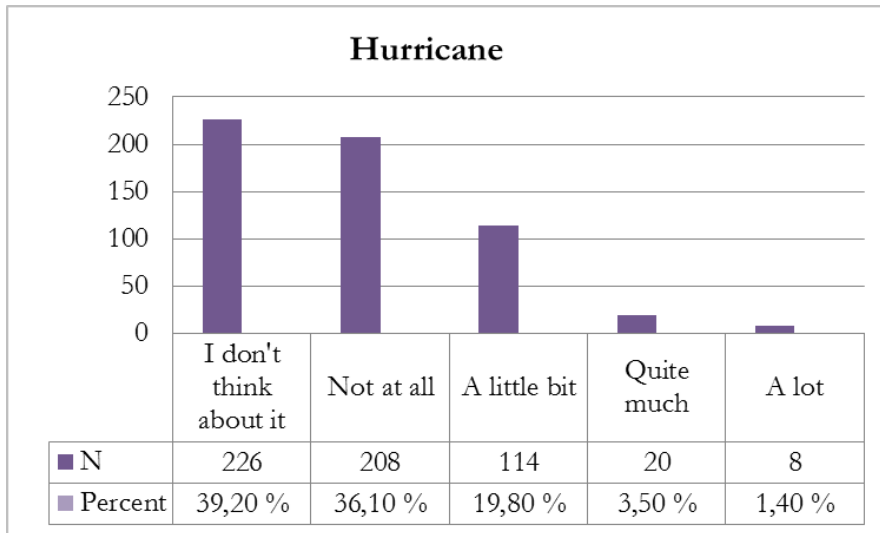


Figure 14. Young travellers' concerns about hurricane. n=576

When asked about the hurricanes, 39, 2 % of the respondents claimed that they do not think about hurricanes at all and 36, 10 % are not scared at all of them. 114 respondents (19, 8%) responded that they are a little bit scared of hurricanes to happen in their travelling destination. Only 3, 5 % are quite much scared and 1, 4 % a lot scared of hurricanes. (Figure 14.)

Male respondents were not as concerned as female respondents about hurricanes. Even 85 % of male respondents do not think about hurricanes at all or are not concerned at all. Likewise 72 % of females think the same way. 23 % of female respondents are little bit scared of hurricanes to happen when travelling while only 12 % of males are worried a little bit.

Again, the responses between different nationalities were quite similar. Approximately 40 % of the respondents in the country groups do not think about hurricanes or are not worried about them at all.

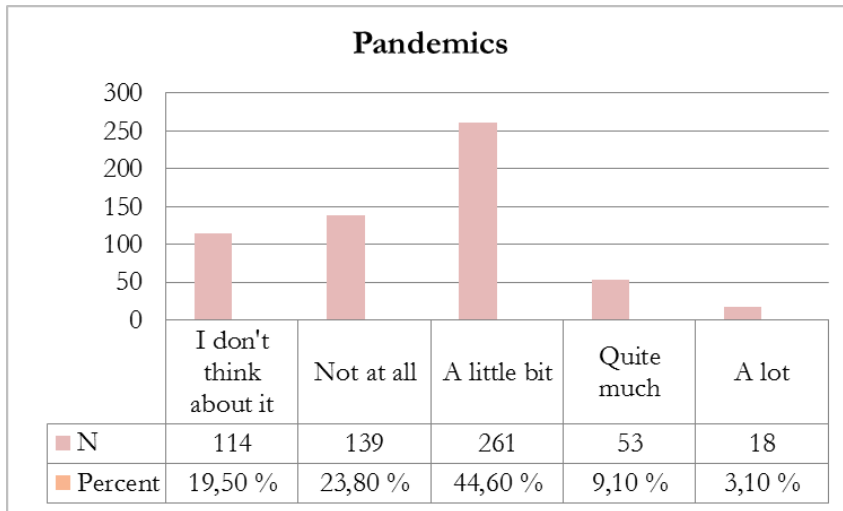


Figure 15. Young travellers' concerns about pandemics. n=585

Most concerns were caused by pandemics. Up to 44,6 % of the respondents were little bit scared of pandemics, 9,1 % were quite much scared and 3,1 % were scared a lot. That means that 56,8 % of the respondents were scared of pandemics at some level. Still there were 19,5 % respondents, who did not even think about this matter and 23,8 %, who were not scared at all. (Figure 15.)

When comparing the responses by gender, male and female respondents were almost unanimous. Of both genders 9 % were quite much scared of pandemics. Of females 45 % and of male respondents 41 % were a little bit concerned about pandemics while travelling.

All nationalities are worried about pandemics at least a little bit as most of the respondents (33-72 %) in the country groups chose that option. However, there was no one in the group 5 who was quite much or a lot scared of pandemics. The percentage of Europeans who were quite much scared of pandemics was 9-11 % of the respondents. As a comparison, only 4 % of the respondents from Americas were scared quite much.

In overall crisis situations were not huge concern among young travellers and surprisingly many did not think about them all. Young travellers are probably more fearless than older and keener to see places no matter if there occurred a possible

crisis. Also the fact that many older people have children to take care of may influence their concerns about the crisis situations. Young travellers mainly worry about their own trips and even their parents' thoughts do not matter much anymore.

Natural catastrophes did not provoke a lot concern among the respondents. Those numbers would most probably look different after the big catastrophes in New Zealand and Japan. Natural catastrophes have enormous impacts when they occur, but they also tend to be forgotten quite fast. Travellers do not think them to occur during their trip. During the survey the big tsunami in Thailand in 2004 was a minor memory and new crisis situations in New Zealand and Japan were not yet happened.

Males seem to be less scared of crises than females. Males do not think about crises as much as females. It is also quite much possible that males only act more fearless and do not show their real emotions or in this case concerns about the crises. Males are taught to be tough and brave and the way of raising boys seems to be quite similar in all cultures. Females show their concerns easier and they tend to worry sometimes without any significant reasons. (Stephen, Timothy & Timothy 2010, 209–210.)

There were not any huge differences between nationalities about the concerns for crisis situations. Mainly the differences might be seen on a personal level. Nevertheless, when analyzing the responses, it is important to remember that majority of the survey participants were from Finland. The perspective of the Finnish people might be slightly different when thinking about different crises as Finland is a very safe country. The attitude towards large-scale crises might differ for example from Japanese and Egyptian people while in these countries crises are common.

5.4 Impacts of crisis situations on travel behaviour

In the survey it was asked whether the respondents would change their travelling behaviour because of some tourism crises. In this question it was possible to choose more than one of the options. Figure 16 illustrates the impacts of crisis situations on young travellers' travel behaviour. 350 respondents (42, 3%) would change their travel destination to a safer one and 191 young travellers (23, 1%) would change their travel

route if there was a crisis situation in their travel destination or on travel route.

Furthermore, 17 % of the respondents would change the travelling dates, 8,9 % would cancel their trip and 6,4 % of the respondents would travel anyway.

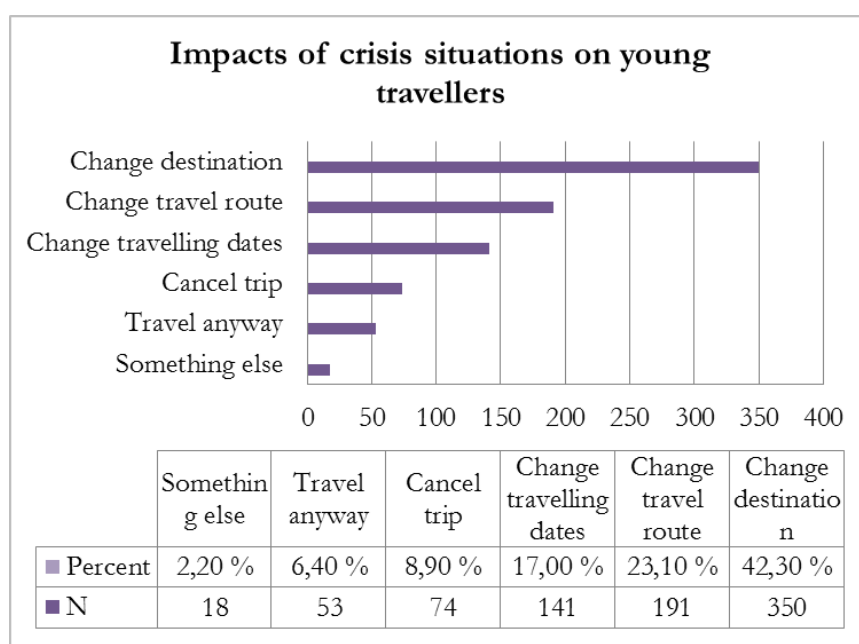


Figure 16. Impacts of crisis situations on young travellers' travel behaviour. n=582

The responses in this question were quite similar between genders. Percentage differences were only 0-5 %. The biggest difference was in the option "Travel anyway" where 5 % of females and 10 % of males chose this option.

There were some differences what people would do in a crisis situation among country groups. Most people would change their travel destination to a safer one. The difference can be seen in the amount of people who would cancel a trip. As 31,7 % of East European respondents and 21,4 % of respondents from group 5 would do that in a crisis situation. In comparison, only 9,4 % of Finnish respondents, 9,1 % of respondents from Americas and 16 % of West European respondents would cancel their trip.

There was an open-ended option at the end of the question. 18 open-ended responses were given to this question (Attachment 4.), which is 2,2 % of the respondents. Here are some examples of the open-ended answers below.

“Depending on how severe the crisis is I might change to another destination, but if it's something not too bad I'd go anyways.”

“Depends entirely on the situation. In general Media often creates an image that a country is in war if a small bomb goes off in one city. This wouldn't stop me from travelling.”

“Depends on seriousness of situation: if it's very serious, i would cancel; if not i would travel anyhow depending on the type of crisis. I would decide whether to cancel the trip or change the dates/destination.”

As it can be noted from the open-ended responses, many wrote that it depends on the severity and seriousness of a crisis what they would do in a crisis situation.

5.5 Most frightening countries among young travellers

In one of the questions there were listed some countries, where have happened some tourism crises during the past years. It was meant to rank the countries in a scale of five from very safe to very dangerous. The results will be represented by countries and the responses are compared between genders and country groups as well. Figure 17 below illustrates respondents' opinions on Egypt as a travelling destination.

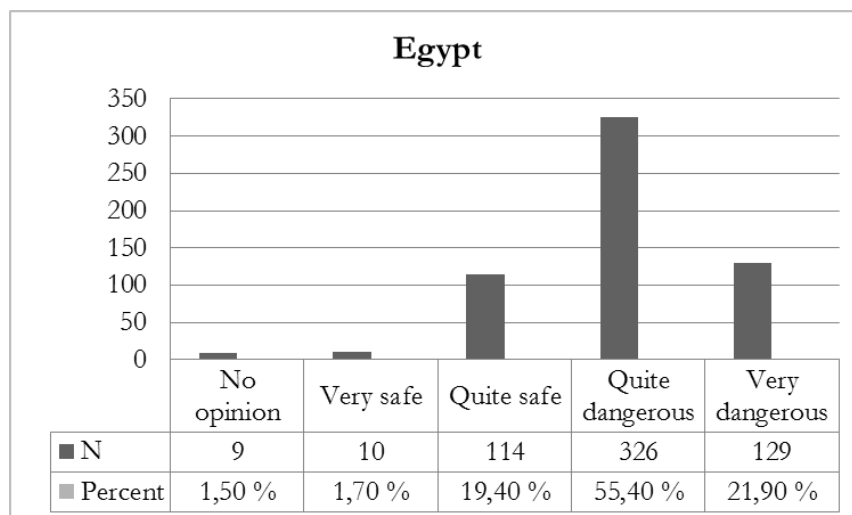


Figure 17. Young travellers' opinions on Egypt as a travelling destination. n=588

Not very surprisingly Egypt was considered to be the most dangerous of the listed countries at the moment. Even 21,9 % of the respondents shared the opinion that Egypt is very dangerous, 55,4 % thought it was quite dangerous and 19,4%

considered Egypt to be quite safe. This shows how the current crisis situations and media affect on young travellers opinions. Only 1, 7% of the respondents considered Egypt to be very safe.

When comparing the responses between genders, 50 % of males and 57 % of females consider Egypt as a quite dangerous country to travel. Egypt was considered even very dangerous among 17 % of male and 24 % of female respondents. There were 43 males (27 % of all men respondents) and 72 females (17 % of all female respondents) who considered Egypt as quite safe travel destination.

The respondents from different country groups considered Egypt as a quite dangerous or even very dangerous country to travel. There were not significant differences in the responses between nationalities.

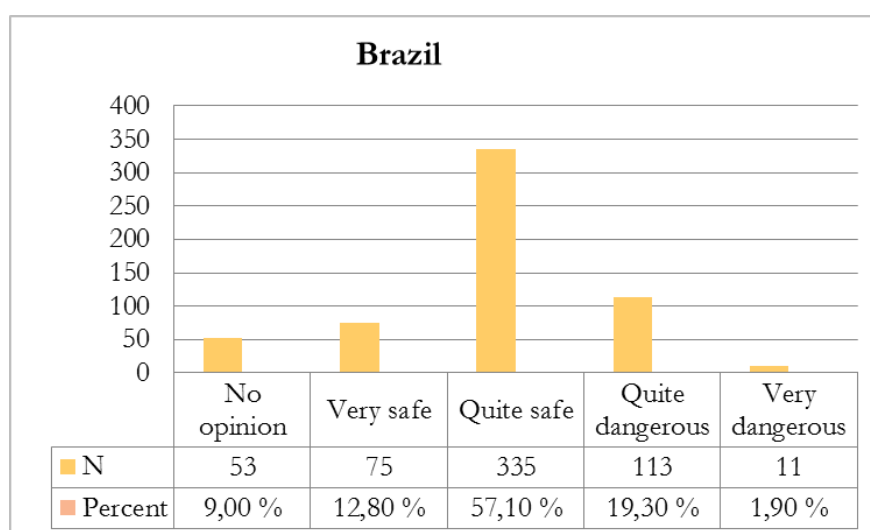


Figure 18. Young travellers' opinions on Brazil as a travelling destination

As presented in Figure 18, Brazil was ranked as a quite safe travel destination. According to 57, 1 % of the respondents Brazil is quite safe as 12, 8 % consider it to be even very safe country to travel. There were 113 people (19, 3 %) who thought that Brazil is quite dangerous and 11 people (1, 9 %) who consider Brazil very dangerous country. 9 % of the respondents did not have any opinion on Brazil.

Between genders the responses were quite similar. There were only minor percentage difference in the responses between males and females.

Again, the opinions between the country groups were quite unanimous. Brazil was considered as a quite safe travel destination among most of the respondents from different countries.

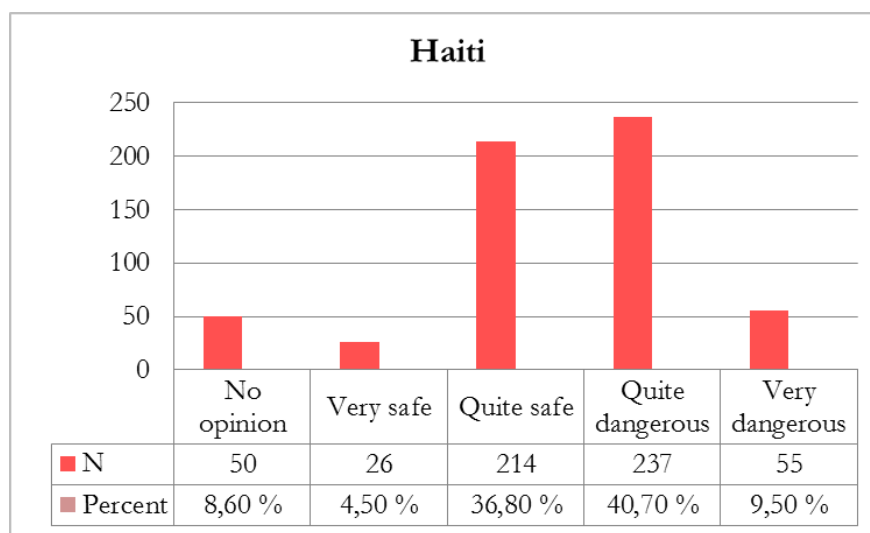


Figure 19. Young travellers' opinions on Haiti as a travelling destination.

As can be noted from Figure 19, many of respondents (40, 7%) thought that Haiti is quite dangerous. 9,5 % considered to be very dangerous, 36, 8 % considered it to be quite safe and only 4,5 % thought that Haiti is a very safe destination. Haiti suffered from an enormous earthquake in January 2010; where over 220 000 people died. This crisis got massive media appearance and donations were organized all over the world.

Surprisingly, 17 % of males and only 6 % of females consider Haiti as a very dangerous travel destination. On the other hand, 35 % of males and 43 % of females answered that Haiti is quite dangerous place. Number of 31 % of male respondents considers Haiti as a quite safe country while the same percentage number is 37 % among female respondents.

When comparing the responses between country groups, the respondents were quite unanimous. Most respondents from all the country groups, except Eastern Europe, consider Haiti as a quite dangerous country to travel. Most (46, 3%) of East Europeans consider Haiti as a quite safe destination and 39 % as quite dangerous. There were 6 respondents (27, 3 %) from group 4 including Americas, who think that Haiti is very dangerous. In comparison, there were only 9, 4 % of Finnish, 9, 3 % of West European, 4, 9 % of East European respondents and no one from the group 5 who considered Haiti as very dangerous. The reason for this might be that the respondents from group 4 are living close to Haiti and they might know the real situation and hear about it more through the media. As other respondents live far away from Haiti and might hear about it but do not take the news and warnings seriously as the country is situated far away from home.

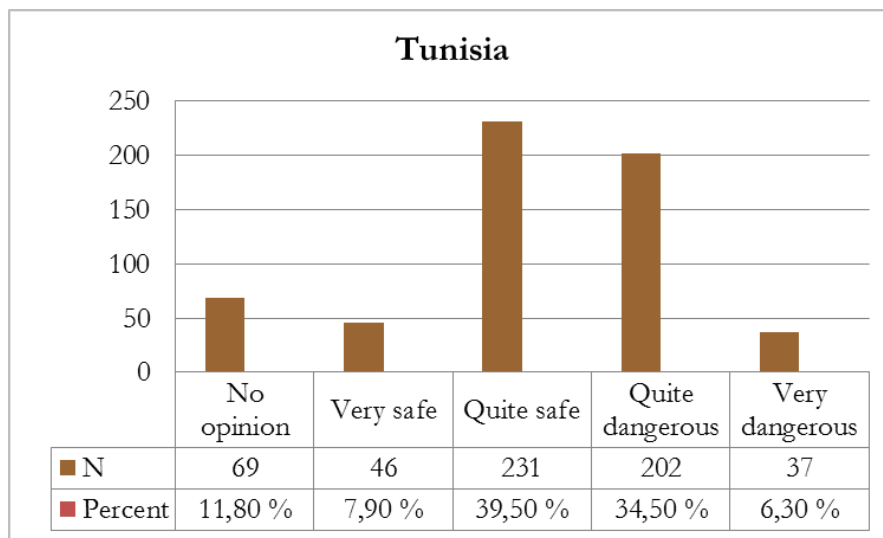


Figure 20. Young travellers' opinions on Tunisia as a travelling destination.

Tunisia, where have occurred similar conflicts as in Egypt, was also considered to be quite dangerous country to travel at the moment. According to 6,3% of the respondents Tunisia was very dangerous, according to 34,5 % it was quite dangerous, according to 39,5 % it was quite safe, according to 7,9 % it was very safe and 11,8 % did not have any opinion or did not know. (Figure 20.)

There were not significant differences in the answers between genders. Bigger difference was in the option "Very safe" where 25 % of male and 15 % of female

respondents chose this option. On the other options the percentage differences were only between 1-5 %.

Tunisia was considered as a quite dangerous travel destination as most of the respondents from all the country groups, except Finland, shared unanimously that opinion. Most Finnish respondents (42, 5 %) considered Tunisia as quite safe destination. The same amount of West European respondents (52; 40 %) thought that Tunisia is quite safe and quite dangerous.

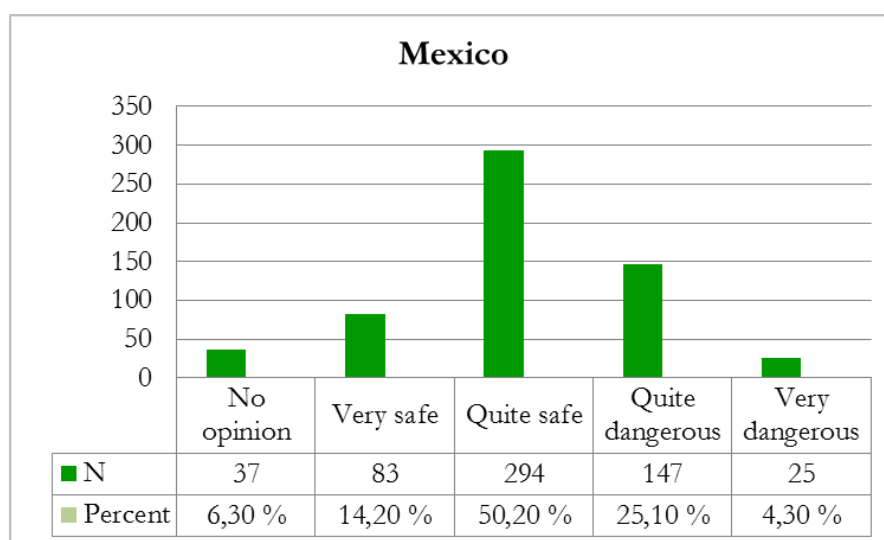


Figure 21. Young travellers' opinions on Mexico as a travelling destination.

Mexico, where the drug war has gotten more serious, was according to 50, 2 % of the respondents quite safe, but also 25,1 % of the respondents considered it to be quite dangerous and 4,3 % very dangerous (Figure 21).

Between genders there were not that many differences in the responses. Bigger difference was in the option "Very safe" where 18 % of males and 12 % of females consider Mexico as a very safe travel destination. Second biggest difference was in the option "quite dangerous". There were 20 % of males and 27 % of females who thinks that Mexico is quite dangerous country to travel. In the other options the differences were only 1-2 %.

In all the country groups the option “Quite safe” was the most popular one and option “Quite dangerous” was the second. There was no one in the group 5 who considered Mexico as a very dangerous travel destination. Among the group 4, Americas, there were 3 respondents (13, 6 %) who considered Mexico as very dangerous while in other groups the percentage was from 2, 4 % to 4, 3 %.

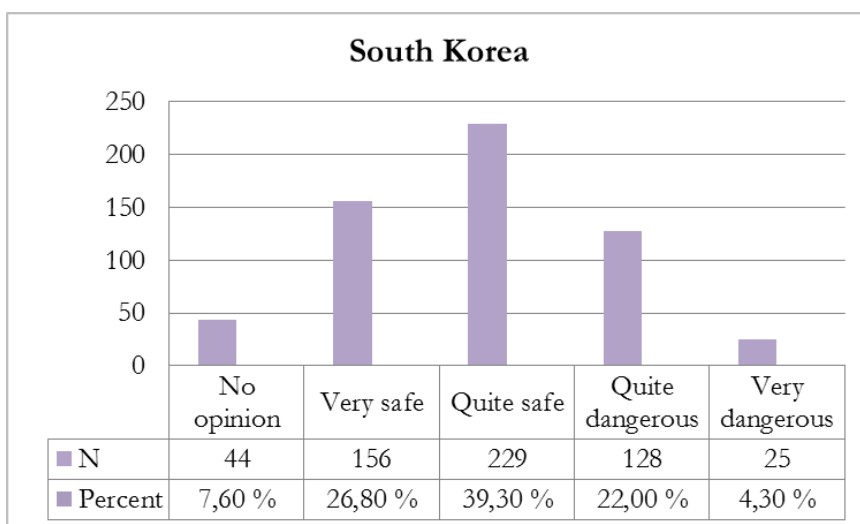


Figure 22. Young travellers’ opinions on South Korea as a travelling destination.

South Korea, which has been in conflicts with North Korea, was according to 22% of the respondents quite dangerous and 4, 3 % considered it to be very dangerous. 39, 3 % thought that South Korea is still quite safe and 26, 8 % thought that it is even very safe. (Figure 22.)

South Korea was considered quite differently between genders. Majority (53%) of males consider that South Korea is very safe country to travel. The same percentage figure was only 17 among female respondents. Although, 43 % of females consider South Korea as quite safe destination while 29 % of men respondents consider that way. 13 % of males and 25 % of females chose the option “Quite dangerous”. Only 1 % of the men respondents considered South Korea as a very dangerous country while the number was 6 % among females.

There were some differences in the responses between country groups. European respondents seem to consider South Korea a little bit more dangerous travel

destination than others. As it can be noted, there was no one in the groups 4 and 5 who consider South Korea as very dangerous. In comparison there were 25 European respondents who think that way. In addition, South Korea was considered as quite dangerous among 22, 1 % of Finnish, 21, 7 % of West European and 31, 7 % of East European respondents. Only 9, 1 % of American respondents consider South Korea as a quite dangerous travel destination.

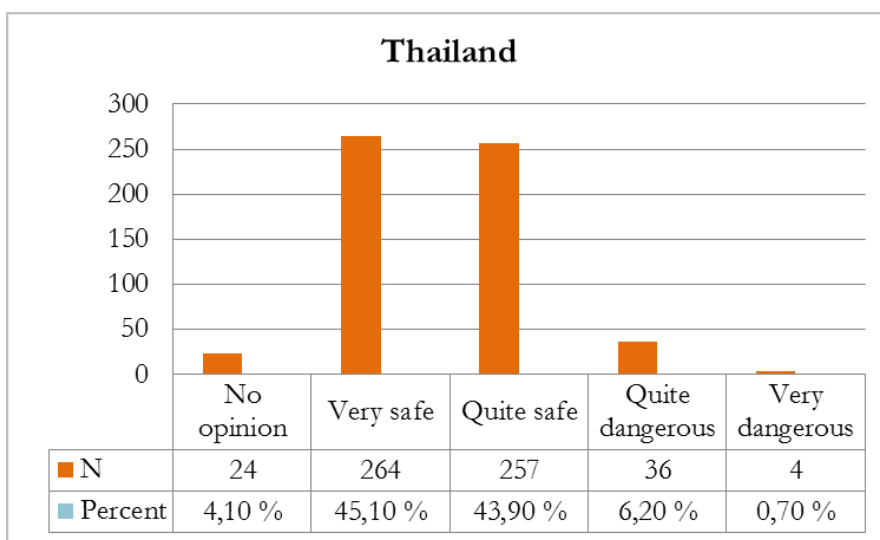


Figure 23. Young travellers' opinions on Thailand as a travelling destination.

Most of the young travellers seemed to have forgotten the earthquake and tsunami, which took place in December 2004 in Indian Ocean. Likewise the political unrest and huge protests in 2008-2010, including even the closing of the international airport Suvarnabhumi at one point, seemed to be only memories from yesterday, which could not affect the travel behaviour anymore. Consequently 45, 1% of the respondents shared the opinion of Thailand being very safe and 43, 9 % said that it is quite safe destination. Only 6, 2 % of the respondents considered Thailand as a quite dangerous travel destination and only four respondents out of 583 thought that Thailand is very dangerous. (Figure 23.)

When comparing the responses between males and females, the differences can be seen between options "Very safe" and "Quite safe". Majority (55 %) of male respondents considered Thailand as very safe while 41 % of females thought that way.

Thailand was considered as quite safe country to travel among 36 % of male respondents and 47 % of females.

Most of the respondents from the country groups shared the same opinion that Thailand is quite safe travel destination. In addition, most Finnish respondents (53, 1 %) consider that Thailand is even very safe country. Thailand, especially Phuket, is nowadays such a popular travel destination for Finnish people. The number of people travelling there is increasing and many Finnish companies have arrived especially in the Phuket Island.

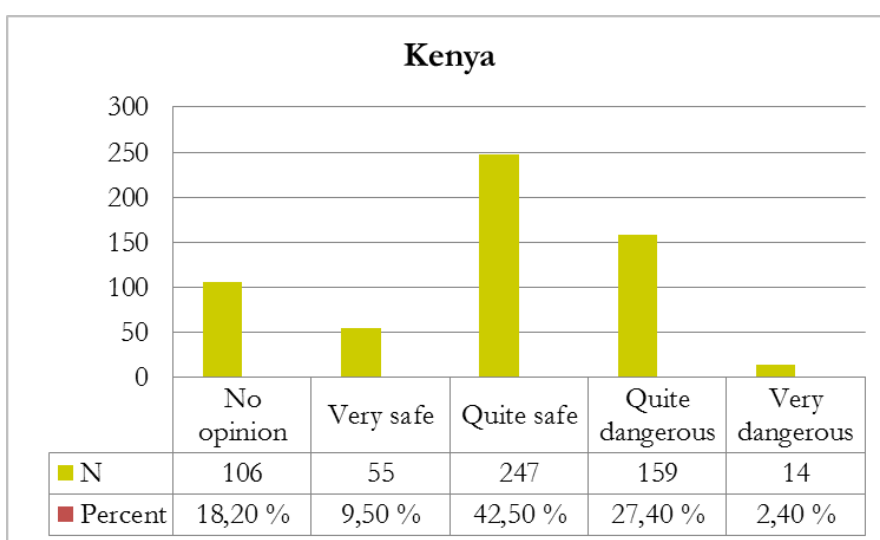


Figure 24. Young travellers' opinions on Kenya as a travelling destination.

Kenya was a country, which had most the “I don't know or no opinion” responses. Quite a huge percentage of 18, 2 were not aware of the situation of the destination or did not have any opinion about its safeness. 42, 5 % considered Kenya to be quite safe and 27, 4 % considered it to be quite dangerous. (Figure 24.)

The opinions of Kenya between females and males in this survey were quite similar. The percentage differences were only 0-4 % in the options which is why they are not that significant to explain separately.

European respondents seem to consider Kenya as a safer country than other respondents. As 43, 9 % of Finnish, 42, 3 % of West European and 50 % of East

European respondents shared the opinion that Kenya is quite safe travel destination. The percentage figures were a little bit lower in groups 4 and 5. Only 27, 3 % of Americas and 15, 4 % of other nationalities consider Kenya as quite safe. Most respondents outside Europe think that Kenya is quite dangerous travel destination as 45, 5 % of Americas and 46, 2 % of other nationalities shared this opinion.

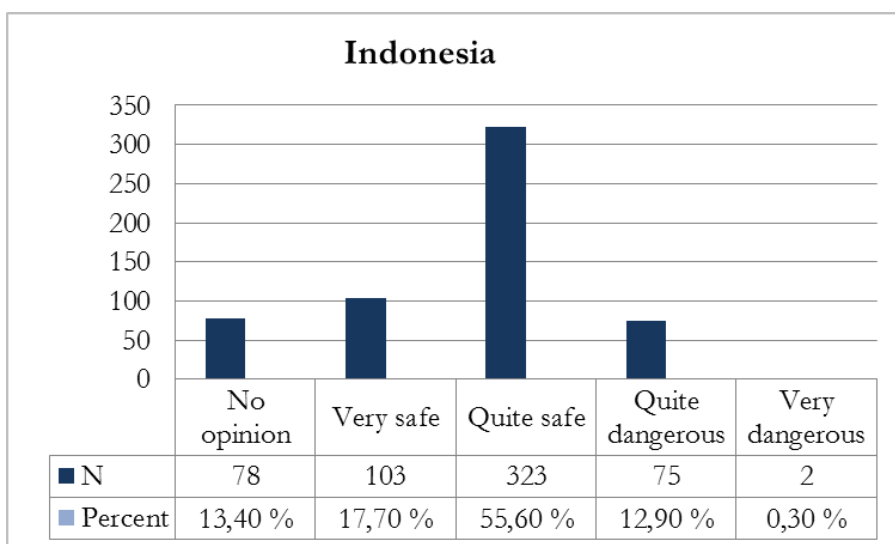


Figure 25. Young travellers' opinions on Indonesia as a travelling destination.

Indonesia, which has been a victim of tsunamis many times, latest in October 2010 was ranked as a quite safe destination with 55,6 % of the respondents. According to the survey 17, 7 % of the respondents considered Indonesia as a very safe travel destination. According to 12, 9 % of the respondents, Indonesia was considered as a quite dangerous destination. There were also 78 people (13, 4 %) who do not have an opinion on Indonesia or do not know the country. (Figure 25.)

Male respondents considered Indonesia as more safe travel destination. 25 % of males considered Indonesia as very safe and 52 % quite safe. The same responses among female respondents were 15 % in very safe and 57 % in quite safe.

Most respondents in all country groups shared the opinion that Indonesia is quite safe travel destination. Over half of the respondents of all nationalities consider Indonesia as quite safe. On the other hand, there were only 4 respondents (9, 8 %) from East

Europe, who consider Indonesia as very safe destination. The numbers of respondents in this option in other country groups were between 13 and 20 per cent.

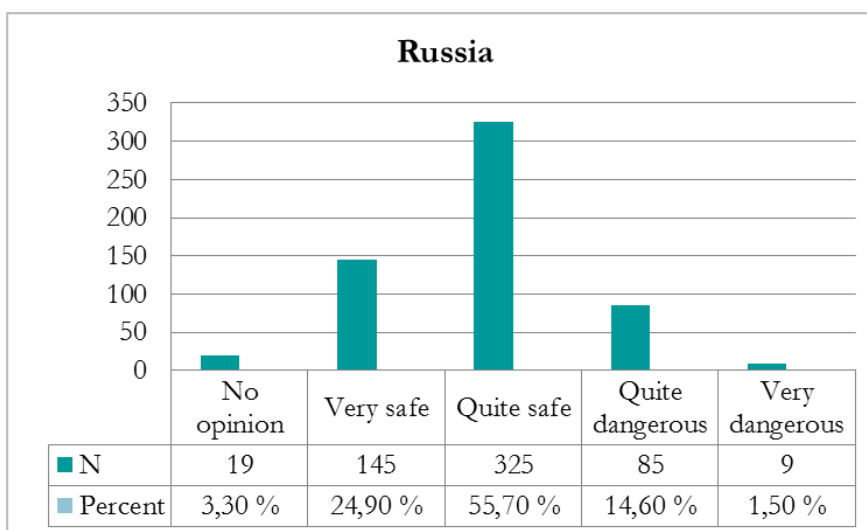


Figure 26. Young travellers' opinions on Russia as a travelling destination.

The suicide bombings, which killed 35 people in the busiest airport in Moscow, were even forgotten or then did not even have a very high impact on young travellers. 55, 7% of the respondents considered Russia as quite safe and 24, 9 % very safe. There were still 14, 6 % of the respondents, who thought that Russia is quite dangerous and 1, 5 % considered Russia to be very dangerous. (Figure 26.)

The responses between genders were quite similar. Bigger differences were only in the options "Very safe" and "Quite safe". According to 33 % of males and 21 % of females Russia was considered as a very safe country to travel. In the option "Quite safe" the percentage numbers were 47 % among males and 59 % among females.

Again, all the respondents from different country groups were quite unanimous. Most of the respondents in all country groups shared the same opinion that Russia is quite safe travel destination.

As a conclusion, Egypt and Haiti were considered as the most frightening countries among young travellers. The most common opinion on the listed countries was that they are quite safe travel destinations. When comparing the answers between genders,

male respondents seem to be not as sensitive as females. The opinions were quite unanimous among different nationalities.

5.6 Young travellers' personal experiences on crisis situations

There were many personal experiences explored in the survey (Attachment 6). Young travellers had plenty of various personal experiences from crisis situations that have occurred for them when travelling abroad. Travellers had experienced mostly some kind of crisis situation because of natural catastrophes; the least experiences were gathered from pandemics. Terrorism had caused for many respondents scary situations or even made them to change their travel plans. In addition, small-scale violence, riots and demonstrations had caused some concern among the respondents.

When making a rough division between the different crises, it can be noted that even 70 respondents (12, 0 %) gathered some kind of personal experiences of natural catastrophes while travelling. Quite many of these experiences were gathered because of the volcanic ash cloud in Europe, but there were many other natural catastrophes undergone as well. Here are some examples of the open-ended answers listed.

“I experienced cyclone Larry in Australia 2006, no one died but locals lost their jobs”

“I experienced the tsunami in Phuket 2004. Me and my family didn't get hurt but many others did. It was a disturbing experience and something that will haunt me always. But now I know how to act if something like that would happen again...”

“I had to stay in my destination twice the duration I had planned due to ash cloud”

Furthermore, 48 respondents (8, 2 %) had some personal experiences from terrorism. Experiences of demonstrations and riots were included to these experiences.

“Well... I was in Istanbul last October when a bomb exploded right next to our hotel”

“I have been in Bangkok when they had the riots, but by avoiding the crisis spots it was safe. I did see quite many police and army men and there were some roadblocks, but it wasn't that bad.”

“I was in London during the terrorist attacks in 2005...”

In addition, there were 15 stories (2, 6 %) about personal experiences with pandemics. Not that many travellers had undergone pandemic situations. This might also be one of the reasons, why pandemics are considered to be the most concerning possible crisis situations in the tourism industry among young travellers. When people have to face something new and unknown, it usually seems a little bit frightening at the beginning. The respondents did not have as much experience from pandemics as from natural catastrophes and terrorism. This leads to the conclusion that the less information and experience, the more scary and powerful the crisis seems.

“Swine flu during my stay in India. We travelled anyways, but changed our travel route and took precautions.”

“I have cancelled a trip to china because of SARS epidemic. I would have travelled anyway, but I was not allowed to...”

In addition to personal stories about experiences, some participants took the chance to give some comments about the survey as well as defend their home countries. For example one of respondents claimed that Mexico is not really that dangerous place to travel to.

“I live in Mexico and I can assure you, that it isn't that dangerous as the media say...”

As it can also be seen in the previous comment, many respondents wrote about the effectiveness of media, which keeps exaggerating the tourism crises and their impacts. The bigger theme media makes about different crises, the larger impact they usually have on travellers. Media does not always tell the real truth about a situation in a destination. The attention-hungriness describes its purposes to tell the stories and sell the news.

“Experienced the media hype of floods in Australia scaring a lot of people not to travel the whole Queensland.. But a lot of the famous parts were still accessible and beautiful as usual! Less tourism was good for us but not for the towns! So sometimes media scares!”

Many of the respondents did not see their personal experiences as the scariest experiences in their lives. They were only experiences among others, which are part of

life. Sometimes it is even possible to learn from the experiences or the positive sides can be taken into account. Some people were even happy that some crisis situation had occurred.

“Riots in Thailand gave me extra week in paradise :)”

Nevertheless, it is also always possible to make some changes in travel plans. Some of the participants had changed their destination, cancelled trip and changed travelling route. Of course the concerns live often deep in people’s minds and therefore it is important to keep the travellers informed about the crisis situations, so that they can decide themselves whether to take the risk of travelling to the crisis area or not. Moreover, in the destination itself, it is essential to be aware of the possible risks and to know how to react to the possible worst scenarios.

6 Validity and reliability of the survey

When estimating the results of a survey both reliability and validity have to be taken into consideration. Reliability of a survey means that the measurements can be repeated and the results are not coincidental. The results do not depend on a survey maker. (Hirsjärvi et al. 2007, 226-227.) Internal reliability can be recognised by measuring the same statistics unit several times while external reliability means that the measurements can be repeated also in other surveys and situations. (Heikkilä 2008, 186-187.) When estimating the reliability of a survey it is important to estimate the size, quality and response rate of a sample. Second point that needs evaluation is that how carefully the data was entered to computer and if there were any errors in measurements. (Vilkkä 2007, 149-150.)

This survey was reliable because the sample was wide enough covering 583 answers and having the response rate of 32 %. The bigger a sample is, the better the sample represents average opinion, experience or attitude among a target group. Likewise the sample included participants from different genders, different age groups within the target group 18-28 years, 39 different nationalities and different study programmes, which makes results easier to apply in other circumstances as well. But the quality of the sample might not be as good as it would have been if the questionnaire participants were selected carefully. In Facebook everyone was allowed to take part in to the event and that way they had the access to the questionnaire, too.

The used questionnaire distribution channel, Facebook, is an easy tool to stay in touch with friends from different countries and continents and it is a good and effective way to obtain people to participate in a survey and collect lots of responses. Although there are many good sides, the question about Facebook's reliability in survey making is a current topic. Whether the respondents took the survey seriously enough depends partly from the platform where the survey was sent out. There were some less serious responses among the open-ended responses, which gave a reason to suspect the quality of the responses.

Second point when analysing critically the reliability of the results, is that the on-going crises have an impact on survey participants' responses. The responses are obviously different depending on the current crisis situations. As the survey was conducted before the tsunami in Japan in March 2011, it was not possible to capture travellers' concerns about that event and the possible changes in their thoughts about crises in general. However, the survey was current according to the issues happening at that time and as the responses were given anonymously, it is recognized that they are most likely reliable.

There are not that many errors in data saving when using web-based questionnaires. The results are automatically saved and there are not as many failures as on saving the results of paper questionnaires. The used questionnaire programme Webropol saves the data of the questionnaire automatically and it can be copied easily to Excel and SPSS.

Validity means that the questionnaire measured the matter it was supposed to measure. The main point that effects on validity is that questions are successfully created and they investigate an answer to the research problem. Sometimes respondents might understand questions differently than the researcher. If the researcher analyses the questions according to her or his own thoughts, the results cannot be considered real and valid. (Heikkilä 2008, 186-187; Hirsjärvi et al. 2007, 226-227.) When estimating the validity of a survey it is important to analyse the content and form of questions and response options. The functionality of a scale and inaccuracy of a measure are also points that need estimating after a conducted survey. (Vilkkä 2007, 150.)

The questions in the questionnaire were developed according to the literature review. First three questions examined the demographic factors of the respondents, which is important when making comparison and other analysis. With the help of questions number four and five it was learned what type of travellers the respondents are. The amount of trips per year and the trip booking channel tell something about travelling habits of the respondents. People who prefer either mass or organized tourism are more likely to react to travel crises. Three major crises were chosen to closer research;

terrorism, natural catastrophes and pandemics. These crises were subdivided and the intention was to examine travellers' concerns about each predefined crisis on a scale from 0 to 4. Furthermore, it was asked what the respondents would do if there was a crisis situation on their travel route or in their travel destination. When analysing these results, it showed the effects of crisis situations on travellers' travel behaviour. It was essential to ask about the safety information sources in order to beware about the influence of media on travellers. As well the listed ten countries were selected to explore whether media has an impact on young travellers. In addition, it was analysed if large-scale crises stay in people's minds for a long time or does media only have a sudden affect with shocking news which are fast forgotten. Finally, there were some personal experiences about different crisis situations collected.

The respondents were from the same age group as the survey makers, which is why the form of the questions was easy for them to understand. There were simple and understandable words used in the questionnaire leaving out professional vocabulary as not everyone is studying tourism. In addition to the form of the questions, the questionnaire was visually clear and simple to answer as the questions were each on one page.

The respondents were from 39 different countries, which make the generalizability of the survey more valid. Of course the varying origin of the participants gives an extra challenge for the survey as well. There might be some respondents, who did not understand the questions in the same way as the others, because their English skills were not that fluent.

When estimating the form and content of the questions, there were some errors that we noticed. It was possible to click more than one option in the question number 5, 6, 7, 8 and 9. That was suitable in multiple-choice questions (5, 7, 8) but not in scalar type questions (6, 9). That might have caused some bias in the results. In addition, in the scalar questions number 6, the first two options were quite similar to each other. It might have been difficult to choose the most suitable option between "I don't think about it" and "Not at all". That might cause some smaller errors in the results. On the

other hand, the scale from 0-4 was wide enough, not too many options to choose from.

The options in the question number 9 were better than in the other scalar question number 6. The first option “I don’t know, no opinion” was suitable when asking about the fear for some countries. In the question number 8 many people chose the option “Somewhere else, where?” and added Internet as their main source for safety information. This question should have been formed differently so that Internet would have been one of the options. There were few respondents, who left few questions without a response. To avoid this, it could have been made compulsory to respond all the questions before being able to move to the next question. This fact did not harm the survey much, but the matter is significant to keep in mind for the possible further surveys.

The covering words of the questionnaire were well prepared. It gives the first impression and this might be one of the reasons why we managed to collect that many answers. The covering words were wide enough, polite, and positive and they spoke to the object persons.

The fact that must also be taken into account is that it was not possible to see the gestures and the expressions of the respondents, which would have given us a better understanding of the respondents’ feelings. Some respondents might not have understood the point of view that was meant by the researchers. According to one opinion, the survey was biased and the researchers were racists because of the list of the dangerous countries. He or she probably took it personally seeing his or her home country in the list, while the researchers only estimated the safety of that destination because of the recent crisis situations. These kinds of misunderstandings cannot be cleared because all the respondents are anonymous. In addition, further questions cannot be done, which may leave the interpretation elementary. Were there actually enough questions in the questionnaire or was the survey too short and superficial?

Although there were some minor mistakes in the questionnaire, the survey was valid as it measured what it was supposed to measure. We got answers to the research problem and research questions, which is one of the main intentions of a survey.

7 Conclusion

The aim of this thesis was to investigate young travellers' concerns about tourism crises. The approach of the study was quantitative and the data was collected by means of a web-based questionnaire. The survey was reliable since the sample included 583 answers and the response rate was 32 %. The bigger a sample is, the better a sample represents average opinion, experience or attitude among a target group. Based on these 583 responses, the following conclusions may be drawn.

Terrorism, health crises and natural catastrophes did not provoke much concern among young travellers. Most people do not think about large scale crises or are not significantly frightened of them. However, pandemics, which are among the large scale crises probably the easiest to avoid, seem to be the biggest concern among young travellers since 56 % of the respondents were scared of pandemics at some level. As natural catastrophes and terrorism attacks are not foreseeable and it is difficult to predict when and where they happen, young travellers probably do not see the reason to fear these. Tsunami or a suicide bombing can occur on your way while travelling anytime. However, if you thought about it too much, you would not be able to travel anywhere. Nevertheless, when known where the pandemics cause the most harm and infect the most people, it is easy to avoid travelling in such destinations. When people have to face something new and unknown, it usually seems a bit frightening at the beginning. The respondents did not have that much experience from pandemics as from natural catastrophes and terrorism in their own crisis situation experiences. This leads to the conclusion that the less information and experience, the more scary and powerful the crisis seems.

Young travellers are eager to visit all kinds of destinations in the world and even big tourism crises such as terrorism, natural catastrophes and pandemics can not stop them from seeing the most magnificent places. The survey conducted with young travellers between 18 and 28 years old, revealed that even though current crisis situations have an impact on travellers' travel behaviour, the crises may be rapidly forgotten. Young travellers want to travel anyway, no matter if there are crises going

on somewhere or not. Without a doubt, there are not many travellers who are specifically seeking crises. Changing travel destination, route or time is not a problem for flexible young travellers. Safety is an important factor, which is taken into account while planning trips. Yet, it depends a lot on the severity and seriousness of a crisis situation what travellers would do. There were only 6,4 % of the respondents who would travel anyway to the destination where there is a crisis situation going on. That can be explained by the fact that most people belong to the functional or place risk category. People, who travel to the affected destination, belong to place risk category.

The purpose was also to juxtapose the results between genders and nationalities. There were not huge differences between nationalities, which indicate that young travellers think pretty similarly all over the world. Unfortunately, there were not that many respondents from other nationalities than Finland. That is why the comparison is incomplete and the results cannot be generalised to a greater extent. However, some differences between males and females are visible. Crisis situations seem to concern more women than men or at least women express their concerns more openly.

The impact of media seems to be considerable. That can be proved by the fact that Egypt provoked most concern among young travellers in the survey. There were demonstrations and riots going on in Egypt while the survey was conducted. It has also to be taken into consideration that political disasters can have more long-term consequences on marketing a tourist destination than natural disasters. Natural crises usually obtain massive media attention but it is only for a short period of time. While the effect of a long continued media exposure of political crises can have a huge impact on the tourism image of a destination. Even the Indian Ocean Tsunami in 2004, which was one of the most disastrous natural catastrophes ever, does not concern the young travellers anymore and Thailand was considered to be a safe destination. On the other hand, Japan might need a few years to recover from the current crisis and to get tourists to return and to feel safe again. The powerful impacts of crises can be notified strongly in the destinations and the locals have to work hard to get the tourism business back on track. At the same time, crisis situations leave the footprint on the destination, which might even bring more tourists to the destination in

the future to see the places, where the horrible things occurred. This form of tourism is called dark tourism. Travellers consider it exciting to visit places, where awful things such as terrorist attack or tsunami, have happened. The bigger theme media makes of different crises, the bigger impact they usually have on travellers. Media does not always tell the real truth about the situation in the destination. The attention-hungriness describes its purposes to tell the stories and sell the news.

Potential travellers use information sources in order to determine travel risks, influencing their destination choice behaviour. Even 43 % of the respondents discovered information about crisis situations in the news and only 4 % did not search for any kind of information at all. So it should be notified that young travellers generally are relatively well informed and aware about the ongoing situations, even though the majority do not use the most reliable information sources such as ministry for foreign affairs and travel agency. What is written in the news or shown on television, affects on the opinions of the young travellers. Still, many of the respondents realize that the media tends to exaggerate the situation of the crisis just to attract more attention. They know that the normal life in the destination is still going on and although the travel agencies would not bring any tourists there for a while, the crisis does not last for long.

As the tourism industry is rather vulnerable to all kinds of crises, it is important to be prepared for different kinds of scenarios. All travellers, including the young ones, prefer choosing a safe destination and route and many of the travellers are concerned about some possible crises such as pandemics. That is a clear sign for the businesses in the tourism industry to invest in safety issues. Being well-prepared for the possible worst scenarios can be a key to success. If it is also a way to minimize the losses and get through the crisis as quickly as possible and make the tourists come back sooner.

In order to explore more about travellers' perceptions of crises, it would be interesting to conduct a similar kind of survey for seniors or other age groups than the young target group, which was the objective of this thesis. It is presumable that older travellers have different kinds of concerns when it comes to crisis situations.

Moreover, it would be interesting to investigate whether there are differences within different age groups.

This thesis determined the biggest concerns from the large scale tourism crises among young travellers. In addition to informing other travellers about the possible crises and the thoughts of other travellers, this thesis also provides information to tourism businesses and advises these to take into consideration the concerns presented.

Conducting the survey was an interesting process which proved the fact that the topic is very current and fascinating to other young people as well. Similarly, the power of social media was impressive since the collection of the answers turned out to be so fast and easy. Moreover, reading and analysing personal experiences of the respondents was one of the most rewarding tasks in this entire process. These crises stories will hopefully live in all the readers' minds for a long time.

Bibliography

Aro, J. 2010. Terroristit mainostavat verkossa. Helsingin sanomat 15.11.2010. URL:
<https://www.hs.fi/yrietykset/sanoma-arkisto/artikkeli.do?id=HS20101115SI2UL01t85&hakusanat=Terroristit+mainostavat+verkossa&pvm=&alkaen=&loppuen=&lehti=HS&sivu=1&tulokset=1&lyhenne=HS&artikkeli=1&haku=HESA>. Quoted: 16.12.2010.

Baskar, S. & Baskar R. 2009. Natural disasters. Earth's processes & geological hazards. Unicorn Books. New Delhi.

BBC 2009. Tsunami-hit Thailand: Recovery and Remember. URL:
<http://news.bbc.co.uk/2/hi/8429589.stm>. Quoted: 29.3.2011.

BBC 2011a. Australia floods: 72 missing and at least eight dead. URL:
<http://www.bbc.co.uk/news/world-asia-pacific-12149921>. Quoted: 7.4.2011

BBC 2011b. Haiti Earthquake. URL:
http://news.bbc.co.uk/2/hi/in_depth/americas/2010/haiti_earthquake/default.stm.
Quoted: 28.3.2011.

BBC 2011c. Moscow Bombing: Carnage at Russia's Domodedovo Airport. URL:
<http://www.bbc.co.uk/news/world-europe-12268662>. Quoted: 28.3.2011.

Dillman, D., Smyth J. & Christian L. 2009. Internet, mail and mixed-mode surveys. The tailored design method. Third edition. John Wiley & Sons Inc. Hoboken, New Jersey.

Facebook 2011. Press room. Statistics. URL:
<http://www.facebook.com/press/info.php?statistics>. Quoted: 23.2.2011.

Glaesser, D. 2006. Crisis management in the tourism industry. Elsevier Inc. Oxford.

Hall, M. C. 2003. Tourism issues, agenda setting and the media. URL:
http://canterbury-nz.academia.edu/CMichaelHall/Papers/75234/Tourism_issues_agenda_setting_and_the_media. Quoted: 11.5.2011.

Heikkilä, T. 2008. Tilastollinen tutkimus. Seventh edition. Edita Prima Oy. Helsinki.

Henderson, J. 2007. Tourism crises. Causes, consequences & management. Elsevier Inc. Oxford.

Hirsjärvi S., Remes P. & Sajavaara P. 2007. Tutki ja kirjoita. Thirteenth edition. Otava. Keuruu.

Hyndman D. & Hyndman D. 2009. Natural hazards and disasters. Brooks/Cole. Canada.

Malkki, L. & Paastela J. 2007. Terrorismin monet kasvot. WSOY. Porvoo.

Mansfeld, Y. & Pizam A. 2006. Tourism, security & safety. From theory to practice. Elsevier Ltd. Burlington, USA.

Page Stephen J. 2007. Tourism management. Managing for change. Elsevier Ltd. Burlington, USA.

Pratt, M. K. 2011. Pandemics. ABDO Publishing Company. North Mankato, Minnesota, USA.

Ralli T. & Saloranta J. 2005. Turvallisuuskäsitusten merkitys ja turvallisuusuhat matkailualalla. Amk-opinnäytetyö. Jyväskylän ammattikorkeakoulu. URL:
[http://www.mek.fi/RELIS/REL_LIB.NSF/0/ad88b463866f5bdb22570ac0029db3f/\\$FILE/ATTTIMQU/Opinn%C3%A4ytety%C3%B6VALMIS.pdf](http://www.mek.fi/RELIS/REL_LIB.NSF/0/ad88b463866f5bdb22570ac0029db3f/$FILE/ATTTIMQU/Opinn%C3%A4ytety%C3%B6VALMIS.pdf) Quoted: 14.1.2011.

Ritchie, B. 2009. Crisis and disaster management for tourism. Channel View Publications. Bristol.

Robbins, S.P. & Judge, T.A & Campbell T. 2010. Organizational Behaviour. Emotions and Moods. Pearson Education. Harlow.

Segall, M. 2007. Pandemics: Epidemics in a shrinking world. The Rosen Publishing Group, Inc. New York, USA.

Sharpley, R. & Stone, P.R. 2009. The darker side of travel. The theory and practice of dark tourism. Channel View Publications. Bristol.

Simpson 2010. Youth travellers spend more and go for longer. URL:
<http://www.cabi.org/leisuretourism/default.aspx?LoadModule=NewsArticle&FP=21142&site=156&page=784>. Quoted: 16.12.2010.

Social Research Methods 2006. Nonprobability sampling. URL:
<http://www.socialresearchmethods.net/kb/sampron.php>. Quoted: 10.5.2011.

Statistics Finland 2010. Every second Finn uses Internet several times per day. URL :
http://www.stat.fi/til/sutivi/2010/sutivi_2010_2010-10-26_tie_001_en.html. Quoted:
18.2.2011.

Stone P.R. 2005. The Dark Tourism Forum. URL : <http://www.dark-tourism.org.uk/>.
Quoted : 18.4.2011.

Swarbooke, J. & Horner S. 2007. Consumer behaviour in tourism. Second edition. Elsevier Ltd. Oxford.

Ulkoasiainministeriö 2011a. Egypti: matkustustiedote. URL:
<http://formin.finland.fi/public/default.aspx?contentid=68812&nodeid=15735&contentlan=1&culture=fi-FI>. Quoted: 28.3.2011.

Ulkoasiainministeriö 2011b. Brasilia: matkustustiedote. URL:
<http://formin.finland.fi/public/default.aspx?contentid=69017&nodeid=15735&contentlan=1&culture=fi-FI>. Quoted: 28.3.2011.

Ulkoasiainministeriö 2011c. Indonesia: matkustustiedote. URL:
<http://formin.finland.fi/public/default.aspx?contentid=70746&nodeid=15735&contentlan=1&culture=fi-FI>. Quoted: 28.3.2011.

Ulkoasiainministeriö 2011d. Kenia: matkustustiedote. URL:
<http://formin.finland.fi/public/default.aspx?contentid=66226&nodeid=15735&contentlan=1&culture=fi-FI>. Quoted: 28.3.2011.

Ulkoasiainministeriö 2011e. Meksiko: matkustustiedote. URL:
<http://formin.finland.fi/public/default.aspx?contentid=99523&nodeid=15735&contentlan=1&culture=fi-FI>. Quoted: 28.3.2011.

Ulkoministeriö 2011f. Thaimaa: matkustustiedote. URL:
<http://formin.finland.fi/public/default.aspx?contentid=68512&nodeid=15735&contentlan=1&culture=fi-FI>. Quoted: 29.3.2011.

U.S. Department of State 2011a. Chapter 7. Legislative requirements and key terms.
URL: <http://www.state.gov/s/ct/rls/crt/2009/140901.htm> Quoted: 13.1.2011.

U.S. Department of State 2011b. Chapter 6. Terrorist organizations. URL:
<http://www.state.gov/s/ct/rls/crt/2009/140900.htm> Quoted: 13.1.2011.

Vehkalahti, K. 2008. Kyselytutkimuksen mittarit ja menetelmät. Tammi. Vammala.

Vilka, H. 2007. Tutki ja mittaa. Määrällisen tutkimuksen perusteet. Tammi. Jyväskylä.

WHO 2010. Health topics. URL: <http://www.who.int/topics/en/> Quoted: 16.12.2010.

WYSE Travel Confederation 2010. Youth Travel Industry Monitor 2009 summary report. URL: http://www.wysetc.org/docs/Youth_Travel_Industry_Monitor_Issue_6.pdf. Quoted: 7.1.2011.

YLE 2011. Tunisian mellakat levisivät Hammanetin turistikaupunkiin. URL: http://yle.fi/uutiset/ulkomaat/2011/01/tunisian_mellakat_levisivat_hammametin_turistikaupunkiin_2284692.html. Quoted: 29.3.2011.

Attachments

Attachment 1. Questionnaire

Crises in the tourism industry and their effects on young travellers

Hey young traveller between **18-28** years!

We are two tourism students of HAAGA-HELIA University of Applied Sciences from Finland. We are writing our thesis about large-scale crises in the tourism industry and their effects on young travellers. We want to find out which crises you are most scared of and what kind of effects the lately happened crises have on your travel behaviour.

The thesis is a part of an International Tourism Students Conference, which is held in Portugal in April 2011. The results of this survey will be used in our thesis anonymously and will be represented in the conference. The thesis will be completed at the end of May and it will be available on the Internet page www.theseus.fi. Answering to this questionnaire will take approximately 5 minutes.

Every answer is important to us! You have now an opportunity to be a part of an interesting survey about very current topic. If you have any questions according to this survey or our thesis do not hesitate to contact us. Thank you for your time!

Kind regards,
Laura Bagans and Henriikka Tapola

laura.bagans@myy.haaga-helia.fi
henriikka.tapola@myy.haaga-helia.fi

Next -->

Crises in the tourism industry and their effects on young travellers

1) How old are you?

2) Gender?

Male Female

3) Country of residence?

Finland Other, which?

<-- Previous

Next -->



4) How many times do you approximately travel abroad per year?

- 0
- 1-2
- 3-5
- over 5

5) Where do you most often book your trips?

- From tour operator (for example TUI, Thomas Cook)
- Individually on the Internet
- Somewhere else, where?

6) How much are you scared of the following crises?

	0= I don't think about it	1= Not at all	2= A little bit	3= Quite much	4= A lot
Terrorism during flight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrorism in a destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrations, riots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tsunami	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earthquake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hurricane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pandemics (for example SARS, H1N1 Swine flu)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7) What would you do if any of these crises (terrorist attack, natural catastrophe, health crisis) happened in your travel destination or on your travel route?

- I would cancel my trip
- I would change travel destination to a safer one
- I would change travelling dates
- I would change my travel route
- I would travel anyway
- Something else, what?

8) Where do you look for safety information about travel destinations?

- Nowhere
- Travel agency
- News
- Friends, relatives
- Ministry of foreign affairs
- Somewhere else, where?

9) How dangerous do you consider the following countries at the moment?

	0= No opinion, I don't know	1= Very safe	2= Quite safe	3= Quite dangerous	4= Very dangerous
Egypt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brazil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Haiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indonesia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kenya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Russia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
South Korea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tunisia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10) Do you have any own experience on crises situations? Have you escaped the tsunami, cancelled your trip because of the ash cloud or experienced something else memorable? Tell us about it!

[<-- Previous](#)

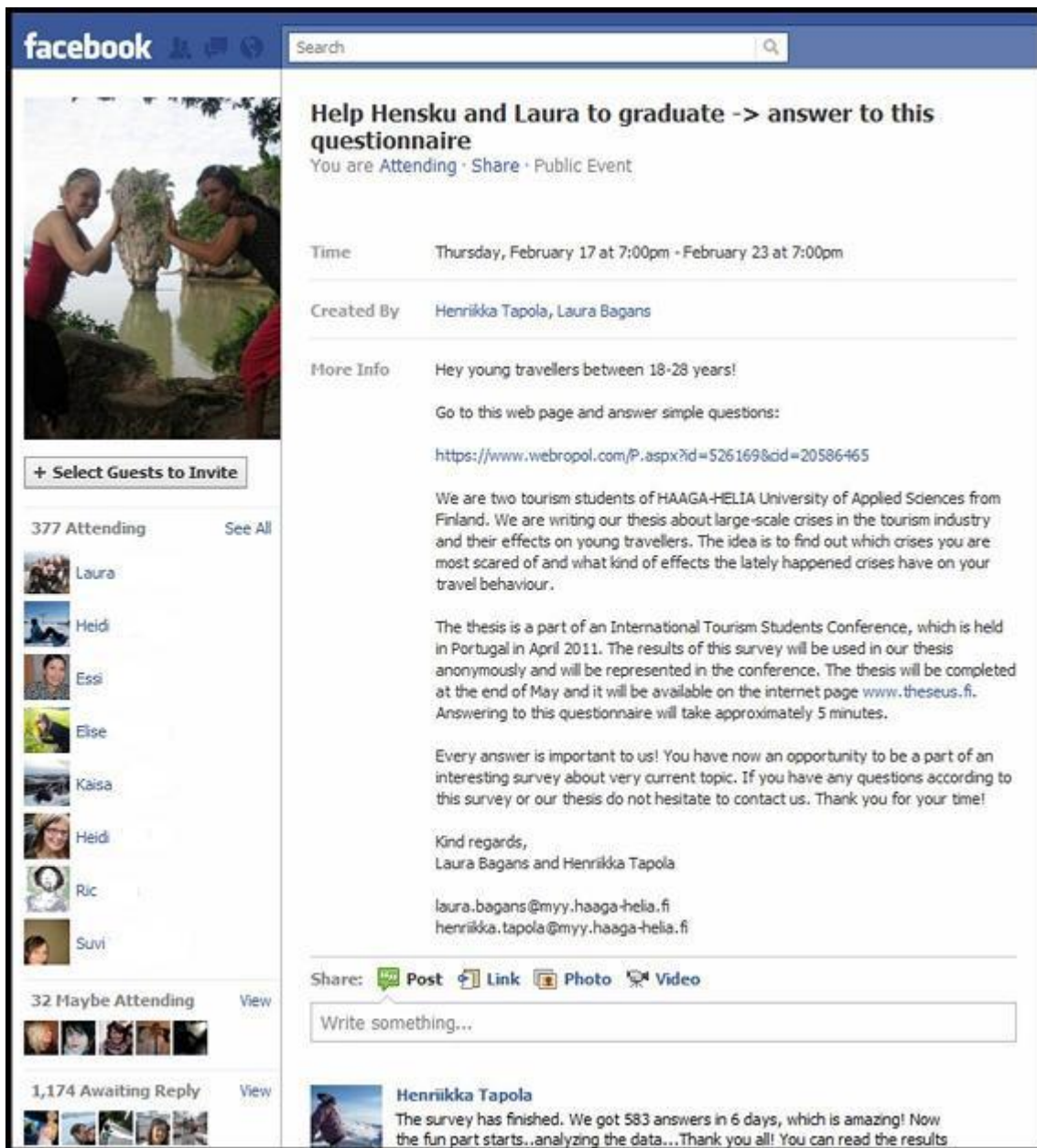
[Next -->](#)

**Thank you a lot for answering this questionnaire!
You just helped us a lot on our way to graduate!
Have a wonderful day!
Love Funland**

[<-- Previous](#)

[Submit](#)

Attachment 2. Facebook event for the survey



The image shows a screenshot of a Facebook event page. The event title is "Help Hensku and Laura to graduate -> answer to this questionnaire". The event is public and the user is attending. The time is Thursday, February 17 at 7:00pm - February 23 at 7:00pm. The event was created by Henriikka Tapola and Laura Bagans. The event description asks young travellers between 18-28 years to answer simple questions on a website. The website URL is https://www.webropol.com/P.aspx?id=526169&cid=20586465. The description also mentions that the survey is part of a thesis for a conference in Portugal in April 2011. The survey will take approximately 5 minutes. The organizers are Laura Bagans and Henriikka Tapola. Their email addresses are laura.bagans@myy.haaga-helia.fi and henriikka.tapola@myy.haaga-helia.fi. The event has 377 attending guests, 32 maybe attending, and 1,174 awaiting reply. A share button is visible with options for Post, Link, Photo, and Video. A comment box is present with the text "Write something...". A post from Henriikka Tapola is visible at the bottom, stating that the survey has finished and they got 583 answers in 6 days.

facebook Search

Help Hensku and Laura to graduate -> answer to this questionnaire

You are Attending · Share · Public Event

Time Thursday, February 17 at 7:00pm - February 23 at 7:00pm

Created By Henriikka Tapola, Laura Bagans

More Info Hey young travellers between 18-28 years!

Go to this web page and answer simple questions:

<https://www.webropol.com/P.aspx?id=526169&cid=20586465>

We are two tourism students of HAAGA-HELIA University of Applied Sciences from Finland. We are writing our thesis about large-scale crises in the tourism industry and their effects on young travellers. The idea is to find out which crises you are most scared of and what kind of effects the lately happened crises have on your travel behaviour.

The thesis is a part of an International Tourism Students Conference, which is held in Portugal in April 2011. The results of this survey will be used in our thesis anonymously and will be represented in the conference. The thesis will be completed at the end of May and it will be available on the internet page www.theseus.fi. Answering to this questionnaire will take approximately 5 minutes.

Every answer is important to us! You have now an opportunity to be a part of an interesting survey about very current topic. If you have any questions according to this survey or our thesis do not hesitate to contact us. Thank you for your time!

Kind regards,
Laura Bagans and Henriikka Tapola

laura.bagans@myy.haaga-helia.fi
henriikka.tapola@myy.haaga-helia.fi

Share: Post Link Photo Video

Write something...

Henriikka Tapola
The survey has finished. We got 583 answers in 6 days, which is amazing! Now the fun part starts...analyzing the data...Thank you all! You can read the results

+ Select Guests to Invite

377 Attending [See All](#)

- Laura
- Heidi
- Essi
- Elise
- Kaisa
- Heidi
- Ric
- Suvi

32 Maybe Attending [View](#)

1,174 Awaiting Reply [View](#)

Attachment 3. Open-ended responses to the question number 5.

Where do you most often book your trips?

- Ebookers
- the employer pays for
- Travel Agency
- Finnmatkat
- I use travel agents for the bigger stuff and i do the smaller bits myself.
- No plan, roadtrips,..
- on the way
- i never had booked anything

Attachment 4. Open-ended responses to the question number 7.

What would you do if any of these crises happened in your travel destination or on your travel route?

- I would probably reconsider, but not immediately cancel nor change my plans.
- If I'm at the destination already, I would call the embassy or consulate to get informed.
- Depending on how severe the crisis is I might change to another destination, but if it's something not too bad I'd go anyways.
- Depends on how big it was
- I would assess the possibility of those threats to happen during my visit there. If there still were any threats, I would cancel my trip and if I have enough money, I would change to other destination (safer one)
- volunteer
- I would not have traveled to a crises prone country in the first place
- Depends entirely on the situation. In general Media often creates an image that a country is in war if a small bomb goes off in one city. This wouldn't stop me from travelling.
- Been to flood and hurricane. Just waiting for it to go by.
- Changing the purpose of travelling, going to help if possible
- Depending on the severity
- It depends on lots of things but I am going to Moscow in a few weeks eventhough there were terrorist attacks there.
- depends on seriousness of situation: if it's very serious, i would cancel; if not i would travel anyhow
- depending on the type of crisis I would decide whether to cancel the trip or change the dates/destination
- Matkustan yleensä vain turvalliisiin kohteisiin. (I usually travel to safe destinations.)
- dependance of the problem but i would like to see whats going on there if its not so dangerous
- It depends on what my friends for that place say or what I read in news

Attachment 5. Open-ended responses to the question number 8.

Where do you look for safety information?

- Travel Guides
- Internet x 37
- internet discussion boards
- Individually checking from the internet
- Useful internet pages in general
- Trip Advisor
- reliefweb.org
- i try to learn a bit about the country, and i will check the news for any info about it. the thing that most scares me about a country is political unrest, and violent demonstrations/clashes
- guides on internet
- Pallontallaajat.net
- Websites such as wikitravel
- discussion forums in the internet
- tourism webistes
- ulkomaanministeriö (Ministry of Foreign Affairs)
- Travel guide books
- internet i.e. Road Junky
- National Tourism Board
- internet forums
- Internet/ US Customs and Immigration Country List
- media

Attachment 6. Open-ended responses to the question number 10.

Do you have any own experiences on crisis situations?

Natural catastrophes:

- I found myself travelling with friends by train in April, 2009 around Italy. There was an earthquake on the 6th of April, 2009 in central Italy and although my trip by this area was scheduled for a few days later after the earthquake, most of my schedules were cancelled, other routes were booked out and our tickets had no refund so we lost our money, and my friends and I had no place to sleep given that all hostels and places were occupied. We cancelled the rest of the trip and took our respective emergency trains back to our countries.
- cancelled my trip because of the ash cloud??? nooooo the airlines did that for me :!(
- Our flight to New York was cancelled due to the ash cloud, and we couldn't leave later then, so we postponed the trip to another time completely. We got all our money back, even though the hotelroom was a no-change special-deal, that had to be paid in advance.
- couldn't travel due to the volcano, nothing else
- I went to Thailand couple months after Tsunami. The situations had calmed down. I had a very good trip!
- My fieldtrip to Latvia with school was cancelled in April 2010 because of the ash cloud from Iceland. Air Baltic cancelled all the flights and booked us on another flight at the end of May.
- A little earthquake in the Mediterranean Sea years ago, luckily wasn't dangerous. The ash cloud last year almost ruined my holiday but guess I was lucky to go on that holiday anyways.
- I was in Brussels and the flight was cancelled because iceland volcano erupted
- I couldn't fly because of the ash cloud and needed to take a combination of car and ferry instead.
- Only a hurricane alert in Mexico, I just changed the dates of my trip to Yucatán.
- I have changed my travelling route because of floods and mud slides in guatemala last summer. Instead of going there I went to Colombia and Panama.

It was on short notice but I didn't have anything booked, so it was easy to change plans.

- I experienced cyclone Larry in Australia 2006, no one died but locals lost their jobs.
- Tornado passed by me by about 1 km. It was scary!
- tsunami-wave warning at Mexico's west coast last year February when earthquake hit Chile. but it was false alarm
- I lived through the ash cloud on my way back from Europe to Mexico; I just stayed in a hotel.
- We wanted to go to Germany from Finland during the ash cloud, but took a ferry+car instead. We were on the road for 5 days all together, but in the destination only 23h.
- I was in Cairns for cyclone Larry in 2006, it was a little scary, but I was not overly worried, I stayed out late drinking, then slept through the main part of the cyclone so it wasn't so bad. Not travel related really but in 2003 there were massive bushfires in Australia which burnt nearly 1 million hectares of land they burnt all around my house, that was pretty crazy. Before I went to Thailand the first time there was some civil unrest and fighting in the streets, but it died off so I went anyway.
- Got stuck in Moscow during 5 days because of the volcano ash without visa because it expired the day after the eruption. Kind of situation that teaches you how to be patient => except this just find a way to make your days busy, not too hard in Moscow
- My flight to Stockholm was cancelled due to the ash cloud last spring.
- Also I have experienced earthquakes in Iran while traveling but as they are common in Iran, it wasn't such a scary event.
- Flood in Northern Territory, AUS caused me being stuck in a destination for 3 weeks.
- A trip to Paris was delayed due to Ash Cloud! in 2010
- Nothing much special. Last autumn I was travelling in Thailand and while our boat trip to a little island called Koh Lipe a heavy storm rose upon the ocean. Motors were stopped 'cause of the strong waves. (at least 5 meters high). Wind

and rain were also quite nasty. We made it through and I was lucky to have boyfriends safe arms around me.

- I managed to escape the ash cloud by 2 hrs, my flight left, and then discovered that all the other flight that departed after mine were shut down!
- I experienced the tsunami in Phuket in 2004. Me and my family didn't get hurt but many others did. It was a disturbing experience and something that will haunt me always. But now I know how to act if something like that would happen again...
- Once I was about to fly to the Philippines from Hanoi, Vietnam. It was October 2009. Then the storm came and there were huge floods. We went to Cambodia instead.
- Only a minor earthquake in Dominican Republic. You could barely feel it.
- I was in the Bahamas when the Haiti earthquake happened and there was a tsunami threat (especially our island was close to Haiti). We heard about it on TV in a restaurant and right after that all the electricity went off, so that scared us a bit. We didn't have TV or radio or internet in our villa so we had no idea what was happening (if we really were in danger). Since our hosts didn't call us or anything we thought we had no reason to worry. We realized the damages in Haiti when we arrived home a few days later.
- I was just about to travel to Poland when the ash cloud arrived to Finland and Poland. So, unfortunately I had to cancel the trip. I also traveled to Seoul, the capital of South Korea last Christmas (2010) and New Year, just after North Korea had bombed South Korea's Yeonpyeong Island. I didn't want to cancel my trip. And however, I knew it wasn't that dangerous there after all.
- I was in Buenos Aires about to travel to Santiago de Chile in few days, when there was a very strong earthquake in Chile. The airport was badly damaged and my flights back to Finland were to depart from there. I waited in Argentina for a week to get confirmation that the airport is functioning and my flights are going to depart and then I travelled to Chile and nothing serious happened, only few replicas.
- I had to stay in my destination twice the duration I had planned due to the ash cloud

- Once in the US, Florida we were told to go the hotel bomb shelter because a hurricane was on its way to the hotel area. Nothing happened, no one panicked but when we got out after few hours there were all kinds of stuff floating in the hotel pool. I was working as a travel guide during the ash cloud crisis and got evacuated with the clients from Lanzarote to Jerez, Spain (continent). We spend 4 days there without knowing when to go home. Eventually we all (4 planes - appr. 900 people) flew to Finland with only two hours notice. The planes landed in different airports in Middle and Northern Finland. Basically the Finnish tourists took the crisis really well and understood the situation and that there was nothing to be done. We all lived in a four-star hotel in Jerez for free (Finnair paid) so the clients were spending a really nice time considering the circumstances... Finnair also arranged a bus ride to Helsinki-Vantaa airport from the final destination airport, e.g. from Kuopio.
- Nothing important, only delays due to important snow falls.
- One memorable crises happened in summer 2009 in Rome, near Vatican city, Italy. Middle of the night I woke up in the earthquake. Luckily that territory wasn't the high point of the earthquake, but it was still a very strong one and we were a bit scared. Many villages were completely destroyed. I think the scariest thing of that was that it happened so near Finland in Europe, not in Asia etc.
- i had to cancel a trip because of the ash cloud in iceland and was very sad, because i could not travel to the place at a later point in time. anyway, i had to accept it and i thought that mother nature maybe just didnt want me to travel there =D
- My worst thing was being caught in a snowstorm in Arlanda for 2 days, not very bad.
- My flight from Switzerland to Finland was cancelled because of the ash cloud. That's why I needed to stay 4 extra nights in Switzerland.
- I had to cancel a trip to Copenhagen because of the ash cloud last year. So I switched the flight to a later date.-

- We are just thinking of cancelling our flights to Christchurch New Zealand after the tragic earthquake they had yesterday. We still might take off on Friday as planned.
- experienced the media hype of floods in Australia scaring alot of ppl not to travel the whole of queensland.. But alot of the famous parts where still excessable and beautiful as usual! Less tourism was good for us but not for the towns! So sometimes media scares!! Good luck with your thesis!
- I had to stay in London longer (3 more days) because of the ash cloud.
- Last year because of the ash cloud I had to wait for one week until I could fly to Thailand. And in the year 2008 we waited in christmas for 8 hours sitting onboard the airplane at Helsinki airport because Russia lauched unexpectedly a rocket to the space - actually it was only a test lauch, but they still closed the air space over Russia for several hours.
- I was in Australia month ago, travelling up the eastcoast. Had to change my plans and route because of the flooding, but other than that there was no real problems or discomfort since i managed to avoid the flooded areas.
- I had cancel my trip because of volcanic ash
- There supposed to be a quite big earthquake in indonesia, when I was travelling there, but it was only very minor and it happend before I went there. But I already then think about what would have happen if it would have been a major one.
- Last Spring I was supposed to fly to Florida with my team to compete in the Cheerleading World Championships, but we were not able to fly overseas due to the ash cloud.
- I was evacuated from Lanzarote to Malaga last spring during ash clouds. Everything went fine thought, everyone was safe.
- I was in thailand when the tsunami happened. Luckily I was in the north part of thailand so there was no danger for me. I heard about the tsunami from my friends and family back home because there was no information about the tsunami in thailand.
- I was on Athens during the ash cloud and leaving there due to start my trainee period in Hospital. My tickets were from Athens to Budabest and from there to

Helsinki. I had to stay for few more days cause I didn't want to get stuck in the airport in Budapest cause it wasn't sure if the plane could continue from there.

- I was in Samoa just in January 2011 and there was a cyclone. It wasn't so bad in the place where we stayed, but our hotel was surrounded by a flood and my boyfriend drop into some sewage drain because he couldn't see the hole in the middle of the flood. Still the worst was that our flight was cancelled and there was nothing to do in Apia, Samoa's main capital.
- I was in Vanuatu and heard about a tsunami watch (meaning being not in danger really, but to keep an eye..). Luckily it didn't come to our destination, 'cos we heard the warning two days later than it had happened..
- Ash cloud cancelled my flight back home. I didn't mind at all, it gave me one week longer holiday.
- I have been in Queensland Australia during the floods and cyclones 2011, didn't effect my trip or my life. Family in Finland was more worried what's happening.
- I cancelled my flight to Copenhagen in April, 2010 due to Icelandic ash cloud
- I had a work-trip to Italy not too long after the volcano eruption took place, because I had to get there anyway so I couldn't cancel my trip if I am informed that my flight was canceled because of the ash cloud. Therefore I got myself a travel alternative, by taking InterRail although it'd take 4 to 5 times longer. However, at the end my flight wasn't canceled because the ash cloud situation was a bit better. Still, I remember being a bit worried if the ash cloud situation was really better as they said or it wasn't as good for the flight to be operated, so honestly...I was afraid but just a bit, that there'd be something wrong during the flight, or even that it'd crash...
- Prague was flooded in 2002, but I managed to travel back home just two days before.
- I couldn't fly back from Finland to Germany last April because of the ash cloud. I took the ferry in the end.
- I have been in a riot and in a small earthquake in Greece, Athens but these were quite small crises in a large scale
- I was staying in Louisiana, USA, when Katrina and Rita hit there. I stayed there the whole time.

Terrorism:

- When I went to Cuba, Fidel was living a health crisis, some people refuse to join us in this trip because they were afraid of a revolution.
- I was in Israel when troupes went into gaza lands, and it was pretty impressed. i didn't feel in danger, but everybould felt that it wasn't sure. Best stuff to do : stay in the heart of the city
- Riots in Thailand gave me extra week in paradise :)
- I have changed my route because of the terrorist attacks in Mumbai in 2008. I did go to Mumbai after few months tho.
- Cancelled trip to London because of the attack on the subway
- Well.. I was in Istanbul last October when a bomb exploded right next to our hotel.
- I had to flee from the city in India because of the terrorist alarm. I was also under a terrorist attack in India while staying my residence, that time I ran.
- September 2010, just the day before landing in Maputo (Mozambique) some barricades, the people did not allow to public transport or private get to the city from outside, they were throwing stones to the cars...and so and so..
- I was in Mexico for half an year when the crisis with drug war started. I stayed there ´til the end. Didn´t change my plans.
- I was living in India in the city of Pune. I went to Goa with friends for the weekend, during that time (feb 14th, 2010 i think) a terrorist attack happened in Pune, and my local favorite restaurant (German Bakery) was blown up!! But we ended going back on the day we had planned.
- I work for a tour operator now and we just had a group to Egypt which was cancelled do to the riots. I myself have only been in a situation where terrorism danger was quite high. It was in Amsterdam and there was a bomb threat. in the end they caught the sister of one of the Madrid assassins there. It wasn´t very dangerous at all but still a bit scary.
- In 2003 we had reserved a trip from Aurinkomatkat to Egypt. There were some situtations same like now, so all the trips were cancelled. We changed the destination and went to Canarian Islands.

- No i havent personally, i did travel home on the one year anniversary of the september 11 bombings from the middle east. I wasnt afraid. But friends of mine were in Thailand during the red riots last year, they said it was quite scary and frustrating having it happening outside their hotel in Bangkok.
- I cancelled my trip to Fiji, when the military brought down trhe government in 2007.
- I was in London two weeks after the bomb in metro. But still we used the metro and experienced things like normally. There were just more polices with big guns around everywhere..
- Well, I left my home in Cairo earlier this month due to the unrest preceding the revolution. Not a great experience.
- Kerran ollessani Costa del Sol:lla meidän majapaikan viereisessä kylässä räjähti ETA:n autopommi. Matka jatkui tästä huolimatta normaalisti. Viimeksi ollessani Tukholmassa pommi räjähti myös. Harmittavasti laiva lähti kuitenkin jo illalla, niin ei ehtinyt jäädä seuraamaan tilannetta pidemmäksi aikaa. (Once when I was in Costa del Sol, there was a car bomb of ETA next to the village of our stay. The trip continued normally despite the bomb. Last time when I was in Stockholm there was also a bomb explosion. Unformtunately my ship left already in the evening and I did not have time to follow the situation longer.)
- In Norway road E6 to Oslo was closed with out any explanation. Later on I was told that there had been a bomb threat in Oslo - no information on news as the government controls the tabloids.
- I was in England, some kilometers away from London when the terrorist attack was in 2005, and then I travelled to London 3 days after. I was not afraid about terrorist...it was full of policemen and I think it was safety.
- I travelled to Mexico at a time the drug war was quite dangerous. Before I decided to travel there, I asked the tourism ministry how they would evaluate the situation in that specific area. As they evaluatet it not that risky I decided to fly there.
- Olen ollut Etiopiassa sen ollessa sodassa vuonna 2007, ulkona ei saanut liikkua yksin ja meitä kuljetettiin paikasta toiseen ulkoministeriön panssaroidulla autolla.

- There has been a threat of bomb attack a couple of times, one in the London underground and one in the railway station of Paris. In London I practically ignored the threat and Paris I skipped entirely (I was on a interrail trip, so it was easy for me to change the destination).
- I've experienced a situation of terrorism. It was in London on 7 July 2005. I wasn't in the places where the blasts occurred, but the whole situation was stressful, it was impossible to know if more would happen or where there would be. At the airport it was very embarrassing have to take off our cloths, because they wanted to make sure that we didn't have any kind of explosive device or something like that.
- Not really. Closest event was on 2005 when I was in London just couple of days before the underground bombing. Nothing happened but It made me to think about, how my family would have reacted if the couldn't have made contact with me (telephone lines didn't function etc). I was very young then (only 17).
- I have been in Bangkok when they had the riots, but by avoiding the crisis spots it was safe. I did saw quite many police and army men and there were some roadblocks, but it wasn't that bad.
- I had my gratuation trip to Egypt (Feb.2011) and I had to cancelled it because of the situation. Then, we decided to go to the Canarian Islands.
- It never happened to me, but Im acctually leaving in Germany (Dresden) and I know many people has cancelled their trip there because of Neo-Nazis demonstration this WE in the city. I runaway as well as a lot of Dresden citizens. But it's usually a quiet and safe city, the Neo-Nazis are coming from all over Europe, they are not specially German or Dresdners and the demonstration takes place only this WE. That's it for my own experience, I don't know if it can helps for your study...
- I was in Nepal during the maoist general strikes. There was a lot of riots, gatherings and everything was closed -it was difficult to travel anywhere and the power shortages were even worse than usually. I wasn't too scared since I knew local people and I managed to get food and shelter all the time. I was just happy to go since my trip was almost cancelled because of the ash cloud.

- I have worked as a peacekeeper in a country that was in a civil war. It was very peaceful except the few occasions when fighting erupted.
- Well at the moment there is a political crisis in Egypt and I have stayed here in the middle of it for the month it has lasted now. Most foreigners were evacuated and advised not to go out or to the demonstrations, but all warnings and rumours were exaggerated and personally I faced no difficulties. Being a part of a revolution is something incredible and I would recommend it to anyone who gets a chance. Most of my friends who left the country now regret leaving. Tahrir square surrounded by tanks and checkpoints was definitely the safest crowded place I've ever been in and most people agree with me. As long as you moved away from the rock-throwing groups everything was fine. Sadly most touristic places were closed most of the day or totally due to the curfew, but I visited the pyramids during the crisis, but only from a distance. I think any visitor at this time had to think differently than normal tourists and do their own thing. Now the situation is stable again and Egypt is waiting for new travellers and tourists to witness the birth of a new nation. A nation where the citizens care for the environment, for each other and for their guests in a manner that was not possible before the change of the regime.
- I was in London during the terrorist attacks in 2005. I was far enough to stay safe, but had some special arrangements for following days, for example couldn't leave the hotel that day or use the public transport.
- I have been to Mexico during the drug war. I have seen shootings on the street, but during the day it was nevertheless quite safe, as long as you hold to the rules and don't fool around.
- Travelled to Bangkok in 2008 when demonstrations took place. Since demonstrations only took place in certain areas of the city we simply avoided them and didn't experience any problems.
- I was in Thailand at the beginning of big troubles, I had no problem, but some of my friends were stuck at the airport because of the demonstrations.
- Last year strike and riots in Nepal. We were safe on mountains and Embassy of Finland let us know about situation.

- I was in London in... 2005? I don't remember when it was exactly but there was a terrorist threat for international flights, for the same day that I was travelling. The threat was, actually for atlantic flights, so my trip wasn't dangerous at all, but I spend 9 hours in the airport doing security control.
- I have been one month ago in Palestine or Israel as u want to call it. There is a continous war there between Israel and Palestine, I could see the Wall, the aperthaid Israel is doing to palestinian people. I had one hour of interrogation at the airport just to enter, i saw the vexation, the humiliation to a person at the check points, i saw how israelian people take the private land from the palestinianians with the permission of the Israel government, and go on go on go on....Im Marc Salto, if u need more information just tell me. Take care!

Pandemics:

- I've been lucky not to be affected by any of it, although Hong Kong had bird flu when I was there. I just think it's important to remember that what the media say isn't always the whole truth, and the local people keep living on their lives no matter what happens, and so “catastrophes” shouldn't be a real obstacle for those who really aspire to see the world!
- Swine flu during my stay in India. We travelled anyways, but changed our travel route and took precautions.
- The swine flu reached my whole family, but I was lucky and it DIDN'T cause any kind of panic. So none of these crises have been frighten me, just caused some changes in plans :)
- Had quite an experience when I got the flu in Hong Kong. Needed to stay in quarantine, but the problem was that they did now know what sort of infection I had until 4 days later. But, managed through it with the help of friends, family (long way), and foreign ministry of affairs from Mexico.
- I have cancelled a trip to china because of SARS epidemi. I would have travelled there anyway but I was not allowed to. My teachers cancelled my 3 month work experience period there. I went to Thailand instead just for fun. So not bad that ether.

- Swine flue in England. Couldn't fly back to France, had to stay two more weeks...
- I was in Mexico during the onset of the Swine flue. The people were told not to leave the house or go anywhere where lots of other people. Outside the house you always had to wear a face mask. Everybody was quite scared in the beginning. So we went to a doctor who injected us something to strengthen our immune system. In the end everything turned out to be not as bad as thought.
- I was in Mexico when the H1N1 happened. I was with all my friends from my degree, so we could scape without problems.
- I stayed in Mexico City during the swine flu and when the city shut down all the services.
- Trip to Mexico was canceled during Spring 2009 because of the swine-flu. We could've gone there while we were in USA on a exchange period. It wasn't sure if we could get back over the boarder so we didn't want to risk it.
- I was in Mexico when swine flu pandemic-thing started, and I almost had to stay in Mexico (which would have been perfect to me haha) but after all everything was ok and I was allowed to travel back to Finland. I was quarantined for 2 weeks afterwards and obviously I wasn't allowed to work. It was kind of funny actually because no-one knew anything about this new pandemic then and everyone was quite hysteric..... My family was terrified and very happy to have me home but I didn't feel any fear at any instant.

Some mixed (nature, pandemic, terrorism) experiences

- I live in Mexico and I can assure you, that it isn't as dangerous as the media say. There are actually crimes and drug dealers fight each other, but most of the time they only kill each other, not inocent people. It isn't either as terrible as not being able to go out at night. I personally don't know no one who was murdered, injured or affected by the drugfight. Moreover, I was here when the H1N1 Flu-burst out and it wasn't either something terrible. More than the common number of persons did got sick, but it didn't sproud out like a pandemia. None of my relatives or acquaintances got sick during the crisis either. Furthermore, I was actually studying and traveling in Europe when

Island ash cloud crisis started, but I didn't cancel any trip because of fear.

Actually, I travel in between the crisis and had luck that I was able to go back to the country where I was studying before airlines started to cancel flights again.

Finally, I consider that people should be more objective about all crisis that come out anywhere in the world, because most of them are actually only an exaggeration of the media and don't worth to cancel trips or to erase that specific country definitely from the short-, medium-term destinations list.

- The swine flue last year in India. A few extra pieces of paper to fill out and the security was increased at the airport. After the bombing in London and Madrid, the security at the airport at Stansted was increased drastically.
- While travelling in Japan I experienced minor earthquake, which are quite common there. So I wasn't scared. When swine flu just started to spread I was doing my internship in big hotel in Spain. In Finland there were big headlines about it, but in Spain (Canary Islands) nobody talked about it at all and I didn't see any news about it.
- I have travelled to Mexico despite of the swine flu. Nothing happened and I still do not know any person who has had it there even if I lived there for a year. Another was a suicide bomb attack in Istanbul 10 minutes walk away from my hotel. I heard it from the news while I was there but didn't really see anything related to it.
- Riots while in Thailand. Minor earthquakes in New Zealand In the middle of the Canadian Rocky mountains during 09/11 -received the first information about that 3 days later. Due to that the return flight was delayed for more than 7 hours
- The ash cloud didn't affect me directly, as I luckily booked my flights a week later. The supposed bomb attack in Times Square in April 2010 wouldn't have affected me either because I was in Brooklyn at that time. Either way, it wouldn't have made me change my plans.
- I spent the autumn 2010 in Botswana and because of the strike of the university staff people were a bit afraid of students starting rioting and demonstrating. If that would have happened I would have been sent home. Luckily I was allowed to stay. Last spring I almost missed my flight from Austria to Finland because

of the ash cloud. In August 2006 I was unsure of getting to London because of the 2006 transatlantic aircraft which is better known as terrorists trying to detonate liquid explosives on board. Luckily they let me get into the plane, they were not as friendly to my hand luggage, though. I was only allowed to take my passport, tickets and wallet with me into the plane.

- I was stuck in Heathrow for days since they were not able to clear the tracks from snow. Also in Mexico Acapulco we just left back to Mexico City when the army entered the city regarding the drug war.
- I was in Kenya, during their first democratic election - I think 2007. got pretty violent. and it was scary! I was in Australia, near the shore when a tsunami warning was set. all was good, but it freaked me out! I had to move my travel dates because of the volcano eruption in Iceland.
- I have lived in Ecuador for a year and during that time there have been many demonstrations and strikes. There was also a risk of a volcano to erupt (it did after a month I had left the country).