EFFECT OF INNOVATIVE TERRORISM ON SUSTAINABLE DEVELOPMENT OF TOURISM – A STUDY ON INDIA

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Introduction: Terrorism is an unavoidable truth of every nation which has acquired a new dimension in view of technology or societal changes. Now a days every country suffers directly or indirectly intimidation. For hundreds of years, Indian people with different cultures and beliefs system lived a life full of fraternity, harmony and mutual understanding. However, since independence, India is being attacked by anti-national and terrorist activities several times. The impact of terrorism on a country's economy causes unemployment, homelessness, deflation, crime and another economic and social ill.

According to World Travel and Tourism Council, India will be a tourism hot spot from 2009 to 2018 having the highest ten-year growth potential. The tourism industry has the potential to generate foreign exchange earnings, create employment, promote development in various part of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to activate poverty. Terrorism is a major source of revenue generation and therefore it is a major component of economic development. Tourism in India is the largest industry with a contribution of 6.23% to the national GDP and 8.78% of the total employment of India. Today our 'incredible India' is also not safe due to incidents like rape, terrorist attack and naxal activities which is not healthy for hotel industries, airline related business, restautents etc.

  It is logical to believe that understanding terrorist goals may help untangle the impact of terrorism on tourism. Not all may agree on terrorists' motives, but several studies attempt to explain the nature of terrorism –tourism relationship. It is evident from the literature that targeting tourist or the industry is quite deliberate and helps terrorists achieve several goals (i.e. publicity, economic disruption, ideological opposition to tourism).

In the words 0f Richter relationship between terrorism and tourism are discussed and parallels are bet between drawn peaceful travel and diplomatic relations. Author identifies tourists as useful targets for terrorists.

Tourism crisis triggered by terrorism are likely to be different from those caused by natural disasters; however, recommendations for managing general tourism crises are in order. It is recommended to first organize a task force (prior to any negative occurrence) to deal expressly with crisis situations, one which efficiently delegates to teams the responsibilities of communicating with the media, public relations, information coordination, fund raising, and marketing advertising. It is

further suggested to initiate crisis management activities with the proper identification of a situation as a crisis. Once the "crisis mind-set" is in place, the gravity of the situation is likely to assure discipline and dedication until full recovery is achieved. Other recommendations include organizing press conferences, developing a strong relationship with media members to assure balance and accurate coverage, and developing press kits for media distribution (Somez, Backman and Allen 1994). These recommendations actually direct crisis managers to implement recovery marketing, of which the central motive is to repair the destination's ruined image.

Terrorists' goals are classified broadly as revolutionary (narrow or broad, antigovernment, including overthrow of the regime) or sub revolutionary (including policy and personnel changes).More specifically, objectives are classified as ideological, strategic, and tactical(Richter and Waugh 1986). Ideological objectives are long –range in nature and may involve a national struggle. Tactical objectives, which are short-range and motivated by legitimized concerns, often involve robberies and choice of targets from affluent tourism locations, tourists themselves who are vulnerable to attack, and resort areas at which socioeconomic and political elites reside- strongly resembling everyday criminal activity. Richter and Waugh suggest that terrorists' targets tourists to achieve strategic objectives and that attacking them can provide terrorists with instrumental advantage by disrupting the industry and assuring publicity. Terrorists gravitate toward international and facilities to satisfy their own resourse needs. Large groups of foreign- speaking and- looking tourists provide camouflage and satisfy while offering various opportunities and choice of targets. Terrorists can circulate among tourists and carry out financial transactions in foreign currencies without arousing suspicion (Richter and Waugh 1986). Viewed differently, terrorists target tourists in order to achieve ideological objectives, punish nationals for supporting the government, and strengthen claims to political legitimacy by making the government look weak (Hall and O'Sullivan1996).

Aziz's explanation supports Richter's (1983) earlier suggestions that travel styles can be representative of ideological values, class behavior, and political culture of tourists and their countries. As a result, tourist may be targeted because of their tourism styles which may demonstrate conspicuous consumption (i.e., demonstration of money or credit cards, flashy photography equipment; expensive clothes, jewelry, and luggage). Resentments, which build against tourism, can thus ignite into dangerous expressions of bitterness.

Survey of Literature:

The following studies focuses mainly on the study of interrelation between tourism and terrorism.

1. Richter in 1980 on Philippines   mentioned that the president of the then country declared martial law in 1972 to maintain order when he introduced "New Society". Declaration of martial law facilitated marketing the country as a "safe

destination" and the tourism industry caused the New Society to be credited for making the country safe. The author asserts that tourism became a political tool and concludes that political stability exceeds scenic/cultural attractions in importance as requisites for successful tourism. Richter 1983 mentioned in his study that relationship between terrorism and tourism are discussed and parallels are drawn between peaceful travel and diplomatic relations. Author identifies tourists as useful targets for terrorists.

2. D'Amore and Anuza 1986 Review of impacts of terrorism on international travel ,travelers ' responses terrorism threat, marketing implications and security issues for individuals and tourism industry. Study results indicate that more experienced tourists take terrorism in stride compared with more apprehensive first-time ones.

Richter and Waugh Jr. 1986 Classifications of terrorist's goals & objectives suggests that attack on tourism/tourists are considered logical for terrorists opposing socio economic and political elites controlling the industry.

Brady and Widdows1988 Study applied consumer demand analysis methods to determine demand for European tourism and to estimate impacts of various occurrences (i.e. terrorism, Chernobyl, US raid on Libya) on 1986 summer tourism.

Conant Clerk, Burnett and Zank1988 An empirical study of 359 largest US travel agencies' response to 1986 terrorism crisis through mail survey. Respondents were asked to explain marketing strategies in light of terrorists threat and evaluate importance of 16 competitive marketing strategy elements in minimizing effects of terrorism. Results indicated promotion, public relations and personal selling play important roles in managing terrorism. Improvements to traveler security systems and boycotting destinations sympathetic to terrorists were suggested as additional management strategies. Low response rate (22%) jeopardized generalizability.

Hurley1988 Study compared foreign visitation to Rome in 1985 to that in 1986 and examined occupancy rates of major hotels after terrorists occurrence s of mid-80s. Findings indicate that American visitors to Rome decreased by over 59% and occupancy rates decreased by over 37% for 4-5 star hotels in Rome. Author concluded that American tourists are "fickle "and that hotels dependent on American business should shift marketing emphasis to European and Asian travelers.

Scott1988 Author examined the case of Fiji, where tourism suffered as a result of 2 military coups in 1987 within 2 months. Travel advisories issued Australia and New Zealand , an attempted hijacking of Air New Zealand Boeing 747 at Fiji's International Airport and sensational media coverage exacerbated declines in tourism.

Teye1988 Author examined political instability in post-colonial Africa by focusing on the effects of coups d'e'tat on African tourism development in general and Ghana's in particular. Key areas of tourism industry identified as suffering most from military interventions in government include effectiveness of national tourism body when challanged by incoming rulers who

void government and its mandates; Flow of international tourists curtailed by border closures preventing tourists from entering /leaving country (trapped tourists during military coup subjected to dawn-to-dusk curfew restricting freedom); damage to country's image resulting from negative media coverage /travel advisories (leading to reluctance of travel agents in suggesting destinations and actual delivery of tourism services severely hindered and development plans suspended/cancelled during military intervention.

Hartz1989 In depth interviews were conducted with 29 high-level business executives of 4 US multinational corporations who travel abroad extensively, by board certified psychiatrist. Study found 66% reported near misses, 31% were victims of actual terrorists events, 2 had over 8 close calls in last 5 years, 83% changed behaviours to more secure behaviours. The experienced restricted freedoms, increased inconvenience and heightened anxiety.

Tremblay1989   Tourism receipts of 18 European countries were examined by pooling secondary data. Receipts represented dependent variable and terrorists activity, transport costs, exchange rates, relstive prices, and income represented independent variables in a regressions analysis. Study found tourism receipts to have different elasticity with respect to terrorism, according to tourists' country origin. Terrorism was not found to have a significant impact on receipts from European tourists unlike receipts from North American tourists which were significantly impacted by terrorism.

Cook, Jr1990   Emperical study of the effects of terrorism, crime, political instability on 408 business tourists' willingness to travel internationally. Survey with hypothetical situations were administered to 140 subjects attending an international security conference. In a second phase, 268 executives were surveyed. Data were analysedusing regression and ANOVA. Results indicated that willingness to travel internationally increased parallel to prior experience. Reluctance of executives to change plans in response to media coverage of terrorism was the strongest predistor of executives' willingness to travel under high risk of terrorism. Suibjects feared crime but were found to be more apprehensive about terrorism. Political instability did not elicit serious concern unless accompanied by terrorism

.Hollier 1991 Author examined the effects of the Persian Gulf War on tourist activity. During Gulf War, Egypt, Israel, Jordon, Torkey, and United Arab Emirates experienced a sharp drop in tourists arrivals and a massive re-alignment of internationaltravel flows was witnessed during Operation Desertv Storm.

Schwartz1991   Author examined the case of Tibet during martial law (declaredin Lhasa in 1989) and the subsequent transformation of the tourits host relationship. Tourists witnessed/photographed demonostrations in which police shot /killed civilians.

Enders, Sandller and Parise 1992 Secondary data were used to examine effects of terrorism on tourism on 12 continental European countries between 1968-1988. Tourism market shares were forecast using ARIMA Model with a transfer function based on time series of terrorists attacks on country/region. Economic cost of terrorism was represented by value of tourists revenues reported by IMF. Study found no possible way to attribute monetary value to tourists perceived cost of terrorism. European countries dependent on tourism for foreign exchange lost 12.6 billion in special Drawing Rights (SDR) for continental Europe, 2.58 billion for Austria, 615 billion for Italy, and 427 billion for Greece ($=0.7431 SDR in 1988) due to terrorism. Study identified "generalization effect" deterring tourism in one country when its neighbor experiences terrorism. Tourism was found to react to terrorism after 6-9 months.

Gartner and Shen 1992Examination of the case of China when its newly developing tourism industry suffered due to worldwide coverage of 1989 Tiananmen Square conflict. Hotel company rates in Beijing fell below 30%, 300 groups (about 11,500 individual) cancelled travel plans, tourism earnings declined by $430 million in 1989.

Gu, Z. 1992 The increase in passenger arrived at Orlando International Airport (OLA) was examined by using secondary data. Passengers departing from OLA were surveyed 1986. Forward stepwise regression procedure and other regression analyses were used. Increase in terrorists hijacking incidents in the Middle East and Europe was found to affect passengers arrival to OLA positively indicating a destination substitution effect between Orlando and Europe/Middle East.

OBJECTIVES:

Terrorists' ideological objectives are long –range in nature and may involve a national struggle. Tactical objectives, which are short-range and motivated by legitimized concerns, often involve robberies and choice of targets from affluent tourism locations, tourists themselves who are vulnerable to attack, and resort areas at which socioeconomic and political elites reside- strongly resembling everyday criminal activity. Terrorists gravitate toward international and facilities to satisfy their own resourse needs. Large groups of foreign- speaking and- looking tourists provide camouflage and satisfy while offering various opportunities and choice of targets. Viewed differently, terrorists target tourists in order to achieve ideological objectives, punish nationals for supporting the government, and strengthen claims to political legitimacy by making the government look weak (Hall and O'Sullivan1996). So the main objectives of this study are-

1) To identify the tourism potential of India.

2) To examine the economic impact of tourism in Indian.

3) To analyse the interrelationship between terrorism and tourism and its effect on Indian economy.

4) To minutely examine the cause for spreading innovative terrorism throughout the India.

Methodology

Data for the proposed study has been mainly Collected from secondary sources including

UNWTO statistics,WTTC Report on Tourism,Ministry of Tourism Govt. of India statistics

Bureau of Immigration India,Govt. reports,Newspapers,From internet… etc

Terrorism: Meaning

There is no common definition of terrorism which is universally accepted. How ever some popular definition includes the following:

A.   Targeting innocent civilians during a war or peace time with the ultimate goal of creating Psychological fear on civilians.

B.   "Terrorism is the unlawful use of force or violence against person or property to intimidate or coerce of government, the civilian population , or the civilian population, or any segment thereof, in furtherance of political or socio objectives".

FBI, Definition.

C.   Terrorism is the use or threatened use of force designed to bring about political change". **Brain Jenkins.**

D.   Terrorism constitutes the illegitimate use of force to achieve a political objective when innocent people are targeted.

Walter Laqueur.

Types of Terrorism

- 1. Nacro Terrorism
- 2. Nuclear Terrorism
- 3. Eco Terrorism
- 4. Cyber Terrorism
- 5. Bio Terrorism
- 6. State Terrorism

Terrorism in India:

Terrorism in India are basically two types external and internal terrorism emerge from neighboring countries and internal terrorism emulates from religious or communal violence. The main goal of terrorist is to kill people but to spread their terror in heart of people. Some of the recent major terrorist attacks in India are given below

- 2001- J&K Legislative- Srinagar,   - Indian Parliament attack
- 2002- Raghunath Temple,   Akhsardham Temple, Kaluchak Massacre Rafigang Train attack, Kurnool Train attack

- 2003- Mumbai Blast

- 2005- Juanpur Train attack

- 2006- Varanasi,   Jama Masjid, West Bengal Train attack , Mumbai Blast, Doda Massacre, Malegaon Blast

- 2007- Samjhauta Exp, Mecca Masjid, Ajmer Dargha- UP

- 2009- Guwahati Blast

- 2010- Pune Blast, Jnaneswari Train Blast, Jama Masjid Delhi, Varanasi

- 2011- Mumbai, Delhi

- 2012- Israel Embassy, Pune Bombings,

- 2013- Hyderabad Blast, Srinagar attack, Bangalore Blast, Bodhgaya blast, Patna Bombing

- 2014 – Blast in Jharkhand, Chennai Train Bombing, Bomb Blast at Bangalore

Tourism Indian Scenario

In India, tourism is the third biggest industry. It is ranked 49 in terms of tourist arrivals and received 0.6% of world tourist

arrivals. It is also considered to be the largest foreign exchange in our country.

Regarding Purpose of visit to India

-     Leisure, recreation and holidays 52%

- VFR, health, religion, other 27%

- Business and professional 14%

- Not specified 7%

Tourism and Terror- Some aspects of tourism:

- Travel is voluntary and travel risks or perceived threats to safety result in plans being altered.

- Tourist's perceptions are just as important as actual victimization.

- Tourists do not need to be directly targeted for them to be deterred from traveling.

- Tourists and their money go where they believe they will be safe.

- Perceptions are greatly affected by the media.

Objective of Targeting Tourist

Even though authors describe terrorism objectives differently, they agree that terrorists have much to gain by targeting

tourists. When tourism symbolizes capitalism and, if it is state- sponsored, when the attack on the industry is an attack on the

industry is an attack on the government as well. Because this trade represents a significant economic activity, terrorists' attacks on tourists cause foreign exchange receipts to decline, thereby, allowing terrorists to impose indirect costs on the government to gain political advantage over the officials (Hall and O'Sullivan1996; Richter and Waugh 1986).

- Soft target to attack, very vulnerable, low risk.

- High visibility from a media point of view,

- Attacks gain widespread publicity for a cause, the bigger the attack the better

- Certain national governments will be destabilized by attacks undermining national economies

- Terrorists may seek retribution by using tourists as a convenient target.

- Travelers can be directly targeted

- Tourists may stumble into local conflicts and become a convenient target

    - Tourists may be viewed as symbolic representatives of a larger target that is more difficult to reach

- Tourism may be an unintended target

Purpose of terrorism in India:

There are several varieties of reasons of terrorism in India. But most among them as follows:

1. Political Influence

2. Economic disparities within the country.

3. Religious segmentation and caste segmentation within the particular religion.

4. Socio-cultural influences.

5. Intellectual and art influences also with

6. Area and Geographic influences.

7. Absence of firm stand in policy making national of political arena.

Tourist Economic Strategy

- Create mass fear and hysteria

    - Cripple industries serving tourists.

- Create mass unemployment in service sectors.

- Deter visitors and their funds from being expended in the host country.

- Discourage investors/multinational corporations from investing in tourism in a particular locale.

Tourism Statistics:

Year	Foreign T. Arrival in Million	Foreign Ex. Earnings from Tourism in India
2007	5.08	10729
2008	5.28	11832
2009	5.17	11136
2010	5.78	14193
2011	6.31	16564
2012	6.58	17737
2013	6.97	18445

Source: Indian Tourism Statistics

Top 07 Source Countries for Foreign Tourist Arrivals in India

Source Country	No of Tourist Arrivals	Percentage % Share
USA	1085309	15.58
United Kingdom	809444	11.62
Bangladesh	524923	7.53
Sri Lanka	262345	3.77

Russian Fed.	259120	3.72
Canada	255222	3.66
Germany	252003	3.62

Source: Indian Tourism Statistics

Different Acts for terrorism in India

In India to fight against terrorism, several laws have been enacted from time to time. These include the following:

- POTA: Prevention of Terrorist Activities Act was introduced (2002)replacing POTO (Prevention of Terrorism Ordinance) of 2001.

- TADA (1985-95)

- Intelligence Reform and Terrorism Prevention Act 2004.

- Animal Enterprise Terrorism Act

Ways to fight terrorism

1. Education

2. Use of Modern Technology

3. Political will.

4. Establishing proper security arrangements/ systems.

5. Clear Government law against any misconduct with any tourist or terrorism.

6. Indroduction of some special govt. post to bridge the gap between policy formulation and implementation for terrorism.

7. Make all Indian people aware of "athiti debo bhabo".

Limitations of the study:

1) Gap between the terrorism related policy formulation and its proper implementation.

2) Lack of security checking in railways and other government and private transport.

3) Shortage of higher level entertainment programme with total security .

4) Absence of taking suggestion and solution from domestic and international tourist to develop the Indian tourism.

5) Medical tourism from neighboring countries is also decreasing because of terrorism and related problems.

Findings:

1) India's strong GDP growth is one of the main reason for the arrival of tourist.

2) The Government of India strengthening of ties with the developed world for fighting against terrorism and develop tourism.

3) Reformation in aviation sector with a suitable security programme led to better connectivity with developed countries.

4) Infrastructure are developing by the Government of india.

Suggessions:

1) Bridging the gap between the terrorism related policy formulation and its proper implementat

2) Building mobile security force in tourist spot for proving to the tourist in their any crisis.

3) Development of Government tourist transportation for providing more security to the domestic and international tourists.

Conclusion

The industry needs to recognize the dimensions of the problem. Private sector has to give much more emphasis into terrorism prevention initiatives. Partnerships must be built and nurtured. To fight against terrorism in India the industry needs a set of comprehensive terrorism crisis management guidelines. It might be feasible to compile an inventory of effective crisis management and recovery marketing solutions by examining other destinations' efforts (especially when the case is tracked through full recovery). As needed, solutions can be tailored to correspond to correspond with other destinations' particular needs and circumstances. Additional research is also needed to better understand how political violence influences destination image, and how image can be repaired after a negative occurrence, especially when accompanied by media scrutiny. Even though a wide body of literature exists on destination image, little attention has been paid to such topics. Another concern, is how to mitigate media exploitation of terrorist incidents, especially when a country's tourism image and possibly its subsequent economic viability as a destination are at stake. The volatile relationship between tourism & terrorism is magnified by the media in a manner to cloud to actual probabilities of being targeted by terrorists. As a result, perceived risk may outweigh reality in forming attitudes toward destinations. Travel risk should be studied in terms of real and perceived risk and in relation to destination image and tourists attitudes because it is crucial for destination marketers to understand perceptions and attitudes in order to devise promotional strategies to address concerns and to alter negative and reinforce positive perceptions. The following activities can be taken under consideration to prevent terrorism in I

- Need to study prior terror attacks at the industry and figure out ways to reduce the opportunities.

- Easiest approach to reach the common people regarding the importance of tourism for the country like India.

- Ensuring the Government support regarding safety and security of tourists is vital to the tourism industry and Indian economy.

- ▪ Minimal impact of periodic terror attacks in India on the market's rebound fairly rapidly when the industry responds with marketing and pricing.

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