

Tourism Research Topic

Establishing Industry-Based Strategies to Mitigate Country and Geopolitical Risks, and to Promote Peace through Tourism

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Background

The proposed industry-based research aims to promote global sustainability in geopolitical-and-economic stabilities and peace-and-prosperity for tourism dependent countries. The concept of *tourism-peace nexus* was started by D'Amore (1988), quoted that "*Tourism has the promise of becoming the world's first Peace Industry, an industry which recognizes, promotes and supports the belief that every traveler is potentially an ambassador for peace.*" (p. 40). Based on this idea, we are determined that it is possible for tourism stakeholders to cooperate without political influences and prejudices, and plan strategies to promote tourism and peace.

The existing tourism literature has evidenced that country and geopolitical risks play important roles in influencing a country's economic performances (for examples, Irani et al., 2022; Hoti and McAleer, 2004). In fact, we conducted a recent study¹ to examine the country and neighboring risks effects on inbound and outbound tourism across 131 countries between 2001 and 2016. We found that country risks can deter both inbound and outbound tourism flows, and outbound travelers are more susceptible to neighboring effects or regional risks compared to inbound tourists. Therefore, based on the evidence in the literature, it is undeniable that tourism is vulnerable to risks arising from political events such as antigovernment protests, instability in governance, political sanctions, civil unrest, and wars. Therefore, a call for more effective and structured industry-based strategies are required to mitigate such systematic risks and recognize tourism as an industry that promotes global social integration and mutual respect.

We aim to conceptualize the idea of tourism-peace nexus, aligning the United Nation Sustainability Development Goal 16 or [SDG 16 – Peace Justice and Strong Institutions](#) and develop industry-based country and geopolitical risk management strategies to promote peace and safe tourism. This impact study intends to use primary data analysis such as interview, focus group and surveys.

Communication of knowledge is key to impact. We will invite stakeholders from the private sectors (e.g. airlines, tourism operators and hotels), non-government organisations (e.g. the UNWTO and UN affiliate members) and the public sector (e.g. tourism policy-makers and universities). The main purposes of the meeting are to conduct interviews on these topics:

- a. Identify the types of political-related systematic risks that concern tourism stakeholders.
- b. Identify strategies to mitigate systematic risks based on the opinions from public and private sectors.

The outcome of this study will create impactful research on how to establish political and regional risk analysis that can benefit tourism policy management and promote awareness of tourism and peace despite the current global humanitarian crises due to wars. Furthermore, in the discussion, we

¹ The research paper is currently undergoing a peer-review process and it is yet to be published.

will focus on strategies to determine equal opportunities for tourism entrepreneurs regardless social status, race, and gender, and to promote their countries' tourism, culture and diversity unbridled by bureaucratic influences. Moreover, we aim to provide practical suggestions to all tourism stakeholders about the promotion of tourists' rights to travel peacefully and respectfully without judgemental views on political issues and social prejudices.

Reference:

D'Amore, L. (1988). Tourism - The World's Peace Industry. *Journal of Travel Research*, 27(1), 35–40. <https://doi.org/10.1177/004728758802700107>

Irani F, Athari SA and Hadood AAA (2022) The impacts of country risk, global economic policy uncertainty, and macroeconomic factors on the Turkish tourism industry. *International Journal of hospitality & Tourism Administration* 23(6): 1242-1265.

Hoti S and McAleer M (2004) An empirical assessment of country risk ratings and associated models. *Journal of Economic Surveys* 18(4): 539-588.