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Effect of Terrorism on the Performance of Tourism Industry. A Critical Literature Review

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**ABSTRACT**

**Purpose:** Global Tourism destinations provide different products which satisfy tourists with different interests, needs and wants. The general objective of the study was to examine effect of terrorism on the performance of tourism industry.

**Methodology:** The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

**Findings:** The study concludes relevant governments should face the fact that terrorist attacks provoke a substitution effect on destination choice behaviors. Tourists will replace destinations considered unsafe due to terrorist threats with others considered safer. The physical distance of the tourists' home countries and their cultural and socio-economic traits influence this replacement behavior. Given the randomness of terrorist attacks, relevant governments should be prepared to alter quickly their marketing strategy, namely their market targeting strategies and promotion campaigns to prevent substitution effect and lack low returns from the tourism industry

**Recommendations:** The study recommends that relevant governments in dealing with the root causes of terrorism should also denounce the terrorists considering their acts as criminal acts just like others. The tourism stakeholders should increase efficiency in law enforcement, prosecution of terrorist suspects, by improving intelligence gathering and the police should be effectively trained to deal with terrorism incidences. The covert nature of terrorism often precludes an easy analysis of their capabilities or intent, therefore, giving them an advantage of lying in wait and striking when least expected; thus, the government counterterrorism should be proactive

**Keywords:** effect, terrorism, performance, tourism, industry

## 1.0 INTRODUCTION

### Background of the Study

Global Tourism destinations provide different products which satisfy tourists with different interests, needs and wants (WTTC, 2017). The size and reach of this economic sector make it basically significant from a worldwide resource point of view. From statistics, tourist sites worldwide attracted 369 million international visitors (medium-term guests) in the first quarter of the year 2016, which was 21 million more visitors than around the same duration in year 2017 (UNWTO, 2017).

Regional tourism destinations across the globe have recorded improved tourists' arrivals indicating a positive growth, however, this is with some specific cases (WTTC, 2017). A large portion of year 2016 outstanding achievers maintained trackable progress, while tourist sites that were low in earlier years rose back in the first quarter of 2017. This is particularly reflected in the outstanding outcomes of the Middle East (+10%), Africa (+8%), Europe (+6%). Asia and the Pacific (+6%) and America (+4%) kept on getting and enjoying strong growth (UNWTO, 2017). Whilst various Tourism regions in the world received positive growth, the situation in Kenya was and is almost similar despite the challenges experienced during the year 2016 such as Insecurity and political uncertainty

The importance of viability in the tourism industry has been characterized and reclassified by a few events and occasions among them the creation of the International Ecotourism Society (1990) just as the United Nations statement of 2002 as the International Year of Ecotourism. Additionally, 2017 was proclaimed as the International Year of Sustainable Tourism (IYST). The optimum indication of the sustainable development was the creation of the Global Sustainable Tourism Council (GSTC) (Sustainable Tourism Report, 2016). Sustainability therefore is a product of diversification in the today's world. Notwithstanding, the idea of tourism diversification has been generally investigated by scholars from economic and strategic definition perspective, with little association being made to tourist visitations, (Farmakis, 2011). Diversification can be characterized as the demonstration of presenting assortment by expanding business endeavor into related or unique fields. For tourism sustainability to be enhanced, tourism products should be diversified. Tourism product diversification involves the introduction of substitute tourism products to the traditional/conventional tourism products (Benur & Bramwell, 2015). These may consist supplementing the existing tourism products with alternatives such as forest tourism product, new and unique cultures, adventure tourism and sports (Douglass, 2016).

Terrorism has become an important and recurring topic in the public discourse over the last decades due to the increased frequency of terrorist attacks witnessed (National Consortium for the Study of Terrorism and Responses to Terrorism, 2019). Since the beginning of the century, and particularly over the last 10 years, several developed and stable countries have witnessed high levels of terrorist events (Lanouar & Goaid, 2019). New York, United States (2001), Madrid and Barcelona, Spain (2004, 2017), London and Manchester, United Kingdom (2005, 2017), Tuusula, Finland (2007), Apeldoorn, Netherlands (2009), Utoya, Norway (2011), Paris and Nice, France (2015, 2016, 2017), Brussels, Belgium (2016), Sousse, Tunisia (2015), Berlin, Germany (2016), Istanbul, Turkey (2016, 2017), Christchurch, New Zealand (2019), Colombo, Sri Lanka (2019) were some of the places that have experienced terrorist attacks, but the list goes on (National Consortium for the Study of Terrorism and Responses to Terrorism, 2019). Revolutionary and

destructive groups carry out attacks all over the world every single day, transforming terrorism into a constant in modern life (Coca-Stefaniak & Morrison, 2018).

According to the “Prospect Theory” (Tversky & Kahneman, 1992), tourists are rational consumers who, when confronted with two different options, tend to choose the option that will bring them more potential gains and lower risk (Seabra, Kastenholz, Abrantes, & Reis, 2018). When tourists perceive the existence of any risk of terrorism, they become more careful as they plan their travel and tend to adopt risk-reducing strategies (Fuchs & Reichel, 2011). Tourists are sensitive to terrorism threats and can be flexible in their destination choices (Neumayer & Plümper, 2016), so they will avoid destinations they believe to be connected with that sort of threat (Rittichainuwat & Chakraborty, 2009).

Markets are increasingly global due to a combination of economic, socio-cultural, political, and technological factors. The world is turning into a single market, which leads to the standardization of consumer lifestyles and the rising of “Global Consumers” (Hollensen, 2011). Tourism is one of the most global economic activities and is, therefore, vulnerable to risks that affect any other global business (Fennell, 2017). The world has become interdependent and tourism crises in one part of the world can have strong repercussions on other locations (Lanouar & Goaid, 2019; Ritchie, 2004). When tourists realize that a destination is unsafe, they replace it with others they consider safer and, in doing so, may damage entire regions that are affected by violence or that tourists consider threatened by terrorism (Beirman, 2003; Gu & Martin, 1992; Lutz & Lutz, 2018; Mansfeld, 1996; Sönmez, 1998). This fact draws attention to the spatial patterns of terrorism impacts caused by spillover effect on destinations/regions (Öcal & Yildirim, 2010).

The topic of terrorism spillover effects has produced a considerable amount of literature (Veréb, Nobre, & Farhangmehr, 2018). The decline in tourists' arrivals and receipts caused by terrorism is well documented in several countries and regions since the 90s and has affected countries like Spain (Enders & Sandler, 1991), European countries ((Enders, Sandler, & Parise, 1992; Radić, Dragičević, & Sotošek, 2018), the Mediterranean region (Drakos & Kutan, 2003), non-democratic countries and Africa (Blomberg, Hess, & Orphanides, 2004), the USA (Bonham, Edmonds, & Mak, 2006; Goodrich, 2002), Israel (Eckstein & Tsiddon, 2004; Fleisher & Buccola, 2002; Morag, 2006; Pizam & Fleischer, 2002), Italy (Greenbaum & Hultquist, 2006), Nepal (Baral, Baral, & Nigel, 2004), Ireland (O'Connor, Stafford, & Gallagher, 2008), Fiji and Kenya (Fletcher & Morakabati, 2008), Nigeria (Adora, 2010); Turkey (Feridun, 2011; Ozsoy & Sahin, 2006), Pakistan (Raza & Jawaid, 2013), the Middle East (Bassil, 2014), the Caribbean (Lutz & Lutz, 2018), Tunisia (Lanouar & Goaid, 2019), and worldwide (Liu & Pratt, 2017; Llorca-Vivero, 2008; Neumayer & Plümper, 2016).

Despite all past research conducted on the impacts of terrorism on tourism industry, and bearing in mind recent disturbing events, many sectors are calling for further in-depth analysis of this issue (Almuhri, Scott, & Alroiayami, 2017; Saha & Yap, 2014). People have to learn how to deal with the changes that this new global terrorism context is bringing to tourism (Veréb et al., 2018) and it is crucial to find ways to cope with the disruption in tourist flows in the wake of terrorism events (Cohen & Cohen, 2012). More investigation is required on the impact that terrorism may have on tourist arrivals and it will have to take into account the changes that are affecting the spatial patterns of tourism flows and, specifically, the spillover effects of terrorism (Neumayer, 2004; Prideaux, 2005).

While most empirical studies report the negative spillover effects on tourism demand and receipts caused by the substitution effect affecting countries and regions suffering from terrorism activity, there is no study, to our knowledge, dealing with the effects those events have on a safe country with no record of terrorism attacks. Portugal is currently one of the most popular European tourist destinations (World Tourism Organization, 2018) and has no history of terrorist attacks ever (National Consortium for the Study of Terrorism and Responses to Terrorism, 2019). The country is considered the third most peaceful country in the world by Global Peace Index (Institute for Economics & Peace, 2018) and clearly benefits from this safe tourist destination image.

Scholars agree that terrorists have much to gain by targeting tourists (Sonmez, Apostolopoulos, and Tarlow, 1999; Lepp and Gibson, 2003). Terrorists have recognized the political significance of international tourism and have repeatedly and tragically communicated this; terrorism that targets tourism can be disastrous and the consequent events can result in a serious tourism crisis (Sonmez, Apostolopoulos, and Tarlow, 1999). Tourism has been one of the leading industries in Kenya as well as a major contributor towards the Kenyan economy (Gitu, 2003). Kenya has relied heavily on international tourists in the past. Following acts of terrorism, such as the bombing of the United States embassy in Nairobi, the capital city of Kenya; the bombing of Paradise beach hotel in Mombasa, a major city; and a near fatal rocket launched grenade attack on an aircraft. Consequently, the tourism industry suffered a great blow. While the government has taken several preventive measures, it is still necessary for the Kenya Tourism Board (KTB) to develop a crisis management strategy in order to reduce the aftermath of such horrendous acts in the future (Redfern, 2003). The crisis management practices in the Israeli tourism sector (Israeli and Reichel, 2003) can offer valuable information as far as crisis management is concerned

### **1.2 Statement of the Problem**

The strategies put forward to create and broaden tourism products focused majorly on eco-tourism, convention tourism, sports and culture related tourism (GoK, 2016). Diversification of tourism is targeted at circulating tourism products and accruals to different places. Despite the potential of tourism as a driving force economic growth. There exist a lag in its growth globally in this sector. According to the National Tourism Master plan( 1997-200 I), the target growth was 10% in 2017, but the sector managed to achieve 0 6, with a short fall of 9.4%. Efforts have been made by governments through marketing plan to promote tourism, However expert opinion show that no study has been conducted to effect of terrorism on the performance of tourism industry. Therefore this study was out to bridge this gap by collecting information and add to the body of knowledge on effect of terrorism on the performance of tourism industry.

### **1.3 Objectives of the Study**

The general objective of the study was to examine effect of terrorism on the performance of tourism industry.

### **1.4 Justification and Significance of the Study**

The research results may be of great significance to different stakeholders in tourism industry. Thus, the study will add to the existing literature and ongoing studies on terrorism and security studies. The rationale of the study will be to create an understanding of the reforms in the tourist sector and their subsequent implications in curbing terrorism globally. At a time the world, and in particular Kenya, is grappling with terror threats, this study would help the government, especially

intelligence to decipher the trends and influence policy formulation in counter terrorism response. The study would be beneficial to scholars as it would contribute to plugging knowledge gap in line with the effect of terrorism on the performance of tourism industry.

## **2.0 LITERATURE REVIEW**

### **2.1 Theoretical review**

Two theories were found to be relevant in examining effect of terrorism on the performance of tourism industry. The theories that were found to best inform the research constructs are the securitization theory (Argentine, 1950) sustainability theory (Rene, 1979).

#### **2.1.1 The Securitization Theory**

Securitization theory emerged in 1990s and from then on, it has become the principal critical approach to the study of security. Securitization, as a concept, originated from the writings of Ole Wæver. *Security: A New Framework for Analysis* (Buzan, Waever and Wilde, 1998) which is identified as the key foundational text in securitization studies. According to Buzan et al., (1998), securitization is an inter-subjective establishment of an existential threat, which demands urgent and immediate attention, as well as the use of extraordinary measures to counter the threat. Security, in this sense, is considered a political issue in which political actors use even extraordinary mechanisms to protect from what is perceived as a threat. The political actors in this case can be the state, the executive, and legislature. Not leaving the media aside, which also plays a crucial by securitizing the existential threat through carrying out public opinion and independent investigations, discussions, news and bulletins. Media does this through the provision of information and analysing them to extend that the political actors become convinced of the need to protect the referent object.

Securitization often involves three steps: that is the identification of existential threats, emergency actions, and the effects of inter-unit relations by breaking free of the rules (Bruzan et al, 1998). Bruzan et al. (1998) view securitization as an extreme politicization. However, the usage of securitization lies on how a group of people uses it and not others, thus making security a social and inter-subjective construction. Securitized issue is always given more priority than other issues because of its importance and in this case terrorism. Terrorism is always considered as a threat to the tourism and the governments has always taken measures to curb it by giving it more priority despite the existence of other crimes. The priority that is often given to terrorism is reflected in tourism sectors that the governments carries out and the frequency by which terrorism has been referred to as a threat to national securities by relevant governments and global leaders. The relevant tourism bodies accepting securitization as such also boosts this. In this case, the securitization has been characterized by intervention in Somalia under the operations ‘Linda Nchi’ and the recent ‘Usalama Watch’, the increased regional and international cooperation. In the securitization of terrorism, there exist loopholes that can be used to justify infringement on human rights, justification for security reform measures deemed inappropriate and lastly it allows the use of extraordinary means in the name of security.

#### **2.1.2 The Game Theory**

Game-theoretic models have been increasingly used to study international relations, including war, terrorism, crisis bargaining, deterrence, and economic sanctions. Game theory deals with the rationality of the players where there is this sort of strategic interdependence. Therefore, it studies

the behaviour of decision makers in situations of strategic interdependence. Game theoretic models often provide novel insights into how and why outcomes in the political world look as they do. Hence, game-theoretic models are used to provide insight into outcomes (Conflict, and cooperation) that are jointly produced by choices made by distinct actors (States, groups, or individuals). Those choices result from a decision process based on assumptions about the goals, actors have, about the knowledge those actors have about the goals of other actors, and about what those other actors may know in turn. According to Sandler and Arce (2003), terrorists' choices will be influenced by those of government and vice versa. Sandler et al., (2003) argues that game theory is suitable for analyzing terrorism since it captures the strategic interaction between the terrorists and the governments that they target. In sequential interdependence, the players and in this case the terrorists and the government move in sequence and each knows each other's previous actions. In sequential interdependence (in this case the terrorists and the government) each player should figure out how the other players will respond to his current move, how he will respond in turn, and so on.

In this case, the government in pursuit of security reforms to curb terrorism often anticipate the reaction of terrorists similarly by terrorists in carrying out their attacks. The terrorists will always calculate the cost and benefits of their various moves, but the state should always counter these by reducing the benefits or increasing the cost of terrorism, or even both. The theory is also handy in analysing the changing nature of terrorism due to its interaction with counterterrorism. For example, the Kenyan government counterterrorism measures since 1998, through increased security to diplomats and embassies raised the relative cost of such attacks. As a result, terrorists switched to 24 kidnappings, which have remained pronounced in the current attacks. Nonetheless, improved security has raised the cost of attacks targeting the county forcing the terrorists to shift to vulnerable targets in other regions. The rationality requirement of game theory is viewed as simply the requirement that individuals' actions are consistent with their preferences and beliefs. However, these limits the theory as in certain scenario the governments cannot always stick to its preferences in fighting terrorism as some actors such as human rights activists and civil society will always intervene making the government to reconsider its policies. This will always work against the government giving an upper advantage to the terrorists, since for them it would mean reduced governments' heavy handedness in dealing with them.

## **2.2 Empirical Review**

Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. The specific objectives were to profile recreation behaviour of resident, examining antecedent factors influencing residents' recreation behaviour and evaluating residents' perceptions and attitudes towards domestic tourism. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. Ordinary least square model was used to respond to the hypothesis, Pearson correlation was used to measure the relationships between variables while multiple regression analysis was used to reflect al the independent variables. The findings from the study reviewed that the residents' high income means a positive motivation for participation in domestic tourism in Nasarawa State. The findings also revealed that participation in domestic tourism are influenced

by hindrances which must be addressed as it is the case in Nasarawa State. In addition, the study provides that residents' perception and attitudes toward domestic tourism were positive and indicate that how a people perceive the concept and activities of domestic tourism has an influence on whether to participate in tourism or not. Moreso, the result shows that the participation of residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state. So also, the findings revealed that public servants in Nasarawa state, Nigeria engage more in business, visit friends and relatives and wine and dine out during their leisure time and preferred friends, co-workers and family as travel companions when they engage in recreation and tourism activities. Friends and internet media were their sources of information about recreation and tourism activities. Recommendations are given on how government and policy makers in Nasarawa State, Nigeria can make contributions to develop domestic tourism. Finally, the study suggests further studies including conducting same research in Nasarawa State to involve all segment of the population as this focused in the public servants which income can be easily measured. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. Therefore, the only way to sustain domestic tourism participation is through the assessment of residents behaviors toward domestic tourism.

Ajogbeje,(2017) conducted a investigated the tourism–terrorism nexus in Nigeria using quarterly time series data within a vector autoregression analytical framework. Unlike extant studies, the study gauged the influence of terrorism shocks on the tourism sector specifically on the one hand and broadly the response of some key macroeconomic variables on the other hand. Several interesting results ensued. To sum up these findings, the study found a negative response of tourism revenues to terrorist incidents over the long haul as well as adverse effects on other key macroeconomic variables.

Buigut, (2015) conducted a study on terrorism in Kenya. The study utilized dynamic panel data model to analyses the effects of terrorism on demand for tourism in Kenya. We use annual data from 2010 to 2013 for a widely dispersed set of 124 countries of origin covering Europe, Asia, the Americas and Africa. The result suggests that a 1% increase in fatalities significantly reduces tourist arrivals by about 0.13%. This translates to a reduction of about 2507.5 visitors per year and roughly 157.1 million Kenya Shillings lost in tourism revenue per year for every one unit increase in fatality. Other proxies for terrorism, such as incidence or casualties, have a similar effect, indicating the robustness of the results. On the other hand, previous visits have a strong and positive effect on the level of current arrival.

Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. The target population of the study was 800,000 residents of Kibera slum who live in a total of 12 villages, 160 employees of Kenya Tourism Board (KTB) and 38 employees of Victoria Safaris. The sample size was 472 respondents, 384 from Kibera, 50 from KTB and 38 from Victoria Safaris. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used

to select respondents in those six villages. The initial subjects were identified using purposive technique. The subjects from the KTB were selected using convenient sampling method while all subjects from Victoria Safaris participated. Data was collected by the use of questionnaire. A pilot study was run in Kisumu Ndogo slum village. Reliability of the instrument was determined during the pilot study using test re-test technique. The Statistical Package for Social Sciences (SPSS) was used to analyze data. Data was then presented in tables and figures. The results of the study showed that slum tourism is a viable tourism product as majority of the respondents, 435 (92.2%), affirmed this. There was a strong liking for slum tourism across all categories as majority, 396 (83.9%), view it as beneficial to the slum residents in improving their living conditions. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. There is also need for government to develop a policy whose aim is to guide on ways of conducting slum tours. There is also need for Ministry of Tourism to educate the residents on how to take advantage of the venture and open up businesses like tour firms and how to provide other services in order to reap the benefits of slum tourism

Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourist to the Kenyan market, the extend of sports facilities, hosting of international sports event, cultural sporting activities, beach sports, high and low attitudes training centers, sports for sports icons. The study also looked at effectiveness of marketing, the level of security and political stability. A validated self-administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of Sports and Ministry in-charge of Tourism in the headquarters Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude training center within the eight tourism circuit were also visited for data collection. The eight tourism circuits included central Kenya region, Nairobi, coastline, southern region, eastern region, north rift, south rift and western Kenya. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30( 65%) of the government official were of the same view. 252(34:4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. 24(52.2%) of the government officials were of the view that Kenya is capable of hosting major international sports events while 221(30.4%) disagreed on the same. 14( 30.4%) of the government officials did not agree on the promotion of cultural activities while 290(39.7%) of the tourist were of the view that cultural event was a viable product for the development of sports tourism. 363(46.77%) of both tourists and government officials were of the view that high altitude training centers were fully explored for sports tourism development but when-it come to low altitude 396(51.03%) of both had no opinion. 117(16%) of the tourists 'were of the view that organization of sports for Kenya's

sports icons was not fully explored while 16(34.73%) of the government officials were of the view that it was fully explored. Ministries in-charge of Sports and Tourism needs to encourage sports tourism as a package in the Kenyan market. Recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry of Youth Affairs Sports and Tourism should market sports tourism as a tourism package. Ministries in-charge of Sports and Tourism should beef up security; create more high and low altitude centers, and stadia to host cultural sporting events. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and Ministry in-charge of Tourism need to expand sports tourism as a package and encourage its growth in Kenya.

Muthuri,(2013) conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. The UN Commission on Sustainable Development in the Local Agenda 21 maintains that industry and government are to protect and sustain the social, cultural and environmental wealth that attracts tourists, they must build more ambitious and committed partnerships to plan, manage and invest in this wealth. In the National Tourism Policy document, the Kenya Government acknowledges that due to historical inequities in the tourism industry, local people living in tourist host communities have rarely been involved in sharing of benefits or planning of tourism activities taking place within. their community. In view of the challenges posed by poverty especially in the rural areas of Kenya, and the fact that tourism can effectively be used as a tool for fighting poverty, the objective of this study was to understand reasons why local communities living around Meru National Park are not able to take part in tourism happening in their locality with a view to generating knowledge that could inform initiatives aimed at enhancing local community participation in tourism development. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level. Therefore, the study recommends sensitization of community members by the relevant stakeholders on the benefits of conservation and tourism and the role they can play as individuals and as a community in tourism development.

### **2.3 Research gaps**

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. For instance Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. The studies presented a

geographical gap as they were conducted in Nigeria while our current study focused on examining effect of terrorism on the performance of tourism industry.

Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. The studies presented a methodological gap as it used exploratory and descriptive survey research design while our current study adopted a desktop literature review method

Conceptual gap arises because of some difference between the user's mental model of the application and how the application actually works. Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. The study presented a conceptual gap as it focused on to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya, while the current study focused on examining effect of terrorism on the performance of tourism industry.

### **3.0 METHODOLOGY**

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to effect of terrorism on the performance of tourism industry. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on effect of terrorism on the performance of tourism industry from various data bases. The search was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on effect of terrorism on the performance of tourism industry. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity and allowed the researcher to focus on the articles that related to t effect of terrorism on the performance of tourism industry which was split into top key words. After an in-depth search into the top key words (effect, terrorism, performance, tourism, industry), the researcher arrived at 6 articles that were suitable for analysis. The 6 articles were findings from Agbu, (2019) who conducted a study on examine recreational behaviour in relation to domestic tourism

participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism.

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Chege, (2013) who conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents.

Muhalia, (2013) who conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market.

Muthuri,(2013) who conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level

#### **4.0 SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY**

##### **4.1 Summary**

The tourism industry is the most vulnerable and fragile sector in the economy. Tourists' willingness to visit touristic destinations diminishes once security is jeopardized by terrorist attacks. While there is no universally accepted exact definition of precisely what constitutes "terrorism," there are particular factors that are generally accepted in most definitions as constituent elements of "terrorism." The latter for example should aim at attaining a political or religious goal and have the intention to convey a message to a larger audience other than the immediate victims. Nevertheless, there is a high degree of overlap between.

##### **4.2 Conclusion**

The study concludes relevant governments should face the fact that terrorist attacks provoke a substitution effect on destination choice behaviors. Tourists will replace destinations considered unsafe due to terrorist threats with others considered safer. The physical distance of the tourists' home countries and their cultural and socio-economic traits influence this replacement behavior. Given the randomness of terrorist attacks, relevant governments should be prepared to alter quickly their marketing strategy, namely their market targeting strategies and promotion campaigns to prevent substitution effect and lack low returns from the tourism industry.

##### **4.3 Recommendations**

The study recommends that relevant governments in dealing with the root causes of terrorism should also denounce the terrorists considering their acts as criminal acts just like others. The tourism stakeholders should increase efficiency in law enforcement, prosecution of terrorist suspects, by improving intelligence gathering and the police should be effectively trained to deal with terrorism incidences. The covert nature of terrorism often precludes an easy analysis of their capabilities or intent, therefore, giving them an advantage of lying in wait and striking when least expected; thus, the government counterterrorism should be proactive

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