

**Quantifying the Economic Impact
of Tourism over the Conflict Region:
Applied Case for the West Bank and Gaza**

BACKGROUND

The disappearance of Communism in many parts of the world has been no panacea solving the remaining regional conflicts, and the majority of those conflicts are located in the developing areas and regions of the world. In attempting to explain the cause of regional conflicts in terms of history, culture, or religion, it is interesting to note that many of those regions are poverty-stricken and relatively scarce in indigenous natural resources. Having observed and presented an alternative approach to quantifying the negative impact of unexpected events as a major threat to the steady growth of the tourism industry by using an Input-Output/Social Accounting Matrix framework, we will concentrate our discussion on examining how the tourism industry is likely to affect a regional economy.

Among many regional conflicts today, we single out the Israeli-Palestinian conflict as our case for analysis. We have several reasons for choosing this particular conflict. First, this is arguably the most widely-

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observed and most discussed conflict in current international politics, and involves a spiral of a deadly pattern of terrorism and retaliation. Secondly, numerous world leaders, politicians, diplomats, organizations, and scholars in various disciplines have presented ideas and solutions to this conflict over the last half-century, none of which have clearly contributed to the solution of the problem. Thus, we wish to present a different approach, a quantitative modeling of the region to simulate different policies for the West Bank and Gaza regions, anticipating quantitative discussions of the conflict. Thirdly, this conflict has intensified in the last three years since the outbreak of the second Intifada in September 2000, the Palestinian uprising against Israeli occupation. Mutual armed retaliation on the part of both sides have resulted in the loss of over 4,200 lives as of September 2004 (3,216 Palestinians¹ and 989 Israelis²), including many non-combatants and civilians. Fourthly, we wish to explore alternatives to the on-going “War on Terrorism” approach, which we do not intend to refute, but instead we present a theoretical framework as another option for policymakers who have to face the issue of terrorism. Lastly, the region has tremendous natural resources for the tourism industry, as Jerusalem is the host of the world’s three monotheistic religions, Judaism,

*How can
tourism affect a
region’s
economy?*

¹ Source: Palestinian Red Crescent Society (as of 9/14/2004) <http://palestinercs.org/intifadasummary.htm>.

²Source: Victims of Palestinian Violence and Terrorism since September 2000 (as of 9/13/2004) by Israeli Ministry of Foreign Affairs http://www1.idf.il/SIP_STORAGE/DOVER/files/7/21827.doc.

Christianity, and Islam. The area is filled with unique historical and religious sites, which, unlike some beach resorts or entertainment destinations, cannot be duplicated by any other destination in the world.

After the outbreak of the second Intifada in September 2000, the Palestinian economy dipped into a very serious condition. The economy contracted by a third in a matter of years, and the poverty rate, defined by the World Bank as those with an income of less than US\$2.1 per day, increased from 20% to 60% of the population. Exports and imports appear to have contracted simultaneously to less than half the level of a few years ago. A separation barrier, also known as the security fence, as well as restrictions posed by roadblocks to the movement of goods, services, and workers has affected the regional economy on a large scale. While we will not discuss the root cause of terrorism in this paper, we are aware that poverty is generally attributed as a major factor. Such an assumption of causality will give us a stark picture of the whole conflict, due to the devastating effects of economic plunges mainly on the Palestinian side, making it urgent for the global community to develop blueprints for the sustainable recovery of the West Bank/Gaza (WBG) economy.

In order to present viable prescriptions for economic recovery, we need to estimate the current economic conditions of the WBG in a comprehensive economic framework. The challenge is to construct an economic framework that reflects the current situation. While we found proprietary data on WBG in 1998 courtesy of the World Bank Group, we are in need of updating it to reflect the current contracted economy as much as the available fragmented data will

allow. Then, by using the newly constructed framework, we will simulate what we can do specifically to deal with the widespread poverty afflicting 60% of the population and explore various economic policy options for WBG to choose from and implement to effectively draw people out of their poverty.

**THE PROBLEM AND ITS SIGNIFICANCE: ESTIMATING COEFFICIENTS IN
INTER-INDUSTRY MATRIX IN A CONTRACTED ECONOMY**

The problems that this paper addresses are categorized into two areas. The first area is a technical discussion of an Input-Output/Social Accounting Matrix framework that we are going to utilize throughout testing the simulations in this paper. The core problem is how to estimate the most up-to-date technical coefficients of the regional economy when there was a relatively huge contraction of the economy in question, and when the researcher does not have resources to conduct massive survey-based sampling, but has access only to partial data on the economy in trouble. While there are several methods to deal with updating changes of coefficients, no research has dealt with the issue of how a sudden plunge in economic activities would affect the regional economy. This may be reflected in changes in technical coefficients in the intraregional transactions matrix, or ratios of other economic activities. How to capture such changes in the I-O/SAM framework is the challenge that we have to face.

The second area is a broad question of the relationship between terrorism/regional conflict and tourism. While people have a perception of the feeble defenses of the tourism industry against unexpected events or regional

conflicts, little effort has been devoted to quantitatively exploiting the existence of an inverse relationship between the tourism industry and regional conflicts/occurrences of terrorism. We are interested in whether a positive economic impact from tourism industry development may proactively affect the likelihood of regional conflict/terrorism through the reduction or elimination of poverty. We look at poverty situations that are common in the majority of conflict regions as an important factor since regional poverty is believed to be a breeding ground for terrorism and regional conflicts. This paper aims to show how a model can be constructed for a conflicted region so that researchers can simulate various policies to alleviate poverty, including a policy to promote tourism-related demands to stimulate a regional economy. In the process of addressing the general question of which industrial sectors should be defined as components of the tourism industrial complex, we will discuss the economic impact of the complex for the regional economy in perspective.

*Can tourism
reduce conflict
in a region?*

METHOD OF ANALYSIS:

In order to examine the whole economic structure of WBG, we will utilize an Input-Output/Social Accounting Matrix (I-O/SAM) Framework as the basis of the analysis.

The Input-Output economic model is used to depict how the total output of each industry in an economy depends on inter-industry demands and final demands, by putting transactions in a matrix framework. While the concept of

inter-industry transactions is as old as the eighteenth century, W. Leontief first developed the model in the 1930's, resulting in a 1973 Nobel Prize. W. Isard applied the model to the regional science field and established its usage for economic impact analyses in a region.

The model can be expressed briefly as $X = (I - A)^{-1}Y$

where X = total output (an $n \times 1$ vector), I = identity matrix (an $n \times n$ matrix) , A = normalized inter-industry coefficient matrix in cents per dollar (an $n \times n$ matrix), Y =final demand (an $n \times 1$ vector), where n is the number of sectors included in the model. The matrix, which here is a normalized inter-industry coefficient matrix, demonstrates the proportion of inputs that must be purchased by each sector in order to produce one unit of output. Thus, if you simulate an increase in final demand in one sector (or final demand in aggregated sectors), such an increase will require a corresponding increase in another sector's output because that sector's intermediate goods and services are required to produce final goods and services in the first sector. Here, the increase in final demand is called the direct effect (or initial impact), and the increase in output in response to the initial impact is called the indirect effect. These two effects are summed up and called the "Type I multiplier." Once we expand the I-O to include household and other factors (labor, capital etc), that would create a matrix with highly useful information, called Social Accounting Matrix.

Any increase in output produced by the Type I multiplier (= direct effect + indirect effect) will induce a corresponding increase in income for households in the region. This increase in household income is regarded as

increasing regional expenditures in proportion to the increase in household income. In other words, once the output of an industry increases, household income will increase along with expenditures in the region. This increased expenditure effect induced by the increase in household income is called the induced effect, and the addition of the induced effect to the Type I multiplier (=direct effect + indirect effect) is called the Type II multiplier (=direct effect + indirect effect + induced effect)³. The basic structure of the SAM will be shown in the appendix.

LITERATURE REVIEW:

While it is generally not easy to find public data on the West Bank and Gaza, several institutions do disseminate economic and social data on the region. The World Bank group has a good amount of overall data on the West Bank and Gaza and they are often made public through their regular publications of newsletters and more formal reports. Strengths of World Bank Group's reports comes from the fact that various teams, such as economists, local offices, post conflict teams often collaboration with external organizations, contribute to the width and depth of all the information. First of all, the West Bank and Gaza Office publishes a quarterly report called "West Bank and Gaza Update" (The World Bank Economic Development Group of the Middle East and North

³ In the U.S. there are several useful software to simulate with I-O/SAM. IMPLAN is one of them MIG Inc (2000). *An Overview of Input-Output and Impact Analysis. IMPLAN Professional*. Stillwater Minnesota, Minnesota IMPLAN Group, Inc. 2nd Edition. The author feels that introductory simulation can be learned by common spreadsheet software such as MS Excel, once you have basic I-O/SAM data of the region of your interest.

Africa Region 2002). Its December 2002 issue is far beyond the depth of a newsletter, based on the full report published in July 2002, in which potential alternative approaches to economic relations between West Bank and Gaza (WBG) and Israel in view of the possible choices of trade policies with Israel were compared. The same local office has published two comprehensive reports, one was made after fifteen months of the outbreak of the second Intifada, and the other was made after twenty-seven months, or one year after the first report on recent Palestinian economic crisis (The World Bank Working Groups 2002; The World Bank West Bank and Gaza Office 2003). The data displayed in the latter became the core source of data for our analysis.

Campo put the West Bank and Gaza in perspective from a viewpoint of arranging donor support to the region after the Oslo Accord in 1993 (Campo 2003). In corporation with similar post conflict situations in Bosnia and Herzegovina, East Timor, Sierra Leone and the Greater Great Lakes, Kosovo and Afghanistan, Campo points out that challenges in the West Bank and Gaza were due to the constraints posed by Israel, the excessive centralization of decision-making in the Palestinian Authority, and the patchwork nature of the territories under Palestinian control.

The Palestine Economic Policy Research Institute (MAS) and the World Bank jointly published a report in 1999, which discussed some policy options for the West Bank and Gaza (Palestine Economic Policy Research Institute and The World Bank 1999) While the situation has changed drastically after the outbreak of the second Intifada, making the data somewhat outdated, its discussion on the magnitude of Palestinian Diaspora's economic power (\$40 ~

\$80 billion) is interesting information from a viewpoint of a possible source of future capital inflows to the region. The United Nations Office of the Special Coordinator in the Occupied Territories collaborated with the World Bank to produce a report on donor investments between 1994 and 1998. Data in the report shows the magnitude of international aid to the West Bank and Gaza, which appeared to have used those funds for capital investment at that time (The World Bank and United Nations Office of the Special Coordinator in the Occupied Territories 1999). While this period almost coincides with post-Oslo Accord and euphoria of pre-second Intifada, it shows not only the relatively high concerns of the international community over the well-beings of people in the region, but also the potential of resumption of investment and donor assistance once the current turmoil is settled. Bulmer made a quantitative analysis of the labor market in West Bank and Gaza in light of its interactions with the Israeli labor market (Bulmer 2001).

UPDATING THE SAM TABLE FOR 2002:

The most popular and perhaps the most accepted method of updating matrix coefficients is called the RAS technique⁴. Non-survey and partial survey methods, particularly the RAS technique, are mathematical procedures designed to minimize the error of estimation, given a limited amount of information. It can be viewed as a constrained optimization problem.

⁴ Details of RAS technique can be found in pp. 276-294 of *Input-Output Analysis Foundations and Extensions*, in Miller, R. and P. Blair, *Input-Output Analysis: Foundations and Extensions*. Englewood Cliffs, NJ, Prentice-Hall, 1985.

However, as we have noted, the RAS technique presupposes the existence of certain $3n$ numbers of data in order to estimate $n \times n$ coefficients. For example, if the inter-industry matrix has 25 sectors, then we are required to have $25 \times 3 = 75$ data (25 total outputs (X), 25 sums of rows (U), and 25 sums of column (V), in order to estimate 625 unknown coefficients.

In our analysis, we do not have complete data on the U-column vector (sums of total sector outputs) or the V-row vector (sums of total sector purchases), but we only have fragmented information on how the West Bank and Gaza economy dramatically contracted in a matter of a few years. We may find important information such that the contraction of the economy was not proportionately equally distributed across the industrial sectors. This partial update of the whole structure would most likely cause some distortion in some other part of the system. However, due to the constraints of the structure, it will be shown and detected as another assumption. We should recall that the theoretical challenge to our operation would be the lack of a systematic modification procedure if we base our modification solely on data availability. Because the objective of the paper is to fulfill the acute need to update the I-O/SAM table for the WBG region, we will record the updating process so that we may later find more universal procedures, but the process will be driven primarily by data availability. This ad hoc style of updating the I-O/SAM without full survey, or partial survey method with public data will be the style of our procedures to update the base I-O/SAM of the WBG in 1998 to estimate the target I-O/SAM of the WBG in 2002.

This exploratory procedure, however, may have some implications for

future research. In cases of dealing with developing nations and conflicting regions of the world, where not enough resources, human and/or capital, are available for regular updating of the time and energy-consuming full survey methods. For the conflicting regions of the world, full survey methods will be challenging to implement, while the regional economy in question might have gone through drastic changes of its economic structure. Thanks to the advancement of electronic communication systems via internet, we, the today's researchers are lucky to find various public data listed on-line. Once you have a reliable base data, updating them may be done with secondary data that are publicly available through the webs. That will expand the horizon of the researchers who wish to build a quantitative model of conflicting regions of the world. We should be warned that good full survey method cannot be substituted by non survey methods, but not having enough resources for the full survey may not hinder us from estimating the updated I-O/SAM technical coefficients. We will proceed with the actual case of updating the I-O/SAM for the WBG.

**SIMULATION OF THE POLICIES: COMPARATIVE PROMOTION OF EXPORTS
OF AGRICULTURE, MANUFACTURING AND TOURISM:**

We set a simple but bold target level of total outputs for the West Bank and Gaza that would reduce the poverty level from current 60% to below 15%. To realize the goal, the output must be boosted from current US\$2.8 billion to about \$6.6 billion. Our simulations are made in a way that such increase will be directly stimulated by export earnings of each policy. Three export

promotion policies on different goods and services are simulated. They are agricultural goods, manufactured goods and tourism exports (international tourists visiting the West Bank and Gaza). The tourism export promotion has three different simulations – traditional tourism sectors only, tourism industrial complex (combination of tourism sectors plus construction and real estate sectors with tourism demand allocated over all sectors), and the tourism industrial complex with the construction and real estate sectors demand exogenously inspired. The concept is that an increase in tourism final demand in a region, where the social infrastructure need to provide appropriate services to international tourists is not adequate, will concurrently inspire final demand for goods and services from critical supporting sectors, including construction and real estate.

Table 1 Adjusted Target Level of Household Total Output (\$thousand)

	1998	ratio	2002	ratio	Our Assumption	Target 3 Total Output	Target 4 Total Output
Household consumption	4,013,798	89.2%	2,756,000	97.0%	90.0%	5,971,000	7,000,000
Others	485,683	10.8%	85,325	3.0%	10.0%		
Total Output (Household:27)	4,499,481	100.0%	2,841,325	100.0%	100.0%	6,634,444	7,777,778

*made by the author based on 1998 WBG SAM and the estimated 2002 WBG SAM
1998 SAM is provided by Dr. Sebastien Dessus, Senior Economist, the World Bank Group*

While the simulation results of the jobs and income appear somewhat similar as shown in the following tables, we consider how realistic and attainable the export demands to each Palestinian goods and services.

Table 2 Total Domestic Jobs Created in the WBG by each Export Promotion Policy (Target 3)

	Sectors	1 Agricultural	2	3 Labor	4-1 Tourism	4-2 Tourism	4-3 TIC with
		Product	Manufactured	Export	Industry	Industrial	Inspired
		TO (dX3)	Goods	TO (dX3)	TO (dX3)	Complex	Effect
		TO (dX3)	TO (dX3)	TO (dX3)	TO (dX3)	TO (dX3)	TO (dX3)
1	Agriculture (Crops & Livestocks)	327,326	119,886	126,417	143,596	138,230	137,453
2	Stone, sand clay	6,265	12,627	6,775	6,492	7,134	7,990
3	Meat, fish, olive oil, dairy products, sta	2,652	2,657	2,938	2,777	2,751	2,748
4	Bakery products	1,757	1,771	1,909	1,761	1,759	1,758
5	Suger, cocoa, chocolate	1,128	1,122	1,175	1,202	1,179	1,177
6	Beverages	5,178	4,067	4,459	4,232	4,193	4,188
7	Tobacco products	16,706	16,599	18,218	17,190	17,052	17,033
8	Textile & Clothing	64,453	123,112	75,484	64,911	64,757	64,733
9	Wood,Paper, Publishing	4,435	6,104	4,975	4,669	4,736	4,839
10	Petrochemical products	10,269	10,645	9,392	9,909	9,786	9,843
11	Metal Products	23,516	61,190	26,498	24,718	28,686	33,875
12	Machinery/manufacturing	20,095	25,027	22,219	20,334	20,327	20,425
13	Electricity, gas, water supply]	23,143	22,029	22,799	23,397	23,047	23,082
14	Construction	15,348	16,504	15,879	16,414	25,119	36,057
15	AutoService	47,081	43,930	41,719	46,666	45,714	45,466
16	Whole/Retail	45,243	45,114	49,200	117,076	102,592	100,360
17	Hotels and Restaurants	12,349	12,760	13,303	42,260	36,137	35,323
18	Transportation	29,942	31,140	32,686	42,065	39,739	39,386
19	Post&Communication	11,911	12,619	12,751	13,654	13,403	13,327
20	Banking&Financing	4,348	4,582	4,727	5,553	5,361	5,345
21	Real Estate, Renting business activitie	60,729	60,356	63,538	65,906	76,524	65,357
22	Public adm., defence, compulsory SS	113,782	127,199	112,866	125,486	124,289	123,404
23	Education	66,672	71,029	69,720	72,344	71,627	71,238
24	Health& Welfare	73,875	71,457	71,705	74,552	73,451	73,149
	Total Domestic Jobs Created in the WBG by each Policy	988,204	903,527	811,352	947,165	937,596	937,554

Source: made by the author based on simulations on the estimated I-O/SAM of the WBG 2002

Table 3: Summary of Simulation Results of Export Promotion Options to Mitigate Poverty in the WBG - Total Wages (\$000)

Export Policy Options and Structures	ref-table	Total Wages (Target 3)	Total Wages (Target 4)
Policy 1: Agricultural Goods Export	5-16	4,357,847	5,108,847
Policy 2: Manufactured Goods Export	5-18	4,565,326	5,352,083
Policy 3: Labor Export	5-19	4,997,321	5,858,525
Policy 4-1: Tourism Industry	6-21	4,619,939	5,416,107
Policy 4-2: Tourism Industrial Complex (TIC)	6-22	4,601,671	5,394,692
Policy 4-3: TIC with Inspired Effects	6-25	4,576,077	5,364,687

Source: made by the author based on the estimated 2002 I-O/SAM data for the WBG and the author's simulation results shown in referred tables.

We created a matrix, Table 4, showing the required numbers of international tourists to meet the target level of household consumption for mitigating poverty in WBG. In the matrix we will show the required number of international tourists in WBG, assuming a figure ranging from a conservative US\$500 per tourist to aggressive \$1,300 per-tourist expenditure.

Table 4: Matrix of the Required Number of International Tourists for the WBG to Alleviate Regional Poverty

Tourism Export Simulation Results		Assumption of Per Tourist Expenditures			
Policy Simulations	Required Revenue (\$000)	\$500	\$600	\$1,000	\$1,300
Tourism Industry T3	1,572,874	3,145,748	2,621,457	1,572,874	1,209,903
Tourism Industry T4	1,843,932	3,687,864	3,073,220	1,843,932	1,418,409
Tourism Industrial Complex T3	1,561,745	3,123,490	2,602,908	1,561,745	1,201,342
Tourism Industrial Complex T4	1,830,885	3,661,770	3,051,475	1,830,885	1,408,373
TIC with Inspired Effect T3	1,568,611	3,137,222	2,614,352	1,568,611	1,206,624
TIC with Inspired Effect T4	1,838,935	3,677,870	3,064,892	1,838,935	1,414,565

Source: made by the author based on series of simulations on the estimated I-O/SAM for 2002.
Note: the highest and the lowest are shown bold.

The result shows that the required number of international tourists to WBG is in the range of 3.6 million to 1.2 million. The range seems very high if we consider only that the actual number of international tourists who visited WBG in 2000 was 335,711⁵. Nevertheless, the range looks reasonably attainable when we consider annual numbers of international tourists in neighbouring nations of the Middle East, the Eastern Mediterranean, and North Africa in 2000, as shown in Table 5.

⁵ Source: Press Release Hotel Survey 2000, Palestinian Central Bureau of Statistics

As for tourism resources, the West Bank has unique sites for international tourists, such as Bethlehem, the birthplace of Jesus Christ, Hebron, host of the Tomb of the Patriarchs (where you find the tombs of Abraham, Isaac, Rebecca, Jacob, and Leah), Jericho, the oldest and lowest city in the world (founded 10,000 years ago, -250m below sea level); Ramallah, a former summer resort city for wealthy Arabs; and, of course, the Eastern part of Jerusalem including the Old City, which is a distinctively unique city with the potential to be an international tourist magnet. Thus WBG appears to feature abundant natural resources for tourism export promotion to the international tourism market.

Country	Number of Tourist Arrivals
Israel	2,416,756
Egypt*	5,506,179
Jordan	1,426,879
Morocco	4,113,037
Tunisia	5,057,193
Turkey	9,585,695

**Note: Egyptian number as "Non-Resident Visitors at National Border"*

**Note: Palestine Non Resident Visitors at National Borders in 2000 was 1,055,000. Visitors are those who do not spend the night*

Source: Yearbook of Tourism Statistics, World Tourism Organization

CONCLUSIONS:

Our attempt to estimate the updated technical coefficients in the I-O/SAM, based on newer data available on WBG, was not systematic but ad hoc in ap-

proach. We made an important observation, namely that technical coefficients in the I-O/SAM, such as output in the construction sector, did not contract equally across the matrix. Thus we attempted to update the technical coefficients as far as the data indicate, then assumed minimum changes in other coefficients.

We do not know at this moment how close the estimated I-O/SAM is to reality, but we decided to update because the perceived benefits of the attempt outweighed the risk of using data taken before the huge contraction.

The I-O/SAM framework is a versatile tool for capturing the economy-wide effects of certain shocks, positive or negative, and it is good at comparing the effectiveness of different policies quantitatively. This framework, often used in the field of regional science, is flexible enough to structure the activities of the tourism industry into several industrial sectors in the economy.

From the viewpoint of tourism management and analysis, prescribing a definition of the tourism industry and making an exploratory introduction of the concept of a tourism industrial complex constitute the unique applied methodology for quantification of the tourism industry in the I-O/SAM framework. The spatial concentration of the tourism industrial complex and its interdependencies to cater to tourists were presented, inspired by consideration of the older parts of the great cities of the Middle East. Suggested future research would be an application of the Multi-Regional Input-Output (MRIO) tables for Israel and the West Bank & Gaza so that it can depict how the degree of interactions between the two economy can transfer the exogenous shock to the other.

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