

Interactions Between Transport, Tourism, and Terrorism in the Context of Globalisation

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The aim of the study is to explore the essential characteristic of tourism, transport, and terrorism and to highlight the connection between them. Tourism as a phenomenon is related to the question “why do people travel?”. The answer to this question requires clarifying a number of sociological and psychological features such as leisure and budget time travel, motivation for travel, psychological benefits, fashion, terrorism, and more. Tourism is a socio-economic and cultural phenomenon that has multiple manifestations. It is one of the factors and driving forces of globalization. Its operation and development leads to the emergence of different economic, socio-cultural, environmental, political, and health effects, making it an indispensable part of modern life.

Key words: tourism, terrorism, transport, globalization, relation

Transport: Essence and Characteristic

The transport is one of the main branches of every country's economics. It is the circulatory system and vital nerve in the organism of society. The transport is a branch in national economy designed to carry passengers and is in constant touch with the main sectors—industry, agriculture, construction, and trade.

In the most general sense is a movement of people and goods from one place to another. As a specific manufacturing sector continues and ends the production process of other industries in the sphere of circulation, delivering production to the place of its consumption, overcoming spatial distance of production to consumption is also objectively necessary as the very production of material goods. The transport process is different from the manufacturing processes of other industries. The main difference lies in the fact that transport is not creating a new product in a tangible form. The work of employees in transport affects the means of labor, rolling stock—wagons, locomotives, ships, cars, airplanes.

As a result, this impact is amended their location, and with it and the location of the goods advertised on them, respectively passengers. Relocation is essentially a special material change—amends the spatial existence of the goods, and thus is subject to change and their use value. As a result, this change increases the exchange value of the goods with the same amount of lives and social work which was necessary for the implementation of spatial change. This way, transport creates a new value which is added to the value of transported goods (Lowe, 1995, p. 338).

As a branch of material production, transport is characterized by a number of specific features. Unlike other industries, where a new product has been created and the subject of labor has been processed, they consequently

receive new properties and have a substantial form, for transport production does not create a product with new properties; neither objects receive new substantial form.

Between transport and other sectors of the national economy, particularly tourism, there are many similarities and differences, which basically can be summed up as follows:

- First, transport process has a production nature. It is a necessary sequel for the production in the sphere of circulation. As in tourism, it also created a new value in the sphere of circulation;
- Second, transport production process takes place in the sphere of circulation. Transport represents the basis of the exchange;

There is no other industry that is associated with so narrow and numerous links to all other sectors, especially tourism, like transport. Therefore, it is strongly influenced by their development, but itself affects them. The formed tourist transport system is the result of the impact of European transport policy. This influence is based on two mutually subordinating economic principles:

- Determining efficiency: the use of resources and price mechanisms to achieve efficient access to transportation and travel.
- Political responsibility: the need to protect public interests by the country in transportation projects. These principles have a determining effect on both the development of transport and travel, as well as on the expansion and regulation of transport accessibility to tourism resources and destinations (Kazandjieva, 2002, pp. 348-349).

Essential Characteristic of the Phenomenon “Tourism”

There are many definitions of the nature of tourism. Best idea gives the following widely accepted definition: “Tourism is the temporary movement of people outside their normal place of residence and place of work, the activities during their stay in these places and facilities designed to meet their needs.” (Vodenska & Assenova, 2004, p. 8).

Other known definitions focus on other features of tourism. Comparing various definitions shows that there are four basic approaches to defining the phenomenon of tourism:

- As a human activity carried out in his free time.
- As an economic sector, bringing together different businesses and activities designed to meet the needs associated with the travel and the stay of tourists.
- As a movement in space, overcoming considerable distances.
- As a system, including all the above items, united by a common function—meeting the needs of tourists (Karadzhova, 2011, p. 12).

It could be said that tourism is the temporary movement of people outside their place of permanent residence, the implemented activities carried out by them, and the necessary facilities to meet all needs, without people working as a result of which to generate income.

Today tourism is creating prerequisite for the development of related sectors such as agriculture, food industry, construction, transport, healthcare and others. According to the analysis of the World Tourism Organization, tourism is valued as one of the five major export sectors and one of the most important sources of foreign exchange.

Tourism as a mass phenomenon has many positive sides: it provides a large number of workplaces, is a source of substantial income and contributes to the expansion and improvement of the material and technical basis, allocates funds for the preservation of natural and cultural resources, promotes the cultural heritage

monuments, contributes to integrated land use in tourist centers and regions, also helps the improvement of transport and technical infrastructure at tourist destinations and others, at the same time has a negative impact on the environment and society—connects with appreciation of life in the major tourist centers, depletion of tourism resources and their not timely return and sometimes their irreversible disposal, deterioration of the environmental situation in the major tourist destinations, seasonality in employment of staff, negative socio-cultural effects and negative attitude of tourists to standardized mass travel.

On the one hand, tourism is an economic activity subject to economic laws. On the other hand the leading motives for vacant trips representing a major part of tourism are more psychological in nature.

Tourism, as an economic activity, is a sector of the global and national economy and a kind of business enterprises dealing with it. It is associated with the demand and supply of tourism products, methods of creation, and patterns of consumption, the economic categories such as income, employment, unemployment, exchange rate, inflation.

For countries, active tourism destinations stabilize the balance of payments, forms a positive trade balance, and is the driving force of economic development. It has a multiplier effect, forms clusters, and contributes to the rise of a number of other sectors of the economy. It has a positive impact on the development of different regions, municipalities, and settlements through the provision of employment of the population and development of human resources.

Considering the nature of tourism, it is necessary to note that it is associated with the notion of free time. Leisure includes activities in which the person is given free will, to rest, to have fun, to develop awareness, and to participate voluntarily in the entertainment and extreme experiences after release from his professional, family, and social obligations. But according to Velina Kazandjieva (2000, p. 220), there are differences between breaks during leisure time through tourism, which can be divided into the following main areas:

- The consumer carries out activities outside the his domicile;
- The implementation of these activities requires a trip to a certain destination ;
- Depending on the objective pursued some actions can be as a distinct typical mainly for tourism, religious, spa, business, and others.

The stay at the tourist spot is limited in time and in most cases is longer than the time needed for activities falling within the content of the leisure industry. The main components of this industry are organizations, companies, and institutions from the public, private, and voluntary sector which provide services and goods, intended for use during free time.

Sn. Kadieva (2012, p. 21) highlights some key features and characteristics of leisure: period of the day, week, year; subsystem time budget; activity, voluntarily and freely chosen, selected by each individual, according to his lifestyle and personal interests; type of industry, offering products to meet the specific needs of individuals in their spare time; time for positive stress, fun, and sometimes boredom and anxiety; free state of mind; time used for relaxation, enjoyment, self-expression, creativity, and personal satisfaction.

Tourism and Transport

When it is considered to be a special case of travel, tourism is a set of relations and phenomena arising during the trip between tourists and local people. Traveler is anyone who travels for some reason (work, study, shopping, tourism, etc.). Tourist is temporary visitor to the area in their own country or another, regardless of nationality, citizenship, sex, language, or religion, located in an area not less than 24 hours and not more than six

months during the year in order leisure—recovery, rest, health promotion, and enrichment of knowledge, participation in religious or sporting events, doing business contacts, appointments, tasks, etc. Finally tripper is a temporary visitor who stays on less than 24 hours outside location.

The trip is a travel service that provides an organized way to travel on the tourist route. Traveling contributes to improving the quality of vehicles, increasing their transport capacity, and reducing transport prices.

Transport largely reflects the level of socio-economic development of the country. It creates conditions for the normal functioning and development of the whole economy and has a significant influence on the results in all sectors of the national economy. So it is an important factor in increasing the efficiency of social production.

Development of transport depends on the workload and the development of other industries, but in turn the development of transport affects the growth of other sector, most particularly that of tourism. Tourism is a result of the traveling of people, so the development of transport is a key factor for the growth and orientation of tourism development. The provision of adequate, safe, convenient, fast, profitable, and cheap public transport precedes mass tourism. Accessibility of the tourist resort is mostly the result of two factors: the price (in absolute terms and in comparison with competing resorts) and time (the time taken to move from your homeplace to the desirable one). In particular, air transport, especially the last two decades made further places available. This transport has contributed to the phenomenon of mass marketing of international tourism, with all the economic and social advantages and disadvantages that this involves.

The Interaction Between Tourism and Transport

Quantitative and qualitative accumulation and characteristics of tourism sparked carve him as a dynamic economic area of global significance and distinctive institutional structure.

Meanwhile, tourism is becoming a more competitive arena causing great struggle in which each scientific and technical development including new forms of management, marketing, and advertising, threatens tourist companies to fail.

During the first half of the 20th century the structure of tourism remained unchanged, although the number of the people having the opportunity to enjoy what it offers/or what the tourism offers, is constantly growing. It is not surprising that the three factors—time, income, and technological development have the biggest influence. Undoubtedly income levels have risen, but at the end of the 1930's the amount of time for paid leave increased significantly for the majority of the population. At the same time, factors such as the paid leave affected the rest—during the 1920's about 17% of the workers benefited from such leave. After 1938 the paid leave was available for most workers. By 1969, 97% of the workers enjoy a two-week paid vacation, and by 1988, 99% had the opportunity to enjoy four weeks of paid vacation.

Nowadays the trips with recreation and tourism purposes are necessary for thousands of people who are reluctant to abandon them, even in times of economic constraints. The marketing conditions are very dynamic, even if cyclical, but this does not change the basic direction of development—expanding the social base and the territorial scope of tourism globally, turning recreation through travel (short and long) is a key element of the budget on time.

For a long period in most recent history, including the contemporary stage in the development of tourism and transport, the following trends are outlined (Karadzhova, 2013):

- Growth in demand for more frequent short trips, such as time spent on recreation and tourism tends to increase;

- Optimal combination of quality resources and services while reasonably priced. Tourist products with such qualities are most wanted and most profitable;
- In general rapid growth of domestic tourism;
- Better coordination between tourism and other economic activities;
- Diversification of the tourist offers, with emphasis on preservation of the ecological balance of the visited places;
- Accelerated refurbishment of tourism and transport facilities in order to achieve high quality services;
- Care, personnel training, and professional development of tourism personnel;
- A decrease in “Europeanisation” tourism, directing the majority of American tourist flows to the Caribbean and South America;
- Continue the demand for tourism in the environment “often called an enantiomeric” of living conditions of the tourist. This determines the dominant search of the tourist in a clean environment, e.g. species based on natural and recreational resources and the first place is for the marine recreation (about 2/3 of the participants in the international tourism are directed to seashores);
- Tourist destinations, particularly coastal resorts are experiencing unprecedented territorial expansion. Almost all coasts in the area of temperate, Mediterranean, and tropical climates are covered by tourist development;
- There is increased interest in cultural and educational tourism, hobby tourism, rural tourism and “green” vacations, medical tourism to people from the third world ecotourism, and sustainable tourism.
- Business visits and meetings (business tourism, convention, exhibition and so on) are not only a source of revenue, but are very dynamic, especially in the big cities (Sharpley, 2002).

The Relation “Transport, Tourism and Terrorism”

Public transport is an important part of the tourism industry, but must also provide services which are not entirely dependent on tourism demand. The railway and air transport, due to its origin state postal orders and transfer of goods, whether individually or together with passengers, make an important (and sometimes vitally important) contribution to the revenue of the carrier. It should also be noted that many carriers offer commercial or social services that depend less on tourism demand. Road and rail carriers, provide key transport services for workers who travel between destinations of their residence and employment. These carriers provide vital social and economic services, linking and identifying important areas of industrial centers, thereby providing a communication link for the locals.

Tourism is temporary movement and residence outside the domicile, driven by different motives that determine the purpose of the journey without gainful employment as a result of which no income is generated (Karadzova, 2012, p. 11). Tourist product is a result of tourism industry and represents diverse set, including insured and used by tourists entertainment, services of public-utility nature, shelter, food, and transportation, and many other goods that are free and are often the cause and purpose for tourist travel—clean air and water, warm sun, security and peace, creating an atmosphere, beautiful landscapes, architectural and historical landmarks (Karadzova, 2013, p. 194).

In the context of structural and technological changes in the world economy, tourism gets a chance in many developing countries to take the place of basic industry to be singled out as a basis of economic growth. Thus,

the interaction between tourism and transport can become a unique competitive advantage for developing tourist destinations.

The origin of the word terrorism goes back to 1789 with the French Revolution (Berg, 2004; Stephens, 2004). Schmid and Jongman (1988) have defined terrorism as:

An anxiety-inspiring method of repeated violent action, employed by a (semi-)clandestine individual, group, or state actors, for idiosyncratic, criminal or political reasons, whereby—in contrast to assassination—the direct targets of violence are not the main targets. The immediate human victims of violence are generally chosen randomly (targets of opportunity) or selectively (representative or symbolic targets) from a target population, and serve as message generators. Threat and violence-based communication processes between terrorist (organization), (imperiled) victims, and main targets are used to manipulate the main target (audience(s)), turning it into a target of terror, a target of demands, or a target of attention, depending on what the intimidation, coercion, or propaganda is primarily sought. (Schmid & Jongman, 1988, p. 5)

The large numbers of tourists visiting the destinations of acknowledged heritage sites are targeted as attractive to the terrorist or rebel in planning their violent attacks (Boulal, 2017).

Terrorist threats in tourism are many times a fundamental factor in making a decision both to offer a tourist package and to visit a certain destination. They have a high probability and a very high weight of consequences for certain destinations. Tourism is a major industrial power worldwide, suggesting a higher incidence of risky occurrences. Adequately trained specialists with the necessary competencies are required to prevent risk minimization (Petkova-Georgieva, 2018, pp. 274-283).

The consequences of the terrorist events have an impact on both the current tourist flow and the motives for deciding to travel for others wishing to conflict in a given area. The main purpose of this type of event is to bring fear to travelers. Therefore, tourism is one of the most vulnerable areas of the economy affected by terrorism. It raises issues of international and national security. With the development of tourism since ancient times, the impact of terrorism on it has increased. This calls for new security measures in the tourism sector. A very important and unresolved question remains how to predict the vulnerability of the area.

Globalization and technological innovation have led to the growth of tourism as an industry and the rise of terrorism as a threat. The mass media serve both to predict and to manipulate beliefs and perceptions; media persuasion serves both tourism marketing and terrorism, achieving economic profit in the first case and demoralizing the adversary/flow of funds and tenants in the second. Oddly enough, terrorist sites can attract visitors and become a source of so-called “dark”/tourism. Despite the negative effects on tourism, the industry is surprisingly adaptable.

Conclusion

The drivers of globalization are undoubtedly a major influence on the development of the tourism industry worldwide. Liberalization, the development of communication technologies, transport, information, accelerating innovation, and the removal of borders have all contributed to the creation and validation of new-type tourism enterprises, not only large multinationals and transnationals, but also born “global” SMEs, which successfully survive and sustain their competitiveness in the global tourism market.

Contemporary tourism is developing on a global scale as a highly dynamic field of activity, where the wishes and expectations of customers are cultured and their security is assured.

The modern tourist, however, is becoming increasingly demanding about the security and safety of the destination he is visiting. It is these two aspects of the quality of the tourism product that are beginning to play an increasingly decisive role in the choice to undertake a tourist journey.

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