

# 7TH INTERNATIONAL STUDENT CONFERENCE ON LOCAL SAFETY AND SECURITY



UNIVERZITET CRNE GORE  
PRAVNI FAKULTET



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Faculty of  
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*KEY AREAS OF POLICY IN THE FIELD  
OF TOURISM AND SECURITY-TOURISM  
AS AN IMPORTANT BRANCH OF THE  
ECONOMY AND THE PROTECTION OF  
INTERESTS IN THIS AREA (  
INTERNATIONAL PERSPECTIVES)*

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**ARRS**

SLOVENIAN RESEARCH ASSOCIATION

## **TYPES OF CRISES IN TOURISM**

- When it comes to crises that have affected tourism, we can define them as an unexpected event, which can affect the traveler's trust in the destination and which hinders the possibility of normal business operations. The conditions in which tourism takes place today impose the need to prepare for an unexpected event, and a response that requires solidarity, flexibility and expertise. The marketing of a tourist destination depends primarily on the perception that the tourist has of it, and the degree of risk it can bear. If there is more risk, security and uncertainty in a tourist destination, there is less demand for it.

# DIVISION OF CRISES

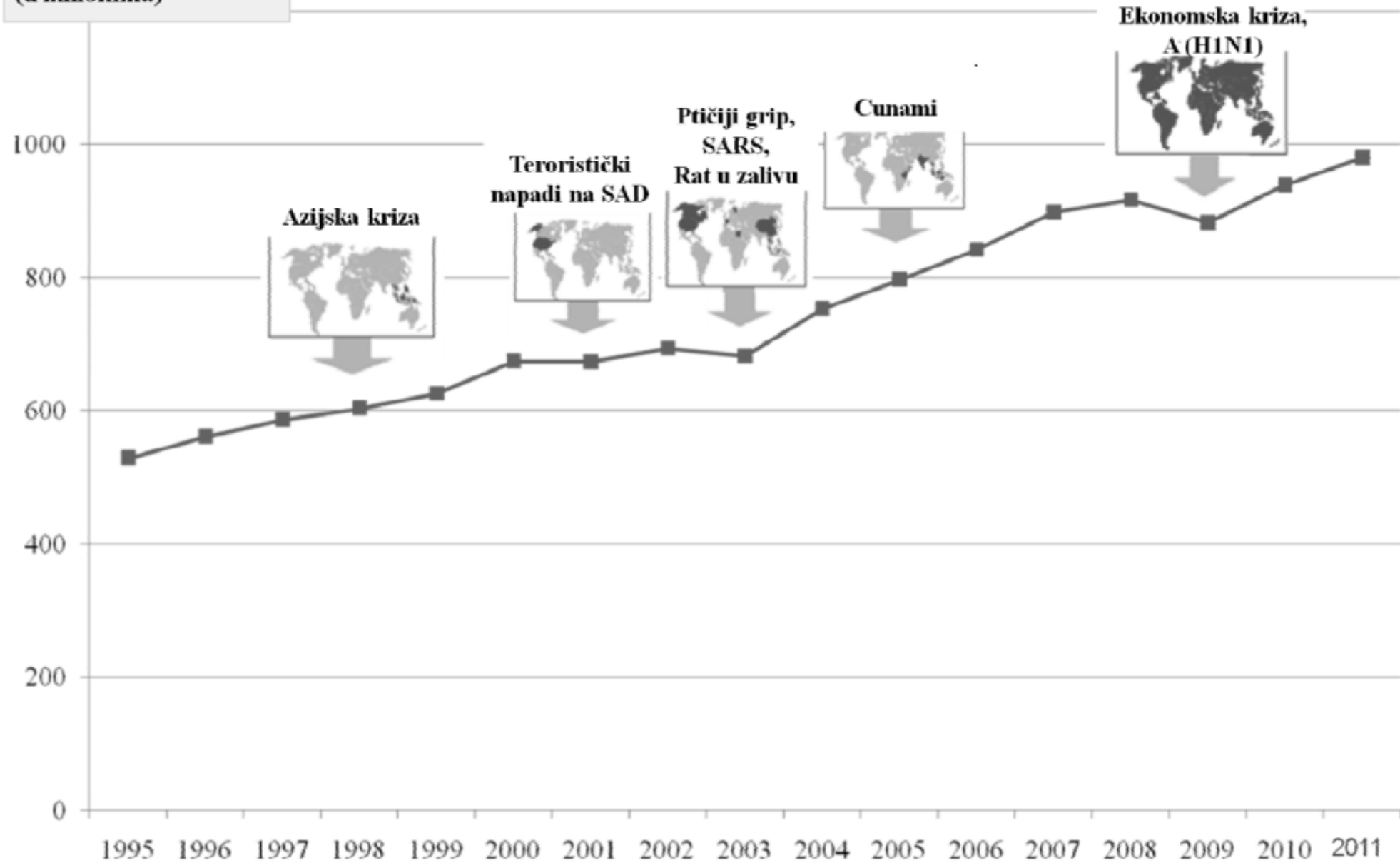
## Crises caused by natural events

- Crises can be divided according to who is the cause, natural or human activity. Crises caused by natural events are: tsunamis, hurricanes, floods, earthquakes, etc. Crises caused by human activities include terrorist attacks, criminal activities, etc. There are also those that are of a combined character, which are natural in their appearance, but caused by human activity, such as, for example environmental pollution, or in the reverse direction, such as epidemics. From the point of view of the phase in which the crisis is located, considering that it is a process that lasts a certain period of time, potential, latent and acute crises can be distinguished

## Crises caused by human activities

- All these events have in common a huge negative impact on the lives of citizens in the affected areas, and especially on the economy and tourism, as the third, most significant, but also the most dynamic economic branch of the overall world economy. A destination or business brand can suffer a lot of damage. The perceived value of the travel sector may be marginalised, at least in the short term. National images can be questioned. People can lose their sense of self-respect and self-worth. Entire cultures can be compromised

**Broj turista u svetu  
(u milionima)**



# THE IMPACT OF TERRORIST ATTACKS ON TOURISM

- Terrorist attacks, although politically motivated, cannot be characterized as political crises. Terrorist attacks are events that occur suddenly, last for a short time and immediately attract the attention of the public. Political crises, on the other hand, are characterized by the fact that, even if they do not always have the same degree of media attention, they have a prolonged negative effect on travel to the affected areas, and can create permanent obstacles to international tourism (Somnez, 1998). Terrorism threatens all of humanity. When it comes to tourism, the targets are transport systems (water, land, air), hotel and catering facilities, congresses, festivals, carnivals, sports events, etc. The goal is to cause material damage and human casualties



# CHARACTERISTICS OF THE TERRORIST ATTACKS



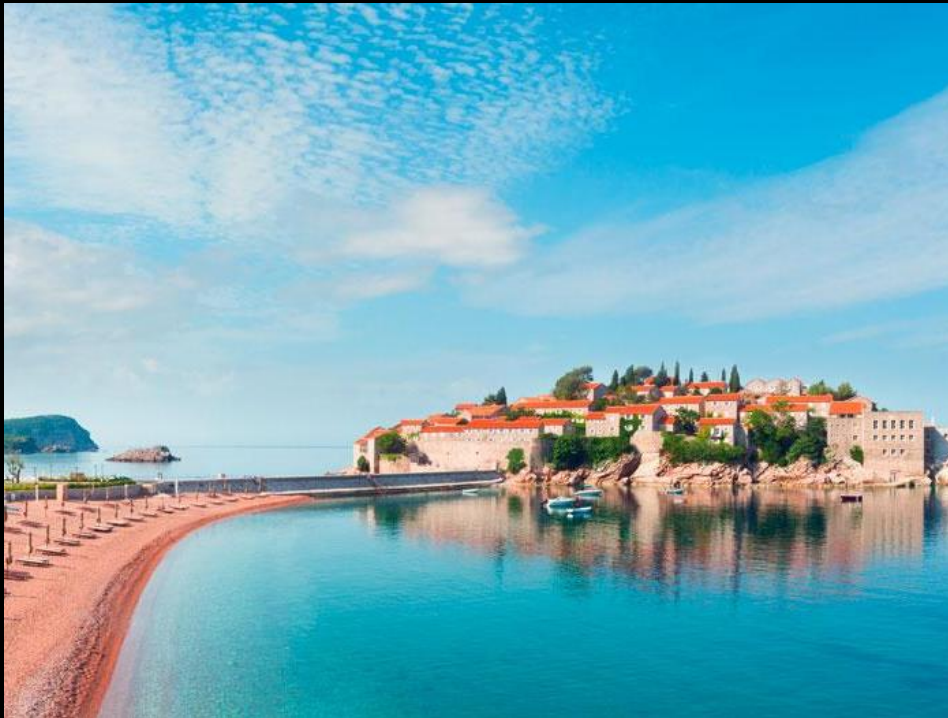
- their targets are as many people as possible due to publicity and familiarization of the public with the struggle they are waging;
- the political background of the attack was expressed (the so-called Robin Hood model);
- victims are not important, what matters is the goal achieved;
- the more publicity given to the event, the greater the importance of their idea;
- terrorists do not choose either the type of tourism (domestic, international), or the type of weapon (chemical, fire), etc.;
- statistical data on victims is very important information and an indicator of the strength of terrorists, so their repetition in the media is very important for them;
- terrorists need advertising, and tourism has the possibility of great publicity;
- tourism and its mass are ideal for terrorist infiltration;
- in addition to the damage it causes to tourism, it also affects activities related to tourism.

# THE IMPACT OF POLITICAL CRISES ON TOURISM

- Such as terrorism, political instability (wars, coups, demonstrations, strikes, etc.) can increase the risk perception of a destination. It is a situation when the mechanisms of management and governance, as well as the political legitimacy of the government, are faced with factors that operate outside the regular framework of the political system. War and political instability can also have an impact on neighboring countries that are not directly involved in the conflict. As an example, we can take the year 1989, when, due to demonstrations on Tiananmen Square in Beijing, around 11,500 tourists canceled their visit to Beijing. The war in the Persian Gulf led to a huge redirection of tourist demand, to the extent that hotels in Israel were used to accommodate Russian emigrants instead of tourists. During the political crises in Greece, in 1964, 1988 and 1991, significantly lower tourist arrivals were recorded in that country.



# THE IMPACT OF THE WAR IN UKRAINE ON TOURISM IN MONTENEGRO



- In 2021, 244 thousand tourists came to Montenegro from Russia and Ukraine, which is 15.8 percent of the total number. Tourists from Ukraine and Russia made over two million overnight stays, which is 21.3 percent of the total number, according to Monstat data. On average, they stayed in Montenegro for 8.24 days. According to statistical data, the average daily consumption of tourists is 75 euros, so this would mean that in 2021, Montenegro earned around 150 million euros from tourists from Russia and Ukraine. That number is obtained when the number of tourists (244,022) is multiplied by the average daily consumption (75) and the average number of days of stay of tourists from these two countries (8.24). Income from tourism last year amounted to over 700 million euros. In 2022. year, a larger number of guests from these markets, especially from Ukraine, was expected. If the current situation continues, it is difficult to expect that there will be any tourists from these markets at all this season, so it can be said that due to the war in Ukraine, Montenegro will almost certainly be without around 150 million euros in tourism revenue in 2022. year. In 2021. year, 136,000 tourists came from Ukraine, which is two and a half times more than in 2019, while 108,000 tourists came from Russia in 2021. year, which is significantly less than in 2019, when 385,000 tourists came from Russia. "Given that these are markets that, together with the countries of the region, make up the bulk of tourist traffic in Montenegro and are among the top 5 countries from which the largest number of tourists come, it is certain that the war crisis that is currently happening will have negative effects on the tourist season in Montenegro", they stated from the National Tourist Organization.



# CONCLUSION

- The United Nations long ago developed the slogan that tourism is a "passport to peace", and this is why terrorist organizations are constantly trying to achieve their goals through attacks on tourist destinations. Wars and conflicts are always potential obstacles to development, and so far have had a short-term impact on tourism. Every crisis requires an adequate and timely response in order to overcome it. In such circumstances, the ability of tourism workers to find ways, to respond to the challenges they face and restart the development of the tourism economy, which contributes to the development of other activities, comes to the fore. Most often, tourist organizations rely on marketing activities and economic measures, through strengthening propaganda, giving certain subsidies to business entities in tourism, facilitating travel through visa liberalization, reducing tax duties, investment activities, improving the quality of the offer in the tourism sector, etc.



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THANK YOU  
FOR YOUR  
ATTENTION