



# **The impact of human rights issues on travellers' destination decision**

Nea Raitanen

Haaga-Helia University of Applied Sciences

Tourism Management

Bachelor's thesis

2023

## Abstract

<b>Author(s)</b> Nea Raitanen
<b>Degree</b> Bachelor of Tourism Management
<b>Report/Thesis Title</b> The impact of human right issues on travellers' destination decision
<b>Number of pages and appendix pages</b> 55 + 9
<p>Human rights are a global matter, and they have an impact on everyone's lives. For some, the impact is a safe life in secure environment, whereas for some the effect is the violation of those rights. Human rights are to ensure that everyone, regardless of their attributes, have a right to liberty and safe, equal living. Human right issues are vastly affected by political situations and have an impact on the overall safety of the destination. The purpose of this research is to find out how much human right issues in the destinations affect travellers' destination choices. The supporting questions are how much of research travellers' do regarding human rights before travelling, how much political situations affect their choices, and which safety factors are taken into consideration before travelling.</p> <p>The theoretical framework consists of human rights issues, political instability, safety and travellers' motivations and values. Human right issues are considered from three different viewpoints; issues that affect directly to individuals, systematic issues and oppression, and administrative issues. The focus of the framework is how these issues are visible to travellers and how they might affect to their vacation. Political instability is analysed from three perspectives as well. The general environment of politics and what effects it has, political conflicts within the country and between different countries and safety issues that are at least partly caused by political decisions. One part of the framework focuses on travellers' motivations to travel and general values they have and how the values affect their consumption.</p> <p>Quantitative research was chosen as the research method, as the goal of the research is to find out "how much". The research was executed with a survey as it is efficient and a comparatively reliable research method that does not require a lot of resources. The survey consists of Likert scale questions, where the respondents determine their preference or degree of agreement on given statements on a scale of one to five, as well as open questions to allow the respondents to expand their thoughts regarding the topic. The survey was distributed on social media channels and got a total of 148 responses within the two-week period it was open.</p> <p>The research showed that vast majority of respondents do care about human rights being achieved in the destination, but not as many were necessarily aware of the issues or willing to spend time on researching the topic. Same goes with safety, it was highly valued by the respondents, but the results implied that the respondents do not prepare in case of safety hazards while travelling. Majority of the respondents would not travel to a country that has clear human right violations, even if it was not visible to them while travelling. Democracy, liveable wages and equal treatment of minorities were important factors the respondents considered before travelling.</p>
<b>Key words</b> Human rights, politics, safety, tourism, traveller's values

## Table of contents

1	Introduction .....	1
2	Human rights.....	3
2.1	Human right issues affecting directly to individuals.....	4
2.2	Systematic human right issues and oppression.....	8
2.3	Administrative human right matters and issues .....	12
3	Political instability and safety.....	15
3.1	Political environment .....	15
3.2	Political conflicts.....	16
3.3	Safety issues.....	19
4	Travellers' motivations and values.....	23
4.1	Motivations for travelling.....	23
4.2	Personal and tourist values .....	24
5	Research methods .....	26
5.1	Survey as a research method.....	26
5.2	Making of the survey .....	27
6	Research results .....	29
6.1	Background and motives.....	30
6.2	Human rights.....	31
6.3	Politics.....	34
6.4	Safety.....	37
6.5	Open questions .....	41
7	Synopsis.....	43
7.1	Limitations, challenges and reliability .....	43
7.2	Further research topics .....	44
7.3	Reflection .....	45
7.4	Process and learning outcomes .....	47
	Sources .....	49
	Appendices.....	56
	Appendix 1. Survey question form.....	56

## 1 Introduction

Human rights are a global matter, and they have an impact on everyone's lives. For some, the impact is a safe life in a secure environment, whereas for others the effect is the violation of those same rights. Human rights are to ensure that everyone, regardless of their attributes, have a right to liberty and safe, equal living. United Nations together with other organizations and governmental authorities thrive to advocate human rights globally and prevent violations. Despite the years of work done in order to protect and promote human rights, violations happen all around the world. (United Nations s.a. a.) Some of these violations take place in popular tourism destinations and might go completely unnoticed and unknown by travellers.

This thesis is research regarding how much human rights issues in the tourism destinations affect the consumers decision to travel to the destination. The aim is to find out how aware and considerate consumers are of human right issues, violations, and political instabilities. The main research question is: how much do human right issues in the destination affect consumers decision to travel there? The supporting questions are: how much do travellers research human rights and political situations in their chosen destination prior to travelling? How much political instability affects travellers' destination choices? What values do travellers have, and how are the values reflected in their travel habits? What kind of safety hazards do travellers prepare for?

The theoretical framework covers the topics of human rights issues, political instability, and the safety issues it creates and travellers' motivations and values. For clear portrayal, human rights issues are roughly categorized into three parts. The first category is issues that directly affect to individuals, including but not limited to freedom of movement and residence and freedom of opinion. Second one is systematic issues and oppression, including racism, women's rights, LGBTQ-issues and treatment of migrants and other minorities. Third category is administrative issues such as political repression, oppressive and unequal laws, and punishments. Likewise, political instability is broken into three components; the general environment of politics and what effects it has, political conflicts within the country and between different countries and safety issues that are at least partly caused by political decisions. The last part of the framework focuses on travellers' motivations to travel and general values they have and how the values affect their consumption. This framework does not have precise geographic delineation, but as Europe is the leading continent for incoming tourism, and Middle East is the fastest growing continent for incoming tourism and has recovered the best from the Covid-19 pandemic, most examples are from countries in those continents (UNWTO 2023a).

The chosen research method for this thesis is quantitative research, as it is designed to give answers in numbers and statistics answering the question how much. Survey was deduced as the best quantitative method, as it does not need plenty of resources to be executed successfully and is an efficient and comparatively reliable research method. The survey consists of Likert scale questions, where the respondents determine their preference or degree of agreement on given statements on a scale of one to five. At the end of the survey three open questions are given, where respondents can expand their thoughts and leave comments regarding the topic.

The research is done as a commission for Suomen matkailualan liitto ry, SMAL. SMAL is The Association of Finnish Travel Industry; its purpose is to advocate the growth of tourism industry in Finland and pursue the common interests of the member companies while overseeing their rights and operations. They have almost one hundred and eighty four operators, travel agencies and incoming travel agencies as their members as well as almost a hundred other hospitality industry related confederates in Finland and abroad. (Suomen matkailualan liitto ry 2023). SMAL will distribute the research survey on their social media channels. In doing so they will gain a lot of useful information specifically from their customers and collaboration companies, that they can use in the future for a more personalized approach. The results will give crucial insight on consumers regards about human rights in tourism and will give tools for SMAL to ensure tourism industry's growth in a more socially sustainable way.

Table 1. Overlay matrix

Research question	Framework (chapter)	Research results (chapter)	Survey questions
How much human right issues in the destination affect consumers decision to travel there?	2.1–2.3 & 4.1	6.2–6.5	4–6, 8, 15 & 16
How much do travellers research human rights and political situation in their designed destination prior to travelling?	2.1–2.3, 3.1 & 3.2	6.2 & 6.3	7, 9, 10, 12 & 14
How much political instability affects travellers' destination choices?	3.1 & 3.2	6.3 & 6.5	8, 9 & 11
What values do travellers have, and how much the values reciprocate in their travel habits?	4.2	6.1 & 6.5	3–5, 15 & 16
What kind of safety hazards travellers prepare for?	3.3	6.4	9–12

## 2 Human rights

The definition of human rights by United Nations includes the right to life and liberty, freedom from slavery and torture, freedom of opinion and expression, the right to work and get education. Everyone is entitled to human rights regardless of their race, gender, religion, nation, or any other attribute. Human rights are a global matter and United Nations works closely with the 193 member states as well as intergovernmental organizations such as European Parliament, Organization of American States, African Union, and Organization of Islamic Cooperation to ensure equal rights for everyone. The Universal Declaration of Human Rights was done in 1948, it includes civil, cultural, economic, political, and social rights, and has in more recent years specified rights for women, children, disabled people as well as other minorities and vulnerable groups. (United Nations s.a. a; United Nations s.a. b.)

Human Rights Watch (HRW), an organization that operates in nearly one hundred countries worldwide defending human rights and investigating and reporting violations, divides human rights into two covenants. The first one is civil and political rights, which includes for example freedom of expression and right to not be arbitrarily detained or tortured. The second one is economic, social, and cultural rights, which includes right to adequate housing, minimum standard of living and social services. These two covenants are interwoven, meaning that one is meaningless without the other. (Pearson 29 May 2015, 0.3-0.25 min.) However, to get a clearer understanding of how human right issues affect in tourism destinations, how they affect travellers themselves, what are the effects of tourism and what goes unnoticed by travellers, the human rights issues have been divided into three categories in this research.

The first category focuses on issues that have a direct effect to individuals, such as freedom of movement, residence, expression, and religion. These issues tend to go unnoticed by visitors, especially from western countries since these are mostly viewed as default within western society. Another topic that is covered in this part is human trafficking, as United Nations has declared it as one of the biggest and fastest growing global human right matters (UNODC s.a.). The second category is systematic human right issues and oppression. Travellers are likely to be familiar with these issues and have some prior knowledge regarding the topic, at least within their own country. However, these issues may easily go unnoticed by travellers if they are not personally affected. Commonly known forms of systematic oppression are racism, women's rights, and mistreatment of minorities. Third category is administrative issues, which are mostly related to politics and laws. For the most part these issues are visible for tourists and should be known before travelling to said destination, but also includes aspects that won't be obvious to a traveller, especially without any prior research.

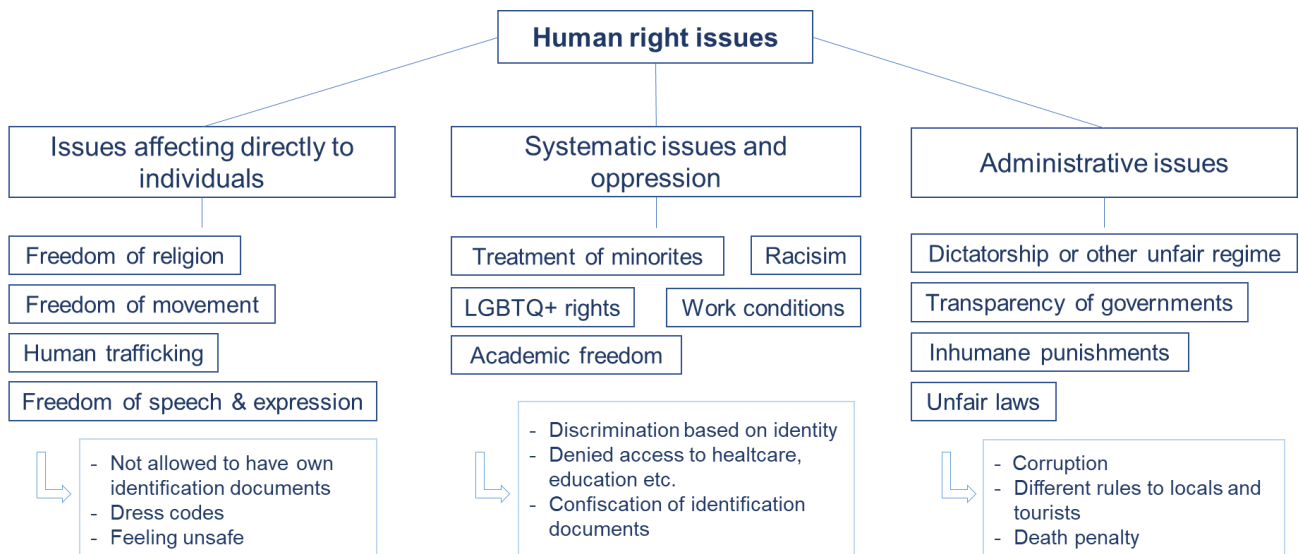


Figure 1. Human right issues (Amnesty 2022a; Delbos-Corfield 2022; Ghaemi 2006; Human Rights Watch 2023; United Nations s.a. a; USCRIF 2023)

## 2.1 Human right issues affecting directly to individuals

Human right issues have direct effects on individuals and their life in multiple aspects. Some of the issues may only affect a small part of individuals life, whereas others can be a huge factor in their life and put them and their life in danger. These issues can easily go completely unnoticed by travellers, or the issues are only partly noted, as the topics may be known due to the systematic and administrative issues but are not necessarily taken into consideration from an individuals' perspective. For example, it is widely known that women do not have equal rights, but travellers may not consider or be aware that in their destination country women's right to free movement may be restricted. A study done by World Bank (2019) found that in thirty percent of economies women are still deprived of their right to freedom of movement.

Individual's freedom of movement includes freedom of movement and residence within the borders of each state and the right to leave any country, including their own and to return to their own country. Freedom of movement can be violated in several ways, for example by depriving residents from having a passport or confiscating their passports, police or other government officials intercepting residents, usually targeting activists advocating against government's policies, or setting travel bans or in other ways preventing residents leaving their country or even just their home. In countries where women have significantly less rights their freedom of movement may be tied to their male acquaintances. (Amnesty 2022a; United Nations s.a. a.)

An example of women's right to freedom of movement being tied to their male acquaintances takes place in Saudi Arabia where women's right to leave their own country is deprived in multiple ways.

Women under the age of twenty-one do not have the right to have their own passport until after a law change in 2019, where women over the age of twenty-one were allowed to have their own passport and to travel. Despite having their own passports, the women of Saudi Arabia do not have full control over their own movement. Even in the case of divorce, when the mother is automatically granted the custody of the children, the father, or other male relative, will always remain as the legal guardian of the children, and gets to decide the mother's and the children's movement. Without permission granted by the legal guardian, women are not allowed to travel with their children outside of the country for over ninety days per year. This makes it impossible for women to move outside of the country with their children without the consent of the father, however the father, or other appointment legal guardian, is allowed to relocate outside of the country without the consulting the mother. (Amnesty 2022a.)

While these issues may not be visible for tourists and easily go unnoticed, destinations with one severe violation usually have other violations too and those can be easier to detect. For example, the lack of religious freedom is often visible to travellers through dress codes. It may not directly affect to their trip in other ways, but can make the traveller feel unsafe, especially if they themselves are a part of a discriminated religion. Some destinations have stricter laws based on religion, such as prohibiting alcohol or certain food products, and societal norms guided by the religion, which may be more visible to tourists as well. Popular destinations have adjusted to cater international tourists better, for example by not requiring the same dress code for tourists as is required for locals and handing out veils for tourists to cover themselves at historical or cultural sights.

Freedom of religion or belief includes but is not limited to freedom to adapt, change, or renounce religion or belief, freedom from coercion, right to manifest and worship, right to places of worship, teaching and disseminating materials and religious symbols (OHCHR 2023a). Depending on the country certain religions, all religions except for one or all religions are illegalized and punished for, while in some countries legally there is freedom of religion, but some religions are discriminated against. Freedom of religion is severely threatened globally, United States Commission on International Religious Freedom (USCIRF) classifies fifteen countries to have a particular concern regarding freedom of religion and eleven countries are on a special watch list. (USCIRF 2023.)

Religious minorities face systematic violations on property and housing rights, abrupt arrests and prosecutions, imprisonment, torture, and the risk of being executed in the countries of particular concern regarding freedom of religion. Many of these countries are led by regimes relying on religious interpretation and using it in their advantage to control and monitor citizens. Religious police or morality police have been established in some countries to ensure that citizens follow the

guidelines for example regarding strict dress codes. These authorities often abuse their power and operate more independently than other government officials. In the countries on the special watch list religious minorities are not in immediate risk of imprisonment, torture, or execution, but they are discriminated against and can be prosecuted under blasphemy allegations. Religious practices and accessibility to religious facilities can be restricted and societal vandalism and violence is enabled, in some cases even encouraged by the government and laws. (OHCHR 2023b; USCRIF 2023.)

One extreme example of violating religious freedom is China, where all religions and religious beliefs are forbidden by law and the government uses facial recognition and artificial intelligence to monitor and identify citizens. Practicing religion or being suspected of having religious symbols can lead to arrest, torture, imprisonment and/or execution. The government specifically targets Muslims, they have built concentration camps where up to almost two million Muslims have been sent to. Another example of extreme violation of religious freedom is the Islamic Republic of Iran, which is led by religious regime. Practicing other religions than Islam is officially not illegal, but changing religion from Islam is illegal and trying to convert someone to another religion than Islam is illegal and can lead to a death penalty. Iran has established morality police that operates based on religious values, supervising that citizens follow rules such as dress codes. The religious dress code for women is extremely strict, women and girls over the age of seven must wear a veil to cover their hair in public, and women over the age of nine seen in public without it can be sentenced to jail for up to two months. Acts deemed offensive by the morality police's penalty code can lead to up to two months in prison or seventy-four lashes. Women can also be put under special surveillance, be prohibited from travelling abroad and excluded from governmental or public positions for offences of dress code. (USCRIF 2023.)

On the contrary of requiring wearing something or cover up in a certain way, freedom of religion has been threatened in Europe by forbidding certain religious wear. Switzerland has voted against religious freedom twice, in 2009 and again in 2021, both times restricting religious practices from Muslims. In 2009 Switzerland voted in favour of forbidding the construction of minarets, which is a part of Islamic architecture. The latter vote prohibited fully covering face in public, preventing wearing niqab or burqa in public places. (USCRIF 2022; Amnesty 2009.) Similar laws have taken place in France, in 2010 France banned the use of Islamic veils that cover the whole face except for eyes. United Nations deemed this to be a human right violation since it restricts the freedom of religion and practicing religious beliefs. (OHCHR 2018.)

Freedom of religion is threatened in Hungary too, with that and other misconducted values European Union is built upon, European Parliament deems Hungary to be no longer considered as a democracy. The Parliament identified twelve areas where Hungary was at risk of breaching the

values including freedom of religion, expression, and association, academic freedom, the right of equal treatment, and protection against hateful statements against minorities. The freedom of expression is restricted through media, majority of the media is owned or funded by the government or acquaintances. Not only does that give the government the power to limit citizens' access to independent and opposition media, also granting them the opportunity for pro-government propaganda. Journalists of non-governmental medias are faced with intimidation and obstruction. The major turning point in restricting academic freedom was in 2019 when Hungary's Parliament deducted the Academic of Sciences' autonomy by adapting a new law for an institutional system and funding of research, development, and innovation. A year prior to this the government decided that the master's degree of gender studies was no longer eligible for accreditation and public funding. Featuring homosexuality and gender reassignment in sex education classes in school is also prohibited by law. The government is restricting and prohibiting LGBTQ+ literature and other content by not allowing those to be sold within two hundred meters of schools or churches and ordering all children's books mentioning these topics to be in closed packaging in stores. The Commissioner for Human Rights of the Council of Europe stated Hungary to be going back on gender equality and women rights, and the political representation of women being strikingly low. (Delbos-Corfield 2022.)

According to United Nations Office on Drugs and Crime (UNODC) human trafficking has been growing vastly since 2010 and nowadays is one of the biggest human rights matters globally. Human trafficking consists of three components, the act, the means, and the purpose, which all include various human rights violations on its own. The act is what the trafficker does in order to get the victim, it can be one of the following methods: recruiting, transporting, transferring, harbouring or receiving the victim. The means is how they get the control over the victim, common methods are physical, sexual, and emotional abuse and manipulation, removal of official documents, coercion, abduction, and deception. The purpose is for exploitation, this can be forced labour, commonly in entertainment, hospitality, and sex industries, forced marriage, organ removal, domestic servitude or forcing children to be soldiers or commit crimes on behalf of criminals. The victims are usually forced to work in factories, construction sites or on agricultural field without pay or with inadequate salary while living in inhumane conditions and fear of violence. (UNODC s.a.) Globally almost twenty-eight million people are in forced labour, over three million of them are known to be children and twenty-two million people are estimated to be in a forced marriage. Forced labour happens all around the world, but vast majority of it takes place in Asia and the Pacific with over fifteen million people in forced labour. However, compared to population, Asia and the Pacific has less forced labour than Arab States or Europe and Central Asia. In Asia and the Pacific, 3.5 out of every thousand people are in forced labour, whereas in Europe and Central Asia the equivalent

number is 4.4 and in Arab States 5.3. (International Labour Organization, Walk Free & International Organization for Migration, 2022, 2,22-23.)

As the travel industry grows globally, travelling internationally keeps becoming easier and cheaper making human trafficking a prevalent factor in the industry. Several factors within the industry make human trafficking easy and unnoticeable, the leading factor being the constant change of people and the anonymity it enables. Tourism also provides places for human trafficking to take place at, airports, hotels, and other accommodations, restaurants, and bars give easy access to the victims and likewise facilitates forced labour. Forced labour in the tourism industry comes in many forms, it can be hotel or restaurant staff, child labour, construction workers or sex work. Sometimes forced labour can be forced criminality, victims can be coerced to pickpocketing, shop-lifting, drug smuggling or committing frauds. (Brookes & Paraskevas 2018, 147-148) In research done by Polaris (2018, 16), a non-profit organization preventing and acting against forced labour and sex traffic, 75% of trafficking survivors were in a hotel at some point of the trafficking and 80% were sexually exploited in the hotel.

Globally, over 20% of sex traffic victims are estimated to be children, in Asia specifically the number is allegedly much higher. Approximately two hundred and fifty thousand tourists sexually exploit children every year in South-East Asia alone. Some travel agencies promote sex tourism in the destinations, regardless of it being illegal in vast majority of countries and many of the countries' governments working against the image of being a sex tourism hot spot. The leading sex tourist destinations are Thailand and the Netherlands, despite it being illegal in Thailand. In the Netherlands it is legal, but it is believed that regardless of the government regulating and monitoring the practice, up to ninety percent of the women working in Amsterdam's famous Red-Light District could be victims of sex trafficking and forced labour. (Brookes & Paraskevas 2018, 148; Perdula, s.a.)

## **2.2 Systematic human right issues and oppression**

National Equity Project defines systemic oppression as institutional and structural oppression, which takes place across different institutions throughout history and is maintained by organisations and sectors' practices and policies. The harmful practices and policies take place in economic, cultural, social, and political sectors such as education, healthcare, criminal justice system, law-making and transportation. Systemic oppression targets different minorities while benefitting those not a part of a minority. Because the systems are created to benefit the majorities, the flaws may easily go unnoticed by them and be non-intentionally or intentionally enhanced. Most common and deeply rooted forms of systemic oppression are racism, misogyny, and homophobia. As far-right parties have gained popularity and power across Europe, certain countries have gone

backwards in political topics regarding minorities rights. This will be later covered in the chapter 3.2 in more detail from a political point of view, this chapter focuses on how the politics affect human rights and the life of minorities. Political decisions against minorities profound the systemic issues as well as give place to individual hatred. (National Equity Project s.a.)

As mentioned previously, Hungary has gone backwards in many human right aspects, including the treatment of minorities. It is not the only European country to go backwards when it comes to LGBTQ+ rights, in Poland more than ninety regional and municipal authorities have declared themselves to be “LGBTQ ideology free” joining the government supported Family Charter designed to exclude sexual minorities from Polish society. This was followed by harassment of activists and unfair detainment and prosecution on blasphemy laws. Two years later, in 2021, European Commission put funds on hold for the regions claiming to be LGBTQ ideology free. Four out of the five regions abandoned the discriminating declarations. Regardless, the government continues to spread anti-LGBTQ propaganda and has restricted academic freedom when it comes to sexual education. (Human Rights Watch 2022.)

Italy was one of the last European Union countries to legalize same sex civil unions in 2016, and only in 2018 same sex parents were legally allowed. In 2022 extremely conservative and openly anti-LGBTQ government was chosen in power imperilling all these prior accomplishments in equality. Prime minister Giorgia Meloni has threatened to review the same sex civil union and marriage laws and in March 2023 the government voted against European Commission’s measure to make the recognition of same sex parents mandatory. The Interior Ministry of Italy ordered the city of Milan to switch back to registering parents as mother and father instead of Parent 1 and Parent 2, threatening to halt the practice in other cities as well. (Latza Nadeau 2023.)

While these topics do get media attention, they are not profoundly visible for travellers. For a traveller who is not a part of any sexual minority or devoted ally, these factors may not play a big part in their decision making. Another issue that does get media attention and is largely recognized, but not profoundly visible for travellers, is work conditions. Work condition issues of the fast fashion industry are widely known, leading example of that being the biggest fast fashion house in the world, Shein. UK based television corporation Channel Four revealed in their documentary Untold: Inside the Shein Machine (2022) that the work conditions in Shein’s factories were inhumane and dangerous. The employees had to work well over the legal forty hours per week, even up to eighteen hours in a day, with a payment as little as five hundred euros per month. Employees are required to make five hundred pieces of clothing each day and should they make any mistakes, two thirds of their monthly income is taken away. Alongside with fashion industry with inhumane and dangerous work conditions and forced labour is construction industry. It may not be as widely known and

considered by consumers as fast fashion, however it is often related to tourism. Huge constructions for tourist resorts, attractions and events cause a lot of seasonality and need of migrant work force. The conditions often mimic elements of human trafficking, such as confiscating identity documents, financial extortion, manipulation, and false promises, and in some cases, it is clear human trafficking and forced labour.

Such conditions took place at the constructions for the FIFA World Cup in Qatar and got a lot of attention internationally due to the exploitation of workers alongside with other human right issues. The construction work began in 2014 and included seven stadiums, new airport and metro system, several roads and approximately a hundred new hotels. The construction work required nearly two million migrant workers mostly from South Asian countries, making Qatar's population grow by almost forty percent. International Labour Organisation has estimated fifty deaths of migrant workers, over five hundred serious injuries and nearly forty thousand mild to moderate injuries in 2021 alone on the construction sites. The estimation is made from data collected hospitals and ambulance services in Qatar. The embassies of India, Bangladesh, Nepal, Pakistan, Philippines, and Sri Lanka, where most migrant workers are from, have estimated that well over six thousand migrant workers have died during the construction period. The official statement from the government of Qatar says that there were only three work related deaths, however they do not count deaths caused by work conditions, such as having heart attack or respiratory failure due to heavy labour in extremely high heat. (BBC 2022.)

Comparable situation occurred during the construction of Burj Khalifa, the highest building in the world and one of the most attractive tourist attractions in Dubai, United Arab Emirates (UAE). At the time of the construction, 2004-2010, Dubai had over two and half million migrant workers, making up ninety-five percent of the whole workforce. Construction of Burj Khalifa required around twelve thousand workers and took up to two million work hours. Similarly, to Qatar, the work conditions were inhumane, the payment was extremely low and the accidents and deaths on the site were covered. The intense heat during the summer months, weather reaching up to 38 degrees caused so many health issues that the Ministry of Labour had to issue decree banning working outside during the heat peak in the summer months. In practice it failed to protect the workers, government inspections found out that sixty percent of the companies did not follow the law. The government did not fine any of the companies breaking the law, instead loosened the ban conditions. Average per capita income in UAE is 1950 euros, whereas the construction workers only earned approximately 162 euros per month. In addition to barely livable wage the workers had to pay two to three thousand dollars to the recruitment agency to arrange their contract, work visa and journey to Dubai. Majority are forced to take a loan either directly from the agency or from a third party to cover the expenses, forcing them to use most of their salary for the first two years to pay back the

loans. Withholding the first two months' salary and taking the employees passport from them, despite it being illegal, is so common that it is almost custom. Even in the rare case of the employer not confiscating the employee's passport, they are still unable to seek for another job unless they have worked for minimum two years for the current employer and have their permission to leave. (Ghaemi 2006.)

Poor work conditions are by far not the only form of systematic oppression migrants and immigrants must face. Both European Commission and United Nations Committee on the Elimination of Racial Discrimination have expressed deep concerns regarding racial discrimination and hate speech in Europe against Roma, migrants, refugees, asylum seekers, and other minorities as well. Following Russia's invasion of Ukraine, lot of refugees came to seek asylum in Europe. Suddenly every European country, including the ones that claimed to be in a refugee crisis and unable to take more, were not only able to take the Ukrainian refugees, but also extremely welcoming. While this is sublime change, it exposes the extreme underlying racism within Europe in a new light. Data from United Nations Refugee Agency shows that by March 2023 over eight million people have fled to Europe from Ukraine since February 2022, compared to approximately 900 000 people who came to Europe seeking asylum in 2015 in the so-called refugee crisis. (Delbos-Corfield 2022; Spindler 2015; UNHCR 2023.)

The sudden increase of refugees in 2015 caused media outbreaks that allowed politicians and political commentators to twist the narrative to fit to their agenda and politicalize immigration. Several anti-migrant statements were delivered as well as racial hate speech and people in need of humanitarian aid were labelled as illegal or economic migrants, who came to Europe out of choice rather than coercion. The politics actively normalized and encouraged racial hate speech, ethnic profiling, discriminatory policing of migrants and racist attacks. The terrorist attacks that happened in Europe in 2015 fuelled racism, and especially islamophobia, radicalising and criminalising Muslims. The actions European Union took after the attacks will be later discussed in the chapter 3.3. Other migrant communities than Muslims were targeted as well, hate speech and discrimination against Roma communities increased significantly in 2015. Advertising campaigns against Roma were launched and begging was criminalized, specifically targeting Roma migrants coming from Eastern Europe. Refugees' and migrant's accommodations and reception centres were attacked across Europe multiple times more than in the previous years and migrants were assaulted in public places. Attacks in the accommodations included racist graffiti, throwing rocks at windows, and breaking them, other property damaging and attacks with arson or acid. Even accommodation centres for unaccompanied children were targeted in the attacks. (Nwabuzo & Schaeder 2017, 10-11, 40-43.)

### 2.3 Administrative human right matters and issues

Administrative issues include for instance threat of democracy, treatment of minorities from legislative point of view, unfair punishments and laws regarding locals and visitors. All the determinants mentioned previously affecting individuals and systemic oppression are stemming from administrative issues.

As mentioned previously in the chapter 2.1 European Parliament has declared Hungary to be at risk of breaching European Union's values in twelve different areas, most of those concerning administrative issues and can no longer be considered democratic. The first breach is on functioning of the constitutional and electoral system. The transparency and quality of the legislative process has been a concern since mid-2021, even with the amendment of constitution limiting the government's power. Concerns have also arisen regarding private trusts funded by public and managed by board members close to the government. Another major concern is the indefinitely declared state of emergency following Covid-19 allowing the government to rule by decree without a time limit weakening the Parliaments emergency oversight. Following the state of emergency Hungary submitted several proposals involving complex legislative packages without any prior consultation. The proposals included matters related to the functioning of the judiciary, election law, national human rights structures, scrutiny over public funds, and the human rights of LGBTQ+ people. The Commissioner of Human Rights of the Council of Europe urged Hungary to postpone the vote of the draft bills fearing it would impair democracy, rule of law and human rights. (Delbos-Corfield 2022.)

Being a sexual minority is illegal in sixty-seven countries and being gender minority is a criminal offence in nine countries. Legal sanctions and procedures vary between countries regarding same sex conducts. In some countries only certain sexual acts are deemed as a criminal offence, whereas in some countries the laws are vaguer and more open for interpretation. The vague laws allow law enforcement agencies to pursue and prosecute individuals suspected of being LGBTQ easier, but it also allows the laws to be rarely enforced. Even in the cases when the laws are not actively enforced, the illegality and stigma have severe consequences for sexual minorities. The laws justify discrimination and impend access to healthcare services, police protection and employment. Discrimination is also justified in countries where same sex relations are not illegal, for example Russia and Lithuania prohibit LGBTQ content, calling it propaganda and actively silence activists. Many states in the United States have unenforceable laws prohibiting same-sex conduct, regardless of Supreme Court ruling them unconstitutional. Some countries, such as Canada and Chile, have higher age of consent for same-sex couples than different-sex couples, despite having otherwise progressive LGBTQ rights. (Human Rights Watch 2023.)

The punishment for same-sex conduct varies by country and severity of the act according to country's laws. In some countries cross dressing is seen as imposing as the opposite sex and is a criminal offence, whereas in some places men having long hair is seen as posing as a woman and is illegal. Relationships between men are illegal in more countries and are more punishable than relationships between women, for example in Brunei sex between two men leads to a death sentence, whereas between women the punishment is forty whip lashes. Disguised as an act towards gender equality, some countries have illegalized relationships between women as well. The minimum penalty is a fine, but in many countries, it does not serve as a punishment alone, but as an addition to either whipping or jail sentence. Jail sentences vary from a few months to life and in some cases include forced working and/or special reformatories that "correct" behaviour. Seven out of the sixty-seven countries that illegalize LGBTQ have death penalties for it. (Human Rights Watch 2023.)

Death penalty is a human rights breach, violating the right to live and the right to live free from torture and other cruel, inhumane, or degrading treatments or punishments. Still the international human rights law only prohibits death penalty for crimes committed by people younger than eighteen years old. Amnesty International releases report on death sentences each year, as the report for 2022 has not been released yet, this chapter refers to the report of 2021. Ninety-one countries retain death penalty in law, eight of them only use death sentence for extraordinary cases, such as serious crimes during war time, and twenty-six countries have not executed anyone in at least ten years. The remaining fifty-five countries executed almost six hundred people in the year of 2021, as far as the records go. China alone is believed to have executed over thousand people, but as it is classified state secret there are no records. Eighty percent of the reported executions happened in Iran, Egypt, and Saudi Arabia. Due to many countries abolishing the practice, the amount of death sentences and executions has been decreasing since 2010 but had notable over twenty percent increase respectively in 2021 compared to 2020. (Amnesty International 2022b.)

Death penalty is a human rights violation as it is, but in addition it is often linked to uncertain circumstances. Close to thirty thousand people are reportedly sentenced to death globally, most of them will spend years on death row, not knowing when their execution will take place or when they will be seeing their family for the last time, causing severe physical and psychological damage. There have been cases where someone sentenced to execution has been proved innocent later. Some governments use death sentence to silent opponents, generally affecting most to those who are already vulnerable in the society, such as poor people, ethnic and religious minorities, and people with disabilities. Confessions under torture and unfair, racially biased trials are common causes for death sentence. (Amnesty International s.a.)

United Nation World Tourism Organization (UNWTO) ranked Middle East to be one of the fastest growing tourism regions in 2013, leading country being United Arab Emirates which has proved tourism to be major factor in development. Tourism enables economic growth, it creates new jobs and job opportunities, especially for women and young people, and directs countries towards equality and diversity. Middle East has been the fastest region to grow back towards pre-pandemic tourism arrivals, being only seventeen percent short from 2019 arrival numbers in 2022, compared to world average 37 percent. (UNWTO 2023b; UNWTO 2023c.)

To attract more western tourists some Middle Eastern and Asian countries have changed their laws or adapted more western initiatives. Travellers may be allowed to dress more freely, consume alcoholic beverages, and unmarried couples can stay in the same hotel room, unlike residents. Breaking strict social constructs and behaviours, such as swearing or taking pictures inconsiderately or can get travellers in trouble, but they will often get off easier than locals. However, in many cases the same laws and punishments apply for residents and travellers alike. In December 2022 CNN reported that Indonesia introduced new laws that got the hospitality industry worried of tourist's negative reaction. The new law prohibited cohabitation and sex outside of marriage, breaking the law could lead up to one year in prison. Prior to Covid-19 pandemic Indonesia had 16,1 million tourist arrivals, making it one of the top destinations in Asia Hospitality industry, especially hotel operators opposed the laws strongly. Indonesia's Tourism Ministry has had ambitious goals on reaching pre-pandemic tourism arrivals, but this change of laws might have a negative effect. (Chen & Jamaludden 2022; UNWTO 2023a.)

### 3 Political instability and safety

Political decisions affect to many aspects of tourism, from individual's experiences to companies' ways of operating. Currency is one of the most visible political decisions for travellers, as they must change their currency when visiting certain countries and count the currency differences. Currency change rates, passport and visa requirements and high taxation on tourism products and added tourist taxes may discourage travellers to go certain destinations, whereas easily accessible visa and low taxes may encourage travellers to choose the destination. Some destinations, such as Barcelona, where is so much tourism that it is starting to become a problem, higher tourist taxes are used on purpose to decrease the number of tourists. Health regulations became even more visible to tourists during Covid-19 pandemic, as different countries policies varied vastly. Even before Corona there was some health regulations, for example some vaccines were required. International relationships affect to many aspects of travelling, from visas to airlines operations and routes. International community has banned air travel to and over Libya after its bombing of an aircraft over Scotland and more recently Russia's airspace has been conflicted, vastly affecting to Finnair's routes to Asia that used to fly across Russia. (Biwal, Joshi & Roady 2009, 419-420; Finnair 2022.)

#### 3.1 Political environment

Political environment is a combination of governmental operations and institutions, legislative system, political parties in power, and public and private stakeholders operating or influencing the system. It is affected by foreign and domestic politics, and the stability of the economy and governmental operations. In democratic countries the biggest impact comes from the public, as they give power to political parties and their agendas that affect all governmental operations. It also has an impact on all those components, as well as on the general public. The strongest effect is on vulnerable groups, such as racial, sexual, gender and religious minorities and poor and disabled people. Political environment can be propitious for them and defend their rights, or it can be hostile against them. (Kuklinski, Quirk, Jerit & Rich 2001, 411-412.)

Far-right is the fastest growing political alignment in Europe and it has come to a new height in 2022, despite the popularity dropping during the Covid-19 pandemic. The previous height was in 2015. Far-right parties commonly have nationalist ideology and are often confined with fascism, although minority of the parties are ideologically fascist. Nationalism comes in many forms, but the main idea of it is the congruence of state and nation. Ethnic and civic nationalism are the most promoted forms by far-right parties. Ethnic nationalism is exclusionary, aiming for ethnic homogeneous, whereas civic nationalism is inclusionary, aiming for cultural homogeneous. Fascism combines elements of nationalism, extremism, and populism, and it aims to establish new political

system and so-called rebirth of the nation. Most far-right parties idolize the old times creating a false image of how everything used to be better and aim to return back to when the nation was ethnically and/or culturally homogeneous. (Golder 2016.)

Nationalism and other values promoted by far-right creates an unsafe and unwelcoming environment for minorities. In 2011, far-right political party in France, Front Nation, brought Islam to the center of political discussions. Even before being a center of political discussion, Islam, and islamophobia, was already a topic in politics, but Front Nation was able to mobilize Islamophobia in large scale through new alliances and ideological sifts. The party lead with cultural issues, claiming that the French culture and identity were threatened by the growing number of Muslims in France. This has led to multiple anti-Muslim events and actions, such as charity soup kitchens giving out only food containing pork, which Muslims do not eat, wine and pork eating event near a mosque where people prayed outside and some promoting the idea of fighting Muslims being as important as fighting Nazis was. (Benvenitse & Pingaud 2016, 62-63.) Islamophobia has been mobilized in other countries as well, in 2015 usage of burka or burkini was mainstream political debate in Luxembourg, despite the country not having any beaches and reportedly less than ten women in the country wore burka at the time. Actions like these being now a part of policies and politics, and implemented, legalized mainstream topics clearly displays how much politics have sifted to far-right. Yet in the 1990's actions like these caused public outrage and were condemned racist and intolerable. (Nwabuzo & Schaefer 2017, 10, 12.)

The parties' main agenda is to prevent immigration and refugees, and their support is growing, not only in Europe, but in United States as well. As the anti-migrant policies and discourses become accepted mainstream topics the far-right parties radicalize and become more openly racist. General public as well as politicians are rarely sanctioned for racial hate speech. European Parliament set new rules of procedure in 2016 regarding sanctions for hate speech after multiple extremely racist statements from politicians. These sanctions however only apply for the staff and the Members of the European Parliament when in the chambers. (Nwabuzo & Schaefer 2017, 10, 12.)

These enable the creation of a hostile environment towards minorities, and makes residents as well as travellers feel unsafe.

### **3.2 Political conflicts**

Conflicts are a part of politics and can occur between two or multiple political parties within the country, between politicians and the general public or between different countries or constitutions. It can be constructive, meaning that it has a positive and beneficial outcome leaving all participants satisfied. The satisfaction is measured in three ways, first is the process. It means acknowledging

and including all parties and their voices involved, making everyone have a say and feel heard. The second one is emotion, meaning the feelings relating to engagement, identity, safety and security during the process. Anger easily turns into fear, deriving from underlying interest and needs that need to be addressed and processed first. The third one is substance, covering the tangible components of the conflict. Meeting the needs of all parties involved to avoid the conflict escalating. Opposing parties may find opportunities in pursuing common gains or opposing common enemies. On the contrary, the conflict can be destructive increasing the dysfunction and complicating the possibility to reach satisfactory solution. Destructive conflicts often grow from one issue to another exposing a larger pattern, system, distrust, history of hostility or failed dispute resolution processes. It often leads to changing the narratives to fit to one's political agenda and using general prejudice to alter the public image and question the other sides morals and motivations in an exaggerated way. Political conflicts can result in use of force and violence, which can lead to protests, riots, insurrection, electoral violence, assassination, or in extreme cases to a war. (Laven 2022.)

CNN reports that over million people in France were protesting on the streets after the President Macron signed a bill to rise the retirement age from 62 to 64. Protests began with garbage collectors going on a strike causing piles of trash in the streets of Paris and quickly evolved into protests and riots leading to the arrest of over three hundred people. (Ataman, Laborie & Guy 2023.) Comparable situation is happening in Georgia, which Lonely Planet (2023) ranks as South Caucasian's most visited place due to its rich culture and impressive landscapes, in just under a decade it went from being adventurous backpackers secret place to mainstream destination. In March 2023 a so called Russian-style law, a bill that would allow non-governmental companies and medias to be targeted if they got over twenty percent of their income from abroad, evoked large protests in Georgia's capital city, Tbilisi. Protestors are afraid that the passage of the bill would complicate Georgia's possibility to join European Union. The country applied for EU membership in March 2022 and in June 2022 EU decided to grant candidate status for Georgia once it addresses the European Commission's opinion on the EU membership application. Russia's invasion in Ukraine already created political tension in Georgia, Russia having likewise invaded Georgia recently (2008) and a considerable number of Russians fled there following the Ukrainian war. The government of Georgia has not openly supported Ukraine nor imposed any sanctions upon Russia following the invasion. (Demytrie & Kirby 2023; European Union 2023.) Since these events are so current, it is impossible to know the final impact they have on tourism, but it is likely that it will negatively affect tourism at least during the events and for at least a brief period after. Tourism in Paris has long roots and French people have the culture of revolutions, so it is rather safe to assume that the event will not have any long-term effects on tourism in France. Georgia however has not yet secured its place as a mass tourism destination and these events may have a long-term impact in their tourism sector.

Example of protesting turning into rioting and aiming for revolution is taking place in Iran. Protesting the regime has been going on in Iran for the past forty years, from the Islamic revolution in 1979. New height of protesting began in September 2022 following the death of Mahsa Amini, who was beaten into a coma by the morality police for wearing her hijab too loosely. The morality police were established in 2006 and their purpose is to ensure that everyone is dressing “modestly”, in this case meaning that women are covering themselves and wearing a hijab correctly. The protests began in the capital city Tehran, where Amini died, but quickly expanded into other cities too. The protests gained a lot of media attention internationally, however, as usual the western countries failed to respond. According to Human Rights Activists News Agency (HRANA) over five hundred people have died during the first five months of protests, some of them killed by the authorities while protesting, some of them while being detained and some of them sentenced to death, on top of that over twenty thousand people have been arrested, hundreds of them with charges that could lead to a death sentence. The regime has also targeted over eighty girls’ schools and later student dormitories as well with chemical attacks causing deaths and serious health conditions and arrested the journalists covering the cases. Supposedly the aim of these attacks is to refrain students from protesting. Ironically, while all this was going on Iran’s president Ebrahim Raisi gave a speech in a United Nations General Assembly. (HRNA 2022; Human Right Activists Iran 2023)

Another colossal political conflict going on is the Palestine-Israel conflict, which dates as far back as mid 1800’s when Zionists began to move to Palestine from Europe. After the second World War United Nations assembly voted in favour of dividing Palestine into two to provide land for Muslims and Jews, despite Palestinians, including Muslims, Jews and Zionists opposing this. The creation of the state of Israel sparked a lot of violence and on the same day Israel was created a war sparked between the two countries. Palestine lost over sixty percent of the land UN designated for them to Israel and some parts to Jordan and Egypt as well, Palestine ending up with no land of their own. (Spangler 2019, 9-10.) The conflicts between the two states have continued ever since, and year 2022 marked the deadliest year since 2005 for Palestinians, killing hundreds and leaving over two million in need of humanitarian assistance (European Civil Protection and Humanitarian Aid Operations 2023). Regardless of the genocide, nearly three million international tourists were attracted to visit Israel in 2022 alone (UNWTO 2023c).

Another political conflict between two countries that has escalated into a war is Russia invading Ukraine in February 2022. Ukraine and Russia have a long history, the countries have been the same country multiple times and Ukraine has been invaded by Russia and other empires and countries through history. In 1991, Ukraine got its independence after the Soviet Union collapsed, but already in 2014 Russia came to reclaim Crimea for themselves causing uprisings in Donbas, Eastern Ukraine. (Conant 2023.) European Union has set sanctions for Russia aiming to disable

Kremlin's ability to finance the war, diminish Russia's economic base and cause clear economic and political repercussion. Sanctions include travel ban, asset freeze, prohibiting funding, lending, buying and investing on state owned businesses except for certain circumstances, import and export bans and limiting Russia's access to certain high technology items, such as drones, war gear and chemicals for chemical weapons. (European Commission 2022.)

The Russia-Ukraine war has significant impact on tourism globally and the effects will be visible for years. As mentioned before, it already caused tension in Georgia, and it has affected other nearby countries as well. Moldova, Slovenia, Latvia, and Finland all experienced over thirty five percent drop on in-bound flights following the invasion. Majority of foreign travellers in Finland and Estonia are from Russia but following the invasion, Estonia completely banned Russian tourists and Finland limited the number of tourist visas. According to Visit Finland (2022) Russian tourists bring the most income to the Finnish tourism sector, thus the overall drop in tourism is much greater than the thirty five percent drop in in-bound flights. They bring significant portion of global tourism income, in 2019 Russian travellers spent thirty-six million dollars (USD) on travelling with over forty million trips to overseas, creating one of the biggest out-bound markets and marking almost three percent of global tourism spendings. Many companies were forced to retreat from Russian markets, hotels airlines and non-tourism related businesses as well causing setback on the economy's recovery from Covid-19 pandemic. On top of that fuel prices jumped extremely high complicating aviation operations. Airlines were forced to make changes and rise prices further reducing the passenger amounts. (Jorden 2023; UNWTO s.a.)

### **3.3 Safety issues**

Safety, security, and peace are crucial for a tourism destination to operate and develop successfully. Those have a major effect on tourism, starting from the general safeness and quietness of the destination, what kind of image the country and local have from tourists' perspectives, health hazards, pickpocketing, criminal rates in general, politics regarding firearms, political conflicts to terrorism. To avoid creating a negative image of the destination, many destination management organizations (DMO) tend to avoid image management after safety or security incident. However, many times this strategy only serves as disadvantage, giving the power of information to external medias, which often tend to exaggerate the stories in favour of sales and clicks. A good risk reduction strategy and crisis management by DMO helps the destinations tourism, and the tourists in the destination during the event and the ones travelling there shortly after. (Mansfeld & Pizam 2006, 18.)

Many tourist sites, especially in bigger cities where there are already plenty of inhabitants, get easily full of people during the travel season. Likewise big events, such as festivals or holiday season celebrations gather a large amount of people in the same location overcrowding parts of the city. In October 2022 tens of thousands of people gathered to celebrate Halloween in Seoul, South Korea. Seoul's Itaewon district is popular among both locals and tourists for going out and has tradition for Halloween celebrations. As 2022 marked the first Halloween with no restrictions after Covid-19, hotels and events in the area were fully booked in advantage and large crowds were expected. However, little to no crowd control was put in action, causing extensive crowd crush in the narrow alleys. When authorities arrived at the scene the crowd had already turned dangerous, causing people to get crushed, fall and not able to get up. The crowd crush ended up killing over one hundred and fifty people, injuring over hundred more, of whom almost forty were seriously injured and over four thousand missing person reports were filed. (Bae, Hancock, Jeong & Yeung 2022.) This incident serves as an example of poor risk reduction strategy as well as crisis management, not only by government officials, but by local DMO's too. Neither Visit Korea nor Visit Seoul have acknowledged the events on their website or offered any guidance to travellers in Seoul during the event or going there shortly after.

Another issue accommodated by big crowds is pickpocketing. It is common in many tourism destinations and occurs at busy tourist sights, where travellers are busy with admiring the sight and taking pictures. It is also common at bus and train stations as well as in the vehicles. Other minor thefts and sexual harassment are also common in public transportations, especially during the night time. In some destinations tourists may be targeted with violent acts or even armed robberies, these acts have direct consequences on tourism as they conflict the safeness of the destination. General instability commonly causes political debates as well, which again is not inviting for travellers, but can serve as an invitation for terrorism. (Mansfeld & Pizam 2006, 140.)

Terrorists favour tourism destinations for their attacks to get more media coverage and casualties, causing both economic and population damage. Tourism is an important industry globally, and it is related to many secondary industries, hence attacking tourism will affect many other industries as well causing major economic harm, especially because travellers tend to avoid the whole country after a terrorist attack, not just the area that was the targeted. Attacks in tourism destinations give direct victims, the ones who are harmed in the attack and indirect victims, who are the ones witnessing the attack as well as people close to those injured by the attack. Most attacks target urban areas, but bigger rural areas may be targeted too, because due to the tourism the media coverage will be extensive. The constant flow and change of people in the industry gives an easy opportunity for terrorists to be blend in without anyone questioning it. The publicity and media coverage of

tourism guarantees the attack to cause damage to the country's image. (Mansfeld & Pizam 2006, 42, 44)

First major terrorist attack that was broadcasted to global audience was the Munich Olympics massacre in 1972, it is estimated that nine hundred million people watched the attack and hostage crisis on live television. These attacks brought terrorism to the attention of Western and forced the governments to recognize it and take action. The following Olympics in Montreal had fifty times bigger safety budget than Munich Olympics had. The next live broadcasted terrorist attack that shocked the world was the 9/11 attacks, where two airplanes were crashed into the World Trade Centers twin tower in 2001 in New York. These attacks had a huge impact on tourism, not only did it affect to American citizens' desire to travel abroad, but also the amount of incoming tourists in the US declined notably. Tourism did not only take a hit in the US, but globally causing many people to lose their jobs within the hospitality section and drove many companies to financial crisis. Especially tour operators and travel agents that had invested into accommodations and airline bookings took an enormous hit financially. It took three years for commercial airlines to recover back to same passenger travels as it was prior to the attack. The aviation industry faced many changes and difficulties, the biggest change being in the security system. Prior to the attacks the airport security was designed to operate in the background with a very few federal standards and it was not to be noticeable nor interfere with the aircraft or airport operations. It was possible to board an airplane without an ID or boarding pass. In November 2001 came new safety regulations for airline transportation and since it has been getting increasingly controlled and technologically evolved. (Biwal & al. 2009, 420; Doubek 2022; TSA s.a.)

After the terrorist attacks in Paris in 2015, as mentioned in chapter 2.2, European Union established specific measures to prevent more terrorist attacks from happening, ensuring the safety of citizens and to cooperate internationally. Following the attacks across central Europe in 2020 some measures were added to ensure that terrorism will not affect to the EU's common values, such as democracy, justice, and freedom of speech. First step in preventing the attacks is to avert radicalization, which has been vastly growing in recent years. To prevent radicalization EU has set measures to detect and remove content that promotes extremism and terrorism, strategies to communicate and promote tolerance, fundamental freedom, solidarity, and non-discrimination while ensuring social integration. Exchanging information between law enforcement, juridical and intellectual authorities within the member states while inhibiting terrorists from communicating together. Cooperation and engagement with third countries, especially North African and Middle Eastern countries, on security issues and border control. To ensure citizens safety EU has improved border control on Schengen borders and deepened the collaboration on security services between

member states to enable funding terrorists and money laundering. (European council 2015; European Council 2022.)

## 4 Travellers' motivations and values

Consumers behaviour is greatly affected by their motivations and values. Motivations and values affect all consumers choices from the decision to travel, to the destination to the services they use while travelling. Motivations and values alike can be divided and analysed from multiple perspectives. In this work three different ways of analysing both motivations and values are introduced.

### 4.1 Motivations for travelling

Motivations and reasons for travel are a crucial contributor when choosing the travel destination. In general motivations can be defined as four major ones: physical, cultural, interpersonal and status. Physical motivators include sport tourism, both travelling as a professional athlete and to go watch sport events, the need for rest and beach recreation and health tourism. Cultural motivators are a desire for knowledge regarding music, art, architecture, religion, and folklore. Travelling to visit family, friends, and relatives and to meet new people are interpersonal motivators, as well as wanting to escape normal routines and wanting to experience social interactions in an anonymous setting, so called anomie travelling. Status and prestige motivators are desire for recognition, attention, appreciation, good reputation, and ego enhancement. (Lew, Hall & Dallen 2008, 29-30).

Another way of defining travel motivations is Robinson's Classification which has seven groups. First group is relaxation and refreshment of body and mind. The desire and need for relaxation and de-stress for both body and mind has increased due to industrialization and hectic lifestyle. Traveler may seek change of climate, learning about a new culture and enjoy beautiful scenery while resting in a quiet and relaxed resort. Second group is health tourism, which is one of the oldest forms of tourism, dating back to spa tourism in medieval times. Later spa tourism developed further into pleasure travel than purely just health tourism. Third group is pleasure tourism which satisfies individuals personal needs and desires, and it can in some circumstances overlap with other groups as well. Fourth one is curiosity and culture, including visit to historical sites, festivals, museums, and other sights to learn about local lifestyle and culture. Culture is one of the most significant factors in tourism, and tourism is important for culture as well, promoting cultural relations and international cooperation. Interpersonal reasons make the fifth group, same as in the first division in the previous chapter, in this it also consists of visiting friends and family, meeting new people and visiting ancestral homeland. Often people travelling for interpersonal reasons go out to seek tourist attractions and shopping opportunities. Sixth group is spiritual purposes, it is a journey to worship and pay respect to places that are spiritually or religiously significant, such as shrines, churches, and other holy places. Seventh group is business travel, people travel domestically and internationally to expand their businesses and attend to different conferences, exhibitions, and meetings, to

sell products and meet customers. Business travel makes up to eighty-five percent of all travelling. (Biwal & al. 2009, 43-54)

Motivations for travelling can be branched into push and pull factors (figure 2). Push factors are disadvantages of the origin country that cause people to travel out of the country. This includes factors like climate, cultural value, social and economic situation, physical location, desire for knowledge, and utilitarian reasons. Pull factors are attractions in the destination that motivate the traveller to go there. Pull factors can be either tangible, physical attributes such as nature, buildings, attractions, hotels and restaurants or intangible such as community, history, service, security, and society. (Anggraeni & Setyonugroho 2021.)

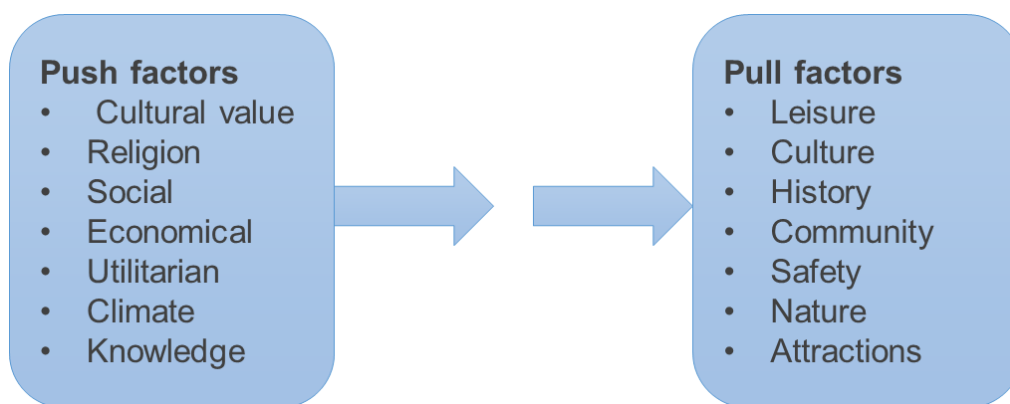


Figure 2. Push factors make traveller leave and pull factors invite traveller to come ((Anggraeni & Setyonugroho 2021)

## 4.2 Personal and tourist values

Consumer's values are an important factor in their decision making, purchases are often made based on values and to attain value-based benefits. Values can be universal, cultural, or personal. Universal values are general things that people find important, such as good health and safety. Cultural values mean the relative importance of universal values in the said culture, for example certain aspect of health can be culturally valued, or trustworthiness. The core values characterise the whole culture. Personal values are guided by cultural values and have the strongest impact on individual's behaviour and consumption of products and services. A person who comes from a culture that strongly values trustworthiness is likely to favour companies that show transparency in their operations and assure customers of their reliability. Individual's values can be consumption specific, meaning that the purchase is easy and convenient to make, or product specific, meaning for example, that the product is easy and safe to use and lasts for a long time. (Solomon 2019,

271-273, 276.) Travellers' values can be divided into hard and soft values. Hard values represent economic and financial values like good price to quality ratio and variety of options in services and products. Soft values represent ethical values like quality of service and treatment of local people, culture, and nature. For companies and operators these mean optimizing services to meet demand, being able to compete with other service providers while operating environmentally and socially sustainably. (Philström, Lahtinen & Syrjänen s.a., 2.)

Individual's values change through their life, with age, new experiences, jobs, and other life changes, but when it comes to travelling values tend to be even more flexible and situational than in other settings. Traveller's values can change depending on what they are looking for in their vacation. For recreational vacation travellers are likely to go for a stress-free relaxed vacation in a safe and secure beach destination. These travellers have passive values, that separate into two categories: individuality and community. Individual values include personalised vacation, safe and reliable service and environment and the possibility to do nothing but relax. These travellers are likely to go to the same destination multiple times to create so called second home environment in order to have easy and secure vacation with a sense of community. Community values alike include having sense of community and secure vacation. Travellers with these values are likely to return to the same destination multiple times, but their sense of community comes more from their travel companions, which is usually family. Their goal is to experience together and relax and they often favour travel packages. (Philström & al. s.a., 13-14.)

Opposite of passive values is active values, which are also separated into two categories. First one is mental values. These travellers seek mental enrichment whilst travelling from attractions and cultural events such as concerts, ballets, theatre, and exhibitions. They value experiencing new cultures, developing themselves and satisfying their curiosity. Second category is physical values, which also includes self-development and satisfying curiosity. Travellers want to explore, have fun, take care of their physical health, exceed themselves and partake or watch sports events. They take part in different activities thorough their vacation, like hiking, kayaking, or other sports, or their whole vacation can be hiking or camping trip. (Philström & al. s.a., 13-14.)

## 5 Research methods

Research methods can be divided into two categories: qualitative and quantitative methods. Qualitative research is a broad term covering a variety of methods, but the aim of it is to find out consumer's experiences and what they think and why do they think that. Different methods for the research include in-depth interviews, focus group discussions, content analysis, observation and biographies or life histories. Qualitative research is used to understand people's behaviors, views, beliefs and emotions, and the process behind making decisions, the meaning of experiences to people and social interactions. The method is best used for getting an extensive understanding of perspectives and contexts, particularly when researching new or sensitive topics and complex issues. (Hennink, Hutter, Bailey 2020, 10-11.) Quantitative research on the other hand focuses on numbers above all giving more general and board knowledge of population giving clear and direct answers in numbers. The results of the research are objective and technical, unlike in qualitative where the results are subjective and interpretive. Different methods for quantitative research include surveys, simulation, mathematical modelling, and statistical analysis. (Myers 2013, 7-9.)

### 5.1 Survey as a research method

After evaluating the options, the most effective way to get the desired results was deduced to be quantitative methods, as the aim of this research is to collect raw data from a large group of individuals. The main research question is: "how much do human right issues affect travellers' destination choices" - hence the critical part of question that the chosen research method must answer is "how much". This is where qualitative research would lack as the main goal is to find out what choices the travellers make and which factors impact their decision making, rather than understanding the reasoning behind it.

From different quantitative methods, survey was deemed to be the most fitting one for this research. Survey is an easy and cost-effective method of social and behavioral research; it gives clear answers and is a good method for collecting data for a substantial portion of population. It is not free of errors, but the errors can be minimized by planning and crafting the survey carefully. Common reliability errors are either someone answering wrongly due to not understanding the question correctly, the question being misleading, answering wrong by mistake or answering how they assume is expected. Often these occur when the questions are poorly worded, leading, not providing enough information or require a lot of prior knowledge of the topic from the respondent. (Ruel, Wagner & Gillespie 2016, 78). The connection between survey objectives and research questions must be communicated clearly. The survey objective is the general abstract of what the survey is for, what it is trying to find out. For this specific survey, the objective is how much human right issues are taken into consideration and how much do they affect to travelers' destination

choice. For a focused and wieldy survey, the objective must be visible in all the questions. To ensure accurate responses the survey may need several questions from slightly different points of view and combining open-ended and closed-ended questions. (Andres 2012, 63).

The question form chosen for this research survey is Likert scale, where the respondents determine their preference or degree of agreement on given statements. Common form of Likert scale is five-point scale going from disagree completely to agree completely. This scale can be modified, other commonly seen options are four, seven and nine-point scales. Four-point scale is used to force the respondents to choose to agree or disagree with eliminating the neutral option in the middle. With seven and nine-point scales the respondents can give more detailed and accurate answers. This survey was executed with a five-point scale, option one being completely disagree and option five completely agree. The same form was used through the whole survey allowing it to have clear structure and be easy to read and complete for the respondents. In addition to simple and easy construct, Likert scale's strength is presumed to produce highly reliable results. That being said, its weakness is that the respondents are likely to avoid the extreme response categories and alter their responses to please the experimenter or to appear more socially acceptable rather than being honest. (Bertram 2007 1,7.)

## **5.2 Making of the survey**

The structure of the survey follows the structure of this thesis, the questions are divided into the same themes as the framework: human rights matters, political situations, safety issues, and traveller's motivations and values. The survey questions are formed from the framework and information that the prior research lacks. In addition to these themes the survey consists of questions regarding the respondents' background and open questions regarding the topic. Background questions and motivations and values are combined as one theme to give the survey clear structure of every theme having one page of three questions. The survey starts with easier and lighter questions and slowly evolves to questions that require more thinking to help the respondents ease into the survey and ensure they will follow through and not quit halfway. It ends with three optional questions where the respondents had the possibility to elaborate their thoughts and give other comments related to the topic.

The survey was tested by three respondents. To ensure approachability from a wide scale of people, chosen test respondents represented diverse groups of people. One respondent was in their early twenties, has not travelled abroad, is a part of a minority and is not from or living in Europe. One respondent was in their late twenties, has travelled independently and lived abroad multiple times, is a hospitality management student and works in the industry. One respondent was in their early fifties, mostly travels with family and favours well known destinations and package holidays.

Following the test respondents' comments some of the questions were reworded to be clearer and a few questions were completely re-phrased to have a more similar phrasing in each question. This also allowed to the Likert scale to be same through the whole survey. Originally a few questions had a different scale, instead of 1 = completely and disagree 5 = completely agree, the scale was 1 = never and 5 = always. As the survey was done in both English and Finnish, some of the terminology did not completely match in both languages. Those errors were fixed after test respondents' feedback.

Biggest debate with the survey was whether the questions should be mandatory or not. Feedback regarding this varied from the test respondents as well, one test respondent was heavily against making the survey mandatory as difficult questions could make the respondent completely quit the survey if it was not possible to skip a question. Another test respondent also said that the survey was rather long, and questions were somewhat difficult, thus making every question mandatory could be discouraging to respondents. One test respondent opted for making all questions except for the open questions at the end mandatory, and after careful consideration this ended up being the chosen method. With making all the questions mandatory the risk of the respondents quitting the survey when faced with difficult questions increases. As the topic is rather sensitive and some of the questions may be difficult as well as the survey being lengthy, it is likely that some respondents would not complete the survey. On the contrary, by making the questions mandatory, it is ensured that all the questions will have the same number of responses and the answers can be compared to each other. Mandatory responses ensure reliable responses by lowering the possibility of spam responses, or respondents just clicking through it quickly without really paying mind to what they think and respond.

The survey is aimed for everyone who has travelled or has thought about travelling abroad. As the focus group is rather vague the survey does not have specific questions about the respondent's background, only age group and country of origin is asked. The aim is to get variety of respondents across all ages and nationalities, however the limited resources of distributing the survey complicate that. The survey was shared by SMAL, the Association of Finnish Travel Industry on their Facebook and LinkedIn accounts and on the author's social media channels. Presumably most of the followers on those channels are either hospitality professionals, students or interested in travelling. All the posts got interactions and some shares, which possibly exposed the survey for people who are none of the above as well. The survey was completely anonymous, the only personal information of the respondents was their age group and where they are from. All the responses were looked into as bulks and none of the individual responses were specified. Only comparison and specification done was comparisons between different age groups.

## 6 Research results

The survey was designed to research how much travellers consider human right factors and political situations in their travel destinations and how much those end up affecting to their destination choices. The survey was open for eight days and got 148 replies. The survey consisted of seventeen questions of which three were non-mandatory open questions and one was non-mandatory Likert scale question regarding minorities. Rest of the questions were all mandatory, thus every question will have 148 responses, unless stated otherwise. All the questions, except for a few exceptions were answered on a one to five Likert scale. Each question ranged from four to twelve statements, where respondents had to answer accordingly on the scale. Option one means disagree completely and option five means agree completely. The results are presented as average scores between all replies as well as in percentages of certain reply options. The full survey form is available in appendix 1.

The survey had three main themes, human rights, politics and safety and the topics are covered respectively in the following chapters. At the beginning of the survey a few questions were dedicated to the respondent's background information and their travel motivations and at the end was the three open questions. Overall, the responses suggest that the respondents were somewhat familiar and interested in the topic prior to this and human right issues, politics and safety are factors they consider before travelling and while they are choosing their travel destination. There was some discrepancy in the replies, but none of the questions clearly divided the respondent's opinions. In some statements the replies dispersed quite evenly between all the options, but primarily majority of respondents chose the same or similar options.

There were not many notable differences in replies between different age groups, generally younger respondents agreed more with the statements than older respondents. Younger people seemed to have stronger opinions, under 20-year-old respondents chose option 3 less than other age groups. In most questions they did not have much dispersion, majority of them chose the same options, whereas age groups 21- to 30-year-old and over 50 years-old had more dispersion between individual respondents. However, the comparison between different age groups may not be accurate, as vast majority of the respondents were under 30-years old. To even out the number of respondents, in questions 5, figures 6, where different age groups are observed separately some of the age groups have been compounded.

## 6.1 Background and motives

Respondents were from all the age groups selected for the survey, biggest group was 21–30-year-olds, placing 62 % of respondents there. Second biggest groups were under 20-year-old and 51–60-year-old, both gaining 10 % of replies. Both groups 31-40 and 41-50 years old got 7 % and the smallest group was over 60-year-old with only 4 % of respondents. For getting more accurate comparisons, age groups 31 to 40 and 41 to 50 have been compounded as well as 51 to 60 and over 60 years old. The differences between age groups' replies are presented in figures 6, 11 and 14. Majority of the respondents, 79 %, were from Finland and 4 % were from Ireland. The rest divided evenly between different countries from each continent, Europe being the leading one with 92 % of respondents (including Finland and Ireland).

As shown in the figure 3 below, the most crucial factor for respondents when choosing their travel destination and services they use while travelling was learning about a new culture and nature. On a scale of 1 to 5 the average response was 4,2, the option 5 agree completely was chosen by 41 % of respondents. The two categories were the only ones where no one chose the option 1 disagree completely. Respondents also preferred to use local services rather than big international chains, 31 % completely agreed with the statement and the average score was 4. Least important reasons for travel were religious or spiritual reasons, the average score was 2,3 and only 5 % chose option 5, whereas option 1 was chosen by 27 %.

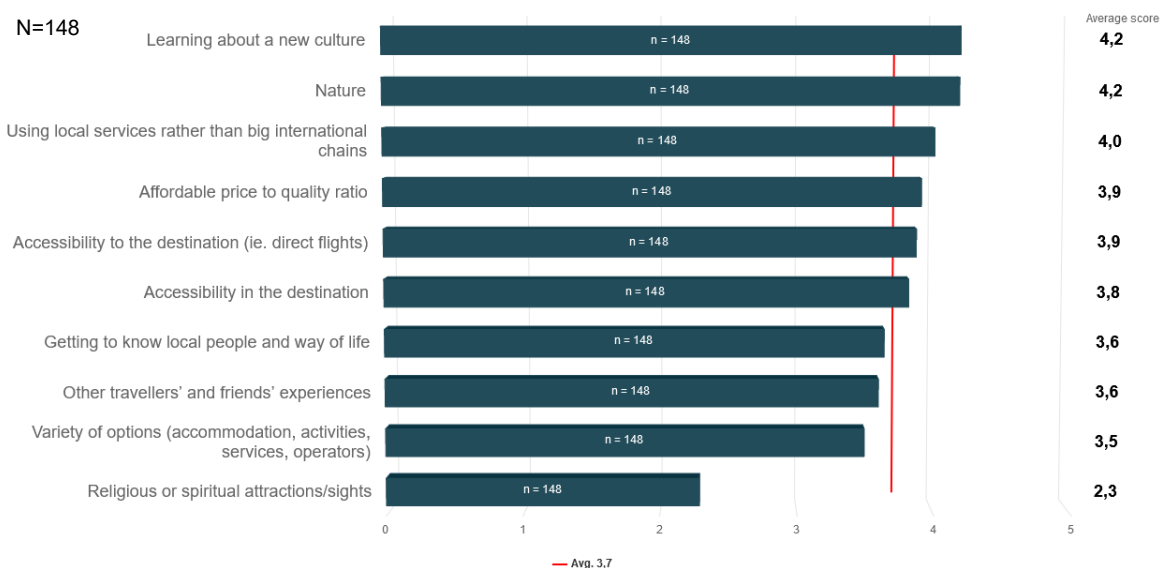


Figure 3. Nature and learning about a new culture turned out to be the most important factors when choosing the travel destination

## 6.2 Human rights

The following three questions covered human right issues. The questions were designed to compel the respondents to think what human rights are important to them and how they influence their choices. Unsurprisingly this section had the lowest and the highest average scores of the whole survey. The lowest average score was on question 4 (figure 4 below), “I would travel to a country that has unfair human right laws or other clear human right issues”. In every statement over 20 % chose option 1 giving it average score of 2,3. Most respondents would not travel to a country with visible human right issues, even if it wasn’t visible to them during their trip, 82 % disagreed with the statement. The greatest dispersion came with human right issues in the destination that would have a clear negative impact to the respondent’s life if they were in their home country. Every option got over 10 % of responses, 26 % disagreed completely and 13 % agreed completely.

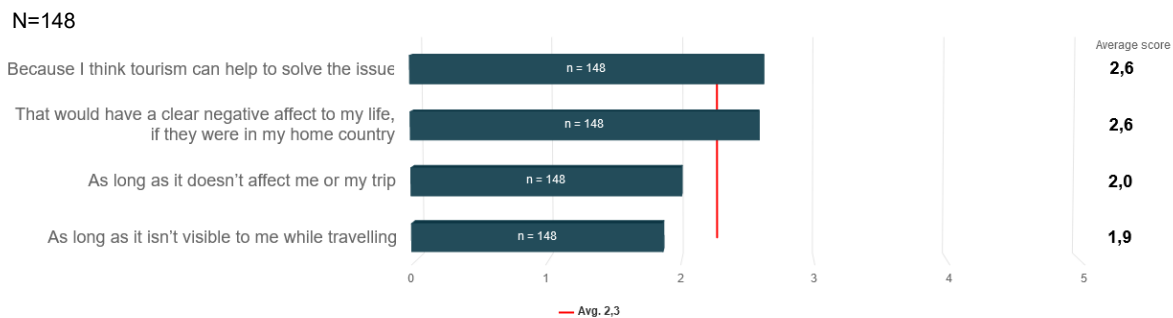


Figure 4. 80 % of respondents would not travel to a country that has clear human right violations, even if it was not visible to them while travelling

Highest average score was on question five (figure 5 below) “to me it is important that the following human rights are accomplished in the destination”. Average score of the question was 4,3 and over 40 % of the respondents agreed completely with every statement, indicating that human right matters are important for travellers. Most important factors to the respondents were right to democracy with 68 % agreeing completely and fair punishments with 70 % agreeing completely. Least important factors were freedom of media and fair and safe work conditions, however both statements still had a rather high average score of 4,1. Liveable wages were important as well, only 0,7 % disagreed completely and 81 % chose options 4 or 5.

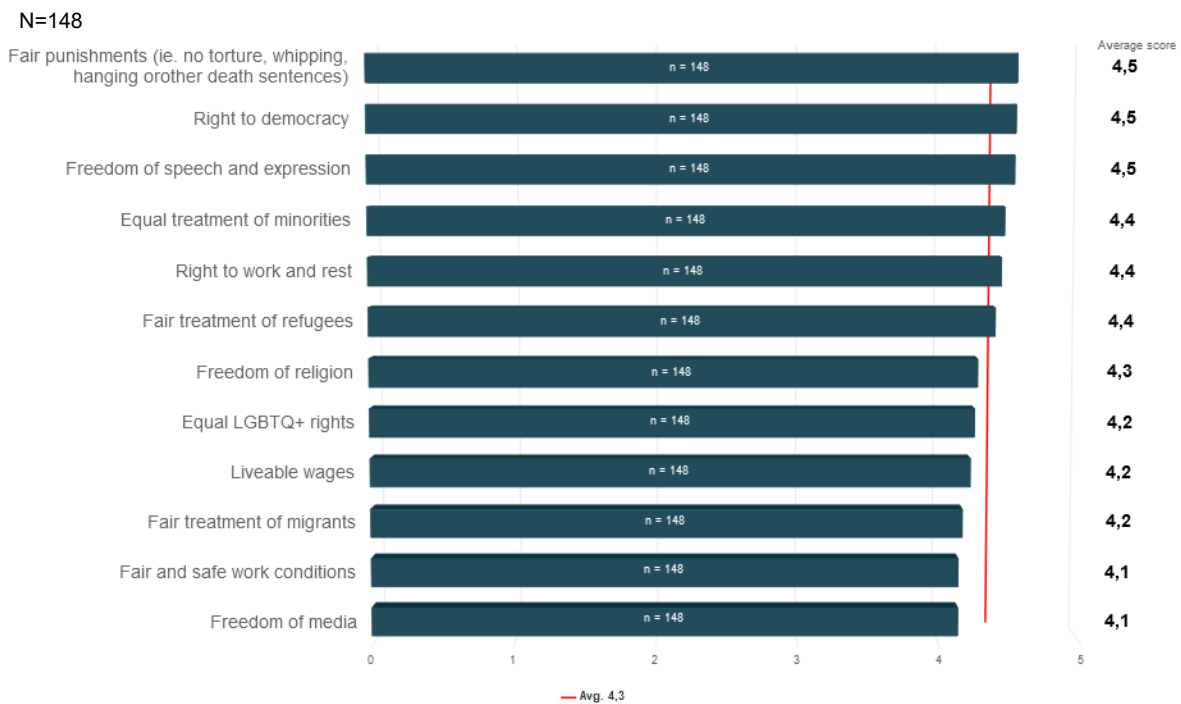


Figure 5. Democracy, fair punishments and freedom of speech and expression were the most important human right to be accomplished in the destination

All the age groups had quite similar replies to all the statements, except for the ones regarding minorities (figure 6). Equal treatment of minorities, equal LGBTQ+ laws and fair treatment of migrants was considerably more important to respondents under twenty years old than to other age groups. All these statements were least important to over 50 years old respondents. In the first two statements it appeared that the younger valued it more than older respondents, but 31 to 50 years old respondents found fair treatment of migrants more important than respondents between the ages 21 to 30.

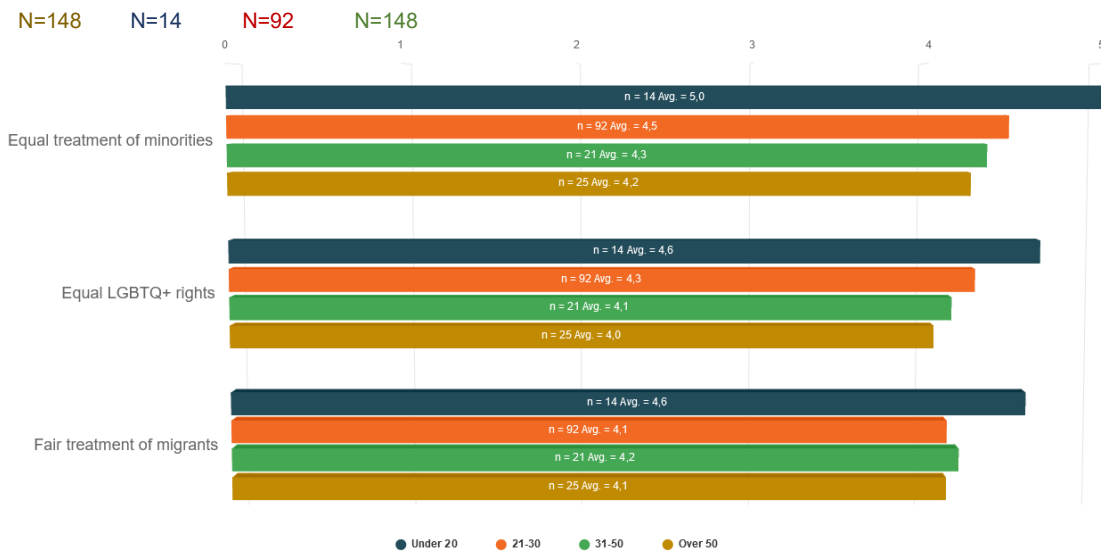


Figure 6. Fair and equal treatment of LGBTQ+ groups, migrants and other minorities was most important to respondents under 20 years old

Question six followed the theme from the previous one closely, respondents had to think if the listed laws or rules would affect to their destination choice. In this question all the replies divided quite evenly between all the options and there were no significant differences between the statements. As seen in the Figure 7 below, average score of the whole question was 3,2 and highest and lowest between the statements were 3,4 and 2,9. Highest score was on anti-LGBTQ+ laws, with 29 % completely agreeing that it would affect to their destination choice and only 9 % disagreeing completely. Least impactful factor was health restriction with 13 % agreeing completely and 23 % disagreeing completely.

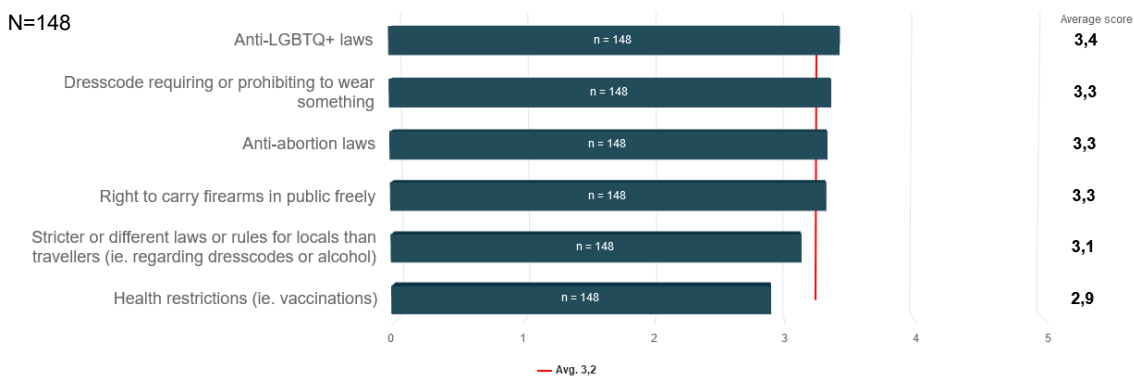


Figure 7. Anti-LGBTQ+ laws and dress codes had the biggest impact on the respondents

Fairness and safety come through as important values, as most agree that lack of democracy, freedom of speech and fair punishments would affect their travel choices. These are administrative

issues that have direct effect on individuals, as mentioned in chapter 2, these tend to be the most noticeable issues for travellers. Systematic issues, such as work conditions and treatment of different minorities were important to respondents too, the average scores were relatively high, but lower than the others in this section. These as well as freedom of media, which had the least impact, are not necessarily visible to tourists during travelling because it doesn't have any direct impact on them.

### 6.3 Politics

Next three questions covered political environment and situations. Respondents had to think about how, if at all, they research their destination's politics before travelling, how would different political situations affect to their choices and what other political aspects they consider before travelling. This section had rather high average score as all the questions scored over 3,5, indicating that politics and political situations have considerable impact on travellers' destination choices.

As seen in the Figure 8 below, most travellers read some general info about their destination before travelling from different travel sites and many rely on blogs and other social media platforms as well. 84 % chose options 4 or 5 on reading some general info from travel sites and 67% on reading blogs and social media. Only 0,7 % disagreed completely on reading general info on travel sites. 12 % disagreed completely on doing thorough research on country's politics, while only 6% agreed completely.

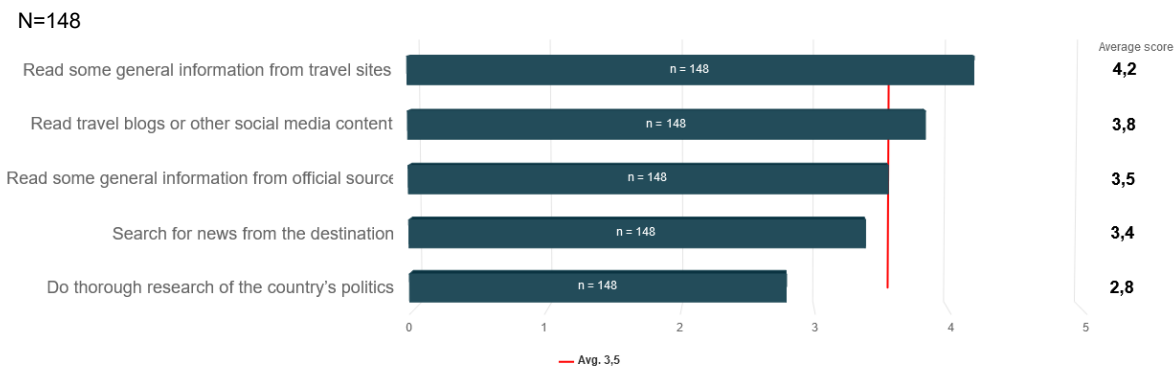


Figure 8. Majority reads general information of the destination from travel sites, blogs and social media

Out of the political situations, riots turned out to have the biggest impact on respondents (figure 9), 57 % agreed completely with riots affecting to their choice to travel to the destination, whilst only 0,7 % disagreed completely. Dictatorship or other unfair regime was the second biggest impact with 55 % of respondents agreeing completely and only 5 % disagreeing completely. Long lasting big scale protests and hostility towards minorities were also impactful, all the four above having an

average score over 4. Least impactful aspect was political power on a party which values did not meet the respondent's, with only 13 % agreeing completely compared to 39% who chose either option 1 or 2.

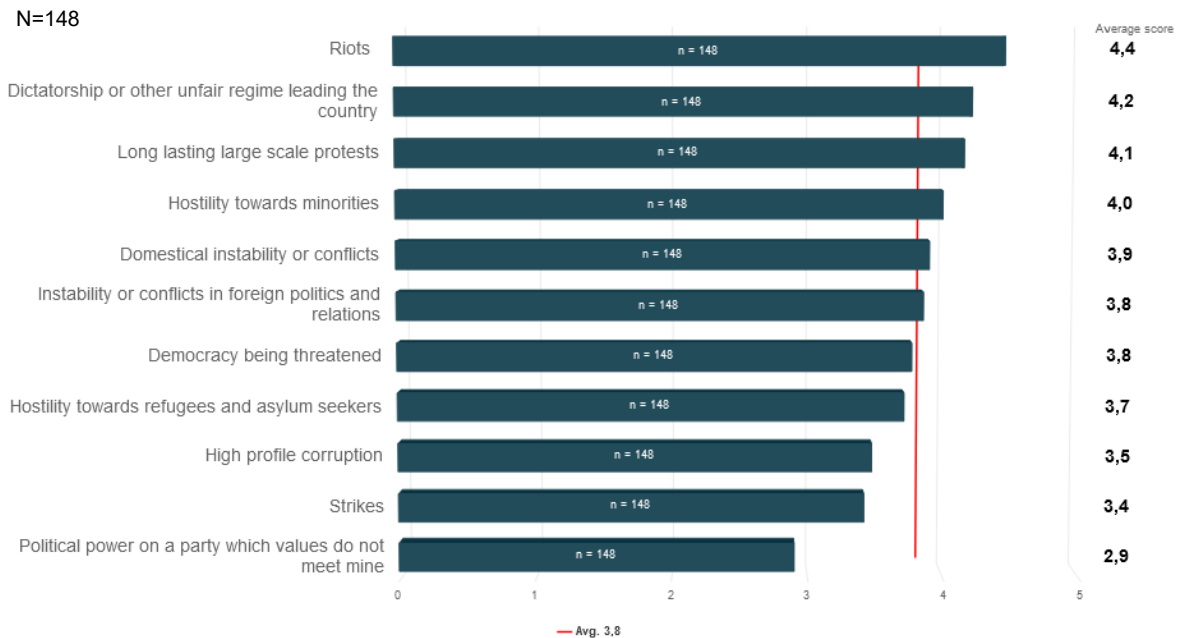


Figure 9. Riots and dictatorship or other unfair regime leading the country had the biggest impact on the respondents when choosing their travel destination

Destination country committing war crimes in another country currently or recently had a big effect on respondents' decision to travel as seen in the Figure 10 below, 66 % agreed completely that it would have an effect, while only 3 % disagreed completely, giving it average score of 4,4 which is one of the highest thorough the whole survey. Terrorist attack within the past two months affected greatly as well, it got an average of 4,1 with 53 % of respondents agreeing completely. Terrorist attack in the past year however did not have as strong affect, 33 % of respondents agreed completely, 20 % chose the mid-ground option 3 and 10 % disagreed completely, giving it an average score of 3,5. High tourist taxes and home country's currency having weak value in the destination had the least impact on the respondents. High tourist taxes had an average of 3, with 31 % choosing the option 3, and only 12 % chose disagree or agree completely. 23 % disagreed completely on home country's currency's weak value in the destination having an impact on their destination choice and 7 % agreed completely, giving it average of 2,7.

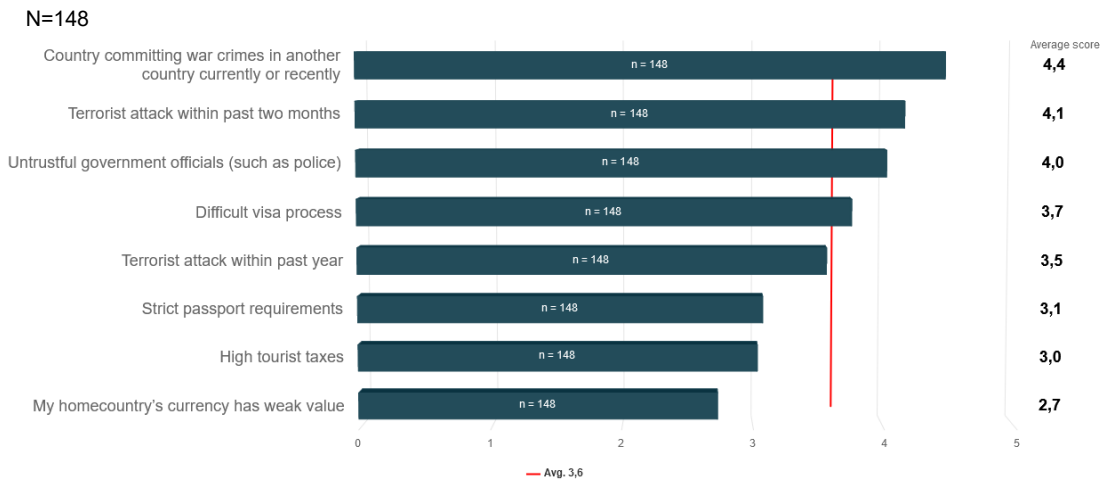


Figure 10. Majority of the respondents would not travel to a country that is committing or has recently committed war crimes

31 to 50-years old respondents were not as affected by high tourist taxes or home country's currency having a weak value in the destination as the other age groups were (figure 11). However, they seemed to be more careful with their travel choices as terrorist attack in the past two months or in the past year had the biggest effect on them. 67 % of them completely agreed that terrorist attack in the past two months would affect and 57 % agreed completely that terrorist attack in the past year would affect. In comparison, lowest completely agree percentages were in the age group under 20, with 28 % and 21 % respectively agreeing completely. 14 % of under 20 years old respondents disagreed completely on both statements.

Administrative issues highly affected in political aspect as well, lack of democracy, war crimes and untrustful government officials were one of the most impactful factors for the respondents. Regardless of dictatorship or other unfair regime leading the country being one of the most impactful statements, democracy being threatened was one of the least impactful ones. However, the differences were small, the first one had an average of 4,4 while the latter had an average of 3,8. Safety remained as an important value; riots, past terrorist attacks and large protests were leading factors. Factors that had direct impact on travellers turned out to not be as important for the respondents in political aspects, as it was in human rights. Political power on a party which valued didn't meet the respondents' values, high tourist taxes and weak value of home country's currency had the least impact.

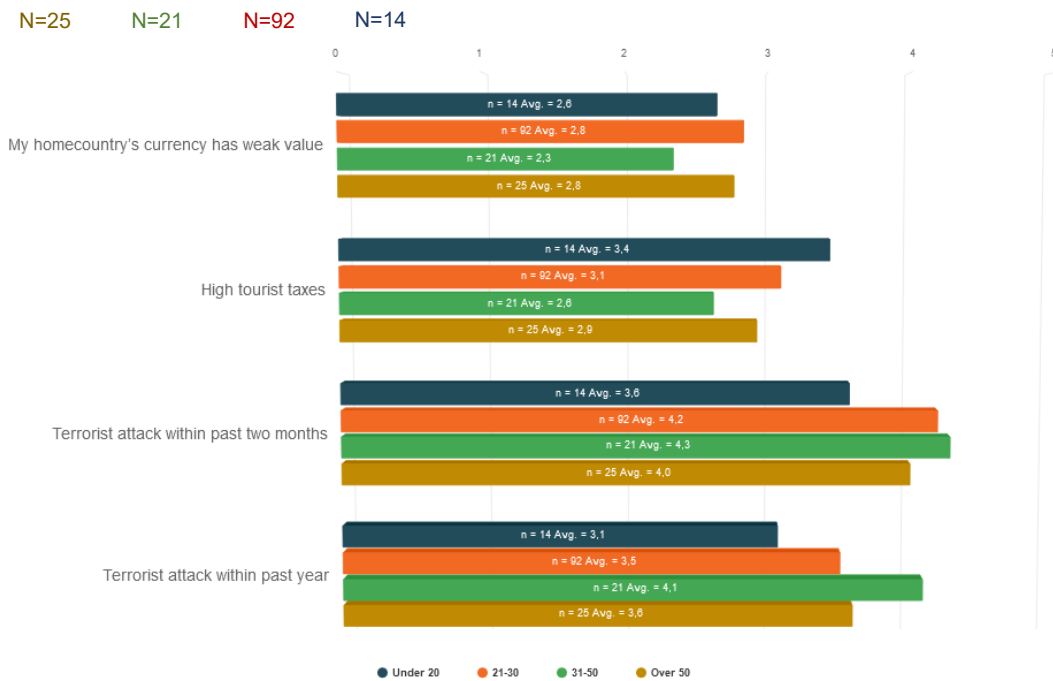


Figure 11. Respondents between ages 31 to 50 were the most concerned regarding terrorist attacks

## 6.4 Safety

The last theme on the survey was safety which consisted of six questions. The respondents had to think what safety aspects would affect to their destination choice and for what kind of safety risks and hazards they prepare or make a plan for in advance.

Majority of respondents keep themselves updated regarding the destinations safety before travelling, 47 % agreed completely and 38 % agreed mostly. With only 2 % of respondents disagreeing completely, it got an average of 4,2, as seen in the Figure 12 below. Majority kept track of safety while travelling as well with 39 % agreeing completely and average score being 4. Most popular way of keeping themselves updated was social media platforms, with an average of 3,7 and 60 % choosing either option 4 or 5. Least common way was home country's embassy in the destination, 18% agreed completely while 14 % disagreed completely.

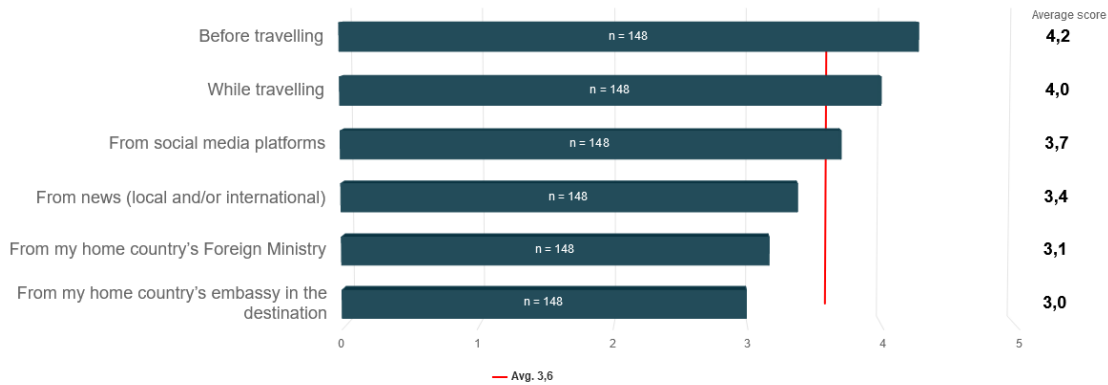


Figure 12. Most travellers keep themselves updated regarding destinations safety before travelling, social media being the most used source

Next question was regarding different scenarios that can happen while travelling and how respondents prepared for them. Figure 13 below indicates that the respondents do not prepare excessively in case that any of these scenarios would occur. Highest average score was 3,5, with 32 % agreeing completely that they do make a plan in case they lose their identity documents while travelling and 28 % agreeing completely that they make a plan in case they get pickpocketed or robbed. 11 % and 9 % respectively disagreed completely with the statements. Despite one of the previous questions illustrating that terrorist attack within the past two months has a strong impact on the respondents travel choices, only 5 % completely agreed on preparing in case that should happen while they are travelling while 35 % disagreed completely.

N=148

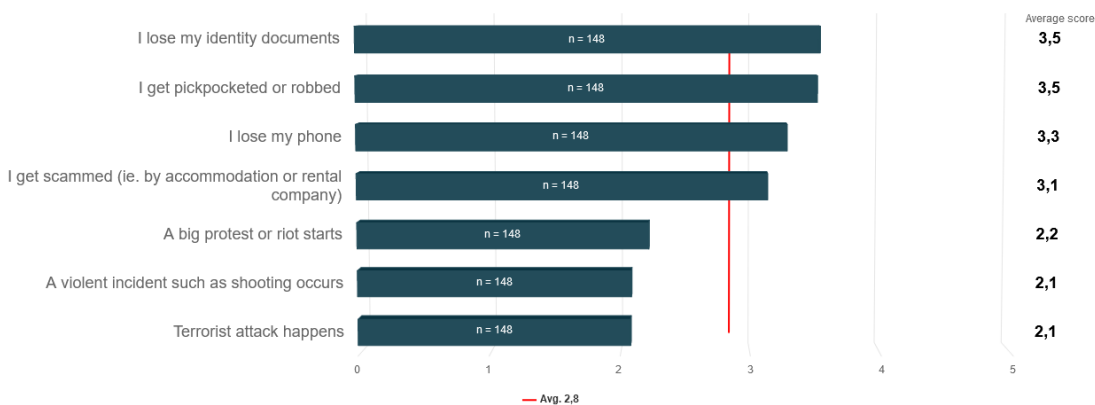


Figure 13. Respondents were most prepared for getting pickpocketed, losing their phone or their phone while travelling

Respondents under the age of 20 were most prepared in case something goes wrong during their trip. In each scenario, except for in the case of a terrorist attack or losing identity documents they were the most prepared (figure 14). Along with under 20 year olds, over 50 year old travellers were

prepared for different scenarios. 21 to 30 year olds did not plan or prepare in case something happens excessively, Over 10 % of them disagreed completely with every statement, most disagreed upon them was preparing in case of a terrorist attack, with 43 % disagreeing completely and only 1 % agreeing completely. 21 % of under 20 years olds completely agreed and 28 % of over 50 year olds agreed completely or partially, while 0 % out of 31 to 40-years old completely agreed. It is a big contrast to Figure 10, where they were the age group most impacted by terrorist attacks.

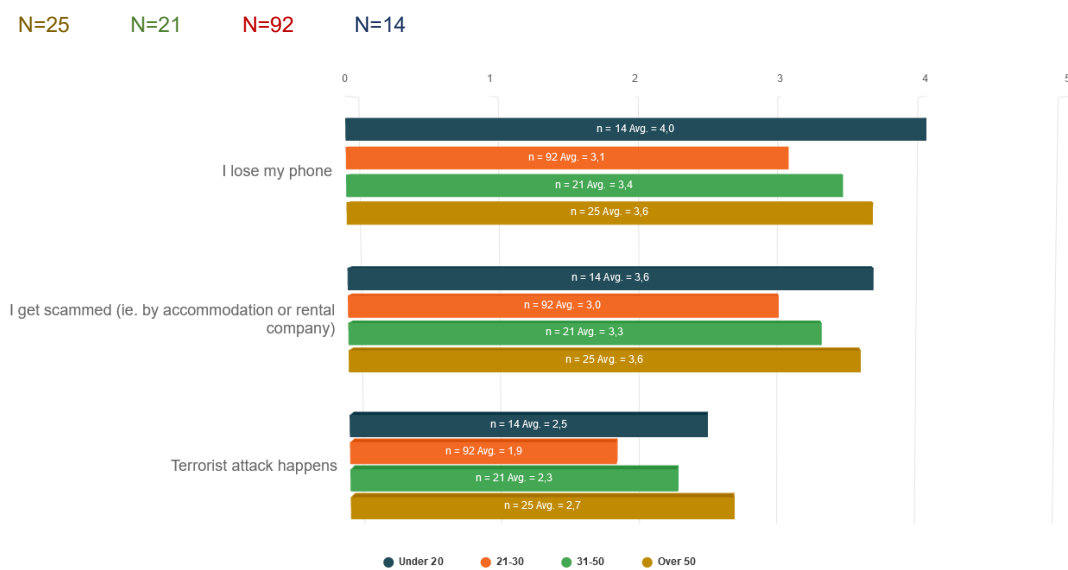


Figure 14. Respondents under 20 years old were the most prepared for losing their phone or getting scammed whereas respondents over 50 years old were most prepared in case of a terrorist attack

Out of the factors listed below in the Figure 15, a general negative image of the country had the biggest impact on the destination choice. Majority of respondents chose option 4 (33 %) or option 5 (44 %) with only 5 % going for option 1, disagreeing completely. Robberies or other frequent violent crimes as well as loose policies on firearms affected the respondents destination choices, only 4% completely disagreed with the statements. 80 % of respondents agreed partially or completely with robberies or other frequent violent crimes having an impact. On the contrary, only 3 % completely agreed with road and pedestrian accidents having an affect on their destination choises. 30 % chose the middle-round option 3 and 18 % disagreed completely, giving it the lowest average score of the question, 2,6 while the highest score was 4,1.

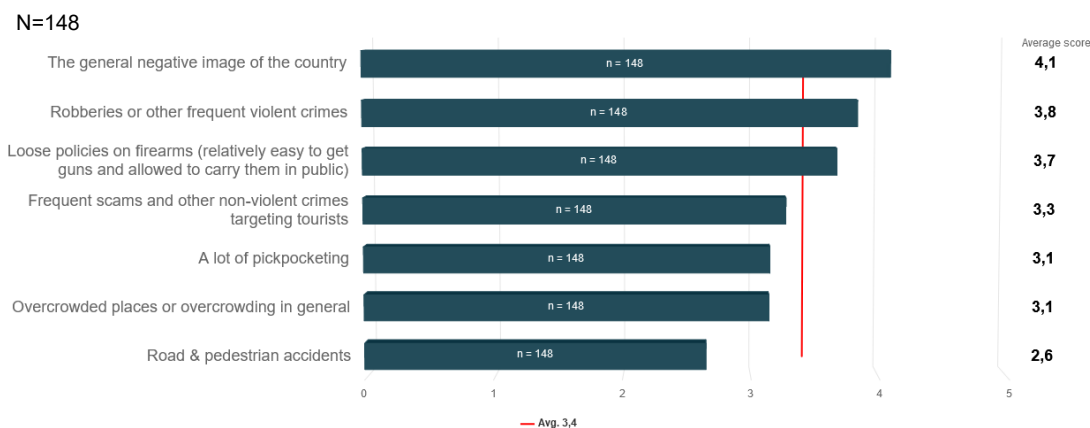


Figure 15. Negative image of the country had big impact of the respondents

While in the other statements all the age groups responses were quite similar with no big differences, the affect of the general negative image of the country divided opinions between the age groups as seen in the Figure 16. The vast majority, 70 %, of respondents over 50 years old completely agreed, that the general negative image of the country affects their destination choice. Options 1 and 2 got 0 % of the replies giving it average score of 4,6. Under 20 year old however gave it average score of 3, with only 7 % agreeing completely and 21 % disagreeing completely. This statement had the highest percentage on option 3 (29 %) by the age group.

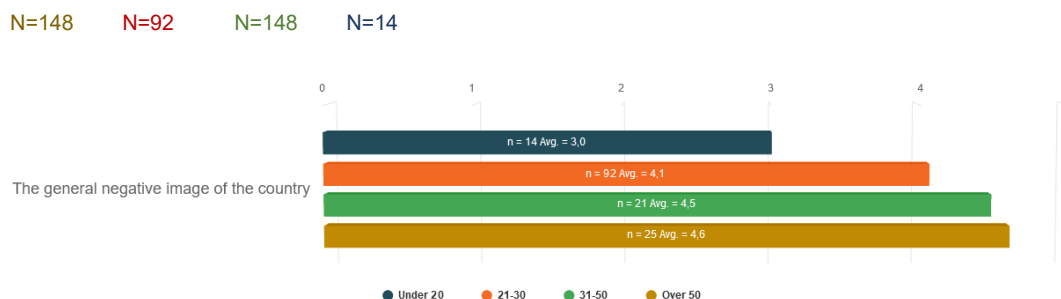


Figure 16. Over 50 years old respondents were most affected by the negative image of the country

Figure 17 below displays a question directed only for minorities, it was preceded by a question with options "I'm not a part of minority", "I am a part of a minority" and "I prefer not to answer". Vast majority, 74 % of respondents were not a part of any minority, 5 % preferred not to answer and 22 % were a part of a minority, giving thirty three replies to the following statements. Majority of the respondents research possible laws regarding minorities, with 42 % agreeing completely and 21 % agreeing partially. 12 % said not to research laws regarding minorities nor other minority travellers experiences. Most respondents had not felt remarkably unsafe while travelling due to the destination countrys hostility towards their minority group, 36% chose the option 3, only 12 %

agreed completely and 15 % disagreed completely. Majority disagreed with preferring to travel with someone who is not a part of a minority, 30 % disagreed completely and 24 % disagreed partially.

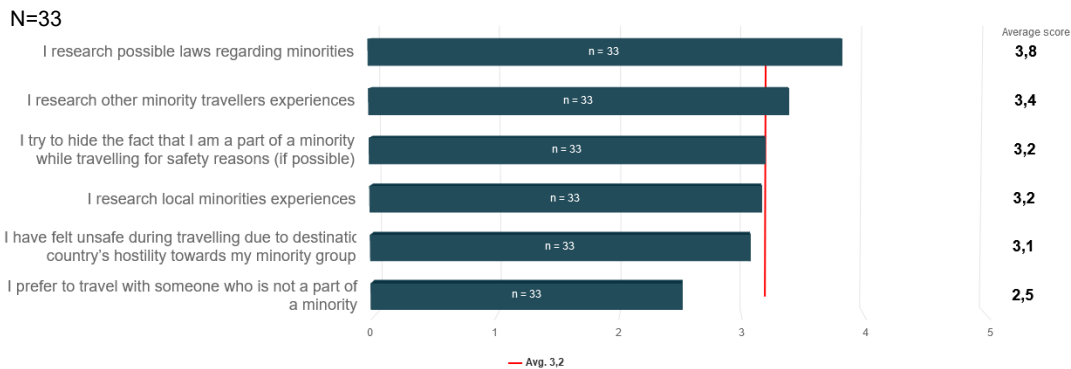


Figure 17. Majority of travellers who are a part of a minority research possible laws regarding minorities in their destination

Despite safety seeming like an effectual factor in the previous parts, it does not come through as a major factor in this part, this section as a whole had lower average scores compared to the others. Respondents viewed the general image of the country to be more impactful than frequent crimes or accidents. In the previous section riots had the biggest impact on the choice to travel to a certain destination, however in this section it turns out that majority do not plan in advantage in case riots or protests start while they are travelling.

## 6.5 Open questions

The survey ended with three open questions. The first open question was “do you have any destinations you would like to travel to, but have chosen not to due to human right issues and/or political environment? Where and why?”. It got the most replies with ninety-three responses. The second open question was “have you ever travelled somewhere you now wouldn’t go anymore, due to changed political environment or human right issues, or after gaining new knowledge about the issues? Where and why?” and got eighty responses. Third open question was “any other comments or thoughts regarding the topic?” with forty responses. Regardless of the questions not being mandatory, the number of replies include a few empty replies or respondents just saying “no”.

The most mentioned destination where respondents had chosen not to travel to was Russia with thirty-two mentions. Most respondents specified the reason to be Russia-Ukraine war, but the general political environment was mentioned as well. United States of America was mentioned fifteen times, mostly reasoned with general political situation, Trump, loose gun control laws, and impairing women’s and LGBTQ+ community’s rights. China came up fourteen times because of general human right issues and the genocide of Uyghur Muslims was specified in a few answers. Turkey

followed with thirteen mentions, most respondents reasoned the choice with unstable politics and questionable democracy. Ethical and political reasons in general were mentioned too and a few mentioned Turkey's inhumane treatment of Kurds as the reason. United Arab Emirates and Dubai specifically was also mentioned eleven times as a destination where respondents would like to travel but have chosen not to. Human right issues and especially women's rights were the main reason. Other destinations with considerable number of mentions were Israel, Hungary, Egypt, Iran, and Qatar. Middle East as a whole and countries where homosexuality is illegal were also mentioned a few times.

The countries where respondents had travelled in the past but would not travel to anymore were mostly the same as mentioned in the previous one. Russia was the leading one again with twenty mentions, Turkey, United States of America and United Arab Emirates got mentioned multiple times as well. Reasons alike were mostly the same as in previous one, additionally unfair and unsafe work conditions in United Arab Emirates got mentioned specifically. Poland, France, and Sweden were mentioned due to political environment sifting towards right threatening women's rights and enabling racism.

Other comments and thoughts that the respondent left consisted majorly of comments expressing gratefulness that the topic is being researched. Some brought up there is not materials regarding the topic, at least in Finnish, and it is hard to find reliable information easily about the travel destinations. It was also said that the topic should be researched more, and the information should be somewhere easily accessible.

## 7 Synopsis

This part goes over the whole process of making this research. It starts with the limitations and challenges faced while doing the research as well as the reliability of the research. Not many challenges arose in the process and the research results are rather reliable, however not completely free of error. Then further research topics are introduced, as the topic is huge, one research could not possibly cover everything. Many ideas for further research arose in this process and many things that were originally supposed to be included were left out. Second last chapter is reflection of the research results and comparing the results to the framework. Final part is describing how the process went and what were the learning outcomes.

### 7.1 Limitations, challenges and reliability

As already discussed in the chapter 5.1, a survey is a cost effective, low resource method which gives reliable data from a substantial portion of population. Reliability of the survey results can however be complicated due to poorly worded or misleading questions, or questions that require more information than provided. Respondents may also read the questions wrongly by mistake, accidentally choose wrong option or amend their responses to what they believe is expected. (Ruel & al. 2016, 78).

Reliability errors can be associated with who responds to the survey. There is always a possibility, that by change the respondents' opinions differ from the majority providing responses that are not accurate to total populations. Despite quantitative research methods giving objective and technical results, survey can measure objective facts and subjective states. In this questionnaire the background questions were objective facts; where the respondent is from and how old they are. These are questions that in theory could be fact checked. The Likert scale questions determine preference or degree of agreement on given statements. These results are subjective states, meaning that there is no objective way to verify or evaluate the responses. (Fowler F. J. Jr. 2009, 12-15; Myers 2013, 7-9.)

Due to the survey being shared on my own social media channels as well as SMAL's social media channels, it can be assumed that majority of the survey respondents were either hospitality students, working in the industry or otherwise interested in travelling. Some respondents even specified travelling a lot for work and leisure reasons. The responses of hospitality students and professionals are likely to be different and more considerate compared someone who does not have professional insight of the industry, so this research may not represent travellers as a whole accurately. For someone who has not travelled much, the topics may be newer and aspects they have not considered prior. One of the respondents mentioned to not have travelled abroad before and

not to have considered these topics before and was themselves surprised of how little they cared of the factors.

Another factor altering the responses could be that a large portion of respondents were assumedly young, educated women with somewhat liberal values. Nearly hundred responses came via my social media channels where considerable number of followers represent the things listed prior. This estimation is made based on the number of responses the survey had before it was shared by SMAL. Respondents were also very Eurocentric, despite the survey getting respondents from all around the world. 92 % of the respondents were from Europe, 3 % were from Asia, 2 % North- and South America and Australia, Middle East, and Africa each had 1 % of respondents. This affected the results as well; it is visible for example in the question “the following things affect to my destination choice” (figure 10) where the home country’s currency having weak value in the destination had very little affect to the respondents. This is likely because Euro has very strong value globally hence majority of the respondents haven’t had to worry about it while travelling. The result would probably be very different if majority of the respondents were for example from Southeast Asia, where many countries have weaker currency compared to Euros.

The most challenging part of this research was to get the survey to reach enough people and to get them to finish the survey. The survey ended up being open for a week longer than it was originally supposed to be in order to get more responses. In the end, a good amount of people did respond to the survey as 148 respondents finished it and majority of them responded to voluntary open questions as well. However, as mentioned in chapter 5.1, making the questions mandatory did cause some people to leave the survey unfinished. The survey was opened by 356 people and 216 of them started responding, but never finished. This could be caused by many factors, the questions may have been too difficult, or the survey was too long. In both cases had the questions not been mandatory some of the respondents may have finished the survey. It could have provided interesting information of what questions the respondents did not want to reply.

## **7.2 Further research topics**

Many respondents commented on the open questions that they had not thought about these topics in detail earlier and the survey brought up new points and provoked thoughts. This research did not provide any direct information on which human rights the respondents had of thought before, and which ones may have been new to them while doing the survey. Some insight of which human right matters have the biggest impact on travellers was provided by this survey, but that could be researched in more detail. From the destinations mentioned in the open questions it can be deduced that violations on women’s rights were impactful, as all the most mentioned countries have

clear inequality between genders. However, it was specified as the reason by a few respondents only.

Representative from SMAL pointed out while reviewing the survey that how can travellers know if said human rights are achieved in the destination. For this research that point of view was ruled out and it was assumed that the travellers will find that out on their own if they really are interested. However, the results of the survey imply that is not the case for majority. The results clearly displayed that travellers do care about human rights, but many do not know where to find information regarding the topic. This came up in the comments on the open questions as well, the respondents wished to find information of human right issues and political issues easily on one platform. Further research could be done on the topic, how this kind of platform could be provided to consumers and how to ensure consumers know which human rights are achieved in the destination. Providing such information on destinations is challenging and conflicting for companies in the travel industry as they may work closely with companies and organisations in the said countries. Transparency and openness regarding the issues would most likely help with solving them, as consumers gain awareness and create international and economic pressure on governments. As the themes in this work are rather heavy and focused on the negative side of things, more research could also be done regarding how tourism can help countries develop and how it works as an advocate for equal human rights.

Two topics that came up multiple times while doing research for the framework were the connection of human trafficking and terrorism to tourism. Both topics are discussed in the chapters 2.1 and 3.3 respectively, but only very briefly. As both acts require the culprit to be able to blend in and go unnoticed, which is rather easy within the tourism industry as people are constantly moving and changing. Hotels particularly enable human trafficking, as it gives place for forced labour and harbouring the victims. Forced labour takes place both within the hotel staff, such as housekeeping staff and staff outside of the hotel but related to it, such as construction sites. Forced sex work alike takes place in hotels. Research done for this work suggests that tourism industry's relation to human trafficking is a huge underlying issue, which is not addressed as much and clearly as it maybe should be. This circles back to the point mentioned previously, providing such information could be challenging and conflicting for organisations in travel industry. But again, providing such information would help with solving the issues and making the industry safer and fairer for consumers and operators alike.

### **7.3 Reflection**

The aim of this research was to find out how much travellers take human rights into consideration while choosing their travel destination. Research was also designed to discover how much and in

what ways people research human rights and political situations before travelling, what kind of safety risks they consider and what values travellers have. Between some questions answers were in a conflict with each other, for example, the question “to me it is important that the following human rights are accomplished in the destination” (figure 5) majority of the respondents valued human rights greatly, but in question “the following rules or laws affect my choice to travel to the destination” (figure 6) turns out that the lack of the human rights in question did not affect to their travel destination choices as much. Responses in questions regarding how travellers research their destination prior to travelling gives some explanation to this conflict, majority of the respondents did not do thorough research of their intended destination (figure 12). The research showed that the respondents did not really know where to find information easily and majority relied on social media, blogs, and travel sites for information. All these platforms are designed to sell destinations and dreams, so unless the consumer is specifically trying to find information for example regarding human rights issues, they are not likely to find it. Riots and protests were chosen as the most impactful factors, which could be due to those being a current topics and largely represented in the traditional media and social media as well at the moment. This supports the idea that respondents do care of the issues they are aware of, but do not really know how and where to find information or have the interest in researching.

In the open questions as the respondents got to name destinations where they would like to travel but have chosen not to due to human right issues, Russia, United States of America, and Turkey were the most mentioned ones. The same countries came up when asking if the respondents have travelled to a country where they would not travel anymore after learning about human right issues or politics there or after the situation changed there. These are all countries that have been represented in the media in the recent past. Dubai was the only destination that was specified multiple times, majority of the responses were countries, but United Arab Emirates as a country was only mentioned a few times. This, as well, indicates that consumers know and care about topics and destinations that are represented and talked about in the media, as Dubai and United Arab Emirates are often talked about as “Dubai”, whereas most destinations are talked about with the actual name of the country.

Turns out that the respondents do not really prepare in case of something sudden happening while they travel. Recent terrorist attack in the destination has a big effect on the respondents, but only a small part of them prepared in case of that happening while they travel. This could either indicate that essentially travellers try to completely avoid destinations at the risk of an attack, or that they simply think it is unlikely it would happen to them. Yet this thought conflicts with the fact that tourism destinations are likely to be targets of a terrorist attack.

The research results support the statement in the framework that administrative issues are the most visible ones for travellers and affect their choices the most. All the destinations mentioned in the open questions have major administrative issues, and in most cases, those were specified in the responses too. Results also supported the idea that consumers are somewhat aware of systematic issues and oppression, but it did not seem to reciprocate their actions quite as much as administrative issues. Anti-LGBTQ+ laws were the most impactful out of the given options, but it scored significantly lower when asking if it would affect travellers' choice to travel than when asking if it is important to be accomplished in the destination. Following anti-LGBTQ laws as the second most impactful human right violation was dress codes. This result likewise supported what was stated in the framework, it is one of the most visible and therefore impactful factors. Essentially human right issues and violations have major effect on travellers' destination choices. The results displayed that 80 % of the respondents would not travel to a country that has clear human right violations, 70 % found it important that fair and equal punishments, liveable wages, and democracy are accomplished in the destination and for 65 % equal treatment of minorities was important.

#### **7.4 Process and learning outcomes**

The process started in November 2022 and was completed in May 2023. At the beginning of the process the supporting research questions were not yet finalised, and the questions were changed and adjusted multiple times thorough the process. The focus of the research remained the same, but the perspective was changed. Due these changes the writing process did not properly take off until March. According to the original plan, the survey was supposed to be published by mid-March, but it was now pushed to mid-April. The struggles at the beginning of the process served as a learning outcome, the whole process would have been smoother and clearer had the process been properly planned and the research questions finalised right at the beginning. As human rights and politics are both huge topics it was difficult to decide on which points to focus on and what to rule out, especially without clear research questions in mind. However, in the hindsight the changes in the research questions were necessary and good changes. The questions supported the main research issue well, building the understanding of the topic as a whole and leading to the key findings.

Overall, the process was rewarding. As the topic is not vastly researched, at times finding sources turned out to be difficult and some topics I wish to have covered were forced to be left out due to insufficient resources, but that also allowed me to research something unknown and come up with new findings. Many of the framework topics were quite heavy to research and write about and additionally many topics in this work are sensitive, forcing me to properly research them before writing and crafting the text carefully. At times remaining neutral and passive thorough the work was

difficult, especially because many of the themes or cases were in one way or another personal to me, that was the reason I chose this topic to begin with. I had certain topics or points I wanted to include in this work and after finalising the research questions, I started to build the framework around them, and the rest came rather easily.

The survey research itself was something I was very keen to do. Maybe a bit too much so, as I later concluded that I should have completely finished the framework before doing the survey. That way some of the questions would have been phrased a little differently and some questions changed completely. However, it is impossible to say if that would have provided any “better” results. The survey, as it was, did provide interesting insight and even gave more positive light to the topic, hence it was still successful. Many of the respondents complimented the research topic and said it was important research and the survey itself also got a lot of positive feedback. Some negative feedback of the survey was given as well, one respondent said that some of the questions were too leading, and one said that there was difficult terminology that was not explained. However, the survey was tested by multiple people prior to publishing and none of these factors were mentioned. The results imply that consumers do care, especially younger generations, who are about to be the main spenders and their actions reciprocate their values. These are very promising results to go onwards from withing the tourism sector.

## Sources

- Amnesty International 2009. Switzerland votes against religious freedom. URL: <https://www.amnesty.org/en/news-and-updates/news/switzerland-votes-against-religious-freedom-20091130>. Accessed: 27 April 2023.
- Amnesty International 2022a. Saudi Arabia codifies male guardianship and gender discrimination. URL: <https://www.amnesty.org/en/latest/research/2022/12/saudi-arabia-codifies-male-guardianship-and-gender-discrimination/>. Accessed: 20 February 2023.
- Amnesty International 2022b. We know that, together, we can end death penalty everywhere. URL: <https://www.amnesty.org/en/what-we-do/death-penalty/>. Accessed: 17 April 2023.
- Amnesty International s.a. The death penalty: your questions answered. URL: <https://www.amnesty.org/en/what-we-do/death-penalty/the-death-penalty-your-questions-answered/>. Accessed: 17 April 2023.
- Andres, L. 2012. Designing & doing survey research. SAGE Publications Ltd. London. E-Book. Accessed: 13 February 2023.
- Anggraeni A.I. & Setyonugroho M. A. 2021. Push and pull factors in adventure tourism. Jurnal akuntansi, manajemen dan ekonomi 2021, 23, 1, pp. 44.
- Anthony, B. 2018. A Roadmap for systems and industries to prevent and disrupt human trafficking. Polaris. URL: <https://polarisproject.org/wp-content/uploads/2018/08/A-Roadmap-for-Systems-and-Industries-to-Prevent-and-Disrupt-Human-Trafficking-Hotels-and-Motels.pdf>. Accessed: 29 April 2023.
- Ataman, J., Laborie, A. and Guy, J. 17 March 2023. Hundreds detained in fiery protests after French government forces through higher retirement age. CNN. URL: <https://edition.cnn.com/2023/03/17/europe/france-pension-reform-intl/index.html>. Accessed: 28 March 2023.
- Bae G., Hancock P., Jeong S., Whiteman, H. & Yeung J. 30 November 2022. What we know about the deadly Halloween disaster in Seoul. CNN. URL: <https://edition.cnn.com/2022/10/30/asia/seoul-itaewon-halloween-crush-explainer-intl-hnk/index.html>. Accessed: 22 April 2023.
- BBC News 9 November 2022. World Cup 2022: How has Qatar treated foreign workers? BBC News. URL: <https://www.bbc.com/news/world-60867042>. Accessed: 7 March 2023.

Benvenitse, A & Pingaud E. 2016. The rise of far right in Europe. Macmillan Publishers Ltd. London. E-Book. Accessed: 27 March 2023.

Bertram D. 2007. Likert scales are the meaning of life. URL: [https://www.researchgate.net/profile/Mahdi-Safarpour-2/post/what\\_is\\_a\\_logistic\\_regression\\_analysis/attachment/59d622fb79197b8077981515/AS%3A304626539139075%401449640034760/download/Likert+Scale+vs+Likert+Item.pdf](https://www.researchgate.net/profile/Mahdi-Safarpour-2/post/what_is_a_logistic_regression_analysis/attachment/59d622fb79197b8077981515/AS%3A304626539139075%401449640034760/download/Likert+Scale+vs+Likert+Item.pdf). Accessed: 7 May 2023.

Biwal, A., Joshi, V. & Roday, S. 2009. Tourism operations and management. Oxford University Press. New Delhi.

Brookes, M. & Paraskevas, A. 2018. Tourism management. Nodes, guardians and signs: Raising barriers to human trafficking in the tourism industry. 67<sup>th</sup> edition. Elsevier Ltd.

Channel Four 17 October 2022. Untold: Inside the Shein Machine. Documentary. Accessed: 4 January 2023.

Chen H. & Jamaluddin M. 7 December 2022. How Indonesia's new sex law will affect tourists. CNN Travel. URL: <https://edition.cnn.com/travel/article/indonesia-criminal-code-tourists-intl-hnk/index.html>. Accessed: 17 April 2023.

Conant, E. 2023. Russia and Ukraine: the tangled history that connect and divides them. National Geographic. URL: <https://www.nationalgeographic.com/history/article/russia-and-ukraine-the-tangled-history-that-connects-and-divides-them>. Accessed: 28 March 2023.

Delbos-Corfield, G. 2022. European Parliament Interim report. URL: [https://www.europarl.europa.eu/doceo/document/A-9-2022-0217\\_EN.html#\\_section1](https://www.europarl.europa.eu/doceo/document/A-9-2022-0217_EN.html#_section1). Accessed: 12 March 2023.

Demytrie R. & Kirby P. 2023. Georgia protests: police push protesters back from parliament. BBC News. URL: <https://www.bbc.com/news/world-europe-64892213>. Accessed: 14 March 2023.

Diekmann, A., Kay Smith, M., Zatori, A. & Venski, E. 2015. Ethnic and Minority Cultures as Tourist Attractions. Channel View Publications. Bristol.

Doubek, J. 4 September 2022. 50 years ago, the Munich Olympics massacre changed how we think about terrorism. National Public Radio. URL: <https://www.npr.org/2022/09/04/1116641214/munich-olympics-massacre-hostage-terrorism-israel-germany>. Accessed: 28 March 2023.

European Civil Protection and Humanitarian Aid Operations 2023. Civil protection and humanitarian aid. Palestine factsheet. URL: [https://civil-protection-humanitarian-aid.ec.europa.eu/where/middle-east-and-northern-africa/palestine\\_en](https://civil-protection-humanitarian-aid.ec.europa.eu/where/middle-east-and-northern-africa/palestine_en). Accessed: 28 March 2023.

European Commission 2022. Sanctions against Russia following the invasion of Ukraine. URL: [https://eu-solidarity-ukraine.ec.europa.eu/eu-sanctions-against-russia-following-invasion-ukraine\\_en](https://eu-solidarity-ukraine.ec.europa.eu/eu-sanctions-against-russia-following-invasion-ukraine_en). Accessed: 28 March 2023.

European Council 2015. Informal meeting of the Heads of State or Government Brussels, 12 February 2015 - Statement by the members of the European Council. URL: <https://www.consilium.europa.eu/en/press/press-releases/2015/02/12/european-council-statement-fight-against-terrorism/>. Accessed: 28 March 2023.

European Council 2022. EU's response to terrorism. URL: <https://www.consilium.europa.eu/en/policies/fight-against-terrorism/>. Accessed: 28 March 2023.

European Union 2023. EU enlargement policy. Georgia. URL: <https://www.consilium.europa.eu/en/policies/enlargement/georgia/>. Accessed: 14 March 2023.

Finnair 2022. Changes in Finnair flights to Asia and Russia. URL: <https://www.finnair.com/en/flight-information/travel-updates/changes-in-finnair-flights-to-asia-and-russia-2548036>. Accessed 9 May 2023.

Fowler F. J. Jr. 2009. Survey research methods. 4<sup>th</sup> edition. SAGE Publications Inc. Thousand Oaks, California.

Ghaemi, H. 2006. Building towers, cheating workers. Human rights watch. URL: <https://www.hrw.org/report/2006/11/11/building-towers-cheating-workers/exploitation-migrant-construction-workers-united>. Accessed: 12 March 2023.

Golder, M. 2016. Far right parties in Europe. Annual review of politics. State University of Pennsylvania. Pennsylvania. URL: <https://www.annualreviews.org/doi/pdf/10.1146/annurev-polisci-042814-012441>. Accessed: 25 April 2023.

Hennink M., Hutter I. & Bailey A. 2020. Qualitative research method. SAGE Publications Ltd. London.

HRANA – NEWS AGENCY 2022. Human Rights Activists News Agency. Comprehensive report of the first 82 days of nationwide protests in Iran. URL: <https://www.en-hrana.org/a-comprehensive-report-of-the-first-82-days-of-nationwide-protests-in-iran/>. Accessed: 14 March 2023.

Human Right Activists in Iran HRAIRAN 2023. Mass poisoning of schoolgirls in Iran. URL: <https://www.hra-iran.org/en/in-news/mass-poisoning-of-schoolgirls-in-iran>. Accessed: 14 March 2023.

Human Rights Watch 2022. Poland: Rule of law erosion harms women, LGBT people. URL: <https://www.hrw.org/news/2022/12/15/poland-rule-law-erosion-harms-women-lgbt-people>. Accessed: 15 March 2023.

Human Rights Watch 2023. LGBT Rights. The love that dare not speak its name. URL: [https://internap.hrw.org/features/features/lgbt\\_laws/](https://internap.hrw.org/features/features/lgbt_laws/). Accessed: 22 April 2023.

International Labour Organization (ILO), Walk Free & International Organization for Migration (IOM), September 2022. Global Estimates of Modern Slavery Forced Labour and Forced Marriage. Geneva. URL: [https://www.ilo.org/wcmsp5/groups/public/---ed\\_norm/---ipec/documents/publication/wcms\\_854733.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---ipec/documents/publication/wcms_854733.pdf). Accessed: 29 April 2023.

Jorden, R 2023. How Russia's war on Ukraine changed travel one year later. URL: <https://skift.com/2023/02/23/how-russias-war-on-ukraine-changed-travel-one-year-later/>. Accessed: 30 April 2023.

Kuklinski, J. H., Quirk P. J., Jerit J. & Rich R. F. 2001. The Political Environment and Citizen Competence. The Midwest Political Science Association. Illinois. URL: [https://d1wqtxts1xzle7.cloudfront.net/86623748/KuklinskiQuirkJeritRich\\_AJPS\\_2001-libre.pdf?1653781218=&response-content-disposition=inline%3B+filename%3DThe+Political+Environment+and+Citizen+Co.pdf&Expires=1684307851&Signature=Xqbp90UySrY~ZDJSIKpsOzktedZcl8Unp~ipCoUqnQvLxdevQYx9wJasDuAG8FKjB7xPUj-kz6OLGg06RjfgvdWtYRTyyqTfGknOE25scV23HJGOtuy1G8PZBL5kLIVLt-sTjffTck6Mykf1ejKo7QjyfnXoZ5l6b4OB2nSQj5SmtObXVTGkJ~eC-3xPcBtwG1uKZ266-QUULOfm-17eb~yA2PPbRV1uL0PH5~jbfY72CCwahn1x0YzNylrXlet67uNMKPpXLtR-xerKsJGbvSFCGBKY1JFXLvc~ITomoMyOni~PNpleSInshiLYsnax1nYt7Vog-bOGw74GXjcrLJw\\_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA](https://d1wqtxts1xzle7.cloudfront.net/86623748/KuklinskiQuirkJeritRich_AJPS_2001-libre.pdf?1653781218=&response-content-disposition=inline%3B+filename%3DThe+Political+Environment+and+Citizen+Co.pdf&Expires=1684307851&Signature=Xqbp90UySrY~ZDJSIKpsOzktedZcl8Unp~ipCoUqnQvLxdevQYx9wJasDuAG8FKjB7xPUj-kz6OLGg06RjfgvdWtYRTyyqTfGknOE25scV23HJGOtuy1G8PZBL5kLIVLt-sTjffTck6Mykf1ejKo7QjyfnXoZ5l6b4OB2nSQj5SmtObXVTGkJ~eC-3xPcBtwG1uKZ266-QUULOfm-17eb~yA2PPbRV1uL0PH5~jbfY72CCwahn1x0YzNylrXlet67uNMKPpXLtR-xerKsJGbvSFCGBKY1JFXLvc~ITomoMyOni~PNpleSInshiLYsnax1nYt7Vog-bOGw74GXjcrLJw_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA). Accessed: 17 May 2023.

Kütting, G. 2010. The global political economy of the environment and tourism. Palgrave macmillan. New York.

Latza Nadeau, B. 19 March 2023. Hundreds protest same-sex clampdown in Milan. CNN. URL: <https://edition.cnn.com/2023/03/19/europe/italy-same-sex-protests-intl-hnk/index.html>. Accessed: 28 March 2023.

- Laven, W. 2022. Encyclopedia of violence, peace & conflict. Elsevier Inc. E-Book. Accessed: 13 March 2023.
- Lew A., Hall C. M. & Dallen T. 2008. World Geography of Tourism and Travel. Elsevier ink.
- Lonely Planet 2023. Georgia. URL: <https://www.lonelyplanet.com/georgia>. Accessed: 14 March 2023.
- Mansfeld, Y. & Pizam, A. 2006. Tourism, security & safety from theory to practice. First edition. Elsevier ink.
- Myers, M. D. 2013. Qualitative research in business & management. SAGE Publications Ltd. London. E-Book. Accessed: 22 February 2023.
- National Equity Project s.a. Lens of systemic oppression. URL: <https://www.nationalequityproject.org/frameworks/lens-of-systemic-oppression>. Accessed: 3 May 2023.
- Nwabuzo, O. & Schaefer, L. 2017. Racism and discrimination in the context of migration in Europe. ENAR Shadow Report 2015-2016. URL: [https://ec.europa.eu/migrant-integration/sites/default/files/2017-05/shadowreport\\_2015x2016\\_long\\_low\\_res.pdf](https://ec.europa.eu/migrant-integration/sites/default/files/2017-05/shadowreport_2015x2016_long_low_res.pdf). Accessed: 11 May 2023.
- OHCHR 2018. France banning niqab violated two Muslim women's freedom of religion. The Office of the High Commissioner for Human Rights. URL: <https://www.ohchr.org/en/press-releases/2018/10/france-banning-niqab-violated-two-muslim-womens-freedom-religion-un-experts>. Accessed: 27 March 2023.
- OHCHR 2023a. Special rapporteur on religious freedom or belief international standards. The Office of the High Commissioner for Human Rights. URL: <https://www.ohchr.org/en/special-procedures/sr-religion-or-belief/international-standards>. Accessed: 27 April 2023.
- OHCHR 2023b. Repressive enforcement of Iranian hijab laws symbolises gender-based persecution: UN experts. The Office of the High Commissioner for Human Rights. URL: <https://www.ohchr.org/en/press-releases/2023/04/repressive-enforcement-iranian-hijab-laws-symbolises-gender-based>. Accessed: 27 April 2023.
- Pearson 29 May 2015. Are some rights more important than others? Human Rights Watch. Video. Accessible: <https://www.youtube.com/watch?v=1KNLS1WZkZA>. Accessed: 26 April 2023.
- Perdula, J s.a. Tourism and human trafficking. URL: <https://www.hopeforthefuture.at/en/tourism-and-human-trafficking/>. Accessed: 29 April 2023.

- Philström B., Lahtinen Å. & Syrjänen O. s.a. Matkailun arvot. Matkailijayhdistys. URL: [https://matkailijayhdistys.fi/application/files/2914/7747/4193/1.1\\_b\\_pihlstrom\\_matkailun\\_arvot.pdf](https://matkailijayhdistys.fi/application/files/2914/7747/4193/1.1_b_pihlstrom_matkailun_arvot.pdf). Accessed: 12 May 2023.
- Ruel, E., Wagner W. E. III & Gillespie, B. J. 2016. The Practice of Survey Research: Theory and Applications. SAGE Publications Ltd. E-Book. Accessed: 22 February 2023.
- Solomon, M. R. 2019. Consumer behavior: buying, having, and being. 13<sup>th</sup> edition. Pearson Education. Harlow.
- Spangler, E. 2019. Understanding Israel/Palestine: Nation, Race and Human Rights in the conflict. Second edition. Brill. E-Book. Accessed: 21 March 2023.
- Spindler, W. 2015. 2015: The year of Europe's refugee crisis. The Office of the High Commissioner for Refugees UNHCR. URL: <https://www.unhcr.org/news/stories/2015/12/56ec1ebde/2015-year-europes-refugee-crisis.html>. Accessed: 15 March 2023.
- Suomen matkailualan liitto ry s.a. URL: <https://www.smal.fi/fi/SMAL>. Accessed: 19 February 2023.
- TSA Transportation Security Administration s.a. Transportation security timeline. URL: <https://www.tsa.gov/timeline>. Accessed: 28 March 2023.
- UNCHR 2023. Situations: Ukraine. URL: <https://data.unhcr.org/en/situations/ukraine>. Accessed: 15 March 2023.
- United Arab Emirates Ministry of Foreign Affairs and International Cooperation 2021. FAQs. URL: <https://www.mofaic.gov.ae/en/Missions/Santiago/Contact-Us/FAQS>. Accessed: 28 April 2023.
- United Nations s.a. a. Human Rights. URL: <https://www.un.org/en/global-issues/human-rights>. Accessed: 19 February 2023.
- United Nations s.a. b. Growth in UN membership. URL: <https://www.un.org/en/about-us/growth-in-un-membership>. Accessed: 26 April 2023.
- UNODC s.a. United Nations Office of Drugs and Crime. Human Trafficking. URL: <https://www.unodc.org/unodc/en/human-trafficking/crime.html>. Accessed: 19 February 2023.
- UNWTO 2023a. World tourism barometer. UNWTO Tourism Market Intelligence and Competitiveness Department. URL: [https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2023-01/Barom\\_PPT\\_Jan\\_2023.pdf?VersionId=jx48hooQQA7HzsZifm3l9.iUs6unul16](https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2023-01/Barom_PPT_Jan_2023.pdf?VersionId=jx48hooQQA7HzsZifm3l9.iUs6unul16). Accessed: 19 April 2023.

UNWTO 2023b. The United Arab Emirates joins the World Tourism Organization. URL: <https://www.unwto.org/archive/middle-east/press-release/2013-05-08/united-arab-emirates-joins-world-tourism-organization>. Accessed: 19 April 2023.

UNWTO 2023c. Global and regional tourism performance. URL: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>. Accessed: 22 April 2023.

UNWTO s.a. Impact of the Russian offensive in Ukraine on international tourism. URL: <https://www.unwto.org/impact-russian-offensive-in-ukraine-on-tourism>. Accessed: 30 April 2023.

USCIRF – United States Commission on Religious Freedom 2023. Annual report. URL: <https://www.uscifr.gov/countries>. Accessed: 27 April 2023.

USCIRF – United States Commission on Religious Freedom 2022. 2021 Report on International Religious Freedom: Switzerland. URL: <https://www.state.gov/reports/2021-report-on-international-religious-freedom/switzerland/>. Accessed: 27 April 2023.

Visit Finland 2022. Matkailu Venäjältä Suomeen. URL: <https://www.visitfinland.fi/toiminta-markkinoilla/venaja>. Accessed: 30 April 2023.

World Bank 2019. Women, business and the law. URL: [https://wbl.worldbank.org/en/data/explorettopics/wbl\\_gp](https://wbl.worldbank.org/en/data/explorettopics/wbl_gp). Accessed: 4 May 2023.

## **Appendices**

### **Appendix 1. Survey question form**

---

## The impact of human right issues in the travel destination on choosing the destination

Hi there!

I'm doing research regarding the impact of human right issues in the travel destination on travellers, and how it affects their choices. I'm a hospitality management student from Haaga-Helia University of Applied Sciences and this research is a part of my thesis I'm doing in cooperation with The Union of Finnish Hospitality Industry, SMAL.

This topic has not been researched vastly prior to this, hence every answer to the survey will give valuable insight and help develop the travel industry in more ethical and socially sustainable way. The survey is open until Friday 21st of April. Every response to this survey is completely anonymous and cannot be traced back to the replier. The research results will be published in Theseus database during this summer.

Answering to the survey will take approximately 5-10 minutes.

Thank you for your time and input!

### 1. How old are you? \*

- Under 20
- 21-30
- 31-40
- 41-50
- 51-60
- Over 60

### 2. Where are you from? \*

- Finland
- Other, please specify: \_\_\_\_\_

Please answer to the following statements accordingly 1 = completely disagree 5 = completely agree.

**3. The following factors are important to me when I'm choosing my destination and services I use while travelling 1 = completely disagree 5 = completely agree \***

	1	2	3	4	5
Affordable price to quality ratio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other travellers' and friends' experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of options (accommodation, activities, services, operators)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning about a new culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to know local people and way of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious or spiritual attractions/sights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using local services rather than big international chains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility to the destination (ie. direct flights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility in the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. I would travel to a country that has unfair human right laws or other clear human right issues (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
As long as it doesn't affect me or my trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As long as it isn't visible to me while travelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That would have a clear negative affect to my life, if they were in my home country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I think tourism can help to solve the issues (ie. some laws were changed in Dubai to attract more visitors)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. To me it is important that the following human rights are accomplished in the destination (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
Fair and safe work conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liveable wages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom of speech and expression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom of religion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equal treatment of minorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equal LGBTQ+ rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair treatment of migrants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom of media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair punishments (ie. no torture, whipping, hanging or other death sentences)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Right to democracy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Right to work and rest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair treatment of refugees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. The following rules or laws affect my choice to travel to the destination (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
Dresscode requiring or prohibiting to wear something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anti-LGBTQ+ laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anti-abortion laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health restrictions (ie. vaccinations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stricter or different laws or rules for locals than travellers (ie. regarding dresscodes or alcohol)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Right to carry firearms in public freely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. Before travelling to a destination I (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
Do thorough research of the country's politics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
Read some general information from official sources such as Foreign Ministry or embassy's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search for news from the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read some general information from travel sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read travel blogs or other social media content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. The following political situations affect my choice to travel to the destination (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
Democracy being threatened	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dictatorship or other unfair regime leading the country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long lasting large scale protests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strikes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political power on a party which values do not meet mine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High profile corruption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic instability or conflicts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instability or conflicts in foreign politics and relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hostility towards minorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hostility towards refugees and asylum seekers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. The following things affect to my destination choice (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
My homecountry's currency has weak value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High tourist taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
Difficult visa process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strict passport requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terrorist attack within past two months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terrorist attack within past year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Untrustful government officials (such as police)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Country committing war crimes in another country currently or recently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. I keep myself updated regarding my destination's safety situation (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
Before travelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While travelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From my home country's embassy in the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From my home country's Foreign Ministry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From news (local and/or international)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From social media platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**11. Before travelling I make a plan and/or prepare myself in case one of the following happens in the destination during my trip (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
I lose my identity documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I lose my phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get pickpocketed or robbed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get scammed (ie. by accommodation or rental company).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A big protest or riot starts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
A violent incident such as shooting occurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terrorist attack happens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**12. The following things affect to my destination choice (1 = completely disagree 5 = completely agree): \***

	1	2	3	4	5
A lot of pickpocketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequent scams and other non-violent crimes targeting tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Robberies or other frequent violent crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loose policies on firearms (relatively easy to get guns and allowed to carry them in public)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The general negative image of the country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road & pedestrian accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcrowded places or overcrowding in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**13. The following question is for travellers who are a part of a minority. \***

- I am not a part of any minority (skip to the next page)
- I prefer not to answer (skip to the next page)
- I am a part of a minority

## Kysymyksen säännöt

The following question is for travellers who are a part of a minority.

I am not a part of any minority (skip to the next page)

Sääntö: Hyppää sivulle

Jos vaihtoehto on valittu Hyppää sivulle Do you have any destinations you would like to travel to, but have chosen not to due to human right issues and/or political environment? Where and why?

I prefer not to answer (skip to the next page)

Sääntö: Hyppää sivulle

Jos vaihtoehto on valittu Hyppää sivulle Do you have any destinations you would like to travel to, but have chosen not to due to human right issues and/or political environment? Where and why?

I am a part of a minority

Ei vaihtoehdon sääntöjä

**14. As a part of a minority or minorities (1 = completely disagree 5 = completely agree):**

	1	2	3	4	5
I try to hide the fact that I am a part of a minority while travelling for safety reasons (if possible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have felt unsafe during travelling due to destination country's hostility towards my minority group(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I research possible laws regarding minorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I research other minority travellers experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I research local minorities experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to travel with someone who is not a part of a minority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**15. Do you have any destinations you would like to travel to, but have chosen not to due to human right issues and/or political environment? Where and why?**

---

---

---

---

---

Kysymyksen säännöt

Do you have any destinations you would like to travel to, but have chosen not to due to human right issues and/or political environment? Where and why?

Ei vielä kysymyssääntöjä

Kysymys The following question is for travellers who are a part of a minority. on Hyppää sivulle sääntö tälle kysymykselle

Kysymys The following question is for travellers who are a part of a minority. on Hyppää sivulle sääntö tälle kysymykselle

**16. Have you ever travelled somewhere you now wouldn't go anymore, due to changed political environment or human right issues, or after gaining new knowledge about the issues? Where and why?**

---

---

---

---

---

**17. Any other comments or thoughts regarding the topic?**

---

---

---

---

---