4-та Меѓународна конференција
„Охрид- Водици 2016"

„ТЕРОРИЗМОТ, МИГРАЦИИТЕ, БЕГАЛЦИТЕ – СОВРЕМЕНИ ПРЕДИЗВИЦИ НА КУЛТУРНИОТ ИДЕНТИТЕТ, НАСЛЕДСТВО, ЕКОНОМИЈА, ТУРИЗАМ И МЕДИУМИ"

-Зборник на трудови-

Уредник
Рубин Земон

Охрид, 17-19 јануари 2016

Conference proceeding 4th International Conference „Ohrid-Vodici 2016"

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**4th International Conference
"Ohrid- Vodici 2016"**

"TERRORISM, MIGRATIONS, REFUGEES – CONTEMPORARY CHALLANGES ON CULTURAL IDENTITIES, HERITAGE, ECONOMY, TOURISM AND MEDIA"

-Conference Proceedings-

Editor
Rubin Zemon

Ohrid, 17-19 January, 2016

Contents

FOREWORD

Ladies and Gentelman

Dear Participants of the IV International Conference of Cultural Heritage, Toursim, Economic Delepoment and Media "Ohrid-Vodic 2016"

At the beginning I will like to wish Welcome in Ohrid, the city of St. Erasmus St. Clement and St. Naum, the king Samuel, Sinan Celebi, Grigor Prlicev, Kuzman Shapkarev, Zhivko Chingo, the city where is found the temple of Egyptian goddess Isis,, where you can see magnificent cultural monuments as a church. Sophia, St. Bogoridica Perivleptos, St. John Kaneo, Plaosnik, Tekke of Zenel Abedin Pasha and Memorial House Robevci Memorial House of Prlicev.

This year for the 4th time we are organizing the traditional annual international conference on Cultural Heritage, Economic Development, Tourism and Media, before the holly Christian holiday "Vodici" (Baptism), which in a city of Ohrid is a cultural and touristic attraction.

For this conference are registered 64 paper from participants that are coming from 14 states and 4 continents.

Bearing in mind that the science and scholars are determinate to cope with sensitive and challenged issues, the contemporary situation in the World is pushing us to debate about the terrorism, migration and refugees as phenomenon that have a high increasing grade and strong influence on cultural heritage, identities, economic development, media and of course on tourism.

Terrorism is considered to be one of the greatest problems of the modern society. It is an obstacle on the way to development of the world as a global society. It became an occurrence, concept, thought and term which has entered the everyday life of the contemporary human been. Simultaneously with human progress in the technical, material and cultural respect, terrorism is also developing, only at a faster pace. Terrorism is constantly changing in its forms, contents, types and shapes of organizing, ways of activity and technical implementation. A question is posed (justified and with fear): have we entered the era of terrorism?!

Besides the terrorism, our modern society has to respond to new challenges of extensive migration processes. We are living in an "era of migrations". According to Stephen Castles and Mark J. Miller the rise of international migration is one of the most important phenomena of the latter 20th and early 21st century. During the last five decades, the amount of

international migration has grown enormously, from 82 million in 1975 to 175 million in the year 2000 and 232 million in 2013, which represents 3 % of the world's population. In recent years, migratory movements have become an issue which has been studied by diverse scholarly disciplines and approaches. While macro approaches focus on the stream of population, political and economic restrictions and possibilities of influence over migrations, humanities and social scientists direct the attention to the micro- and mezzo-level of analysis, where the family and household are among the main units of analysis. Military conflicts, political, environmental and socio-economic crisis in Middle East, North Africa and Europe facilitated "refugee tsunami" in these regions. The issues of security, provision of material needs and psychological support for refugees have become the priorities in contemporary agendas. Refugee identities are complex and formed not only by internal feelings, beliefs, ethnic and cultural traditions, but also by external factors, such as resettlement practices, forced migrant policies, cultural traditions and the economic, political and social conditions of their new host country. As a result of displacement refugees undergo a complicated process of identity reformulation.

Terrorism, migration and refugee flows are contemporary challenges in all part of our life. Researching, analyzing and exchanging of knowledge among the scholars and experts about the influence of these challenges on the identities, cultural heritage, economic development, tourism and media, particularly, interdisciplinary or holistically is very urgent task. Bearing in mind that a lot cultural heritage monuments and cities are destroyed, some of cultural, religious, ethnic and other identities are bases for undertaking violation and terrorist acts, the role of media are extremely important on spreading the xenophobia or tolerance, meetings of scholars and experts in this period for discussing and exchanging of knowledge is with high priority. Under such circumstances, economic development and tourism should be considered and analyzed from the perspective of abovementioned contemporary challenges.

Thank you for your attention and I wish you a pleasant stay in an ancient city of Ohrid.

Prof. Rubin Zemon Ph.D.
Chair of the Program Committee

Dejan Metodijeski[1], Oliver Filiposki[2]

TOURISM POLICY AND SECURITY: THE CASE OF TERRORISM

Abstract

The subject of this study is tourism policy and security from the aspect of international travel and terrorism. We consider terrorism to be one of the biggest problems of modern society, and the targets of many terrorist attacks are related to tourists and favorite touristic destinations. After the terrorist attacks we observe reduced numbers of tourists in those touristic destinations. Tourism is the antithesis of conflicts and military actions and can be developed only in areas that are not affected by such conditions. For this reason, many countries are preparing in advance and plan their tourism policies to meet the crises. In this study, we define tourism policy and security, we give examples of terrorist attacks around the world and how they affect the tourism industry, the economic losses of tourism in cases of terrorism and the crisis management. Recommendations for the Republic of Macedonia are given based on international experience and how should the country and the tourism industry prepare in the case of a terrorist act.

Key words: tourism policy, security, terrorism, international travel

1.   Tourism, tourism politics and the terrorism

As a unique phenomenon, the tourism today is present in all countries in the world and has constant tendency of increasing its growth globally. There is no country in the world that does not develop some kind of tourism or a country where citizens are not involved in tourist travel and movement outside of their permanent place of residence. Basically, the technical definition of tourism is just that, a trip for various reasons such as business, pleasure, sports and recreation, or other reasons.

According to the World Tourism Organization (WTO)[3], international tourists' arrival in 2015 has reached 1.184 million (4.4% increase compared to 2014). Tourist's expenditure reached to 1.400 billion US dollars, and the tourism industry participated with 10% of the global GPD (gross domestic product). Every eleventh employed person in the world is employed within the tourism industry.

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2 MSc. Oliver Filiposki, University of "Goce Delcev", Shtip, oliver.filiposki@ugd.edu.mk
3 http://www2.unwto.org/

International Tourist Arrivals, 2015

- Europe - 609 million
- Asia & the Pacific - 278 million
- Americas - 191 million
- Africa - 53 million
- Middle East - 54 million
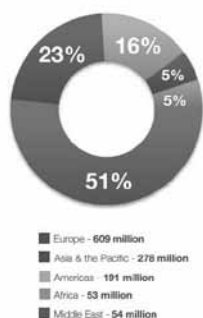
Picture 1.

International tourist arrivals, 2015

More and more countries recognize the great role of tourism, both in terms of cultural prosperity and economic benefits. For this reason, the countries at each level (national, regional and local) are strategically planning and creating policies for development that are known as tourism policies.

Many countries encourage the development of international tourism through different forms of support. At the national level the development of international tourism is falling under the Ministries and State Agencies of tourism. Generally, these institutions are engaged in carrying out activities such as controlling and regulating of the tourist activities; gathering information about the industry; preparing a national strategy for tourism development; preparing a national tourist marketing and advertising and more[4].

The term "tourism policy"[5] describes the conscious activity of the country or society in the field of hospitality in order to develop the two main sectors of the industry (accommodation and food and beverage) as well as the development of all other sectors. The main objective of this policy is to undertake measures and activities that will fully activate all factors for development of hospitality and tourism towards the increase of hospitality revenue and consumption as well as to improve their structure and quality.

Those who own and implement the tourism policies are:

- ❖ Government authorities at all levels (parliaments, separate legislative bodies, committees, government agencies etc.)
- ❖ The executive and administrative bodies of the government (secretariats, tourism ministries, tourism and hospitality committees, General Directorate of hospitality and tourism at national, regional, cantonal, municipal, city and other levels)

Secondary holders and executors of the tourism policies are:

- ❖ Legislative bodies outside the government authorities (chambers of municipalities and special business associations)
- ❖ Social organizations in the field of hospitality and tourism (tourist associations

4 Metodijeski, D., Cuculeski, N. (2015) International Tourism. Skopje: Sovremenost (Modernity)

5 Ackovski, N., Ackovska, M. (2002) Economy and organization of hospitality. Ohrid: FTU

at all levels, tourist offices and agencies)
- ❖ Local communities
- ❖ Other profit and non-profit organizations in the tourism industry which directly or indirectly participate in meeting the tourism and travel needs

Range of methods and schemes are being used in order to meet and achieve the goals of the tourism policy. All instruments of the policy are divided into four groups:

- ❖ Legal regulations which mainly include constitutional provisions, laws, permits, licenses, guidelines etc.
- ❖ Administrative tools which mainly include taxes, custom fees, contributions, public loans and other public revenues and subsidies (compensations, donations, bonuses, guarantees, regression, etc.)
- ❖ Economic instruments which mainly include plans, programs, resolutions, funds, loans, bonds, money, exchange rates etc.
- ❖ Contracts and agreements

Besides the creation of tourism policies, tourism is affecting the structuring of policies in other areas, urban planning for example.[6]

Dictionaries define the term terrorism (Latin) as practicing terror, ruling by intimidation, tyranny, and the terrorists as the direct executors of terroristic acts, participants in the terrorism, violence etc.[7] The origins of terrorism we meet back in the ancient times with the Greeks and Romans, then in the Middle Ages until the French Revolution in 1793-1794, when the term terrorism was used for first time to describe the actions of the French government and the regime and terror that has taken place back then.[8] The General Secretariat of the United Nations defines terrorism as any act intended to cause harm or death to civilians or people who are not soldiers in order to intimidate the population or to set certain conditions to a country or an organization, to enforce those condition and to ensure they are met.[9] The meaning and types of terrorism have been changing constantly over the last 200 years; therefore the standard definitions of terrorism that are available with the existing literature are incomplete[10] (for example today there is cyber terrorism).

There are several types of terrorism and ways of acting of individuals or groups involved in the terrorist activities. Terrorist groups and individual acts of terrorism fall into any of the following categories:

- ❖ Whether or not they are politically motivated
- ❖ Whether working or not working under government authorities
- ❖ Level of cooperation with major terrorist organizations or networks
- ❖ Level of organization and planning
- ❖ Whether justified in religious or ethnic terms

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6 Dredge, D., Jenkins, J., eds., (2011) Stories of practice: Tourism policy and planning. Surrey: Ashgate Publishing Limited

7 Mukinovik, L. (1990) Modern lexicon of international words and phrases. Skopje: Nasa Kniga

8 Law, R. (2015) The Routledge History of Terrorism. New York: Routledge

9 http://www.un.org/press/en/2005/gal3276.doc.htm

10 Forst, B. (2009) Terrorism, Crime, and Public Policy. Cambridge: Cambridge University Press

- ❖ Whether the attacks are directed at people or symbolic targets
- ❖ Types of people that the attacks are meant for etc.

Despite the economic power that tourism, terrorism and political instability have, it also poses a serious threat to the tourism industry[11]. Tourist destinations and tourists have always been "soft spot" for terrorist activities. For a terrorist group, tourist destinations are easy to infiltrate; attack on tourists ensures guaranteed international media coverage; the impact of the attack can be massive and overall tourist destinations offer an effective tool to enable sending a message of ideological or political significance worldwide. For terrorist organizations tourism is a medium through which they communicate with the general public, a source through which they can transmit their ideological or political message and an opportunity that should not be left unused[12]. The fact that terrorism targets the tourism industry should not be neglected. The list of places or organizations targeted by terrorists include: airlines, cruise ships, buses, restaurants and bars, major events, sports events, cultural or entertainment events, beaches with a larger number of swimmers, hotels and other accommodation facilities and all the other places that can accommodate bigger number of people.

The effect terrorism has on the behavior of tourists is as follows[13]:
- ❖ First, the risk of a terrorist attack affects the decision-making process, whether tourists will take the decision to visit a particular destination due to security reasons or not;

- ❖ Second, the risk of terrorism causes tourists to take action and change their behavior while they are in certain "risky" destinations

- ❖ Third, the danger of terrorist attacks affects tourists to make replacement of risky destinations with safer and choose other places for vacation.

International terrorism and tourism ironically are linked by their common characteristics. In both cases there is a crossing of international borders, there are citizens of foreign countries who use tourist infrastructure and communication during the travel[14].

2. Terrorist attacks and their impact on the tourism worldwide

The impact of terrorism on the tourism industry was dramatically demonstrated by the attacks of September 11, 2001 in the US, attacks in Brussels, Istanbul, Madrid, London and Paris in Europe[15], attacks around tourist destinations in Asia[16],

11 Sönmez, S., A.R.Graefe, (1998) Influence of Terrorism Risk on Foreign Tourism Decisions. Annals of Tourism Research, 25(1), pp.112-144.

12 Sönmez, S., Apostolopoulos, Y., Tarlow, P. (1999) Tourism in Crisis: Managing the Effects of Terrorism. Journal of Travel Research, 38(1). pp.13-18.

13 Ranga, M., Pradhan, P. (2014) Terrorism terrorizes tourism: Indian Tourism effacing myths?. International Journal of Safety and Security in Tourism. Issue 5, pp. 26-39

14 Baker, D. (2014) The Effects of Terrorism on the Travel and Tourism Industry. International Journal of Religious Tourism and Pilgrimage, Vol. 2: Iss. 1, Article 9.

15 European Police Office (2015) The EU Terrorism Situation and Trend Report. Europol

16 Fletcher, J., Morakabati, Y. (2008) Tourism Activity, Terrorism and Political Instability

Africa, the Middle East and others. The number of tourists and overnight stays generated in the mentioned countries rapidly decreased after these acts of terror. Air traffic is one of the most vulnerable sectors in the tourism industry that is constantly at risk of terrorist attacks[17]. After all, in the second half of the last century many terrorist attacks have been made namely by hijacking planes with passengers. One of the most memorable acts of terrorism in the last century is taking hostage of the Israeli Olympic team by Palestinian terrorist organization "Black September" during the Olympic Games in Munich in 1972. From the terrorist attacks within the Balkan countries we can single out the numerous attacks in Athens and the suicide bombing at the Burgas airport in 2012.

Republic of Macedonia in its security environment faces multiple types of threats and risks to the national security[18]. Major threat is the terrorism which endangers peace, security, the interests of the country and the world and represents a real threat to personnel deployed in international missions. Law for Crisis Management[19] accommodates all forms and activities related to international tourism, potential risks and hazards that can be manifested in crisis or other emergency situations. An example of such a situation is in the period of 9-10 May 2015 in Kumanovo, eight members of a special unit of the Macedonian police and 14 terrorists were killed; there were no civilian casualties.

Picture 2. The location of the shooting during the terrorist act in Kumanovo in 2015

The consequences of this terrorist act on behalf of the tourism were:

❖ Cancellation of travel arrangements for visiting the country (tourism or business)
❖ Creating an image of instability in the international community

within the Commonwealth: The cases of Fiji and Kenya. International journal of tourism research 10, pp. 537–556

17 Baker, D. (2015) Tourism and Terrorism: Terrorists Threats to Commercial Aviation Safety & Security. International Journal of Safety and Security in Tourism/Hospitality, N.12

18 Defense Strategy of Republic of Macedonia. Official journal of RM. No.30/2010

19 Crises Management Law. International journal of RM No.29/2005

❖ Reducing the economic efficiency of the tourism sector

An emergency meeting of the Agency for Promotion and Support of Tourism in Macedonia has taken place on the 15th of May 2015 to discuss the situation that was created by the terrorist attack and the actions that were taken. The Agency for Promotion and Support of Tourism in Macedonia is one of the two institutions in our country that is direct holder of the tourism policy despite Ministry of economy and the Department of Tourism and Hospitality. At this session was discussed and agreed to secure funds that will enhance marketing campaign to promote the country as a safe destination for tourists.

3. Crisis management in tourist destinations

Crises can be defined as occurrence that threatens the basic values, the fundamental goals and interests of the country or endangering the constitutional order and security of the country. Crisis management is a complex of preventive and reactive measures and activities which are used by the proficient institutions who look for all sources of endangering the security of the citizens and possibilities to eliminate their effect or to reduce it to tolerable limits[20]. In the broadest sense, the main task of crisis management is response to crises or management of the occurrences (hazardous and risky) that may cause crisis incident in the whole country or a smaller part.

Safety in tourism is expressed in specific terms of the community and hospitality/tourist organizations for the safety of tourists, tourism facilities and other tourist values[21]. The main threats that have influence to the safety of tourists and affect the image of the destination are accidents, crimes, ethnic conflicts, health threats, political instability, terrorism and war[22]. Safety during travel and stay at a certain destination is an important element of the tourism product that drives the tourist to choose or not a particular destination. Tourists pay a special attention when traveling or staying at a place that is different from their permanent residence. From the perspective of international tourism providing safety and security at a destination is an important condition that is essential in order to meet the most important expectation of tourist – safety.

When security incidents such as acts of war, terrorism, crime and civil conflicts are occurring in or near the area where tourism forms much of the landscape of the area then the tourist industry, tourists and the local economy are always affected by it[23]. This leads to the need of specific time in which monitoring will be done and the negative effects brought by the disruption of security for tourism will be explored. In recent decades we have witnessed the occurrence of a number of crises in the world. The challenges arising from these crises have forced touristic destinations to think not about whether they will be affected by the crisis, but will they be ready

20 Petrevski, V., Kuculovski, V. (2009) Systems for crises management manual. Skopje: Center for Crises Management UNDP.

21 Spaseski, J. Aslimoski, P., (2005) Safety in tourism. Ohrid: FTU

22 Buhalis, D., Costa, C., eds., (2006) Tourism Management Dynamics Trends, management and tools. Oxford: Elsevier Butterworth-Heinemann.

23 Mansfeld, Y., Pizam, A., eds. (2006) Tourism, security, and safety: from theory to practice. Oxford: Butterworth-Heinemann.

for the same[24]. The term tourism crisis is used in the present context for the destinations which are currently facing a sharp decline in the number of tourists and nights booked. It is defined as any event that could jeopardize the smooth operation of businesses related to tourism, to harm the image of the touristic destination and its security, attractiveness and comfort by creating a negative impression on visitors, to sharply reduce the economic benefits of tourism and interrupt continuity in the operation of the tourism industry[25].

Most of the academic personnel and practicants who deal with tourism problematic are treating tourism with a positive approach and call it "driver of peace"[26]. However, tourism does not indicate the desired impact on peace and security and on other hand it is very dependent of it. In the recent decades we have been witnessing that the tourism is some kind of first line of terrorism. Terrorist activities endangered all, urban and rural areas, not only countries considered to be "at peace" but also nations that are "at war"[27]. Tourism as a global business is vulnerable, very sensitive and is a prerequisite for the emergence of crisis due to security reasons[28]. Many countries have already established procedures to be followed by tourism and hospitality facilities and their employees if they are suspecting any danger[29]. In some of the procedures are listed and identified ways of recognizing terrorist attacks (eg. lack of accurate data on personal identification documents, suspicious inquiries about the facility and its elements, wondering at a place longer than usual etc.). International experiences in the field of tourism shows that for successful crisis management arising from terrorist acts the following actions are necessary:

- ❖ Increasing security of micro (preparation of security plans and the development of training programs) in the tourism industry and macro level (national security, police, army)
- ❖ Marketing and promotion of the destination as a safe for travel and stay
- ❖ Formulation of anti terror strategy on national level or within the touristic destination in a country

Ideally, formulation and creation of anti-terrorism strategy should come from an assigned anti-terrorist group. This group in Macedonia should be supported by members from all stakeholders such as Ministry of Interior, Ministry of Defense, Center for Crisis Management, Ministry of Foreign Affairs, Ministry of Economy - Department of Tourism and Hospitality, Universities - Faculty of Tourism and Security, Agency for Promotion and Support of Tourism in Macedonia, Chambers of Commerce for tourism, Association of hotels and restaurants, security companies,

24 Ritchie, B., Campiranon, K., eds. (2015) Tourism Crisis and Disaster Management in the Asia-Pacific. Oxfordshire: CAB International.

25 Glaesser, D. (2003) Crisis Management in the Tourism Industry. Oxford: Butterworth-Heinemann.

26 Hall, M., Timothy, D., Duval. T., eds. (2003) Safety and Security in Tourism: Relationships, Management, and Marketing. Oxon: Routledge.

27 Tarlow, P. (2014) Tourism Security: Strategies for Effectively Managing Travel Risk and Safety. Oxford: Butterworth-Heinemann.

28 Scott, N., Laws, E., Prideaux, B., eds. (2010) Safety and Security in Tourism: Recovery Marketing After Crises. Oxon: Routledge.

29 Clifton, D. (2012) Hospitality security: Managing Security in Today's Hotel, Lodging, Entertainment, and Tourism Environment. Boca Raton: Taylor & Francis Group.

transportation companies, organizers of events, facilities managers of natural and cultural significance, representatives of private sector and other associations in the field of tourism, hospitality and culture. The five steps in the creation of anti-terrorism strategy could be the following (customized model of Paraskevas and Arendell[30]):
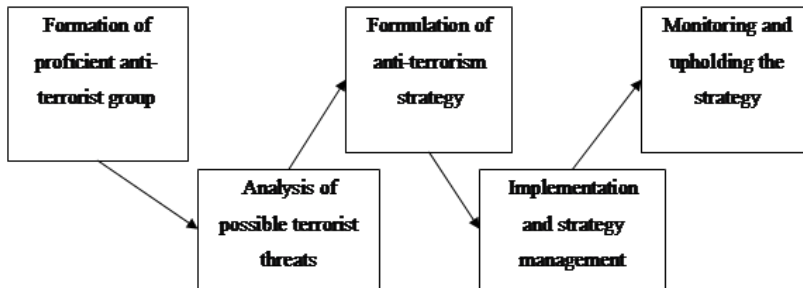
Diagram 1. Proposed steps in the formation of anti terror strategy

- ❖ Formation of proficient anti terrorist group
- ❖ Analysis of possible terrorist threats
- ❖ Formulation of anti terrorism strategy
- ❖ Implementation and strategy management
- ❖ Monitoring and upholding the strategy

This strategy should be designed, implemented and monitored as well as the other national strategies. The creation of such a strategy would go in favor of the Republic of Macedonia, to point out as an example the organization of the European Super Cups, sporting event that has international character and will contribute to an increased number of international tourists. The winners of the UEFA Champions League and UEFA Europa League season 2016/2017 will play finals in August 2017 in Skopje. Due to the publicity that this event is bringing can be a potential target for terrorist attack.

Conclusion

As a unique phenomenon, the tourism today is present in all countries in the world and has constant tendency of increasing its growth globally. There is no country in the world that does not develop some kind of tourism or a country where citizens are not involved in tourist travel and movement outside of their permanent place of residence. More and more countries recognize the great role of tourism, both in terms of cultural prosperity and economic benefits. For this reason, the countries at each level, national, regional and local, are strategically planning and creating policies for development that we call tourism policy.

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30 Paraskevas, A., Arendell, B. (2007) A strategic framework for terrorism prevention and mitigation in tourism destinations. Tourism Management N.28, pp. 1560–1573

ancient times with the Greeks and Romans, then in the Middle Ages until the French Revolution in 1793-1794, when the term terrorism was used for first time to describe the actions of the French government and the regime and terror that has taken place back then. The meaning and types of terrorism have been changing constantly over the last 200 years; therefore, the standard definitions of terrorism that are available with the existing literature are incomplete.

Despite the economic power that tourism, terrorism and political instability have, it also poses a serious threat to the tourism industry. Tourist destinations and tourists have always been "soft spot" for terrorist activities. For a terrorist group, tourist destinations are easy to infiltrate, attack on tourists ensures guaranteed international media coverage; the impact of the attack can be massive and overall tourist destinations offer an effective tool to enable sending a message of ideological or political significance worldwide. For terrorist organizations tourism is a medium through which they communicate with the general public, a source through which they can transmit their ideological or political message and an opportunity that should not be left unused.

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