

THE IMPACT OF THE CRIME RATE ON THE HOSPITALITY AND TOURISM INDUSTRY IN THE EU COUNTRIES

Rostyslav SHCHOKIN* 

Private Joint-Stock Company “Higher Educational Institution” Interregional
Academy of Personnel Management”, Kyiv, Ukraine, e-mail: noshmeedb@gmail.com

Vitaliy MAZIYCHUK 

Prince Vladimir the Great Interregional Academy of Personnel Management, Educational and Scientific
Institute of Law, Department of Anti-Corruption and Law Enforcement, Kyiv, Ukraine, e-mail: voitao@gmail.com

Oleksandr MYKHAILYK 

Prince Vladimir the Great Interregional Academy of Personnel Management, Educational and Scientific Institute
of Law, Department of Law Enforcement and Anti-Corruption, Kyiv, Ukraine, e-mail:112081968@gmail.com

Alina KOLOMIETS 

Prince Vladimir the Great Interregional Academy of Personnel Management, Educational and Scientific Institute
of Law, Department of Enforcement and Anti-Corruption Activities, Kyiv, Ukraine, e-mail: kkolomiets@gmail.com

Svitlana AKIFZADE 

Obolon District Prosecutor's Office of Kyiv, Kyiv, Ukraine, e-mail: kolomiets@gmail.com

Yuriy TYMOSHENKO 

Prince Vladimir the Great Interregional Academy of Personnel Management,
Educational and Scientific Institute of Law, Kyiv, Ukraine, e-mail: yuripetrtym@gmail.com

Citation: Shchokin, R., Maziychuk, V., Mykhailyk, O., Kolomiets, A., Akifzade, S., & Tymoshenko, Y. (2023). THE IMPACT OF THE CRIME RATE ON THE HOSPITALITY AND TOURISM INDUSTRY IN THE EU COUNTRIES. *GeoJournal of Tourism and Geosites*, 46(1), 135–147. <https://doi.org/10.30892/gtg.46115-1009>

Abstract: Tourism is the largest service industry in the world. The direct and reverse relationship between crime and tourism significantly affects the economy, society and individuals. Studying this impact is necessary for the state policy making and the organization of law enforcement agencies. The aim of this study was to determine the specifics of the criminal situation in the hospitality and tourism in the EU. The research involved system approach, descriptive analysis, systematic sampling, doctrinal approach, statistical analysis and forecasting as research methods. The results of specialized studies were summarized, and the lack of a comprehensive background for effective law enforcement was revealed. The main trends of the European tourism industry were identified. General European trends regarding the impact of crime on the tourism industry were revealed: a positive correlation of the security index with terrorist attacks; the relationship between the statistical significance of migration processes and the peculiarities of human trafficking in particular EU countries. The theoretical and practical problems of imperfect statistics on tourism-related crimes were confirmed. An approach to the preventive policy principles in the tourism industry was presented. The impact of crime on the hospitality and tourism is a multidimensional problem that requires the development of special preventive policies. The prospects for improving crime prevention in the tourism sector are related to the improvement of the practice of registering crimes and attracting additional opportunities for the public and subjects of the tourism industry. Prospects for further research include identifying the relationship between crime and various types of tourism.

Key words: crime, victimization, tourist industry, crimes against tourists, migration, criminal statistics

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INTRODUCTION

The hospitality and tourism industry occupies one of the most important places among the areas of economic activity. Tourism acts as a catalyst for economic development, a stabilizer, and a connecting link for society through direct and indirect connections with agriculture, manufacturing, transportation, trade, and other areas (Zhang and Xiang, 2021: 21). The tourism sector accounted for 10.6% of all jobs and 10.4% of global GDP before the pandemic. The share of tourism in global GDP exceeds 5.5%, although it decreased in 2020 because of COVID-19 (Roman et al., 2022).

Travelers are rational consumers of tourist services (Cró et al., 2020: 142). Therefore, their perception of risks, primarily security-related ones, is the most important factor in making travel decisions (Fourie et al., 2020: 216). In particular, many countries are unable to develop their tourism sectors despite their potential cultural and environmental opportunities because of ineffective crime prevention (Santana-Gallego et al., 2016). The reason is the close relationship

* Corresponding author

between tourism and crime, as tourists are at a particular risk of crime (Mawby, 2017: 81). Europe is the most visited region of the world. It accounts for more than 50% of tourist flows. The tourism sector directly provided 3.9% of the EU GDP and 5.1% of the employment market. Considering the tourism-related sectors of the economy, their combined contribution was 10.3% of GDP and 11.7% of their total employment (Pernice, 2022).

Tourism is one of the branches of the service sector, which is significantly affected by the integration processes. Although France, Spain, Italy, and Germany are the leaders in terms of tourist flows (Florek, 2018: 42-43), international tourist flows increased three times in the states that later joined the EU (Ana, 2017: 493-494). The importance of the tourism industry for the EU economy will increase year by year (Florek, 2018: 44, 49).

The mass movement of tourists and the growth of the tourist economy entails, however, increasing crime rates. Crime, as a negative external side of tourism, is the joint result of three main components: appropriate targets, motivated offenders, and lack of adequate protection against violations (Zhang and Xiang, 2021: 20-21). The development of tourism provided criminals with increased mobility and opened up new opportunities for criminal enterprises (Norio, 2021: 39). On the other hand, the increasing crime rates become a negative factor for the tourism industry, as tourists to refuse to travel to dangerous areas because of illegal migration, drug smuggling, acts of terrorism, and other crimes (Kordić et al., 2019).

So, the analysis of the impact of crime on the tourism industry is a relevant issue both for the development of tourism in European countries and for prevention in EU.

In view of the foregoing, the aim of this study is to consider the specifics of the impact of crime on the tourism sector in EU countries with the identification of general trends. This aim provided for the following research objectives:

- creating a theoretical background for the study of the impact of crime on the hospitality and tourism industry in the EU;
- identifying legal, criminological and organizational components of crime impact on the tourist sector;
- determining prospects for improvement of prevention in the field of hospitality and tourism in the EU with regard to the identified trends.
- formulation of proposals for improving preventive activities in the field of hospitality and tourism in the EU

LITERATURE REVIEW

The relationship between crime and tourism has been studied for over 40 years (Khalilzadeh, 2020). However, the increased mobility of the world's population has made the problem more urgent, as Europe is the most popular tourist destination in terms of both inbound and outbound tourism. Experts identified the following special trends in European tourism:

- changes in the demographic structure of EU countries, which determines the growing share of tourists aged over 50;
- changes in the demand for tourist services, in particular, in the growth of scientific, educational and medical tourism;
- increased competition in the global tourism market (Florek, 2018: 49);
- growing share of leisure tourism to 70% of the total tourism volume (Santana-Gallego et al., 2016).

Despite current trends, security is still one of the global forces affecting the tourism industry (Cró et al., 2020: 142). In the author's opinion, it is rightly emphasized that safety and security are the most important aspects of tourism for consumers of tourist services. Guaranteed security increases the probability of visiting a certain location and, as a result, determines the competitiveness of the tourism sector (Kordić et al., 2019). The reason is that every risk factor perceived by tourists can be a reason to change a certain destination for an alternative option (Cró et al., 2020: 142).

As Europe in the world's number one tourist destination, tourist countries seek to establish a single security-related legal space (Gheorghe, 2020). However, the EU institutions are currently playing a supporting role in tourism policy, supporting and coordinating the actions of the Member Countries (European Court of Auditors, 2021: 4). Therefore, individual states should determine tourism-related crime prevention policy. At the same time, national legislators and law enforcement agencies should consider the interrelation of crime and tourism:

- 1) on the one hand, tourism causes the commission of crimes;
- 2) on the other hand, crime inhibits the development of tourism (Recher and Rubil, 2020: 651; Zhang and Xiang, 2021: 6, 7).

As regards the theoretical background of the study of this issue, one cannot agree with the opinion that most studies focus on the differentiation of crimes against tourists and against the local population (Khalilzadeh, 2020). Three main methodological approaches to assessing the relationship between crime and tourism were identified on the basis of the literature review: they are tentatively defined as "personal", "spatial", "consequential and temporal". Each of these approaches involves conclusions of different levels of generalization, which can be used both for practical activities and for further research.

1. The "personal" approach is focused on the study of criminality and victimization of tourists (Montolio and Planells-Struse, 2016: 1601, 1602, 1603); attention is also paid to the tourists' choice of certain locations, which is based on such factors as safety and personal experience of encountering manifestations of crime.

In particular, the author team of Santana-Gallego, Rosselló-Nadal and Fourie made interesting conclusions in their 2016 and 2020 studies. They emphasized the differentiation of tourists depending on:

- a) the country of origin (countries with a stable or unstable situation);
- b) purposes of tourism (leisure or business);
- c) the direction of tourist flows (inbound or outbound).

For example, tourists from unstable countries have been found to be more tolerant of various forms of crime in the destination countries (Santana-Gallego et al., 2016). In turn, tourists from stable countries prefer to travel to countries with the same conditions. The more information tourists have about the destination country, the smaller is the negative impact of crime on inbound tourism (Fourie et al., 2020: 217). Correlation of certain types of offences and tourism is practically oriented. The authors noted that corruption only affects business tourism and does not affect leisure tourism. In contrast, a

1% increase in general crime rates reduces the number of leisure tourists by 0.07% but has no effect on incoming business tourist arrivals. Terrorism, crime, and corruption have a negative impact on the destination country's tourism sector, but do not affect outbound tourists (Santana-Gallego et al., 2016).

2. The "spatial" approach focuses on localities, regions or countries that are popular among tourists, so the geographic distribution of crime is studied; "hot spots" are distinguished, that is places with an increased risk for tourists to become victims of crime (Lisowska, 2017: 32). In general, countries with high crime rates will receive fewer foreign tourists (Lisowska, 2017: 31). This factor has, however, less impact on tourist flows in countries that are more attractive to tourists. In such a case, it may be difficult for tourists to find a substitute for travel (Santana-Gallego et al., 2016). In this context, the opinion was expressed that tourism can indirectly reduce criminal activity through the development effect. An area which is frequently visited by tourists is more likely to modernize and develop, which can make it less attractive to crime (Zhang and Xiang, 2021: 21). However, the same authors contradict their own thesis when they emphasize that the development of tourism in a famous tourist destination attracts criminals from neighbouring regions. Accordingly, the development of tourism can cause a decrease in the crime rates, but in the surrounding areas, not in the tourist location itself (Zhang and Xiang, 2021: 22). These findings are contradicted by the results of studies that have revealed that the resorts have higher crime rates than the average in the region where they are located. The maximum increase in crime rates in resort areas is observed at the peak of the tourist season (Vakhitova et al., 2022: 6, 21). This is confirmed by law enforcement practice of the EU. Transnational organized groups often use the developed tourism infrastructure of resorts as physical and functional spaces to pursue criminal goals (Norio, 2021: 38, 39). Some researchers note that criminal activity tends to be concentrated in areas with lower seasonality (Montolio and Planells-Struse, 2016: 1618).

3. Consequential and temporal approach is because crime affects the tourism industry as a whole and specific consumers of tourism services. At the same time, the duration of changes because of the impact may be short-term (up to several weeks); medium-term (up to 4 months); long-term (duration of more than one tourist season) and indefinite (Mataković and Mataković, 2019: 11, 12). In this context, the expenditures of the tourism industry are of particular importance in connection with the increased crime rates. For example, the scope of organized crime in the EU is estimated at almost EUR 300 per year. Besides, from 0.7% to 1.28% of the EU's annual GDP is involved in suspicious financial activity (European Parliament, 2020). The opinion regarding the use of the tourist sector by organized crime is the ground for stating that a certain part of criminal income is laundered in tourist regions. This entails additional direct costs for the population and economy of the host country, and the travellers themselves (Recher and Rubil, 2020: 651).

In general, these methodological approaches do not contradict each other, so they can be used concurrently. This conclusion can be reached upon systematization of the results of research on the mutual influence of crime and tourism. With all the diversity of studies, they are reduced to several contexts detailed below.

1. Features of the structure and trends of tourism-related crime. Research shows that tourists most often encounter property crimes thefts from the places of their accommodation (Vakhitova et al., 2022: 3). Even a relatively rapid increase in the tourist rates can entail a significant increase in property crimes within ten years in the absence of effective preventive factors (Recher and Rubil, 2020: 651). Although violent crime discourages both local and foreign tourists, its impact on international tourists' sense of security appears to be stronger (Malleka et al., 2022: 47). A 1% increase in the number of murders per 10,000 inhabitants reduces tourist flows by 0.06% (Santana-Gallego et al., 2016). Drug trafficking and prostitution, in which tourists can be involved as consumers of criminal services, are also statistically significant (Lisowska, 2017: 33).

2. Peculiarities of the criminal behaviour of tourists. The problem of analysing the situation in this regard is related to the inadequacy of official statistics. Police data are rarely informative on the status of victims or offenders: whether they are local residents or tourists (Mawby, 2017: 83). However, tourists can also commit crimes against tourism infrastructure and personnel (Lisowska, 2017: 33). Of course, there is a difference between tourists who accidentally break the law while on vacation, and tourists who are attracted to tourist locations because of the opportunities to commit offences (Mawby, 2017: 85). Therefore, the classification of deviant tourists is interesting:

- accidental deviant – a person who accidentally commits an offence. An example of this type is individuals who abuse alcohol and have aggressive behaviour. In particular, the use of alcohol and drugs as a form of "leisure" in certain tourist destinations may cause, at least in part, the commission of crimes by tourists (Montolio and Planells-Struse, 2016: 1602-1603);
- situational deviant – a person who commits an offence because of the availability of certain goods and services (for example, drug trafficking or use of sex industry services);
- intentional deviant – a tourist who plans to commit a crime. Such persons can also commit severe crimes (Mataković and Mataković, 2019: 10-11). This type includes "traveling" criminals who come to certain regions for the purpose of committing a crime (Mawby, 2017: 85).

In view of the foregoing, we can agree with the general conclusion that tourism-related crime is a problem that manifests itself in different ways. Tourists may encounter high levels of property or vehicle crime in some locations. In other places local residents may suffer from increased crime rates and unrest, often associated with young single tourists. So, the impact of crime in tourist locations affects tourists, the local population, and the tourism industry itself (Cohen, 1997; Mawby, 2017: 82).

It seems controversial to study the relationship between tourism and crime in isolation from the issues of the impact of terrorist threats on the tourism industry. Although terrorism as a phenomenon has a large number of components, it manifests mainly through crimes, in particular, those committed in tourist locations — terrorist acts, hostage taking, etc. There were cases when tourists were used as a political tool to gain more publicity. Besides, tourist attacks can damage tourism-related infrastructure (Santana-Gallego et al., 2016). In general, four types of research on the relationship between terrorism and tourism can be distinguished (Zeman and Urban, 2019: 76-78):

- thematic studies or overviews, which most often assess the impact of individual terrorist attacks. For example, a general decrease in the tourists' willingness to visit a number of tourist regions, including EU countries (Cyprus, Greece) was established after September 11, 2001;

- studies that compare data on tourism and terrorism from a number of countries for certain periods. They showed that both domestic and international terrorism have a significant negative impact on the tourist flow;

- country-specific studies that assess the impact of terrorism on tourism for certain periods. For example, similar studies were conducted for Greece for the period from 1977 to 2012. They showed that terrorism has a negative effect on tourism in any period, and this relationship is unidirectional — from terrorism to tourism only.

However, experts came to ambiguous, sometimes opposite, conclusions. In particular, some authors emphasize that the demand for international tourism is generally resistant to the terrorism factor. In general, it is difficult to talk about the terrorism factor separately from political stability, income level, intrastate population movement, etc. (Liu and Pratt, 2017).

At the same time, other experts note that the terrorism make tourists to change the destination for other, safer countries. This means that tourists do not stop traveling during periods of danger. They also choose internal directions, which they consider to be much safer. Terrorist attacks in France, Greece and Spain significantly affect Portuguese domestic tourism (Seabra et al., 2020: 9). So, the only consensus is that acts of terrorism have direct, indirect, and contextual impact on international tourism (Dory, 2021). The consideration of migration issues is a peculiarity of the study of the impact of crime on tourism and hospitality. Migration and tourism are similar because they are related to large-scale movements of people. They feed each other and constantly intersect, sometimes within the same person. Although tourists and migrants are intertwined, their mobility and experiences differ significantly. Most countries and regions strive for supporting tourists, but migration has a somewhat negative socio-political connotation (Choe and Lugosi, 2022: 2, 6). Therefore, research on the impact of crime on the hospitality and tourism industry must take into account the complex issue of migration. It includes:

- a) positive and negative aspects of legal migration in the context of tourism;
- b) illegal migration as a sphere of organized criminal activity;
- c) crimes committed by migrants;
- d) crimes against migrants.

The survey of specialised studies gives reason to emphasize that there are different views on the issue and partly controversial conclusions. These views can be arranged primarily because of evaluative judgments regarding the mutual influence of migration and tourism:

1. The positive perception of the impact of migration on tourism demand is since people who are refugees, displaced persons or otherwise forced to leave their homes and seek refuge cannot be considered tourists. However, their stay can make a significant contribution to the development of tourism and cultural enrichment of the recipient country (The World Tourism Organization, 2009: 4). Migrant communities enrich the local cultural diversity, thereby making an additional contribution to the tourist attractiveness of particular territories (Dragičević et al., 2019: 215). In particular, immigrant neighbourhoods with thriving tourist-oriented businesses are attractive tourist locations (Kubrin et al., 2019: 182).

The role of diasporas is an important element of the positive perception of migration in the context of tourism. In particular, this issue is considered in the analytical summary of the International Organization for Migration "Migration in the 2030 Agenda". The matter is about the human, financial and social capital of diasporas in the countries of residence. Diaspora tourism includes family visits, business trips, leisure tours, medical and educational tourism, etc. Migrants often act as tourism ambassadors and demonstration agents for friends and family back home, promoting travel. Involvement of diasporas in tourism can help fight poverty and contribute to economic growth and have a positive impact on marginalized regions of the host country (International Organization for Migration, 2017: 2, 5, 12). Accordingly, migration is a direct and indirect cause of a significant increase in tourism both in the countries of origin and in the countries of destination. This results in the development of new tourism infrastructure and transport routes within and between countries. Migration from the countries of Central and Eastern Europe can be an example. It has played a positive role in filling vacancies in the tourism sector in Western Europe (The World Tourism Organization, 2009: 7).

2. The negative perception of the impact of migration on the tourism industry is associated with socio-political instability, which is caused by the influx of the population, including economic migrants and refugees. Illegal migrants are very difficult to quantify in migration policy and statistics because migrants arrive as tourists in many cases (The World Tourism Organization, 2009: 4). Migrants are involved in illegal drug trade, robberies, etc. A "parallel system of justice" is introduced with the participation of mediators from among representatives of the diaspora. Ethnic groups maintain corrupt ties with law enforcement officers. This is reasonably perceived as a threat to the security of individual EU countries (Grenda, 2017: 201, 205). The number of hate crimes against migrants is growing. For example, Germany registered 6% more crimes against migrants and refugees in 2021. But even in such cases, the victims are usually consumers of criminal services in the field of organizing illegal migration (Persak, 2022: 92, 114).

Europol expects an increase in illegal migration flows, an increase in organized crime and the threat of terrorism in the medium term as a result of the COVID-19 crisis (Grenda, 2017: 211; European Parliament, 2020).

The socio-psychological characteristics of tourists as consumers of services are another factor that directly affects the interaction between tourism and crime. In particular, the matter is about the specifics of their victimization. This issue is partially covered in the specialized literature. The culture of tourism as such determines a high level of victimization of tourists in the context of their "special vulnerability" (Moore and Berno, 1995: 7). This is due to such features as:

- a) a significant number of visitors are in a certain location for a very short time;
- b) lack of stable relations between tourists themselves, and tourists with staff and local residents;

c) peculiarities of tourists' behaviour associated with significant spending and a tendency to risky behaviour (Mataković and Mataković, 2019: 9). Much attention is paid to individual characteristics of tourists and establishing the connection between these characteristics and their victimization. For example, the location of a crime scene and the victim's status as a foreign or domestic tourist influence the victimization rate. On the contrary, time of day and gender do not have a significant effect. At the same time, age is more significant. For example, the over-64 age group is more vulnerable to pickpocketing (Paliska et al., 2020: 24, 25). These considerations are supplemented by the findings about gender characteristics: almost 50% of women consider themselves vulnerable to crime, while this figure was 37.2% for men (Mataković and Mataković, 2019: 14).

Considering criminality and victimization through the prism of latency is an important methodological technique for studying the relationship between crime and tourism. Experts emphasize the objective and subjective conditions of increased latency of tourism-related crime:

1. Objective conditions include the deliberate policy of the authorities or travel companies to hide the real criminal situation (Norio, 2021: 40). Although maintaining the image of a crime-safe tourist destination or location is quite a difficult task in the era of digital media and social networks (Paliska et al., 2020: 16).

2. The subjective factors of not taking into account a significant number of crimes against tourists are the following:

- a) most tourists do not immediately realize that they have become victims of crimes (for example, theft);
- b) often the victims do not know what to do, especially not knowing the local language;
- c) victims are often convinced that it is useless to report what happened (Lisowska, 2017: 33).

In general, the study of crime and victimization in the context of latency is to ensure appropriate standards of tourist safety while not compromising the level of service that the customers expected (Cró et al., 2020: 142; Moore and Berno, 1995: 7).

The studies that deal with individual EU member states are a separate component of the discourse on the impact of crime on the tourism and hospitality industry. The European countries are the most popular among international tourists, but domestic tourism also accounts for a significant share of trips. In particular, the literature outlines the general characteristics at the EU level (Mawby, 2017: 82), the specifics of the criminal situation in the tourism industry in Spain (Choe and Lugosi, 2022: 4; Montolio and Planells-Struse, 2016: 1617, 1618; Norio, 2021: 40), Italy (European Union, 2022: 20; Zhang and Xiang, 2021: 5-6), France (Norio, 2021: 39; The World Tourism Organization, 2009: 41), Slovenia (Paliska et al., 2020: 15), etc. In general, experts reached the following main conclusions:

- there is a direct correlation between the growth of tourism volumes and the crime rate, however, the increase in crime rate is not significant and does not have a significant share in the overall criminal situation. In particular, a 1% increase in the number of incoming tourists leads to a less than 0.02% increase in crime rate. However, this has become a trend that is characteristic of both traditional (Italy, Spain) and relatively new (Croatia) European tourist destinations;

- the structure of crime in the tourism sector indicates that property-related crimes prevail. At the same time, the increase in tourist flows affects, first of all, the commission of serious property crimes;

- although crime in the tourism industry is mainly self-interested, the increase in tourist flows causes a greater increase in violent rather than in property crimes;

- a significant share of crimes committed by organized groups, primarily at resorts. Actions are mainly committed in the field of illegal drug trafficking. There is also illegal migration under the guise of legal tourist transportation.

So, there is a significant literature pool which elaborates the theoretical and applied aspects of the impact of crime on the tourism and hospitality industry. However, the following research gaps regarding the European dimension of the problem should be noted:

- the studies are mostly of a general nature, they only partially cover the situation in EU member states, especially in the post-pandemic period;

- the problem of human trafficking in the context of illegal migration is partially considered, although labour exploitation in the tourism business is a problematic issue for EU countries;

- only some researchers noted the peculiarities of preventive activities in the field of hospitality and tourism in the EU, in particular, overcoming the latency of crime.

METHODOLOGY AND METHODS

The stages of conducting the research are presented in Figure 1.

In order to achieve the aim and fulfil the objectives set in the article, theoretical literature was selected, which cover the legal, criminological and organizational components of the impact of crime on the hospitality and tourism industry in the EU. The survey of this literature was the basis for the formulation of the main aspects of the research subject, which reflect the importance of the hospitality and tourism industry as an important economic sector.

The article summarizes statistics on economic activity in tourism, crime rates in this industry in EU member states. This enabled outlining the specifics of the criminal situation in the hospitality and tourism industry in some EU countries, identifying general European trends in the impact of crime in this field, and determine the main prospects for increasing the effectiveness of preventive activities based on the existing experience of law enforcement agencies in EU countries.

The study involved the following methods (see Figure 2): *the systemic approach* was used to determine crime as one of the security threats to tourism in the EU; *the descriptive analysis* was applied to identify and study the specifics of the criminal situation in the context of its impact on the hospitality and tourism industry in EU countries; *systematic sampling* and *doctrinal approach* defined and described tourism and migration as mass phenomena in the context of criminal influence; the statistics characterizing the criminal situation in the EU member states was processed with the help of the

statistical analysis; the forecasting method was used to determine the prospects for improving the effectiveness of preventive activities in the hospitality and tourism industry.

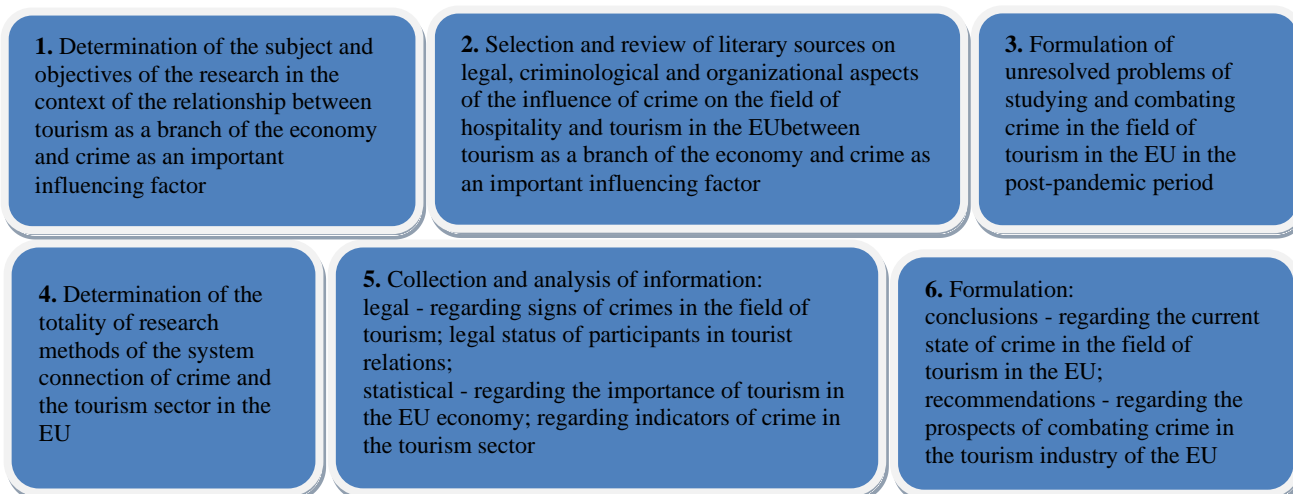


Figure 1. Flowchart of the study

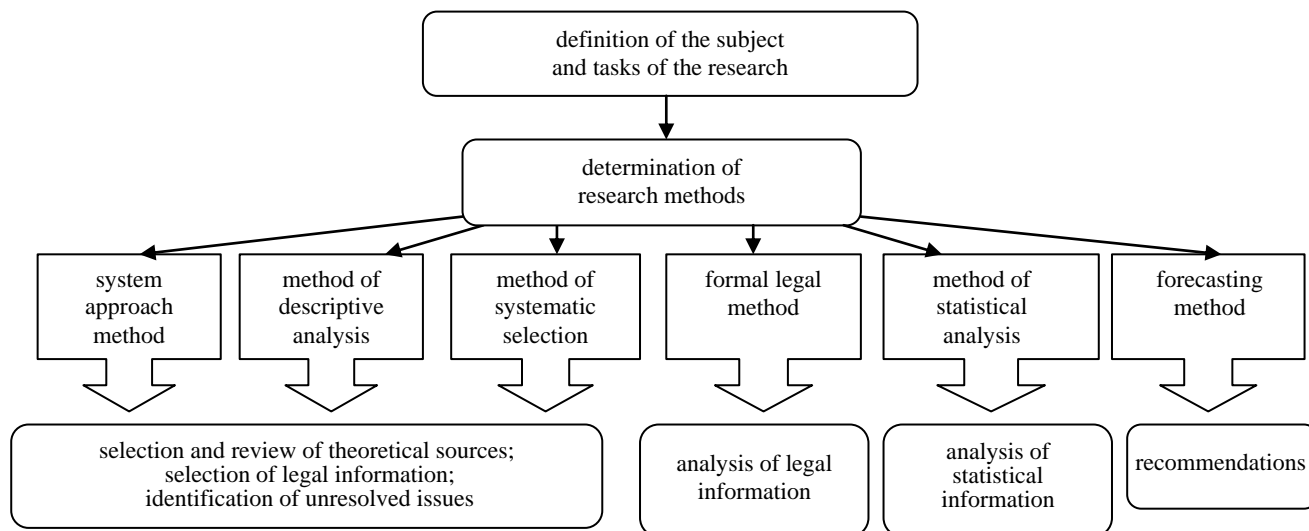


Figure 2. Block diagram of the methodology

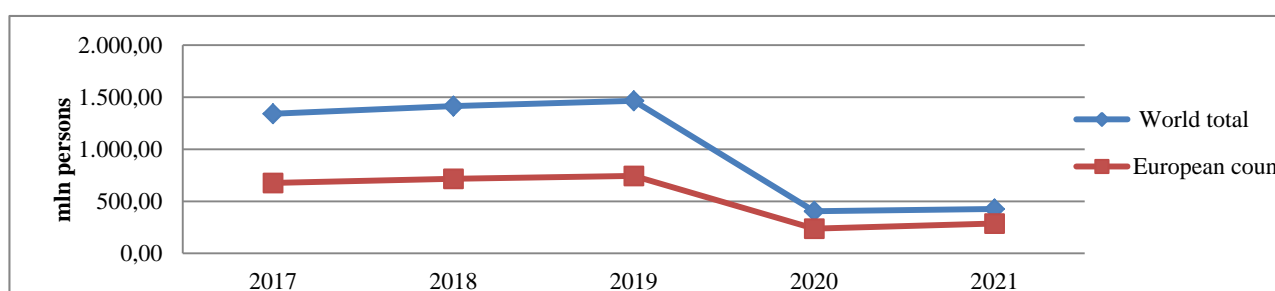


Figure 3. Share of European countries in international tourist flows (million people) (Source: Statista, 2022a)

RESULTS

It is appropriate to study the indicators that reflect the dynamics of the situation in the European tourism in order to identify current trends in the influence of crime on the tourism industry in the EU member states.

Regarding the share of tourist flows in the European direction in world tourism, statistics indicate that:

- because of the COVID-19 pandemic, the volumes of the European tourism market dropped almost by 3/4 of the pre-pandemic period. However, this fully corresponded to the global processes of reducing the population mobility because of the restrictions imposed on international and domestic tourism;

- if before the COVID-19 pandemic, the European tourism segment accounted for about 50% of the world market, while it was already 2/3 during the pandemic and at its end. This indicates the preservation of the tourist market potential in the European direction;

- in general, one cannot agree with the statement about the negative trends in the development of the European tourist market in the post-pandemic period (Roman et al., 2022).

Figure 3 presents the trends of the European direction of tourism in the context of world tourist flows. However, the impact of the COVID-19 pandemic on the tourism industry is manifested not only in a decreased total volume of tourist trips in Europe, but also in changes in the share of tourism revenues in GDP and employment in the EU. The dynamics of tourism contributions to the EU GDP show that the drop in tourism industry revenues caused by the pandemic was significant, but relatively smaller compared to the tourist trips volume — less than 50%. At the same time, there was an increase in income by 28% in the period from 2020 to 2021 (Figure 4A).

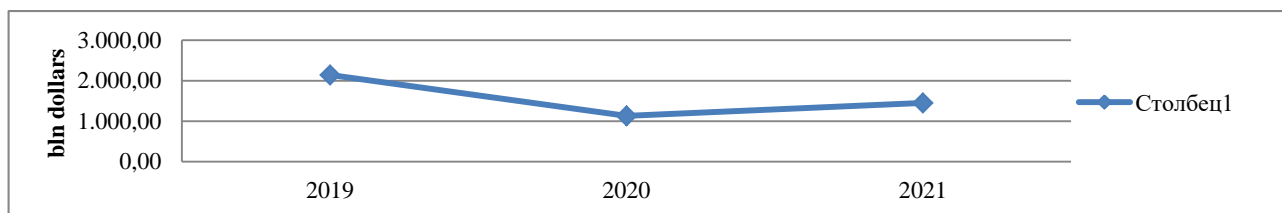


Figure 4A. Total contribution of tourism to EU GDP (\$ billions) (Source: Statista, 2022b)

In turn, the dynamics of the share of tourism in the EU employment demonstrated relative stability: while in 2020 it amounted to 87.5% of employment in 2019, in 2021 it became 91.6%. Despite certain pandemic restrictions were still in force, employment in the EU tourism industry increased by more than 4% (Figure 4B).

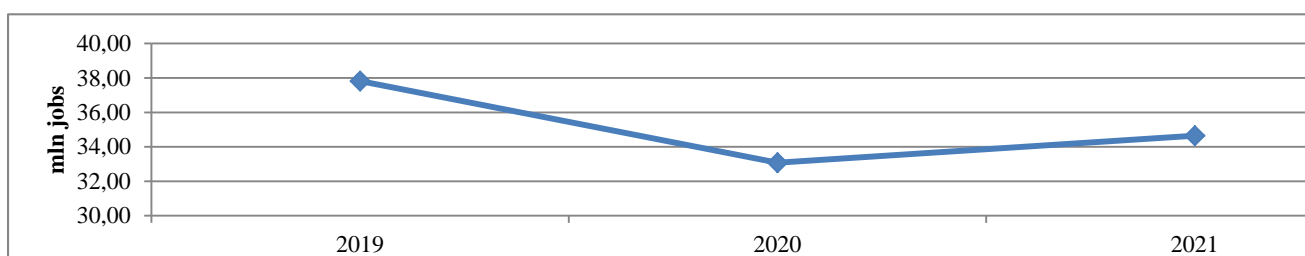


Figure 4B. The overall contribution of tourism to the EU employment market (in million jobs) (Source: Statista, 2022c)

Table 1. Comparison of the share of revenues from domestic tourism and trips within the EU in 2019 and 2021 (percent) (Source: World Travel & Tourism Council, 2022)

Countries	Revenues from domestic tourism		Revenues from EU resident tourists	
	2019	2021	2019	2021
Austria	43	63	57	37
Belgium	65	67	35	33
Bulgaria	12	20	88	80
Croatia	14	17	86	83
Cyprus	9	12	91	88
Czech Republic	44	64	56	36
Denmark	57	75	43	25
Estonia	27	53	73	47
Finland	70	91	30	9
France	66	70	34	30
Germany	86	90	14	10
Greece	32	37	68	63
Hungary	20	31	80	69
Ireland	22	48	78	52
Italy	70	84	30	16
Latvia	48	76	52	24
Lithuania	44	67	56	33
Luxembourg	18	17	82	83
Malta	10	20	90	80
Netherlands	72	81	28	19
Poland	33	33	67	67
Portugal	34	42	66	58
Romania	53	70	47	30
Slovakia	49	73	51	27
Slovenia	34	49	66	51
Spain	43	60	57	40
Sweden	67	75	33	25

It is informative to consider the situation in the tourism industry in EU member states in view of general European trends. In this context, it is appropriate to compare the income that the states received from tourist flows within the state

and from foreign visitors. In general, it can be concluded that tourists fundamentally changed their destinations in favour of domestic tourism during the pandemic in the EU. In 2019, domestic tourism exceeded foreign tourism in 1/3 of the EU countries. These countries, however, include the most developed countries of “old Europe”. Since the beginning of the pandemic, only Luxembourg and Poland have retained the usual structure of income from foreign and domestic tourism. Besides, Greece managed to avoid significant loss of revenues from foreign tourism. The pandemic has become a serious challenge for the tourism industry in Italy, Spain, and Portugal (Table 1). Statistics on the share of the EU residents among foreign tourists for EU member states are also informative. The analysis leads to the conclusion that the general European trend is the growth of the share of tourists from the EU traveling within the European region. This trend is the most pronounced for such countries as the Czech Republic, Germany, the Netherlands, Portugal. The only exceptions are Ireland and Sweden, where this indicator decreased compared to 2019, as well as Bulgaria, where it did not change (Figure 5).

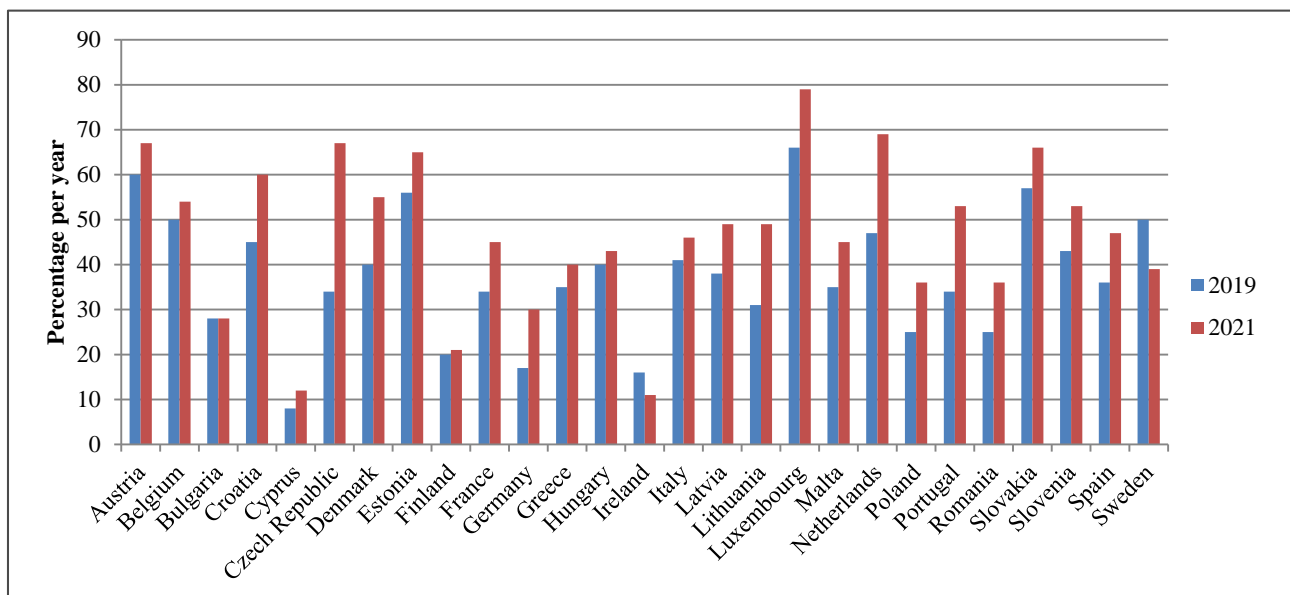


Figure 5. The share of tourists from the EU in the tourism of EU member countries (percent) (Source: World Travel & Tourism Council, 2022)

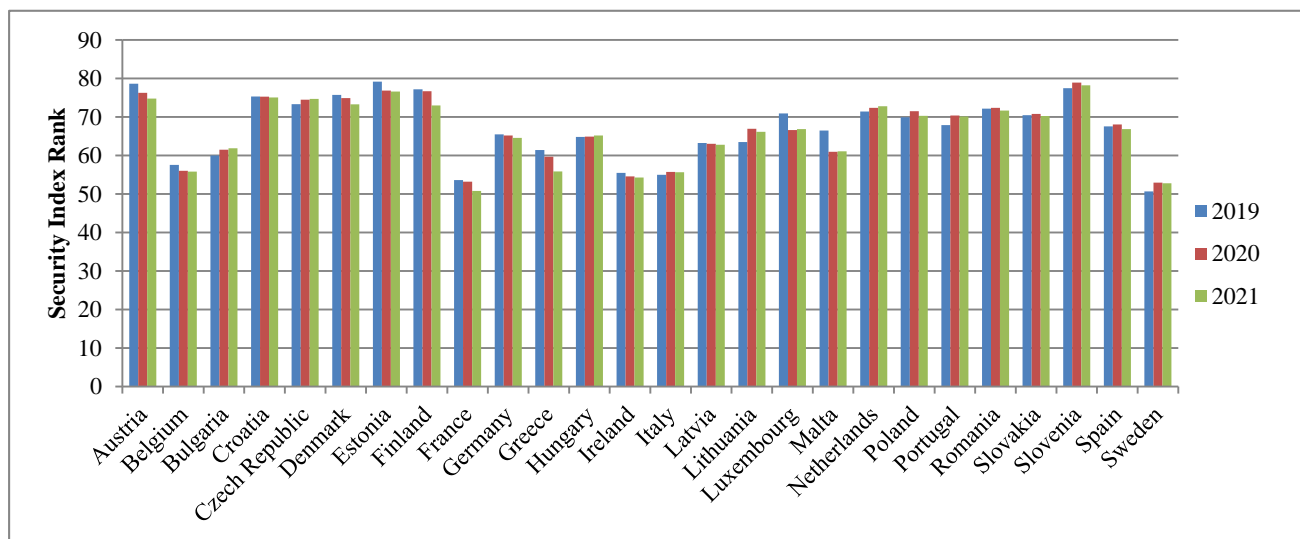


Figure 6. Comparison of EU member states according to the security index for 2019-2021 (Source: Numbeo, 2021)

The given data lead to the conclusion that the tourism industry in the EU in the post-pandemic period mainly revived due to increased mobility among EU residents. This trend also affects the overall security index of the EU countries. It gives an idea of the sense of security in a particular country, which is a significant factor in the attraction of tourists. As it was mentioned, safety is one of the priorities for tourists choosing a certain direction for travel. Besides, this indicator includes the effectiveness of policing (Kordić et al., 2019), which is perceived by the population as protection from illegal encroachments. Therefore, it is expedient to describe it. It can be considered in a spatial dimension — when comparing countries, or probably in a temporal dimension, which enables evaluating the temporal changes of the index both for one country and for the region as a whole. In general, the analysis of statistics gives reason to state a fairly high safety index in the EU countries. However, it is relatively lower in the EU countries most popular among tourists — France, Germany, Italy, Spain — compared to other states. At the same time, no significant fluctuations in this indicator were recorded during the

pandemic period, although there was a certain decrease in 2020-2021 compared to 2019 (for example, in Austria, Estonia, Luxembourg, Malta) (Figure 6). As regards the establishment of a lower security index in popular EU tourist countries, it is advisable to consider this issue in the context of terrorist threats and human trafficking as a manifestation of illegal migration:

- terrorist acts are the most dangerous violent manifestations, which are often directed against foreign tourists.

However, even when terrorist acts are directed against other categories of the population, they still significantly affect the tourist attraction of the area;

- human trafficking as a type of organized criminal activity is closely related to migration and tourism, because it is about importing victims of human trafficking to other countries, often under the guise of legal tourist trips in the vast majority of cases.

As for terrorist manifestations, experts note that terrorist acts affect not only the country where they are committed, but also neighbouring states. For example, the attacks in Spain scare away tourists who were planning to visit Portugal. Terrorist attacks committed in Greece, Germany and France generally affect tourist flows within the EU. It is about the so-called generalization effect, which assumes the similarity of neighbouring countries, strengthens the causal relationship between terrorist attacks and the arrival of tourists. For example, Spain and Portugal are neighbouring countries, so terrorist attacks in Spain seriously affect tourists who come to Portugal from other European countries (Seabraa et al., 2020: 9, 10). Those countries that were identified with a slightly lower security index — France, Germany, Italy, Spain — had statistically significant terrorist manifestations, which were accompanied by injuries and deaths of victims. In general, Belgium does not contradict this trend, the safety index of which is also relatively low compared to other European countries (Figure 7).

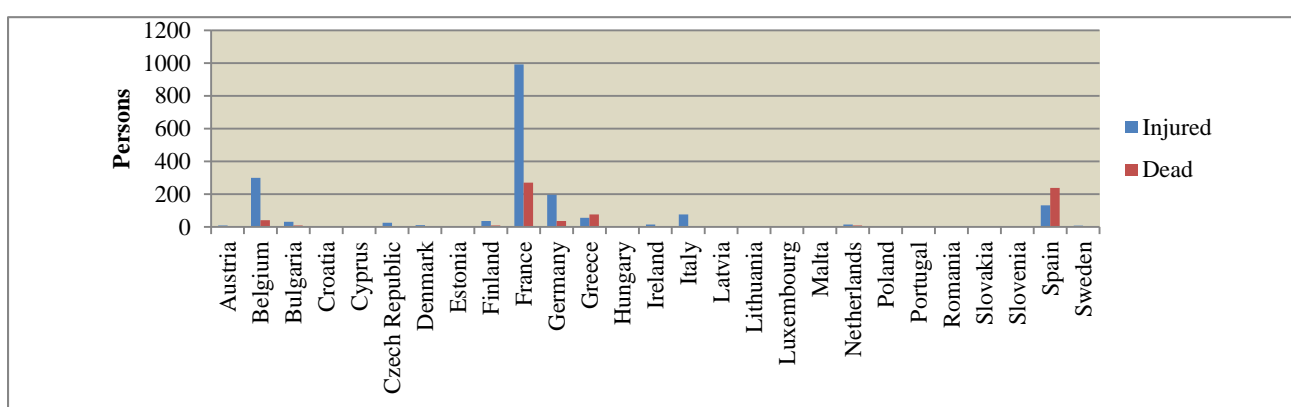


Figure 7. Injured and dead as a result of terrorist acts in EU countries (2002-2016) (Source: Seabraa et al., 2020: 7)

In turn, it is appropriate to refer to the situation with migration in EU countries in the context of human trafficking. As experts note, since EU countries are the largest in the world in terms of migration and tourism, migration is a significant factor influencing the tourism industry. EU countries account for up to 1/3 of world migration. Among others, the countries of Western Europe are the most attractive destinations for migrants. It is noted that the greater the number of migrants in the country, the greater the flow of incoming tourists (Dragičević et al., 2019: 211-214). The clustering of EU countries in view of the statistical significance of the impact of migration processes in a particular state can be applied in order to generalize information. At the same time, migration flows can be both incoming and outgoing in relation to a certain country (Table 2).

The problem of migration is most acute in its illegal aspect - human trafficking. Analysis of the situation in the EU gives grounds for the conclusion that this phenomenon is significantly spread in Europe. EU countries demonstrate different levels of involvement in the human trafficking. Most often, these are transit countries and territories where victims are exploited. However, a number of countries, in particular, Southern and Eastern Europe, belong to the territories of origin of victims of human trafficking. Accordingly, not only foreigners, but also EU residents are subject to exploitation on the EU territory. In this regard, the proposed clustering of European countries emphasizes that the statistical significance of migration processes is closely related to the prevalence of human trafficking in the country. Another important aspect is that the problem of human trafficking

is relatively objectively reflected in statistical summaries not only of particular countries, but also of external observers, for example, the US State Department. This is determined by the inclusion of EU countries in the lists regarding the effectiveness of combating human trafficking. So, Level 1 (of the list) includes Austria, Belgium, the Czech Republic, Estonia, Finland, France, Lithuania, Luxembourg, the Netherlands, Slovenia, Spain, Sweden. Level 2 — Bulgaria, Croatia, Cyprus, Denmark, Germany, Greece, Hungary, Italy, Latvia, Malta, Poland, Portugal, Slovakia. Only two EU countries — Ireland and Romania — demonstrate insufficient efforts to prevent, detect and combat human trafficking (The US Department of State, 2021: 67).

Table 2. Comparison of the share of revenues from domestic tourism and trips within the EU in 2019 and 2021 (percent) (Source: Dragičević et al., 2019)

Cluster	Countries	Correlation
Western	France	Strong positive
	Belgium	Strong positive
	Netherlands	Strong positive
	Germany	Strong positive
	Austria	Medium positive
Northern	Latvia	Strong positive
	Lithuania	Strong positive
	Finland	Strong positive
	Sweden	Strong positive
	Estonia	Medium positive
Eastern	Hungary	Strong positive
	Poland	Strong positive
	Slovakia	Medium positive
Southern	Spain	Strong positive
	Italy	Strong positive
	Slovenia	Strong positive
	Malta	Strong positive
	Croatia	Strong negative

Sexual and labour exploitation remain the main types of exploitation. This is directly related to the tourism industry. As noted in the US State Department’ Trafficking in Persons Report, the hotel business, service at seaside and ski resorts, farming, included in the provision of tourists are the areas of increased risk for attracting victims of human trafficking (The US Department of State, 2021). Besides, the sex industry, in particular, the shameful phenomenon of child sex tourism is also part of this context. According to Directive 2011/93/EU of 13 December 2011, child sex tourism is a crime throughout the EU. Article 21 of this Directive provides for national measures to prevent the organization of movements for the purpose of committing such crimes (Pernice, 2022). Table 3 presents summary data on human trafficking in EU countries.

Table 3. Comparison of human trafficking in EU member states (Source: The US Department of State, 2021)

Country	Role in the traffic			Purpose of exploitation of victims	Countries of origin of the victims
	Origin	Transit	Destination		
Austria		+	+	labour, sexual, involvement in criminal activity	Romania, Bulgaria, Hungary, China, Nigeria
Belgium			+	sexual - 51%; labour - 44%	Romania, Slovakia, Spain, Portugal
Bulgaria	+	+	+	labour, sexual	
Croatia	+		+	labour- 47% sexual – 53%	Bosnia and Herzegovina, Romania, Hungary, Afghanistan, Pakistan, Thailand
Cyprus			+	sexual, sexual	
Czech Republic	+	+	+		Romania, Bulgaria, Slovakia, Hungary, Ukraine, Vietnam, Thailand, Philippines
Denmark			+	sexual – up to 75%	
Estonia			+	sexual, sexual	
Finland			+	sexual, sexual, forced marriage	Nigeria, Somalia, Iraq, Afghanistan
France			+	labour, sexual, involvement in criminal activity	North and West African countries, Eastern and Southern European countries
Germany			+	sexual, labour	Romania, Bulgaria, Poland, Hungary, Nigeria, Vietnam, Thailand
Greece		+	+	labour, sexual, involvement in begging	countries of Eastern Europe, Nigeria, Somalia
Hungary	+	+		sexual, labour	Hungary, Romania
Ireland			+	labour- 33%; sexual – 66%	Latvia, Lithuania, Romania
Italy			+	sexual – 70%	Nigeria, Egypt, Morocco, Tunisia, China, India, Pakistan, Romania, Albania, Moldova, Bulgaria
Latvia	+			labour, sexual	
Lithuania	+			labour, sexual, forced marriage, involvement in criminal activity	
Luxembourg			+	sexual	Eastern European countries, Brazil, China
Malta			+	labour, sexual	Philippines
Netherlands	+	+	+	sexual – 54%	Romania, Bulgaria, Poland, Nigeria, Uganda, Guinea
Poland	+	+	+	labour, sexual	Romania, Bulgaria, Ukraine, Vietnam
Portugal	+	+	+	labour- 70,6%; sexual – 17,3%	Romania, Moldova, Brazil, Nigeria
Romania	+			sexual – 72%	
Slovakia	+		+	sexual, labour, involvement in begging	
Slovenia		+		sexual	Ukraine, Moldova, Bulgaria, Romania, Slovakia, Czech Republic, Hungary, Dominican Republic
Spain		+	+	sexual – 90% of women labour- up to 80% of men	Romania, China, Portugal, Vietnam, Moldova, Pakistan, Morocco
Sweden			+	labour, sexual, involvement in criminal activity, involvement in begging	

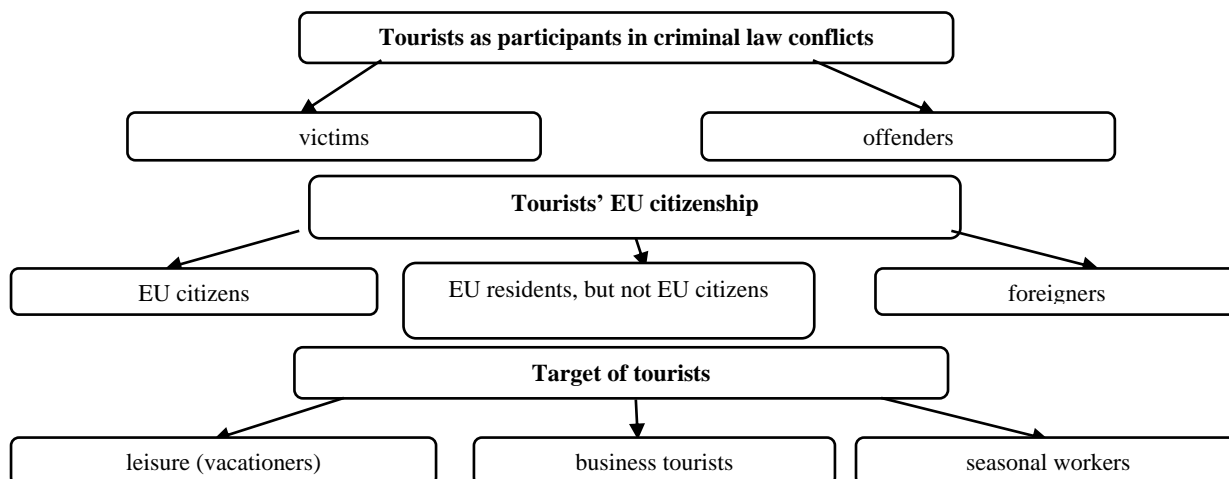


Figure 8. Specific characteristics of tourists as the central link of the tourism industry

The identified trends of the criminal situation in the hospitality and tourism industry are realized through individual acquisitive and violent crimes committed against tourists and by tourists themselves. The situation is, however, significantly complicated by the lack of high-quality official statistics. Police statistics should provide more systematic detailed information on the status of victims and offenders in order to understand the relationship between crime and tourism and develop appropriate policies (Mawby, 2017: 86). Available data, although incomplete and somewhat fragmentary, suggest that there are no significant differences in victim characteristics between domestic and foreign tourists. Foreigners are, however, more likely to experience theft in places of entertainment and places of residence. In turn, car thefts are the most common among domestic tourists (Lisowska, 2017: 34). As already mentioned, there are both violent crimes and crimes in the field of consumption of illegal goods and services (drug trafficking, sex industry, etc.) in the structure of tourism-related crime. Accordingly, it is necessary to form a clear idea about the characteristics of tourists in order to detail the preventive policy (Figure 8).

In view of the foregoing, the nearest prospects for improving the crime prevention system in the tourism sector are primarily related to improving the crime registration practices. This will improve the preventive practices of law enforcement agencies. It is considered appropriate to add special surveys (Mawby, 2017: 88), sources of user-generated online content (Paliska et al., 2020: 29) to the traditional sources of crime statistics. More informative statistics will enable to more clearly determine resources for ensuring law and order in regions with a large number of tourists. In particular, it is appropriate to increase the probability of arresting offenders, since it is known from the theory of rational choice that the certainty of arrest is more effective in deterring crime than the severity of punishment (Montolio and Planells-Struse, 2016: 1618). In the same context, it is also necessary to improve the work of law enforcement officers with the local population, which will enable using the potential of the public in detecting and preventing tourism-related crimes (Khalilzadeh, 2020), as well as to involve travel companies in ensuring the security of the tourism industry (Malleka et al., 2022: 48). So, there are prospects for developing principles of the preventive policy in the hospitality and tourism industry, which is based on the identified general European trends in the impact of crime on the tourism industry (Figure 9). This policy shall include the improvement of the system of statistical accounting of crimes, the introduction of new sources of statistical information. It is also important to involve non-state actors - civil society and representatives of the tourism industry - in preventive activities.

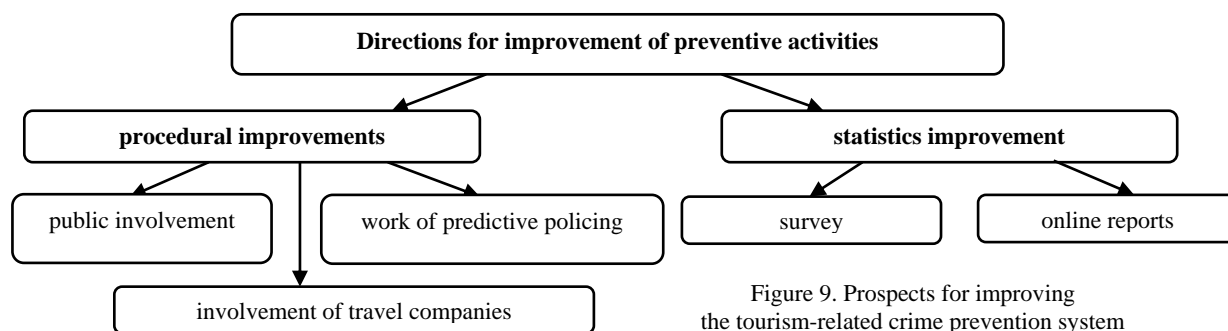


Figure 9. Prospects for improving the tourism-related crime prevention system

DISCUSSION

The methodological principles of studying the relationship between tourism and crime determine the leading trends of tourism as a sector of the economy. We do not share a pessimistic view of the prospects for the recovery of European tourism (Roman et al., 2022) based on a comparative analysis of statistics on the tourism industry before and after the pandemic. We also showed that the post-pandemic revival of the tourism industry in the EU is mainly determined by increased mobility among EU residents. Specialists rightly point out that the study of the impact of crime on the hospitality and tourism industry in the EU is part of the global discourse. In general, studies can relate to:

- a) general issues and trends (for example, Cró et al., 2020; Kordić et al., 2019);
- b) the situation in the EU (for example, Gheorghe, 2020; Vakhitova et al., 2022);
- c) the situation in particular EU member states (for example, Choe and Lugosi, 2022; Norio, 2021; Paliska et al., 2020).

One can agree with the conclusion that crime and tourism are mutually dependent (Recher and Rubil, 2020; Zhang and Xiang, 2021). However, we believe that the globality of the European tourist market shifts the focus to the general European trends in the development of the criminal situation in this area. This makes complex studies more relevant compared to detailing the situation in individual countries. Expert opinion on the sensitivity of tourism to various manifestations of crime is fruitful (for example, Mataković and Mataković, 2019; Mawby, 2017). However, the vast majority of authors did consider the security index as an integrative indicator of the perception of the criminal situation in individual states. This led to an original conclusion about the comprehensive value of the security index of the EU countries for the purpose of our research. In general, the opinion about productive research on the relationship between terrorism and tourism (for example, Seabraa et al., 2020; Zeman and Urban, 2019) and the specifics of the impact of terrorist acts on international tourism (for example, Ali et al., 2018; Dory, 2021) is worth sharing. However, one cannot agree with a separate analysis of terrorism and crime. This assumption enabled proving that statistically significant terrorist manifestations are characteristic of those EU countries that have negative dynamics of the security index.

The results of our research confirmed the importance of studying migration issues in the context of tourism (for example, Grenda, 2017; Persak, 2022). However, this discourse does not touch upon human trafficking, although it is a complex problem for the tourism business. Therefore, we tried to eliminate this gap, and showed how the statistical significance of migration processes is related to the abundance of human trafficking in the country. In general, we agree

with the findings regarding the structure of crime in the tourism industry (e.g., Malleka et al., 2022; Vakhitova et al., 2022). The statement that crime in tourism is a problem that affects tourists, the local population and the tourism industry itself has found to be true (Mawby, 2017). However, the situation is significantly complicated by the lack of high-quality official statistics. Therefore, it seems appropriate to study the general European trends for the purpose of developing the principles of preventive policy in the hospitality and tourism industry.

Limitations

Research on the impact of crime on the hospitality and tourism industry in the EU is naturally limited due to the variety of criminal manifestations, the complex factors that generate them, as well as the institutional and structural complexity of the European tourism industry. Therefore, even a consideration of the indicators that generally describe the development of tourism and the state of crime in all EU countries reveals only main general European trends. A detailed analysis of the situation in individual European countries is limited due to the incompleteness of statistical data and the latency of crime.

CONCLUSION

The conducted research lead to a number of conclusions regarding the impact of crime on the tourism and hospitality industry in the EU countries. It was established that numerous theoretical studies in this field do not provide a comprehensive picture of the problem, do not fully take into account the connection between tourism and illegal migration (first of all, human trafficking) as a criminal manifestation. The generalization of the results of professional research stated the absence of a theoretical background for an effective preventive policy in the tourism industry. The main trends of the European tourism industry were identified based on the generalization of statistical information for individual countries and the EU as a whole. They testify to the preservation of the tourist potential of the European direction, which is confirmed by the relatively rapid growth of employment in this market sector. The trend of reorientation of tourist destinations in favour of domestic tourism was identified. The general European trend is the growth of the share of EU tourists traveling within the European region.

In the spatio-temporal dimension, the security index was analysed and its positive correlation with terrorist attacks that took place on the territory of individual EU countries was shown. Four clusters of EU countries were selected to analyse the statistically significant impact of migration. The relationship between the statistical significance of migration processes and the abundance of human trafficking in the country is shown. The data on human trafficking in the EU countries are summarized with the identification of European trends in this area: it is established that most often these are transit countries and territories where exploitation takes place, while not only foreigners, but also EU residents are exploited on the EU territory. It is shown that the prospects for improving crime prevention in the European tourism industry are primarily related to improving crime registration practices. The solution to this issue will entail an increase in the effectiveness of preventive activities through the involvement of additional opportunities for the public and subjects of the tourism industry.

Recommendations

The foregoing leads to a number of recommendations:

- In the law enforcement activities: the improvement of the practice of detection and registration of crimes in the tourism industry of the EU through the introduction of alternative sources of notification of committed acts is considered a priority. Electronic forms of such messages, victimological surveys are promising. Sensing large groups of people using sensor devices can provide information on the dynamics and criminalization of tourist flows. It is appropriate to process the received data using modern technologies, for example, Big Data and Data Mining. This will provide an opportunity to effectively distribute the resources of the law enforcement system, in particular, with the use of predictive policing tools;
- In ensuring the safety of local communities and tourist locations: it is appropriate to intensify the involvement of representatives of civil society and the tourism industry in the preventive activities of the EU countries. In particular, it will enable reducing the latent crime rates while saving state resources;
- In the research field: the relationship between crime and various types of tourism, as well as forecasting trends of criminal influence on the tourism industry in the context of security threats (armed conflicts, pandemics, climate changes, etc.) require further studies. The implementation of the provided recommendations will contribute to the effectiveness of a preventive policy in the hospitality and tourism industry of the EU countries, which is based on the identified general European trends in the impact of crime on the tourism industry.

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