

**Whenever Fear Surfaces:
New Challenges And Trends In Tourism Fields**

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In a work that joints the best specialist in security issues, Hall, Dallen and Duval emphasize on how understanding the new scenario we are living nowadays. The change and advent of a new millennium the challenges are posed in the role played by tourism and hospitality towards economic sustainability. Even though, this book has many very interesting sections because of time and space limitations, only three will be assessed in the present review.

The moot point in this masterful project is that a diversity of threats ultimately surfaced through world-wide can very well jeopardize the development of tourism. Particularly, as Hall, Dallen and Duval put it, “*security fears are not new to the world*” (p. 2) but somehow they were being dramatically potentiated in last decades. On the introductory chapter, Hall Dallen and Duval argues that “*security is a concept that is, at present, central no just to tourism but to the wider world. This is not just a result of the events of September 11th 2001 and the terrorist attacks which occurred in the United States but is also the result of major shifts in American Foreign policy, and the consequent American-led invasion to Iraq, ongoing concerns regarding the armed expression of religious and political fundamentalism, and fears for economic and personal health and well-being. These security concerns not only affect individual tourism decision-making but also have a broader influence on economic and political confidence, which in turn affect the wider environment within which the tourism industry operates and in which individual destination are perceived*” (Hall, Dallen and Duval, 2003: 2).

This problem represents a key factor in the examination of fears, risk and security issues in tourism fields. Ripple effects are rapidly disseminated across the system. Information allocated in one side of the World is covered by Mass-media affecting to other countries, regions and homes. Of course, World Trade Center attacks were accompanied by other made-man or natural threats such as attacks in Madrid, London, the Katrina Hurricane, Tsunami, the outbreak of SARS and political riots. Our authors realize even though tourism seems to be a “force of peace” the fact is that tourism is conditioned by peace in a major degree than peace by tourism. The underlying problem here is associated with the perception of tourists and the millionaire losses a bad-image generates for residents. To cut the long story short, for the official perspective of World tourism Organization (WTO) as well as World Tourism and travel Council (WTTC), tourism is more than vulnerable for external dangers and prevents the openness of many emerging countries to the communication of the rest of community. Hall Dallen and Duval questioned this superficial point of view arguing that “*it may, of course, be argued that it is both difficult, because of the range of opinions that may exist within such organizations, and inappropriate, because of the inherently political nature over the issues surrounding the invasion of Iraq, for the WTTC and WTO to comment publicly on political and international security issues. But if tourism is*

seriously a force for peace, as both organization have subscribed to, why should it be?" (ibid. 4).

Authors examine the historic evolution of security from Cold War up-to-date. From their stand-point, poverty, environmental degradation and natural resource shortage are associated to the rise of recent risk perception in tourism fields. Not only sustainable practices in tourism will prevent countries from facing future dangers in future but also will reduce the sentiment of insecurity. The influence of tourism in peace should be critically revisited and even if security plays a pivotal role in the administration of this industry, entry visas are progressively phased out in many parts of the globe but not passports. The latter operates drawing on the line of boundaries, space and sovereignty not only for tourists or leisure visitors but also for migrants and climate refugees. The legitimacy of nation-state defense is associated towards security concerns. Thus, intangibility of services predisposes consumers to experience more angst, risk and fear than other industries. Of course, this is and will affect tourism in next decades; the upshot for this valuable chapter is that modern threats, risk and emergencies in tourism fields should be thought more global and international than older ones. We also need a new form of understanding, a new method or instrument to comprehend security implicitness in the so-called no chimney industry.

Respecting to this issue, second chapter contains a research conducted by Floyd, Gibson, Pennington Gray and Thapa (2003) relating the risk perception to the residential immediacy respecting terrorism targets. In an interesting but controversial approach, our researchers examined the immediate reactions after Sept-11 in habitants of New York in respect to travels and holiday planning arguing that risks perception in business travels are less than holidays while international flights have more likelihood to be perceived more negative. The findings of this research can be synthesized as follows: a) attack or sudden tragedies stop the air-traffic, b) the risks perceived in leisure travelers are higher than travelers who displace following business purposes, c) tourism and hospitality are frequently prone to decline because the mistrust generates terrorism and political disturbance, d) interviewees manifested no intention to travel within 12 months after September 11, e) international travel are more sensible to risk perception than domestic ones, f) higher house-hold incomes in participants determines a major propensity to travel in comparison with others. However, criticism on the instrument used to collect involving dataset seems to be inevitable.

Although, researchers worked this topic on an extensive sample (n= 348 households), close and open-ended questionnaires were applied to participants by telephone. Even though we recognize the contributions of administered questionnaires in research methodologies, it is strongly suggestible to conduct the field-work in person to capture any subtle facial expression or commentary fruitful for the research. For other hand, self-administered close questionnaires are unable to focus on the conditions of genre. Many of these researches (even this one) emphasize on women perceives more risk than men but they do not clarify the reasons behind. The fact seems to be that women are socialized with a much more predisposition to recognize and express their emotion in public than men, and of course, this does not mean tourist destinations are less risky for latter than former ones. Most likely, for males risks and fears are lived in the ways of rage. Emotions associated to risk perception should be considered as a much more deep-seated issue to be researched multidisciplinary. For instance, this is the point that connects fears and risk to psychoanalysis layouts in our third work.

With this argument in mind, Kingsbury and Brunn unravel how travel magazines deal with post-September 11 effects. Even if the organization of a travel was almost always an aspect associated to uncertainty and fear, no before 11-Sept words such as terror, fear, risk strongly took into appearance in the popular vocabulary. There are no doubts the repercussion of this tragedy was huge, above all in travels and tourists destinations. Immediately to this, the commerce in United States suffered a great shock and restraint. The total costs for WTC attacks are roughly \$ 12.5 billion regarding an appraisal of 2002. In these lines, Kingsbury and Brunn question *“how to understand and respond to these new challenges posed a major problems for not only companies and individuals directly related to tourism, but also to those whose business was to promote places, events, and activities under the aegis of travel, leisure, and relaxation. Using psychoanalytic understanding of symptom, ego, defense, and fantasy, our purpose is to critically examine how prominent US travel magazines, composed of articles, photographs, advertisements, editorials, and other textual features, responded content-wise to the September 11 events which redefined for many tourists the very status of security and excitement as well as transport, destinations, and tourists activities”* (Kingsbury and Brunn, 2003: 41).

After further examination of relevant literature, Kingsbury and Brunn consider that a much more critical insight or theorization is one of aspects tourism research needs for enhancing the validity and viability of their methods. Assessing the contents of eleven leisure magazine of popular consumption published from 2001 to 2002, our authors emphasize on the following main findings: a) there is a general message of security concerns at time of traveling abroad for American visitors, b) with basis on economic woes of owners in tourism industry and airlines, magazines promoted visually new exotic areas to visit than to fears and anxieties for Sept-11 (in terms of Kingsbury and Brunn a denial of what really happened), c) predominant message was aimed to demonstrating that in spite of appalling events, the industry of tourism and hospitality still remain on foot, d) there would be an interesting comparison between magazine and psychological ego since both permeate the external reality, resists change and put it in dialogue with the id.

Taking their cue from the Freudian definition of ego as *“an organization based on the maintenance of free intercourse and of the possibility of reciprocal influence between all its part”* (ibid. 53). Kingsbury and Brunn contend travel Magazines (in post-September 11 moments) emulate *“as a pleasing imaginary screen of satisfaction, myths, and so on”* taking distance from the horror of terrorism (as a defense against trauma). Basically, these researchers assume that *“our readings and observations conclude that this incorporation achieved not by any reference to this historical explanations of the geopolitical and economic conditions that may have led to September 11, but rather, by transforming the events themselves into an affirmation of resilience of the US tourism industry. The magazines demonstrate that the pleasure of travel writing and reading are predicated on not only covering distance, but also keeping distance from the threats posed by and associated with September 11”* (ibid. 54).

Following the findings of Zizek (2002) and Howie (2009) respecting the presence-absence prerequisite of terror, the main thesis of Kingsbury and Brunn is that fantasy plays a pivotal role refusing to accept the reality under a traumatic scenario. Ideological fantasies of this caliber predispose readers to further fears and panic whenever they should travel outside US; and this is because these mechanisms of

defense enable certain psychological depictions with the end of creating potential threats or dangers in no-tourist zones. In terms of Lacan, the goal of fantasy is to act a protecting and imaginary bubble to defend the ego from the castration's outsider threats.

In a similar manner, J. Howie examines the role played by the show-TV series *Friends* in post-September 11 instances. The findings of Howie correspond with the previous ones in Kingsbury and Brunn. From his perspective, the horror wakes up ambivalent sentiments in people which need to be encrypted and redirected towards the limits of system. The binomial presence-absence represents the possibility that a potential threats (foes) becomes in more terrible than they are. "Friends" as an American programme is often characterized by showing the daily life of 9 youth in New York City. Even if always the Twin Tower come up at the bottom of window, the moot point here is that producers afterwards World trade center attacks annulated their presence and have not introduced any speech about this tragedy (Howie, 2009).

Following this line of research, Kingsbury and Brunn ultimately suggest that "given the reluctance of travel magazines to analyze why September 11 could have happened or how it may be averted in the future, we wonder whether international tourism (with its immense pressure for profit and reliance on inciting people to travel internationally) can ever be popularly represented or exist without resorting to and relying so heavily on defensive ideological fantasies" (Kingsbury and Brunn, 2003: 56). With emphasis on a political discourse "Tourism against terrorism" travel magazines expulse discursively towards the limits of ego a previous ambivalent feelings. The enemy (in this case the terrorist) constitutes as an outsider, a foreigner, people who not only are like us but also embody the presence of evilness. To what extent tourism contributes to the creation of ideologies is one of main outcomes of this original article.

In brief, readers who wish coming into *Safety and insecurity in tourism: Relationships, Management, and Marketing* will find a coherent text based on diverse and well-argued perspective about the future of tourism industry in XXIth century. Of course, in the following years that someone calls "the time of fears", scholars, planners and researchers will devote considerable attention to security issues. For all them, this book presents as an unavoidable prerequisite for further understanding. Needless to say that tourism-related research faces a great challenge in this slippery matter.

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