

The Impact of Terrorism on the Hospitality and Tourism Industry

The impact of terrorism on the hospitality industry had been substantial in the past decades resulting in various socio-economic ailments. The rise in terrorist incidents is a direct threat to the hospitality industry, thereby influencing tourists' decision-making. Terrorism negatively impacts the tourist's behavior induces fear and anxiety in their minds. The choice of destination country depends on its geopolitical stability, the reason for travel, and the traveler's perception. Previous studies have shown that tourists' readiness to travel reduces significantly if security concerns arise due to the political instability arising from war, geopolitical tension, or terrorism. The perceived risk led to a drop in confidence level, and thus tourists are hesitant to move freely due to fear of terrorist incidents.

This short survey aims to gather information on the Impact of Terrorism on the Hospitality and Tourism Industry.

***Required**

Which country do you belong to? *

Your answer

What is your gender? *

- ☐ Female
- ☐ Male
- ☐ Prefer not to say
- ☐ Other:



What is your age? *

Your answer

What is your highest level of education? *

- ☐ Intermediate
- ☐ Undergraduate
- ☐ Postgraduate
- ☐ Postgraduate and above

Have you used hospitality and tourism services in the past? *

- ☐ Yes
- ☐ No
- ☐ Maybe

What was your travel destination country? *

Your answer



What was the purpose of traveling? *

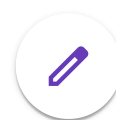
- ☐ Education
- ☐ Business
- ☐ holiday
- ☐ Medical
- ☐ Other:

Usually, how many times do you travel in one calendar year? *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ More than 4

Length of stay ? *

Your answer



On a scale of 1-10, how concerned will you be about terrorism while choosing a destination? *

1 2 3 4 5 6 7 8 9 10

Least concerned ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Most concerned

Have you ever visited a place or destination that has been the victim of terrorism? *

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Cancelled

How safer did you feel during the trip? *

1 2 3 4 5

Least safe ☐ ☐ ☐ ☐ ☐ Most Safe



Would you like to travel to an area that is on a terrorist's target? *

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Never

Would you prefer to travel to a country after terrorist incidents which are highly respected in terms of its security level (such as the US, UK, UAE, Germany, etc.)? *

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

Would you prefer to travel to a country after terrorist incidents which are least respected in terms of its security level (such as Afghanistan, Syria, Nigeria, etc.)? *

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely



Do you agree, developed countries are safer to visit than developing countries? *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

While choosing a hotel, what is your topmost priority? *

- ☐ Accommodation
- ☐ food and Beverage Services
- ☐ Safety and Security
- ☐ Location

Which security-linked event that happened in the past may greatly influence your choice of decision-making in a potential destination city? *

- ☐ Theft & robbery near your accommodation.
- ☐ Physical attack on an individual.
- ☐ Gunshots by local gangs.
- ☐ Terrorist-linked activities.

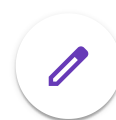


You hear/experience a terrorist/security-linked incident; how likely would you consider visiting the destination country in your future travel plans? *

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

How likely are you to engage in the following activities in a prospective destination country where you feel threatened/unsafe? (1-least, 5-most) *

	1	2	3	4	5
Touring in day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk after dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use Public Transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay at hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel to grey areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How likely are you to engage in the following activities in a prospective destination country where you feel unthreatened/safe? (1-least, 5-most) *

	1	2	3	4	5
Touring in day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk after dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use Public Transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay at hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel to grey areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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