



SOME CONSIDERATIONS REGARDING THE DYNAMICS OF GEOPOLITICAL EVENTS AND THE EFFECTS ON THE HOSPITALITY INDUSTRY

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Abstract *The hospitality industry is currently affected by several factors that may lead to an increase or decrease of the number of tourists in a country. To highlight the main factors, was analyzed the hospitality industry in Turkey before and after the attempted coup d'état of July 2016. For the actuality of the informations have been consulted the international news agencies, the websites of the Statistical Institute of Turkish, Association of British Travel Agents, the Tourism Authority of Thailand and the United States Institute of Peace.*

Key words:

Hospitality industry,
terrorism, politics,
coup d'état,
epidemics

JEL Codes:

M41

1. INTRODUCTION

Today we are in a continuous dynamic, time passes much faster, and the production of an event is much faster to the public. So, the information is moving very fast due to the new technologies that bring us everyday news wherever we are, which has led the media to reorient and move from traditional to modern. If, only a few years ago we was reading newspaper news or listening to TV or radio, now many print media and TV stations are found on the internet via live streaming, Facebook, Twitter that we can easily access with the help of gadgets. The public, can also easily select what events it wants to inform, given that the publications have fields for each field, but it must be taken into account that the production of foreign, cultural, educational, or day-to-day events have an impact on the population according to several factors such as: education level, social

category, age, access to multiple sources of information, etc.

2. TYPES OF EVENTS AND FACTORS THAT AFFECT THE HOSPITALITY INDUSTRY

Considering that the purpose of tourism is to make people visit as many tourist attractions as possible, to discover the cultures, customs and traditions of a country. Thus, events that influence the hospitality industry can have a positive character (Šušić and Đorđević, 2011, p.71), such as cultural celebrations, sporting events, art exhibitions, fairs, concerts, national and international conferences. As can be seen, in Table 1, several types of events and factors may influence may influence the tourism industry to a lesser extent.

Table 1. External and Internal Threats of Crisis who affect the tourism

Domain	External	Internal
Economic	Recession Currency fluctuation Taxation	Rising costs Falling revenues Unprofitability
Political	Government policy International relations Instability Recession	
Socio-cultural	Unrest Crime	Staffing Cultural conflicts
Environmental	Natural phenomena Natural disasters Pollution Health scares	Overdevelopment Environmental degradation
Technological	Computer system failure Mechanical failure Design faults Fire	Transport accidents
Commercial	Regulation Government intervention	Competition Labour disputes Management decisions Human error

Source: Sian T.L., Subramonian, H., Tung, L., San, W.H., Hui, K., Kulampalil, T. (2009). Fundamentals of Hospitality and Tourism Management, Open University of Malaysia, p.170

A) POLITICAL FACTORS - through political transitions or changing views on a state's policy can lead to an increase in the attractiveness of tourists for a country or, on the contrary, to diminish their interest. Moreover, if tourists perceive the destination country as unsafe as a result of the change of government or head of state then tourism will be declining, an example in this case is Egypt in which changes have occurred as a result of the Arab Spring.

Foreign tourists have encountered difficulties in leaving the country at land borders and cars have been

carefully checked. However, the way in which tourism is affected takes into account the type, intensity and duration of the political event. Another example, is Britain's exit from the European Union that will affect the tourism industry by rising travel prices as a result of the pound sterling according to the report by the Association of British Travel Agents for 2017.

According to the Tourism Authority of Thailand, the political stalemate of the country in 2013 affected arrivals and the number of reservations decreased by 5% compared to the previous year. Thailand has also registered a political crisis in 2008 that severely affected the tourism industry, with more than six months needed for the country to recover. The domestic political situation also affected tourism in Japan and South Korea as most of the tourists came from these countries. Political violence can also be integrated into this category, with conflicts between local militias, terrorist groups such as Boko Haram, Al Shabaab, and government forces on the African continent. These conflicts have led to a significant increase in the number of deaths from 2010 to the present.

B) ECONOMIC FACTORS - may affect the tourism sector by triggering a global economic crisis such as 2008, the depreciation of the national currency, monetary policy, the rise in oil prices, a taxes and duties, VAT. Thus, the US recession of 1990 has contributed to economic hardship in the Hawaii and Japan with effects on tourism. Also, the 2008 economic crisis has affected the hospitality industry, luxury hotels have had fewer customers, which has led to declining hotel popularity (Barsky, 2009, p.4)

C) CONJUNCTURAL FACTORS - caused by the force of nature, such as the hurricane Matthew who struck in 2016 the Dominican Republic and Haiti leaving behind hundreds of dead and expanding in Georgia and Florida.

Also, in the Atlantic Ocean states, hurricanes occur almost every summer, among the countries targeted annually by these phenomena are Florida, South Carolina, Georgia, the Caribbean Islands and the Bahamas Islands. The outbreak of the cholera epidemic in Yemen in May 2017, which, according to the World Health Organization's data, increases the number of patients by several hundred every day, leading to an increase in the number of deaths. The last cholera epidemic in Yemen took place in October 2016.

These epidemics contribute to the drastic decrease in the number of tourists that affected the tourism in this country on a long-term, basis not only because of the epidemic but also because of the conflict triggered in 2014, Houthi's rebellion against Hadi's government, which continues today (Agencia EFE, 2017).

Another cause of conjunctive events is the artificial one, such as the use of sarin gas on the Syrian population in August 2013 by the Syrian government that led to the death of 1,400 civilians (The Guardian, 2013).

D) SECURITY FACTORS - In the last ten years, terrorist attacks and kidnappings for the purpose of redemption have increased in many countries around the world. The causes of these attacks include poverty, social inequality, human rights violations, religion (United States Institute of Peace, no date).

2.1 STUDY CASE: TURKEY

The attempted coup d'état of 15 July 2016 organized by a group of Turkish Army militants has produced strong turmoil in both domestic and foreign policy. This attempt came nearly two weeks after three suicide bombers attacked the arrivals zone on Istanbul's Atatürk International Airport on June 28, killing 47 people and wounding 239. This attack promptly canceled or postponed flights. These events took place even during

the summer holiday season in Turkey, causing many tourists to cancel their last stays and tourists already in the country to leave as soon as possible.

A few days after this attempt the price of precious metals changed, gold and silver were down and platinum and palladium changed slightly. The number of foreign tourists decreased by about 30% in the second half of 2016 compared to 2015 according to data from the Turkish Statistical Institute. This was also due to the increase in terrorist attacks that took place after the coup d'état, on August 10, 2016, following two explosions that occurred in the southeast, seven people were killed and 25 injured, with the assassination Assigned to the Kurdistan Workers' Party (The Guardian, 2016). On August 20, 2016, during a wedding in the city of Gaziantep, a bomb exploded that killed 51 people, causing hundreds of Turks to protest the streets of Istanbul (Euronews, 2016).

And on the night of December 31st to January 1, 2017, an attacker opened the fire in a famous Istanbul club, killing 39 people and wounding 69 people. The assassination was claimed by the Islamic State (New York Times, 2016). Thus, 2016 was a full of geopolitical and security events that contributed to a 30% decrease in tourism revenue, much more pronounced in the third and fourth quarters. This decrease was due to a reduction in the number of foreign tourists to 25, 2 million at the end of 2016 (Turkish Statistical Institute, 2017). Also, the number of Russian tourists dropped 76% from the diplomatic conflict between Russia and Turkey, but the number of German tourists increased to 3.9 million tourists in 2016.

CONCLUSIONS

The recent geopolitical events that have taken place around the globe show that the tourism is sensitive to terrorist attacks, epidemics, hurricanes, but also to official meetings between the heads of state and diplomats.

The long-term effects of a terrorist attack have in mind the location, targets, intensity and frequency of the attacks. The events that took place in Turkey in the last two years have seriously affected the tourism industry and for restore the sector will require internal political stability and improved relations with external partners.

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