



THE IMPACT OF TERRORISM ON TOURISM IN NORTHERN NIGERIA: A CASE OF THE BOKO-HARAM MENACE

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Abstract

Using secondary data from magazines, journal articles, reports, dissertations, thesis, books, and other internet sources, this article discussed the relationship between tourism and violence in Northern Nigeria. In contrast to previous research, the authors assessed the effect of terrorist activity shocks on tourism business on one side while focusing extensively on the aftermath of certain important economic repercussions of the tourism industry on the other hand in the Northern part of Nigeria. There were a number of intriguing outcomes that followed. To summarize these findings, the researcher discovered that terrorist incidents had a long-term negative impact on tourism profits as well as unfavorable effects on the number of tourists coming to the northern part of the country. Therefore, for great efficiency, government effort to revive the faltering economy needs to be supplemented with carefully thought-out prevention strategies.

Keywords: Development, Tourism, Terrorism, Impact, Menace

Introduction

As stated by UNWTO (2015), tourism represents one of the areas of the economy with the greatest potential for expansion in the world, but it is also one of the most vulnerable to crises. Threats that are unanticipated and unplanned, such as acts of terrorism, are a serious worry in this sector and can significantly reduce visitor arrivals or have a detrimental influence on the overall tourism industry of any country (Dwyer, 2015). It is undeniable that terrorism has increased in Nigeria during the past ten years, mostly as a result of the Boko-Haram insurgency, herders' conflicts, and farmer disputes. (Kincl & Oulehlová, 2018; Beová, Hoková-Mayerová, & Navrátil, 2019) argued that there were terrorist acts in Nigeria before the emergence and escalation of armed conflict, primarily by Boko Haram. These acts included communal/tribal wars, terrorism, burglary with weapons, theft, and abductions, among others. The fundamental goal and intention of those who committed these crimes was to profit materially while causing the fewest possible casualties. Navrátil, Beová, Hoková-Mayerová, & Kincl, 2018; Oulehlová & Kincl, 2018).

According to a country performance evaluation report published by the United Nations World Tourism Organization (UNWTO, 2015), the tourism industry in Nigeria contributes more than 7.5% of the nation's gross domestic product (GDP) and accounts for about 5.1% of all job opportunities, which makes it one of the most significant financial and developmental sectors for the entire country. However, the deadly Boko Haram campaign may have a substantial impact on the tourism industry, which could lead to a decline in the number of foreign visitors and FDI (Foreign Direct Investment) for the nation. Due to its unstable security situation, foreign governments have long issued travel warnings for Nigeria. One of such instances occurred in 2014 when the US Department of State advised US citizens against visiting Nigeria due to the country's poor tourism infrastructure, the prevalence of violent crimes committed by civilians, gangs dressed in army uniforms garbs, kidnappings, and risky public transportation (USDS, 2014).

Majority of Nigeria's Northern area have had continuing terrorism operations, which worsened around 2009, claiming numerous lives and drawing negative attention from national as well as global media. The comprehensive information of terrorist strikes aids terrorists in spreading their intention and also warns potential visitors about dangers of visiting particular locations Gwenthure and Odhiambo (2017). According to Liu and Pratt (2017), the Northern region of Nigeria has enormous tourism potential and resources that may significantly improve the macroeconomic wellbeing of the region. However, as terrorism in the area has increased, the tourism industry has been negatively impacted in a number of ways. The current study effort is required, as it helps to better understand these consequences through in-depth investigation and research.



Research Review

Terrorism in Nigeria

Prior to the emergence of terrorism, Nigeria used to be a fairly peaceful nation. Many domestic and international visitors once admired the nation as their preferred vacation spot because it allows them to travel and stay freely without worrying about being attacked (Hussey, 2014). Prior to the sad terrorism-related incidents creeping in, the northeastern region of the country was also once a tourist haven with an abundance of nature and aesthetic attractions. According to Onah (2005), the act of terrorism may not be a recent phenomenon in Nigeria. Numerous studies on terrorism did not capture or evaluate the impact of terrorism on Nigerian tourism sector and the economy in general or the impact their activities had on the economy of the Northern part of Nigeria, keeping in mind the geographical distribution of terrorist operations primarily by the Boko Haram sect around this area since the present day of terrorism in Nigeria. It must be noted that several of these researches (Egugbo, 2014) focused on the direct repercussions of terrorism, primarily examining the number of victims and physical damage to properties as a result of terror attacks.

However, it takes time for terrorism to have an indirect impact on tourism. In this sense, indirect impacts can occur over a long period of time, as reported by Brück & Wickström (2004). It might be challenging to quantify these effects due to the issues of measurement, data gathering, and estimation. According to Alleyne (2004), indirect impacts are more significant and severe than direct effects. As a result, indirect consequences are connected to concerns with finances, taxes, and the tourism industry. In this regard, the consequences of terrorist activities concentrate on elements like tourism development, economic growth, and investment, foreign direct investment (FDI), unemployment, and financial elements like public spending and financing expenses for the government.

Causes of Terrorism in Nigeria

Researchers have looked into the underlying reasons why terrorism occurs in Nigeria, and these reasons are mainly ethical poverty, religion, and political instability. The aforementioned terrorism underlying reasons are briefly covered in this subsection. Poverty and joblessness have been noted as common factors contributing to terrorism, according to certain studies (Shehu, 2015; Adesoji, Abdullahi, & Penar Kamta, Azadi, and Schaffran, 2020). According to Shehu (2015), there is a correlation between unemployment, poverty, and terrorism (Adesoji, Abdullahi, & Penar 2018). The security and intelligence community generally holds that people with limited resources are more inclined to use violence for expressing their grievances. That is, insurgency is caused by unemployment and destitution. The relative value theory when people feel deprived of something, deprivation indicates that they are supposed to have something. Therefore, they start to feel resentful and may resort to violence to air their complaints. However, it is countered that dire economic circumstances, such as a lack of job pushes people to join terrorist organizations because of possibilities and destitution.

According to a study by Collis (2013), individuals with high levels of education who are also poor are more likely to engage in terrorism (Adesoji, Abdullahi, & Penar 2018: 38). Shehu (2015) discovered proof that domestic terrorist attacks rise in correlation with wealth disparity. In 114 nations between 1985 and 2012, Krieger & Meierrieks (2014), quoted in Shehu (2015), established a correlation between income disparity and terrorism. The widespread belief in northern Nigeria is that violent extremism is deeply rooted in the nation's socioeconomic issues. For instance, Delta (2015) suggested that the insurgency in Nigeria is motivated by poverty and unemployment. In a later section of the report, Delta (2015) asserted that the nation's high percentage of youth unemployment has contributed to poverty and instability. These claims imply that the widespread impoverishment and unemployment in northern Nigeria creates the condition for young people to be misled and recruited by Boko Haram. While poverty is a contributing factor, it is not the only one.

It is widely held that religious conflict and extremism are additional factors contributing to terrorism in Nigeria. Religion is important to Boko Haram because it shapes their viewpoints. The organization practices an extreme kind of religion, which they claim as justification for their horrible murders. Omale (2013:98) suggested that Islamic fanaticism, which Boko Haram uses to explain its activities, is at the root of the group's emergence. The assumption that terrorism and religious extreme ideas are related has increased. In all the northern part Hussey (2014) discovered that "lack of knowledge of religious teaching is the leading reason influencing the obtainment of extreme religious views, especially among youths." Kanta (2014) continued by saying that terrorism is shown to be caused by religious



and ethnic strife. Nigeria has a long history of ethnic and religious conflicts. Conclusion cannot be drawn that Boko Haram activities was caused by religious or ethnic war alone. Although, particular researchers have discovered a relationship that exist between these issues and terrorism.

This implies that civilizations with religious war can be used as a breeding environment for conflict. Regarding the political causes of terrorism, numerous studies have shown that corruption, weak political institutions, political instability, and a weak government, can encourage the occurrence of terrorism. Adesoji, Labo, and Penar's (2018) analysis also demonstrates that nations with more complicated multiparty systems are more likely to have terrorist attacks than those with fewer homogenous systems. Additionally, terrorist attacks are more likely to occur in democratic nations, which are thought to be better positioned to prevent them compared to dictatorial nations. According to Krieger & Meierrieks, who were mentioned in Udama (2013), because of the promotion of democratic ideals, terrorist attacks are more common in democratic countries such as lack of regard for freedom as well as the freedom of the oppressed, which provide terrorists with a platform to operate, could interfere with anti-terrorism efforts. With regards to homegrown terrorism in Northern Nigeria, some researches attribute the rise of Boko Haram on the nation's political elite. Kamta et al 2020 made a claim that "Boko Haram is a political set up, sponsored by political office holders." Udama (2013) stated that Boko Haram was born because of the conflict between northerners especially after the demise of the southern political elite to seize state political authority of Yar'Adua as president. Boko Haram was used after Jonathan was re-elected in 2011 to cause unrest by the northern political elite as a weapon of devastation.

High levels of corruption in Nigeria are to blame for the country's high poverty rate. Amaregbu (2012) referenced Adetoro 2012 and claimed that majority of Nigerian ministries and agencies are corrupt and among them, the police were found to be the most dishonest, which provides opportunity for the growth of Boko Haram's terrorist insurgency. According to Adawo (2012), there are many instances of police corruption and injustice that Olusegun Obasanjo, Nigerian president between 1999-2007 described at the National Assembly. Politicians in Nigeria were referred to as "rogues and armed robbers" because of the oil scam. This supports the Governor of Central Bank of Nigeria's accusation that the Nigerian holders of public office (who make up less than 1% of the population) share more than 25% of the federal budget among themselves (ucha, 2010).

Terrorism, Tourism and Economic Development in Nigeria

According to Karl (2018), the tourism sector has substantial direct, indirect, and induced economic effects. According to the World Travel and Tourism Council 2019, the travel and tourism industry supports one in ten employment, or 319 million jobs globally, and accounts for 10.4% of the global gross domestic product (GDP). According to Oxford Economics (2012), travel and tourism have a substantial domestic economic impact and are a driving factor behind investment, infrastructure expansion, and economic growth. Despite the fact that tourism is crucial to developing nations, there are still certain drawbacks, from visitor insecurity to environmental risks and a fear of kidnapping. The political turmoil in developing nations, which can range from civil unrest to economic crisis and result in inflation and currency depreciation, is another significant issue. Having said that, the governments have nonetheless been able to implement programs to control the excesses of this issue with the assistance of international organizations like the United Nations (UN) and World Health Organization (WHO) (Tichaona 2013).

Since 2014, the decline in the price of oil has prompted calls for Nigeria's economy to be diversified immediately. The discussion surrounding the possibilities for growing the economy's productive and revenue base is still far from settled. However, efforts to diversify the economy can take advantage of the mostly untapped opportunities in the tourist sector for an oil-dependent emerging country like Nigeria that also has a strong tourism potential. To put it another way, the tourist industry is a healthy one that should be fully utilized as part of a diversification strategy. One of the industrial sectors that is expected to grow the fastest is tourism and its connected industries as they have a huge impact on the world economy to some extent. According to Sharples (2012), the tourism business is primarily focused on providing services. a segment of the economy that mostly reaps the benefits of interactive industry sectors like tourism and transportation, lodging, airlines, dining establishments, and the entertainment sector. As well stressed that the scope of tourism offers a diverse range of products and services Richard (2013), however, defined tourism as a variety of activities carried out through travel and lodging in other locations, people can radically differentiate from their current and regular environments or homes. Additionally, he said that tourism is performed primarily for recreational and professional interests. As said by Mainek (2014) he considers tourism to be one of the most competitive and varied industrial sectors with requirements and dynamic change in needs of tourists. Due to these, a big challenge has drawn concerns about always adapting to clients' shifting wants in order to ensure



satisfaction, customers' enjoyment and safety. He also asserted that the performance of the sector as a whole is largely reliant on regional, national, and legal enforcement factors as well as economic situations worldwide. According to Sharpley (2015), tourism has increased significantly on a global scale because of the growth of large, successful businesses in different parts of the world, but he also noted that certain industrial sectors were less consolidated, which resulted in fragmentation in the form of tiny players in local contexts of the tourism sector.

Methodology

In this study, the researchers used secondary data to examine the effects of terrorism on traveler psychology and the travel industry, as well as how these factors affect traveler numbers and the local economies in different tourist locations. Terrorism in Northern Nigeria and related challenges, as well as their effects on the growth and image of the tourism destination, are the most crucial elements of this framework. Due to the time and the financial implication that may ensue, longitudinal research was explored. The researchers undertook longitudinal analysis using secondary data, which is crucial for social science research since it allows tracking of social development. Magazines, journal articles, reports, dissertations, theses, books, and other internet sources are the data bases utilized for secondary data analysis.

Findings

A list of terrorist incidents that occurred in Northern Nigeria between 2009 and 2022 resulted in numerous deaths. The number of casualties and the impact of the terrorist acts on the media were somewhat correlated. Although other elements, such as the terrorist attacks location and the time since it occurred, may have an impact, the perception of the severity of terrorist attacks is in part influenced by the actual number of casualties. Terrorist attacks with high mortalities have a negative effect on tourism even in affluent nations, despite the fact that the statistical validity of serious terrorist attacks in Northern Nigeria on relative tourist arrivals increases could not be demonstrated. This result is consistent with that of Drakos & Kutan (2003), who found that, in the instance of Nigeria, terrorist acts that resulted in a higher death toll had a stronger effect on the market share for tourism.

The case in point may show how very lethal terrorist assaults affect tourism of the Maiduguri bombings in 2013 by Borno State, which targeted the community's most vulnerable residents. In the terrorist incident, 32 people died and more than 300 were injured. The number of tourists arriving in Borno State in April 2014 was above the median two months before the attack and kidnapping of 276 schoolgirls (Ekundayo 2015). However, there was a noticeable drop in visitor numbers right following the terrorist attacks. The number of visitor arrivals in the two months following the attack fell significantly below the long-term minimum for these months as a result of this decline. The rest of the tourist season likewise fell short of the long-term median, but the numbers were within the range of normal variation. Despite the fact that there are several publications discussing the detrimental effects of terrorist action on tourism, very few research cover the steps that may be taken to give a solution. According to Crawford (2012), a tourist's willingness to travel is influenced by both the perceived rewards and the perceived danger. Crawford advised tourism stakeholders, such as lodging or transportation companies, "to immediately cut prices during the recovery phase after a terrorist crisis in a host destination" based on this supposition. Although this action could lessen the drop in tourism demand and speed up the recovery process, it would surely cause the demise of many service providers that would not otherwise receive government help in the long run.

Discussion

The study looked at how terrorism affected travel in Northern Nigeria. The aforementioned conclusions provided answers to the queries raised during the research study. According to the report, there is a strong correlation between terrorism and tourism in Nigeria. However, this result is consistent with earlier research from (Foltin 2020). Thus, the study found that terrorism had a major adverse impact on tourism. As a result, visitor numbers decline as terrorism rises. The number of tourists visiting all the cities, particularly those in the Northeastern region of the nation, has decreased. The ability of each nation to grow its tourism business is weakened by terrorist activity. The situation in Nigeria is similar to that in some other African countries Foltin (2020) describes, where terrorism has



disrupted likelihoods, increased armed conflict, and resulted in a lot of casualties. As a result, whenever terrorism is on the rise, less people are traveling. There is a strong inverse association between the growth of tourism and terrorism. This suggests that when terrorism rises, tourism growth is falling. The results are in line with (Aro, 2013)'s earlier investigations. There is a propensity for terrorist activity in nations where terrorism is present to hinder tourism-related activities. There have always been significant financial repercussions for the nations afflicted by terrorism. Nigeria's overall national development has been negatively impacted by terrorism.

Here is comparable to what has been observed in the US, where it is calculated that the September 11, 2001 attacks caused losses of US\$21 billion in just New York City (NYC) terrorist activities. Significantly, the US has improved its homeland security since the incident, the government spends a staggering \$500 billion dollars only on security. Nigeria allocated N921.91 billion of its 2012 budget to fighting terrorism (Ewereke, 2013). This may have been used for the nation's economic growth programs. Accordingly, where terrorism is growing, national development is also declining, which is regular with earlier research by (Morakabati, 2015). According to the research on how terrorism has impacted Nigeria's tourism industry, 18.7% of the country's development variation can be directly attributed to terrorism. This demonstrates that national development is falling by 18.7% when terrorism rises by 1%. Terrorism thus has a significant impact on Nigeria's tourism industry. This is consistent with earlier research by (Liu, 2017).

Conclusion

There is clear potential for the tourism industry to serve as a diversification strategy. However, the deployment of tourism for growth and economic development in Nigeria continues to be clearly threatened by internal terrorism in the Northern part of the country, which has become rampant in recent years. Thus, the effect of terrorism on the performance of the tourism sector in Nigeria was empirically investigated in this article. In conclusion, we discovered that the tourism industry had a negative reaction to terrorist activity. To significantly mitigate terrorism in Nigeria and advance the development of the tourism industry, the current concerted measures to restrain the operations of insurgent organizations within the nation needs to be better coordinated. The establishment of a sound tourist policy for Nigeria is one obvious policy direction. After taking this decisive action, counterterrorism strategies can be usefully complemented.

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