

Safety and Security Affecting Inbound Tourism in International Issues

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Over the past few years, the tourism industry has been seriously undermined by the perceived growing lack of safety and security. This factor has been identified as one of the five forces causing changes in the tourism sector in the new millennium. Crime, terrorism, food safety, health issues, and natural disasters are the main areas of concern. This study highlights three categories of tourism safety and security problems: unrest, crime, crisis. These can be measured at property level, community level, and in their recovery. In all cases the major concern is when these events take place at tourist destinations or in very close proximity. Finally, it briefly introduces and deals with negative images of a tourist destination. It concludes with several recommendations encouraging continued investigation into finding solutions to crises and incident at local and national level, when they occur.

Key Words: tourism safety and security, tourism industry, tourism crisis

I. Introduction

Over the past few years, the tourism industry has been seriously undermined by the perceived growing lack of safety and security. This factor has been identified as one of the five forces causing changes in the tourism sector in the new millennium. Crime, terrorism, food safety, health issues, and natural disasters are the main areas of concern.

However, these issues only started to gain more prominence after the terrorist attacks on September 11th 2001, in New York. Since then a number of other attacks have been carried out in other parts of the world and they are pushing the travel industry to deal with a major travel paradigm shift. This is based on the fact that tourism security is now a key concern for travelers. It is now widely accepted by the

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international community that the success of the tourism industry in a particular country or region is directly linked to its ability to offer tourists a safe and pleasant visit.

Governments, travel agents, and news media periodically issue warnings about the risks associated with international tourism. As suggested by Mansfeld (2006) tourists are urged to buy guidebooks and obtain vaccinations as precautions against such risks. For quite a long time the influence of safety and security for tourism had been ignored in the literature particularly the issue of safety in the destination country as a determinant of tourism demand. Tourism Literature is now turning its attention to matters of safety and security.

Tourism and security incidents are inevitably interwoven phenomena. When security incidents such as wars, terrorism, crime, and civil unrest take place at or close to areas where tourism forms an important land use, the tourism industry, tourists, and the local community are always affected (Mansfeld and Pizam, 2006).

The coincident local and global fragility of the tourism industry as a result of security situations and the damage incurred by crisis, calls for long-term monitoring and study of these interrelations in order to mitigate the negative impacts. For the purposes of this research the differing issues between domestic and international tourist have been approached with a view to safety and security concerns.

Unfortunately, too many in the travel and tourism industry were slow to realize that the shift was already under way. Put in the simplest

of terms, travelers no longer fear tourism security, but demand it. In the old travel industry paradigm, security was a dark secret. Industry leaders rarely spoke about threats to tourists in public fearing that such openness would scare away visitors. The common belief was that security issues were rarely publicized, never mentioned in marketing campaigns and underfunded practitioners were often underpaid. The old paradigm led to poor security at airports, hotels, restaurants, and attractions.

This study highlights three categories of tourism safety and security problems: unrest, crime, crisis. These can be measured at property level, community level, and in their recovery. In all cases the major concern is when these events take place at tourist destinations or in very close proximity. Finally, it briefly introduces and deals with negative images of a tourist destination. It concludes with several recommendations encouraging continued investigation into finding solutions to crises and incident at local and national level, when they occur.

II. Tourism Safety and Security

1. Impact of Tourism Security incident

The accumulated evidence throughout the world shows that the impacts of security incidents on the tourism industry, the destination, the local community, and the tourists are, in most cases, negative and multifaceted. Consequently, impact concept are grouped here into six subgroups depicting different facets of the impact of security situations on tourism. Table 1 is concepts relating

to the impacts of security incidents and crises on the tourism industry, the tourists, and host communities.

<Table 1> Impacts of Security situations

Impacts	Situation
Impact on the Destination itself	<ul style="list-style-type: none"> -Tourist overall arrivals in a given period -Tourist segmented arrivals in any given period -Tourism overall receipts in any given period -Tourist segmented receipts in any given period -Duration of impact (crisis) -Destination life cycle
Impact on Tourist' Behavior	<ul style="list-style-type: none"> -Intention to travel to affected destination -Actual cancellations -Actual bookings -Actual avoidance of unsafe destinations -Risk-taking tendency of various tourist segments -Change in use of risk-related travel information prior to destination choice -Perceived vulnerability to specific types of crimes -Characteristics of tourist image projection -Familiarity with safe and unsafe areas within a given destination -Involvement in illicit activities
Impact on the Tourism Industry	<ul style="list-style-type: none"> -Evacuation of tourists by tour operators -Local investors' behavior -Transnationals' investing behavior -Human resource restructuring behavior -Inclusion/exclusion of destination in tour operators' brochures -Cost of doing or ceasing doing business -Cash flow assessment -Profitability -Projection of destination image by tour operators and travel agents -Extent of economic interest in tourism business at the destination
Impact of Host Governments	<ul style="list-style-type: none"> -Changes in level of security measures in affected destinations -Changes in short, medium, and long-term government policies towards tourism -Extent of governmental direct/indirect operational involvement, financial involvement, marketing involvement in tourism
Impact on Government of Generating Marketing	<ul style="list-style-type: none"> -Availability of travel advisories in given generating markets -Level of exposure to travel advisories in generating markets -Position on travel advisories' risk scale -Frequency of travel advisory updates
Media Behavior	<ul style="list-style-type: none"> -Extent of coverage of the incident -Types of media coverage -Forms of media coverage (informative vs interpretive) -Relative coverage of security situations by media platforms -Level of biased information -Level of biased interpretation of security situations -The impact of media warnings -Extent of media messages directly aimed at potential tourists

Source: Pizam & Mansfeld(2006).

Impact on the Destination itself: When a Tourism crisis occurs in a given destination, one of the

first actions taken by local decision makers is to assess the damage.

Impact on Tourists' Behavior: In most cases, security incidents cause changes in tourist' perception of risk, and thus are always translated into travel decisions.

Impact on the Tourism industry: In the case of leisure tourists on organized trips, the tourists travel behavior is facilitated by two stakeholders in the tourism system— tour operators in the generating markets and tour operators in the receiving destination.

Impact on Host Governments: In many communities, tourism serves as an important contributor to the local, regional, and national economies, and in some cases is a major contributor to foreign currency earnings.

Impact on Governments of Generating Markets: Potential Tourist' travel behavior is influenced to a certain extent by the risk assessment conducted and published by some of their respective governments.

Media behavior: Security incidents are regarded by the media as important news generations.

2. Case of Tourism Safety and Security issues

1) Terrorism and Civil Unrest Issues

Terrorism began to make headlines around the world in the 70s and reached its peak in the mid-80s (Sonmez, 1998). The majority of visitors to the region are directly at risk from the criminal elements, from the sex industry to the illicit transporting of artefacts. The majority of the government representatives in the region still have the 'Soviet attitude' of hiding the truth and using

propaganda techniques to present a safe tourism destination (Leong, 2001).

The tourism industry is the world's largest peacetime industry. Tourism is also a major export item. Each year nations around the world see tourism as a major source of revenue and as a means to earn foreign currency. It is then logical that anyone seeking to destroy a national economy would seek as one of its targets that nation's tourism industry. Therefore tourism is a major battleground for terrorism and needs to be a concern for anyone interested in his or her nation's homeland (Tarlow, 2006, p41).

The increased awareness of terrorism in the world is due to the greater media attention it receives which deeply affects the stricken areas in both socially and economically. Tourism, being a major economic activity, is greatly affected by acts of terrorism, and for some countries, persistent terrorism tarnished the destination's image and jeopardizes its tourism business (Sonmez, 1998).

Examples of in Egypt, a set of systematic tourist attacks that started in September 1992, resulted in a 22 per cent drop in tourist arrivals and 30 per cent decline in volume of tourist nights. Tourist receipts as an outcome dropped a 42 per cent causing losses of more than US\$1 billion in tourism revenue in this period (Wahab, 1996). This incident of crime against tourist in Florida in 1993, caused a decline of 11 per cent of overseas tourist (Pizam and Mansfeld, 1996). Similarly, for Indonesia, a stable political situation is of great importance for achieving tourism objective as outlined in the national economic

development plan. Unfortunately, prolonged political unrest in the country in the last two years has resulted in a dramatic decline of tourist flows (Travel Trade Gazette, 2000; Soemodinoto, Wong and Saleh, 2001). The aftermath of the September 11th attack, for example, meant special hardship for some of the most vulnerable members of New York City's population. In September and October of 2001, 3,400 hotel workers were laid off (Bagli, 2002).

In some cases, as often happened with the IRA terror activity in the UK or with the ETA separatist group in Spain, terrorist groups use threats to hit tourism facilities and/or tourists as a means to achieve their goals. When civil unrest and terrorism do take place, the declared targets are simply economic or strategic ones, yet hitting them does have negative impacts on tourism. This was the case in the September 11 attack in 2001 in the United States. In this case, tourism was badly affected, access to various tourism attractions was temporarily denied due to security and safety reasons, and local communities faced various levels of short-term economic hardship. Issues of political stability and political relations within and between states are extremely important in determining the image of destinations in tourist-generating regions and, of course, the real and perceived safety of tourist (Hall and O'Sullivan, 1996).

While civil unrest is more confined to specific destinations and the frequency is relatively low, terrorism has evolved into a major global concern for the tourism industry, tourists, and for hosting communities. By King and Berno (2006) discuss

the handling of two tourism crises in the wake of the coups d'etat in 1987 and 2000 in Fiji, and the ensuing recovery efforts of the tourism sector. The two civil unrest events, and their impact on the tourism industry, characterizes in a comprehensive and multidimensional manner the nature of the impact that political and social unrest events have on tourism.

Shin(2005a) described about the political unrest and security analysis on international tourism, she indicated that the most dramatic case of political change in recent years, one might look at the cases of Korea, Germany, Vietnam and China, all of which have been split into two or more segments since 1945. Two, Vietnam and Germany, have since been reunited, one by war and own by peace while the others remain separate and to some degree anomalous. She describes that the one of incident in June of 2004, the beheading of South Korean Kim Sun-Li in Iraq brought back memories of September 11 as South Korea responded in shock to its first direct experience of the escalating terrorist attacks in the Middle East. After this terrorism, the South Korean government banned all travel to Iraq and some neighbouring countries. With moves against terrorism, airline companies and travel agencies worried about the possible damages they may suffer from tourists' anxiety.

2) Tourism and Crime Issues

Such as crimes related to drug use, the destination's image is tarnished and results in significant decline in tourist demand. On the other hand, thefts committed at tourist destinations did

not necessarily reduce the tendency to visit or revisit the affected destination. Previous research has found tourists to be overrepresented as victims of street robbery and larceny/theft (Chesney-Lind and Lind, 1986; Stangeland, 1998). This suggests that tourists may be singled out and targeted for victimization by the criminal element. Researchers have also noted that tourist locations tend to be hot spots for crimes against tourist (Mieth, Stafford, and Long, 1987; Harper, 2000b). Crimes against tourist will cluster in locations near hotels, motels, bars, restaurants, and other tourist attractions.

To understand the tourist-victim pattern requires a thorough examination of the situationally grounded experience of both the tourist and the criminal predator in the tourism context. To grasp the meaning of this pattern requires an examination of the behavioral and cultural context of the actors and the action as it unfolds (Becker, 1963). The case by McElroy (2006) Caribbean islands, it's violence, addictions, and corruption poses the great known threat to the viability of the tourism industry in the Caribbean islands. He introduced this occurs because:

"The perception of danger or irritation tarnishes a destination's reputations; Visitors have been shown to be more likely than residents to be victims of crime; Tourist attractions are more likely to become crime "hot spots"; There is a known correlation between crime increase and visitor fallout; Drug peddlers constantly harass tourists; The presence of large numbers of uniformed police and sniffing dogs at major recommendations and preference for a return visit;

The high cost of security, in both the private and public sectors, forces tourist Operators to raise their prices and makes Caribbean tourism less competitive; Lack of tourism safety and security makes investment in the tourism industry interactive; and protecting tourists by placing them in gated all inclusive resorts generates feelings of resentment and inequality from the local population".

The second case of tourism crime issue by Harper(2006b) analyzed street robberies against tourists in the Vieux Carre area of New Orleans. He described that many of the circumstances surrounding the robbery incidents—which he called contextual weaknesses—and especially the activities of the tourist themselves increased their vulnerability to attack. He describes some examples:

- In one out of every five cases the opportunity for the victimization was largely created by the choices made by the victim. By their actions, tourists placed themselves at a triple disadvantage of being a stranger, being isolated in an unfamiliar area, and being there in search of some illicit action.

- In numerous cases perpetrators used the desires of the victim for illicit action and suggested that the perpetrator can help the victim to find it. After luring the victim to an isolated location the robbery took place.

- The robbed tourist is a transient person who resides elsewhere, the prosecution of the offenders is very difficult. By the time the case is brought to court the victim/witness has returned home and is not likely to return to press the prosecution.

Thus the typical street robbery that involves out-of-town victims rarely leads to prosecution.

3) Tourism and Safety Issues

This part discusses the issues of the physical safety of tourists while visiting certain destinations or participating in a variety of dangerous tourist activities; injured, epidemic and tourist safety between the boarder. Safety and security supports the quality profile, the overall impression of a destination and a competitive advantage among competitive tourist destinations.

Leong(2001) described N. Uriely's conference paper on rescuing hikers in Israel's deserts reported that the deserts of Israel accommodated thousands of visitors annually. Israeli and foreign tourists spend from one to seven days in a wide variety of activities. Since most trails are minimally developed, it is not rare for hikers to get lost or fall off cliffs, not to mention that the difficult desert climate leads to dehydration and heat stroke. Consequently, hundreds of hikers were injured every year, and some of the accidents were fatal. In light of this danger, hundreds of volunteers have been trained and organized to conduct search and rescue operations in the deserts.

Irvine and Anderson(2006) analysis that the small town Cumbria was affected just as badly as agriculture where main industries are agriculture and tourism and tourism. Many of the Tourism businesses within Cumbria closed because of the dramatic reduction of visitors within the area. A large number of the Cumbrian attractions were shut down for at least 3 months. Many of these

never reopened. In addition to the closure of businesses, the loss in tourism numbers reduced turnover within the area; many people lost their jobs because businesses couldn't afford to support themselves, let alone pay wages, nearly all business investment stopped. The businesses include hotels, restaurants, tour operators, and cultural activities, all of 25% were experienced. This seems to confirm that perceptions, rather than facts or real circumstances, create the disastrous effects of catastrophe. Like Cumbria case peripheral places is highly dependent upon tourism; rural scenic places, so that vulnerable to any change in perception and the impact of any circumstance that detracts from the attraction has serious economic consequences.

In tourism safety issues not only concern epidemic or disease also political unrest and war are part of it. The Korean Demilitarized Zone (DMZ) was created by the armistice at the end of the Korean War(1950-53) in order to maintain a safety and protected distance between South and North Korea. The DMZ that divides South and North Korea is one of the lasting remaining "hot spot" of the Cold War. Obviously, war is not going to have a positive effect on tourism in most cases, but in various ways, war can be used as a tourist attraction after the war by transforming war into a sentimental tourist attraction. Shin (2005b) found that domestic tourists in the DMZ area differ from international tourists in some aspects, such a their socio-demographic profile, motivations, temporal and spatial patterns and it prove that political instability influences the tourism development of a state.

Examples of the DMZ tourism attraction of South and North Korea(Ann and Joo, 2000). This programme is one of the most visible symbols of the efforts by the two Koreas to engage in closer economic co-operation over the past decade. But, there is always risk need to remember example of the case of Mount Kungang resort tourist has been shot dead by a North Korean soldier in a special tourism zone in the mountains of North Korean. This incident at a restricted area in the Mount Kungang resort on the east coast. This special tourism zone is tightly controlled and its border heavily policed.

Breda and Costa(2006) identified travel risks/hazards to China (see Table 2). Overall, China is a safe country, with a low but increasing crime rate. Serious crimes against foreigners are rare. Nevertheless, crime does occur both in Chinese cities and in the countryside.

<Table 2> Travel Risks/Harards to Chi

Type	Risks/Harards
Crimes	<ul style="list-style-type: none"> -Frequent pickpocketing and minor thefts at train and bus stations of large cities. -Infrequent violent crimes such as robberies and murder of tourist in some rural locations. -Frequent attacks and robberies of foreigners in popular expatriate bar and nightclub areas in Beijing and Shanghai and in the shopping district of Shenzhen -Minor thefts and sexual harassment on overnight trains and buses. -Robberies by armed bandits in the most remote areas of China -An increase in drug smuggling and related crimes in the Yunnan province
Health Hazards	<ul style="list-style-type: none"> -cholera, hepatitis A, malaria, tuberculosis, and typhoid fever. -Mosquito borne diseases, such as dengue fever and encephalitis B (endemic in rural areas of Southern China from June to August) can also be encountered, although they do not pose a serious risk to travelers.
Local Travel safety	<ul style="list-style-type: none"> -the poor quality of roads, pedestrian accidents, Air accidents on internal flights, incidents of overcrowded ferries, attacks of piracy in the South China Sea.
Natural Disasters	<ul style="list-style-type: none"> -Earthquakes occurred in 10th 2003, floods in 1998 killing more than 3,600 people. (Iang 2002). -Typhoons can occur during the rainy season from April to October there are also many severe rainstorms that can cause flooding and landslides

Source: Breda and Costa(2006).

"Health Hazards" are The World Health Organization (WHO) reported that diseases can occur in China. "Local Travel safety" while in China, foreigners may encounter substantial differences in traveling conditions compared to those in their home countries. In general, "Natural Disasters" many accidents occur, some of them serious. Because the county is located in an active seismic zone and is subject to earthquakes, The other big issue in China, there are restrictions on undertaking certain religious activities, including preaching and distributing religious materials. Implications of the Tiananmen Square Incident conflict severely damaged the international tourism industry of the PRC (People Republic of China), at least in the short term mostly because of the economic sanctions imposed by the world community. "Tour cancellations and a drop in foreign business activity sent hotel occupancy rates in the PRC to the lowest point since the country opened its' doors to tourist in 1978 (Gartner and Shen, 1992).

The tourism industry in China was in the past negatively affected by above risks and hazards to China. After which it recovered quickly and continued to grow at an accelerated pace to making China the world's number one tourist destination.

III. Improving Safety and Security of the destination

The majority of security crises around the world are documented and brought to the awareness of tourists by the mass media (Wahab,

1996; Frisby, 2002). In order to improve safety at destinations, it is crucial that the identification of those responsible for the risks to tourist safety be carefully considered. Tour organizers, government bodies, third parties and the visitors themselves are all involved in this all.

Through the cases of above analysis the negative impact of security incidents on tourist destination, tourists, and host communities is almost inevitable. Therefore this part of study is how to dealing with negative images of tourism destination, Mansfeld(2006) analyzes the importance of crisis communications and of generating balanced, comprehensive, and up-to-date security information, to control the security image of potential and actual tourists. His main points are that:

- The proactive provision of security and risk related information by the host destinations is imperative in order to balance the biased information provided by the media and governments in the generating markets.

- The provision of comprehensive and accurate security related information should not target would-be travelers but be directed toward those who have already made a commitment to travel to affected destinations; tourists who are visiting affected destinations; and tourists who have already returned from a visit to affected destinations.

- Information on current security situations in affected destinations should not be based only on facts, but also on their interpretation in order to assist tourists to make a more balanced evaluation of the risk involved.

- The provision of security information by affected destinations should be both proactive and dynamic to increase the confidence of tourists in this type of information source.

Table 2 is categorized by Avraham(2006), the strategies that can be used by destination decision makers to deal with a negative image can be divided into two main categories: Changing the objective reality is that takes steps beyond media representation to change the negative image. Second category is "managing the symbolic reality" focus almost exclusively on combating image crises by dealing with symbolic changes via public relations and advertising.

<Table 3> Public Relations and Advertising Strategies

Category	Public Relations and Advertising Strategies
Changing the objective reality	Tackling the issue
	The "Come See for Yourself" Strategy- Staging events designed to bring in visitors who would not otherwise come
	Hosting Special Events -in order to improve a destination image using special events such as hallmark events, mega-event
	Inclusion fo Residents in Campaign and Fostering Local Pride -
Managing the symbolic reality	The "Crisis? What Crisis?" Approach
	Employing a "Counter-Message Offensive"
	Acknowledging the Negative Image
	Geographic Isolation Strategy
	Spinning Liabilities into Assets
	Changing a Destination's Name
	Creation of a New logo o Slogan
Changing the Campaign's Target Audience	

Source: Avraham(2006: 238-245).

Although Korea has recovered from some political crises in the past; there is still a lack of an effective crisis management system. In reality the tourism threat factors are: lack of perceived tourism crisis and absence of effort to train professional personnel for managing a crisis in terms of computer based systems. On the Hardware side, there is an absence of a structured crisis management system and a lack of

government budget for crisis. Therefore a delay exists in responding to an emergency and confronting a crisis situation in its early stages. As well as confusion from disorganization within a poorly structured system, there is the possibility of catastrophe from the lack of information communication between related organizations.

To solve this problem in Korea, first there is a need to find a control strategy for immediate potential effects. Secondly, finding an effective legal framework for tourism related fatal accident. Thirdly, making functioning public organizations prepare for dealing with poorly compliant tourism related industries who fail to fully prepare for events such as natural disaster, disease, terror, etc, Fourthly, constituting a single unit for every crisis and step rapidity. So that possible sustainable tourism development both protects tourist safety and tourism industries. Lastly, establish a support organization for mass tourism industries through cooperate crisis management alongside public organizations and tourism related businesses.

IV. Conclusion and Recommendation

In recants decades, tourism has been a boom industry throughout the world and has come to play an extremely significant role in economic and regional development, as well as in international relations. Tourism can only occur to any extent in a peaceful environment, but crimes, terrorism, civil unrest and war have caused serious damage to the tourism industries of afflicted destinations and in some cases totally decimated a whole industry.

A turbulent security environment, caused by wars, coups d'etat, civil wars and terrorist attacks, has already demonstrated its negative impacts on tourism development in many countries around the world (Shin, 2005a). This study has given a brief introduction to various cases by which safety issues and security can impact on tourism. Consequently, in this study the primary objectives of the research are focused on identifying domestic and international tourist destination safety issues and comparing general tourism safety and security as is presented in existing literature. Therefore, research on this topic should be expanded, but it is generally recognized that safety and security is a precondition for tourism. This provides an important background and a starting point for examining the development of tourism in one of its key areas.

These issues will determine the economic costs of crimes in tourist destination, estimate the role and effects of the perception of crime on tourist demand, and understand the underlying factors contributing to crime such as social, environmental and political factors. The effectiveness of crime prevention measures at the hospitality property level could be determined through best practice cases, survey methods, and field experiments before and after implementation of the safety and security software and hardware.

In any discussion on tourism safety and security on an international level, research will help establish knowledge on an empirical basis. Therefore, further research on this topic should spread to further areas, such as food health and safety to investigate the tourists' actual perception

of security. Further topics might include evidence of the global warming effect on tourist resorts and examination of the current research questions from several other perspectives. However, it is generally recognized that peace is precondition for tourism and therefore this has formed the foundation for this initial research.

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丘京女: 영국 Westminster Univ.에서 관광경영학을 전공, 영국 Surrey Univ.에서 관광개발학 석사학위를 취득하고, 한양대학교 관광학 박사졸업 (2010.2월 예정)에 있다. 영국 Westminster College 전임강사와 오산대학 호텔관광경영학과 겸임교수를 역임하였다 (lkay2000@hanmail.net).

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