

TERRORISM INFLUENCING INDIAN TOURISM MYTHS AND REALITY

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Actuality. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism. Tourism is a critical source of revenue generation and therefore a major component of economic development, a relationship that rewards states when positive conditions such as a strong global economy exist. But what happens when negative conditions exist, such as terrorism? The correlation between tourism and terrorism is undeniable in the modern era due to the strength of the industry. In many developing countries that have successfully focused on tourism, the sector has emerged as a major source of both employment and foreign exchange earnings. Cleanliness and security in and around the tourist sites is a key concern for foreign tourists [1]. Disasters create difficult, often tragic, situations for the afflicted area and its residents. The study has presented how terrorist attacks affect tourism. Various statistics on the Foreign Tourist Arrivals, in the study show the direct relationship of the effect of terrorism on tourism during 2006 to 2012. In spite of terrorist activities the figures are in upward directions. Both the government and other sections of society interested in promoting tourism, both domestic and inbound, must have a forward-looking policy on dealing with terrorism that does not hurt tourism [2].

Presentation of the main material. International terrorism and tourism are paradoxically connected by their mutual characteristics such as both crossing national borders, both involve citizens of different countries, and they both utilize travel and communications technologies. The threat from terrorism to India is real. The beginnings of this religious insurgency can be traced back to the rise of the Jammu Kashmir Liberation Front in Indian controlled Kashmir. No one has accepted responsibility for the attacks, but it is speculated that the bombings were carried out in retaliation of the arrest of a Lashkar-e-Toiba agent in Varanasi earlier in February 2006 [3, 4].

The table 2 below gives some incidents of tourism and hospitality crises in the last decade and recently, and this pattern seems to continue in the years ahead.

Year	Event
2009	Bomb attacks at Jakarta JW Marriott and Ritz Carlton Hotels.
2008	Terrorist attack on two hotels in Mumbai killed 170.
2008	Bombings at Marriott Hotel in Islamabad killed 40, injured 100.
2005	Suicide bombings at an Amman hotel in Jordan killed 57 and injured 120.
2005	Bombs at New Delhi killed 61 and injured 200.
2004	Indian Ocean Tsunami in which over 200,000 estimated to have died, including 2000 tourists in Thailand.
2003	Severe Acute Respiratory Syndrome virus epidemic in Asia and Canada impacted of tourists.
2002	Terrorist bombings at night clubs on the Indonesian Island of Bali killed 191 and injured 300.
2001	9/11 bombings at twin towers of world trade center in New York, killing 2645 people and injured more than 700.
1999	Indian Airlines plane hijacked from Nepal 178 passengers released after 8 days.
1998	Abduction of 16 tourists on an organized tour in Yemen, four of whom were killed.
1997	Terrorist attacks on tourists visiting an historic site at Luxor in Egypt killed 62.

Although India has had relatively little direct experience with terrorism, facts and figure shows an upwards turns for Indian tourism industry in recession mode. It seems that, in addition to the collective negative impact, many individuals displayed significant positive changes in various strengths in the interpersonal area (i.e., kindness, leadership, love, and teamwork), and in aspects concerning the philosophy of life (spirituality). Attractions are the major factors, which ensure the flow of international tourists to a specific place. According to the latest tourism ministry figures, an estimated 5.28 million tourists came to India as compared to 5.08 million in 2007 [5, 6].

Conclusions. To sum up the report I have made, I'd like to say that all the events and their repercussions on the hospitality and tourism industry of India are yet to be fully analyzed. Hoteliers, conference venues, tour coaches and operators all had to visibly address consumer concerns about tourism safety in the wake of the attacks that happened. I want to admit that all the hotel managers, tour operators and all the people who are running in the tourism

industry should think about a safety of tourists first and then about comfort in the hotels, transport and excursions and everything else. This is very important to admit that exactly because of our unsafety, happens terrorism attacks, and India is the great example of that, when to get into hotel room for stealers is the easiest thing.

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