

# **Assessing the impact of terrorist attacks on the destination of Paris: consequences on its tourism figures and image, substitution effect on other European cities**

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## **ABSTRACT**

Since the beginning of the 21<sup>st</sup> century, terrorism threats and attacks have become more and more recurrent worldwide in major touristic destinations, leading to negative aftermath on visitation figures and on the overall assessment of the destination image by the visitors. Touristic destinations have always been a prominent target for many terrorist attacks, as the impact of such events will spread on an international scale, and especially among European cities. In the light of the terrorist attacks that occurred in 2015 in Paris, this case study on the destination of Paris performs both quantitative and qualitative analyses to assess the middle-term impacts of these terrorist disasters on this mature destination, and the indirect consequences for competing destinations such as Berlin and London. The findings revealed a strong resilience of the destination of Paris in the middle run, as well as a potential substitutability between London and Paris, and partial slowing down effects affecting the destination of Berlin. The web sentiment analysis revealed negative perceptions of Paris by online travellers because of terrorist events, which also affected other European destinations' images overall. This thesis provided some useful recommendations to the DMO of Paris, by counselling the creation of a long-term crisis management plan, the improvement of its cooperation with the various tourism actors, and the opportunity to perennially analyze the e-WOM generated on social networks and user-generated websites regarding the image of Paris.