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RESEARCH ARTICLE

TERRORISM: A THREAT TO TOURISM INDUSTRY IN ARUSHA REGION.

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Abstract

The purpose of this study was to investigate effects of terrorism as a threat to tourism industry in Arusha region. The study adapted a survey design, with a descriptive approach. Data was collected through a questionnaire which was tested through a pilot study before it was administered. The result of the pilot study was 0.751 mean Cronbach Alpha coefficients. Probability sampling was used to get the sample size of 103 workers from the selected tour operating companies in Arusha region. The findings revealed that bombing, armed attacks and assassination, arsons and fire bombings were the types of terrorist activities that took place in Arusha region. It was also found that terrorist activities affected tourism industry in Arusha region, and that the level of the threat was moderate. The study concluded that terrorist activities have effects on tourism industry, its effects causes decline of tourism industry, decrease in foreign exchange, decrease in tourist arrivals, drop of income of tour operating companies, and change of tourist behavior due to risk. The study recommended that government should strengthen its security system and intelligence unity so as whenever there is sign of terrorist activities they got alert and take some serious measures to prevent them. Tour operators should make sure that they have correct travelling information about their destination before they embark on their tour to come Tanzania so as to avoid terrorist to come to our country by the name of tourists.

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Introduction:-

Tourism industry is an important sector in most countries around the world. It is playing a great role in world's economy (Travel and tourism Economic Impact, 2015). Over 49 developing and less developed countries rely on tourism for a large portion of their revenues in foreign exchange (Lennon and O'Leary 2005). Tourism is one of the major contributors in economic development, such as creating revenues, jobs, supporting culture and entertainment (Garg 2015). There are many industries that show positive relations with the growth of tourism industry, examples are hotel and lodging industry, food and beverage industry, transport industry, travel agencies, tour operators and industries which are dealing with real estate, finance and insurance (Goeldner, Ritchie, and Macintosh, 2006). International tourism is one of the world's largest industries any many small open economies rely heavily on tourism revenues as a major source of foreign exchange earnings (Larobina and Pate 2009). Globally, tourism is \$ 6.9 trillion Industry that accounts for over 265 million Jobs (World Travel and Tourism Council 2014). According to the US

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Department of Commerce's Office of travel and Tourism Industries, over 29 million Americans travelled abroad in 2013 (DePuma 2015).

Tourism is a very crucial sector because it earns foreign income to the country. This amount is about 16247 million which is equivalent to 1.3 percent of the GDP out of which 4.1 percent is indirect tax revenue, and it account for 2.1 percent of imports. Travel and tourism sector is a source of income and wealth to people in many ways. It touches individuals, local council, companies, voluntary bodies and national government. The government encourages and supports tourism because of its contribution to economic growth and development (Kumar 2015).

Tanzania is the largest country in East Africa and the second largest in the SADC region. It is located in East Africa between latitudes 10 and 110 south of the equator and longitudes 300 and 400 of Greenwich, covering an area of 945, 234 square kilometers (Kazuzuru, 2014). Tanzania is one of the fastest growing tourist destinations in the world. It is enjoying a health growth rate of about 30 percent per annum in tourism. From a foreign exchange earning point of view, tourism has potential of beating other industries. (Onyango, 2009) Tanzania tourism sector is growing fast, and its contribution to economic growth is significant. As a result, it has attracted investment and policy initiatives to support its development. (Kweka, 2003) many people are employed in campsites, guesthouses and tourist hotels and restaurants.

Arusha region is a global tourist destination and is the center of the northern Tanzania safari circuit; it is located at the foot of Mount Meru on the eastern edge of the eastern branch of the Great Rift Valley. Arusha region has a temperate climate. Tourism is a major contributor to the economy of the city of Arusha, being the second largest contributor of foreign income in Tanzania. Arusha City is surrounded by the greatest national parks and game reserves in Tanzania. These national parks and reserves in this region include Ngorongoro Conservation Area, Arusha National Park, the Loliondo Game Controlled Area, and part of Lake Manyara National Park. Remains of 600-year-old stone structures are found at Engaruka, just off the dirt road between Mto wa Mbu and Lake Natron (Arusha city council, 2014).

Tourism Industry is affected by terrorism although it is one of the most significant sectors in economic development. According to (Neumayer, 2004) impact of Political violence on Tourism whereby, the research grouped countries into 18 regions of the world, North America, South America, Western Europe, Central America, Northern Africa, Eastern Africa, Middle Africa, Northern Africa, Southern Africa, Western Africa, Western ,the Middle East, Central Asia, East Asia, South East Asia ,Caribbean and Pacific. The findings show that the increase in terrorist activities lowers tourist arrivals. According to Korstanje (2012) observed that the Caribbean experienced a decline in US visitors after September 2011 which led to temporary loss of jobs. According to Yap and Saha (2013) political instability, terrorism affects tourism development. In 139 countries including Turkey, Indonesia, Cyprus, Czech Republic, Uganda, China, Switzerland, United Kingdom, USA, Singapore, etc. from 1999 – 2009 found that terrorist activities decrease tourist arrivals.

According to Pizam and Fleischer (2002), the impact of acts of terrorism on tourism demand in Israel from may1991 to May 2001, found that tourists changed their travel plans following terrorist attacks. Many terrorist activities happened in Africa, for example in Nigeria in July 2013 whereby Mamudo Boko Haram assailants set fire on a school and shot at students and staff that were fleeing the burning building. In April, 2014, there was bombing in Abuja. In Uganda, terrorist attack was reported in Kampala in July 2010, whereby there suicide bombings carried out against crowds watching final match. In Kenya , in September, 2013 West gate shopping Mall was attacked by terrorist, in 2014 there was bombing again in Nairobi whereby a bus bombed, in 2014, there was bombing at Gikomba, in 2014 there was Lamu attack, in 2014 Mpeketoni attack, in April 2015 Garissa University Terrorist attack (Global Terrorism index Report 2014).

According to William (2010) who carried out a study on the Impact of Tourism demand in Spain and Egypt, observed that Egypt's economy was on the end of another devastating terrorist attacks. Many countries advised their national's tourists not to visit Egypt. Tourists left the country in big numbers and other nations also warned tourist against travelling to the Southern part of Egypt. This also led to a number of tour operators cancelling their programme until the turn of the year and there was a massive drop on arrival.

According to Kuto and Gloves (2004) Kenya was losing 1 billion Kenya shillings (\$ 128 Million) per week. US department of state (2015) in its country report on terrorism of 2014, Kenya continued to face serious domestic

security challenges, growing radicalization and violent extremism within its own borders, and spike in Al-Shabaab attacks in 2014. Tanzania like other countries in East Africa has been affected by terrorism activities, whereby attackers targeted places which were frequented by foreigners. Also the attackers targeted crowded areas and public places like restaurants and bars and during sports and religious events. The Islamic terrorist group based in Somalia, caused threat in East African countries. In 2013 two explosions took place in Unguja (Zanzibar) near Mercury's restaurant, another attack at the Anglican Cathedral in stone town. A bomb exploded near a mosque in Stone town Zanzibar and killed one person and injured several others in June 2014. In Arusha 2014 there were some attacks that targeted bars and restaurants. Those attacks are considered as a heightened threat of terrorist attack globally against UK interests and British nations which comes from groups of people or individuals who have interest on conflicts in Iraq and Syria (EU Referendum April 2016).

LeSage, (2014) observed that Tanzania is experiencing a rising number of Islamist militant attacks that have targeted local Christian leaders and foreign tourists, as well as popular bars and restaurants. (Clark, 2015) dozens of churches were attacked in Kenya and Tanzania in a wave of bombings in 2013. Two worshippers were killed and thirty injured in a bomb attack at the Roman Catholic Church in Arusha, Tanzania in May 2013. (Jenkin, 2006) considering several major attacks which occurred that involved U.S citizens before 9/11, such as the two previous World trade center bombings, the Oklahoma City bombing, the Marine barracks bombing in Lebanon, and the dual U.S embassy in Kenya and Tanzania.

Although the effects of terrorism have been investigated by various researchers around the world, there is lack of studies investigated the effects of terrorism on tourism industry in Arusha region. Using primary and secondary data, this study investigated the effects of terrorism on tour operating companies in Arusha region.

Research Questions:-

1. What are the types of terrorist activities in Arusha region?
2. What are effects of terrorist activities on tourism industry in Arusha region?
3. What is the level of effects of terrorist activities on tourism industry in Arusha region?
4. What are the modalities of terrorist activities in Arusha region?

Review of Related Literature:-

Tourism industry is playing vital role to the country's economy especially in bringing a lot of foreign currency due to the fact that majority of the tourists are foreigners. Tourism has a multiplier effects which will be lost if terrorists are successful in disturbing tourism (Pizam, 2002) because of the importance of tourism industry, terrorist targets tourist destinations since they know that, attacking tourist leads to high media attention, so their activities will highly be publicized and that is what they prefer. (Garg, 2013) terrorist activities has effects on tourism industry because, in most cases tourist are the target of terrorist. (Peter, 2011) hospitality (and hotels in particular) exudes a sense of affluence that terrorists target. Foreigners, especially westerners are popular targets for terrorists (Baker, 2014) terrorist's organizations specialize in and only target hotels and international tourists. This is due to the relation which is there between tourism and terrorism whereby terrorists target tourist destinations. (Atkins, Chew, Parker, and Gschwind, 2003) one basic aim of any terrorist activity is to communicate a message to a wide audience as possible and targeting tourists contribute to that aim.

Terrorist activities threaten tourists and confine tourism movements until the public's memoirs of the exposed incidents become paler. (Sonmez and Graefe, 1998) some countries, however, persistent terrorism tarnish the destination's positive image and even jeopardize its entire tourism business. Tourism suffers when prolonged terrorist activities affect tourist perceptions and when terrorist organizations specifically target the industry. (Baker and Coulter, 2007) tourism is susceptible to terrorism acts, particularly if terrorist attacks happen in developing countries. If a destination suffers from frequent terrorist attacks, its number of international tourist arrivals will constantly decline until its tourism industry eventually reaches a standstill. (Pizam and Fleischer, 2002) viewed tourist as symbolic value as indirect representative of hostile or unsympathetic governments and are soft targets concentrated in hotel belts and tourist attractions, where terrorist attacks on foreign tourists are less likely to alienate popular support than would attack on domestic targets and as foreigners they can be attacked without necessarily posing a threat to others in the nation. Terrorists knows the political importance of international tourism, due to that they always attack tourist, whereby the attacks intimidate tourists, the intimidation affects tourism industry (Lepp and Gibson, 2003) the threat of danger that accompanies terrorism or political turmoil tends to intimidate potential tourists more severely than any natural or human caused disaster.

Objective of terrorist activities is to instill fear, which threatens safety and security therefore when deciding about whether to take a vacation and where to visit, tourists take the risk such as victimization into consideration. That affects tourism because, they are most probable to visit safe destinations (DePuma, 2015) various aspects of terrorism have been tackled in recent years, including radical group affiliation, civil violence and suicide terrorism (Silke, 2003) tourist perceived risks and so increase the cost of the experience, which then results on the substitution of that destination with one perceived as safe. The substitution of tourist destination affects tourism of those destinations that are perceived as risk.

Terrorism activities destroy image of tourist destinations, whereby a destroyed image threaten tourism sustainability, which in turn led to long – term economic effects. (Sonmez, Yiorgos and Tarlow, 1999) damaged tourist destination's overall reputation for safety, attractiveness and comfort by negatively affecting visitors' perceptions of that destination, and in turn, cause a downturn in the local travel and tourism economy, and interrupts the continuity travel and tourism industry, by reduction in tourist arrivals and expenditures. The risk of terrorism causes tourists to substitute risk destination choices with safer choices because tourists are rational consumers and move through the decision making process by considering benefits and disadvantages. Tourists' level of previous international experience also influences their reactions to terrorism (Ranga and Pradhan, 2014) terrorism that target tourism can be viewed as a disaster for a destination and ensuing events can create a serious tourism crisis. This is because if tourists avoid some tourism destinations due to fear of terrorist activities, the revenue that could be obtained from the arrival of tourists will be lost, and due to that, tourism industry of those destinations will be affected.

Risk and tourism are intermingling as the purchase of travel trips is intrinsically fond of risk (Yang and Nair, 2014) in view of the imaging research trend of risk perception some scholars begins to question on the appropriateness of risk perception, investigation in tourism context, risk perception is an example of the probability of becoming a victim of crime when traveling to rural destination is low but the possibility exists. An individual with negative attitudes toward a destination due to a terrorist incident may show anxiety for safety, and this is likely to result in a negative outcome for the travel decision, where there were formerly attacks or hijacking which affected individual tourists, there is a troubling tendency where terrorism is directed against tourists and tourist destinations (Lennon and Leary, 2004) one of the basic objectives of a terrorist attack is to instill fear whereby safety and security are threatened. When there are some terrorist activities in a certain tourist destination, safety and security of tourist in that destination are threatened, the threat, has effect on tourism industry because, tourist perceive risk, therefore the number of tourist who can visit the areas where safety and security is not guaranteed, decreases, and decreasing the number of tourist affects tourism industry (Neirotti and Hilliard, 2006) carried a research on The Impact of Olympic Spectators Safety Perception and Security Concerns on Travel Decision, the findings revealed that over 28% of respondents indicated that they personally knew of someone who did not attend the 2004 Olympic Games due to security concerns. When potential tourists plan a holiday that is risk, this generates a fear of negative consequences. Consequently, those perceived risks and perceptions of safety may cause potential travelers to cancel their travel plans, change their destinations, modify their travel behavior or obtain more information.

Terrorist activities is a threat to tourism, according to O'Connor, Stafford and Gallagher (2008), the increase number of terrorist attacks has become one of the predominant external threats of international travel, and the tourism industry must realize that terrorism is now at integrated risk of modern travel. The effects of terrorist activities are seen in different perspectives, and can be divided into categories, like primary effects and secondary effects. Primary effects refer to the immediate damage caused by an act of terrorism (Bruck, Schneider and Karaisly, 2007) these are disruptions to an economy due to a terror event or threat. This may take the form of increased security cost, changed consumption patterns, decreased trade and tourism. The effects differ depending on the nature of the terrorist activities, and its target, whether a sector is directly hit or whether its activities are merely interrupted by the disruptions that a terrorist attacks may cause. The tourism sector has been a frequent target of terrorism. (Larobina and Pate, 2009) terrorist acts are meant to disrupt governments, markets and cultures.

Terrorism has great effects on tourism than other natural disasters (Sonmez, Yiorgos and Tarlow, 1999) while natural disaster can impede the flow of tourism, terrorism risk tends to intimidate the travelling public more severely as demonstrated by the realignment of travel flows and cancellations of vacations during periods of heightened terrorist activities, travelers either choose safer destinations or avoid travel altogether.

Terrorist activities affects tourism, since the aim of their attacks is to cause destruction, as a matter of fact that tourism is the vital source of economic of many countries, therefore, terrorist target tourism so as to meet their aim of economic destruction (Sonmez, 1998) terrorist activities affects tourism, because they use violence, also they target very crucial places, therefore their activities attract worldwide publicity, due to that it create panic to people to the extent that even those who have plans to travel to particular places for tour, cancel their trips (Sanjo and Marcus, 2014) the major aim of terrorist is to ruin the morale of people and security forces and create panic by intimidating people and the targeted society. For example the targeted area of terrorist in Nigeria includes, churches, schools, shopping centers, restaurants, cafeterias in which multitudes of people gather are targeted. (Baker, 2014) activities of terror attack can reduce the incentive to spend as opposed to save, this may lead to reduction in the investment in an economy and this will have a multiplier effect on the economy development of the entire world through normal business cycle and trade channels.

Terrorist activities can also change patterns of demand; reductions in demand have in particular been shown by travel and tourism sectors. The greatest impact on tourist demand comes from terrorist attacks where tourists and locals are the direct target or victims of the attack. (Bruck, Schneider and Karaisly, 2007) when international tourist are attacked the news get to spread worldwide, and that affects tourism, due to the fact that tourist get fear to travel to the destinations where attacks happened, therefore it causes a change or decrease in tourism demand.

The effects of Terrorism on Tourism Industry:-

Terrorist activities have effects on tourism industry, because is one of the reasons of the negative reaction of the tourists who either cancel their trips or change destinations as a result, it causes drop in number of tourists (Garg, 2015) observed that hospitality and tourism becomes the first victim of the terrorist attacks and the attacks added to the anguish to the Indian hospitality industry. Whereby the global recession has already seen a large number cancellation of hotel bookings and air charters from European and American countries (approximately 40-60%). Garg gave an example of Mumbai attacks whereby, the attack sent a message of panic among the tourists who were willing to travel to India. After the attacks in Mumbai, Many tour operators and the hotels have recorded a large number of booking cancellations. Delhi and Bangalore have also been reporting significantly lower bookings during the current season. September 11, 2001 in USA makes had a very big impact on world's tourism industry (Shaw and Williams, 2004) Bali tragedy in 2002, caused country's GDP to drop. This was because terrorism affects the choice of travel destination.

According to Koroma (2011), the bomb that exploded in Bali on October 12th, 2002 which killed 202 people and shattered the image of the Island being a peaceful and beautiful location to visit. Within a week of the attack tour operators quickly withdrew their holiday programs from Bali and resorts throughout Indonesia just as the high season for tourists from the Northern Hemisphere was about to begin. (Gazopoulou, 2011) there were a significantly decrease on travel receipts and the flow of tourists which was due to terrorist attack whereby tourists opt to travel to alternative destinations. Gazopoulou counted the reaction as something that has come to render terrorist strikes a very popular and effective way of exercising economic sabotage.

Lee, Oh, and O'Leary (2005) evaluated the initial impact of the September eleven attacks on the demand for air travel to the United States using a time series intervention model and found a significant overall drop in demand. (Bruck, Schneider and Karaisly, 2007) Conference and event business was impacted gravely as clients cancelled or postponed their event. For example, the postponement of the Ryder Cup Golf Tournament had a significant effect on hotel occupancy. The effects of terrorist activities might cause political instability, which can lead to the decline or disappearance of tourist's arrivals in some tourist destinations (Atkins, Chew, Gschwind and Parker, 2003) the literature and statistics all confirm that terrorist attacks alter tourism demand patterns, indicating an increasing demand to cancel travel or holidays plans particularly just after September eleven terrorist attacks.

According to DePuma (2015), the operating environment for tourism changed dramatically with the attacks in September, 11, 2001. The increasing number of terrorist attack has become one of the predominant external threat to tourism industry must realize that terrorism is now an integrated risk of the modern travel. This means that terrorist activities affects tourism industry where the attacks affect the operating environment of the industry. And because of that tourism should find long term strategies to overcome those effects.

Narayan (2005) investigated whether shocks to Fiji's tourism industry have effect on tourist expenditure in Fiji. The conclusion was that shocks to Fiji's tourism industry have effect on tourist expenditure in Fiji because conference

and event business was impacted gravely as clients cancelled or postponed their event. (Baker, 2014) some tourists who perceive terrorism risk in one country tend to presume the entire region to be risk and attribute countries which are not directly affected by terrorism. This means terrorist activities do not only destroy the image of the destination where the attacks happen but even nearby countries.

Enders and Sandler (2004) concluded that terrorist activities have an unpleasant effect on tourism revenues in Europe and that tourists alternate away from some countries to others to minimize the risk of experiencing terrorist activities (Verrier, 2001) observed that after the 9- 11 terrorist attacks, the full financial damage to theme parks was remarkable. The economic loss on Orlando City early closings of Disney, Universal Sea World parks was about \$20 million. Lost revenues from the shut downs were enormous. Some visitors avoided visiting major theme parks since the tragedy.

The level of the effects of terrorist activities on tourism industry:-

The level of the effects of terrorist activities on tourism industry, is revealed, since the revenue that could be obtained from tourist is not realized because of tourists destination substitution (Waxman, 2011) the amount of foreign tourists in Israel declined from 2.7 million in 2000 to 718,000 in 2002, before recovering slightly to 1.25 million in 2004 Worldwide tourism in 2006 accounted for USD 733 Billion in revenue. (Drakos and Kutan, 2003) establish and quantify terrorism induced substitutions in tourism for Austria, Greece, Israel, Italy and Turkey. They claimed that countries like Greece lose significant foreign exchange earnings as consequence whereby in 2000 worldwide tourism receipts were USD 481. 6 Billion. In 2001 that number fell to USD 469.9 Billion. In 2000 tourism receipt in the Americas was USD 130.8 Billion. That number fell to USD 119.8 billion in 2001 and to USD 113.5 Billion in 2002. (Baker and Coulter, 2007) found that hotel occupancy levels plunged from an average of 75% to 14%. A long with hotel occupancy there was a 23.45% decline of tourists visiting Bali between the months of June to September the year following the bombing.

Ito, Harumi and Lee (2004), assessed the impact of the September 11th terrorist attacks and it's after effects on US. Airline demand. They used monthly time series data from 1986 – 2003, they found that September 11th resulted in both a negative transitory shock of over 30% and an ongoing negative demand shock amounting to 7.4 % of pre September 11th demand. The effects of terrorist activities on the tourism and hospitality industry – mainly airlines, hotels, and restaurants are incredible.

Literatures show that the level of the effects of terrorist activities was most serious for airlines and hotels (Lin, 2003) the U.S Congress approved the \$ 15 billion bailout package for the U.S airline industry on September 21, 2001. It comprised two financial plans, one \$5 billion in direct cash grants and the other is \$10 billion in loan guarantees. (Gottlieb, 2016) indicates that some Airlines stocks like Air France, British Airways and Lufthansa fell by more than 4% at one stage and hotel groups like Accor suffered a similar fate (Kuto and Groves, 2004). Terrorism activities caused Western government to advise their citizens not to travel to destinations where terrorism incidents happen. For example Western governments issued travel advisories to all their citizens against travelling to Kenya in 2003. The Kenya Tourism Federation stated that the suspension British Airways regular and charter planes flying to Nairobi, coupled with travel advisory, closed down access to 90 % of Kenya's overseas markets. The country was losing an estimated amount over 1 billion Kenya shillings (\$ 128 million) per week (Gitu, 2003).

The level of the effects of terrorist activities on tourism industry can also see in various countries; in Paris, which is a first destination of tourism in French, the terrorist attack happened on 07th and 9th January 2015 caused the rate of frequentation of tourist to decrease almost 10% in French hotels. The situation led to the drop of direct foreign exchange and investment and reduced the earnings of companies based on the area affected by terrorism attacks (Luz, 2015) in Tunisia terrorist attack caused British visitors to Tunisia to drop from 423,000 2010 to 366,000 in 2011 and the amount spent by UK tourists fell from UD 178 million to USD 143 million from 2010 to 2014. In Egypt, terrorist attack affected a number of popular holiday destinations, whereby visitor's number dropped to 18.5% from 2010 to 2014 (Parkinson and Heyden, 2015) .

Policy Review:-

Tanzania tourism policy shows the role of the government in regulating tourism industry where by in section 5.14.1 the policy state the role of the government in tourism sector which is to insure the implementation of the articulated sectoral development policy strategies and plans of action, to stimulate and promote private investment activities.

Also to regulate, promote, facilitate and be a service provider, whereby it also work to ensure public investment in human resource and infrastructure development (National tourism policy, 1999).

In section 5 .14.2 the policy state that the commitment of the government in ensuring safety and security of all tourists by using some strategies like; Reducing crime on tourists in collaboration with relevant organizations such as the Tanzania police, providing adequate information to visitors that will help to improve safety and security of tourist, ensuring that adequate resources are devoted for the safety of tourists, coordinating cooperation among appropriate stakeholders and working together to ensure the safety and security of all tourists and to carry out appropriate research concerning tourism security trends together with monitoring of the effectiveness of safety and security measures.

The national tourism policy of 1999 has a plan which is the set out of incentives and special benefits to companies based in neighbouring countries especially Kenya and overseas operators by providing tax holiday and exemptions. Government is regulating tourism industry by putting into consideration the interest of private sector that invest on tourism business by providing exemptions and creating conditions for vertical integration of tourist activities under foreign control. By doing all those mentioned, it means that the government is playing its role in making sure that the tourism policy benefits even the private sector so as to attract more investors in tourism industry and to make the operation of tourism business to be done efficiently (Chambua, 2007).

Research Methodology:-

Research Design:-

The study used survey design, where by quantitative technique was applied in analyzing effects of terrorism on tourism industry in Arusha Region. The survey design was used so as to enable the researcher to collect data from the required number of respondents, and to administer the questionnaires. Data were collected by using questionnaires which were distributed to the selected tour operating companies in Arusha region. Further the quantitative technique helped the researcher in analyzing, interpreting and presentation of data collected from the respondents.

Data Collection methods and procedure:-

The research obtained permission from TATO office addressed in reference to the letter acquired from the director of Graduate studies. The permission from TATO accompanied the questionnaires during data collection .The researcher collected data from respondents in all selected (20) twenty tour operating companies by the use of questionnaires.

The study used close ended questionnaire. Questionnaire was helpful in term of economy and anonymity, in this tool questions were asked in proper arrangement whereby questions was systematic so that to ensure a good response. As the study was based on a survey design, using questionnaires seems appropriate to get the required information on effects of terrorism on tourism industry in Arusha region.

In measuring the effects of terrorist activities on tourism industry in Arusha region and the modalities of terrorist activities, five point scale were used where '1' indicated "strongly disagree" '2' indicated "Disagree", '3' indicated Neutral, '4' indicated "Agree" and '5' indicated "strongly agree". In measuring the level of the effects of terrorist activities on tour operating companies, three point scale were used where '1' indicated minimum '2' indicated average and '3' indicated maximum.

Data Analysis, Interpretation And Discussions:-

Types of terrorist activities in Arusha region:-

In this research question, five possible sources of terrorist attacks were listed in the questionnaire, and 103 respondents were to agree or disagree as seen in table 4.2. The study revealed that 91.3% of the respondents agreed that bombing was a type of terrorist activities in Arusha region. 5.8% agreed that armed attacks and assassination were types of terrorist activities in Arusha region and 1.0% agreed that Arsons and firebombs were also types of terrorist activities in Arusha region. This analysis is presented in Table 4.2 below.

Table 4.2:-Types of terrorist activities in Arusha as perceived by research respondents

SN	Types of Terrorist activities in Arusha region	Agreed f %	Disagreed f %	Interpretation
1.	Bombing is a type of terrorism attempts in Arusha.	94 91.3	9 8.7	Agreed
2.	Kidnapping a type of terrorism attempts in Arusha.	0 0.0	103 100.0	Disagreed
3.	Armed attacks and assassination are types of terrorism attempts in Arusha.	6 5.8	97 94.2	Disagreed
4.	Arson and firebombs are types of terrorism attempts in Arusha.	1 1.0	102 99.0	Disagreed
5.	Hijacking and skyjacking are types of terrorism attempts in Arusha.	0 0.0	103 0.0	Disagreed

Effects of Terrorist Activities on Tourism Industry in Arusha Region:-

In order to determine effects of terrorist activities on tourism industry in Arusha region respondents rated 11 questionnaire items which were interpreted under the following Likert scale; 4.50-5.00 strongly agree (high), 3.50 – 4.49 Agree (Average), 2.50 – 3.49 Neutral (Not sure), 1.50 – 2.49 Disagree and 1.00 – 1.49 Strongly Disagree. The respondents were requested to indicate effects of terrorist activities on tourism industry using the above mentioned scales. The result revealed that the decline on average for tourism industry showed (4.1765), the decrease of tourist arrivals were perceived by respondents to be average (3.8350), drop of income of tour operating companies (3.8350), cancelation of tourist plans (3.8317), change of tourist behavior due to risk (3.6471), decline of employment opportunities (3.5825). Other effects were perceived by the respondents to be neutral or not sure; decrease of economic development (3.3981), fear to enter into tourism business (3.1942), high cost of operation due to additional security cost (3.1553) and decrease of efficiency in tour operating companies (3.0097). See table 4.3.3 below;

Table 4.3.3:-Effects of terrorist activities on tourism industry in Arusha region

SN	Questionnaire Item	MEAN	SD	INTERPRETATION
1.	Decline for tourism industry	4.1765	.73675	Agree
2.	Decrease of foreign exchange	3.9804	.71726	Agree
3.	Decrease of tourist arrivals	3.8350	.71534	Agree
4.	Drop of income of tour operating companies	3.8350	.91926	Agree
5.	Cancellation of tourist plans	3.8317	.74926	Agree
6.	Change of tourist behavior due to risk	3.6471	.86342	Agree
7.	Decline of employment opportunities	3.5825	.94479	Agree
8.	Decrease of economic Development	3.3981	.99351	Neutral
9.	Fear to enter into tourism business	3.1942	1.31401	Neutral
10.	High cost due to additional security cost	3.1553	1.31177	Neutral
11.	Decrease of efficiency in tour operating companies	3.0097	1.15041	Neutral

The result revealed that the overall mean on the effects of terrorist activities in Arusha region was (4.1765) which fall under agree or average range, indicating that terrorist activities affect tourism industry, this is supported by (Gazopoulou, 2011) who observed a significantly decrease on travel receipts and the flow of tourists which was due to terrorist attack whereby tourists opted to travel to alternative destinations. This means that when there are terrorist attacks, tourism industry is affected because after the attacks tourist arrival to that particular destination decreases.

Table 4.3.3 shows that the respondents were in agreement with the statement decline in tourism industry in Arusha region (4.1765) this indicates that terrorist activities in Arusha region have negative effects on tourism industry where it causes the tourism industry to decline (Bruck, Schneider and Karaisly 2007) terrorist activities can also change patterns of demand, reductions in demand have in particular been shown by travel and tourism sectors. The greatest impact on tourist demand comes from terrorist attacks where tourists and locals are the direct target or victims of the attack. It implies that terrorist activities cause changes on demand whereby demand for tourism decreases, and as a result demand for tourism industry declines.

Decrease of tourist arrivals was perceived by respondents to be average (3.8350), this implies that terrorist activities in Arusha region caused decrease on tourist's arrival, and this affects tourism industry. Survival of tourism industry depends on the arrival of tourists (Baker and Coulter, 2007) if a destination suffers from frequent terrorist attacks, its number of international tourist arrivals will constantly decline until its tourism industry eventually reaches a standstill (Gschwind and Parker 2003) the effects of terrorist activities might cause political instability, which led to the decline or disappearance of tourists arrivals in some tourist destinations. The researches have proven that terrorist activities lead to a decrease of tourist arrivals. This means if terrorist activities in Arusha will continue the situation might be even more serious.

The results also indicate that there was a drop of income in tour operating companies (3.8350). This implies that terrorist activities cause a drop on income in tour operating companies, which is a result of the decrease on the number of tourists visiting Arusha tourist destinations (Baker and Coulter 2007) hotel occupancy levels plunged from an average of 75% to 14%. Along with hotel occupancy there was a 23.45% decline of tourists visiting Bali between the months of June to September the year following the bombing. Tour operating companies depend on the arrivals of tourist to get income. If the number of tourist who visits tourist destinations decline it means that the income of tour operating company's dropped, and that does not have effect only on tour operating companies but also on the tourism industry at large.

The cancelation of tourist plans showed a score of (3.8317), this indicated that terrorist activities are the ones behind the cancellation of tourist plans, something which affects tourism industry. When tourists cancel their tour plans it means that the tourist destination won't have tourists, and that affect tourism industry (Garg 2015) the attack sent a message of panic among the tourists who were willing to travel to India. Garg observed that, after the attacks in Mumbai, Many tour operators and the hotels recorded a large number of booking cancellations (Atkins, Chew, Gschwind and Parker 2003) the literature and statistics all confirm that terrorist attacks alter tourism demand patterns, indicating an increasing demand to cancel travel or holidays plans particularly just after September eleven terrorist attacks (Ranabhat, 2015) travelers want to be safe and secured, they do not want to take any risk when they are travelling. They want to enjoy, have fun and spend their holidays, if there is a sense of insecurity and unsafe environment, it is likely that they will change or cancel the destination of their planed visits. These literature shows that terrorists activities makes tourist to cancel their travel or holiday plans, something which affects tourism industry.

The mean for Change of tourist behavior due to risk was (3.6471) which indicate that the respondents have seen that terrorist activities cause a number of tourists to change their behavior. Terrorist activities in Arusha region might have caused tourists to have a negative attitude and perceived Arusha as risk destination (Lennon and Leary 2004) an individual with negative attitudes toward a destination due to a terrorist incident may show anxiety for safety, and this is likely to result in a negative outcome for the travel decision, where there were formerly attacks or hijacking which affected individual tourists, there is a troubling tendency where terrorism is directed against tourists and tourist destinations.

Further the decline in employment opportunities perceived by respondents (3.5825). This implies that there was a decline of employment opportunities due to terrorist activities in Arusha region (Kweka 2003) many people are employed in campsites, guesthouses and tourist hotels and restaurants. If the industry is affected by terrorist activities it means that the industry cannot provide employment (Sumedhakaria, 2009) due to reduction in foreign tourist in India many tourism industry workers are losing jobs. The international Labor Organization estimates that as many as 9 million of the world's 200 million hotels and tourism workers could lose their jobs in the wake of the attacks (Klein, 2007) there was a predictable decline in tourism industry following the attack. Tourism employment was especially hard hit. For example in US hotels fell 3 % (58,000 workers) in October – November 2001. Terrorist activities cause a decline of employment opportunities due to the fact if tourism is affected by terrorist attacks, tourism industry decline, and the decline of the industry causes the decline of employment opportunities.

The respondents perceived other effects to be neutral. The point to be considered here is, there were other options like strongly disagree, disagree, Agree and strongly agree, the act of not agree or disagree agree implies that the respondents were not sure of what to say, but the situation exist worldwide as it is supported by various sources; according to (Altindag, 2014), the impact of crime on tourism is economically significant, for example, for average country with a population of 25 million, a 10% increase in aggregate violent crime rate leads to about United States Dollars 140 million declines in international tourism revenue. (Sumedhakaria 2009) for many countries in

developing world, tourism is critical source of revenue generation and major component of economic development. When it comes to economic issue the Mumbai the country's financial capital is likely to feel the impact of terrorist attacks as much as New York City did after September 11, 2001. Tourism is the source of revenue to many countries in the world, due to that, when the industry is affected by terrorist activities, it is obvious that it causes a decrease in economic development. There is every reason to protect tourism industry from harm which is caused by terrorist activities so that to avoid a decline of economic development which can occur as a result of terrorist activities.

According to Hobijn and Sager (2007), since the terrorist attack of September 11, 2001, homeland Security has become a key concern for the public and private sectors...According to a study of this issue total annual spending on security (private and public) is estimated to have risen from United states Dollars (USD) 56 billion in 2001 to United states Dollars (USD) 99.5 billion in 2005. Literature confirm that terrorist activities causes some countries to establish their homeland security systems, whereby that lead to high cost of operation due to additional security cost which are incurred so that to establish security due to terrorist activities. Because terrorism is the world's tragedy, and terrorist attacks happens surprisingly, it is a responsibility of every nation to establish its homeland security so as to prevent terrorist activities, since the attacks have effects on tourism industry.

The level of the effects of terrorist activities on tourism industry in Arusha region:-

In measuring the level of the effects of terrorist activities on tourism industry in Arusha region the researcher used the following scale 2.50 – 3.00 Maximum (High), 1.50 – 2.49 Average (Moderate) and 1.00 – 1.49 Minimum.

On tourism industry the level of the effects was 1.7573 mean, employment opportunity in tourism industry the level of the effects was 1.8447 mean, drop of income of tour operating companies in Arusha region the level of the effects was 1.9612 mean and decrease of efficiency in tour operating companies, the level of the effects was 1.8725 mean. The result is presented in table 4.4.3 below:

Table 4.4.3:-Level of Effects of Terrorist activities on Tourism industry in Arusha region

SN	ITEM/ STATEMENT	MEAN	SD	INTERPRETATION
1.	To what level has tourism industry been affected by terrorism?	1.7573	.66371	Moderate
2.	Employment opportunity in tourism companies in Arusha has declined	1.8447	.77658	Moderate
3.	To what level has the income of tour operating companies in Arusha has dropped?	1.9612	.69905	Moderate
4.	To what level has efficiency in tour operating companies decreased?	1.8725	.79193	Moderate

The research revealed that the level of the effects is neither minimum nor maximum, but moderate, this implies that if there will be no objectively effort to get rid of terrorist activities ,in days to come the level of the effects might be high.

The modalities of terrorist activities in Arusha region:-

In measuring the modalities of terrorist activities in Arusha region the measurements were as follows 4.50 – 5.00 Strongly Agree, 3.50 – 4.49 Agree (Average), 2.50 – 3.49 Neutral, 1.50 – 2.49 Disagree and 1.00 – 1.49 Strongly Disagree. Terrorism and tourism industry involve citizens of different countries was (4.2330), both terrorist activities and tourism utilize travel and communications (4.2277), terrorist activities involve threat or violence that intimidates tourists (4.1359), both terrorist activities and tourism cross national borders (4.0971). Other statements were perceived to be neutral, whereby the results were; Tourist destinations are the perfect strategic targets to carry out terrorist activities (3.4804), both terror activities and tourism industry target tourists (3.4272), terrorists use tourists to carry out financial transactions (2.9804). The result is presented in table 4.5.4 below;

Table: 4.5.4:-The Modalities of Terrorist Activities in Arusha region

SN	ITEM/STATEMENT	MEAN	SD	INTERPRETATION
1.	Terrorism and tourism industry involve citizens of different countries	4.2330	.67452	Agree
2.	Both terrorist activities and tourism utilize travel and	4.2277	.71946	Agree

	communications			
3.	Terrorist activities involve threat or violence that intimidate tourists	4.1359	.79272	Agree
4.	Both terrorist activities and tourism cross national boarder	4.0971	.72104	Agree
5.	Tourist destinations are the perfect strategic targets to carry out terrorist activities	3.4804	.99235	Neutral
6.	Both terror activities and tourism industry target tourists	3.4272	1.20132	Neutral
7.	Terrorists use tourists to carry out financial transactions	2.9804	1.23465	Neutral

The result revealed that the mean on both terrorism and tourism industry involving citizens of different countries was 4.2330 (Baker 2014) terrorism involving citizens of other countries may be a response to strict limits on political expression. The reason is simple and obvious and has been demonstrated by numerous incidents; when nationals of other countries become involved, news coverage is guaranteed. Terrorist take advantage, because they want publicity. When these attacks happen they get more publicity due to the reason that the attacks involve people of different nations. The publicity ruins the image of those attacked and the destinations which in turn affects tourism industry.

Both terrorist activities and tourism utilize travel and communications 4.2277 (Ranga and Pradhan 2014) international terrorism and tourism are paradoxically connected via their mutual characteristics such as both... utilize travel and communications technologies. This means that terrorist can hijack communication system and do attacks. As a result tourists get scared and due to that they cancel their travel trips or change tour destinations.

The study revealed that terrorist activities involve threat or violence that intimidates tourists (4.1359). The result implies that terrorist activities cause threat to tourist. When there are terrorist activities in a certain destination tourist fear to travel to that destination (Lennon and Leary 2004) one of the basic objectives of a terrorist attack is to instill fear whereby safety and security are threatened. So stakeholders should find ways of preventing terrorist activities in Arusha so as to make the destination safe and secure, because, if terrorist activities continue it means that tourist will fear to come to Arusha, and that will continue to cause effects on tourism industry.

It also indicated that both terrorist activities and tourism cross national borders (4.0971) (Ranga and Pradhan 2014) indicate that international terrorism and tourism are connected via their mutual characteristics such as both crossing national borders. Because both terrorist and tourist cross national borders, it means people who are terrorists can act as tourist something which is risk to tourists due to the fact that it is easy for terrorist to attack tourist if they are travelling together and if there is no strong intelligence unity to follow up the movements.

Tourist destinations are the perfect strategic targets to carry out terrorist activities, terrorist activities and tourism industry target tourists, terrorists use tourists to carry out financial transactions. The mean for all these statements were reported as neutral (2.50-3.49), this implies that respondent could not agree or disagree with statements, but worldwide they do apply as it is supported by various sources:

Tourist destinations are the perfect strategic targets to carry out terrorist activities (Baker 2014) terrorist see tourist destinations as a strategic target in order to cause large amounts of social and economic distraction. (Pizam 2002) because of the importance of tourism industry, terrorist targets tourist destinations since they know that, attacking tourist leads to high media attention, so their activities will highly be publicized and that is what they prefer. (Ranabhat, 2015) terrorism can do everything to fulfill their demands. They have their own objectives for their results. They attack tourists, tourist's destinations to media publicity and public attention (Baker 2014) terrorist's organizations specialize in and only target hotels and international tourists (Atkins, Chew, Parker, & Gschwind 2003) one basic aim of any terrorist activity is to communicate a message to a wide audience as possible and targeting tourists contribute to that aim (Sonmez and Graefe 1998) some countries, however, persistent terrorism tarnish the destination's positive image and even jeopardize its entire tourism business. Tourism suffers when prolonged terrorist activities affect tourist perceptions and when terrorist organizations specifically target the industry. This means that terrorist targets tourist destinations so that they can reach their goals. So the stakeholder

and authorities concerned should take more serious initiatives to protect tourist destinations so as to avoid effects that the tourism industry might get as a result of terrorist activities.

Terrorists use tourists to carry out financial transactions (Ranabhat 2015). International tourist suffers more because international terrorist not only use them for publicity but also for foreign currency transaction. Terrorists use different types of transactional support or transnational operations as force multipliers. Terrorist can circulate financial transactions in foreign currency through tourist's security. This means that sometimes terrorist attack tourists for financial transaction, so the security officers in Arusha should be keen to prevent those terrorist activities so as to avoid the effect that could happen on tourism industry. Because if the destinations will be experiencing terrorist activities because of financial transactions, the flow of tourist will decrease and that will cause effect to tourism industry (Baker, 2014) some tourists who perceive terrorism risk in one country tend to presume the entire region to be risk and attribute to countries which are not directly affected by terrorism.

Summary Of Findings, Conclusion And Recommendations:-

Summary of the findings:-

The research used a sample size of one hundred and three respondents who filled the questionnaires and returned them to the researcher for analysis. Descriptive statistics such as mean and standard deviation were used to analyze data using Statistical Package for Social Science (SPSS). Workers of different experience in the selected tour operating companies were given chance to fill the questionnaires.

The results from data analysis revealed that terrorist activities in Arusha region have negative effects on tourism industry.

Types of Terrorist Activities in Arusha Region:-

The research objective number one was to identify types of terrorist activities in Arusha region. The study analysis in chapter four revealed that ninety one point three percent of the respondents agreed that bombing was a type of terrorist attacks in Arusha region. Five point eight percent agreed that armed attacks and assassination were types of terrorist activities in Arusha region and one point zero percent agreed that Arsons and firebombs were also types of terrorist activities in Arusha region. The analysis indicates that bombing, armed attacks and assassination, and arsons are types of terrorist activities in Arusha region.

Effects of Terrorist Activities on Tourism Industry in Arusha region:-

The research was also to determine effects of terrorist activities on tourism industry in Arusha region. Analysis of the findings indicated that effects of terrorist activities led to decline in tourism industry (four point seventeen sixty five), decrease in foreign exchange (three point ninety eight zero four), decrease of tourist arrivals (three point eighty three fifty), drop of income of tour operating companies (three point eighty three fifty), cancellation of tourist plans (three point eighty three seventeen), and change of tourist behavior due to risk (three point sixty four seventy one) and decline of employment opportunity (three point fifty eight twenty five). This means that terrorist activities in Arusha region affect tourism industry.

The level of Effects of Terrorist Activities on Tourism Industry in Arusha Region:-

The level of effects of terrorist activities on tourism industry in Arusha region was shown to be moderate (one point seventy five seventy three) in all the items. This means that the level of effect of terrorist activities on tourism industry in Arusha region was moderate.

The Modalities of Terrorist Activities in Arusha region:-

The modalities of terrorist activities in Arusha region was on average range (four point twenty three thirty). This means that there is a relationship between terrorism and tourism industry. The relationship is based on the fact that tourism industry's survival depends on the arrival of tourist, while terrorist target tourist for publicity, political motives and financial transaction (Baker, 2014; Garg 2013; Peter, 2011; Atkins, Chew, Parker and Gschwind, 2003, Pizam, 2002). This analysis culminates in the fact that terrorist activities in Arusha region negatively affect tourism industry.

Furthermore, some respondent didn't agree or disagree with some statements on the modalities of terrorist activities in Arusha region like; Tourist destinations are the perfect strategic targets to carry out terrorist activities, Both terrorist activities and tourism industry target tourist and terrorists use tourists to carry out financial transactions on,

and on effects of terrorist activities in Arusha region statements like; Decrease of economic development, fear to enter into tourism business, high cost of operation due to additional security cost and decrease of efficiency in tour operating companies. This implies that the respondents were not sure with either to agree or disagree with the statements, but worldwide the statements do apply, as it is supported by various sources, statements on the modalities of terrorist activities are supported by (Ranabhat, 2015; Baker 2014; Pizam 2002; Sonmez and Graefe, 1998). Statements on effects of terrorist activities are supported by (Altindag 2014; Ranga and Pradhan 2014; Sumedhakaria 2009; Hobijn and Sager, 2007).

Conclusion:-

This paper investigated the effects of terrorism on tourism industry in Arusha region. The findings concluded that bombing, armed attack, assassination, arson and firebombing are types of terrorist activities in Arusha region and have effects on tourism industry in Arusha region. The findings revealed that terrorism affects tourism industry, its effects causes decline of tourism industry, decrease of foreign exchange, decrease of tourist arrivals, drop of income of tour operating companies, and change of tourist behavior due to risk.

On the level of the effects of terrorist activities on tourism industry in Arusha region. The findings revealed that the level of effect was moderate. The study found that the level of effects on tourism industry in general, and specifically on employment opportunities in tour operating companies in Arusha region, income of tour operating companies in Arusha region and on efficiency of tour operating companies in Arusha region.

On the side of modalities of terrorist activities in Arusha region the findings revealed that the existing relationship between terrorist activities and tourism is the modality of terrorist activities in Arusha region. The study found that relationships depicted as terrorism and tourism industry involve citizens of different countries, both terrorist activities and tourism utilize travel and communications, terrorist activities involve threat or violence that intimidates tourists, both terrorist activities and tourist cross national borders.

Recommendations:-

A core part of this study was to recommend on how the government of Tanzania and the stakeholders of tourism industry try and find ways to prevent terrorist activities in Arusha region. Considering the findings of the study and the conclusion, the researcher would recommend to consider the following;

1. Government should strengthen its security system and intelligence unity so as whenever there is sign of terrorist activities they got alert and take some serious measures to prevent them. Establish security systems in all country borders, airports and ports so as to restrict all possibilities of terrorist to enter into Arusha and other regions of Tanzania. To help immigration unit to have enough resources and training so as to be knowledgeable enough on how to make follow up and how to get information of foreigners who enter in Tanzania and their mission.
2. Government should come up with new tourism policy which will reflect the current situation of terrorism so that to have strategies of fighting back whenever terrorist attacks.
3. Tour operators should make sure that they have correct information about their customers before they come into Tanzania so as to avoid terrorist to come to our country by the name of tourists. Tour operators should establish security systems so as to make sure that their customers are safe whenever they go. Also tour operators should introduce the system of providing terrorism insurance coverage so as to assure their customers that in case of any attack, if they got injuries or other effects insurances will cover them (Lennon and Leary, 2005) as terrorist attacks become more frequent, the travel industry has adopted and offers terrorism insurance coverage.
4. The researcher recommends that future researchers should research on effects of taxation on tourism industry.

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