This present paper centers on terrorism as a global phenomenon that not only determines observable behaviour but unconscious parts of self, which expresses the desire of frightening others by the side of terrorists while echoing the human vulnerability by the side of terrorized civilians. We are prone to provide readers with an historical, social and philosophical review, which very well adjoins to the tenets of psychanalytical theory to expand the current understanding how terrorism operates. In this sense, terrorism bespeaks of the failure of western nation state to bring open hospitality to aliens. It evinces that terrorist cells and states are two side of the same coin. The terrorist attack not only evinces our own philosophical limitations to accept the non-western Other but a radical rupture in the constitution of desire, for this Other. We hold the thesis that the conflictive relations between terrorism and tourism can be transformed positively according to a new type of service which revitalizes frustrations into stability and dialogue between both sides. This is exactly what we here dubbed as “the transmutation of desire”.

KEY WORDS: Terrorism, well-receipt, transmutation of desire, tourism.