C. Michael Hall and Vanessa O'Sullivan. 1996. "Tourism, Political Stability and Violence." Pp. 105-121 in *Tourism, Crime and International Security Issues*, edited by Abraham Pizam and Yoel Mansfeld. New York: John Wiley & Sons Ltd.

Requirements:

1. The two student readings give vivid accounts of crisis situations in foreign countries. Although they are largely descriptive, careful reading can reveal issues that can be systematically analyzed using the lecture material in this session. It is recommended that the professor conduct the following small group exercise after the lecture portion of this session.

2. The professor should divide the class into four groups. Each group will be given 15-20 minutes for discussion. Then, groups 1 and 2 will meet together, as will groups 3 and 4; these combined groups will have another 10 minutes for discussion. Subsequently, a representative from each combined group will report their findings to the entire class.

3. The assignments for each group are as follows:

   a) Group 1 will discuss the Oshins and Sonnabend (1998) reading. They are to take the **position of a crisis management team** that has taken control of all operations of the hotel. As noted in the reading, they have many foreign guests in the hotel. Their goal is to ensure the guests' safety and to communicate their status on an ongoing basis to their relatives and friends in their home countries. Group 1 must develop a system to deal with these priorities. The management team must identify its priorities, the parties to whom it will release information, the amount of information they will release, and so forth.

   b) Group 2 will also discuss the Oshins and Sonnabend (1998) reading. In contrast to Group 1, however, they are to take the **position of the families** of several of the foreign guests in the hotel. Their goal is to find out as much information about their family members as quickly as possible, and from as reliable a source as possible. Group 2 must develop a strategy for obtaining this information, including: the persons or organizations they would contact; the order in which these persons or organizations would be contacted; their expectations of the information provided by these contacts; and the timeliness of the responses they expect.

Remarks:

Objective 28.1
Size of International Tourism

1. **International travel**—travel to a country other than one's own country of residence—**has grown tremendously** over the past decades. In 1997, international arrivals numbered some 612 million, generating US $443 billion in receipts (WTO 1998, p. 2).

2. Since 1950, international tourist arrivals have **increased at an average annual rate** of 7.1 percent, while receipts have grown at an average annual rate of 12.2 percent (WTO 1997, p. 5).

3. Reflecting this growth in tourism, **worldwide lodging capacity** has also grown.

   a) In 1996, there were approximately 312,000 hotels worldwide with 12.2 million rooms.

   b) Regionally, Europe accounts for the majority of these lodging facilities, followed by the North America and East Asia and the Pacific. (WTO 1998, p. 14).

4. **International air traffic** has likewise shown great increases.

   a) In 1997, the International Air Transport Association (IATA) reported that over 411 million passengers were carried on scheduled international routes (this figure does not include private charter flights).

   b) This figure represents a 6.8% increase over the previous year, continuing a trend of growth in international travel.

   c) By way of comparison, the 1997 figure for domestic travel was only 3.7% higher than the 1996 figure. (IATA 1998.)

5. The WTO projects that international arrivals will grow to 692 million by the year 2000, to 1.04 billion by the year 2010, and to 1.6 billion by the year 2020. Much of this growth will occur in areas outside of

a) At this level, air transportation is closely tied to politics because of the importance of, and prestige attached to, air travel capabilities.

b) Air travel between countries is largely controlled through bilateral agreements between two countries.

c) These agreements specify the rights and privileges of each country's aircraft in the other country's airspace and airports.

4. Also at the international level, there is the matter of whether the host country (the country receiving, or hosting, the visitor) **has formal diplomatic relations** with the originating country (the country from which the tourist originates).

   a) When formal diplomatic relations exist, tourists automatically possess a certain legal status within the host country.

   b) There also is a consular framework within which this status can be mediated.

   c) The availability and restrictions of passports and visas embody these diplomatic relations.

5. Currency exchange rates are subject less often to direct government regulation, but also reflect a complex web of market and policy decisions.

   a) The international market for currency trading can have an enormous effect on the internal politics of a country. This has been vividly demonstrated recently in countries such as Thailand and Indonesia (Thurow 1998).

   b) Currency values reflect the assessment and expectations of numerous variables, many of which involve government policies. To this extent, the act of purchasing foreign currency is also highly reflective of the kinds of laws, regulations, and agreements that are embodied in passport issuance and flight availability.

6. **Trade agreements** are also important to commerce and economic relations between countries.

10. Foreign visitors can also be viewed by the host country from a political perspective.

    a) Visitors are seen as representatives of their country, a religion, or even an international segment (such as the western world).

    b) Foreign tourists are particularly vulnerable to politically motivated violence (Hall and O'Sullivan 1996).

Objective 28.3
Implications for Emergency Planning

1. An emergency involving foreign tourists necessarily **has political implications.** This is true whether or not the emergency is caused by political factors (see Session 4, "The Nature and Types of Political Threats," for further discussion of politically caused emergencies).

2. After safety and security have been restored, among the first and most critical tasks in an emergency is **establishing reliable communication.**

    a) Communication links must be established between relatives and other parties interested in the foreign tourists from their home country and the relevant authorities in the host country (a hotel general manager, police spokesperson).

    b) Often, this task is most efficiently mediated through embassy personnel or official bodies (such as a national or local tourism office), who possess the language capabilities, communications infrastructure, and knowledge of the visitor's country that facilitates more reliable dissemination of information.

3. Reliable communication will be especially critical in **political crises** that are (or are perceived to be) directed against foreigners. Knowledge of or suspicion that tourists are targets will create an additional credibility problem for representatives in the host destination.

4. Obtaining **authoritative and reliable** information sources is difficult in all emergency situations.

b) Negative media portrayals may have a damaging effect on general perceptions of the destination, the area, or even the host country.

c) A problem in communications among local law enforcement personnel, for example, may be characterized by the media as a problem among national agencies.

d) Media relations are exceedingly crucial in emergencies involving foreign tourists.

Supplemental Considerations

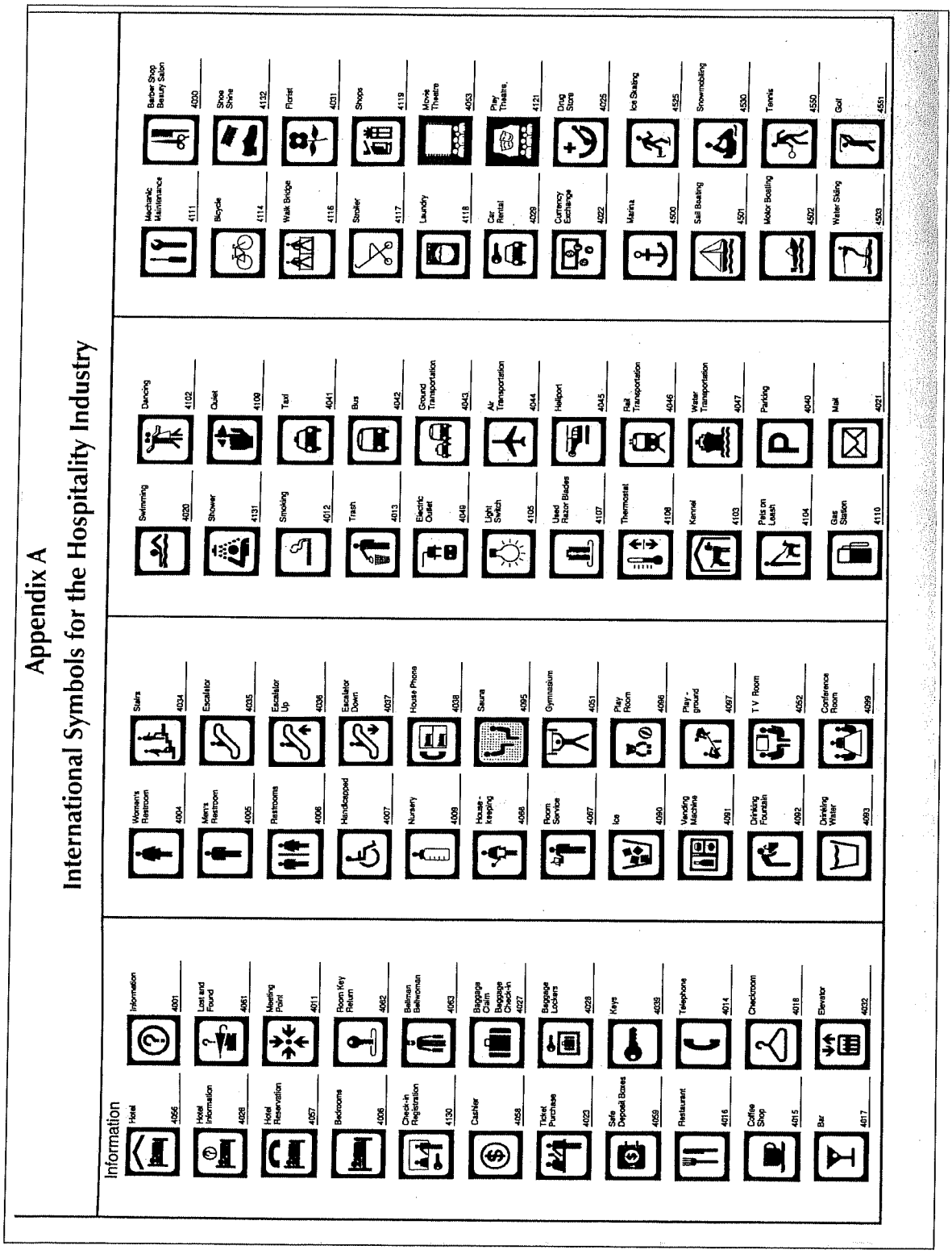
1. The professor should emphasize that the political-legal context of emergencies involving foreign tourists can be quite complex, even though most of it may be invisible to the average tourist.

2. The professor may want to use recent or current media portrayals of emergencies to see how students, as viewers, make connections between the specific emergency itself and the culture, political structure, and society in which it takes place. The students may be surprised at how easily they generalize various aspects of the emergency to the entire country.

Course Developer References

1. Chuck Y. Gee. 1994. *International Hotels: Development and Management*. East Lansing, Michigan: Educational Institute of the American Hotel & Motel Association.

2. C. Michael Hall and Vanessa O'Sullivan. 1996. "Tourism, Political Stability and Violence." *Tourism, Crime and International Security Issues*, edited by Abraham Pizam and Yoel Mansfeld. New York: John Wiley & Sons Ltd. Pages 105-121.

3. International Air Transport Association. 1998. *Annual Report 1998*. [Online]. Available: http://www.iata.org/ar98/ [1999, Jan. 27].

Appendix A
International Symbols for the Hospitality Industry