

Maximiliano E. KORSTANJE

University of Palermo (Buenos Aires, Argentina);
PhD, Professor; e-mail: mkorst@palermo.edu

Terrorism and Tourism: two sides of the same coin (Essay)

The present short essay brings the problem of terrorism into the foreground. Basically, terrorism not only was catalogued as the major threat for Western civilization but also for tourism and hospitality industries. We hold the thesis that far from being affected by, tourism and terrorism share the same origin, the same point of convergence, which dates back towards nineteenth century and the unification and formation of the first worker unions. Though polemic, our argumentation is based on the historical facts and evidence left by the action of first anarchists in the US. The same benefits prompted by anarcho-syndicalists who by an extreme violence shocked the government, were the background for the rise and expansion of modern tourism worldwide.

Keywords:
capitalism, anarchism,
tourism, mobilities,
consumption

For policy-makers and experts terrorism affects tourism Worldwide. Not only the organic image of tourist destinations is fully harmed but also their attractiveness declines. Interesting studies have focused on the impacts of terrorism in tourism (Ryan 1993; Enders & Sanders, 1991; Somnez & Graefe 1998). Arana & Leon have explored how evolves tourist demands after a terrorist attack. Based on a preference model, authors hold that though time is a key factor in the perception of New York as a safe place in post 9/11 contexts, no less true is that terrorism affects seriously this city as a tourist destination. However, some other destinations emerge as potential alternatives. This suggests that tourism never stops only converges towards other destinations. By this end, Pizam & Smith (2000) remind that one of the aspects that concern experts seems to be the limitations or difficulties to predict the acts of violence perpetrated by terrorism. There is a direct relation between terrorism and tourism demand, which merits to be discussed. Almost 6 months are necessary to revert

back the bad advertising terrorism leaves. The same outcomes have been widely validated by other basic applied research (Floyd & Pennington-Gray, 2004; Hall, Timothy, Duval, 2012; Paraskevas & Arendell 2007; Schroeder et al. 2013). In this respect, risk perception theory emphasized on how the tourist' decision making is affected by risk-related news. The process of communication, which today connects farer publics and audiences play a vital role covering the terrorist attacks in real time. Analyzing four variables as demographics, travel-related factors, past social media use and Risk perception, Schroeder and Pennington Gray argue convincingly that the impact of risks resonate in different levels depending the experience and the nature of the travel. In this way, as a driver in times of crisis risk perception and the possibilities to gather information during travel vary on nationality and ethnicity (Schroeder & Pennington Gray, 2015). Though risk perception gained further recognition within tourism fields, some voices criticized "the precautionary tone" in-

volved in the produced knowledge.

As the previous backdrop, R. Bianchi (2006) questions the alarmism, sometimes risk perception theory disseminates, at the time he alerts the paradoxes of security doctrine when indiscriminately applied. While the specialized literature suggests that tourism, in harmony with global capitalism, suffers serious losses when terrorism hits, Bianchi's insight led us to think – the opposite – that terrorism resulted from the excess of mobility, which is fostered by capitalism.

As the previous argument given, Korstanje & Clayton (2012) observe terrorism and tourism were historically entwined. Far from being a victim of terrorism, tourism creates some material asymmetries as poverty or resentment which are captivated by terrorist cells. The process of radicalization not only is conducive to failed states, but also is enrooted in the ideological core of capitalism. At a closer look, it is necessary to delve into the history of anarchism to understand the social background which facilitated the rise and evolution of modern tourism resulted from the action of terrorism. With the first immigrants who arrived to the US, a bunch of anarchists sprouted. Although anarchists entered in a direct conflict with state, bombing or targeting important personalities and officials a more subtle faction opted to organize worker unions. The government unfolded all resources to discipline the newcomers many of them trialed as terrorists, while worker unions adopted the main ideological discourses of anarchists. The reduction of

working hours, adjoined to more time for leisure, as well as the legal and technological advances resulted from the action of anarchists. Doubtless this dangles at the best that tourism is terrorism by other means. The right to strike, which was the pride of unions, has some commonalities with terrorist attack, lest the used violence. Both are aimed to use the others to achieve the own goals (instrumentalization), and of course both are indifferent to the others' pain. Extortion and surprise factor correspond with an extended practice by the side of worker unions and terrorists. This led us to reconsider the nature of terrorism as something masked in the logic of capitalism. The state disciplined terrorists depriving from its negative features, in this case violence, in the same way, the vaccine is an inoculated virus. As Foucault puts it, the power of discipline does not consist in the exerted violence but in the disposition of risk, as a sublimated form of a major danger. This applies for terrorism as well.

Last but not least, Noam Chomsky in his book *Powers & Prospects*, alerts on the critiques on capitalism as ill-founded and biased. Capitalism as a cultural and economic project gives many of the benefits, sooner or later become in threats. To cite an example, poverty and consumption are two side of the same coin. Activists who are compromised to struggle against poverty may claim Capitalism as the worst of all evils, while at the same time, they enjoy from driving a stylish car. Chomsky reminds that the same values we praise as essential to our civilization become in our nightmares.

References

1. **Arana, J. E., & León, C. J.** (2008). The impact of terrorism on tourism demand. *Annals of Tourism Research*, 35(2), 299-315.
2. **Bianchi, R.** (2006). Tourism and the globalisation of fear: Analysing the politics of risk and (in) security in global travel. *Tourism and Hospitality Research*, 7(1), 64-74.
3. **Chomsky, N.** (2015). *Powers and Prospects: Reflections on Nature and the Social Order*. New York: Haymarket Books.
4. **Hall, C. M., Timothy, D. J., & Duval, D. T.** (2012). *Safety and security in tourism: relationships, management, and marketing*. Abingdon: Routledge.
5. **Enders, W., & Sandler, T.** (1991). Causality between transnational terrorism and tourism: The case of Spain. *Studies in Conflict & Terrorism*, 14(1), 49-58.

6. **Floyd, M. F., & Pennington-Gray, L.** (2004). Profiling risk perceptions of tourists. *Annals of Tourism Research*, 31(4), 1051-1054.
7. **Korstanje, M. E., & Clayton, A.** (2012). Tourism and terrorism: conflicts and commonalities. *Worldwide Hospitality and Tourism Themes*, 4(1), 8-25.
8. **Korstanje, M. E., & Skoll, G. R.** (2016). Tourist risk: an all encompassing model to understand safety in tourism fields. *Service and Tourism: Current Challenges*, 10(1), 7-17. doi: 10.12737/17779.
9. **Paraskevas, A., & Arendell, B.** (2007). A strategic framework for terrorism prevention and mitigation in tourism destinations. *Tourism Management*, 28(6), 1560-1573.
10. **Pizam, A., & Smith, G.** (2000). Tourism and terrorism: A quantitative analysis of major terrorist acts and their impact on tourism destinations. *Tourism Economics*, 6(2), 123-138.
11. **Ryan, C.** (1993). Crime, violence, terrorism and tourism: an accidental or intrinsic relationship? *Tourism Management*, 14(3), 173-183.
12. **Schroeder, A., Pennington-Gray, L., Kaplanidou, K., & Zhan, F.** (2013). Destination risk perceptions among US residents for London as the host city of the 2012 Summer Olympic Games. *Tourism Management*, 38, 107-119.
13. **Schroeder, A., & Pennington-Gray, L.** (2015). The role of social media in international tourist's decision making. *Journal of Travel Research*, 54(5), 584-595.
14. **Sönmez, S. F., & Graefe, A. R.** (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), 112-144.

КОРСТАНЬЕ Максимилиано Эмануэль

Университет Палермо (Буэнос-Айрес, Аргентина);
доктор философии (PhD), профессор; e-mail: mkorst@palermo.edu

Терроризм и туризм: две стороны одной медали (эссе)

В эссе рассматривается проблема терроризма и её угроз для сферы туризма. Терроризм не только определён в качестве главной угрозы для западной цивилизации, но и для индустрии туризма и гостеприимства. Автор придерживается тезиса о том, что туризм и терроризм, которые отнюдь не взаимосвязаны, имеют одно и то же время происхождения, которое относится к девятнадцатому веку, периоду создания и формирования первых профессиональных рабочих союзов. Исследование исторических фактов, свидетельств и действий первых анархистов в США позволяют выдвинуть в качестве дискуссионной точку зрения о том, что те же причины, вызвавшие анархистско-синдикалистские движения, приобрёвшие экстремистско-насильнический характер, стали и предпосылкой роста и расширения современного туризма во всем мире.

Ключевые слова:

капитализм, анархизм,
туризм, мобильность,
потребление

Корстанье М.Э. Терроризм и туризм: две стороны одной медали (эссе) // Сервис в России и за рубежом. 2017. Т. 11. Вып. 7. С. 165-167.
DOI: 10.22412/1995-042X-11-7-15.

Korstanje, M. E. (2017). Terrorism and Tourism: two sides of the same coin (Essay). *Servis v Rossii i za rubezhom [Services in Russia and Abroad]*, 11(7), 165-167. doi: 10.22412/1995-042X-11-7-15.