

## **The Impact of Terrorism on Tourism: Pilot Study 2007–2017: Case Study of Jordan, Egypt, Spain and France**

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### **ABSTRACT**

This study discusses the impact of terrorism on tourism from a hypothesis that whenever certain indicators on the Global Scale of Terrorism increase, tourism rates decline. In other words, the escalation of terrorism in a country leads to a decline in its tourist numbers, financial revenue from tourism and the percentage of jobs provided by the tourism sector. The scientific significance of the study is in providing explanatory theorems about the relationship between terrorism and tourism on the one hand, as it endeavors to provide explanatory theorems about various methods, means and measures taken by the countries of the case study to avoid the potential impact of terrorism on their tourism industries, particularly as tourism is one of the most important sources of income for many countries, including the Arab countries. This study uses comparative methodology, case study methodology and quantitative description methodology. The study shows the validity of its premise by conducting a pilot test on the impact of terrorism on several countries in a case study: France, Spain, Egypt and Jordan. The study concludes that, despite the negative impact of terrorism on tourism in the countries in this case study, hidden variables were found that could reduce the negative impact of terrorism on tourism through governmental intervention, such as the programs of diplomatic attraction and promotion, as seen in some countries like France and Jordan, which contributed to the reduction of the negative impact of terrorism on tourism.

**Keywords:** Terrorism; Tourism; variables.

### **Introduction**

Tourism is an economic industry, as it is a source of national income for several countries, including Egypt in the Arab world and Spain in Western Europe, for whom tourism accounted for 15.2% of their GDP (Gross Domestic Product). Countries' ability to attract tourists represents one dimension of soft power, according to Joseph Nay's concept of power. A country's ability to attract foreign tourists is one of the most important sources of its soft power, which allows it to define its cultural models and its political, social and economic values, and which it can use to achieve foreign policy objectives in its immediate, regional or international environment, such as dissemination of its language, culture, and arts and an introduction to its history and culture. For example, the People's Republic of China depends on Chinese tourists in other countries to accomplish this task. Other countries that depend on their tourists to promote their foreign-policy objectives include Iran, which depends on tourism to spread Shiism and promote Persian as an important language for accessing modern Persian literature and contemporary Iranian literature. It has become apparent that the impact of terrorism on many countries is on the rise, leading to negative impacts on the flow of tourists, so the escalation of terrorist attacks in any country leads to a contraction in its tourist flow, which hinders its economic growth and development.

Starting from this point, this study will discuss the impact of terrorism on tourism in the aforementioned countries during the period 2007–2017 on the basis that terrorism is one of the most important influential factors, along with natural disasters and political instability, affecting tourists' travel to a specific country. This study will concentrate on the impact

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of terrorism on tourism in Jordan, Egypt, France and Spain in its attempt to answer the question of whether terrorism affects the flow of tourists to these countries and identify the factors contributing to its effect.

### **Research Question**

Tourism constitutes an important economic sector on which many countries depend on for economic growth. The rise of terrorism in recent years has been an important challenge to countries that depend on tourism for economic activity. Terrorism and other forms of political instability have various effects on tourism destinations, including sharp decline in tourism volumes, loss of tourism revenue, decrease in the number of nights in tourism accommodations, cancellation of reservations by individual and group tourists, the rise of alternative and competing destinations due to negative tourists' flows.

### **Study Questions**

This study seeks to answer a general major question: What is the impact of terrorism on tourism? From this we can also derive many sub-questions:

1. What are the meanings of terrorism and tourism?
2. How we can measure these two variables?
3. What is the impact of terrorism on tourism indicators, such as the financial revenue from tourism, the number of tourists and the number of jobs provided by the tourism sector?
4. Is it possible to avoid the negative consequences of terrorism on tourism? If so, how?

### **Hypothesis of the Study**

The study assumes an inverse relationship between terrorism and tourism, a hypothesis which can be drafted as follows: whenever certain indicators on the Global Scale of Terrorism (GST) increase, the flow of tourism is negatively affected. We can derive from this hypothesis several sub-hypotheses:

1. Whenever a certain country's indicators on the Global Scale of Terrorism increase, its tourism rates decline.
2. Whenever a certain country's indicators on the Global Scale of Terrorism increase, its financial revenue from tourism decreases.
3. Whenever a certain country's indicators on the Global Scale of Terrorism increase, the number of jobs provided by its tourism sector decreases.

### **Objectives of the Study**

This study's objectives are to detect:

1. the theoretical relationship between terrorism and tourism
2. trends in the relationship of terrorism and tourism
3. how terrorism affects tourism.

### **Significance of the Study**

The scientific significance of the study is in providing explanatory theorems about the relationship between terrorism and tourism on the one hand, as it endeavors to provide explanatory theorems about various methods, means and measures taken by the countries of the case study to avoid the potential impact of terrorism on their tourism industries.

The practical significance of the study stems from its explanation of the relationship between terrorism and tourism to enable the preparation of practical plans and methods through which the negative impact of terrorism on tourism could be avoided, particularly as tourism is one of the most important sources of income for many countries, including the Arab countries.

### **Study Methodology**

This study uses comparative methodology, case study methodology and quantitative description methodology, as follows:

- Quantitative description methodology is based on the necessity of collecting quantitative data about a certain phenomenon as it currently exists, then arranging and processing these data through data analysis and disaggregation to determine the overall path of the phenomenon.
- Case study methodology is based on deepening the discussion of the phenomena of terrorism and tourism in the case-study countries.
- Quantitative description methodology uses comparative methodology to compare cases of convergence and divergence in order to reveal the relationship between terrorism and tourism after analyzing and explaining the data in order to generalize the results.

#### **Study Limitations**

##### ***Objective Limitation***

This study is limited in discussing the impact of terrorism on tourism: the study assumes terrorism as an independent variable and tourism as a dependent variable.

##### ***Spatial Limitation***

The spatial dimension of the study is limited to several countries chosen randomly: France, Jordan, Egypt and Spain.

##### ***Time Limitation***

The study is limited to the period 2007–2017. The reason for choosing this ten-year period is that researchers cannot judge the overall trajectory of the phenomenon under study experimentally using a shorter time span. It should be considered though that part of this period witnessed the events of ‘Arab Spring’, an event that had its influence on tourism in many countries (including Jordan and Egypt). Since December 2010, revolutionary waves of revolts took place in the Arab world, these events began in Tunisia and Egypt, reaching eventually other countries in Middle Eastern region. These movements were by dissatisfied people looking for more rights and better living conditions. The economies of countries in Middle East & North Africa were negatively affected; this is indicated by Gross Domestic Product (GDP), employment, Foreign Direct Investment (FDI), and performance of tourism sector. Therefore, terrorism incidents are not the only factor influencing the performance of tourism sector

#### **Literature review**

The relationship between terrorism and tourism has long been a concern to destination planners and, equally, the focus of scholarly attention. In a seminal paper on the topic, Richter and Waugh examined the relationship between tourism and terrorism from several perspectives. The political and economic impact of terrorism on tourism was assessed, including the sensitivity of the tourism industry to general political strife and the vulnerability of travellers and tourist facilities to terroristic activity. The nature of terroristic violence and the objectives of terrorist groups were evaluated to determine why and how attacks on tourists and facilities may fit the organizational and political objectives of terrorist groups. Finally, the paper suggested how the industry and policy makers must proceed to reduce the vulnerability for tourists and the travel sector (Richter and Waugh, 1986). Since then a growing literature explored the question. This literature considers extensively both the effects of terrorism (and, indeed, of other threats to national security, peace, and the well-being of tourists) and policies for the mitigation of such impacts. **Tourism is frequently an early causality of terrorism, Araña and León (2008) have discussed the** impacts of the September 11 attacks in New York on tourist preferences for competing destinations in the Mediterranean and the Canary Islands. Results show that the attacks caused a shock to tourists’ utility, and a change in the image profile of destinations. Moreover, it was found that while some destinations experienced a strongly negative impact on their image and attractiveness, others were upgraded as a consequence of terror events. Tourism is an extremely fragile industry in countries with regional tensions. Yaya (2009) in his analysis examines the effect of terrorism on tourism in Turkey. The results indicate that there exists a negative but small impact of terrorism, which is observed within approximately one year. However, terrorist attacks in Turkey have

accounted for a reduction of six million foreign tourists over the last nine years. Moreover, the economic cost of terrorism in the tourism industry was more than \$700 million in 2006. However, terrorist attacks in continental Europe and America, and an active war involving a neighboring country, had no effects on tourism in Turkey.

Baker's analysis of terrorism, travel, and tourism shows that the relation between the three is a multi-faceted one. Baker finds that terrorism affected flight average, hotels, restaurants and stores in a given country, the thing which accompanied with more unemployment in countries exposing to frequent terrorist attacks, which becomes a matter of concern for governments about the future of the economic growth and the associated contraction that may lead to many social and economic ills such as: poverty and displacement (Baker, 2014). Al-Emran theorized that terrorism is one of the most important topics and phenomenon that concerns the entire global community, since its impact is not just on individual & community, but generally on economic activity and the tourism particularly, where tourism flow in some Arab countries affected dramatically after it witnessed political instability, tension and terrorist attack such as Tunisia and Egypt which affected from 50% - 70% in most of its tourist destinations (Al-Emran, 2015). In accordance with the previous research. The same was found in the study carried out by Naif Arab University for Security Science. This study discusses in general the impact of terrorist attacks on terrorism. According to the study terrorism has a lot of negative impacts on economy & tourism and it prevents many countries to benefit from their natural resources and their historical sites. The study shows that terrorism required regional efforts to fight and therefore governments could note the effects of terrorism fighting through reflection on economic, security situation and tourism rebound (NAUSS, 2010). In accordance with the previous research, Abd Al-Haleem found that the growth of the terrorist phenomenon is clearly linked to the reduction of tourist flow toward Egypt which helped in losing an important financial revenue from one of the most important resources of the national income, particularly after the period of the Arab Spring which was marked by the growth of terroristic threats that forced the Egyptian government to expedite work on several procedures and mechanisms that would attract tourism and avoid the impact of terroristic threats from a basic premise that is: the number of workers in the Egyptian tourism sector is about 12.6% from the total Egyptian workers (Abd Al-Haleem, 2017). The same was found in other studies. Al Majali for example, focused on the impact of Arab spring on tourism, he found that regional instability causes considerable decrease in the revenue of Arab tourism sector and decrease in the number of international tourists (Al Mjali, 2017). In fine, there is a **a logical connection between terrorism and tourism .A relatively recent analysis by Rodríguez J.A and Gallego, M (2 018) indicates that** The Arab Spring uprising has caused a large decrease in tourism figures in Middle East countries. At the same time, other Mediterranean competitor countries are seeing an increase in the amount of inbound tourism after being perceived as "safer destination". Therefore, there might be some cross-country substitution effects of tourism in the Mediterranean area, as a consequence of the Arab Spring.

### **The Relationship between Terrorism and Tourism**

#### ***Definition of the Study Variables***

**Terrorism.** According to The Global Terrorism Database (GTD, 2015), terrorism is: an intentional act of violence or threat of violence by a non-state actor to achieve a certain goal through actions, including the use of violence, or to carry out a threat involving coercion that is contrary to international law.

**Tourism.** According to the World Tourism Organization (UNWTO), tourism is one of the most important international trade sectors, as well as one of the national income sources for many countries, and one element of economic development. Tourism is the travel of a person or group of people to a destination not less than 80 km away from their place of residence, including crossing international borders, for medical treatment, entertainment or exploration.

#### ***Measuring Terrorism and Tourism and their Indicators***

Fluidity is one of the most important challenges facing social science, so scholars resort to developing procedural definitions and indicators for a specific phenomenon by which they can measure it and learn accurate information about it. It is critically important to set the indicators about a specific political phenomenon, such as terrorism, to facilitate the quantitative expression of terrorism as an abstract concept (Mannheim and Rich, 1987).

### **1. Measuring Terrorism and its Indicators**

Within the framework of seeking terrorism indicators as a terrorist phenomenon, we find that the Institute of Economy & Peace, an independent global institute in Australia, has developed global indicators of terrorism to clearly examine terrorism through quantitative chains that decision-makers can use.

Regarding the methodology and terrorism indicators as displayed by the GST in its periodic reports, the Institute of Economy & Peace summarized the four main terrorism indicators (GTI, 2017):

- Total number of terrorist incidents in a country
- Total number of deaths due to terrorist attacks
- Total number of injuries resulting from terrorist attacks
- Total amount of financial loss resulting from terrorist attacks.

Thus, the rank of a certain country is measured on the GST by counting the number of terrorist incidents, terrorism-related deaths and injuries and estimated the amount of physical damage to public property in order to assign every country a value ranging between 0 and 10 points.

### **2. Measuring Tourism and its Indicators**

As with other terms, tourism is a phenomenon that is hard to measure in terms of precise knowledge about its direct and indirect financial revenue. Disentangling tourism revenue from transportation, trade and hotels is difficult. On the other hand, the touristic phenomenon itself is easy to measure accurately.

To avoid difficulties in the measuring processes, this study is based on three indicators presented by the UNWTO to measure tourism (UNWTO, 2017; Knoema 2017):

- The number of tourists visiting a country, known as international tourism
- The revenue from all economic and commercial activities and services related to tourism
- The percentage of employment recruiting due to tourism.

To measure tourism in a particular country or in these case study countries, to determine its size and general trends and the size and trends of its revenue, we relied on the database published by the UNWTO and the World Bank.

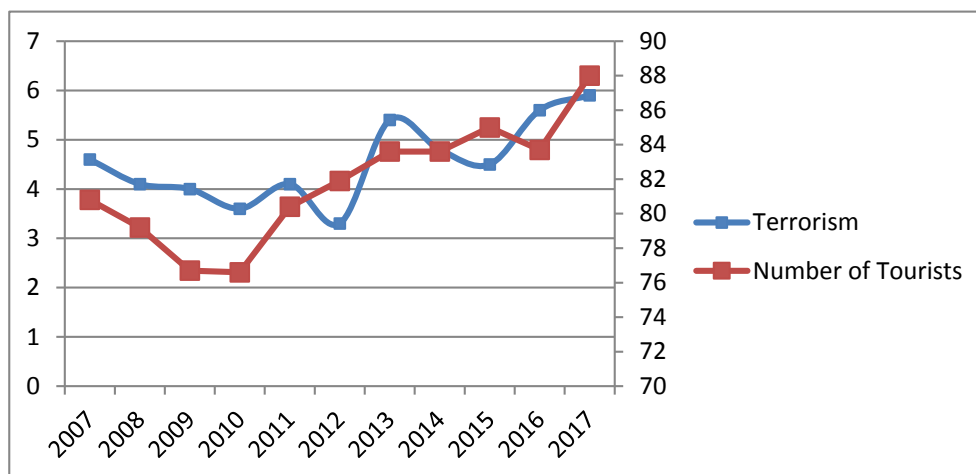
In addition, based on previous indicators, the study did not face the usual difficulties related to how to measure tourism; instead, it determined the number of international tourists to and the tourism revenue of that country during a certain period in addition to the influence of tourism on the recruitment sector.

### **The Impact of Terrorism on French Tourism**

#### ***Terrorism and the Indicators of French Tourism***

##### **1. Terrorism and the Number of Tourists in France**

Fig. 1 indicates the general trends in the potential relationship between terrorism and the number of tourists in France during the period 2007–2017. It is clear that the relationship is positive: that is, whenever terrorism increases, the number of tourists increases, and whenever the number of tourists increases, terrorism increases. This is contrary to the study's hypothesis, which posited that whenever terrorism increases in a certain country, tourism decreases. This finding is worthy of a more extensive discussion and will be discussed in a later section.

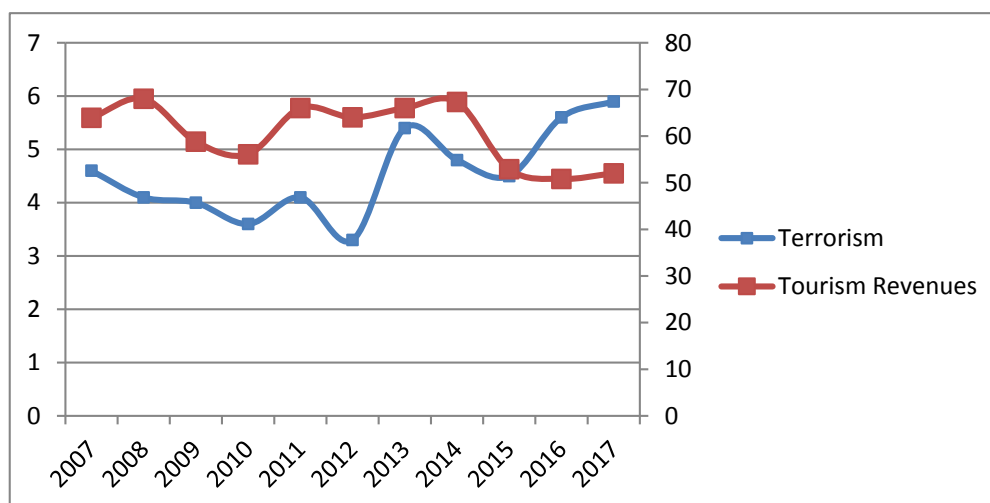


**Figure 1. General trends in the potential relationship between terrorism and the number of tourists in France, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

## 2. Terrorism and French Tourism Revenue

In reference to the variables' values, and as Fig. 2 indicates, the most important second variable of the French tourism variables are not affected by the increase in terrorism values in France generally, but in 2013 terrorism in France reached 5.4 points, and a decrease in tourism revenue followed later; this complies with the study hypothesis generally. Where the increase in terrorism is reflected negatively in tourism indicators in a particular country where a harmony between the general trends of the two variables can be clearly seen, so too does an increase in terrorism decrease tourism revenue in France.



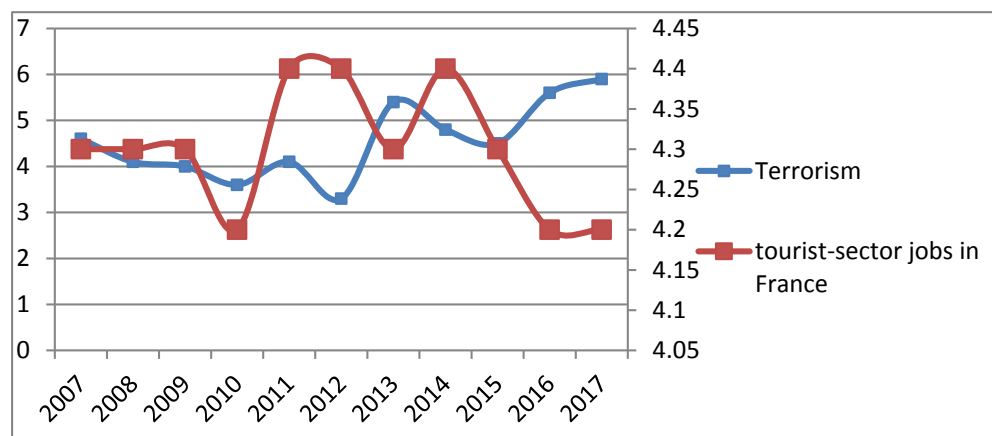
**Figure 2. General trends in the potential relationship between terrorism and French tourism revenue, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

## 3. Terrorism and Tourist-Sector Jobs in France

It is clear in Fig. 3 that the general trends of the relationship between the two variables, terrorism and tourism jobs,

suggest a relationship that complies with the study's hypothesis, so the long-term effects of terrorism on tourism is negative. An increase in terrorism reflects negatively on the size of the tourism jobs sector. This means an increase in the unemployment rate and subsequent negative repercussions for governments, such as increasing poverty and a decreasing quality of life, as noted in the study when it addressed the importance of the tourist economy to host countries.



**Figure 3. General trends in the relationship between terrorism and tourist-sector jobs in France, 2007–2017.**

Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; Kenoema, Databases, 2007–2017.

#### *Statistical Relationship between Terrorism and French Tourism Indicators*

The Pearson's correlation coefficient is one of the most important statistical equations. It enables researchers to know the strength of the relationship between two variables and determine that the link between them is strong or weak, and direct or inverse, with the aim of knowing statistically whether variables affect a particular variable. We find that the strength of the relationship between terrorism and the number of tourists in France is a strong positive relationship that reaches 0.744966 positive points. The correlation coefficient is a number ranging from  $-1$  to  $1$ , and it shows a linear relationship between the two variables as well as the direction of that relationship. A value of  $+1$  indicates a direct relationship, meaning that whenever A increases, B also increases, and whenever A decreases, B also decreases. On the other hand,  $-1$  indicates an inverse relationship, meaning that whenever A increases, B decreases, and whenever A decreases, B increases. A value of  $0$  indicates no relationship between the variables (CC, 2009). This will be discussed in the next pages.

The relationship between terrorism and French tourism revenue, however, is negative, and on average its strength stops at the point ( $-0.36331$ ). That means that whenever terrorism increases in France it reflects negatively on the revenues generated by the tourism sector, and vice versa. On the other hand, the statistical relationship between terrorism and tourism sector jobs in France is a negative relationship whose average strength stops at the point ( $-0.45119$ ). This indicates that terrorism is increasing, as is indicated in Table 1 and leads us to a critical conclusion: the escalation of terrorism in France negatively affects the average strength, to some extent, of the variables of tourism revenue and the jobs provided by the tourism sector. In terms of the impact of terrorism on the numbers of tourists, however, it is a positive relationship, which means that even though terrorism escalates, the number of tourists still increases. Therefore, other variables must be affecting the tourist numbers.

**Table 1. Statistical Relationship between Terrorism and French Tourism Indicators**

Indicator	Relation Trend	Relation Type	Pearson's Correlation Coefficient
<b>Terrorism &amp; Number of Tourists</b>	Direct	Positive	0.74496
<b>Terrorism &amp; Tourist Revenue</b>	Inverse	Negative	-0.36331
<b>Terrorism &amp; Tourist-Sector Jobs</b>	Inverse	Negative	-0.45119

We concluded in the previous section that the relationship between terrorism and the number of tourists is a positive one, so an increase in the values of variable 1 is followed by an increase in the values of variable 2. This is contrary to the study hypothesis and forced us to search for a reasonable explanation for this relationship. Why, if terrorism in France escalates, would the number of tourists not decrease but increase?

In answer to this question, the French government has implemented a number of procedures to avoid the negative impact of terrorism on the flow of tourists. The most important of these procedures are:

#### **1. Plans for Tourism Promotion**

The French government put in place a number of procedures to promote France and its touristic and cultural sites, such as the Louvre Museum and the southern beaches. To avoid the negative repercussions of terrorism on French tourism, the French government funded anti-terrorism plans. In 2016, it implemented a tourist promotion valued at 10 million Euro. It also signed touristic contracts and deals with many governmental and nongovernmental parties, as well as travel and tourism agencies, with an aim of promoting tourism in France and attracting tourists (Youn, 2017).

#### **2. Development of Tourism Regulations and Touristic Projects**

The French government periodically reviews laws regulating tourism and future planning for tourism projects to increase the number of tourists visiting France. For example, in 2014 the French government allowed shops at tourist sites to open on Sundays. The government also imposed unified fees for all public transportation vehicles (e.g. taxis) with an aim to prevent the exploitation of tourists. It implemented a number of special projects to improve tourist infrastructure, such as the development of railway transportation lines between the French tourist sites and cities, and many other procedures to attract touristic investment in the hotel and entertainment sector of coastal cities (CCFA, 2016).

#### **3. Diplomatic Promotion**

The French government instituted plans to facilitate the issuing of tourist visas, reduce its fees and facilitate and accelerate the procedures for granting visas to citizens of other countries, especially those of the Arabian Gulf, South Africa and India. France also accelerated procedures for granting visas following an experiment implemented by China. Following the facilitation of issuing French visas in China, the number of visas granted increased by 250%, a gain for France and its tourism (CCFA, 2016).

#### **4. Scanning and Security Enhancement**

The French government worked to enhance security at tourist sites to avoid the negative impact of terrorism on France. It also implemented security scanning for any suspect at tourist sites and increased the number of police officers and tourist police at tourist sites. In addition, France has intensified the presence of police during holidays and occasions in order to enhance security and prevent terrorist incidents (Alhayat, 2016).

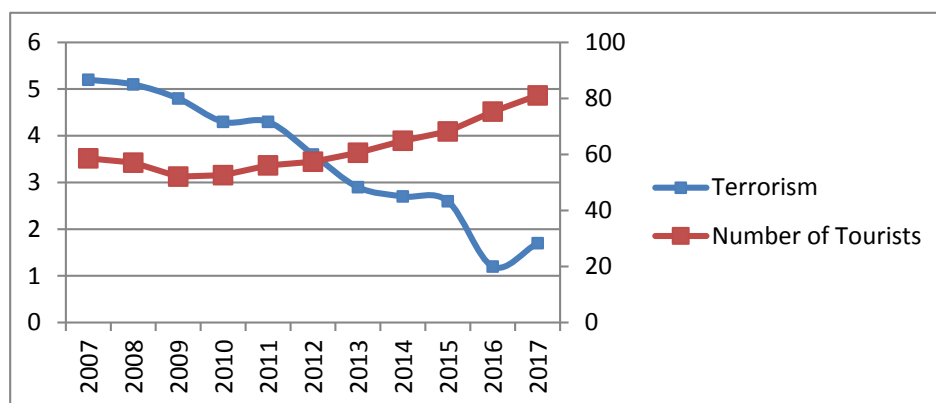
### **The Impact of Terrorism on Spanish Tourism**

#### ***Terrorism and the Indicators of Spanish Tourism***

##### **1. Terrorism and the Number of Tourists in Spain**

Fig. 4 indicates the general trends in the potential relationship between terrorism and the number of tourists in Spain during the period 2007–2017. It is clear that the relationship is negative: that is, when terrorism decreases, the number of tourists increases. This complies with the focus of the study hypothesis: when terrorism increases in a certain country, its tourism will decrease, and when it decreases, its tourism will increase. It is clear from the Spanish case that a decline in terrorism contributes to an increase in the number of tourists in Spain.



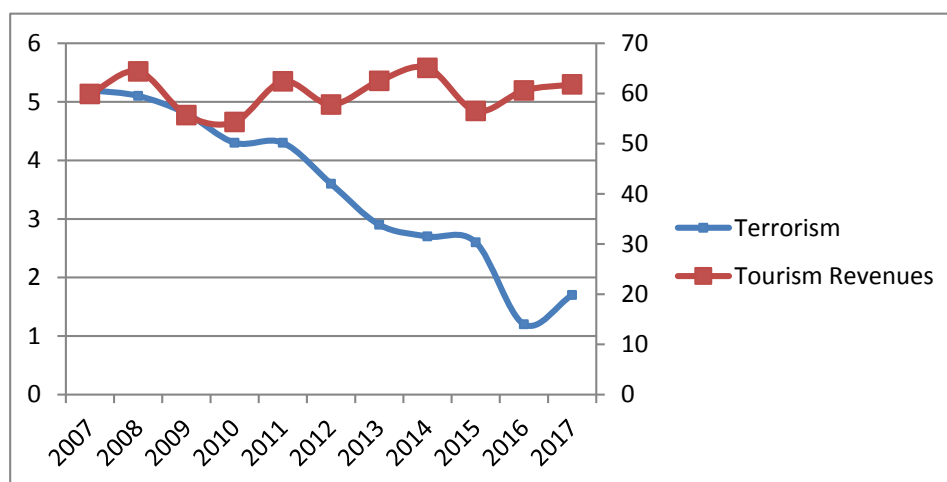


**Figure 4. General trends in the potential relationship between terrorism and the number of tourists in Spain, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

## 2. Terrorism and Spanish Tourism Revenue

In reference to the values of the variables of terrorism and Spanish tourism revenue, and as indicated by Fig. 5, the general trend indicates that a decline in terrorism contributes to a gradual escalation in tourism revenue. This is because the decline in terrorism contributes to an increase in the number of tourists in Spain, as suggested by the increase in tourism revenue from the beginning of the study period (\$59.9B in 2007) to \$61.8B by 2017, when the study period ended.

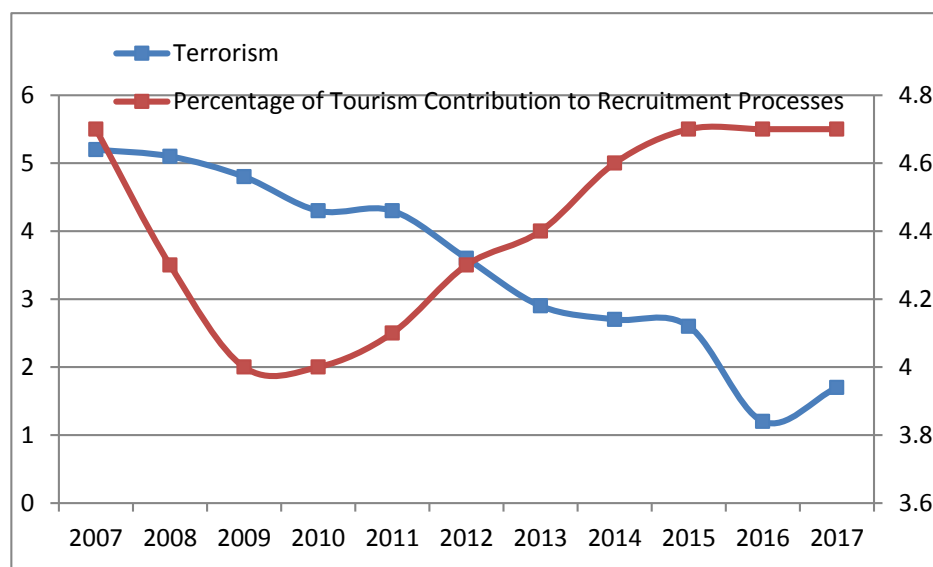


**Figure 5. General trends in the potential relationship between terrorism and Spanish tourism revenue, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

## 3. Terrorism and Tourist-Sector Jobs in Spain

It is clear from Fig. 6 that the general trend of the two variables, terrorism and tourism jobs, is a negative relationship: a decline in terrorism contributes to an increase in tourist activity, which is reflected positively in the jobs provided by the Spanish tourism sector. This means an absorption of more Spanish unemployment and the alleviation of poverty, as well as contributing to an increase in GDP and economic growth. This complies with the study hypothesis.



**Figure 6. General trends in the relationship between terrorism and tourist-sector jobs in Spain, 2007–2017.**

Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; Kenoema, Databases, 2007–2017.

#### *Statistical Relationship between Terrorism and Spanish Tourism Indicators*

Pearson's correlation coefficient reveals the relationship between the variables of terrorism and tourism in Spain and allows us to determine whether there is a variable that influences the Spanish tourism indicators. We find that the strength of the relationship between terrorism and the number of tourists in Spain is a strongly negative relationship that stops at  $(-0.8712)$ . While the relationship between terrorism and Spanish tourist revenue is also a negative relationship, it stops at  $(-0.1752)$ , a low-strength relationship. The relationship between terrorism and tourism jobs in Spain is a mid-strength negative relationship that stops at  $(-0.6081)$ .

All of the above means that terrorism has a negative impact on the Spanish tourism indicators, which means that a decline in terrorism means an increase in the Spanish tourism indicators. This finding complies with the study hypothesis, where an escalation of terrorism is reflected negatively in tourism indicators, and a decline in terrorism leads to an increase in tourism indicators.

**Table 2. Statistical Relationship between Terrorism and Spanish Tourism Indicators**

Indicator	Relation Trend	Relation Type	Pearson's Correlation Coefficient
<b>Terrorism &amp; Tourist Numbers</b>	Inverse	Negative	$-0.8712$
<b>Terrorism &amp; Tourist Revenue</b>	Inverse	Negative	$-0.1752$
<b>Terrorism &amp; Tourist-Sector Jobs</b>	Inverse	Negative	$-0.6081$

Therefore, a decline in terrorism is related to the escalation of tourism. The most reasonable explanation for this is that tourists tend to travel to the most secure countries and sites and away from countries and sites that lack security and stability. For example, we do not find a strong flow of tourists toward Iraq or Afghanistan due to both countries' low political stability and experience with high degrees of terrorism. The resulting lack of tourist environment destroys tourism in these places. The Spanish government believes, for example, that a future increase in tourist numbers in Spain will coincide with an increase in the security threats in North Africa and the reluctance of tourists to visit these sites amid security concerns (Ara-Reuters, 2017).

## **The Impact of Terrorism on Jordanian Tourism**

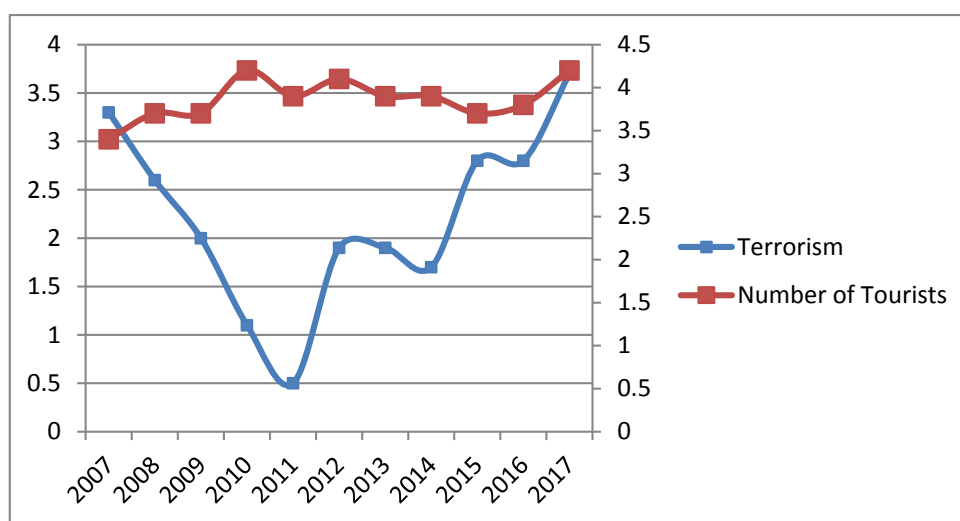
### ***Terrorism and the Indicators of Jordanian Tourism***

#### **1. Terrorism and the Number of Tourists in Jordan**

Fig. 7 indicates the general trends of the potential relationship between terrorism and the number of tourists in Jordan. It is a negative inverse relationship, meaning the escalation of terrorism negatively affects the tourist numbers, and a decline in terrorism positively affects tourist numbers. This complies with the study hypothesis. During the first half of the period, however, we find that the relationship between terrorism and the number of tourists in Jordan is a negative one. The decline in terrorism during the period 2007–2017 coincides with a quite a large increase in tourists visiting Jordan, but although terrorism escalated after 2011 in Jordan, we notice that the relationship between terrorism and the number of tourists in Jordan is positive. That means, despite Jordan's higher ranking on the Global Terrorism Index, we still see an escalation in tourist numbers. This necessitates a reasonable explanation to explain the hidden relationship between terrorism and the number of tourists to Jordan.

After 2011, Jordan witnessed an increase in the rates of terrorism both locally and regionally. Locally, the terrorism rates increased from 0.5 point in 2011 to 3.7 points on the Terrorism Scale, while the geographical region neighboring Jordan witnessed a huge increase in terrorism rates, especially in Syria and Iraq (Bani Salameh and Hayajneh, 2019) and the resulting security, economic and political repercussions (Bani Salameh, 2017).

As for the tourist numbers, the study shows an increase in tourist numbers from 3.9 million tourists in 2011 to 4.2 million in 2017. According to this data, how it is possible to explain the relation between terrorism and the number of tourists in Jordan? We shall try to answer this question in the following pages.

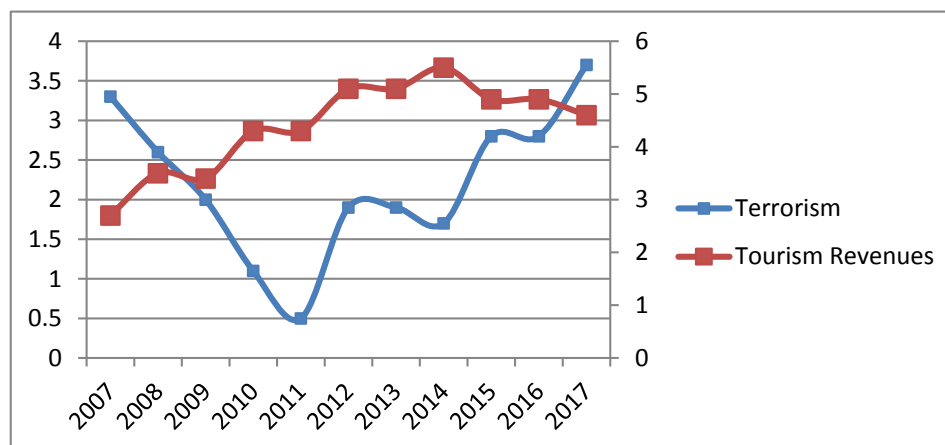


**Figure 7. General trends in the relationship between terrorism and the number of tourists in Jordan, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

#### **2. Terrorism and Jordanian Tourism Revenue**

Fig. 8 indicates that the relation between the variables of terrorism and Jordanian tourism revenue is a negative inverse relationship: the decline in terrorism is associated with an increase in Jordanian tourist revenue, while during the second period of the study, from 2011–2017, the relationship becomes positive. This means the escalation of terrorism coincided with an increase in Jordanian tourist revenue. This does not comply with the study's hypothesis and needs more discussion to clarify the relationship of these two variables as well as other influential variables.

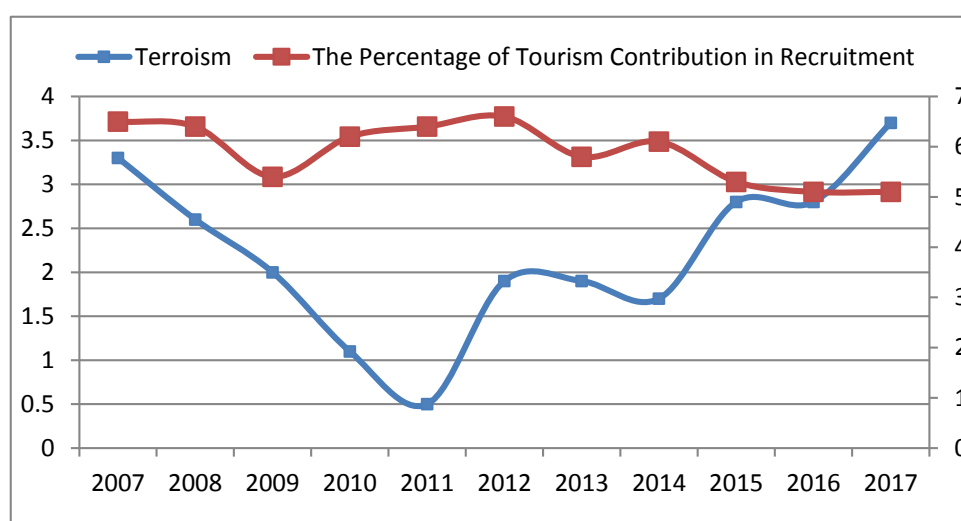


**Figure 8. General trends in the relationship between terrorism and tourist revenue in Jordan, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

### 3. Terrorism and Tourist-Sector Jobs in Jordan

In Fig. 9, it is clear that the relationship between terrorism and tourist-sector jobs in Jordan is a negative inverse one: an increase in terrorism impacts tourism, which leads to a decline in the jobs provided by tourism in Jordan. This in turn increases economic pressure on the Jordanian government, especially in the employment sector, where tourism is important for recruitment and employment, per Fig. 9, particularly given that the rate of jobs provided by tourism in general reached a high of 5.9%.



**Figure 9. General trends in the relationship between terrorism and tourist-sector jobs in Jordan, 2007–2017.**

Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; Kenoema, Databases, 2007–2017.

#### *Statistical Relationship between Terrorism and Jordanian Tourism Indicators*

To determine the extent and intensity of the impact of terrorism on Jordanian tourism indicators, we refer to statistical regulations where it is clear that the relationship between terrorism and the number of tourists in Jordan is a weakly negative inverse one that stops at  $(-0.3092)$ . As for the relationship between terrorism and Jordanian tourist revenue, it is a negative inverse one, with weak strength, that stops at  $(-0.2233)$ , while the relationship of terrorism and tourism jobs in Jordan is a negative inverse relationship, with a moderate strength, that stops at  $(0.4628)$ .

**Table 3. Statistical Relationship between Terrorism and Jordanian Tourism Indicators**

Indicator	Relation Trend	Relation Type	Pearson's Correlation Coefficient
<b>Terrorism &amp; Tourist Numbers</b>	Inverse	Negative	-0.3092
<b>Terrorism &amp; Tourist Revenue</b>	Inverse	Negative	-0.2233
<b>Terrorism &amp; Tourist-Sector Jobs</b>	Inverse	Negative	-0.4628

We conclude from the above that the relationship between terrorism and Jordanian tourism indicators is a negative inverse relationship. This complies with the study hypothesis that an increase in terrorism negatively affects the flow of tourists.

The study determines that the period from 2011–2017 is characterized by an increase in terrorism rates, which coincides with an increase in tourist numbers and tourism revenue. This needs explanation: how can tourist revenue and tourist numbers increase as terrorism increases, given that terrorism is a destructive variable for the tourism sectors?

To answer these questions, we shall here summarize the above discussion.

### **1. Political Instability and Growing Terrorism in the Region Make Jordan an Alternative Tourist Destination**

Despite the increase in terrorism in the region (in Syria, Iraq and Egypt to a certain extent, and in North Africa generally) as compared to Jordan, the Jordanian tourism environment attracts tourists in general, especially from Gulf countries. The primary factor drawing tourists from the Gulf to Jordan is the existence of an alternative tourist destination. Since 2010–2011, the tourism movement has begun to improve gradually, although following the escalation of terrorism rates in Syria, Egypt and Iraq, tourists have turned toward the safest countries in the Middle East, including Jordan. As for security, Jordan is a safe country compared to Iraq, Syria, Egypt, Lebanon and Tunisia (Hkjtoday, 2012).

According to a statistical study (Al-dhooh, 2014), the impact of the security events of instability in the global, regional and local environments has different effects on tourism in Jordan, Whereas the impact of global security events ranked second of the negative factors for tourism in Jordan, internal security events, such as the bombings of the Hyatt Amman hotel, ranked third of these factors. While the impact of regional events ranked first (Al-dhooh, 2014), as we noted in our comparison of security levels between Jordan and its neighboring region, Jordan is highly secure compared to its neighbors, making it an attractive alternative tourist destination.

### **2. Adventure Tourism Programs are Being Launched**

In a move to encourage and attract tourists, the Jordanian Ministry of Tourism launched the “Jordan Trail“ project, which is aimed at restoring tourist confidence in Jordan, and avoid the repercussions of regional instability on Jordanian tourism. The “Jordan Trail“ project is a tourism project classified as part of what is known in tourism literature as “adventure tourism.“ This project includes a mountain trail extending 650 kilometers from Umm Qais in northern Jordan to Aqaba through more than 52 Jordanian villages, requiring about 36–40 days to complete the entire route (I24channel, 2015; Al-Qaraleh, 2015).

### **3. Tourist Entry is Being Facilitated**

The Jordanian Ministry of Tourism, in cooperation with the Jordanian Tourism Promotion Authority, has in recent years sought to facilitate the entrance of tourists to Jordan and to facilitate procedures related to border entry processes, especially for tourists from the Gulf States, as the Gulf is one of Jordan's most important tourist markets (Al-Qaraleh, 2017).

### **4. International Tourism Marketing Programs have been Launched**

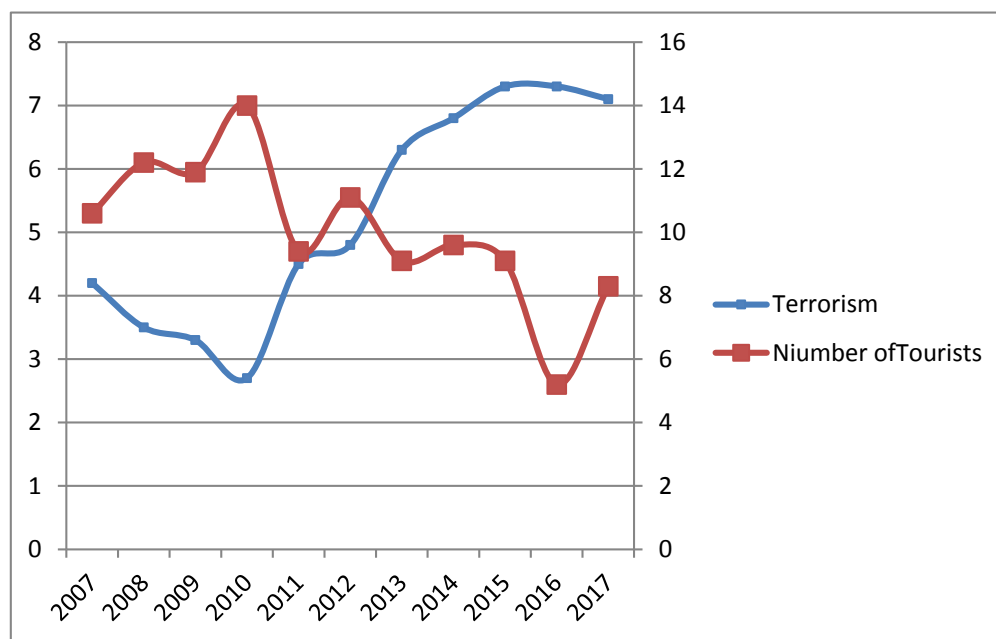
The Jordan Tourism Development Authority (JTA) has sought in recent years, especially since 2015, to launch what are known as Jordanian Tourism Ambassadors. This means launching promotional and marketing campaigns for Jordanian tourist destinations, to introduce international tourists to Jordan's tourist and archaeological sites. In addition, Jordan hosts international journalists, writers and bloggers to convey a historical and civilized image of Jordan and the level of security it enjoys in the region, The Jordan Tourism Promotion Authority is working on a wide and intensive advertising campaign in many countries, such as Britain, Germany and the United States, to introduce the citizens of these countries to Jordanian tourist destinations and other programs (Al-Adaileh, 2017).

## The Impact of Terrorism on Egyptian Tourism

### *Terrorism and the Indicators of Egyptian Tourism*

#### 1. Terrorism and the Number of Tourists in Egypt

Fig. 10 indicates that the general trends of the relationship between terrorism and the number of tourists in Egypt during the study period is a harmonious, strong and inverse relationship, in which an increase in terrorism means a decline in the number of tourists, and the decline of terrorism means an increase in the number of tourists. This finding complies with the study hypothesis.

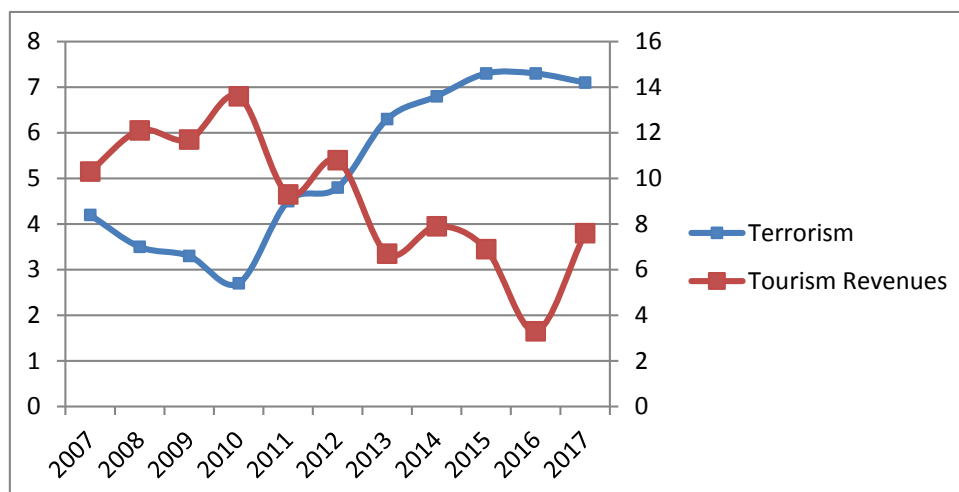


**Figure 10. General trends of the relationship between terrorism and the number of tourists in Egypt, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

#### 2. Terrorism and Egyptian Tourism Revenue

Fig. 11 indicates that the relationship between terrorism and tourist revenues in Egypt is a strong inverse relationship, so the decline of terrorism, especially during the period 2007–2010, is reflected positively and clearly in tourist revenues in Egypt. During the period 2011–2017, there was an escalation of terrorism, followed by a clear decline in Egyptian tourist revenue. This complies with the study hypothesis: an escalation of terrorism decreases the number of tourists, which leads to a decline in tourist revenues.

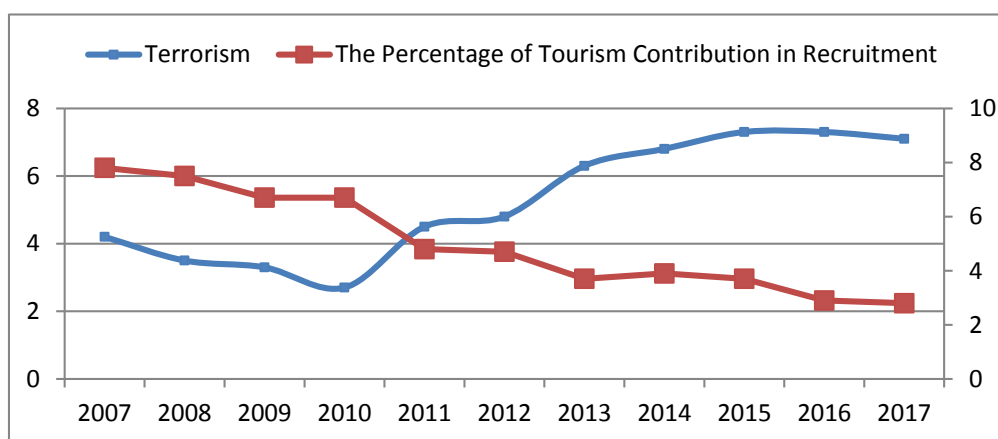


**Figure 11. General trends in the relationship between terrorism and tourism revenue in Egypt, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

### 3. Terrorism and Tourist-Sector Jobs in Egypt

Fig. 12 indicates that the general trends of the percentages in the Egyptian tourism sectors declined dramatically and continuously throughout the study period and coincided with the increase in Egypt's ranking on the Scale of Global Terrorism. Where the percentage of jobs provided by tourism declined from 7.8% in 2007 to 2.8% in 2017, this complies with the study hypothesis: the escalation of terrorism negatively affects tourism, the jobs it provides to absorb local labor, and the easing of pressure on the Egyptian government.



**Figure 12. General trends in the relationship between terrorism and tourist-sector jobs in Egypt, 2007–2017.**

The diagram was prepared by the researcher based on: The Global Terrorism Index, Institute for Economics and Peace (University of Maryland), 2007–2017; World Tourism Organization, Yearbook of Tourism Statistics, 2007–2017.

#### *Statistical Relationship between Terrorism and Egyptian Tourism Indicators*

Table 4 shows that the relationship between terrorism and tourist numbers in Egypt is a strong and inverse relationship that stops at ( $-0.8566$ ). This means a high sensitivity of tourist numbers toward any simple increase in Egypt's ranking on the Global Terrorism Scale. We also see this in the variable of tourist revenue, where it is obvious that the strength of the relationship between terrorism and tourist revenue is a strong relationship that reaches ( $-0.9147$ ). The relationship between terrorism and tourist jobs is an inverse relationship that is not as strong but nonetheless still fairly strong, which stops at ( $-0.8952$ ).

**Table 4. Statistical Relationship between Terrorism and Tourism Indicators in Egypt**

Indicator	Relation Trend	Relation Type	Pearson's Correlation Coefficient
<b>Terrorism &amp; Tourist Numbers</b>	Inverse	Negative	-0.8566
<b>Terrorism &amp; Tourist Revenue</b>	Inverse	Negative	-0.9147
<b>Terrorism &amp; Tourist-Sector Jobs</b>	Inverse	Negative	-0.8952

We conclude from the above an important point: the escalation of terrorism means the extensive destruction of the Egyptian tourist sector, as shown by its three indicators: the number of tourists, tourist revenue and tourist-sector jobs. This complies with the study's hypothesis. Still, the most important question is: Why did terrorism escalate? How can we avoid its devastating effects on tourism?

To answer this question, we recall that this study has touched in its first parts on that fact that a number of political variables—namely, democracy, freedom and tyranny—have a significant impact on terrorism. The decline of democracy and freedom and the increasing rates of tyranny in a particular country means that it is a state that rejects all means of peaceful change available to individuals. Terrorism, then, becomes the only possible means to express one's views, rights and demands, which we referred to in detail in the case of Egypt. Ever since the coup led by President Abdel Fattah al-Sisi in 2012 over deposed president Mohamed Morsi, the rates of democracy in Egypt and freedom are declining significantly (Bani Salameh, 2020). This means that the Egyptian political environment, after the revolution in 2011, is one that tends to indulge in tyranny rather than approach freedom and democracy, making it an environment conducive to the growth of terrorism, which has gradually destroyed the Egyptian tourism sector, as noted statistically and theoretically in previous pages.

Despite Egypt's prominence country in global tourism, with its tourism components and abundance of tourist areas, its growing terrorism, especially after the revolutions of the Arab Spring, has deprived Egypt of a main source of national income, especially since many of the terrorist attacks in Egypt have targeted tourist sites. The most prominent of these operations was the terrorist suicide bombing in 2015 that targeted the Egyptian Karnak temple, an important tourist destination for millions of foreign tourists. In addition, the targeting of the Russian civilian plane that was brought down by a bomb in Egypt's Sinai peninsula in October 2015 killing all 224 people on board, continues to rock the Egyptian tourism sector to this day.

Despite some Egyptian initiatives to support and develop tourism, such as the formation of the National Tourism Council under the chairmanship of Abdel Fattah al-Sisi and the 2016 government launch of a fund to support the tourism sector, these measures have not thus far resulted in a transformation or tangible results, due to the influx of terrorist groups in Egypt, especially in the Sinai Peninsula (Abd Al-Haleem, 2017).

Based on the above, this study concludes that the gradual recovery of the Egyptian tourism sector should rely less on the launching of initiatives to stimulate and support the tourism sector than on radical changes related to the progress toward democratic reform and an atmosphere of freedom that would enable individuals to find ways to express their views and claim their rights by peaceful means. In addition to the necessity of advancing economic reform, political and economic reform are some of the most important means of combating terrorism. Therefore, providing a decent living and democratic political environment will reduce the possibility of individuals resorting to terrorism to achieve their ambitions or avenge their situation and circumstances. What is clear is that the selected countries in this study, as well as in other cases, deal with the issue of terrorism mainly by using media and containment actions to recover from the negative impacts of drastic decline in tourism arrivals and revenues; rarely is witnessed a clear strategic planning approach. A proactive process should be considered by tourism authorities in these countries to make crisis management planning a vital component in the formulation of national marketing/management strategies to enhance their image of attractiveness as tourism destinations (Retchie, 2004). This also requires adapting a comprehensive research agenda (Carlsen & Liburd, 2008); effective communication (Marianna, 2011), detailed contingency plans (Evans & Elphik, 2005), and effective involvement of stakeholders (Blackman & Retchie, 2008).



The study examined the impact of terrorism on tourism in a number of randomly selected countries: Jordan, Egypt, France and Spain. To test the basic hypothesis and the secondary hypotheses, the study used both the Global Terrorism Scale and quantitative data from the World Tourism Organization and the World Bank systematically to discover the magnitude of the impact of terrorism on tourism and its three indicators (the number of tourists, financial revenue from tourism and their contribution to jobs) in the sample countries.

Thus, the statistical analysis and theoretical discussion of the relationship between terrorism and tourism indicators show that there are other indicators that affect the size, nature and strength of the relationship between terrorism and tourism indicators, the most important of which is the presence of government intervention in some countries that focuses on avoiding the negative effects of terrorism on tourism indicators. For example, despite the increase in terrorism in France and, to a certain extent, Jordan, the number of tourists, and thereby tourism revenue, has not been negatively affected, as the effects of terrorism on tourism indicators were mitigated through government interventions, such as: the introduction of tourism-attraction programs, tourism marketing, the facilitation of tourist entry by facilitating visa procedures, as in the case of Jordan and France, the introduction of programs for new tourism types, such as adventure tourism in Jordan, and the strengthening of security measures, particularly in sensitive tourist areas, as in the case of France.

1. Terrorism has a strong impact on tourism, as represented by its three main indicators: tourist numbers, tourism revenue and the jobs provided by the tourist sector. This means that terrorism reduces the number of tourists, and thus reduces the revenue from the movement of tourists, and in turn the volume of jobs provided by the tourism sector.

Tourism does not represent one of the most important economic sectors in a given country, but it seems that tourism has become an industry through which countries compete to attract tourists. Tourism is not simply the visit of an individual to a particular country but an economic mechanism with large-scale effects on poverty and unemployment through the use by tourists of hotels, airlines, transport companies, markets and shops. Tourism is therefore an industry that needs more attention beyond its role as a financial resource.

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## أثر الإرهاب في السياحة: دراسة تجريبية 2007-2017: دراسة حالة الأردن، مصر، إسبانيا، فرنسا

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### ملخص

تبحث هذه الدراسة في أثر الظاهرة الإرهابية في السياحة، منطلقاً من فرضية مفادها: أنه كلما تصاعدت معدلات دولة معينة على مقياس الإرهاب العالمي، كلما تراجعت معدلات السياحة فيها، بمعنى أن تصاعد الإرهاب في دولة معينة يقود إلى تراجع في حجم أعداد السياح، وحجم الإيرادات السياحية المالية، وتدني النسب المئوية لحجم الوظائف التي يوفرها القطاع السياحي. وتكمن أهمية الدراسة في تقديم نظريات تفسيرية للعلاقة بين الإرهاب والسياحة حول التدابير والوسائل التي اتخذتها الدول حالات الدراسة لتلافي الآثار السلبية المحتملة للإرهاب في السياحة بعدها من أهم مصادر الدخل للعديد من الدول بما في ذلك الدول العربية. استخدمت الدراسة مزيجاً من المناهج العلمية؛ حيث استخدمت منهج المقارنة ومنهج دراسة الحالة ومنهج التحليل الكمي؛ إذ تبين للدراسة صدقية فرضيتها. كما لجأت الدراسة لاختبار تأثير الإرهاب تجريبياً على عدد من دول حالة الدراسة، وهي فرنسا وإسبانيا والأردن، وقد خلصت الدراسة إلى أنه وعلى الرغم من التأثير السلبي للإرهاب في السياحة في دول حالة الدراسة، إلا أنه تبين للدراسة أن هنالك متغيرات خفية يمكن أن تحدّ من التأثير السلبي للإرهاب في السياحة، فالتدخل الحكومي -كبرامج الجذب والترويج الدبلوماسي- من قبل بعض دول حالة الدراسة كفرنسا والأردن ساهم في خفض التأثيرات السلبية للإرهاب في السياحة نوعاً ما.

**الكلمات الدالة:** السياحة، الإرهاب، الإيرادات المالية، المتغيرات.

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