



# The Case of Terrorist Invasion toward French Tourism Industry in November 2015

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**Abstract:** This study has been undertaken to investigate, back in November 2015, terrorism invasion causes a very huge impacts toward France tourism industry. From a popular choice of tourism destination into a low ranking where no one wants to come there to travel. To get into this topic, the main ideas is to mainly focus on the declining of tourism that cause by the terrorist attacks.

**Keywords:** Terrorist Invasion, Tourism Industry, Tourist, Government

## 1. INTRODUCTION

If you ever have a chance to talks to somebody or have a chat with travel agency about France. The most common words you will probably hear is the word “romantic”. Indeed, France is most well-known as a romantic tourism destination. Many couples or people who just get marry are likely to go there as their top choice of having honeymoon as their destination. Although the motives of terrorists may differ, their actions follow a standard pattern with terrorist incidents assuming a variety of forms: airplane hijackings, kidnappings, assassinations, threats, bombings, and suicide attacks. Terrorist attacks are intended to apply sufficient pressures to a government so that it grants political concessions (Sandler & Enders, n.d). It is always a continue routine whenever people have vacation, until the happening of terrorism attacks on November 13, 2015. It has been a big shock not only just for France itself, but also includes the whole world. Because of this terrorist attacks, there's a huge impacts of tourist declining.

## 2. THE DECLINE OF FRENCH TOURISM INDUSTRY

Tourist decline are not just mainly focused on French tourism but also Paris tourism. This case study are mainly focus on the French and Paris tourist, in terms of tourist spending, the number of travelers coming, and future tourist destinations. Because of this ideas of concept we have comes up with some several questions that we have been thinking it about over and over again. In order to find out the reasons, this paper will be discussing the following questions.

1. What was the immediate cost of the attack on French Tourism, measure in number of tourists, money spent..etc of before and after the attack within a given timescale?
2. What would be the long-term effect of the attacks on the tourism sector, e.g. tourist destination?
3. What would be the effect of new security measures after the attack on tourism in France, especially Paris in particular?
4. What could be done to lessen the effort of possible future attacks?

In these questions we aims to answer all those questions by using the researches on the relationship between Terrorism and Tourism. But since due to lack of universal definition, information and some sensitive topic that is related about politics is it hard to find a suitable answers. In terms of Terrorism is the premeditated use or threat of use of violence by individuals or subnational groups to obtain a political or social objective through the intimidation of a large audience, beyond that of the immediate victim (Sandler & Enders, n.d). As for Tourist destination, is it often a primary targets for Terrorist to set a bomb over there. Due to a high number of people are likely to gather together in one specific places, and that present a wide publicity that can cause terrorist to set as a target to attacks. As it was mention it before France was set to be as a well-known place for people to come here to have their honeymoon. But because of terrorist attacks, tourists have been declining, and this is a serious impact of influence on tourism demands. Not just tourism demands but it also affects the image of this country and the popularity as well. Due to mass media reporting everyday about the current situation over there, this cause many more tourist people are afraid to come here to travel, because they are afraid that they might get attack as well.

France's tourism industry has dipped sharply, ever since the terrorist attacks there are 130 people were killed in Paris in November. According to Independent news, foreign tourists have stayed away from Paris as terrorist attacks. Before the attacks, France is the most visited country in the world with 85 million tourists(Rodionova, 2016). This country relies heavily on tourism industry, generated more than 7 percent of its gross domestic product from tourism, but this has all happened before terrorist attacks. In (Table 1) (Eurostat, 2017), it shows night spent at tourist accommodation establishments. The table shows clearly how French tourism industry had strongly decline, from early March all the way to November.

Table 1: Nights spent at tourist accommodation establishments - monthly data (Eurostat, 2017).

2016	Tourist Population
March	23,483,031
April	22,841,266
May	32,730,062
June	37,492,304
July	67,722,008
August	84,153,850
September	36,032,080
October	22,941,270
November	15,919,218

After the attacks the number of tourists visiting this region has decreased markedly. Tourists spending are declining, for example flight bookings, and hotel bookings. From a growth in nightly hotel room bookings fell it to single digits of percentage of people bookings the hotel. According to Tourist Board (Mcguinness, 2016) Paris region were down 8.5 percent in the first half of 2016 and also 11.5% decline in foreign tourists and 4.8% decline in French Tourist. Neither than that there is also several other country tourist visitors declining. At the same time according to The Wall Street Journal (Markit,2015) (Figure 1) provide the graph below that shown the negative impact of France's economy slowed slightly, with 57% that is received after November 13.

## Percentage of Tourists Decline

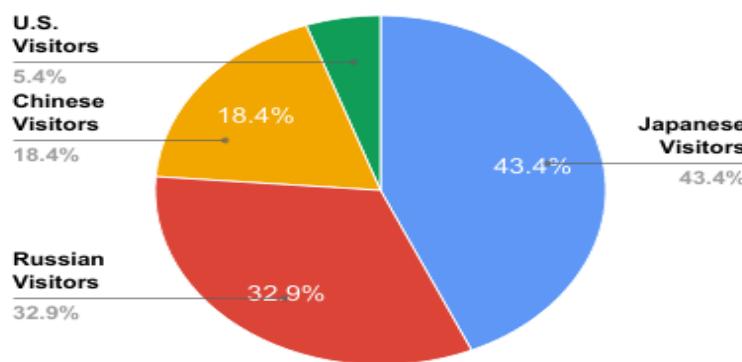


Figure 1: Tourist Board in Pie Graph (Markit,2015).

### 2. METHODOLOGY

The research methodology what we use is quantitative research. The main objective for this topic we choose is to determine the severity of the November 13 2015 Paris attacks on France tourism and Paris tourism if it's possible. There are methods that we use to collect the information for example collecting data by a various sources like reports from different travel agencies. But mainly focus on travel agencies that is local people. And secondary data from newspaper articles.

### 3. FINDING AND ANALYSIS

One of the most important information that we focus on, and that is the how much percentage of tourism is declining, reject coming to France. We have found some sample that is collected in a period of 1 month after the terrorist attacks has occur. Like the flight bookings, that many of the passengers cancel their flights ticket or wanting to go other place rather than going to France. As well as hotel booking, customer cancel their bookings, because they feel insecure and afraid that the attacks will happen again. Since it's a sudden news, there's definitely a needs of information of before and after the attack, so that there's a comparison of how a terrorism attacks can destroy a country tourism industry. This can be seen in (Figure 2) of according to The New York Times (Alderman,2016).

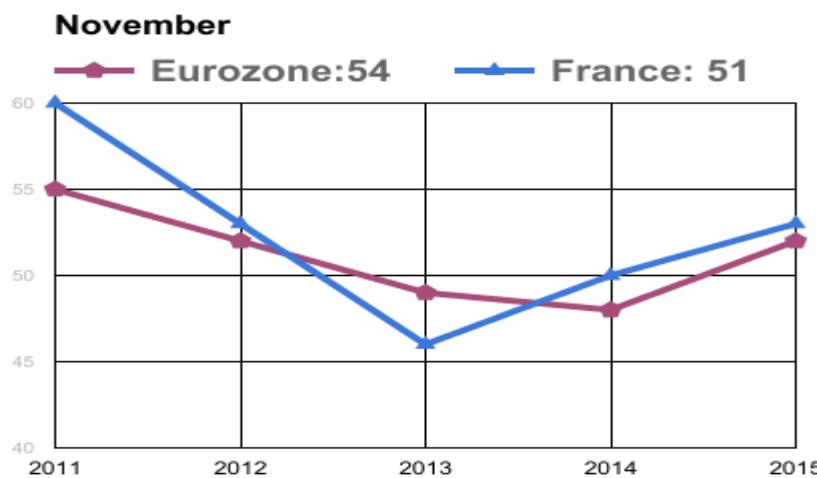


Figure 2: The New York Times (Alderman,2016).

Whereas, Mr. Gohier said "When you lose business, it has an economic impact", it is just like how "The terrorists want to create maximum damage." How a terrorists wants a country to be vanished, completely destroy, without any left over pieces. There are also inspecting data we have collect, including information on casualties of each separate attacks from other countries. And also to understand the nationalities of victims that is also a way to gather information in a more details way. There is also immediate property damages for example the architecture, the surface of the building or the crush of the roads that is cause by the terrorist attacks. While analyzing the data and collect information from the theoretical basis in literature review. There are some limit actions and difficulties, for instances, the only source of data is the secondary data which is the newspaper articles and internet websites that can access from computers. And because this topic is somehow related to political like the word terrorism, so for sure there is also information that can't go any further. And that is why there are points that we found out that we have been lacking of while doing this research topic. We comes up four main specific problems we have while doing this research.

#### 4. CONCLUSION

Although, terrorist attacks has a big influence on French and Paris tourism, but what makes it better is that. If it's going to happen again, France government can learn from their previous experience and they will know how to protect their citizens. Beside this benefit I will suggest that France government should be more alert to their surroundings, especially to people who enter to their country, so that there's a possible way to prevent from being in danger. Since tourism is declining there must be a way to solve the problem, to bring back the tourist to come back. For example having a special events that is only have it in a specific months. Or have a cheaper price to flight to France than going to other country, or even have a discount price when you book a hotel in France. This is some of the benefit that I think for tourist people they might want to be thinking to go.

#### 5. LIMITATION AND RECOMMENDATION

Lack of language knowledge, there are information that only written as French, instead of English or other language we understand. Along with not able to go in dept on research design as well as the data analysis. Moreover, for further recommendation, understanding the background of terrorism is a must, especially when it effect the tourism destination.

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