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THE IMPACT OF SECURITY ON PHILIPPINE TOURISM

A thesis presented in fulfilment of the

requirements for the degree of

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ABSTRACT

This study investigates the nexus between security and tourism within the development context within political structures and institutions examining specifically the impacts of security issues on the tourism industry of the Philippines. The latest global security events and the country's volatile security situation caused by political instability issues, terrorism and incidence of crime have together posed serious threats to the government's efforts to promote the country as a premiere tourist destination.

While tourism may be perceived by many social science and development writers as just a western mechanism to propagate capitalism, it has, for most Third World countries like the Philippines, nevertheless contributed significantly to their economies in terms of foreign exchange earnings, taxes and jobs generated.

In examining the impact of security events and issues on Philippine tourism, a quantitative analysis which compared arrivals before and after security events led to the finding that terrorism caused the biggest declines. The fieldwork results which were based on surveys of tourists (both foreign and domestic), hotel management staff, and officials from government and the industry itself also led to a similar proposition that terrorism has affected travel decisions more than political instability and crime. However, fieldwork also revealed that internal conflicts caused by clashes between the government and Muslim and communist rebels have influenced tourists' choice of tourist destinations both in the countries they travel to and among the destinations in the Philippines. While political instability and incidents of crime within the Philippines did not seriously concern tourists on the whole, problems of corruption and a perceived weak government system to solve local security incidents have surfaced indicating the need for strategies to address problems within political institutions and structures. There were also differences in perceptions of fear and security between foreign and domestic tourists, and also among foreign tourists of different nationalities. Considering these observed perception levels in promoting tourism to these different groups may be more effective in attracting tourists to the country.

This study concludes that Philippine tourism can recover from the consequences of both global and local security events provided that the government imposes stricter and more effective security systems, engages in more effective promotional strategies which target particular nationalities, and continues to cooperate with its ASEAN neighbors and international organizations like the WTO and WTTC to resolve security issues at hand. Utilization of risk management plans and crisis management plans implemented by countries that were affected by security problems in the past should provide some valuable means to the Philippines, and any other country with security problems. Overall, a combination of factors such as the active involvement of the Philippines in regional activities, constant dialogues with rebel forces and other insurgent groups, prosecution of perpetuators of terrorist acts and crimes, and a government of good integrity will enable tourism to lead to development.

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CHAPTER 1

INTRODUCTION

Rationale

Most people from both First World and Third World countries, from the public school elementary teacher in Manila, to the stock broker in New York, to the farmer in New Zealand, have dreamt of and aspired to travel and see different countries after a hard day's work. This could be one of the reasons why the tourism industry has grown to become the world's largest industry (World Travel and Tourism Council (WTTC), 1992 as cited in Goeldner and Brent Ritchie, 2003; Hall, 1994: 1; Scheyvens, 2002: 4; Sharpley and Telfer, 2002: 1). For the governments of most Third World Countries, it is a vehicle for economic development and employment generation which can drive economic growth to higher levels (Hall, 2003: 1; Glaesser, 2003: xiv). However, recent global security events and internal security conflicts within these countries have posed serious threats to their respective tourism industries. If these security issues are left unattended or are not effectively resolved, the tourism industry in a particular country or location may collapse. For this reason, this study will investigate the impact of security concerns on tourism in the Philippines, based on the understanding that a well-functioning tourism industry can contribute to effective development. It concludes by suggesting measures to address existing security problems.

Background

Tourism has several claimed advantages. Firstly, it does not necessarily require capital-intensive nor intricate and complicated technologies like other heavy industries in which industrialized nations tend to be dominant. Secondly, while it involves the construction of basic infrastructure and utilization of different modes of transportation, it is primarily natural resource-based and relies largely on human support which is relatively abundant (Goeldner and Brent Richie, 2003). Finally, it can generate foreign

exchange earnings (Mowforth and Munt, 1998: 1) and employ more people than other industries which are usually automated. The people who will earn a living with the growth of tourism can then provide for the basic daily needs of their respective families like food, shelter, and clothing.

However, recent security events in the 21st century such as the March 11, 2004 bomb explosions in Madrid's commuter trains and the September 11, 2001 terrorist attacks on the World Trade Center and Pentagon have caused alarming damage to lives and property and have posed very serious threats to the tourism industry. Both Spain and the US are among the world's top five destinations in terms of international tourist arrivals: Spain is second with 51.7 million arrivals and the US third with 45.4 million arrivals in 2002 (Varma, 2003). Studies have shown that such security threats typically have negative effects on tourism (Teye, 1986; 1988; Ryan, 1991; Richter, 1992; Pizam and Mansfeld, 1996; Tarlow and Muehsam, 1996; Bloom, 1996; Hall and O'Sullivan, 1996; Wall, 1996; Bar-On, 1996; Wahab, 1996; Mansfeld, 1996; WTO, 1996; Sonmez, 1998). Richter (1992: 36) even referred to 'security' as the fifth 'S' and most critical one in tourism, in addition to the four 'S's' of tourism for Crick (1989: 308): sun, sand, sea and sex. Figure 1.1 presents a picture of how these events have been portrayed by the media.

Security issues are of particular concern to developing countries like the Philippines which have identified tourism as a desirable industry that can provide widespread economic benefits, including employment for the less educated. Aside from global security events, the Philippine government has been negotiating and conducting peace talks with communist insurgents led by the Communist Party of the Philippines (CPP)[1] and its political and military wings, the National Democratic

[1] The CPP was founded by Jose Maria Sison in 1969 after separating from the old, pro-Soviet Partido Komunista Pilipinas. It upholds the Maoist doctrine and seeks to remove from power the Philippine government through guerrilla warfare. It has 11,500 strong guerrilla members known as the New People's Army (NPA) who are against the presence of Americans in the country (Gatagiri, 2002).

Figure 1.1. Media's presentation of key security events in the 21st century.

Front (NDF)[2] and the People's Army (NPA)[3], respectively. There are other internal security issues beleaguering the government involving the Moro Islamic Liberation Front (MILF)[4] and the Abu Sayyaf Group (ASG)[5], a separatist group operating in the southern Philippines. In 2003, the country had at least three notable threats to national security specifically the March bombing of the Davao Airport, July mutiny of rebel soldiers (see Figure 1.2), and the November

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[2] The NDF was formally organized on April 24, 1973 to unite all revolutionary forces in the country for national freedom and democracy. It began its overseas activities in 1976 under the leadership of Fr. Luis Jalandoni in Utrecht, the Netherlands in order to influence overseas groups to fight for national liberation and democracy and support the group's cause (Buenaventura, 1989).

[3] The NPA is the military wing of the CPP which was formed in March 1969. The chairman of the CPP's Central Committee and the NPA's founder, Jose Maria Sison, oversees all CPP and NPA activity from the Netherlands. Though basically a rural-based guerrilla group, the NPA has an active urban network to conduct its operations and draws most of its finances from contributions of supporters in the Philippines, Europe, and revolutionary taxes demanded from local businesses (Federation of American Scientists, 2004).

[4] The MILF is an active Islamic movement in the Southern Philippines which is based in the Bangsamoro region in Mindanao (composed of Mindanao, the Sulu Archipelago, Palawan, Basilan and the neighbouring islands). Its stated goal is the establishment of an independent Islamic state in the Southern Philippines (International Policy Institute for Counter-Terrorism, 2004).

[5] The ASG is a militant separatist group based in the southern Philippines which has engaged in terrorism to finance its operations. It resorts to violent activities such as bombings, assassinations, kidnappings and extortion and has masterminded the kidnappings of foreign nationals in April 2001 and May 2002 (Federation of American Scientists, 2004).

Figure 1.2. Local headlines after the failed July 27, 2003 mutiny of rebel officers in the Philippines.

Ninoy Aquino International Airport (NAIA) Control Tower II takeover by the former Air Transportation Office (ATO) chief[6]. The incidence of crime, specially in urban areas like Metro Manila, has also escalated over the past years causing concern for government authorities and the Filipino people.

Thus, this thesis will examine the nexus of tourism, security and development issues in the Philippines to ascertain how these factors interact and impact up on Philippine tourism in terms of tourist arrivals, choice of destinations, and perceptions of the Philippines. The probable causes for conflict that could have affected tourism growth are examined and the existing measures enforced to solve these security concerns on the global, regional, and national levels are reviewed. After measuring the impact of security issues, identifying its causes, and analysing present strategies in place, suggestions and recommendations on how to further enhance the mechanisms that have been set up will be proposed for consideration in the future.

[6] These and other security concerns facing the Philippines will all be discussed in detail in Chapter 4.

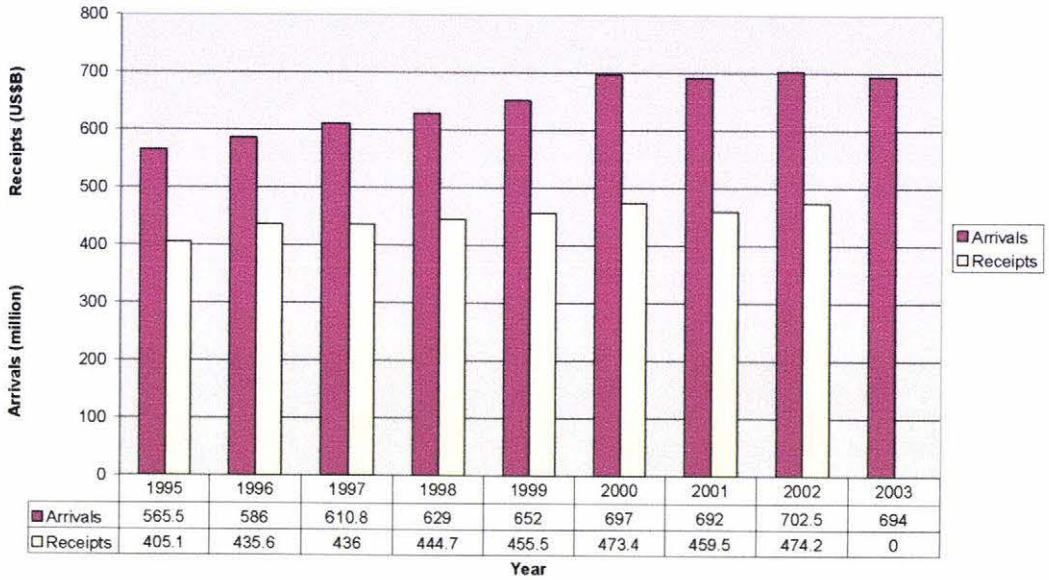
Tourism trends/figures

In the decade from 1990 to 2000, international tourism, as measured in arrivals, grew at an average rate of 4.3% a year despite the Two Gulf Wars, conflict related to the disintegration of Yugoslavia, and the Asian financial crisis (World Tourism Organization (WTO), 2001). There were also some incidents of terrorist attacks on tourists such as the Luxor Attack in Egypt which left 62 people dead, 58 foreign tourists and four Egyptians, in November 1997 (Glaesser, 2003: 48).

The WTO (1998:10) projected international tourist arrivals to reach 1.6 billion in 2020 and an overall average annual rate of growth between 1995 and 2020 of 4.3%. In actual figures, there were 699 million international tourist arrivals in 2000 with a corresponding growth rate of 7.4% (WTO, 2001: 7). There was a decline, however, in 2003 figures because of the combined effects of US-Iraq conflict, Severe Acquired Respiratory Syndrome (SARS), memory of past terrorist attacks, and uncertain global economic conditions (WTO, 2002). Figure 1.3 illustrates international tourist arrivals and receipts from 1995 to 2003, showing a decrease in arrivals in 2001 and 2003, which were the years when the September 11 terrorist attack and US-Iraq War happened.

Among the security events mentioned earlier, the September 11 attacks on the World Trade Center and Pentagon had the most significant impact on the global tourism industry. After this event, tourists returned to their home countries, or made cancellations and postponements of trips, and chose to go to countries which are nearer and more familiar to them (WTO, 2001: 7). Increased concern for safety and security was included among the ten trends that would characterize tourism within the next few years (Varma, 2003). However, the impacts differed in various destinations and with different forms of tourism (WTO, 2001).

Figure 1.3. International Tourists Arrivals and Receipts (1995-2003).



	1995	1996	1997	1998	1999	2000	2001	2002	2003
Arrivals	565.5	586	610.8	629	652	697	692	702.5	694
Receipts	405.1	435.6	436	444.7	455.5	473.4	459.5	474.2	0

Source: World Tourism Organization (2004).

Global tourism has also been affected by the slowdown in the economies of many western countries in recent years. Varma (2003) presents in Appendix 1 the historical growth of international tourist arrivals by receiving regions from 1950-2002 showing how many arrivals each region has received in comparison to the other regions. In Appendix 2, he gives an illustration of tourist arrivals from 1950 to 2002 and the relationship of economic and security-related events with tourism. The relationship of security with tourism shown in the impact of security related events on international tourist arrivals is evident in this appendix because there are negative growth rates after the events have occurred.

On the Asia Pacific region, Appendix 3 gives us a picture of the behaviour of tourist arrivals by subregion from 1980-2002 showing that in the Asia-Pacific Region, tourism looked positive in 2002 (Varma, 2003). Appendix 4 shows the growth of GDP and international tourist arrivals from 1996 to 2002, as well as the percentage change in international tourist arrivals of each subregion in 2001 and 2002 (Varma, 2003). There were 131 million arrivals to the region which is 18% of the world total and the average growth from 1990 to 2000 was 7.2%. In 2002, China, Hong Kong,

Japan, Macao (China), and Iran posted positive growth while India, Indonesia, and Australia had negative growth rates.

International tourist arrivals to the ASEAN region (comprising Brunei, Indonesia, Cambodia, Laos, Malaysia, Myanmar, the Philippines, Vietnam, Thailand and Singapore) are given in Table 1.1. The table shows that Malaysia, Thailand and Singapore are the top three most-visited destinations in the area.

Table 1.1 International Tourist Arrivals in ASEAN, 1995-2003 (in millions).

Country	1995	1996	1997	1998	1999	2000	2001	2002	2003
Brunei	.498	.837	.643	.964	.967	.984	N.A.	1.116	1.057
Cambodia	.220	.260	.219	.575	.644	N.A.	N.A.	.786	.701
Indonesia	4.324	5.034	5.185	4.606	4.728	5.064	5.15	4.913	4.400
Laos	.346	.403	.463	.5	.614	.737	.674	.735	.465
Malaysia	14.885	14.084	12.591	10.886	7.931	10.221	12.775	13.292	10.576
Myanmar	.194	.490	.491	.478	.435	.418	.478	.217	.205
Philippines	1.760	2.049	2.223	2.149	2.171	1.992	1.797	1.932	1.907
Singapore	7.137	7.293	7.198	6.241	6.958	7.691	7.519	7.567	6.125
Thailand	6.952	7.434	7.530	8.204	9.151	10.096	10.751	10.799	9.703
Vietnam	1.351	1.351	1.716	1.52	1.782	2.150	2.330	2.627	2.428

Source: WTO 2001/2003 Compendium of Tourism Statistics
Annual Statistical Reports
ASEAN Tourism Arrival Statistics, 2004.

The Philippines has about two million international arrivals annually but it also has a great potential to be promoted as a premiere tourist destination having 7,107 islands and many attractive natural and cultural features. Its culture is a mix of both western and indigenous Malay culture having been under the influence of Spaniards, Americans, Indo-Malays and Chinese throughout history (Government of the Philippines, 2004). The government is presently promoting eight anchor tourist destinations namely: Manila, Cebu, Davao, Baguio, Boracay, Palawan, Bohol, and Laoag/Vigan (Government of the Philippines, 2004). These destinations will be discussed further in Chapter 3. In Manila alone, there are several historical landmarks like Rizal Park shown in Figure 1.4 where the country's national hero, Dr. Jose Rizal, was shot by the Spaniards in 1896. However, based on Table 1.1, its ranking in terms of arrivals in ASEAN countries slipped from 5th place in 2000 to 6th place in 2001, lagging behind Vietnam. This indicates that there are prevailing issues

and problems that need to be addressed by the Philippine government to increase arrivals and improve tourism.

Figure 1.4. Rizal Park in Manila where the country's national hero, Dr. Jose Rizal, was shot by the Spaniards in 1896.

Furthermore, security conditions within the country continue to deter the tourism industry from reaching set targets in tourist arrivals and receipts. Political events in Philippine history like People Power I[7] in 1986 and People Power II[8] in 2001 appear to have affected the influx of tourists. Coup d'etats, like the recent one in July 27, 2003 in the middle of Makati City, labor strikes, and civil protests, could pose a problem for tourism in this democratic country. There are also threats of terrorism within the country, particularly in the South, and from the international arena triggered by the US-Iraq/Middle East conflict. The incidence of crime, especially in urban areas in the Philippines, is thought to continue to scare potential tourists away.

In studying the impact of security on tourism, a Philippine case study is most appropriate because of these political and internal security events that have affected

[7] Thousands of people marched and stayed along Epifanio delos Santos Avenue (EDSA) in Metro Manila to support a military mutiny led by then Defense Minister Juan Ponce Enrile in February 1986 and this toppled the Marcos dictatorship (Edsa World, 2001).

[8] EDSA People Power Revolution in January 16, 2001 resulted from the Senator-Judge vote (11-10) during the impeachment trial of then President Joseph Estrada that hindered the opening of the envelope believed to contain important information about the P3.3 billion bank account supposedly owned by Estrada under a fictitious name (Kotte, 2001).

the industry. Furthermore, the Philippines was included in the 31 countries listed in the 'World's Most Dangerous Places' website of Robert Young Pelton (Pelton, 2001) and also in the website of the International Policy Institute for Anti-Terrorism (International Policy Institute for Counter-Terrorism, 2004). In the 'Postcards from the Edge' headline of the July 28, 2001 issue of *The Dominion – Weekend Magazine*, the Philippines was cited among the world's deadliest destinations (which total 23 countries) because of kidnappings in cities and tourist destinations. Tourists were advised to also take extra care in Manila and not to travel after dark in rural areas and regional centres. A quick survey of Lonely Planet's The 'Thorn Tree' subscribers on the internet also revealed some unfavourable perceptions of the Philippines as a tourist destination. Out of the 14 people who responded to a question I posed about unsafe destinations in Southeast Asia, three mentioned the Philippines and one singled out Basilan, Sulu and Mindanao. There was also one who advised tourists not to go to Southeast Asia at all citing it is all too dangerous. In the April 28, 2004 issue of a local newspaper *Philippine Daily Inquirer*, the country was also described as being on high terror alert again following reported threats against the country's interests abroad, specifically the Philippine Airlines Office in Bangkok.

The political setting and democratic system in the country appears to be another important factor in tourism development, especially when the corruption of government leaders is featured in media. In the editorial of the *Philippine Star's* March 27, 2004 issue, Transparency's International's Global Corruption Report 2004 has concluded that ex-presidents Ferdinand Marcos and Joseph Estrada are among the top ten of the world's most corrupt leaders. The national elections in May 2004 and travel advisories issued against the country by the US, UK, Australia, Canada and New Zealand were also factors which confirmed that the Philippines was a good case study for this research.

Research Problem

The Philippine tourism industry has undergone several setbacks over the past two decades due to security issues. Political instability which lead to popular action and massive protests against the country's leadership (that eventually led to the ousting of then President Ferdinand Marcos in 1986 and then President Joseph Estrada in 2001) send signals to the international community that the country is unsafe to visit. This has affected tourist arrivals because a good destination image and political stability are 'musts' for most tourists (Buckley and Klemm, 1993). The coups that transpired after the EDSA (Epifanio de los Santos Avenue) Revolution in 1986 and the People Power against Gloria Macapagal Arroyo in 2001 also affected the industry since 'violent protests, social unrest, civil war, terrorist actions, the perceived violation of human rights, or even the mere threat of these activities can all serve to cause tourists to alter their travel behavior' (Hall and O'Sullivan, 1996: 117).

Terrorist attacks also deter tourists from going to the Philippines. The recovery in 1999 of the industry from the negative effects of the 1997 Asian economic crisis was followed by a decline in arrivals due to the Sipadan[9] (an island in Malaysia) and Palawan[10] (an island in Western Philippines) kidnapping incidents in April 2000 and May 2001, respectively. There were also bombing incidents and insurgent activity in the Mindanao area, blamed on the Communist and rebel groups. North American and European markets, both said to be sensitive to peace and order concerns, have registered severe drops in arrivals due to the combined effects of global terrorist activity and the continuing security situation in the Philippines (National Ecotourism Strategy, 2002). Reports are highlighted in major international means of communications like the internet and international news agencies so that news of security concerns reaches the international community very quickly. Recent security

[9]In April 2000, the Abu Sayyaf Group (ASG) abducted 24 mostly foreigners from two Malaysian resorts in the Sipadan Island near Borneo and brought them to Jolo, the capital of Sulu province. Many hostages were allegedly ransomed off by their respective governments while the others were rescued (Philippine Daily Inquirer, May 27, 2001). This incident was covered by wide media coverage and affected arrivals from countries with citizens who were victims in said kidnapping.

[10]In May 2001, the same group attacked Dos Palmas resort off the western island of Palawan taking three Americans and 17 Filipinos. Some hostages were killed. The dead included two Americans (Public Announcement, US Department of State dated 16 January 2004).

issues such as the Madrid bombings, continuing US-Iraq conflict, and September 11 terrorist attacks have complicated matters for the Philippine tourism industry.

In major urban areas like Manila, the incidence of crime has also been rampant. Headlines in major national newspapers typically include reports on bank robberies, kidnappings, and theft causing injury and sometimes death to unfortunate victims.

All of these security issues, political instability, terrorism, and crime, trigger public announcements and travel advisories from countries like the US, for example, where citizens travelling or residing in the Philippines were advised to exercise great caution and maintain heightened security awareness (US Department of State, 2004). Americans were also urged to defer non-emergency travel to Mindanao, avoid all travel to the islands of Basilan, Tawi-Tawi, and Jolo, and avoid beach resorts in areas where the Abu Sayyaf Group remains active (US Department of State, 2004). Similar advisories were also issued by the Foreign and Commonwealth Office of the UK and the Department of Foreign Affairs and Trade of Australia in March 2004 and February 2004 respectively.

Factoring out SARS which is not directly a security issue, Asia Pacific Projects, Inc., consultants to the tourism industry, predicted that the outlook for the Philippine tourism industry depends on factors which are either political or economic in nature (Asia Pacific Projects, 2004). These include the following:

> security advisories on the Philippines in particular, and in Southeast Asia in general; the resolution of the Iraqi question; economic recovery in Japan, the US, and Europe; the extent to which the Philippines is able to open key markets such as China; and the extent to which it is able to offset the impact of the negative advisories in the long-haul and Japanese markets (Asia Pacific Projects, 2004).

With the foregoing concerns considered, there is a need to study and analyze the relationship between tourism, development, and security in the Philippines.

Research Objectives

This research examines a range of security issues that continue to impact on the Philippine tourism industry with a focus on terrorism, political stability and incidence of crime from global, regional and national tourist viewpoints. It then looks at the ways in which countries, such as the Philippines, can still develop tourism industries in periods of global and local instability and insecurity. The focus is on the following key questions:

- How do security issues at the global, regional, and national levels affect the tourism industries of Third World countries like the Philippines?
- In the Philippines, particularly in Metro Manila, what are the perceptions/realities of tourists regarding security related events and issues?
- What type of security-related events at global and national scales have the greatest impact on tourist arrivals in the Philippines?
- Does this affect their decision-making and nature of tourism that they undertake? If so, how?
- Are domestic and international tourists' decisions affected in the same ways by security issues?
- What can be done to alleviate the effects of security-related issues on Philippine tourism?

Consideration of these issues could help the tourism industry to survive and adapt to changes caused by lingering security conflicts in the global and national spheres.

Thesis Outline

The thesis outline is divided into five parts. Part 1 presents background information on the research topic and the factors that were considered in evaluating the relevance of the research to development studies. The research problem, objectives, and methodology are also included here. Part 2 provides an extensive literature review on the thesis subject focussing on tourism and security in the global setting, positive and negative sides of tourism that could have triggered some security incidents, and studies

conducted to determine the relationship between tourism and security issues, particularly concerns related to political stability, terrorism, and the incidence of crime. Part 3 introduces the Southeast Asian context, the Philippines, and the Philippine tourism industry to the reader, before Part 4 discusses the Metro Manila Case Study supported by the fieldwork conducted in Manila. Finally, Part 5 present a summary of the thesis, key findings and suggestions/recommendations on the research topic. The thesis outline is given in Figure 1.5.

Methodology

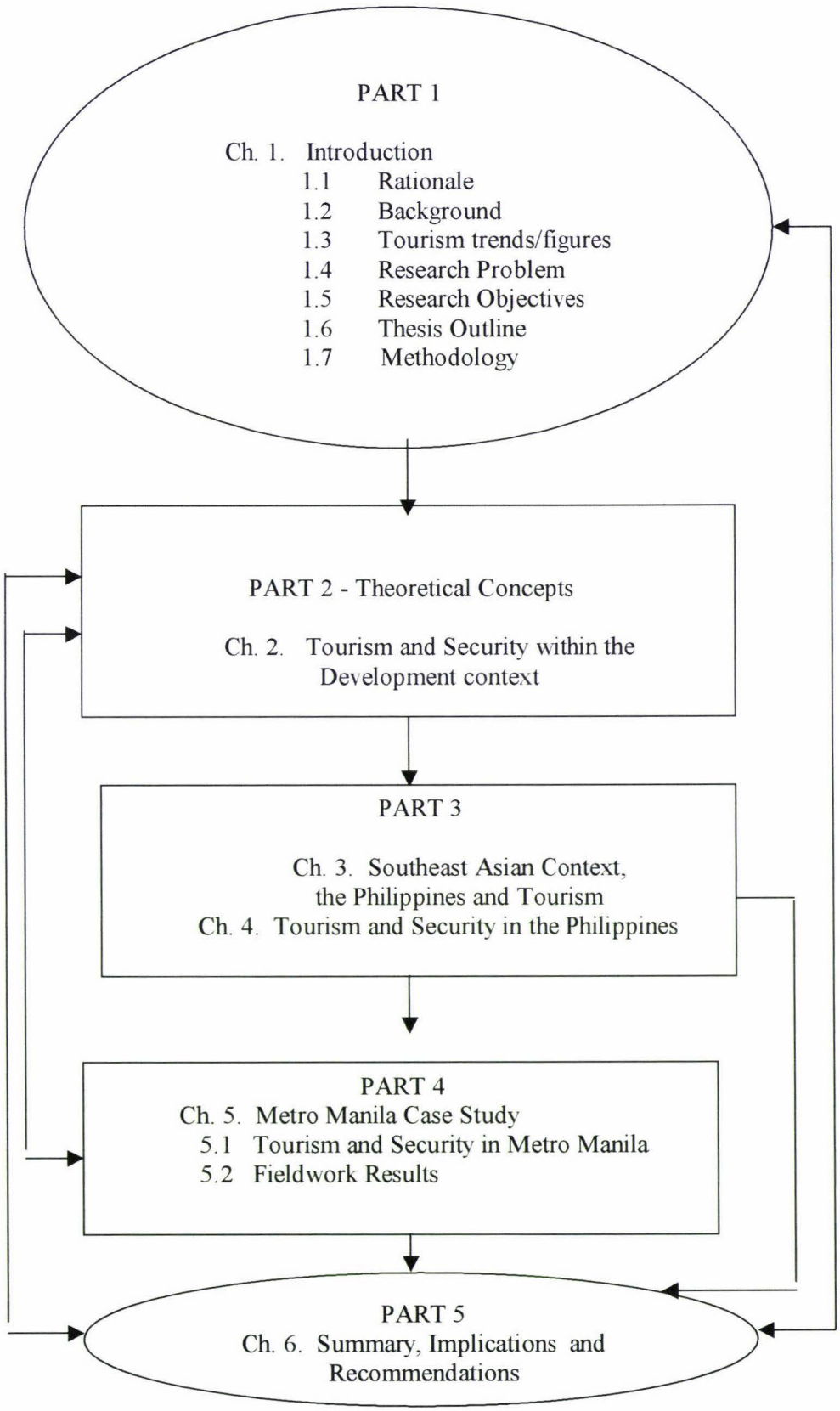
This section will cover the research process that was undertaken to provide the answers to the research objectives cited above. Included in this section are the research design, data collection procedure, and fieldwork.

Research Design

There are two methods of analysis to be undertaken for this research study. The first is a quantitative one which uses secondary data whereby the historical arrivals of tourists to the Philippines from 2000-2003 are examined vis-à-vis the different security issues this study focusses on, namely political stability, terrorism and the incidence of crime. Most of these incidents both on the international and local fronts have happened during this four-year period.

The second method is qualitative field research, utilising both interviews and surveys. In this qualitative data, I was seeking observations that were not easily reduced to numbers (Babbie, 1998). The decision to combine quantitative methods with qualitative techniques was made because the former 'is strong at describing the "what" but weak in explaining the "why" ' (Overton and van Diermen, 2003: 54).

Figure 1.5. Thesis Outline



Data Collection Procedure

Secondary Data Analysis

Tourist arrival figures were sourced from the Department of Tourism and information on security issues retrieved from secondary sources like the internet, local newspapers, tourism journals, books, magazines, and other print materials.

The questions on the questionnaire focused on perceptions of security in the Philippines, how security issues affect travel plans of tourists, which among the five security issues given (i.e., People Power II (explained in footnote number 7), September 11, US-Iraq conflict, Mindanao bombings and kidnappings (to be discussed in Chapter 4), and incidence of crime) tourists are most concerned about, ranking of factors that affect travel decisions, and suggestions to improve tourism and attract more tourists to the country. The sample questionnaires are provided in Appendix 9.

Fieldwork

This section will describe how the fieldwork in Manila, Philippines proceeded, the problems that were encountered and the final results gathered.

How the Fieldwork Went in Practice

Observations were already made while I was in the airports and airplanes on my travel from Palmerston North to Auckland, to Sydney, to Manila. This continued as the first day of my stay in Manila was spent in a mid-range hotel in Makati City for observation purposes and to consult the management on the plan to survey guests or the hotel management itself for thesis purposes. However, only two foreign guests were seen in the hotel and they mainly stayed in their rooms. There were also no (foreign) tourists in the lobby nor in the café/restaurant where I ate. Front office staff were also not amiable nor particularly friendly to guests, especially locals, so the plan to survey tourists and the hotel management was aborted.

The succeeding days were spent preparing and sending letters to 20 hotels whose guests were targeted as tourist respondents, and another 20 letters to hotels whose management was targeted as hotel respondents. Some hotels were even personally visited and enjoined to participate in the research study. In all cases, clearance from management for all surveys was necessary before any survey could be conducted. I followed up with the hotels every other day and this took time as hotels were always very busy with inquiries, guests and functions leaving no time to assist researchers like me. Yet, in some cases, the management agreed to survey a few guests and gave me back some answered questionnaires. The Department of Tourism (DOT) was also visited, which provided me with valuable information on tourist arrivals and profile, as well as an industry report. Other government offices, however, were not as professional and efficient as the DOT and the people who could have helped with my research were always in meetings or absent whenever I called or dropped by their offices.

The services of a research assistant became necessary to get more tourist respondents as the fieldwork period drew to its end. The person I employed also helped me with my survey of domestic tourists which proceeded in a 'snowball' manner (Overton and van Diermen, 2003) where the survey started with those we already knew and grew until 30 domestic tourists were interviewed. The final and most efficient method made in gathering more tourist respondents was made days before my flight back to New Zealand and this was made in the Ninoy Aquino International Airport itself with the help of a good friend who was a manager in the airport. My friend helped me get an official pass or identification card (I.D.) to be granted permission to enter the airport. Inside the airport, my friend led me to the lobby and waiting areas for departing passengers where I proceeded to interview foreign tourists who obliged to participate in my research study. A third of the tourist respondents was derived from this survey at the airport.

Fieldwork Problems

The basic problems I had during fieldwork revolved around the very restricted time I had to spend in Manila, the traffic and transport situation there, the number of tourist respondents targeted, and the limited number of tourists in the place (since most would be in the more scenic, island destinations). I also had some health concerns that complicated matters for me since fieldwork required much legwork. At the same time, hotels had protocols and rules concerning their guests, particularly against the invasion of their privacy which affected the survey of tourists, as alluded to earlier. Some government officers to whom the initial emails were addressed were also very busy and therefore, they were unable to participate in this research study. My finances also affected my mobility since every step I took necessitated money like transport, accommodation and other personal expenditures.

Final Results

Despite the problems in data collection, access to tourists and health problems, I did succeed in conducting nine interviews with tourism industry and government officials, as well as in making a survey of 50 foreign tourists, 30 domestic tourists, and 7 hotel respondents. This was made possible through the help of dependable friends who were contacts from government agencies, colleagues in school, and my research assistant who undertook the legwork herself when I was unwell. Fieldwork was really all about patience, determination, innovativeness, resourcefulness, faith, focus, and pure hard work. From my experience, unexpected circumstances may have disrupted my planned schedule of activities but on a positive note, it has made me stronger to carry on despite these difficulties.

Summary

Recent security events in the new millennium have posed a new set of challenges for global tourism and this has apparently discouraged people from engaging in travel and tourism, based on the latest decline in world international arrival figures in 2003. For the Philippines and other Third World Countries which rely on the tourism industry for

a significant portion of their foreign exchange earnings, employment generation, and government revenue, this is of serious concern. In addition, the Philippines also has a gamut of internal security problems that are continuously being addressed. Tourist arrivals to this developing country have decreased and behaved irregularly because of the global conflict instigated by the September 11 terrorist attacks and the persistence of political stability issues, terrorist threats, and incidence of crime, especially in urban areas such as Metro Manila. Thus, this thesis aims to examine the relationship between tourism, security, and development to analyse how security issues have influenced tourism in the Philippines, and to reconcile actual strategies and measures being undertaken to address the situation in the Philippines with suggestions from the international literature.

The next chapter will present literature which explores the linkages between tourism and security, including the present scenario of global tourism and major studies that have attempted to explain this complex relationship between tourism and security.