



The Impact of Terrorism on the Tourism Sector of Lithuania

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ABSTRACT

Practically every day there are terrorist attacks executed somewhere. For this reason, the need to reveal the impact of terrorism on tourism sector of Lithuania and how well it is ready for this challenge occurs. The analysis of scientific literature and secondary data was used as well as two surveys (qualitative and quantitative) were carried out. Since the possibility of a terrorist attack in Lithuania is trivial, the research focuses on the Lithuanian outbound tourism sector. The survey of interaction between terrorism and tourism and impact of terrorism to tourism in different countries is provided. It is worth emphasizing that tourists become the victims of not only pre-planned but also of individual terrorist attacks. Events of recent several years have caused the emergence of the terrorist tourism, when people with radical attitudes travel to, e.g., Syria. Despite the various attacks and subsequent dips in tourism the world of travel and hospitality has entered a new era of growth and transformation. The purpose of the research was to identify how Lithuanian tourists and experts perceive dangers and whether this affect their choice of trips and what measures can reduce the impact of terrorist attacks on tourism. Both the Lithuanian tourists and experts understand that the threat from terrorism has been growing, nevertheless the comparison with other surveys can lead to the statement that there is a specific tourist market in Lithuania which is characteristic of courage, inflexibility in terms of price and poor perception of possible threats.

INTRODUCTION

The terrorist attacks have long been a global threat. Practically every day there are terrorist attacks executed somewhere. Due to increasing globalization, this threat is growing, because using modern means of communication terrorists can spread their ideology, recruit new members, plan and coordinate terrorist attacks even not meeting each other face to face. Therefore, in these times, all people are under threat of terrorist attacks, despite of national borders, nationality or

religion. The tourism industry is considered one of the most important clogged wheels of the global economy. Numerous countries – specially emerging and least developed – have benefited from the growing number of tourists that visit them. Ironically, that in the case of many countries of this type, the local tourist industry is adversely affected by the terrorist actions of some political or ethnic groups and have created a negative image for specific destinations (Bac et al., 2015).

Following the terrorist attacks of 11 September 2011, the US security issue in the context of terrorism has totally changed. Before, security issues were a taboo in the tourism business because it was thought that tourists might negatively assess talks about security thinking that there is a risk or danger and ignore travelling. The impact of this terror attack was a big challenge for the tourism sector as well since tourists “got concerned” about their security and started choosing their travel destinations more cautiously and carefully (Tarlow, 2014). S. Horner and J. Swarbrooke (2009) noted that tourists’ attractions (and tourists, accordingly) have become terrorists’ targets increasingly often, P. Tarlow (2006) states that terrorism will further encroach on the tourism industry, therefore, it must be prepared for new challenges and problems. When acts of *terrorism* whether of high or low severity occur at high frequency and regular intervals, *tourism* demand will constantly decrease, and eventually the destination’s *tourism* industry will come to a standstill (Pizam and Fleischer, 2002). For this reason, the stakeholders of the tourism industry must understand that tourists’ attitude towards security is changing thus causing changes in the entire tourism paradigm. It is estimated that tourists will increasingly prefer “safe” tourism regions. Their security and protection will have to be included in a good quality package so as to ensure economic viability (Tarlow, 2006). D. Baker (2014) claims that presently there is still no clear terrorism theory to include the sector of tourism. The absence of such theory leads to the development of situations where terrorism is capable of causing greater damage to tourism.

Both national authorities and representatives of the tourism industry are not fully ready to work in cooperation to reduce the extent of damage caused by terrorism on tourism sector. J. C. Henderson (2007) notes that state institutions and travel operators lack having common information in relation to the risk of terrorism or the system of sharing/disseminating it either. As a result this increases the scale of the impact of the risk of terrorism. P. Tarlow (2006) emphasises that tourism industry’s effort in seeking to share security information with its clients is slack because they think that “security is the dark secret”. It should be stressed that the “old tourism” paradigm, which does not speak a word about security and does not use it as a marketing advantage, has to change.

Terrorism has been changing its forms and using new measures of effect. Terrorist groups will continue looking for new tourist destinations for their attacks and will choose to attack the infrastructure of tourism. From logically explainable oppositions to the West, terrorism will transit to chaotic acts simply to cause instability and fear. These forecast prompt tourism business to review its activity from the perspective of these trends. This, in turn, poses new challenges to the sector of tourism and to business enterprises. For this reason, the need to analyse the impact of terrorism on tourism sector and how well it is ready for the new 21st century challenges occurs. *The aim of the article is to reveal the impact of terrorism on Lithuania’s outbound tourism.* To this end, the analysis of scientific literature and secondary data was used as well as two surveys (qualitative and quantitative) were carried out.

1. INTERACTION BETWEEN TERRORISM AND TOURISM

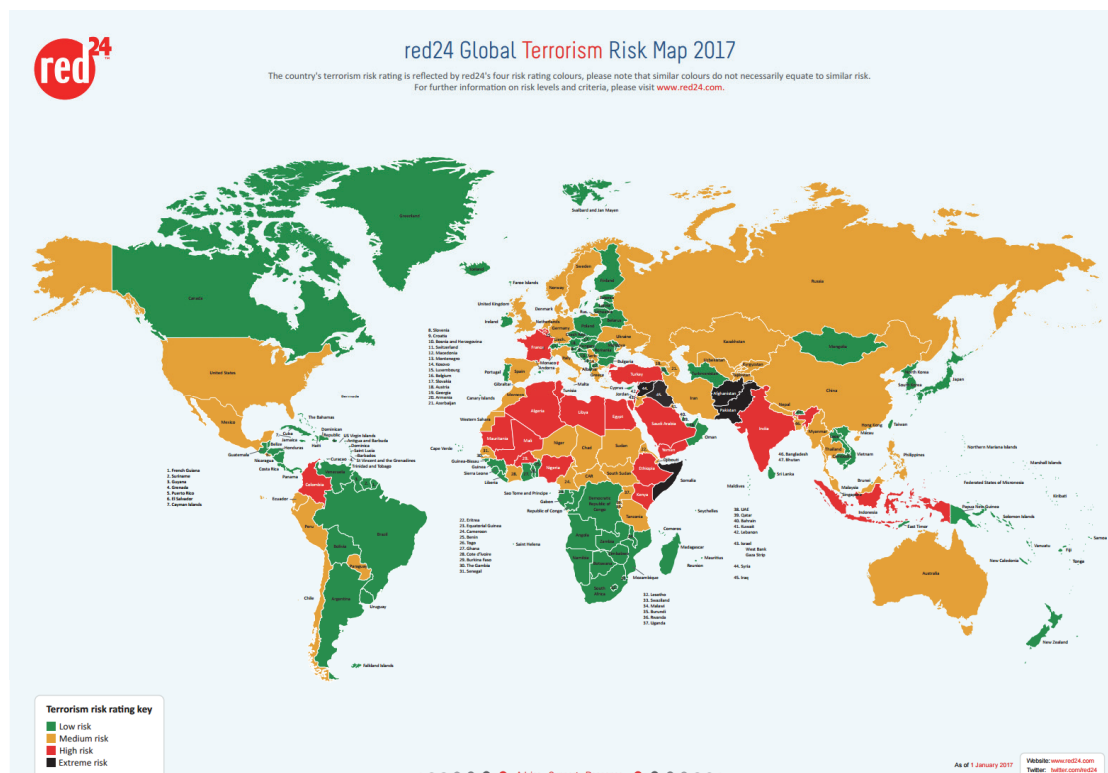
Terrorism is a serious, constant, historically variable social phenomenon occurring in terrorist acts and resulting from current social processes and phenomena of the global society. Terrorism has been a tool of politics through out history. The modern terrorism in the XX century begins in the 60s and early 70s the frequency of terrorist attacks recorded a sharp increase. The most shocking attacks in this period were: Bloody Friday in Belfast and the Munich Olympic Massacrein 1972, and the hijacking at the Rome airport in 1973. After a brief period of peace, the 80s began and

ended with violence generated by terrorism. During the 90s terrorist attacks took place all over the world, from the United States (the Oklahoma City Bombing in 1995) to Israel and Columbia (Bac et al., 2015). The beginning of the XXI century has seen a flurry of terrorist attacks in different parts of the world. The most significant terrorist attacks have received increased attention from the media, especially TV stations. Terrorism is largely centralised in the Middle East and North Africa (MENA), South Asia and sub-Saharan Africa regions, which together account for 84 per cent of attacks and 95 per cent of deaths (Fig. 1).

It is necessary to mention, that according to the Global Terrorism Index (GTI) the highest impact of terrorism is in the following countries 1. Iraq 9.96, 2. Afghanistan 9.444, 3. Nigeria 9.314, 4. Pakistan 8.613, 5. Syria 8.587, 6. Yemen 8.076, 7. Somalia 7.548, 8. India 7.484, 9. Egypt 7.328, 10. Libya 7.283. The Global Terrorism Index is a comprehensive study analysing the impact of terrorism for 163 countries, covering 99.7 per cent of the world's population. The GTI is based on the Global Terrorism Database (GTD), the most authoritative data source on terrorism today. The GTI produces a composite score in order to provide an ordinal ranking of countries on the impact of terrorism (Global Terrorism Index, 2016).

MENA is the region most affected by terrorism with five countries in the bottom performing ten countries on the GTI. South Asia is the second most affected region with three countries among the ten worst countries on the GTI: Afghanistan, Pakistan and India. The region also had the second highest number of attacks and the third highest number of deaths from terrorism. Asia-Pacific accounted for seven per cent of all attacks and two per cent of deaths. Many of the terrorist attacks in this region are related to local political goals and the violence often does not result in any deaths. There have been roughly 200 active terrorist organizations in the Asia Pacific since 2000, but 76 per cent of groups have launched attacks that did not result in any deaths (Global Terrorism Index, 2016).

Figure 1. red24's Global Terrorism Risk Map 2017



Source: red24's.

Presently, the best known terrorist organisations that cause major damage are (Table 1) Islamic State of Iraq and the Levant (ISIL) (a terrorist group based in Syria and Iraq), Boko Haram (the group is also known as Jamā'at Ahl as-Sunnah lid-Da'wah wa'l-Jihād and more recently Islamic State's West Africa Province (ISWAP). The name Boko Haram can be translated as 'Western education is forbidden'), Taliban (founded in 1994 by Mohamad Omar, the group was originally constituted by a mixture of Mujahedeen, who fought against the Soviet invasion of Afghanistan in the 1980s, and a group of Pashtun tribesmen), Al-Qa'ida (was formed in 1988 by Usama bin Ladin, a Saudi Arabian who was killed in 2011, and Abdullah Azzam, a Palestinian Sunni scholar who was killed in 1989).

Table 1. Key Information about Terrorist Organisations with the Highest Damage Output (2015 data)

<i>Organiza-tion</i>	<i>Inci-dents</i>	<i>Death-s</i>	<i>Injuries</i>	<i>Annual revenue, Funding Sources</i>	<i>Location of attacks</i>
Islamic State of Iraq and the Levant (ISIL)	953	6,141	6,208	US \$ 2 billion. Oil smuggling, taxation, traffic of antiques, external donations, drugs	Bahrian, France, Iraq, Jrdan, Lebanon, Saudi Arabia, Somalia, Syria, Tunisia, Turkey, Palestine
Boko Haram	491	5,478	3,376	US \$ 25 million. Kidnapping for ransom and extortion, bank robberies, illegal mining, external donations, drugs	Burkina Faso, Cameroon, Chad, Niger, Nideria
Taliban	1,094	4,502	4,685	US \$ 400 million. Opium and heroin smuggling, taxation, extortion, external donations	Afghanistan
Al-Qa'ida	368	1,620	969	US \$ 150 million. Organised crime, franchises, external donations, kidnapping	Algeria, Bangladesh, France, Kenya, Lebanon, Mali, Pakistan, Somalia, Syria, Uganda, Yemen

Source: drawn by the authors based on Global Terrorism Index, 2016.

According to the data of *Global Terrorism Database*, the year 2014 saw 13,463 terrorist attacks (39% more than in 2013) and 32, 727 casualties (Nowacki, 2015). Since 2011, the number of terrorist attacks in the European Union remains fairly high (174 (2 deaths) – in 2011; 219 (17 deaths) – in 2012; 152 (7 deaths) – in 2013; 199 (4 deaths) – in 2014) (Nowacki, 2015). However, since 2015 the geography of terrorist attacks has been expanding as well as the tally of deaths.

One of the most painful attacks occurred on 13 November 2015 in Paris during which 130 people were killed (Nowacki, 2015). Approximately 300 people were hospitalized and 84 people were killed during Bastille Day festivities on July 14, 2016, along the Promenade des Anglais in Nice, France, when a man drove a 25-ton truck into the crowd. On July 26, 2016 a priest was killed during an attack on a church in Saint-Etienne-du-Rouvray, a suburb of Rouen. France is ranked 29th and high risk in Verisk Maplecroft's most recent Terrorism Intensity Index. Owing to the severity of terrorist attacks in 2015, France became the first European nation to be categorized as "high risk" in the Terrorism Intensity Index since the index was introduced in 2012 (Alert Worldwide).

Turkey has witnessed a string of attacks this year, most notably at Istanbul's Atatürk Airport, but also in the capital, Ankara, and the city of Gaziantep (Smith, 2016). Brussels faced a devastating attack on March 22 2016, which claimed the lives of 32 people and injured hundreds. Belgium, the next highest European country in the index is currently ranked 33rd and "medium risk" (Alert Worldwide). The terror threat is also "high" in Egypt. In November, 2015 Russian Metrojet plane which blew up over Egypt's Sinai desert was downed as it flew from the resort of Sharm el-Sheikh (Smith, 2016). 8th April 2017 the truck barrelled down a pedestrianised area, crushing at least three people and killing a dog before embedding itself in the shop's front window in Sweden's capital of Stockholm (Foster, Rowley, Rothwell, 2017).

In July 2005, London was shaken by bombings in three underground trains at King's Cross station, a bus and other areas, which resulted in 52 deaths. English police went on high alert early in 2011 after intelligence revealed some terrorist cells could be planning attacks in London's transportation centres. In 2013 a British soldier returning to barracks was attacked and brutally murdered by two men operating as a 'lone wolf' pack. In 2015 British authorities stopped 7 planned terrorist attacks, but they admit their "luck" cannot hold, and a successful attack will happen. March, 2017 the incident occurred in a key destination for tourists in central London, where visitors often gather to take pictures of Big Ben and the Houses of Parliament (Sylvester, 2017).

Most frequently, France, Belgium, Great Britain and Spain are chosen as targets for terrorist attacks (Nowacki, 2015). These numbers are not only painful losses but also a signal to the tourism industry that security is one of the 21st century priorities for tourism. Researchers are unanimous about the statement that travel and tourist security (in terms of health, life and assets) is one of the key criteria for choosing travel destination (Bernas and Pujer, 2014), and a good political situation and security in a country are the initial conditions for the development of tourism business (Mansfer and Pizam, 2006). Tourism regions that are considered unsafe and posing danger to tourists lose their attractiveness and popularity.

Terrorism as one of the threats that have a negative impact on tourism industry can affect the business of tourism on local, national, regional, and sometimes – international, level (Santana, 2005).

An image of a dangerous country deters tourists from visiting certain countries and in this way negatively influences revenue received from tourism. There is also the effect of generalisation manifested, when terrorist events in one tourism region has impact on the neighbouring regions. Tourists often mix countries and are unable to differentiate between safe and unsafe countries in a certain region. To preserve their security, they refuse travelling that direction.

For quite a period of time, tourists were not direct targets of terrorists (Marczak, 2012). Nevertheless, terrorist groups noticed that when foreign tourists suffer during their attacks, this fact receives greater attention of mass media. One of the terrorists' goals is to attract media's attention, to cause public panic and affect politicians (Karwacka, 2014). This has a direct impact on tourism.

Also, tourist groups are an easy target (they are different from the locals in their appearance, outfit, language and behaviour) and do not require much financial resources. Tourists most often spend time in tourist zones, such as, tourist attractions, hotels, and popular catering enterprises (Marczak, 2012). For this reason, in recent years, terrorist increasingly often choose popular tourism centres (e.g., the explosion of 12 January 2016 in Istanbul near the Blue Mosque which caused people's deaths).

With regard to the impact of terrorism on tourism, it is worth emphasising that tourist become the victims of not only pre-planned but also of individual terrorist attacks. Due their limited technological and financial capacity, individual terrorists increasingly often choose public and mass places which are impossible to protect and fully control (Tomasiewicz, 2016). According to the opinion of experts of Global Risk Consulting, terrorists most often choose public transport and shopping places as their target (Nowacki, 2015). Meanwhile, now popular tourism centres can also be add-

ed to this list. One of such examples is the event of 19 December 2016 in Berlin during which 12 people died and 50 were injured (a truck driven by a terrorist headed towards the the participants of the Christmas market).

Terrorists also choose places in which plenty of people can be found at a time. On 3 April 2017, a Russian underground station in Saint Petersburg was exploded. During the attack, as many as 14 people died and 49 were injured. The analysis of 2016 and 2017 shows that random civilians happen to suffer during such attacks, including tourists. In this way, decisions made by politicians are targeted or their attitude and aims become the focus of attempts to make a change (Tomasiewicz, 2016).

Events of recent several years have caused the emergence of the *terrorist tourism*, when people with radical attitudes travel to, e.g., Syria, with the aim to join radical groups and gain military skills and skills to organise terrorist attacks (Tomasiewicz, 2016). As a result, we speak about well-organised and armed terrorist units that can conduct well-prepared adverse acts (Nowacki, 2015).

To summarise, it could be stated that terrorism has a negative impact on tourism industry. First, tourists are reluctant or less rarely choose dangerous tourism regions (hotel room occupancy rate decreases, revenue from tourism objects (museums, heritage objects, etc.) drop). All this leads to lower income and higher unemployment rate of employees working in tourism sector. Business is also reluctant to invest in tourism infrastructure. Marketing costs and expenses of protection and renovation of heritage objects increase. Besides, insurers refuse to provide insurance to the objects of tourism infrastructure. Alongside, all other costs that affect increasing prices grow (expenses on police and security workers increase) (Marczak, 2012). Besides, the number of fatalities among tourists annually grows.

2. IMPACT OF TERRORISM ON TOURISM BUSINESS

S. Horner and J. Swarbrooke (2009) provide statistical details about the extent of terrorism's impact on tourism industry after the September 11, 2001 terrorist attacks. Generalising these details, it could be stated that tourism business has had negative effect on the global scale starting with airlines and finishing with accommodation sector. Paradoxically, the terrorist acts of 11 September 2001 were not directed towards tourists, but this sector suffered the most. It is thought that tourism was affected by the fact that elements of tourism business, namely, airplanes with passengers, were used for conducting terrorist attacks. This showed to the world that tourism fails to guarantee safety, and, in turn, changed tourists' behaviour; when the desire to travel dropped, the business of tourism suffered enormous losses.

Several facts about economic effect felt by certain segments of tourism could be provided: the general impact on tourism industry (the US tourism sector shrank 33% during the first month after the terrorist attacks, damage to airlines was caused (the US airlines lost about 50% of their clients), damage caused to business tourism (25% of conferences and summits that had to take place in the USA were cancelled), losses suffered by tourism business (travel agencies and operators lost \$51 million a day). These incidents also affected other tourism regions (tourism in the Caribbean islands lost 13.5 % of tourists which resulted in the loss of 365, 000 job) (Horner and Swarbrooke, 2009). Emphasis should also be put on the impact of countries' GDP (the US economy lost 1.8% of its total GDP, and about 1.1 million people became unemployed, meanwhile, the United Kingdom lost about £16 million in three months after these events) (Horner and Swarbrooke, 2009).

Still, the immediate—and relative short-term—effect on a destination's travel and tourism can be swift: after the Paris attacks, for example, the occupancy rate at hotels fell 21 % on the Saturday following the attacks and 23% the next day (La Grave, 2016).

The last three months of 2016 saw tourism in France rebound by nearly 4 %, after a dramatic downturn in 2015 that put the country's hospitality industry on alert. Some of the biggest tourist attractions in Paris have reported a staggering drop in visitor numbers, including the Grand Palais (-43.9%), The Arc de Triomphe (-34.8%) and the Château de Versailles (-16.3%), according to the Paris region tourist board. The number of Japanese visitors was down a huge 46.5 % compared with the same period in 2015. There were also 35 % fewer Russian visitors, 19.6 % fewer Chinese and American tourist numbers were down 5.7%. French statistics agency INSEE in 2017 reported that tourism had sharply rebounded in 2016 – tourism is the biggest industry in the Ile-de-France region, which includes Paris reported a devastating 750 million euros (over \$802 million) in lost revenue (Courtney, 2017).

The capital of Belgium relies on travellers visiting from around the world, but in the wake of the devastating terror attack in March 22, 2016 the tourism sector is struggling. Hotel weekend revenue in the city has dropped 22 per cent according to La Libre. Occupancy rates are down 10 per cent. Prices have dropped to around €100 (£86) during the week and €78 (£67) on weekends (Cuskelly, 2017).

Tourism accounted for a little than 12% of Turkey's gross domestic product in 2014, significantly higher than the global average of roughly 9%, according to the World Travel and Tourism Council (WTTC). But, according to a bulletin published by the Turkey's Ministry of Culture and Tourism, the country saw a massive, 30% dropoff in the number of visits by foreigners in January though November 2016 compared to the same period in 2015 (Hayden, 2017).

The economy of the crisis-hit north African country is at risk of collapsing as holidaymakers stay away from the famous Pyramids and the once popular seaside resort of Sharm el-Sheikh. Hotel managers in Sharm el-Sheikh have now slashed prices to as little as £18 a night. Even the stylish Renaissance Hotel, which offers spectacular views of the Red Sea from many of its 384 rooms has been forced to drop its prices to £23. Similarly, the once popular Sunrise Select Diamond Beach Resort has cut its rooms to £35 – a rate more commonly found being advertised by budget hotels. The prestigious Radisson Blu Resort is offering a guests rooms at £18.16 a night, including taxes, if booked as a seven-night stay through the Travel Supermarket website. Egypt attracted 346,500 tourists in February 2016, compared to 640,200 last year, according to the Central Agency for Public Mobilisation and Statistics. This represents a drop of 46% (Martin and Fagge, 2017).

And while anxiety surrounding targeted areas after attacks is understandable, terrorism, in the long-term, doesn't seem to affect a region all that much: On average, it takes approximately 13 months for a place to recover from a terrorist attack, according to research from the WTTC. While this may seem long, comparable to other crises, tourism takes even longer to recover from diseases (21 months), an environmental disaster (24 months), and political unrest (27 months). Terrorism also has the lowest impact on recovery time and overall visitor numbers, though the number of incidents are a factor and that each destination should be assessed individually (LaGrave, 2016).

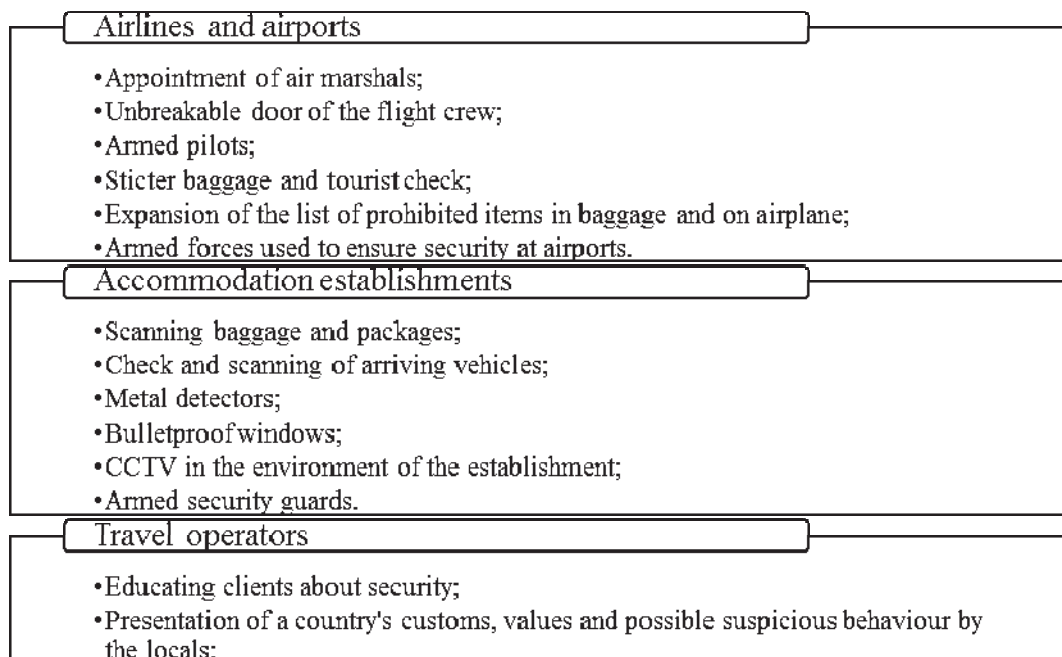
Despite the various attacks and subsequent dips in tourism the world of travel and hospitality has entered a new era of growth and transformation. Global business travel spending hit a record-breaking \$1.2 trillion in 2015, up 5% from the previous year. Healthy booking trends in the business segment, as well as growth in some of the world's largest leisure markets, will fuel global travel growth in 2017. Direct travel and tourism GDP growth is projected to reach 3.8%, outpacing broader global GDP growth of 2.5% (Weissenberg, 2017).

As can be seen, with tourists refusing to travel to one or another country due to the threat from terrorism, impact is felt on the entire tourism industry (accommodation, catering, and other companies providing tourism services). In October 2016, International SOS and Ipsos Mori (2016) carried out an international survey of people related to tourism business (with 1,119 respondents from 75 countries). 80% of respondents said that they had to change the travel directions sales, 51% of them did that because of the threat from terrorism. Respondents saw that, in their opinion,

the risk of travelling increased based on different regions of the world. One of the most significant conclusions of the survey is that 52% of respondents thought that it would be even more dangerous to travel in 2017 and pointed out terrorism as the main risk.

Given the changes in tourist behaviour, companies of the tourism business take preventive measures aimed at reducing the risks and protecting tourists as well as minimising incurred costs (Fig. 2).

Figure 2. Security and Protection Measures of Tourism Industry



Source: drawn by the authors based on Henderson, 2007.

According to S. Horner and J. Swarbrooke (2009) as well as G. Santana (2005) individual business areas can take some different measures. Airlines can reduce their aircraft fleet or replace it by smaller airplanes, also refuse a big crew, dismiss employees and thus reduce travel cost price and offer cheaper flights to tourists. Meanwhile, travel operators and travel agencies can change travel directions based on the changes in tourist behaviour, also advertise safer tourist locations and remove high risk destinations from the list of offers; they can also give discounts.

Besides, the business of tourism has additionally implemented the following security measures: tightened travel security measures, revised travel risk policy, installed the system which enables travel organisers to send travel advice to tourists by e-mail before their trip, organised security training and implemented programmes intended to identify the location of tourists' presence (positioning programmes). However, all these measures require additional funds which are rarely available to the stakeholders of the tourism industry and which they rarely can invest in such measures. It is important to mention that security measures raise a number of debates. Researchers raise the issue of whether such security measures can develop an environment unattractive for rest and relaxation, and tightened policies and checks at the airports can aggravate international tourism. Also, implemented protection and security measures increase the costs incurred by businesses and states, therefore, a question arises, who should fulfil these obligations and cover corresponding costs. It is doubtful, whether tourists will be ready to pay more for tourism ser-

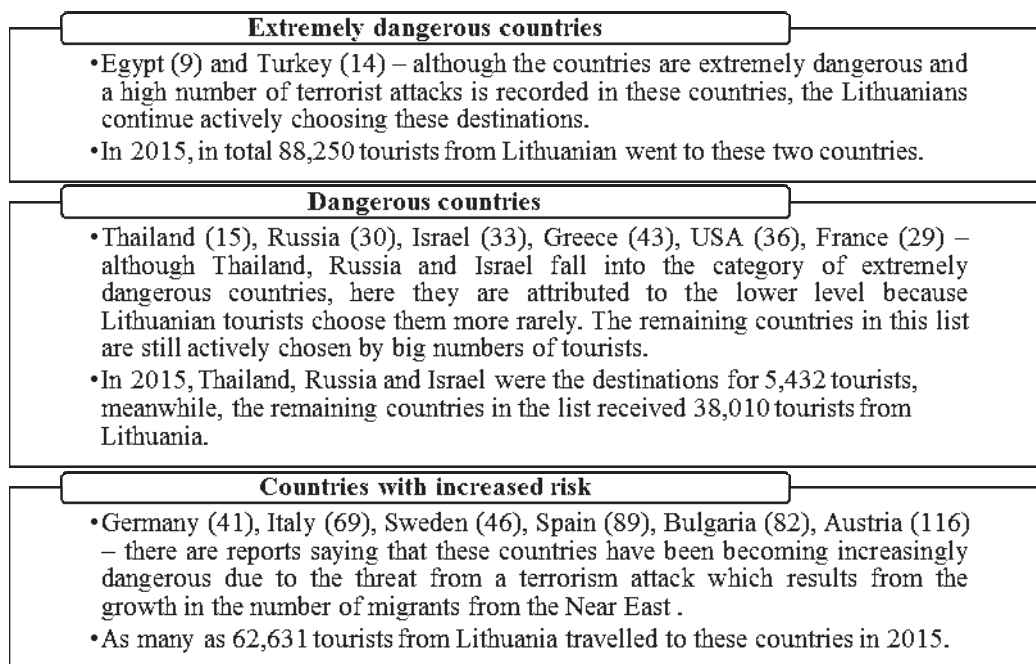
vices and products. Yet, P. Tarlow (2006) expresses the idea that security has to become the priority of the entire tourism sector. He is supported by J. C. Henderson (2007) who says that security has become the way for hotels and other tourism businesses to have a competitive advantage. Besides, it is necessary to pay more attention to the education of tourists, namely, to change their attitude that price is more important than security.

3. RESEARCH METHODOLOGY

The purpose of the research was to identify how Lithuanian tourists and experts perceive dangers and whether this affects their choice of trips and what measures can reduce the impact of terrorist attacks on tourism. Since the possibility of a terrorist attack in Lithuania is trivial, the research focuses on the Lithuanian outbound tourism sector. According to the data of the Institute for Economics and Peace (Global Terrorism Index Report, 2016), Lithuania takes the 130th position in the list of countries ranked according to the GTI, and it is rated “0” in terms of the threat from terrorism. For this reason, it could be stated that there are no logical grounds for researching the Lithuanian domestic and inbound tourism through the prism of terrorism.

With respect to the selection of outbound tourism, reference could be made to the economic aspect. Based on the Short Overview of Tourism Statistics in Lithuania prepared by the State Department of Tourism in cooperation with the Lithuanian Department of Statistics (Short Overview of Tourism Statistics in Lithuania, 2016), an observation can be made that revenue of travel agencies received from outbound tourism is considerably higher than from inbound tourism. It is, therefore, considered that travel operators find it important to maintain a high number of outbound tourists. About 90% of income comes from outbound tourism, for this reason, this particular type of tourism was chosen for carrying out a research.

Figure 3. List of the Most Popular Destinations Chosen by the Lithuanian Tourists



Source: own elaboration.

Once in an unsafe foreign country, the risk of suffering from terrorism significantly increases. It is, therefore, very important to identify the countries that are most often chosen by the Lithuanian tourists before starting a research. Referring to the data of the State Department of Tourism (2016) and the GTI revealed in the theoretical part of the paper (2016), the list of the most popular destinations chosen by the Lithuanian tourists could be categorised as follows (see Fig. 3) (the GTI is indicated next to the name of a country).

It could be stated that Lithuanian tourism operators must have in mind (and be adequately prepared) that big numbers of outbound tourists travel to countries where an increased risk of terrorism is recorded. The analysis to be presented later in the paper will seek to find out, whether a travel operator has sufficient information about the risk of a terrorist attack in those tourist locations to which they send their clients and how this information is communicated to them.

The research used a semi-structured interview (qualitative) during which conversations with the Lithuanian tourism experts were held.

Table 2. Experts' Characteristics

<i>INFORMANT</i>	<i>AREA OF ACTIVITY</i>	<i>EXPERIENCE (in years)</i>
A	Tourism business	24
B	Tourism business/marketing/sales	8
C	Tourism sector	1
	Business risk/prevention	12
D	Tourism sector/crises management	14
E	Tourism business/marketing/sales	3
F	Tourism business/sales	1

Source: own elaboration.

This method was chosen because this type of interview enables the researcher to feel more comfortable, free during the conversation with an expert, a researcher has the freedom of changing the order of questions or skipping some of the questions, while expanding others (Gaižauskaitė and Valavičienė 2016). During the interview travel intermediaries, tourism specialists, civil servants were talked to, questions were modified subject to every group of experts according to the area they represented (tourism sector, scientific and public). Also, a quantitative research was carried out (filling out questionnaires). A questionnaire contained 13 questions. In total, 315 respondents took part in the survey¹ (317 questionnaires were filled in but 2 of them were damaged). This sample can show the trends prevailing among the outbound tourists in Lithuania (in 2015, the number of outbound tourists in Lithuania amounted to 265,314). The survey was conducted in the period from October 2016 to November 2016.

4. OUTBOUND TOURISM IN LITHUANIA IN THE FACE OF TERRORISM

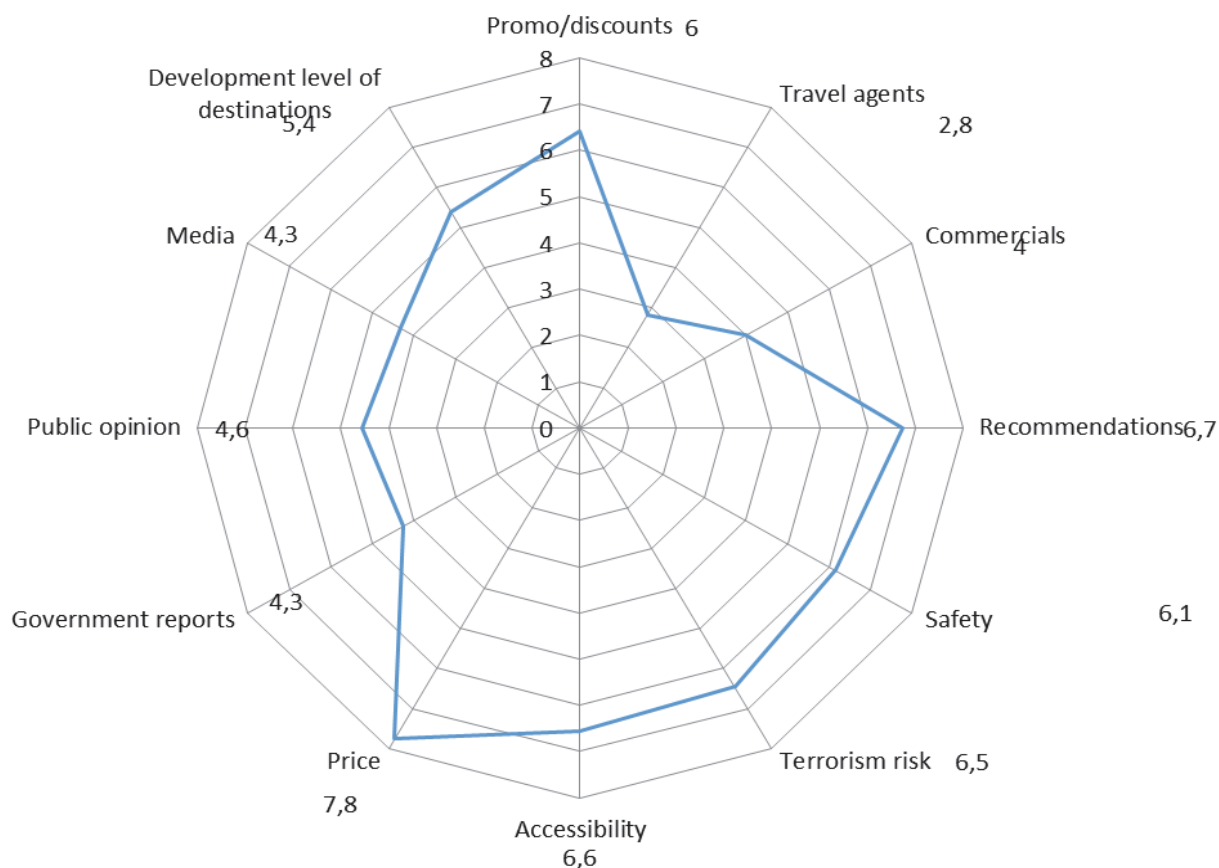
As aforementioned, Lithuania features a low GTI of the threat from terrorism. For this reason, both the arriving and the local tourists are fairly safe in Lithuania. Nevertheless, with the increasing number of outbound tourists, the Lithuanians run the risk of becoming the victims of terrorist attacks beyond the borders of their country. We have already recorded cases when Lithuanians hap-

¹Gender distribution of respondents of the survey: 259 women (82%) and 56 men (18%). Age of respondents ranged from 16 to 64. The survey included typical Lithuanian tourists (29-years-old woman with a bachelor's degree education, earning an average of EUR 600 per month, travelling 1-2 times per year and spending from EUR 300 to 800 for travels).

pened to find themselves at the points of terrorist attacks (e.g., during the terrorist attack of 8 January 2016 which took place in Hurgada's Bella Vista resort in Egypt, 10 Lithuanians were present in the attacked hotel), we also have recorded a victim of terrorism (in 2013, a climber from Lithuania was killed in Pakistan).

For this reason, the research aimed to learn the attitude of Lithuanians to security, i.e. to evaluate the perception of the threat from terrorism). It turned out that the Lithuanian tourists are most affected by the following factors when choosing their travel destinations: price, the risk of terrorism, accessibility, friends' responses, campaigns/special offers/discounts and security in terms of criminality (Fig. 4).

Figure 4. Factors that most influence on choosing destinations



Source: own elaboration.

The factors that have the least effect are as follows: travel operators, advertisements, media, press releases by state institutions, public opinion and the level of development of the tourist destination.

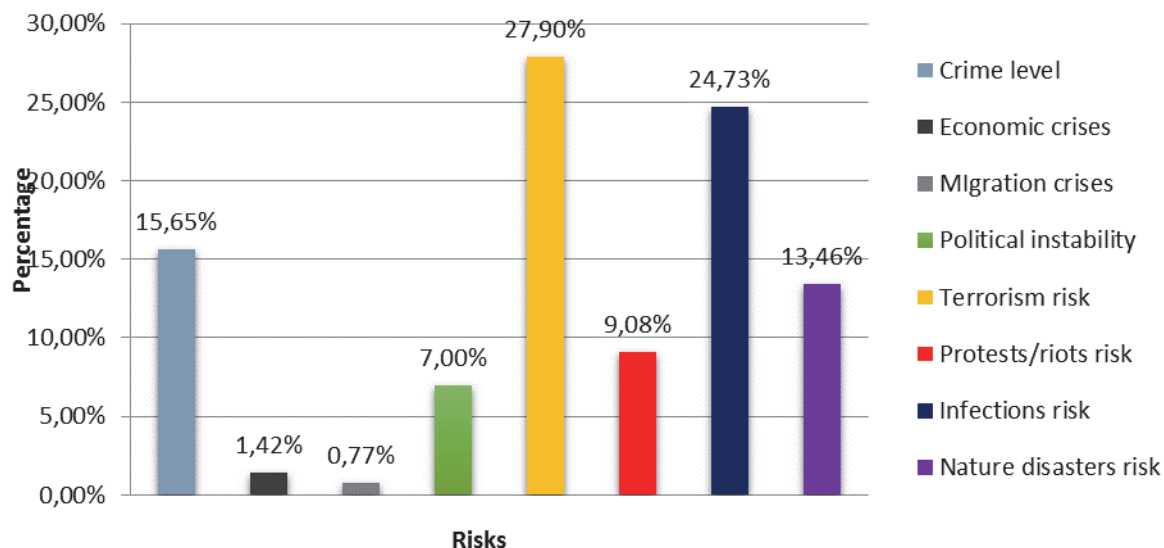
Table 3. The Lithuanian tourists are most affected by the following factors when choosing their travel destinations

<i>Most affected by the following factors when choosing their travel destination</i>	<i>The factors that have the least effect are as follows</i>
<ul style="list-style-type: none"> - price, - the risk of terrorism, - accessibility, - friends' responses, - campaigns/special offers/discounts and security in terms of criminality. 	<ul style="list-style-type: none"> - travel operators, - advertisements, - media, - press releases by state institutions, - public opinion and - the level of development of the tourist destination.

Source: own elaboration.

Researchers list various evaluations of risks in relation to travels. One of the objectives of this research was to measure what risks have the biggest influence on the tourists from Lithuania when choosing travel destination. The results of the research reveal that the biggest effect is made by the terrorist-related risk, the risk of contagious diseases and the rate of crimes. In principle, similar results were obtained by researchers L. Pennington-Grey and A. Schroeder (2013). It could be stated that the Lithuanian tourists perceive risks very similarly to the perception by tourists from other countries; the most feared risks are those that directly relate to human life or health.

Figure 5. Travel Risks that Mostly Affect the Decision on Tourist Destination



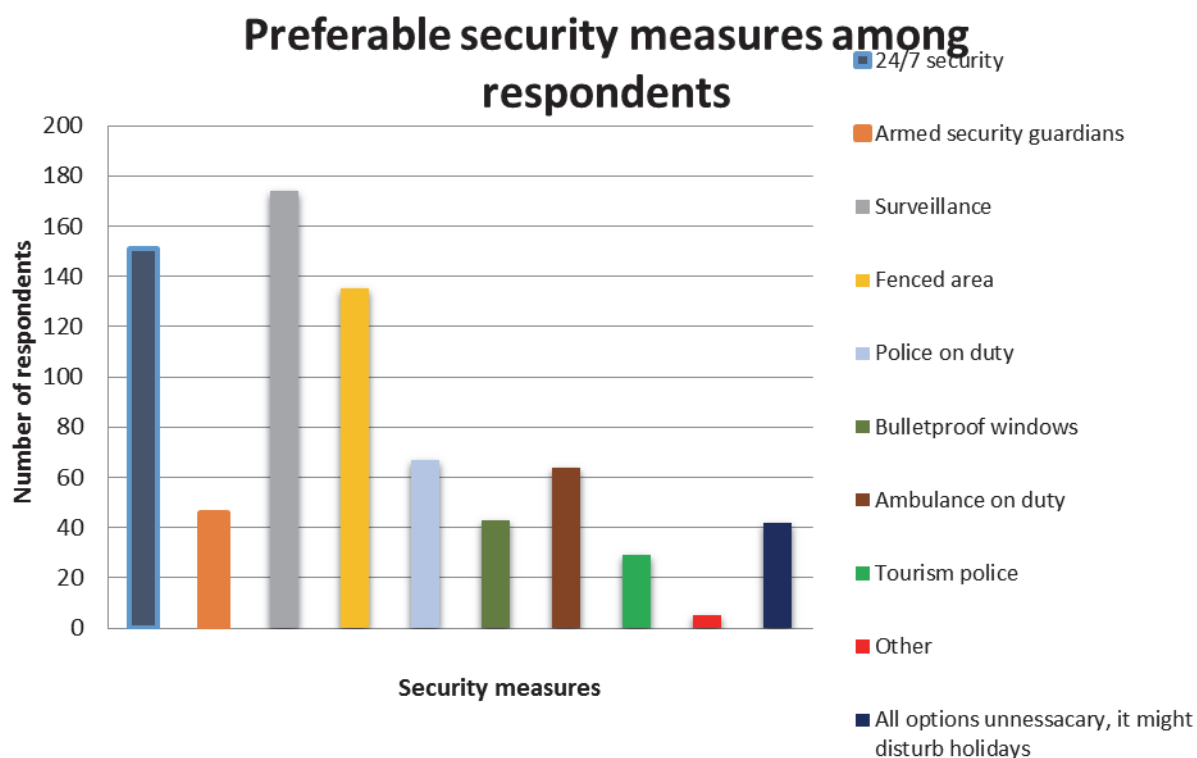
Source: own elaboration.

The main sources of information that were used by the respondents were the opinion of people who already had been to the given tourist location on the security situation there. Referring to the research conducted by L. Pennington-Grey and A. Schroeder (2013), such choice is characteristic not only of the Lithuanian tourists. The researchers found out that information received from acquaintances is the second important information after press releases by official institutions.

Still, it is also critical to bear in mind that information provided by an acquaintance or relative is fair since tourists are no security experts and have no competence for assessing security situation. Besides, differences in attitude can also be encountered: some have higher criteria for security, others care about security less.

Scientific literature provides a number of different security measures that are applied in the field of tourism. Respondents were asked about which security measures they found important. Most of respondents chose the following statement: “no such measures are needed because they disturb rest and relaxation”. This option was designed to check the discussion provided in this theory that security measures eliminate the feeling of comfort and hospitality. As can be seen, the respondents gave priority to *soft* security measures, such as: CCTV, 24/7 security and fenced protected territory (certain detection systems). These measures are typical for most of tourists, they, therefore, seem reliable, people are used to them. Security measures that ensure greater security are less valued: on the one hand, they cause the feeling of discomfort, on the other hand, people do not know what to do or how to get used to more complex security measures. This is why they are rarely chosen. Yet, it should be noted that solely 6% of respondents chose the answer that such measures are not needed at all. The conclusion could be drawn that the Lithuanian tourists do care about security measures; however, due to little awareness about the advantages of *hard* security measures, the latter are less attractive.

Figure 6. Choice of security measures among the respondents



Source: own elaboration.

Most respondents (64.4%) want to know about the security situation in a tourist location and about security measures there. Another portion of them (20.6%) would like to receive such infor-

mation when requested. This shows that security has become an increasingly important indicator in the tourism business; for this reason, it could be concluded that security information is necessary and that it can be used as an element of marketing.

A handful of tourists from Lithuania dispense with travelling after some terrorist attacks. Lithuanian tourists tend to collect additional information about security in the context of terrorist attacks. It is important that official information provided by state authorities has become priority information for respondents. Media fails to play a major role in determining tourists' behaviour, however, social networks and the internet are important sources of information. Such distribution of information sources speaks about the effect of the 21st century information technology on people's everyday life: when television is replaced by information collection by means of mobile applications. The respondents confirmed the theory that information about security and preventive measures has become relevant and in demand. Travel intermediaries and operators are recommended to collect and present detailed security information on a tourism region to their clients as well as information on security and preventive measures in specific tourist locations (education, information, teaching how to prepare information).

It was also useful to know the opinion of the representatives of the tourism sector on this problem. Among the informants, there were both experts with an extensive experience as well as people who have recently entered the tourism market. Opinion of such informants is also very important because new specialists who come from other areas interpret some phenomena with a fresh attitude compared to accumulated well-established experience (Survila, Smalskys 2017).

Following the analysis of expert opinions about the impact of terrorism on this sector, the research can be sub-divided into further sections: impact on the tourism sector, impact on a tourist behaviour and impact on the tourist location.

Based on the opinion expressed by the experts on the issue of the impact of terrorism on tourism, it could be stated that the Lithuanian outbound tourism is affected by terrorism. The expert of the tourism business (F) said that it was necessary to educate tourists so that they could not be menaced by the threat from terrorism. The risk of terrorism in the tourism business is mostly manifested in the activity of travel agencies and travel operators. Most experts see this influence in the reducing sales, flight cancellation and changes in bookings. A travel operator changes bookings when clients decide not to travel to the chosen destination (most often for the reason of the threat from terrorism), they are then offered to choose another destination. For this reason, it is important for travel operators to have plans according to which they could expediently change the supply of destinations.

Experts unanimously state that tourists from Lithuania prefer price to security. As most informants (B, C, D, E, F) said, <...Lithuanian forget risk factors in exchange to low price and good quality...>. Turkey and Egypt offer low prices and relatively good customer service quality. This can explain why these destinations in the context of the threat from terrorism remain the most popular among the Lithuanians. It is important to mention one more observation. As expert D said: <...Lithuanians have not suffered from terrorism, they do not perceive the real threat because they have no knowledge; they, therefore, think that they are safe...>.

The study conducted by B. N. Rittichainuwat and G. Chakraborty (2008) should be noted here. During this survey as many as 423 tourists were interviewed (mostly Europeans, Australians and Americans) who arrived to the international Bangkok airport. The survey showed that 63% of respondents preferred their security to an attractive price and solely 13% of informants said that price was the decisive factor for them². For this reason, the comparison with other surveys can lead to the statement that there is a specific tourist market in Lithuania which is characteristic of courage, inflexibility in terms of price and poor perception of possible threats.

²The same survey reveals that in case of a terrorist attack as much as 38% respondents would immediately stop their travel plans, 63% agreed that they would rather choose safe destinations than stop travelling altogether.

Perhaps the situation will change when tourists understand the potential threats awaiting them while travelling across dangerous regions of the world. Now, the role of the means of media should be emphasised in developing tourist consciousness. In Lithuania, the biggest influence of terrorism on tourist locations is manifested through the information presented by media. Besides, media also shapes the overestimated feeling of fear which affects tourist behaviour. In response to such information, travel intermediaries reduce the extent of advertising on tourist destinations thus deepening the crisis in terms of these locations even more further. As noticed by the experts, the Lithuanians tend to attribute terrorism-related events not to a particular location but to the entire country or even region, which, in turn, aggravates the effort of travel intermediaries to offer alternative directions. This closed circle of interaction must be destroyed by reducing the effect of terrorism in the field of tourism.

When examining the role of security and security measures in the tourism business, experts had a unanimous opinion that security has become a decisive factor for tourists in choosing travel destination. Informant D noted that the growing importance of the security component is related to the fact that Lithuania is a NATO member, that it has participated in missions in Afghanistan, that it supports the Ukraine's integration to the EU; therefore, the Lithuanians can become targets when beyond the borders of their native state. To summarise, it could be said that security, as can be seen from the survey, in Lithuania has become a "natural issue". All this makes assumptions for using this aspect for the purposes of marketing.

Experts would become confused after having heard the question about possible measures to be taken to increase security in the tourism sector. An assumption could be made that the tourism business has not analysed this subject well. For this reason, the participants of the tourism sector must invest more in improving their knowledge in this field and cooperate among themselves to reduce the costs in relation to the implementation of security measures.

Experts also agree that the risk of terrorism or the outcome of terrorism are considered *force majeure*, for this reason, the tourism sector must terminate offering flights to those tourist locations that have suffered from terrorism. Certainly, this should be applied only when the Ministry of Foreign Affairs put forward recommendation not to leave for such countries. If no such recommendation is made, the clients have to make the decision on their own. If they refuse travelling, a penalty (ranging from 20 to 80% on the amount paid) could be imposed. For this reason, the need to look for more effective ways to reduce the incurred costs (both by a tourist and a tourism company) arises, but not to pose risk to the security of a tourist.

The paper also aimed to find out what information and what ways of sharing it could effectively reduce the impact of terrorism on the sector of tourism. When measuring the awareness of tourists, it is important to estimate in what cases information could help tourists. In those particular cases, where the client is scared because of the threat from terrorism, s/he must be provided with objective information in ways that are accessible to them so that travel intermediaries lose no clients and tourist well-being, namely, the desired and fulfilled vacation, is satisfied. Although media keeps informing about terrorist attacks, we have too "few" reliable sources of information in the Lithuanian tourism sector (this information is published on the website of the Ministry of Foreign Affairs but not all tourists know and use that) from which a tourist could get reliable information on the level of security of a certain tourism region.

As can be seen from the conducted research, both the Lithuanian tourists and experts understand that the threat from terrorism has been growing. Nevertheless, the Lithuanians fail to adequately assess this risk and they often prefer price to their own security. Experts understand that such attitude of the Lithuanian tourists to their security is inappropriate. Still, they often place their potential profit higher than the security of a tourist (Lithuanian tourism companies have not suspended the sale of travels to Egypt).

Unfortunately, most of respondents hold the view that it is not reasonable to implement more radical security measures in tourism regions as they can aggravate the quality of their rest. Mean-

while, experts have no opinion on what security measures should be applied in the tourism sector. All this signals the need for education and sharing experience with colleagues who have already faced the 21st century challenges in the tourism sector.

CONCLUSIONS

For quite a period of time, tourists were not direct targets of terrorists. Nevertheless, terrorist groups noticed that when foreign tourists suffer during their attacks, this fact receives greater attention of mass media. With regard to the impact of terrorism on tourism, it is worth emphasising that tourist become the victims of not only pre-planned but also of individual terrorist attacks. Events of recent several years have caused the emergence of the terrorist tourism, when people with radical attitudes travel to, e.g., Syria.

Due to increasing globalization terrorism threat is growing. In the XXI century terrorism is largely centralised in the Middle East and North Africa (MENA), South Asia and sub-Saharan Africa regions, which together account for 84 per cent of attacks and 95 per cent of deaths.

Tourism business has had negative effect on the global scale and on average, it takes approximately 13 months for a place to recover from a terrorist attack. Despite the various attacks and subsequent dips in tourism the world of travel and hospitality has entered a new era of growth and transformation.

Since the possibility of a terrorist attack in Lithuania is trivial, the research focuses on the Lithuanian outbound tourism sector. Lithuanian tourists are most affected by the following factors when choosing their travel destinations: price, the risk of terrorism, accessibility, friends' responses, campaigns/special offers/discounts and security in terms of criminality. The comparison with other surveys can lead to the statement that there is a specific tourist market in Lithuania which is characteristic of courage, inflexibility in terms of price and poor perception of possible threats.

Scientific literature provides a number of different security measures that are applied in the field of tourism. Most Lithuanian respondents want to know about the security situation in a tourist location and about security measures there. Major role in determining tourists' behaviour play social networks and the internet that speaks about the effect of the 21st century information technology on people's life. This shows that security has become an increasingly important indicator in the tourism business and it could be concluded that security information is necessary and that it can be used as an element of marketing.

Experts opinion that the risk of terrorism in the tourism business is mostly manifested in the activity of travel agencies and travel operators. Most experts see this influence in the reducing sales, flight cancellation and changes in bookings. For this reason, it is important for travel operators to have plans according to which they could expediently change the supply of destinations.

As noticed by the experts, the Lithuanians tend to attribute terrorism-related events not to a particular location but to the entire country or even region, which, in turn, aggravates the effort of travel intermediaries to offer alternative directions. This closed circle of interaction must be destroyed by reducing the effect of terrorism in the field of tourism.

When examining the role of security and security measures in the tourism business, experts had a unanimous opinion that security has become a decisive factor for tourists in choosing travel destination. Experts would become confused after having heard the question about possible measures to be taken to increase security in the tourism sector. An assumption could be made that the tourism business has not analysed this subject well.

Both the Lithuanian tourists and experts understand that the threat from terrorism has been growing. Nevertheless, the Lithuanians often prefer price to their own security. Experts understand that such attitude of the Lithuanian tourists to their security is inappropriate, but tourism sector

often place their potential profit higher than the security of a tourist (Lithuanian tourism companies have not suspended the sale of travels to Egypt).

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