

Political-Military Risks for Tourism in the Middle East

Abstract

The master's thesis analyses the perception of political-military risks for incoming tourism in the Middle East from the perspective of Czech potential tourists. The examined area of the Middle East bears some geographic and geopolitical ideas, that are still absent in the Czech scientific milieu. Tourism in the Middle East also operates in the environment of political-military risks. Scholarly literature suggests that these risks represent one of the main factors influencing the choice of destination. The paper deepens understanding of this relationship by focusing on the perception of political-military risks in space, in terms of their typological diversity, and analyses determinants of this perception. The main research tool, a questionnaire, served to collect data that was analysed through descriptive statistics and statistical inference, as a paired t-test, analysis of variance (ANOVA) and correlation analysis. The findings are mostly in consensus with theoretical knowledge and previous studies. Individual types of political-military risks showed different impact on the perception for realization of tourism. A statistically significant difference exists between violent and non-violent political-military risks. In some cases, however, our hypotheses were not confirmed, when potential tourists did not generalise political-military risks in the Middle East. In this regard, only Jordan and Kuwait greatly suffer from the unstable situation in their neighbouring countries. Surprisingly, there was a more optimistic perception of political-military risk by the respondents, than the entire states' real political-military risk. Potential tourists also show considerable resistance toward negative media reports. The relationship between their perception and evaluation of travel agencies, or government recommendations for travelling abroad, shows a stronger association. Sociodemographic characteristics, such as gender and age, play an important role in this perception. Similarly, travel characteristics, such as previous experience and fear of travelling or psychographic type of tourist, play a crucial role in the perception of political-military risks in the Middle East and ultimately significantly affect our findings.

Key words: tourism, risks, political-military risks, perception, Middle East