Islamic tourism: Rethinking the strategies of tourism development in the Arab world after September 11, 2001.

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Comparative Studies of South Asia, Africa and the Middle East
Duke University Press
Volume 24, Number 1, 2004
pp. 173-182
ARTICLE
View Citation

In lieu of an abstract, here is a brief excerpt of the content:

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Ala Al-Hamarneh and Christian Steiner
Introduction

The global impact of the September 11 terrorist attacks on U.S. policy are obvious, in shape and rhetoric, if not in direct causality. References to the "war on terrorism" in the context of the Iraq war and occupation and the Palestinian-Israeli conflict show that causality is indeed a matter of broad interpretation by the world's single super power. The "War Against Terror," according to the prominent American philosopher Richard Rorty, is a doctrine that can be manipulated by the government of the United States to legitimize any action it may take in the future. The September 11 attacks also affected world tourism, due to the global role and position of the U.S. as well as the global character of the Al-Qaeda terror network. However, the predicted wide-ranging collapse of the tourism industry in Arab countries after the attacks did not take place. Depending upon their existing tourists markets and orientations, Arab countries were differently affected by the fallout. The spontaneous reaction of Arab and Muslim tourists, who spent their holidays in the region and avoided European and North American destinations, saved many national tourism industries from collapse. The tourism industry in the Arab World responded to the negative publicity caused by the terrorist attacks with within-region promotions and marketing tactics. In addition, the potential of developing "Islamic tourism" received more serious discussion. These positive local changes have taken place in a larger global context of externally manipulated violence and instability, as well as anti-Arab, anti-Muslim racism.

The war against the Al-Qaeda terrorist network and the Taliban Regime in Afghanistan succeeded in destroying the most important Al-Qaeda strongholds and in enforcing a regime change in Kabul. However, some major goals of the military action have still not been achieved: eliminating the Al-Qaeda terror network or capturing Osama bin Laden and Mullah Omar. Terrorist acts in Tunisia, Yemen, and Pakistan in 2002, and in Saudi Arabia in 2003, have shown that the terrorist network is alive, active, and functioning.
On the one hand, the military reaction of the U. S. was understandable and acceptable to some in the Arab World. We must not forget that many Arab societies have been victims of so-called "Islamic" terrorism over the last two decades. However, four different factors weakened support for U. S. government actions in the Arab and Muslim worlds. First, the Bush administration declared the strategy of war as the only possible action against terrorism. The military actions themselves (bombing cities, using cluster bombs, alliances with non-democratic and regressive groups and countries) were brutal and disproportionate to the threat. "It was like destroying Palermo in order to eliminate the Mafia," according to Gore Vidal. The Bush Administration never had a comprehensive strategy that addressed the socio-economic and political roots of terrorism. Second, the Bush administration's rhetoric ("crusade," "axis of evil," "you're either with us or you're with the terrorists," "we are the Good," "civilized world," "Operation Infinite Justice") was a disservice to rational public opinion. On some occasions, the religious rhetoric of George W. Bush reminded his opponents of the "Islamic" fundamentalists. Third, newly implemented registration and migration laws, as well as control measures in the U. S., were widely criticized as being repressive, illiberal, and even racist. The liberal press in Europe likened it to the McCarthy era in the United States. Fourth, influential governments, organizations and personalities called for alternative political strategies towards solving conflicts in the Middle East/North Africa (MENA) region, and the rest of the world.

The appeal by renowned thinkers Juergen Habermas and Jacques Derrida is only one of the most impressive examples. They called for a new European foreign policy emancipated from the U. S., based on common European values shown in the streets during the anti-Iraq war rallies, and oriented against the "hegemonic unilateral" foreign policy of the U. S. Stories and pictures of anti-Arab and anti-Muslim incidents in the U. S. [End Page 173] government (circulated worldwide...
Islamic Tourism: Rethinking the Strategies of Tourism Development in the Arab World After September 11, 2001

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Introduction

The global impact of the September 11 attacks on the U.S. policy toward the United States has been significant. The terrorist attacks on the United States on September 11, 2001, have had far-reaching implications for the Arab world and the Muslim world. The events of that day have altered the way in which the world perceives the Arab world, and the Muslim world, and have had a significant impact on the tourism industry in the region. The events of September 11 have also highlighted the need for a new approach to tourism development in the Arab world and the Muslim world.

The terrorist attacks on the United States on September 11, 2001, had a significant impact on the tourism industry in the Arab world. The attacks on the World Trade Center and the Pentagon in Washington, D.C., were seen as a direct attack on the United States and its values. The attacks were widely condemned around the world, and the United States launched a military campaign against terrorist networks and organizations. The impact of the attacks on the tourism industry in the Arab world was immediate and significant. The number of tourists visiting the United States decreased sharply, and many tour operators and travel agencies were forced to close their doors.

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