

# The Effect of Serious Criminal Offences on International Tourism

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<p>The tourism industry it is greatly affected by safety matters such as natural disasters, pandemics, and criminal activity. In some countries criminal activity targeted at tourists is more common. Along with just the immediate effect, these incidents may negatively affect their tourism industry for years to come. This thesis focuses on examining if, how and why violent crime affects the tourism industry, in order to understand what must be taken into consideration to better the situation after such events. Discussing all criminal activity would be too wide for one thesis to cover, so this thesis is ruled to acts considered as serious criminal Offences: kidnappings, homicides, and terrorism. After first taking a look into what these crimes are, their effect on international tourism is studied through real-life cases where the victim was an international tourist, or the targets were large groups of people. The purpose of this research is to find out how and if these serious criminal Offences (terrorism, homicides, and kidnappings) affect international tourism in a destination where such high-profile crimes occur and the goal to enlighten the reasons behind the change in tourism for countries suffering after these serious criminal Offences. The results are beneficial for parties looking to increase international tourism after facing previously mentioned high-profile crimes.</p> <p>The possible reasons are discussed through the eyes of psychology. If only scratching the surface, it is still crucial to understand that the effect these Offences have cannot be seen as just statistics. These psychological phenomena behind those statistics explain why we e.g., avoid destinations with active warzones.</p> <p>The work process of this thesis began in Spring of 2021, with the whole process completed in November 2021. An online survey was conducted in November 2021, opening on 8<sup>th</sup> and closing on 15<sup>th</sup>. It gained a total of 100 answers and was published on my personal social media channels, as well as matkafoorumi.fi. The answers were examined as percentages, charts and tables. The survey successfully supported findings within the theoretical framework, proving that travellers do consider safety matters in their international travel decisions. It also indicated something that was not discussed within the theoretical framework: some individuals may fear crimes such as terrorism but are forced to travel because of work or other matters. Examples of psychological phenomena such as risk avoidance, fear of crime and distancing could be noted within the survey results, too. Overall, the survey was a key factor for the success of this thesis that went hand in hand with the theoretical framework. These findings are beneficial for companies that work on improving their customer experiences, as well as for the countries discussed as example cases in the thesis. The precautions taken due to the global pandemic are currently most likely first in the mind for the tourism industry service providers, but the unfortunate truth is that our world does and always will have more safety concerns than just viruses.</p>	
<b>Keywords</b> International tourism, criminal Offence, violent crime, safety, psychology.	

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# 1 Introduction

Around the world, tourism is vital for the success of many economies (Yehia 26.3.2019). Though tourism is considered one of the fastest growing industries in the world, it is greatly affected by safety matters such as terrorism, war, epidemic diseases, natural disasters, and economy crisis' (Garg 2015, 2). In this thesis I am discussing acts classified as serious criminal Offences and the possible effect they have on international tourism. Law Insider explains serious (criminal) Offence as follows: "serious\_offence means an indictable offence of such a nature that, if a person over the age of 18 years is charged with it, it can not be dealt with summarily and in the case of a person under the age of 18 years includes any indictable offence for which the person has been detained." (Law Insider s.a.)

The specific classification of a serious criminal Offence may vary by the law of specific country. To read through all laws of each country in the world, in order to determine which of them classify each criminal act as serious Offence, would be an impossible task for one thesis. Therefore, a generalization is in order to conclude the following: many agree that homicides, kidnappings and acts of terrorism are considered among the most serious of Offences. These three are factors that (especially in high-profile cases that are covered in news around the world) may contribute to the travel choices of an individual.

The effect of crime in tourism is economically significant. For an average country with a population of 25 million, a 10% increase in overall violent crime rate leads to \$140 million dollar decline in international tourism revenue (Altindag 2013, 12). This links to a psychological reaction called fear of crime - a social phenomenon that is not only present for those who suffer from psychological issues (such as PTSD) caused by a previous experience as a victim of criminal Offence (Curiel & Bishop 2018). In fact, generally people often fear crime more than they are victimized (Curiel & Bishop 2018).

As the topic is narrowed down to international tourists and the effect homicides, kidnappings and terrorism especially targeted on other tourists or large groups of people have on the travel choices of an individual, it has been noted that their travel choices are impacted significantly by what they hear, read, or see in the news. When the person is visiting a country as a tourist while becoming a victim of crime, the news coverage that these serious criminal Offences gain is often very wide and visible. On top of this, social interactions related to these incidents quickly spread and greatly aggravate fear. (Corona s.a., 23.)

When claiming that violent criminal activity affects international tourism, it is important for anyone looking into it to understand why. Matakovic & Cunjak Matakovic (2019, 12-13) state that the human mind does not work the exact same way for everyone, and whether or not a tourist cares for the criminal factors of a destination to the extent of canceling their trip is very dependent on factors such as age and travel experience. This builds a bridge on the importance of psychology and human behavior while studying the topic.

Fear of crime is a psychological reaction that affects people and their behavior, which is why when it comes to tourism, the fear may be so severe it can cause people to stay at home and avoid travel altogether or withdraw from any activities in the destination (Matakovic & Cunjak Matakovic 2019, 12-13). By avoiding participation in any activities, the tourism sector in the destination is not able to gain full advantage of the consumer. The possible psychological factors that contribute to the avoidance of certain activities or travel altogether are discussed more in depth later in the thesis.

The purpose of this research is to find out how and if these serious criminal Offences (terrorism, homicides, and kidnappings) affect international tourism in a destination where such high-profile crimes occur.

The main problem of this thesis is Does violent crime affect international tourism?

The goal is to gain answers to this by studying different sub-problems.

The questions addressed working towards this goal are:

- How do acts of serious criminal Offences affect international tourism?
- How do high-profile homicides, terrorism and kidnappings affect international tourism?
- Why do high-profile homicides, terrorism and kidnappings affect the travel choices of an individual?

This research also provides an important insight into the human mind and behavior. The subject is not commonly taught for the professionals in the tourism industry but remains crucial to truly understand when looking to heal international tourism possibly affected by given crimes.

The survey prepared for this research is based on previous reactions faced during the individual's travel planning process, as well as ongoing holiday. It also takes advantage of a hypothetical situation instead of an actual experience. This decision was made to gain more answers than one seeking for individual with concrete previous experience on the

matter of homicide, kidnapping or terrorism. I do not accomplish to solve the possible negative effect these serious criminal Offences have on tourism, as that would simply be too wide for one thesis to cover as carefully as it should be covered. I only seek to find evidence on if and how these given Offences affect international tourism, as well as explain why an individual might avoid traveling to a destination where kidnappings, homicides or terrorism targeted on other tourists or large groups of people have occurred.

## **2 Serious criminal Offences and the effect they have on tourism**

In the following part of the thesis, I will discuss how acts classified as serious criminal Offences affect international tourism around the world, supported by findings of previously completed studies and real-life cases.

The first segment briefly introduces the overall effect violent crime has on international tourism, from which it moves on to each of the Offences first mentioned in the introduction, one by one.

With what comes to the choice of destination during the travel planning process people do not only weigh the attractiveness of the destination, but safety as well. Terrorism and wars are huge factors decreasing the safety of a destination, yet alongside of this, other kind of criminal activity may be viewed as a risk by potential tourists. In the context of international tourism, even the mere possibility of victimization could be seen as an off-putting factor. For an average country in Europe violent crimes (homicide, rape, robbery, and assault) have a negative impact on incoming international tourism and tourism revenue. This may be seen as an indicator of the fact that international tourists in fact do consider the risk of victimization when choosing their travel destination. Still, evidence from previously conducted studies show that the overall attractiveness of the destination plays a big role when it comes to how strongly violent crime affects tourism. It has been noted, that if the international traveller is highly attracted to the touristic prospects of given country, they may not consider the possibly high crime rate as big of a factor during their travel choices as they would had they never visited the destination before, or if it had no long white beaches, for example. In other words, the attractiveness of the country in some way compensates the possibility of falling victim to criminal activity. (Altindag 2013, 0-3 & 8-12.)

In today's world, searching for information around the world can be done in seconds. Thus, travellers are (often) very aware of violent crimes happening in specific destinations. Therefore, avoiding situations that may negatively impact their physical integrity is even easier. (Corona s.a., 23.) Oftentimes locals are not as strongly affected by violent criminal activity as foreigners. In a study by Nicolas Corona titled Does violent crime scare tourists away? (s.a.) Corona states that international tourists traveling to Mexico are noticeably more intimidated by homicides than locals (s.a. 23), indicating that domestic travel may not suffer of negative outcomes after violent criminal activity takes place – at least not in the same scale as international travel. The simple explanation to this is that the locals are living in the destination, whereas tourists read of the events through for example, the news. Another contributing factor to the negative image an international tourist may have

against the whole country is that if violent events appear repeatedly, local authorities of tourists' origin begin to advise their citizens against traveling to the country. (Corona s.a., 23.) In the case of Mexico, in September 2021, Ministry for Foreign Affairs of Finland advises the following: "Criminal activity is common and violent. Though the threat is not primary targeted at tourists, it is in one's best interest to acknowledge."

(Ministry for Foreign Affairs of Finland s.a.)

Yet despite of the warnings, Mexico remains an extremely popular tourist destination, but it has also had its own share of challenges especially related to kidnappings. This is discussed more in 2.1.

From the point of view of business and economy, the threat of violent crime may lead to a so-called spillover effect. The spillover effect refers to the impact seemingly unrelated phenomenon in one nation may have on the economy of other nations (Kenton 2020). What comes to the spillover effect and violent crime, the spillover effect is born when tourists change their travel preferences as crime is present in their original choice of travel (Corona, 25). In conclusion, the overall effect violent criminal activity has on tourism is proven negative. Next it will be discussed in depth how kidnappings, homicides and terrorism affect international tourism

## **2.1 Kidnappings and international Tourism**

Kidnapping, as it is explained by Online legal dictionary, is "The crime of unlawfully seizing and carrying away a person by force or Fraud or seizing and detaining a person against his or her will with an intent to carry that person away at a later time".

(Legal Dictionary s.a.)

In our society, kidnapping is considered one of the most psychologically damaging crimes of all. The victim of kidnapping is placed under the control of their abductor who determines if and when (the victim) is allowed to eat, sleep, and go to the bathroom – all qualities considered basic human rights. The result of the long-term control and state of vulnerability the victim is exposed to often leads to extreme case of dependency to the abductor. In most cases, the victim eventually becomes psychologically bound to the abuser.

(Akwash 2016, 1).

From the point of view of forensic psychology, there are a few main motives kidnappings are generally driven by. To mention a few, there are sexual gratification, Hostage-for-ransom and ethnicity, religion, social status, or organizational affiliation driven abductions.



(Akwash 2016, 1&3.)

Sexual gratification driven abduction is when the abuser kidnaps their victim for sexual purposes. In extreme cases the abuser may kill their victim once they feel they no longer have any use for them. Kidnappings driven by sexual gratification are often extremely disturbing in detail and they tend to leave a lasting impact on society. Ransom driven kidnappings differ from sexual kidnappings by the nature that the abductor must keep their victim(s) unharmed. Ransom driven kidnapper's ultimate goal is financial gain, yet the abductor unfortunately may have no real intention to ever returning their victim, as promised. Despite of this, the latter offers the possibility of a brighter outcome for the victim: Hostage-for-ransom kidnappings often have a higher survival rate than in the sexually driven abduction cases. (Akwash 2016, 1&3.)

Kidnappings driven by ethnicity, religion, social status, or organizational affiliation is common among terrorists. Most often the main goal of these abductions is to make a statement and create as large of an audience for the act and statement behind it, as possible. Because of this, the survival rate of such hostages is often rather minimal. Terrorists also tend to be extremely selective on who they take as hostages. As unfortunate as it is, the taking of foreign tourists has increased in popularity since it is an effective way to gain media coverage around the world for their statement behind the kidnapping. (Akwash 2016, 1&3.)

Even if the victim is one of the lucky ones to survive the abduction and gain back their freedom one way or another, the psychological impact will follow them in some extent for the rest of their life. Kidnapping survivors most often battle with issues of trust for the rest of their lives. As an outcome of being held against their will and taking away their freedom, the event may cause the victim to lose their trust in humanity as a whole. Having to live and survive the event of kidnapping one oftentimes takes many years to heal from the psychological trauma inflicted on them by their abductor. Some may never completely recover from their mental scars and issues, such as the lack of trust and independence among many others. (Akwash 2016, 1-2.) With psychological evidence like this, it is no wonder that kidnappings negatively affect international tourism.

In the case of Mexico, alone in 2019 the country faced 1323 cases of reported kidnappings. (Pasquali 2020). Sadly, this is one of the main reasons why the country has not been able to reach its full potential in the tourism sector. (Sanchez Lopez, Nabor Cruz Marcelo 2019, 193.)

To back up the findings above a closer look on previous evidence and data must be taken. Already briefly mentioning Mexico, next its point of view is discussed when it comes to kidnappings and the effect they have on international tourism.

As previously mentioned, kidnappings are considered among the very worst crimes in our society due to their nature which oftentimes include acts of rape, violence, injuries and possibly homicide. (Sanchez Lopez, Nabor Cruz Marcelo 2019, 187.) For someone living in Finland, a country that has been ranked amongst the safest in the world multiple times, the idea of falling a victim of abduction may seem extremely distant – unrealistic, even. In Mexico, however, the situation is so unfortunate that in 2013, the country was ranked first on highest rate of kidnappings in the world. (Sanchez Lopez, Nabor Cruz Marcelo 2019, 187.)

According to study by Fernando Sánchez López and José Nabor Cruz Marcelo (2019, 203) which studies the effect kidnappings in Mexico have on cruise tourism, it is stated that the long-term coefficient associated with kidnappings (in Mexico) clearly shows the negative impact they have on (cruise) tourism; if kidnappings grow by 1%, the cruise tourist arrivals shrink by 0.358%. However, a similar effect which previously discussed in this thesis (2.1.) of the attractiveness of destination when weighing the negative impact given crime has on the country's image during travel decisions, may be noted here as well.

Mexico as a travel destination and country all in all has an extremely hospitable reputation. Alongside this, the country attracts travelers with its long white beaches - it has been noted that the most attractive travel destinations are countries with a coastline. These two are a few factors that may in fact be weighed and offset the risk of victimization for an individual while choosing their travel destination. (Sanchez Lopez, Nabor Cruz Marcelo 2019, 204.) A similar phenomenon can be discovered in Sabah, Malaysia.

Sabah, Malaysia, has faced a series of tourist related kidnapping cases during the last decade. On November 2013, a Taiwanese man was killed, and his wife kidnapped by a group of unidentified armed men, when attacked at a resort in the east coast of Sabah. The wife was later rescued by Philippine's security forces in December 2013. Another case of a tourist related kidnapping occurred in April 2014, when a Chinese tourist and the resort's employee from which they were taken from, became victims of abduction. The incident shook Chinese travellers so significantly, that it caused the arrival of Chinese tourists in Sabah to decrease dramatically. Malaysia's Tourism and Culture minister stated to the public that the impact the series of tourist kidnappings had on Malaysia's international

tourism arrivals (especially from China) was greater than after the mysterious disappearance of Malaysian Airlines Flight MH370. (Ahmad, Ooi Chai & Ahmad 2015, 97.) Alongside traditional media, social media is one great contributor on how tourists' view a country's image. In today's world, pictures and information spread, leak, and reach more people than ever through social media channels. Yet like in the case of Mexico, studies conducted show evidence that there are still people who know of these kidnappings incidents and the overall situation in the country, but highlight the meaning of Sabah's nature over fear of crime when it comes to their travel choices. (Ahmad, Ooi Chai & Ahmad 2015, 101.)

Next it is closely examined if and how a suspected kidnapping case that gained headlines around the world affected the country's tourism industry after the incident. For this the case of Madeleine McCann is studied.

The case of Madeleine "Maddie" McCann is an unsolved, suspected kidnapping and murder case from 2007. Madeleine was a three-year-old girl who disappeared on May 3<sup>rd</sup>, 2007, from a hotel room she shared with her parents and two two-year-old siblings in Praia da Luz, Algarve, Portugal. Her parents were having dinner at a restaurant nearby and came a point when they went to check on the children, only to notice Madeleine was missing. The case to this day is hitting headlines worldwide, and the parents insist Madeleine was kidnapped. Madeleine has never been found, and as of October 2021, the case remains unsolved. (Gordon 2009.)

The huge amount of media coverage Madeleine's disappearance gained worldwide spooked travellers, and especially families with small children, resulting to significantly decreased tourism demand in the country. The phenomenon of Portugal's decreased tourism demand described as "The Maddie McCann effect" affected (Portugal's) tourism hard during the next few years following the suspected kidnapping. In 2009 (two years after the disappearance), Thomas Cook's chief executive Mr. Fontanela-Novoa agreed that the drop in Portugal's international tourist arrivals was due to the Maddie effect. He however, remained optimistic and certain that Portugal's popularity as a family destination would eventually grow back. (Gordon 2009.) He was right as eventually, it did.

In 2017 (10 years after Madeleine's disappearance) the deputy mayor of Praia da Luz talked to Gulf News of the effect the case had on the town and the holiday resort where Madeleine was supposedly abducted from - The Ocean Club. He explained how their hotel sector suffered for three to four years after the incident, and the resort itself lost a lot of

clients, affecting other hotels in the area as well. The Ocean Club had to lay off their employees due to decreased demand, forcing their staff level from 400 all the way to 20. By 2017, the tourism had returned to normal level. (Gulf News 2017). Three to four years of lost income and jobs still without a doubt took a toll on Portugal's economy, not to mention the individual harm all those who lost their jobs had to face following the Maddie effect.



Figure 1. A chart by The World Bank, showing the amount of international tourist arrivals in Portugal between the years 2006-2019 (The World Bank)

The drop after 2007 is evident, and the clear rise in numbers by 2019 (before COVID-19) indicates that by time, the Maddie effect grew less significant for travellers.

## 2.2 Homicides and international Tourism

Homicide, the act of a person taking another's life, is considered the most extreme act of violence by many (Duntley 2012).

Homicide is a general term that may refer to a noncriminal act, as well as the criminal act of murder. For example, a noncriminal homicide could refer to a situation where a police officer shoots a person in self-defense – though the act is not criminal, it is still a homicide. Each legal system has their or distinctions between different types of homicides and punishments vary greatly. (Britannica s.a.) In this thesis, it is not focused on how homicides

committed were judged, but how homicides classified as murder affect international tourism in a destination/country.

Motive is a term used to describe the reason behind why a specific person acts a certain way. In police investigations motive in fact plays a huge part; though conviction without discovered motive behind the act accused of is possible, finding the reason behind it makes it much more likely. Motives for murder may be condensed into four 'Ls': (Morrall 2016, 36.)

- Lust
- Love
- Loathing
- Loot

(Morrall 2016, 36).

When a murder is driven by *lust*, the motive is based on a person killing the rival for their object of desire or because they gain sexual satisfaction from the act (a psychological disorder called Sexual Sadism). *Love* driven homicide may be in hand for example when a partner 'mercy kills' their spouse suffering from incurable disease. *Loathing* as a motive indicates lethal hate towards a specific person (e.g., an abusive parent), group (e.g., prostitutes), culture or nation. *Loot*, on the other hand, is when one seeks for financial gain as a result of homicide, which may result to a robbery gone wrong (e.g., The victim fights back instead of handing out their valuables, causing the robber to panic and kill the victim) or a murder driven by financial gain through inheritance or insurance. (Morrall 2016, 36.)

The motives may go hand in hand, too. For example, a serial killer may be a sexual sadist who gains (sexual) satisfaction from the act, yet only murders blonde prostitutes because growing up, their abusive mother was blonde and a prostitute. In this case, they use their victims as a substitute for the real target of their anger.

A crime of opportunity is a situation where a person has not been planning to commit a crime such as homicide or theft, but when given the opportunity cannot fight their impulse and act on it. A tourist may not necessarily be the exact target for an offender, but they are oftentimes new to the destination. Their lack of information puts them in a more vulnerable position than a local, and thus a criminal may see them as easier prey. Though this thesis focuses on international tourists, the further applies to both national and international tourists. (Corona s.a., 29.)

Violence in the past has had a detrimental effect on tourism. In Florida in a thirteen-month period in the early 1990s, the murder of ten foreign tourists was reported to have a negative effect on the state's \$31 billion tourist industry. The overall tourism went down by 5%, and the leading cause for the decline was determined as 'concern for safety'. As a reflection, In Sao Paolo, Mexico police respond up to 150 shootings a day as well as 70 homicides each weekend. Despite of this, the region attracted almost 41 million tourists in 1999. (Venditto & Mouzos 2006, 3.) This too indicates that there are way more underlying factors on how much of an effect violent crime has on tourism than just the act itself. Next, as it was done with kidnappings, it is examined how an actual murder case where the victim was an international tourist affected international tourism, or if it did at all.

For Tajikistan (a country in Central Asia) the year 2018 was declared as the Year of Tourism and Folk Crafts. The purpose was to promote the development of Tourism and Folk Crafts in the country. (Asia-Plus 2018.) That year the country did in fact gain large headline coverage, but unfortunately for completely different reasons than intended – in July 2018, four foreign tourists fell victims of homicide while cycling along a road in Khatlon Province. The incident was initially reported as a hit-and-run accident but later declared as a terrorism based hit-and-run killing by Islamic State group. (Eurasia 2018; Putz 2018.)

Already in the same week as the hit-and-run took place, the murder had a dampening effect on the country's tourism industry. Hostels, tourist agencies and a major airline had all faced cancellations and last-minute travel-plan changes once the attack was claimed by the Islamic State group and confirmed that it was in fact not just an unfortunate accident, but an attack specifically targeted at tourists. Only days before had the government stated great strides in promoting the tourism industry: in the first six months of the year, around 900,000 visitors arrived in the country (as a reference, the number for the whole year of 2017 was 430,000). After the murders, the tone changed right at the height of tourism season. (Eurasia 2018.)

Later however, the authorities and representatives of travel companies reported in the local media that eventually the event did not affect the flow of foreign tourists and citizens to the country (IWPR Central Asia 2018). Though the actual effect must be studied in longer-term, the overall number of tourists in 2018 prove the effect was not as significant as it could have been. From the country's tourism arrival count of 430,000 in 2017, the final amount for 2018 was significantly larger at 1.04 million. Eventually the next year (2019) the amount grew even more, reaching the total of 1.254 million. (Asia-Plus 2021; WorldData.)

The next case takes place in the Cavo District of western Belize, a popular destination among American adventure travelers and horse enthusiasts. In 2016, journalist Anne Swaney was one of the one's who had chosen Belize as their travel destination. Anne was an avid world traveler staying near a small town called San Jose Succotz. One morning she was supposed to go on a group horseback trip through the woods but stayed back as it turned out there were not enough horses for each rider. Instead, she went down to a wooden deck by a river to do yoga – a change of plans from which she never returned. On January 15<sup>th</sup>, a Friday morning, her body was discovered floating face down in the river with clear signs of homicide. Anne was taken to a hospital in Belize where she was pronounced dead. Her autopsy defined the cause of death to be manual strangulation as well as blunt force trauma to her head and neck. (Goudie, Pistone, Markoff, Tressel & Weidner 2016.)

After the incident Belize stayed on the headlines of many US news sites for days. Two weeks after the murder Javier Paredes, the Director of Business Development at the Belize Tourism Board explained that they are actively monitoring the effect Anne's unfortunate fate has on the tourism in Belize, and so far, had faced only a small number of cancellations. However, he did further explain that the actual effect the murder has on tourism must be monitored with time to truly see if it has an effect on the travel choices of potential tourists. (Love FM 2016.)

In the end, as can be studied through a chart by The World Bank presenting the number of international tourist arrivals to Belize between the years 2013-2019, the murder of Anne Swaney had no significant decreasing impact on the travel choices of international tourists. In fact, the amount of international tourist arrivals in Belize only increased from 2016 onward.



Figure 2. A chart by The World Bank, showing the amount of international tourist arrivals in Belize between the years 2013-2019 and indicating no clear drop after the murder of Anne Swaney (The World Bank)

### 2.3 Terrorism and international Tourism

Terrorism to many tourism industry professionals is at least in some extent “common knowledge” or even a cause of concern due to the devastating history of terrorists using tourism industry as a tool for their act (such as 9/11, which will be discussed later in this part of the thesis). Terrorism out of all three is the one that perhaps affects international tourism the most. The act itself does not have a one, exact definition. To open it even the slightest, Ritchie, Hassell, Appel & Roser (2013) explain that “for an act to be classified as terrorism, actions must be designed to have far-reaching psychological repercussions beyond the immediate victim or target” (Ritchie & al. 2013)

Due to this, the attacks often take place somewhere with a religious or political meaning. Take for example the 2019 Sri Lanka terrorist attacks, where bombs were placed in several Christian churches and went off during Easter service, one of the most important holidays in Christianity. The attack left 290 dead and over 500 injured. (CNN 2019.) Many of these primary targets for terrorists are often popular tourist attractions. When people decide where they wish to travel, they avoid places where they may be put in a stressful situ-



ation or a risk of death or injury (Santana-Gallego, Rosello-Nada I & Fourie). Since terrorism paints the picture of an unsafe environment, it is only logical that tourists avoid these destinations.

Terrorism aims to create terror and a feeling of insecurity. The act also pursues to enhance an idea that leaders can no longer protect those they lead. Acts of terrorism leave people stunned and result to an emotional impact which lives through its political implications. (FMSH 2020.)

Today, terrorism is fast becoming a global phenomenon. It has an impact on societies that it affects or targets, and while the impact may be on-off, limited or even change over time, it tends to be heavy and long lasting. Terrorism may also negatively impact the everyday lives of minority groups, for example Muslims living in Western countries, despite the attack itself taking place in a different country. When a terrorist attack is conducted by a representative of the given religious minority (in a Western country), the public may believe that members of these religious groups are invariably supportive of those acts of terrorism. Overall, terrorism changes people's understanding of reality. (FMSH 2020.)

The psychological effects following a terrorist attack for both actual victims as well as bystanders (here referring to people who e.g., watched the events unfold through the news) are common, some even severe. Many will face transient reactions such as ASD (acute stress disorder) whereas others may even face PTSD or depression. Among survivors, changes of routine behavior are present as well. The indirect psychological effect of terrorism could be studied by looking into those whose employment was affected because of decreased demand in tourism after a terrorist attack, such as 9/11 which will be discussed shortly. As for now, it can be noted that as the decreased demand on air travel after the 9/11 terrorist attacks resulted in layoffs, it most likely took a toll on the mental health of the professionals affected by this, as they were forced to balance a decreased income and change in stability within their lives. (Grieger 2006.) Therefore, it can be concluded that the psychological effect of terrorism indeed reaches far more people than just the victims of these events.

As already previously briefly discussed, many external influences affect the tourism industry significantly. These may be e.g., natural, or human-caused disasters.

The possibility of threat that goes hand in hand with terrorism causes an even more severe reaction. Terrorist attacks may cause political instability, leading to the decline or disappearance of tourist arrivals in some (tourist) destinations. In particular, tourism suffers when terrorist organizations specifically target the travel and tourism industry. (Baker

2014, 59.)

Previous literature and statistics stand behind the claim that terrorist attacks have a direct effect on tourism demand patterns. It is soon discussed how terrorist attacks that resulted to decreased tourism in the 21st century occurred, but to support the consistency of the phenomenon it can be traced all the way back to the 80's, where it was projected that 7 million Americans were to visit Europe in 1986. However, following increased terrorist activity at the time, 54 % cancelled their reservations and that very same year, World Tourism Organization defined a loss of \$105 billion in tourism receipts to terrorism. (Baker 2014, 62.)

As with kidnappings and homicides, the effect of terrorism on tourism demand is strongly connected to how much and what kind of media coverage potential tourists are exposed to regarding terrorist attacks, as well. The tourism-terrorism relationship is often magnified by the media, leading to the possibility that the perceived risk could outweigh the reality in forming attitudes and pictures towards destinations – something that certainly applies to kidnappings and homicides too. That being said, it is highly beneficial for destination marketers to understand potential tourists' perceptions and attitudes in order to come up with promotional strategies when addressing concerns and turning negative perceptions into positive ones. One does not need to agree with terrorists' motives, yet when pursuing to untangle the relationship between terrorism and tourism truly understanding terrorist goals may present as a helpful factor. For terrorists, targeting tourists or the travel industry is rather premeditated as it helps them to achieve several goals, such as publicity. The unfortunate fact is that tourists are prime targets for terrorists aiming for worldwide coverage for their act and/or ideology behind it. By targeting (international) tourists, the terrorists know they will gain media attention and minimize the possibility of their government censoring the news content. Terrorists' objectives are classified as ideological, tactical, and strategic. Ideological objectives are long-term in nature with the possibility of national struggle while tactical objectives are short-term and motivated by legitimized concerns. The latter often involve robberies and e.g., choice of targets from prosperous tourism locations and tourists themselves who are vulnerable to attack. Previous studies suggest that terrorists target tourists to achieve strategic objectives and especially international tourists are targeted due to the fact that this may provide them the advantage of publicity and disrupting the industry, not to mention that large tourist groups offer shelter and safety while providing multiple opportunities and choice of targets. (Baker 2014, 59-62.)

Even if the risk of a tourist becoming a victim of a terrorist attack is low, it remains very much real. Tourists continue to be appealing for terrorists as they are easily identifiable

symbols for the enemy. Tourist destinations are also perfect strategic targets to carry out the attacks. Therefore, it may be concluded that the potential risk of becoming a victim of terrorism significantly impacts tourists' decision making and behavior. (Baker 2014, 61-62.)

To list, review and compare all the terrorist attacks around the world to have ever affected international tourism for one thesis would be an impossible task. However, to back up the information given before, a closer look is taken at two cases of high-profile terrorism and the immediate as well as long-term effect, they had on international tourism.

On September 11, 2001, 19 people associated with the Islamic extremist group al Qaeda hijacked four airplanes to carry out suicide attacks against targets in the United States. The hijackers were Islamic terrorists from Saudi Arabia as well as several other Arab nations. Two of the four planes were flown into the twin towers of the World Trade Center in New York City, and the third plane hit the Pentagon, just outside of Washington, D.C. The fourth plane never reached its target, as it crashed in a field in Shanksville, Pennsylvania. The tragic events of 9/11 claimed the lives of nearly 3,000 people, and the motive behind the attacks was allegedly acting in vengeance for America's support of Israel and war related factors. (History.com 2018.)

Immediately after the attacks of September 11, 2001, the impact on worldwide travel was remarkable. Not only did it affect the preferences of travelers on destinations, but the attacks also lead to decreased popularity of air travel generally. Especially The United States experienced an immediate and sudden drop in the number of international tourist arrivals – noticeably so from people traveling from overseas. (Baker 2014, 62–63.) Unlike with kidnappings and homicides, the impact of 9/11 was so strong it resulted to economy crisis' around the world, instead of just in the country where the incident took place.

The drop in occupancy rate at American hotels following the attacks was immediate. The effect could also be felt in cities that host high volumes of business tourists as many conferences and convention were cancelled or the attendance percentage significantly decreased from what it was supposed to be. Overall, the hotel industry worldwide entered a downturn. (Hospitality ON 2015.)

Though the aftermath of the attacks hit tourism of The United States hard, it did significantly impact overall tourism worldwide as well. According to World Tourism Organization, the last four months of 2001 faced a drop of 11 % in travelers (worldwide) and the notable

growth recovery could not be seen until 2004 when there was a significant increase in international tourist arrivals worldwide. That very same year, The United States also caught up with their pre-9/11 tourism revenue levels (both international and domestic). (Hospitality ON 2015.) This indicates that as like with the previously discussed Maddie effect, the fear of becoming a victim of attack like 9/11 eased overtime. Three years still remains a rather long time of lost profits and job opportunities, considering that in 2019 alone, the travel and tourism industry contributed over 1.1 trillion U.S. dollars to the country's GDP and supported millions of jobs. (S Lock 2021.)

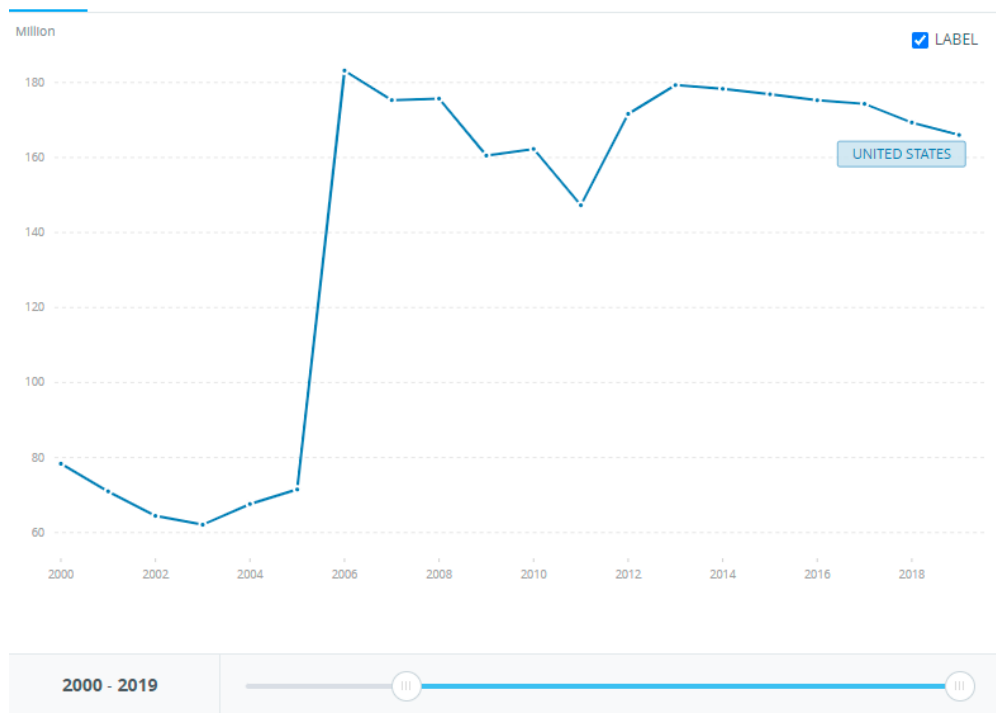


Figure 3. A chart by The World Bank, showing the amount of international tourist arrivals in The United States between the years 2000-2019. Here, a clear drop after 9/11 can be seen (The World Bank)

Egypt, one of the most famous tourist destinations in the world, attracts millions of visitors every year. Tourism industry is highly important for the country's economy – in 2012, the sector employed approximately 12 % of Egypt's workforce. The unfortunate factor shadowing the industry, however, is that both tourists and locals suffer from terrorist attacks often targeted on popular tourist sightseeing sites. As a matter of fact, terrorism has become a severe issue in Egypt in the past few decades. Islamic extremists have attacked Christian minorities, government officials and especially tourists. (Zhang 2019.)

One example of a terrorist attack which specifically targeted tourists and the tourism industry is the case of Russian Airbus A321. The aircraft crashed on October 31st, 2015, not long after its departure from Sharm el-Sheikh. All 224 people on the plane lost their

lives. The local branch of Islamic State group claimed the attack, which resulted to several countries suspending their flights to Egypt – a decision that hit Egypt’s tourism industry hard. (Agency 2016; Magdy 2021.) That very same year, Egypt’s tourism revenues dropped by 15 % and the overall number of incoming tourists dropped by 6 % (Egyptian Streets 2016).

The effect could be felt during the upcoming years, as well: between January and September 2017, 5.9 million tourists visited the country. Though the amount increased quite a lot from the same period in 2016 (3.8 million), it remained far from 2010, when Egypt gained total of 14.7 million visitors. In 2017, many European countries remained to ban flights to the country due to the Airbus A321 incident, continuing to decrease tourism demand (Islam 2017).

One does not have to go back very much to examine when the situation eased, as it was not until August 2021 that Russia at last lifted their ban on flights to Egyptian Red Sea resorts - a ban that had lasted for nearly six years in total. (Magdy 2021.) No doubt was this lift a cause of celebration for Egypt’s tourism professionals, following the global pandemic that certainly took its own toll on the already suffering industry.

### **3 The psychological link between serious criminal Offences and their effect on international tourism**

Though we may examine statistics regarding the effect of serious criminal Offences on international tourism, it does not mean current info is written in stone regarding the generations yet to come.

The simple explanation to this is that all these statistics and study outcomes are based on psychology and individual human behaviour. There is a reason why others refuse to step on a country with an unsafe environment, while others insist on traveling to areas with a dark background (see e.g., dark tourism) that anyone can conclude without a large amount of research: some are simply more afraid or more cautious of certain things, than others. As a recent example on why generalizing people's attitudes and behaviour towards something can never be predicted or directed completely are Covid restrictions; though especially last year strongly advised against, some kept traveling throughout the pandemic while others felt too scared to go to the grocery store, fearing for their safety.

As the effects of crime on the behaviour and attitude of tourists are analysed, it must be considered that all forms of crime do not impact tourists as significantly as other, whereas risk and crime perception are strongly connected to personal characteristics such as travel experiences and age. Non-violent crime also has a significantly lesser impact than violent crime. (Matakovic&Cunjak Matakovic 2019, 12-13.) It can be assumed that travel decisions of international tourists are more affected by criminal activity than national tourists for one rather simple explanation – national tourists live in the country while international tourists know what is happening through the news and social media – yet again standing behind the claim previously stated that travel decisions of tourists following criminal activity in the destination are highly impacted by what sort of news coverage it gains. (Corona s.a, 31.)

It is not realistic within one thesis to go through all the psychological factors to ever affect international tourism or its planning process, but next I will open a few that I find relevant considering this thesis, the survey prepared, as well as the crimes (kidnappings, homicides, and terrorism) covered previously. These are fear of crime, distancing, risk avoidance, PTSD and ASD.

Fear of crime is an emotional response that has no one, accepted definition. It refers to the fear of becoming a victim of crime as opposed to the actual probability of that happening. (Franc & Sucic s.a.) Fear of crime has its roots within anxiety disorder (=responding to

situations with fear or dread). As mentioned previously in this thesis, people often fear crime more than they are victimised (Curiel & Bishop 2018).

Distancing is a psychological coping method to stressful situations. It involves the individual removing themselves from the situation completely, trying to minimize its significance by doing so. (drMikeadmin 21 December 2015.) Though it may be more often connected with stressful situations at work, school, or personal relationships, together with fear of crime it is a factor that could possibly affect the travel choices of an individual after violent criminal activity in the destination. Let's examine the probability as follows: when something happens in the country it could result to fear of crime. The fear of crime eventually results to distancing, which could occur in the travel planning process as examined through returning to the Madeleine McCann case and the significant decrease in international tourist arrivals, especially those with small children. Childless travellers could consider the event not as significant (regarding their personal safety during their travels) because the person taken was a child, whereas for families with children close to Madeleine's age, it is harder to distance themselves from the situation due to thoughts like "it could have been my child" or "that may be my child if we decide to travel". Meanwhile a childless traveller could possess thoughts like "the person taken was a child, therefore I am safe".

Risk avoidance, as distancing, is based on anxiety. More specifically, it is a reaction to anxiety. Risk avoidance means avoiding possible threat by shutting it out completely and deciding to go on a different path. (Maner&Schmidt 2006, 181-182.) This can be noted in travel decision making process after violent crime has occurred. When something happens in the country it results to fear of crime, which then may eventually result to risk avoidance – when you fear you may become a victim of crime, it is easier to avoid the destination altogether and not have to even consider the possibility of falling a victim of similar crime.

PTSD and ASD are psychological disorders usually following the aftermath of living through a traumatic experience. This thesis focuses on reactions not regarding people who have been victims of kidnappings, homicides, or terrorism but those who have watched and read the events unfold from the outside. However, as previously discussed alongside 9/11 (2.3) on some occasions PTSD and ASD could be found on those who have only followed the tragic events unfold through the news. PTSD (Post-Traumatic Stress Disorder) develops later after the events have unfolded, whereas ASD (Acute Stress Disorder) presents itself immediately. PTSD symptoms last longer and the effects are stronger and heavier than with ASD, which most often lasts up to a month. Neglecting either and not receiving proper treatment may result to severe depression and substance

abuse. (Alvarado Parkway Institute 2 October 2019).

As often briefly discussed in this thesis, the media plays a big role on how much of an effect these serious criminal Offences (kidnappings, homicides, and terrorism) have on international tourism. When the media publishes something, it is always followed with the means to increase public interest. As awful of a fact as it is, homicides happen very often. What differentiates one murder from another from media's point of view is usually the extent of how shocked, amazed, or fearful of the event the public will be. Therefore, it comes as no surprise, that the murder of a tourist ticks all the criteria. (Venditto & Mouzos 2006, 1).

As can be noted, the key to truly understanding the negative effect kidnappings, homicides and terrorism have on international tourism is strongly linked to psychology. In addition, many of these phenomena that were briefly discussed are linked to each other; for example, ASD may result to Fear of Crime which may result to Risk Avoidance. A snowball effect that could eventually lead to decreased profits for tourist destinations due to a decreased tourism demand. Surely there are countless other psychological factors that contribute to the subject of this thesis, but to go through them all would be an impossible task.

In *Kriminologia*, a book by Kivivuori, Aaltonen, Näsi, Suonpää & Danielsson (2018), it is stated that the evolution theory supports the view that the possibility of violence from your own species is a part of phylogeny. If the fear of violence and threat from our own species is in our nature, why would we not be afraid to travel to a destination where our own have been hurt by another? (Kivivuori & al. 2018, 17–18.)



## 4 Research implementation

Within research, the base lies on a specifically defined main problem and the research goal, as well as the sub-problems addressed working towards the goal. Theoretical research questions are ones sought to answer within a study. Though the world problem has a negative tone to it in everyday life, in research, it is simply something which is aspired to figure out with the help of a research. (Vilkkä 2021a.)

The main problem is oftentimes common by nature, yet where the whole entirety is painted - through answers to the sub-problems, it is possible to answer the main problem itself. Commonly research problems are addressed as questions. (Hirsjärvi, Remes & Sajavaara, 2005, 119-120.)

In fact, defining and shaping the problem is oftentimes more challenging than solving it (Hirsjärvi & al. 2005, 116). When conducting a study, it is important that one gives great attention to ruling out unnecessary aspects from the problem and questions. If not given enough thought and attention to this, the research may turn out much more broad than possible to conduct within the time limit of the research. The research process can be divided into five different stages: idea, commitment, execution, writing and reporting. (Vilkkä 2021a.)

Many choices and decisions are made during the research process - the crucial ones on the idea and commitment level. However, research is decision and choice making all the way to the point until it is approved and set to publish. When choosing how to approach the research it is without a doubt completely different than what it would have been had you chosen a different strategy. As Hirsjärvi & al. it state, however you eventually choose to approach the research does not mean it is necessarily any way better, nor as good, as a study based on completely different approach. (2005, 114).

When bringing the research to life it is not unusual to have to specify or change decisions that were made in the beginning of the process. This is especially common in studies that discuss and examine humans and their behavior, as one cannot know beforehand what exactly goes on in the head of an individual. (Vilkkä 2021a.)

Research methods are commonly divided into qualitative and quantitative methods. Though many have tried to separate these two for a long time, others still wish to instead not see them as competitors, but tools that fulfill each other. (Hirsjärvi & al. 2005, 126–127.)

**QUANTITATIVE RESEARCH**

- Conclusions from previous studies
- Previous theories
- Presenting hypotheses and defining concepts
- Presenting findings as tables and statistics

**QUALITATIVE RESEARCH**

- Nature of research is comprehensive gain of information
- Preferred to use human beings as an instrument for gaining knowledge
- Choosing the target group used for research

Figure 4. Examining the common elements of quantitative and qualitative research (After Hirsjärvi, Remes & Sajavaara, 2005, 131&155)

Qualitative research as a method focuses on obtaining data based on interpretation. The basis of the method is interpreting real life. With the help of qualitative method, one can e.g., describe a phenomenon based on individual experiences. It is often used on different industries when working to find out experiences on for example recruiting, studying and professional growth. (Hirsjärvi & al. 2005, 152; Vilkkä 2021.)

Quantitative research on the other hand is based on collecting and processing numerical data. The method's roots grow from the assumption that if tried, measured, and examined the correct way, one can reach the aspired information. Quantitative research is a great method when one wishes to answer questions "how much" or "how often" given thing transpires, while also providing an answer of "why" this thing appears the way it does (Vilkkä 2021b). Quantitative research is often used in social studies, and one identifiable element of it is providing results as tables and statistics (Hirsjärvi & al. 2005, 131; Vilkkä 2021b.)

As a research method for this thesis I have chosen quantitative approach. Without any research on the matter anyone who has ever watched or read the news can say that violent crime is often reported very visibly. From personal experience I can say that I remember exactly where I was when I first found out about the disappearance of Madeleine McCann – despite being only 8 years old at the time.

The thought of how clearly I remember this, and how often for example 9/11 is still covered on the news each year, made me wonder if and how these sorts of events affect tourism. From my observation the main problem of this thesis, does violent crime affect

international tourism? came to life. The goal is to gain answers to this by studying the sub-problems how do acts of serious criminal Offences affect international tourism, how do high-profile homicides, terrorism and kidnappings affect international tourism and why do high-profile homicides, terrorism and kidnappings affect the travel choices of an individual.

Answers to these questions are sought from previous studies, psychological phenomenon's as well as a survey to be conducted on a large group of people – a method linked to the quantitative approach of research.

#### **4.1 Research method**

Survey is a common method used in quantitative research when looking to study a large group of individual opinions, attitudes, behaviour, qualities or personal matters. The gathered information is often handled quantitatively. When conducting a survey, it is important to know exactly what you aim to study through it. For the survey to succeed, all responders must understand the questions the exact same way. (Hirsjärvi & al. 2005, 182–183; Vilkkä 2021b.)

Few ways to conduct a survey are online, on the phone or a form sent through the mail. Survey may also be brought to life by an interview, where you must fill out a form based on the answers of the respondee. It is meant to gather answers by asking the exact same questions in the exact same order and way from all participants. One of the most common known ways of surveys are Gallup polls. (Hirsjärvi & al. 2005, 182–183; Vilkkä 2021b.)

When preparing a survey, though the actual subject is undoubtedly an key factor to gaining enough answers, as equally important is carefully planning the form and questions within. A survey may consist of multiple choice questions or open end questions. Neither is necessarily better than the other, and in many cases, surveys include both options. (Hirsjärvi & al. 2005, 182–183 & 187.)

#### **4.2 Conducting the survey**

For this thesis I have chosen to use an online survey as a research tool. Since the goal is to gather information on how individuals react to events like kidnapping, homicides, and terrorism when it comes to their travel choices, the survey is around multiple-choice questions to make it as time-efficient for the person filling the survey, as possible. The survey is based on real-life experiences as well as hypothetical situations. Because the topics in this thesis are not common everyday life events, it is much easier to gather information based on how the individual themselves have reacted to cases of violent crime targeted at

tourists, and how much it affects or has affected their travel choices, rather than trying to find a large pool of individuals who have actually been a victim of kidnapping, homicide or terrorism.

One of the huge advantages considered when using surveys is that they enable the researcher to gather a large amount of research material. It is time-efficient and quick, and a well planned survey leads to fast results. However, one the weaknesses of a survey are their superficiality. It can also never be assured whether the participants answer the questions seriously, or are aware of the issues tried to examine, for that matter. (Hirsjärvi & al. 2005, 184.)

On the other hand, few of the other advantages of using a survey as a research method are:

- Ability to collect large amount of data in a short time
- Can be used to collect data on wide scale of things, such as personal facts, past behaviour, attitudes and opinions
- Can be created quickly

(Cherry 2020)

As well as a few more disadvantages, which are:

- Limited answer choices may influence results
- May be designed poorly
- Not gaining enough responses

(Cherry 2020)

In surveys, facts must be asked strictly and simply – either as open questions or multiple choices questions (Hirsjärvi & al. 2005, 186). In this survey, I compile both open questions as well as multiple choice. I contemplated different ways to do the method and concluded that this is the most efficient way for my thesis, as some of the questions are much easier to study and discuss when given concrete charts of answers, rather than trying to put one together based on open questions. Some multiple-choice question leave room for open additions to avoid missing enriching information the respondent may possess from the point of view of this thesis.

When putting together a survey, it must present itself as easily fillable and immaculate. In the cover letter of the thesis, it is important to encourage the individual to fill out the survey with thought, as well as emphasize why it is important that they do. Key to a good survey is also not asking for too specific information (such as exact age of respondent) which is why the respondent is given the opportunity to not specify their gender and to inform their age in a larger scale, which I have divided according to generations. One must also keep the questions as short and simple as possible, and I took this into consideration by only forming one longer question, which could not have been shortened without it losing its meaning. (Hirsjärvi & al. 2005, 192.)

One should also avoid any professional terms within surveys, as these are not necessarily understandable for all respondents. It is also an advantage to offer the possibility to not answer anything - some may not know how to answer or wish to answer the given question at all. (Hirsjärvi & al. 2005, 192.) I, however, knowingly avoided this as my survey is based on individual's own experiences with the shield of anonymity. Therefore, I strongly feel not having the opportunity to skip questions will not prove to be a deal breaker

#### **4.2.1 Structure of the survey**

The survey consists of 11 questions and is divided into two parts; a cover letter (appendix 1) and the actual survey (appendix 2). To eliminate the possibility of some not participating due to a language barrier, both are provided in English, as well (appendix 1 and 4).

Though the survey itself is anonymous, it gathers information on the respondents birth year divided by generations, as well as gender. The latter is not obligated to answer if one wishes not to. The survey focuses on collecting reactions rather than experiences, and it specifies to answer given questions from the respondent's point of view before the year 2020 to ensure that the answers are not affected by the negative health matter which the global pandemic brought over the tourism and travel industry. It also seeks for information on the psychological side by using a hypothetical scenario to which the respondent must give their own opinion on how they would act in given situation, as well as look into which are countries that the respondent would never travel to solely due to the image media has inflicted upon it. Overall, the entire survey is built to support and fulfill theories, reactions and phenomena discussed in this thesis.

#### **4.2.2 Carrying out the survey**

The survey form is created on Webropol 3.0 tool in October 2021. Webropol makes it possible to create and test the survey efficiently before publishing, while offering the respondents the possibility to stay completely anonymous. It also gives me the opportunity to create the same survey both in Finnish and English, as I look to gain answers from non-Finnish speakers, as well. The form is presented clear and answering it is made possible on multiple platforms. In other words, one can fill it wherever they wish to do so. As Hirsjärvi & al. (2005, 193) it state, accessibility is an important factor that must be considered when creating a survey form.

The survey begins by asking for information on age and gender but leaves it broad enough so the respondent cannot be identified. Therefore, collecting this information should not influence the desire to fill the survey negatively. Before it is published, the survey is examined by another person, after which the survey may possibly be modified to enhance its content more user friendly.

The link to the survey will be posted on my personal social media channels, as well as Matkafoorumi.fi – a discussion forum for travelers. This way I feel confident I will be able to gain many answers, though impossible to say how many exactly – but with this volume, I am hoping for >100. The survey closes on 15 November 2021.

#### **4.3 Examining the results**

The survey results will be examined as whole, remaining the complete anonymity of the respondents. The answers will be examined through the survey tool Webropol 3.0. Those answers are then moved to Microsoft Excel, which will provide charts and tables of the answers gathered. Microsoft Excel will provide the answers in a way that they are easily examined by the reader. The results of the survey are discussed in English in this thesis and therefore presented as such as well, but the Finnish version can be found from appendices.

## **5 Survey results**

Total of 100 people filled the survey between 8-15 November 2021. The survey was published on my own social media channels, as well as Matkafoorumi.fi. Most of the answers were gained during the first couple of days (92 in total) while the amount significantly decreased towards the end, resulting to a total of 100.

At the beginning of the survey the gender and age group of the respondent were conducted. The respondent was given the possibility to not reveal their gender, but none used this option. In total, out of the 100 respondents 73 were female and 27 were male. The age groups were divided by generations (Boomers 1946-1964, Generation X 1965-1980, Millenials 1981-1996 and Generation Z 1997->). Overall the amount of answers between generations was 16% (Boomers), 25% (Gen X), 28% (Millenials) and 31% (Gen Z). Considering that the latter two are generations most present online, the overall percentages are rather good, indicating no significantly large distinction between e.g. the amount of Boomer and Gen Z respondents. Since the survey was 100% anonymous I can not conclude the differences between age groups and their answers one by one. Still, the percentages of the age groups back up that the answers gathered to this survey in the aspect of a thesis very well present the overall effect of serious Criminal offences on international tourism, no matter the age group.

### **5.1 The importance of international traveling before Covid-19**

In this part of the survey it was meant to examine how important international traveling was to the respondents before the global pandemic. It had to be specified this way to ensure that the answers were not affected negatively due to the safety issues regarding one's health, or the fact that when finishing this thesis in the last few months of 2021, international tourism is only now slowly starting to get back to its feet.

The question gained total of 99 answers, meaning one of the respondents chose not to take part in it. This question used the Likert scale as an examining tool, ranking the answers between 1-5 where 1 stood for not that important and 5 for extremely important. The answers were divided as follows: 4% (1), 11% (2), 28% (3), 32% (4) and 24% (5), resulting in the median of 4. According to these results, most of the respondents found international traveling rather important before Covid-19. Therefore the following findings from the survey in this part of the thesis can be considered reliable from the point of view that the respondents truly value(d) international traveling. This means that they in fact have previous experience regarding international traveling, making their considerations

and answers to the questions presented in the survey true to the cause.

## **5.2 Following the safety situation in destination before and during the trip**

As it was found in the theoretical framework, media and other information outlets presented to us in today's world highly contribute to the travel decisions of an individual safety wise. This part of the survey wished to find out whether the respondent follows the safety situation of the destination/country they are traveling to before their departure and if so, from which channels.

All 100 respondents answered this part of the survey. The vast majority (73%) agreed on following the safety situation, whereas 27% ticked no. All 73% added what channels they use and most popular among both Finnish and English answers were The News, Ministry for Foreign Affairs of Finland and Social Media. Few of the lesser popular channels mentioned were radio as well as through the experiences of others. One important factor specified was also the fact that if the destination is not familiar to the respondent beforehand, they tend to follow the situation more carefully.

Next the survey presented the possibility to vote whether or not the respondent had ever changed their choice of international destination due to a weakened safety situation before the year 2020 (using the same specification as in 5.1 due to the exact same reason). Total of 12% answered that they have while the vast majority (88%) voted that they had not. The theme continued by seeking to find out if the respondent had previously seized their trip completely due to a specific criminal event (kidnapping, homicide or terrorism) in the country. 99% stated they had never seized a trip due to these crimes but 1% voted yes, and added that it was due to the risk of kidnapping.

## **5.3 High-profile terrorist attacks and international travel**

This theme of the survey was conducted to find out how the highly reported terrorist attacks all over Europe between the years 2015-2016 affected the respondents travel decisions inside Europe at those times. The response possibilities were provided so that the respondent could evaluate the answer by thinking about which countries they visited between 2015-2016, rather than asking if and *why* it affected their choices. This choice was made based on the thought that people are certainly more likely to remember what trip they took in 2016, than what they thought during or reacted on an event that took place five to six years ago.



As can be seen from the figure, 58% voted that the attacks had no effect on their travel decisions inside Europe during given years and only 15% voted that the attacks did in fact weigh on their travel decisions by not traveling in Europe at all. 2% ticked that because of the attacks they in fact did travel, yet only outside of Europe. 17% responded that they would not have traveled anyway had there been attacks or not, or that they would had traveled outside of Europe only anyway.

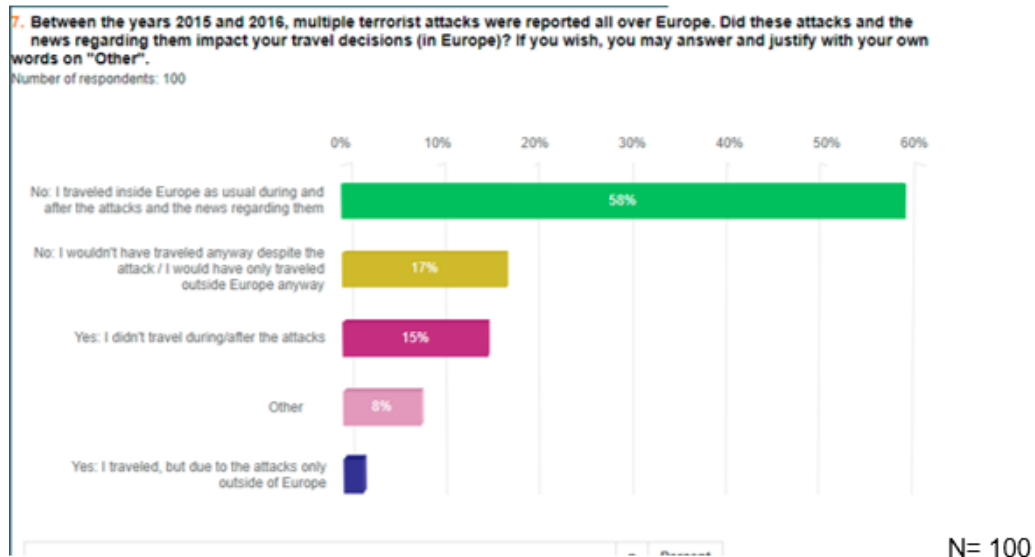


Figure 5. For the vast majority, Europe's terrorist attacks between 2015-2016 did not significantly affect their travel decisions

The respondent was also given the possibility to answer in their own words or justify their choice. Total of 8% filled or justified their answers in depth, resulting to important findings on how despite the individual might have traveled normally, the attacks still left their impact on their behavior during the trip. Few respondents stated that though they did travel in Europe, they chose their destination more carefully than before the attacks. Others stated that they kept extreme caution during their trip or knowingly avoided the specific countries affected by these attacks. Few also mentioned that they had no choice but to travel and had they been given the possibility not to, they would not had traveled in Europe at all.

What concluded this segment of the survey was question regarding if the respondent who stated that the attacks had no effect on their choices had visited the same European country before the attacks and years of 2015-2016. To this, 54% answered that they had and 46% that they had not.

#### 5.4 Hypothetical reaction to a safety hazard in the destination

To support the theoretical framework, this theme of the survey used a hypothetical situation to seek the respondents reaction to a safety hazard before their travel. The complete question was as follows:

Imagine a situation where you have booked a trip to a weeklong cruise in Mexico. The trip cost you 1500€. Two weeks before the departure, you see from the news that a tourist has vanished from the very same ship you have booked a trip to, and the local authorities suspect a kidnapping. Will you...

To which (as visible from figure 6) most (53%) answered that they would choose to travel anyway. The next most popular opinions after this were to cancel if they receive a refund (29%) or travel if the person responsible is caught (10%). Only 8% chose to cancel the trip immediately.

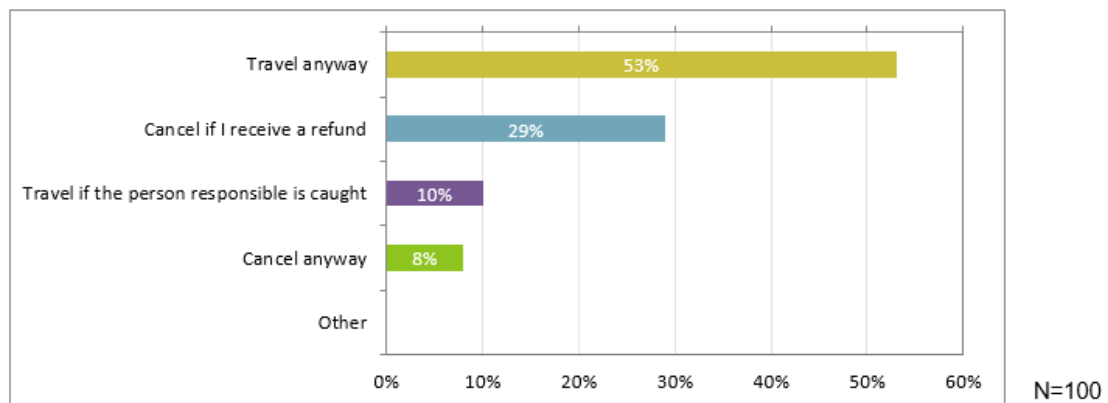


Figure 6. Dividence between reactions to given hypothetical situation

This question was prepared in order to examine the psychological reaction of the respondent, by taking advantage of reactions previously discussed in this thesis, such as distancing and fear of crime during the planning process of the survey.

To see whether the respondents would change their decision after distancing themselves from the event becomes harder, the follow up question for the individuals still going on the cruise was as follows:

If you chose to go on the cruise, how would you react if a week later you found out the

missing person was from your home country, and due to the many complaints the travel agency now offers a 50% refund if you wish to cancel?

After this, the vast majority (59%) still chose to go on the cruise, but at the same time the amount of people deciding to cancel the trip rose to 41%.

### **5.5 Media's contribution on travel decision and country image**

As multiple times stated within the theoretical framework, media highly effects the travel choices and overall reactions of an individual when it comes to how it reports certain events.

This last part of the survey was prepared in order to find out whether or not there is a country to which the respondent would never choose to travel solely due to what they have previously heard or seen on the news. The result was rather clear: 72% agreed that there is a country they knowingly avoid because of the media, while just 28% answered that there is not.

Those who answered yes were also requested to specify which countries are the ones they refer to. Many of these answers were African countries, Iran, Iraq or Mexico. Some were more detailed, such as mention on avoiding Mexcio given that the respondent was not traveling with their husband, or any country that has an ongoing war situation in their hands. Most of the countries avoided were outside of Europe, and another notable factor was that on both Finnish and English answers, Mexico seemed to be one to make the list rather often. On top of these, Russia, Belarus and North-Korea were noted, as well.

## 6 Discussion

In this chapter of the thesis it is reflected how theoretical framework, the survey and research problem are connected. In the end it is evaluated how well the research succeeded, as well as how it supported my personal, professional growth and learning.

Originally I mentioned that with the volume I was able to advertise the survey I was hoping for >100 answers. I was very pleasantly surprised as after the very first day had I already gained over 90 answers. I also received feedback on the survey, with few people reporting that the survey had raised interesting conversations between families and friend groups that were eager travelers before 2020. I found this to be an excellent outcome, as I feel I was able to raise awareness on matter that might not even be evaluated otherwise. The vast majority of the respondents were females which might have altered the outcome a little. This, however, I will discuss more in 6.1 where thoughts on the reliability and validity of this study may be found, as well.

The purpose of this thesis was to find out if and how these serious criminal Offences (kidnappings, homicides and terrorism) affect international tourism. The goal was to enlighten the reasons behind the change in tourism for countries suffering of these serious criminal Offences. The goal was sought to reach by answering the main problem Does violent crime affect international tourism? through the following sub-problems:

- How do acts of serious criminal Offences affect international tourism?
- How do high-profile homicides, terrorism and kidnappings affect international tourism?
- Why do high-profile homicides, terrorism and kidnappings affect the travel choices of an individual?

The theoretical framework answered the sub-problems rather comprehensively, and the survey successfully supported those findings. Already during Introduction it was discussed how for an average country with a population of 25 million, a 10% increase in overall violent crime rate leads to \$140 million dollar decline in international tourism revenue (Altindag 2013, 12). In 2.1 it was concluded that for an average country in Europe, violent crimes (homicide, rape, robbery, and assault) have a negative impact on incoming international tourism and tourism revenue, which could be seen as an indicator that international tourists consider safety when choosing where to travel. Some factors were determined to influence how strongly and if at all the individual is affected by these violent crimes, such as age and the attractiveness of the destination. As the survey was 100% anonymous, I will not discuss specific differences between e.g., genders to keep it that

way. However, the results from the survey went hand in hand with the conclusion in the theoretical framework: travellers indeed are very conscious safety wise with what is going on in the destination they are traveling to. It was noted that well over half (73%) of just the respondents to this survey closely follow the safety situation of the country through different outlets before their travels, such as different forms of media and Ministry for Foreign Affairs of Finland. This observation was also made in the theoretical framework (2.) and as that study used to examine the phenomenon was conducted on a completely different pool of people than to my 100 respondents, it can be concluded that media and all outlets highlighting these violent (criminal) events oftentimes cause a negative effect on international traveller's choice of destination. In other words, the finding from the survey may be considered reliable.

Media's effect was also examined in 5.5. 72% of the respondents agreed to have a specific country they would never travel to solely based on what they have read, seen, or heard on the news. Most of these were countries with active warzones or otherwise portrayed as unsafe destinations by the media, such as Colombia or Mexico. It was also noted in 2.1 that due to the high-level of kidnappings in the country, Mexico has not been able to reach its full potential tourism wise. The respondents were not required to justify why these countries are on their blacklist, but as they are commonly classified as unsafe destinations, the findings related to fear of crime and risk avoidance offer a possible explanation to this (3). By continuously year after year being exposed to the information on how bad the situation is in these countries with active warzone areas is, the fear of crime has inevitably grown so strong without you even realizing it that your natural survival instinct tells you to avoid the possibility of falling in the middle of it all. This can also be seen as an example of risk avoidance.

Another question sought to answer was how do these high-profile homicides, terrorism and kidnappings affect international tourism. It was concluded based on the theoretical framework that terrorism and kidnappings have a more of a negative impact on tourism than homicides, which tend to have more of a immediate, short-term effect. Terrorism and kidnappings were found to have an impact on tourism in the following years too, while according to the cases studies in this Thesis, homicides only resulted in a few immediate cancellations after the incident. Both Sabah and Portugal on the other hand, faced significantly decreased tourism demand after the kidnapping cases discussed in 2.2 which took a toll on local businesses, profits and unemployment in the tourism industry. In fact, one of the 100 respondents to the survey even mentioned that they have previously seized their trip due to the risk of falling a victim of kidnapping, indicating that fear of crime relating to abductions is very much real and even common among just 100 random

respondents.

Terrorism on the other hand significantly affects other industries beside just the travel and tourism (industry). The effect is also oftentimes rather longlasting and significantly affects the economy and wellbeing of the professionals in the industry, as could be noted within 2.3 where it was discussed that it was not until 2021 when Russia lifted their flight ban to Egypt. Homicides were found not to impact international travel as significantly and in large groups that through the cases examined in this thesis, they could be concluded to affect international tourism. The survey supported these findings; though many claimed that Europe's terrorist attacks between 2015-2016 had no significant effect on their willingness to travel inside Europe, some did add that they only traveled because they had to or were extremely cautious during their travel. This can be seen as an indicator of the fact that while among these 100 respondents it may not have affected the vast majority's travel decisions to the extent of not traveling at all, the attacks still stayed in the back of their minds and affected their behaviour during their travel. This could link to the finding in theoretical framework (1.) where it was discussed that that fear of crime may cause travelers to withdraw from any activities in the destination during their trip. If so, this could result in significant decrease of income for companies that focus on providing services for tourists. Some notable remarks that link to the findings within the theoretical framework are also the fact that the respondents noted they only traveled to countries where no attacks took place or that they had visited the country before the years 2015-2016.

The latter loosely links to the point made in 2. that international tourists are more intimidated by violent criminal activity in the country than locals, for the locals live in the destination while the international travellers simply follow the events through e.g., the news. 54% of the respondents stated they had visited the country before the attacks, meaning that though not locals, but they had previous experience on the destination where they returned home safe and faced (possibly) no criminal activity whatsoever. From personal point of view I can stand behind this statement – one of my favorite destinations in the world is Berlin, to which I first traveled in 2014. Within a year I traveled there multiple times and felt no fear of crime or unnerving situations on any of those trips. Berlin faced a high-profile terrorist attack in December 2016, when a truck was driven in one of their Christmas markets. Yet, the attack had no long term effect on my travel decisions as less than a year after I traveled to Berlin once again. The event did still stay in the back of my mind as I practised more caution to my surroundings than before and saw the precautions taken that were not there during my previous trips, such as barriers blocking the entrances of all Christmas markets.

An indicator of the spillover effect (also mentioned in 2.) could be made during this theme of the survey, as well. Few respondents mentioned that though they travelled as usual, they only chose destinations where no attacks occurred, this way causing a spillover effect between certain European countries. Another country gained economical profit because of the traveller deciding to travel there instead of the more “unsafe” one, this way resulting to decreased income for the already suffering countries.

The answer to why these high-profile homicides, terrorism and kidnappings affect the travel choices of an individual were discussed briefly earlier (stating that e.g. genders and age groups are affected differently) but concrete psychological examples were given in its own chapter (3). These psychological phenomena were also supported through findings in the survey.

To begin with, an indicator of risk avoidance was noted on the fact that most respondents said that they in fact do follow the safety situation in the destination they are traveling to before their trip takes place. This way they are aware if there has been a life-threatening incident in the destination – though this may not be enough to put off the whole travel decision, it may cause the traveler to practice extreme caution during their travel or withdraw from certain activities.

Risk avoidance was also examined through the hypothetical situation included in the survey, where it was discussed whether the respondent would cancel their booked & paid trip due to a suspected kidnapping. For the 8% that immediately responded they would cancel their trip, the fear of crime clearly presents itself more dominantly than for the rest. By canceling their trip, they remove themselves from the situation and therefore avoid the risk of becoming the next name in the headline. The 29% of the respondents who stated that they would cancel if they received a refund still valued the amount of financial loss over fear of crime. Next, the situation was altered in a way that it was stated the missing person was from their home country and they could now receive a refund of 50%. After this, the amount of cancellations was 41%. Though most still decided to travel, the increase in cancellations is an indicator of the phenomenon of Distancing. Distancing yourself from the missing person is harder now that you know they share the same nationality as you. One may have thoughts such as “what if they target people from my country?” or “I won’t be able to enjoy the cruise anyway if I am constantly worried something might happen to me”. One may start to go through the what ifs, causing growing anxiety which results to fear of crime, and reason that the 50% financial loss is nothing compared to being safe.

Overall, It was concluded that the reason why international tourism decreases after kidnappings, homicides and terrorism is all based on psychology and human behaviour – some people are simply more emotionally affected by certain events than others. These findings are beneficial for companies that work on improving their customer experiences as well as for example the countries discussed as an example cases in the thesis. Though for many the negative effects that the cases brought upon their tourism industry have eased by now, the unfortunate truth is that it is not written in the stars that anything similar would never happen again. By understanding the reasons behind the decrease in tourism after these kind of tragedies, the countries are able to focus on how to better the safety point of view of travellers by truly acknowledging what causes people to react the way they do. On top of this, many who wish to enhance their tourism in any way may find these results beneficial considering that to truly attract travellers, it takes much more than just an attractive destination – you must make sure that the traveller truly feels safe during their travels. The precautions taken due to the global pandemic are currently most likely first in the mind for the tourism industry service providers, but the unfortunate truth is that our world does and always will have more safety concerns than just viruses.

### **6.1 Reliability and validity of the study**

When carrying out the survey any mistakes within are avoided as carefully as possible. However, the reliability of the results still vary. When examining how reliable the research is, the terms reliability and validity come in hand. (Hirsjärvi & al. 2005, 216.)

The term reliability refers to examining the repeatability of the study. In a nutshell, it is the ability (of the study) to not provide random results. The reliability of the study can be concluded in various ways, but one example of a reliable outcome is when two different people examine the same issue and end up concluding the same findings from it. Validity, on the other hand, refers to the capability to examine just what was meant to examine. For example, if a respondent answers to a survey but understands the question differently than the researcher intended and the researcher studies the answers exactly the same way that they originally meant the question, the findings can not be found correct and true. (Hirsjärvi & al. 2005, 216-217.)

The survey gained 100 answers in total. What lessens the reliability of the study is the significantly larger amount of female respondents compared to men, which means that the results might have been different had it been the other way around, or 50-50. What increases its reliability is that the survey was based on personal experiences and attitudes, and therefore ruled out the possibility of the respondent not knowing the answer



to each question. Moreover, it was examined through the eyes of an outsider multiple times before publishing, to ensure that it presented itself clear and understandable to a person who has no specific background information on why those questions are asked. The results of the survey went pretty much hand in hand with the results of the theoretical framework, which can be seen as an indicator of the reliability despite the difference between male and female respondents.

The validity on the other hand is supported by the fact that the survey was built around the findings of the theoretical framework while keeping the research problem in mind. As the survey was based on personal opinions and attitudes, it left space for the respondent to open their answers in their own words, rather than framing the answer to my previously determined opinions. In the end, the survey did indeed back up the claims presented within the theoretical framework, such as media's part on how a specific country is viewed.

For the sake of the research it of course would have been in best interest to gain more answers from men. Still, I feel it does not significantly lessen the reliability or validity of this research as it was never intended to study the differences between the effect of serious Criminal offences on international tourism among men and women, but instead to study the overall effect. All in all, I feel the survey can be concluded as succesful.

I strongly feel the study provided answers to what was meant to be studied. The theoretical framework successfully supported the survey, and the survey successfully provided concrete back up for the findings in the theoretical framework.

The main problem which was sought to examine (Does violent crime affect international tourism?) was answered within the theoretical framework, and those findings supported by the survey carefully conducted for this purpose. Based on previous studies, as well as the 100 answers the survey gained, violent crime was proven to affect international tourism negatively. Still, some crimes (like in the case of this thesis, homicides) were concluded not to affect international tourism as significantly. These findings are important as it is also a reminder that though the homicide of an adult tourist is in no way less of a significant tragedy than the disappearance of a 4-year-old girl, some events affect and stick to the human mind more than the other.

## **6.2 Personal learning**

Overall I am satisfied with this research. The theoretical framework took most of my time

but as it was carefully conducted, it made coming up with the survey rather quick – I was familiar with what are the factors that affect international tourism negatively in relation to these serious Offences and knew just what and how to ask questions to either back up or disagree with the result of the theoretical framework. I was also able to finish my thesis by the deadline I had set for myself, despite of an extremely hectic schedule at times regarding other aspects of my life, as well.

Formerly, I had not used the Webropol 3.0 tool for surveys. I was familiar with Google Forms as it is a tool I use weekly at work, but took a liking on Webropol due to its simplicity and clarity. Unfortunately my lack of previous knowledge on the tool most likely resulted on not being able to use its full potential when analyzing my survey results.

Before this thesis I had somewhat wide knowledge on violent crime and Criminology as it is one of my biggest interests. I also was and still continue to be very interested on the human mind and behavior, and based on this previous knowledge and being fascinated by the cases I began to wonder how violent crime affects international tourism. I had a gut feeling that it does, but I wanted to study it even deeper, knowingly ruling out "smaller" crimes, such as non-violent theft as it happens to tourists around the world every day. Working on this thesis, I gained more knowledge on the matter and was even surprised to find out that at least the homicide cases studied in this thesis had no significant effect on international tourism short or long-term. It also widened my view on psychological matters behind it, and I hope that to all readers of this thesis it opens up that a lot regarding all aspects of life is based on human behaviour.

Actually writing the thesis was not challenging for me, as I have been a very passionate writer from a young age. The subject was also very interesting to me, and the most challenging part I found to be the research implementation (4). Thus, because it all was so new to me that at times I had difficulties to comprehend what information is necessary and what not. The meetings with my thesis instructor were very helpful and without them I feel I might have doubted my work more during the writing process. I also conducted a clear schedule for my work, which helped me to keep track on what must be done. This worked as an efficient tool on keeping up the pace needed, and I am very proud of myself for all the effort I put in to this thesis especially throughout the Autumn and ongoing Winter of 2021.

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# Appendices

## Appendix 1. Cover Letter in Finnish and English

Hei!

Olen kolmannen vuoden opiskelija Haaga-Helian Hospitality, Tourism & Experience Management linjalta. Kirjoitan parhaillaan opinnäytetyötäni, jonka aiheena on vakavien rikosten vaikutus kansainväliseen turismiin. Tällä kyselyllä haluan kartoittaa juuri sinun reaktiotasi näihin käsittelemiini vakaviin rikoksiin (henkirikos, terrorismi & kidnappaukset) ja kuinka ne ovat mahdollisesti vaikuttaneet matkustus päätöksiisi ennen vallitsevaa pandemiatilannetta, josko ollenkaan.

Jokainen vastaus on hyvin tärkeä ja tervetullut opinnäytetyön onnistumisen kannalta. Kyselyn luotettavuuden puolesta pyydän, että vastaat kysymyksiin ajatuksella ja harkiten. Kysely on täysin anonyymi, ja koostuu vain 11 kohdasta – vastaaminen ei siis varmasti vie 5 minuuttia kauempaa. Kyselyyn voi vastata suomeksi tai englanniksi ja halutessasi voit vaihtaa kielen oikealta yläkulmasta. Lomake sulkeutuu xx.xx.2021.

Kiitos vastauksestasi!

Hello!

I am a third year student from Haaga-Helia, specializing in Hospitality, Tourism & Experience Management. I am currently writing my thesis based on "The effect of serious criminal Offences on international tourism". With the following survey I wish to gain information on your reaction and attitude towards these serious criminal Offences, and whether or not they have played a role regarding your travel decisions and its planning process before the global pandemic.

Each answer is valuable and appreciated. For the sake of reliability, I ask you to consider your answers carefully. The survey is 100% anonymous and consists of only 11 questions. It is provided in both Finnish and English, and you may change the language from the upper right corner if you wish. Filling out the survey should not take longer than 5 minutes. The survey closes on xx.xx.2021.

Thank you for your answer!

## Appendix 2. Survey form

### Vakavat rikokset ja niiden vaikutus kansainväliseen matkustamiseen

#### 1. Sukupuoli

- Nainen  
 Mies  
 Muu/En halua sanoa

#### 2. Syntymävuosi

- 1946-1964  
 1965-1980  
 1981-1996  
 1997->

#### 3. Kuinka tärkeä osa elämäsi kansainvälinen matkustelu oli ennen vuotta 2020?

	1	2	3	4	5
1= Ei niin tärkeä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5= Hyvin tärkeä					

#### 4. Seuraatko maan turvallisuuteen liittyvää uutisointia ennen matkaasi? Jos kyllä, täydennä mistä (uutiset, sosiaalinen media tms)

- En seuraa  
 Seuraan,

#### 5. Oletko joskus vaihtanut matkakohdetta tai perunut matkasi kokonaan maan heikentyneen turvallisuustilanteen vuoksi ennen vuotta 2020?

- Olen  
 En ole

#### 6. Oletko joskus jättänyt matkasi kesken maassa/kohteessa tapahtuneen turvallisuusriskin, kuten terrori-iskun, henkirikoksen tai kidnappauksen vuoksi? Mikäli kyllä, kerro minkä edellä olevista.

- Olen,   
 En ole

7. Vuosina 2015-2016 uutisoitiin lukuisista terrori-iskuista Euroopassa. Vaikuttiko iskut ja niihin liittyvä uutisointi matkustuspäätöksiisi (Euroopassa)? Halutessasi voit vastata laajemmin ja perustella kantasi kohdassa "Muu"

- Kyllä: en matkustanut niiden aikaan
- Kyllä: matkustin, mutta iskujen vuoksi vain Euroopan ulkopuolella
- Ei: matkustin normaalisti Euroopan sisällä iskujen aikaan ja niihin liittyvän uutisoinnin jälkeen
- Ei: en olisi matkustanut muutenkaan tai iskuista riippumatta olisin matkustanut vain Euroopan ulkopuolella
- 

8. Mikäli vastasit aiempaan ei ja matkustit Euroopan sisällä uutisoitujen iskujen aikana ja jälkeen, olitko vierailut kyseisessä maassa ennen 2015-2016 Euroopassa tapahtuneita laajasti uutisoituja terrori-iskuja? (Jos vastasit ylempään kyllä, voit jättää tämän tyhjäksi)

- Kyllä
- En

9. Kuvittele tilanne, jossa olet varannut viikon mittaisen risteilyn Mexicoon. Matka on kustantanut 1500€, eikä perussa palauteta kyseistä summaa. Kaksi viikkoa ennen lähtöä luet uutisista turistin kadonneen samalla risteilyllä, johon itse olet menossa. Paikalliset viranomaiset epäilevät kidnappausta. Mitä teet?

- Matkustan jos rikoksentehtyjä saadaan kiinni
- Matkustan joka tapauksessa
- Perun jos saan rahani takaisin
- Perun joka tapauksessa

10. Mikäli valitsit mennä risteilylle uutisoinnista huolimatta, luet viikkoa myöhemmin, että kadonnut turisti oli kotimaasi kansalainen. Valituksista johtuen matkatoimisto tarjoaa nyt 50% hyvityksen matkan kokonaissummasta peruessasi matkan. Sinä...

- Menet risteilylle normaalisti
- Perut risteilyn

11. Onko maata, johon et matkustaisi koskaan puhtaasti median uutisoiden vuoksi?

- Ei
- On, mikä?

## Appendix 3. Survey form in English

### Violent crime and its effect on international travel

#### 1. Gender

- Female  
 Male  
 Other/Prefer not to say

#### 2. Birth year

- 1946-1964  
 1965-1980  
 1981-1996  
 1997->

#### 3. How important was international traveling to you before the year 2020?

	1	2	3	4	5
1= Not that important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5= Extremely important					

#### 4. Do you follow news regarding safety of the country/destination before your trip? If yes, from which channel(s)? (The News, Social Media etc.)

- No  
 Yes, from

#### 5. Have you ever changed a destination or cancelled your trip completely due to weakened safety situation (in the country) before the year 2020?

- Yes  
 No

#### 6. Have you ever seized your trip due to a safety hazard in the country/destination, such as kidnapping, terrorist attack or homicide? If yes, mention due to which one.

- I have,   
 I have not

7. Between the years 2015 and 2016, multiple terrorist attacks were reported all over Europe. Did these attacks and the news regarding them impact your travel decisions (in Europe)? If you wish, you may answer and justify with your own words on "Other".

- Yes: I didn't travel during/after the attacks
- Yes: I traveled, but due to the attacks only outside of Europe
- No: I traveled inside Europe as usual during and after the attacks and the news regarding them
- No: I wouldn't have traveled anyway despite the attack / I would have only traveled outside Europe anyway
- Other

8. If you ticked 'no' for the previous question and traveled inside Europe despite the attacks, had you visited the country before the years 2015-2016? If you ticked 'yes', you may skip this question.

- Yes
- No

9. Imagine a situation where you have booked a trip to a week long cruise in Mexico. The trip cost you 1500€.

Two weeks before the departure, you see from the news that a tourist has vanished from the very same ship you have booked a trip to, and the local authorities suspect a kidnapping. Will you...

- Travel if the person responsible is caught
- Travel anyway
- Cancel if I receive a refund
- Cancel anyway

10. If you chose to go on the cruise, how would you react if a week later you found out the missing person was from your home country, and due to the many complaints the travel agency now offers a 50% refund if you wish to cancel?

- Go on the cruise
- Cancel the trip

11. Is there a country to which you would never travel due to information you've read on the media regarding its safety situation?

- No
- Yes, which country?