



UDC 338.484.2

POLITICAL COUP, TERRORIST ACTS AND MILITARY CONFLICTS AS GLOBAL SECURITY FACTORS AFFECTING TOURISM**Barvinok N. V. / Барвінок Н. В.**

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Summary: *The purpose of the article was to analyze the impact of political coups, terrorist acts and military conflicts, as global security factors, on the tourism sphere. The article examines the dynamics of changes in tourist flows of different countries due to the influence of geopolitical instability, analyzes the reasons that hinder the development of tourism due to the influence of political coups, terrorist acts and military actions. The impact of political coups on tourist flows is characterized using the example of Middle Eastern countries, the negative consequences for the tourist industry of terrorist attacks using the example of the USA, France, and wars and military conflicts using the example of African countries, Georgia, and Ukraine. A special place in the article is devoted to the impact of the war on tourism in Ukraine, because military actions continue to this day and cause significant damage not only to the tourism industry, but also to all spheres of the economy. Geopolitical instability has been found to have a negative impact on the tourism industry and lead to a decrease or change in tourist flows in countries experiencing political upheavals, acts of terrorism, and especially hostilities and wars. It was found that in periods of increased danger, the intensity of tourist trips in and outside the countries tends to decrease sharply, and the issue of the safety of tourists always remains relevant and requires significant attention of tourism enterprises.*

Key words: *tourism industry, tourist flows, political coups, terrorist acts, military conflicts, wars, geopolitical instability.*

Formulation of the problem.

Under the influence of globalization and integration processes, tourism has gained rapid growth and has become one of the important factors contributing to the growth of countries' competitiveness in world markets. However, the number of internal and external threats to the safety of tourists is also increasing in the world, which are becoming more destructive and less predictable. Natural and man-made hazards, including environmental emergencies, epidemics and pandemics, as well as hazards associated with geopolitical instability, constantly accompany tourists during their travels.

The dynamics of tourism development directly and indirectly depends on global influencing factors, and the volume of tourist flows is related to a number of global security factors that may threaten tourism activities and the development of the tourism industry in the country. The main global security factors that can negatively affect the development of the tourism industry include: geopolitical instability in countries (political coups, terrorist attacks, military conflicts); occurrence of epidemics and pandemics in countries; negative natural and ecological situations in countries; negative general economic condition in the countries. Among the leading security factors that negatively affect the dynamics of tourism development is geopolitical instability.



Analysis of recent research and publications.

The problem of the influence of geopolitical instability on the distribution of tourist flows and the development of tourism in general is highlighted in the studies of such scientists as Webster C., Ivanov S., Sönmez S., Romanova A. A., Zavarika G. M., Alieva V. V. and others.

Formulation of the goals of the article (task statement).

The purpose of the article is to analyze the impact of geopolitical instability, namely: coups, terrorist acts and military conflicts, on tourism in the world.

Presenting main material.

One of the important categories of geopolitics is the national security of the state, which is historically identified with military security, protection against armed attack from the outside. In general, the impact of geopolitical instability, as a security factor, on the tourism industry is primarily manifested through national security, that is, through the impact of political instability in the middle of countries, the impact of the frequency of terrorist attacks on the territory of the country, the impact of political relations between countries and military aggression by other states.

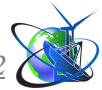
The dynamics of tourism development is rightly associated with global geopolitical instability and trends in the development of world geospace, which have an extremely powerful impact on tourism [1]. The current global geopolitical climate increases risks for all participants in the tourism market.

The impact of political upheavals on tourist flows is clearly visible on the example of Middle Eastern countries, in which the positive dynamics of tourist flows were disrupted by the stormy events of the "Arab Spring", which began with the revolution in 2011 and the change of the political regime in Tunisia, and later in other Middle East and North African countries. . The most significant losses were experienced by Egypt, where the tourist flow decreased by 31.5% from 2010 to 2014. It is also worth mentioning the military coup in Thailand, as a result of which the tourist flow to the country decreased by 6.7% in 2014 compared to 2013 [2].

In Egypt, since the beginning of the revolution in late January 2011, statistics showed that in the last week of January, approximately 210 million tourists left Egypt, resulting in a reduction in tourism spending of 178 million dollars. The Egyptian revolution of 2011 played a significant role in the sharp decline of the country's tourism industry, which also had a negative impact on the hotel-restaurant and excursion business, the activities of which are directly dependent on the activities of the tourism industry [3].

The negative impact of terrorist acts on tourism can be traced to the example of such countries as the USA, France, Spain and others. It is worth noting that today terrorism has changed and has become more large-scale and organized, and terrorist acts in the world are becoming more frequent and in many cases in the most popular places among tourists. The goal of terrorists is to attract attention, therefore, in this sense, tourism is the most attractive phenomenon used by terrorists as a tool of influence [4].

Outbreaks of violence and religious extremism regularly occur in various tourist countries of the world: Egypt, Israel, India, Kenya, South Africa, Peru, Turkey, Jamaica, etc. However, one of the most famous and most terrible is the terrorist attack



in the USA on September 11, 2001, which became the largest in terms of the number of victims in history. The consequences of the terrorist attack for tourism were that the number of incoming tourists to the USA decreased by almost half by the end of 2001 (from Brazil - by 49%, Germany - by 46%, Japan - by 45%). In percentage terms, in the last months of 2001, the number of inbound tourists to the USA decreased by 22.6%. The number of incoming tourists also decreased in other countries (Canada – by 19%, Mexico – by 24%, Germany – by 17%, Austria – by 9%, the Dominican Republic – by 25%, Egypt – by 55%, Great Britain - by 12%, in Australia - by 21% [5, 6].

The number of outbound tourists from the USA also decreased (by 60.9 million in 2000 and by 54.2 million in 2003). In part, this number shows that a certain percentage of American travelers have switched from international travel to domestic travel. The share of the USA in incoming tourists from other countries decreased from 9.4% in 1992 to 5.9% in 2002 [7].

The terrorist attack on October 12, 2002 in Bali (Indonesia) also had negative consequences for the tourism industry, because it happened in three restaurants in the tourist area of Kuta [8]. The consequences of the terrorist attack in Bali for the tourism industry were that immediately after the attack, the number of incoming tourists to the country decreased by more than half (by 57%) [9]. The terrorist attack in Madrid, which occurred on March 11, 2004, had a negative impact on the Spanish tourist industry, which led to a decrease in the number of reserved seats in the country's hotels in April and May by 10.2% and 13.1%, respectively [10]. The terrorist attacks that occurred in Mumbai (India) in November 2008 led to the cancellation of a large number of reservations, including flight tickets (from 40 to 60%). In general, the occupancy of hotels in the country decreased by 64%, the number of foreign tourists decreased by 12.5% in December 2008, and by 17.6% in January 2009 compared to the same month in 2008 [11].

The terrorist attacks that occurred in Paris (France) on November 13, 2015 were also concentrated mainly in places visited by a large number of tourists, namely: near the Stade de France stadium in Saint-Denis and in the Bataclan concert hall [12]. The consequences of the terrorist attack for the tourism industry, according to INSEE, was a decrease in the number of incoming tourists in France in the fourth quarter of 2015. At the same time, the occupancy of hotels decreased by 5.4%, of other accommodation facilities by 20.4%. In Paris, at the same time, the number of reserved places in hotels decreased by 9.8%. According to CRT-IDF data, tourist flows from Japan decreased by 30%, Italy by 27%, and the Netherlands by 24%. [9].

All of the above events had a negative impact on the number of tourist flows, because a necessary condition for the functioning of the tourism sector is the presence of an appropriate legal framework capable of guaranteeing the appropriate level of tourism security in general and the safety of life and health of tourists. Therefore, the biggest economic losses from terrorism are experienced by the tourism industry, which turned out to be the most vulnerable area for terrorists. This is due to the main factor that for preparing and committing terrorist acts, places of mass presence of people and objects of critical infrastructure are chosen, i.e. places of rest for tourists.

If, as a rule, it is possible to deal with the consequences of terrorist attacks



quickly and there are many opportunities to avoid the repetition of these attacks, then military conflicts can exist for years and destroy the tourism industry in one or another country. And to restore and return attractiveness and image, countries have to make a lot of efforts.

Military conflicts and wars can destroy the tourism industry in a short time, Algeria, Lebanon, Syria, the countries of the former Yugoslavia, etc. are a vivid example of this. As a result of the "Yugoslav crisis" caused by religious and ethnic conflicts, there was a global reformation of the structure of tourist flows in the European region, the decline of the tourist industry in Bosnia and Herzegovina, Serbia, Croatia, and Montenegro. The same situation arose as a result of the Russian-Georgian war in August 2008 in Georgia [13] and as a result of the Russian-Ukrainian war starting in 2014 in Ukraine.

The Russian-Georgian war of 2008 had a negative impact on all sectors of the Georgian economy, especially the tourism industry. Due to the armed conflict, the summer and autumn tourist seasons in 2008 were very difficult, due to the lack of demand for travel to Georgia and low occupancy rates in accommodation facilities throughout the country.

The number of international flows in the second half of the year increased by only 4.7% (the so-called growth by inertia). In general, the following consequences of the armed conflict for the Georgian hospitality industry stand out: an absolute decrease in the number of foreign tourist groups (almost all groups were canceled in 2008 and partially in 2009); decrease in the number of private organized vacation tours by 80%; an increase in the number of international visitors who arrived for the purpose of business and professional trips (mainly foreign delegations coming for political reasons, international mass media, etc.) [14]. After the end of the war, Georgia was perceived by the international tourist community as a dangerous and unstable tourist destination.

Since 2014, the tourism sphere of Ukraine has also suffered heavy losses and fundamental changes in the structure and number of tourist flows, which was caused by the beginning of the Russian-Ukrainian war and a number of negative consequences it led to. This is clearly observed from the analysis of statistical data of the UNWTO and the State Border Service [15, 16, 17].

Since 2014, there has been a significant decrease in the number of international tourist flows: the number of inbound tourists decreased by 48.48%, and the number of outbound tourists decreased by 5.57%. In 2015, the situation worsened, when Ukraine was visited by a record low number of foreign tourists, decreasing by 2.23%. The beginning of the Russian-Ukrainian war in 2014 and the financial and geopolitical crisis that arose as a result led to such changes in the number of international tourist flows. Anti-advertisement of Ukraine, as a country with an unstable geopolitical situation, which arose in the international tourist market, played a primary role in reducing the number of inbound tourist flows during this period. Most tourists, choosing a place for rest, are guided by the factor of safety and stability of the country.

The number of domestic tourists in Ukraine also changed significantly with the beginning of the Russian-Ukrainian war in 2014. Political and economic instability,



the annexation of Crimea, military actions in the territories of Donetsk and Luhansk regions also became the reason for such changes. Starting from 2014, the number of domestic tourists decreased sharply by 54.06% and remained at this level until 2020 [18].

The decrease in the number of domestic tourists with the beginning of the Russian-Ukrainian war in 2014 is largely related to the annexation of Crimea, because a large part of the Ukrainian population chose the southern coast of Crimea for summer vacation and traveled through the territories of the peninsula. In connection with the situation that has arisen, lovers of such tourism preferred to rest in countries with similar natural conditions and landscapes - Bulgaria, Georgia, etc. This, in turn, had a negative impact on the level of revenues to the state budget that Ukraine received from domestic tourism.

Russia's full-scale invasion of Ukraine on February 24, 2022 threatened not only tourism in Ukraine, but also the international travel sector, which has just begun to recover from the losses caused by the Covid-19 pandemic.

The main obstacles to the development of tourism during military conflicts include:

- military actions that pose a danger not only to tourists, but also to the entire population of the country, especially in places of occupation and active hostilities;
- loss of a significant part of tourist and recreational resources in connection with their complete or partial destruction as a result of hostilities or placement in zones of occupation or hostilities;
- destruction of infrastructure in the areas of active hostilities;
- closure of airspace for civil aviation;
- violation of logistics in the territory, which is connected with the destruction of communication routes or with the placement of occupying troops on communication routes;
- placement of occupying troops in territories that are important tourist centers;
- a significant loss of labor resources, which is associated with the departure of personnel, the transfer of personnel or the participation of personnel in military operations.

Conclusions and prospects for further research.

So, on the basis of the researched materials, we can see that geopolitical instability causes a noticeable decrease in tourist flows, because the safety of tourists occupies one of the leading places during the organization of tourism. Of course, it is not always possible to predict which of the popular tourist centers may suddenly become dangerous for tourism, however, the task of travel companies is to make maximum efforts to ensure the safety of life, health and property of their customers (tourists).

In periods of increased danger, the intensity of trips tends to decrease sharply, and vice versa - safe conditions for traveling stimulate their development. Even now, travel safety is in the center of attention of participants in international tourism cooperation. The issue of tourist safety is the subject of discussion at many international tourist forums. These issues were considered in particular detail at the



Interparliamentary Conference on Tourism in The Hague (Netherlands) in 1989. Principles VII and VIII of the Hague Declaration on Tourism and Chapter III of the Conference Recommendations are entirely devoted to the safety and protection of tourists, tourist attractions and facilities.

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Анотація: Метою статті було проведення аналіз впливу політичних переворотів, терористичних актів та воєнних конфліктів, як глобальних безпекових факторів, на туристичну сферу. В статті розглянуто динаміку змін туристичних потоків різних країн внаслідок впливу геополітичної нестабільності, проаналізовано причини, що перешкоджають розвитку туризму внаслідок впливу політичних переворотів, терористичних актів та воєнних дій. Охарактеризовано вплив політичних переворотів на туристичні потоки на прикладі Близькосхідних країни, негативні наслідки для туристичної індустрії терактів на прикладі США, Франції та воєн і воєнних конфліктів на прикладі країни Африки, Грузії та України. Особливе місце в статті відведене впливу війни на туризм в Україні, адже воєнні дії продовжуються до сьогодні та наносять значної шкоди не лише індустрії туризму, але і всім сферам економіки. Встановлено, що геополітична нестабільність має негативний вплив на туристичну індустрію та призводить до зменшення або зміни туристичних потоків у країнах, де відбуваються політичні перевороти, терористичні акти та, особливо, воєнні дії та війни. З'ясовано, що у періоди підвищеної небезпеки інтенсивність туристичних подорожей у країнах та за межі країн має тенденцію до різкого зменшення, а питання безпеки туристів завжди залишається актуальним та вимагає значної уваги туристичних підприємств.

Ключові слова: індустрія туризму, туристичні потоки, політичні перевороти, терористичні акти, воєнні конфлікти, війни, геополітична нестабільність.