

The tragic events that occurred in London during July of 2005 has forever changed Great Britain. Three suicide bombers rode the London subway system, while another rode on one of the famous double-decker buses. When the bombs detonated and the devastation was complete, 52 people lost their lives. As a result, Great Britain has had to face many obstacles and changes. The events have impacted the country on a social, economical, and political level. As well as these major impacts, the tourism industry of Great Britain, one of the country's leading economic industries, has faced a decline that will hopefully be overcome.

The social implications of the London bombings have had the most impact upon Great Britain's Muslim community. Many turn to the issues of multiculturalism and assimilation as the root of why the Muslim community is looked down upon not only in Great Britain, but also in many other countries around the world. Because the Muslim youths are not assimilated, they are then blamed for the "social malfunction that directly led to these violent events" (Lim). Multiculturalism enforces the idea that many different cultures can co-exist peacefully, but the argument remains that it "elevates difference and therefore enhances segregation" (Jasper). When the British National Party is distributing anti-Muslim pamphlets following the London bombings, they are feeding the public's fear of the Muslim community, and fueling their ideas of all Muslims being terrorists (Jasper). The Islamic religion is being promoted as evil and different, "using religion of a community to attempt to sideline and blame it for many of society's ills, is the cutting edge of racism in British society" (Jasper).

There are many Muslims who do try to assimilate with the European culture while still maintaining their core values. A handful of the world's Muslim leaders are trying to

promote peace within the community of Islam to avoid the stereo-typical idea that all believers of Islam are extremists who participate in terrorist acts. The London bombings were said to be a turning point for the Muslim community, forcing it to act on the issues of terrorism within the community because “the London bombings were done by Muslims raised, educated, and living in Britain, and willing to kill fellow Britons in the name of Islam” (Goodstein). The world’s leaders in the Muslim community are coming together to send the message to the children of Islam that there is no room for violence (Goodstein). A new campaign was presented at the annual Islamic Society’s convention, where organizers proposed to campaign against terrorism and extremism by handing out pamphlets to be used in mosques and Islamic schools (Goodstein). The Muslim community’s response to the terrorist acts proves that not only are the Europeans and the assimilated world devastated by what has happened, the Muslim community has similar sentiments as well. “Before, Muslim leaders said they had wanted to reach non-Muslims with the message that terrorism was un-Islamic. They still do, but now they say the more urgent need is to reach other Muslims” (Goodstein). There is a transformation taking place amongst Muslims and there is a significantly lower degree of tolerance for “irresponsible political diatribes” (Goodstein). It seems as if many Muslim leaders are trying to protect their people from the extremist stereo-type that seems to follow their people. The answer is not simply assimilation, but the world’s acceptance of a religion that is different from the social norms. “Successful assimilation means that you share that one greater, overriding belief that overcomes the inevitable friction that comes from looking and thinking differently from one another” (Lim).

Claims have been made that a number of universities in Great Britain have become recruiting grounds for Islamist terrorist groups. But Muslim students are beginning to take a stand, and are becoming more vocal and prominent in student politics (MacLeod). Muslim students are beginning to take a stand against their discrimination in London and throughout the world. “Muslims are being portrayed as terrorists because of the actions of a ‘few bad apples’” (MacLeod). The students, along with a majority of the Muslim community, are irate with the media portrayal of Islamists in the face of the London bombings (MacLeod). On university campuses across Great Britain, Islamic Societies are attempting to involve more Muslims in campus to contribute positively to their community, such as aiding in relief for the London bombings and the earthquake that occurred in Pakistan (MacLeod). Becoming more involved with activities that pertain to community rather than religion help the community to realize the Islamic groups on many campuses are centralized around their religion, but are also focused on serving their community as well. Promoting peace and acceptance on university campuses is a considerable step in the right direction to promoting peace and acceptance throughout the world as well. The vice-chancellor of Luften University “chaired a working group producing guidelines for universities on balancing free speech, security and religious sensitivities, believes academic freedom can only thrive in an atmosphere of respect and tolerance” (MacLeod).

The prominent targets of a terrorist attack are areas in cities which will inflict the greatest amount of destruction and hurt the country’s finances the most (Blitz). “A major terrorist attack could bankrupt companies and destabilize some economies” (Platt). One also must take into consideration that effects that are not only placed on the local

economies, but world economies as well. “No country can claim to be protected from the potentially devastating impact of future attacks” (Platt). Most alarming of all however, is the fact that terrorists can take advantage of and exploit the networks of aviation, nautical, water supply channels, energy, and telecommunications to “maximize the destructive potential of attacks” (Platt).

In a world of globalization and constant trade, every country in the world is affected by a terrorist attack. London itself felt a decline in sales as a result of the tragic events. There was a reported 9 percent decline in sales in July 2005 in comparison to sales of the previous year (Blitz). A survey conducted after the tragedies occurred showed that 17 percent of companies located in the capital of Great Britain believed that the economy will worsen in the following 12 months (Padgham). The Royal Bank of Scotland prior to the incidents that had occurred released a report revealing Britain’s economic decline had begun to spread to the capital city itself (Padgham). But before the bombings had taken place, only 50 percent of the businesses in London had contingency plans in place (Blitz). Because economic centers are prime targets for terrorist cells, it was only natural for the government to require businesses to have an emergency plan in place. London’s police department requests that larger businesses include smaller business in their emergency plans (Blitz). Because not only is London a metropolitan center, it is also a great travel destination that attracts millions of people each year, it is important for businesses to have plans in place to protect people. Many companies had to comply with emergency evacuation plans as well. It became a legal necessity in which retailers had to be sure to have their emergency exists accessible by all patrons, including those that are handicapped (Call). Many of the shops were already outfitted with

emergency staircases and such, but many of them had to make improvements so as to make an emergency exit wheelchair accessible.

Tourism plays a very vital role to the European economy as a whole. Not surprisingly, as a result of the attacks, the number of tourists visiting London fell. The first six months of the year 2005 saw 14 million visitors in London, but in the aftermath of the bombings, spending by overseas visitors has dropped 2 percent, which is at least £300 million (Moules). The decline in spending is spread across several different industries which are all connected with tourism, such as hotels, restaurants, and museums throughout the city. Like many other countries throughout Europe that have gone on heightened security alerts, London has increased security throughout the city. For example, in Italy, many of the museums have increased their security for fear of an attack occurring in their country. The Ufizi gallery in Florence, which is home to Michelangelo's David, has installed metal detectors and now only allows a certain number of visitors in at a time (Colosseum). The Colosseum in Rome has also closed several of its entrances as to redirect visitors to one entrance, as well as passing through several metal fences before they enter the monument (Colosseum). The extra measures that governments have been taking to protect their countries have had effects on the travel and tourism industry. Places have reported raising admission prices as a result of increased security costs, which in some cases may deter guests from visiting.

People of Great Britain have lately been questioning their government. Similar sentiments seem to have appeared between the people of Great Britain and the United States in references to the terrorist attacks, and the Iraq War. Two-thirds of the people in Britain feel that the terrorist bombings that took place in July are linked to Tony Blair's

decision to support George W. Bush in the Iraq War (Glover). A majority of the citizens of Great Britain fear they are the potential target for yet another terrorist attack (Glover). After the events of September 11, there was an ominous fear that presided over people. There was a constant fear of another attack happening because no one suspected terrorists to fly into the world trade center; now, anything seemed possible. The British government is losing a battle with its people, trying to put their fears at ease, and convincing them that the attacks were not a result of their occupation in Iraq (Glover). Britons want their government to take legislative action, such as deporting Muslims who incite hate in the country (Glover). The issue of Muslims living in the United Kingdom is yet another sensitive subject area. Only 22 percent of the people believe that Muslims should even be allowed to live in the UK (Glover). With terrorist attacks by jihad that have taken place all around the world, from New York City, to Madrid, now to London, there is an ever-growing stereotype that is unfortunately following the people of Islam.

Political leaders tend to be using people's fear to their advantage instead of easing their concerns. A possible leader of Britain's Tory party, David Cameron compared Islamic terrorism with Nazism, linking "their use of violence and their hatred of cosmopolitan influences" (Bunting). However, it is overlooked how "little relevance these mass political movements and their capture of the state have to Islamist terrorism – let alone the enormous exaggeration required to liken the threat of a few hundred political terrorists in the UK with a sustained world war in which hundreds of thousands of Britons died fighting a hugely powerful, highly organized nation state" (Bunting). Fear is distorting political life and crushing two truths; that Islamic terrorists are violent, but it will not destroy the British country, they may kill scores of people, but they will not be

able to take over the government (Bunting). But the most crucial ally in fighting Muslim extremists are other Muslims. They are able to communicate with their people in a way which outsiders and governments are unable to.

British politics are facing what Americans were up against after the attacks on the World Trade Center. The people of Great Britain are looking toward their government for answers and for a sense of solidarity, but the government seems to be using their people's fear to their advantage, instilling a sense of willed ignorance because there is no distinction between the "analysis and justification of an atrocity" (Bunting).

As with any tragedy, out of something terrible come lessons learned for the future. In the instance of the terrorist bombings in London particularly, the country has gained a world of knowledge from this experience. From a social standpoint, segregation helps to breed racism amongst groups. Because many are blaming multiculturalism and the Islamists reluctance to assimilate into the European culture they are segregating themselves. Examining the examples on university campuses across the country, it is apparent that many Islamic student communities are coming together to help their communities, and become a part of their communities, not simply a Muslim only group within a university community. The acceptance of other religions and nationalities as a whole benefits not only Great Britain, but the world as well, helping to understand a culture and bypassing the stereotypes that are presented.

Economically speaking, many of the businesses in the country have come to realize that it is impertinent to have a contingency plan in place in the event that an emergency were to take place. Refurbishing a place of business to accommodate with emergency exits may prove to be costly, but being able to save peoples' lives in a time of

crisis is much more important. Many businesses are now more keen to the idea of purchasing insurance policies to safeguard themselves in case of problems that may arise. The businesses which help to sustain the economy of a single country must also take into mind that they also have a great affect on the global economy as well. Being that a majority of the world today is globalized, we all depend upon one another to sustain our economies.

Heightened security measures come as a result of the September 11th attacks, as well as those in Madrid, and London. The shipping industry in particular has heightened their security measures. Ports must deal with equipment to detect radioactive materials and tampering, which has proven to be very costly (Wright). However, some port workers complain that the equipment is faulty and is simply slowing down the process. The industry must also deal with the ever-growing trade boom between North America, Europe, and East Asia (Wright). The question however must be raised, are the costs equal to the delays that are occurring? “If the new measures can stop a terrorist attack, however, the big question may be how serious the risk of a catastrophic attack is, and consequently how much delay and extra expense is it worth in the industry paying to avoid one” (Wright)?

The potential threat of a terrorist attack is one that countries around the world must face. A country’s government must learn to take more security precautions as to protect the people, the government, and the economy from destruction because the terrorists’ primary goals are to disrupt the country’s economy and way of life. As a result of the London bombings, the country has realized that more legislation needs to be placed into action as to prevent catastrophes from happening again. The threat of an attack may

always remain, but steps can be taken to prevent devastation from occurring. If precautions are not taken, and extra security measures are not taken, there could be the threat of another attack. The government and citizens cannot sit around idly expecting the problem to fix itself by blaming a certain group of people, action must be taken place to prevent the likes of something devastating to happen again.

The business community as well as ordinary citizens of the country has been greatly affected by the bombings. As a result, many businesses have come to realize that they must have contingency plans in place as a precaution. It may seem as a great cost to businesses at first, but having the peace of mind to be able to evacuate people from the building quickly and efficiently in a time of emergency is seemingly more important than the simple cost of having a contingency plan. Potential problems that could arise as a result of the bombings is that the tourism business of London could decline, hurting the economy and many businesses as well. Because tourism is linked to businesses such as hotels, restaurants, airlines, museums, and national monuments, a decline in the industry could have a significant impact on the country.

Being the chief executive office of the British Tourist Authority, there are many concerns that have arisen as a result of the July 2005 bombings in London. Tourism is one of the largest industries within the United Kingdom's economy. It accounts for 3.5 percent of the economy, which is about £74.2 billion (Key). The records for 2004 report that 27.8 million foreign visitors traveled to the UK, which was a 12 percent increase from 2003, and a 10 percent increase in spending which amounted to £13 billion (Key). About 5 percent of all people employed in the United Kingdom are employed in the

tourism industry, about 1.4 million jobs (Key). There are more jobs in tourism than in construction or transportation.

Proving that tourism is a vital industry to Britain's economy, problems within the industry as a result of the bombings can have a significant impact on the country. The primary problem the country has to face within the tourism sector is a decline in travel to the United Kingdom. Because it is the largest industry within the economy, many people depend upon the industry to make a living. An astounding 1.4 million people work in the tourism industry, whether it be on airlines, in hotels, or in restaurants, the people of Britain depend upon visitors to make their livelihood. Although the decline in tourism is only expected to last for a short amount of time, it could have a tremendous impact upon the people. There is the potential for people to lose their jobs, cutting the amount of discretionary income people had to spend on goods, in turn hurting the economy.

As a result of the problem, many travel agencies and airlines have been spending more money on their marketing campaigns to increase the amount of travel to the United Kingdom. Several days following the attacks in London, a Tourism Industry Emergency Response Group meeting was held to immediately aid in bringing foreign and domestic travelers back to the cities (London). VisitLondon is working with VisitBritain, London mayor Ken Livingstone and ABTA to launch an advertising campaign to bring domestic and international tourists back to the capital (London). The United States can be looked at as setting a precedence for the same scenario after the 9/11 attacks in New York City.

Travel to the United States decreased significantly after September 11, mainly due to increased controls on immigration and visa delays (Chardy). The years following the assault, however, have seen an increase in travel and spending among visitors to the

United States. 2005 reached a record level of spending among travel related tourism, at \$104.8 billion, exceeding \$103.1 billion spent in the year before the attacks (International). It shows a 12 percent increase of about \$11.5 billion in travel throughout 2004 (International). Also, there was a 7 percent increase in international visitors to the United States in 2005 (International). Despite the adversity faced in the United States travel and tourism industry following the September 2001 attacks, promotions and continuous marketing to draw travelers back to the States not only revitalized but increased the country's tourism industry to heights it has never seen before. The United States has remained among the world's top travel destinations despite the problems that were faced. "Travel and tourism exports accounted for 8 percent of all exports and represented 29 percent of all private service exports in 2005, positioning it as the single largest private service export" (International).

Miami leads as the number one travel destination in the United States since the September 11th attacks. 2005 saw a record 11.3 million international visitors to Miami, and more than 10 million to nearby Broward County (Chardy). The majority of international travelers to Miami come from Europe, at about 1.4 million people in 2004 (Chardy). The second largest amount of visitors came from South America; Venezuelans and Colombians being the largest contingent (Chardy). Despite Miami's success is attracting the most visitors to the United States, some worry that there is a decline in international travel to the States. The president of the Travel Industry Association Of America said declines could be a result of visa problems and the "unpopularity of the Iraq war" (Chardy).

Despite the fact that the United States has set a precedent for top travel destinations over-coming tragedy at the hand of a terrorist attack, problems within the travel and tourism industry still remain. It seems one of the most simple solutions to the problem is to attract many tourists back to Great Britain in an attempt to regain a strong hold on the industry. Offering discount airline or hotel fares would be more beneficial to companies running the businesses, than having the seats on planes and rooms in hotels left unoccupied. They may not be making as much of a profit if they were providing their services at full cost, but something is better than nothing. It may benefit both the airline industry and the hotel industry to offer travel packages to potential customers, not only to entice customers to travel within Great Britain, but also to sparks peoples' interest in returning for visits. The government should most importantly play a vital role in salvaging the tourism industry within the country. Because it is one of the country's most important industries economically, the government should be exceptionally concerned. Whether legislation be put into place concerning rules of travel or simply cooperating with the industry leaders to provide a helping hand to restore such a vital part of the economy. Financially, promoting travel in Great Britain should not exceed much more than what is already spent on advertising. Some different markets may be looked at to target, or different methods of marketing, but the cost should not be significant. Seemingly, the businesses would incur the costs of increased advertisements, and the creation of promotions that would initially draw their customers back to the places of business.

The London bombings have brought about many changes in Great Britain as well as the world. When a terrorist attack occurs, as it did on September 11, 2001, the effects

are felt the world over. Such events have political, social and economical effects not only in the country that has suffered the devastation, but the world as well because we are all closely connected with one another. The bombings have directly affected the business sector of London in Great Britain, the tourism industry in particular, because a decrease in travel and tourism to the country has a significant impact on the country economy. With increased advertisement and an increased effort to attract visitors to the country, hopefully Great Britain's tourism sector can rebound as the United State's has since the attacks on the World Trade Center.

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