

fake news

FAKE NEWS IN TOURISM

What is the impact of fake news and hoaxes on tourism?

DIFFERENT EXAMPLES

- I. After the terrorist attacks in Paris in November 2015
- II. At Disneyland Paris in March 2019
- III. Air France and hurricane Irma in 2017



I. FO(A)X NEWS

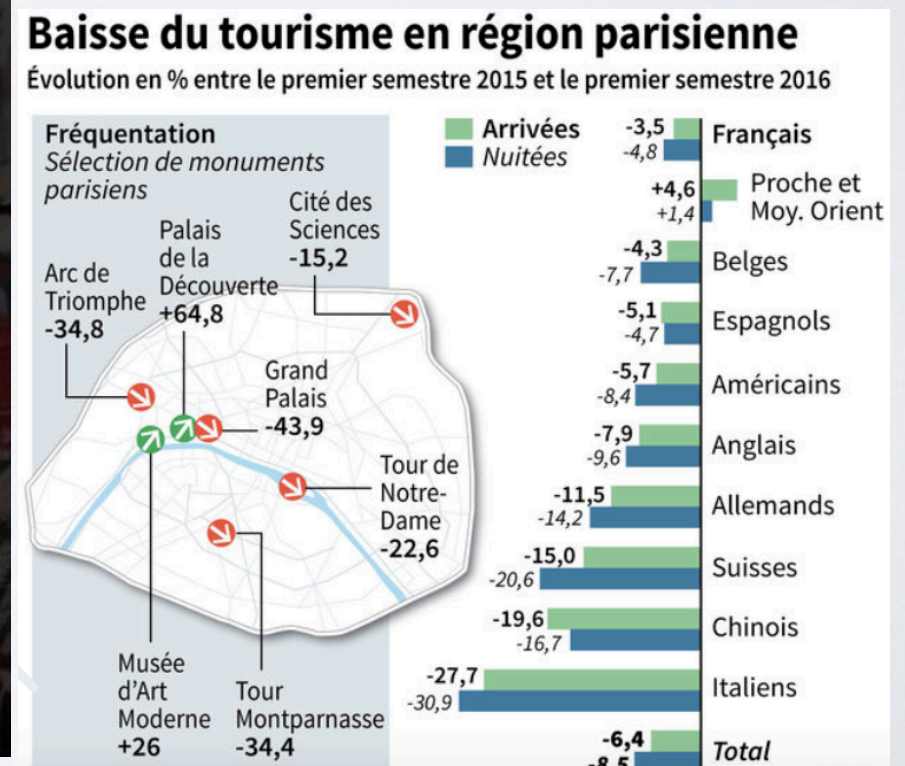
- American TV channel Fox News released a curious Paris map after terrorist attacks occurred in Nov. 2015
- Many people deserted those areas because of that
- The map showed highlighted areas that were supposed to be more dangerous than others, and forbidden to non-muslim people.
- This was obviously a fake new: none of this areas is actually dangerous
- This made the French government angry, as well as Paris mayor Anne Hidalgo, who sued the channel.
- Fox News was asked to tell the truth shortly after that. Eventually, they apologized and rectified it.



I. WHAT IS THE IMPACT ON TOURISM

- A loss of 2M of tourists, and one billion euros.
- On the other hand, this fake news was profitable for tourism in these areas, as the locals created a website to promote them.

- A group of local from those zones created www.nogozones.fr, an ironical website used to promote tourism in the no go zones (published in the Huffington Post)
- Many places such as the Chateau Rouge market were promoted to attract tourists there, as well as Indian markets
- Also this gave the opportunity for the tourists to discover Paris out of the beaten track, and differently, guided by locals from the neighborhood



II. FAKE ALERT AT DISNEYLAND

- On March 24th 2019, a terrorist attack alert occurred at Disneyland Paris
- After hearing a loud noise similar to a gunshot, many people started to run and escape
- According to the safety procedures, everyone took shelter in the buildings, and remained locked for hours

- After investigation from the Police, it turned out this sound was coming from an escalator leading to the Parking lot
- This event has been traumatizing according to the people interviewed on that day; even though this was fake, everyone was scared and panicked at first (according to the Belgian news website RTL info)
- This shows how fake news can have an important impact on the visitors, especially in a terrorist threat context and in such a touristic place



III. AIR FRANCE & HURRICANE IRMA

- During Hurricane Irma, many people tried to escape from the French islands of Guadeloupe and Saint Martin
- Air France was accused to increase their fares, taking this event as an advantage to make more money
- This was a fake news, as Air France proved it, showing their actual airfares

- According to François Boquet, a french man living in the French indies, Air France was selling flights for €3500, knowing that people would not have the choice to pay this price to escape the island (published on Le Parisien newspaper)
- A petition was set online against the company and had more than 73 000 signatures.
- Air France was actually selling flights at a normal price, even lower than usual, to help people to get back to Europe, as shown below on their Twitter account



Air France Newsroom @AFnewsroom

Rappel : Des tarifs spéciaux #AirFrance sont disponibles depuis Pointe-à-Pitre & Fort-de-France bit.ly/2xktYaW #Irma #SaintMartin

| Sélectionnez un vol | | | Sélectionnez un vol | | |
|--|--------------------------------|----------------------|--|--------------------------------|----------------------|
| ALLER POINTE-À-PITRE (PTP) - PARIS (ORY) | | | ALLER POINTE-À-PITRE (PTP) - PARIS (ORY) | | |
| 11 SEP 301 € | 12 SEP A partir de 301 € | 13 SEP 301 € | 17 SEP 269 € | 18 SEP A partir de 269 € | 19 SEP 269 € |
| DÉPART le plus proche | DURÉE la plus courte | TARIF le plus bas | DÉPART le plus proche | DURÉE la plus courte | TARIF le plus bas |
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| Tarifs | | | Tarifs | | |

114 11:50 - 10 sept. 2017

CONCLUSION

- Fake news can have an important impact on tourism in France
- It may decrease the profitability, the number of tourists, create panic and deteriorate the reputation of the country
- Fake news can also be interpreted ironically and used as a new asset to attract tourist and visitors in different and unpopular places

Sources and copyrights: <http://www.leparisien.fr/environnement/requins-evasion-air-france-beaucoup-de-fake-news-autour-de-l-ouragan-irma-11-09-2017-7251219.php>, https://www.huffingtonpost.fr/2015/01/28/no-go-zones-paris-fox-news-zones-interdites_n_6563988.html, <https://www.20minutes.fr/paris/2479987-20190324-mouvement-foule-disneyland-paris-apres-fausse-alerte>; Air France, Disney, Fox News, Twitter.