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THE INFLUENCE OF TERRORISM AND CIVIL UNREST ON THE DEVELOPMENT OF TOURISM.

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Terrorism and civil unrest have been influencing the sphere of tourism since its uprise in early 1950s. While civil unrest happens in definite destinations, can be predicted and its frequency is relatively low, the terrorist attacks turned into the global concern having far-reaching effects on how the tourism industry operates. Either happening in the destination or near its boarders, it damages the image, infrastructure and competitiveness of the tourism destination. The access to various tourism attractions is usually temporarily denied due to security and safety reasons, and local communities face various levels of short and long-term economic hardship.

The terrorist attacks in the United States of America on 11 September 2001 against New York's World Trade Centre and the Pentagon in Washington, DC, may mark the dividing point between the first and second stage of "post-history" [1] and changed forever the views of a traveller and a civilian on safety and security. Some other recent examples of terrorist assaults which caused thousands of deaths and severely damaged the image of tourism destinations are North Sinai Peninsula, Egypt in 2015 (224 dead); Suruc, Turkey in 2015 (32 dead); Ankara, Turkey in 2015 (102 dead, 508 injured) and March 13, 2016 (37 dead); Paris, France in November, 2015 (130 dead, 368 injured) and in January, 2015 (Charlie Hebdo shooting: 12 dead, 10 injured); the attack at a hotel in the town of Grand Bassam, Côte d'Ivoire, March 13, 2016; the conflict-hit region of Ukraine on July 17, 2014 (a total of 283 passengers of Malaysia Airlines, including 80 children, were reported dead) and many other instances of terrorism and local quasi-wars where the recovery process will take a long period and difficult procedure to restore the former reputation of peace and stability.

It was estimated that that deaths from terrorism increased 80 % in 2014 and reached the highest level ever recorded 32, 658 (compared to 18,111 in 2013) [2]. 57 % of all attacks happened in Pakistan, Afghanistan, Iraq, Syria and Nigeria – the countries that are not considered as tourist attractions. However, the terrorism spread significantly over 2014-2015, the new additions are Somalia, Yemen, Ukraine, Central African Republic. The beginning of 2016 is also marked by the wave of assaults in the above mentioned, as well as in new destinations.

The contemporary studies classify terrorism into the following forms: domestic, international, cross-border [7]. The outbreak of wars, unlike terror activities, tends to have a negative tourism impact on larger areas and for a longer period of time. Historically, the types of wars that have been found to have an impact on tourism are: cross-border wars; trans-border wars; wars of attrition; and civil wars [7]. All these incidents paralyze or severely impact the local and international tourism industry as a result of trip cancellation, behaviour change and a shift of bookings to safer alternative destinations.

As stated by some scientists, "in this new historical period, nations no longer fight against nations, but rather against amorphous terrorism cells" [3; p. 34]. There are more and more wars happening in the new battlefields – the centres of cultural, tourism and leisure life. The aim of terrorist attacks is not only to damage the economy or political structure, but also to spread the terror among civil population and tourists and demonstrate the terrorists' forces and abilities. Besides, having learnt the power of mass media, they have also tended to seek urban over rural areas. Terrorist attacks in cities gain more publicity, cause greater number of casualties, there are more secondary victims (people who witness or watch attacks on TV) and who suffer from psychologically related illnesses. So, the rural areas in this respect may seem to be safer and more attractive for tour operators and tourists. But the tourism centres, independently of their location, gradually start acting as urban territories and thus turn into magnets for terrorists and assure the greater number of casualties.

Tourism versus terrorism is being regarded as the greatest threat to world peace. The international community has made attempts in the past to discourage terrorism, but in more recent times it has redoubled its efforts. Tourist health and safety issues have been developing over a number of years. The World Tourism Organization has been very active in this development. The Conventions for the Suppression of the Financing of Terrorism (1999), the Convention for the Suppression of Terrorist Bombings (1997), International Convention for the Suppression of Acts of Nuclear Terrorism (2005), Convention on the Suppression of Unlawful Acts Relating to International Civil Aviation (2010), Protocol to the Convention on Offences and Certain other Acts Committed on Board Aircraft (2014) are almost ultimately ratified by the WTO member states and affiliate members [4] and this leads to the fact that even the most dangerous and unattractive for tourism countries (Lebanon, Malaysia, Nigeria, Cote d'Ivoire, Indonesia) understand the role and place of tourism in the modern world and gradually evolve this industry to the new levels of development.

Nevertheless, even after all casualties caused by terrorism, it is often perceived as a unique occurrence and/or something that will happen to the other person or at the other's location. Some tourism officials misdiagnose terrorism as a form of crime and thus believe it to be a manifestation of psychological, economic, or political frustration, rather than a tool used by highly trained and calculating professionals. Many also believe that too much attention to the issues of security will frighten and scare the customers away and proceed advertising destinations at the increased rate and further discounts. Such attitude may be the result of growing

international arrivals by 4.4 % in 2015 reaching total of 1,184 million visitors that is 50 million tourists more as compared to 2014 [5]. Besides, 2015 has become the 6-th consecutive year of above-average growth, with international arrivals increasing by 4% or more since the post-crises year of 2010 [5].

The problem becomes a question of how the tourism industry balances security and profitability. This matter is not easy, as terrorism tends to take security out of the hands of tourism officials and place it into the hands of government officials attempting to influence their decisions. And although safety and security is a collective capacity, it is wise for the tourism officials to:

- understand that terrorism will proceed to consider tourism as the target of attacks and try to be prepared for safe and seamless travel;
- accept the emphasis of tourists' choice on safer destinations in the process of their decision making;
- shift the paradigm of the industry into consolidation of the security, safety and economic vitality;
- regard security as an indispensable part of the overall service quality offered by the tourism industry.

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