The Shadow of Terrorism in the World Tourism Industry: Impacts, Prevention and Recovery Strategies

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Abstract : The main purpose of the presentation is to identify the impacts and appropriate measures to prevent potential attacks, or minimize the risk of an attack in tourist destination. Terrorism has been growing in the shadow of unpredictability, however, is possible to minimize the danger of a terrorist attack by doing the: (1) recognition; (2); evaluation; (3) avoidance; (4) threat reduction. The vulnerability of tourism industry to terrorism is an undeniable fact, and terrorists know it. They use this advantage attacking tourists for very specific reasons, such as the: (1) international coverage by the media, "if it bleeds it leads" ; (2) chances of getting different nationalities at the same place and time; (3) possibility of destroyed the economy of a destination, or destinations ("terrorism contamination effect"), through the reduction of tourist demand; (4) psychological, and social disruption based on fear of negative consequences. Security incidents, such as terrorism, include different preventive measures that can be conducted in partnership with: tourism industry (hotels, airports, tourist attractions, among others); central government; public and/or private sector; local community; and media. The recovery strategies must be based on the dissemination of positive information to the media; in creating new marketing strategies that emphasize the social and cultural values of the destination; encourage domestic tourism; get government, or state, financial support.
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