

CRIME AND IT'S IMPACT ON TOURISM IN INDIA : A THEORETICAL ANALYSIS

Hema Nagpal*

ABSTRACT

The inflow of international tourist under Indian tourism services has picked up tremendously in the recent years. This has not only expanded the size of the tourism industry but has had a huge positive spill over effect on other industries and economic factors such as GDP growth rate, increasing employment levels, diversification of product and services offered etc. However, the recent increase in the crime rates across the nation and the capital region has actually hampered the relative tourist inflow in the nation. The paper attempts to highlight similar theoretical studies on the subject in other countries and suggests some of the policy recommendations to take control of the situation before things move from bad to worse.

KEY WORDS: Tourism Sector, Indian Tourism Industry, Economic Effects of Tourism, Various categories of Tourism, Crime Rate, Relationship between crime rate and tourism

* Assistant Professor, Department of Economics, Shaheed Bhagat Singh College (Eve), University of Delhi

1. INTRODUCTION : BASICS OF TOURISM AND TOURISM DEMAND

To start with, tourism is characterized by the feature of being defined in various possible ways. Where as on one hand, Theobald (1994) said that the word "tour" is derived from the Latin '*tornare*' and the Greek '*tornos*,' which means '*a lathe or circle; the movement around a central point or axis.*'; on the other hand this meaning has changed in modern English, representing 'one's turn.' As per modern English, the suffix -ism defines 'an action or process; typical behaviour or quality' whereas the suffix -ist defines the one who performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist. [en.wikipedia.org/wiki/Tourism]

The Macmillan Dictionary defines tourism from the point of view of a business. It says that tourism is a business of providing services for people who are travelling for their holiday. It is travel for recreational, leisure or business purposes. Further, the OECD glossary of statistical terms defined tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. [stats.oecd.org/glossary/detail.asp?ID=2725]

Therefore, there is no one way of defining a tourist as an individual or tourism as an activity. To summarize, tourism is basically considered as an act of visiting a destination from the point of leisure or vacation, mainly to relax and rejuvenate. The individual performing such an activity would be called as a Tourist. This is the background meaning being followed through out the paper for the words Tourism and Tourists. Also, since the logic is usually to relax and rejuvenate, having a good cultural and social integration along with good infrastructure for accommodation, travel, shopping centres of local goods, adventurous and sports activities and so on can have a positive impact on the tourist inflow of the place. This eventually would have it's own spillover positive economic and financial aspects. However, even though these factors contribute positively to a tourism industry, if there exists high level of insecurity and crime rate in the area, the individuals may be deterred from visiting the place itself. Therefore, logically, a

high crime rate in the area reduces the tourist inflow and vice-versa. The following paper highlights various studies across the globe to show how crime influences tourist inflow and relates India's current situation with the existing analysis.

2. DEVELOPMENT OF TOURISM IN INDIA

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways. There is, perhaps, no doubt that it has become the fourth largest industry in the global economy. This can very well be observed from the increasing trends in International Tourism Arrivals and Receipts across the world.

Table 1 - International Tourism Arrivals: The Historical Trend

Year	International Tourism Arrivals (millions)	International Tourism Receipts (US\$ millions)
1950	25.3	21,100
1960	69.3	6,867
1970	159.7	17,900
1980	248.8	102,372
1985	321.2	116,158
1990	454.8	255,000
1995	567.0	372,000
2000	696.8	477,000
2001	692.6	463,600
2005	806.0	680,000
2010	940.0	868.400
Forecast for 2020	1560.0	N/A

Source : Pearson Case Study on Analysing the World Pattern of International Tourism Flows

Similarly, in a developing country like India, tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge

employment opportunities. There is little doubt that it has become the fastest growing service industry in the country with great potentials for its further expansion and diversification.

The following table depicts the growth patterns of tourists arrival in India since 1997 till June 2013.

Table 2 : Foreign Tourist Arrival to India (1997 – June 2013)

Year	FTAs in India (in millions)	Percentage (%) change over the previous year
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	5.254	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013 (January – June)	3.31	2.6

Source : ministry of tourism, India, 2013

The early efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the Educational Adviser to the Government of India at that time (Krishna, A.G., 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The

approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several initiatives. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the *New Tourism Policy* recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised. (*Development And Impact Of Tourism Industry In India*, H.Lalnunmawia)

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. (Ministry of Tourism 2008 data analysis) India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "*Incredible India*" campaign.

According to the World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. More so, as per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. [www.ibef.org/industry/tourismhospitality.aspx] India made it to the list of "rising stars" or the

countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

3. TYPES OF TOURISM IN INDIA

There are different types of tourism in India, depending on the attraction point or the reason of tourist inflow at the region.

A. Adventure Tourism

Adventure tourism has shown phenomenal growth in the recent years in India. Adventure tourism involves exploring various exotic areas and doing various adventurous activities over there, which includes trekking, skiing, water rafting, paragliding etc. A few of the many exotic and adventurous destinations of India include places such as Ladakh, Sikkim, and Himachal Pradesh.

B. Wildlife Tourism in India

India is rich in forest reserve and the tourist can really experience the beauty of nature in many parts of the country. The ecological biodiversity of India enables the tourists see a number of species some of which are rare to find and are endangered. Some of the top destinations for wildlife tourism in India are: Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Ranthambore National Park, Kaziranga National Park, Sundarbans and Corbett National Park. It is under the increasing interest of tourists to see the wildlife in India, especially tiger, that Tiger Tourism is now a new category in itself, which highlights the tourist inflow to see tiger and its various forms of species.

C. Medical tourism

In last few years India has gained the attention of the people across the world medical tourism destinations. The highly effective medicinal system like ayurveda and other alternative medicinal practices is attracting people from every part of the globe for the treatment of many various chronic ailments in a cost effective way. This category also includes tourist attractions in India to learn and practise and rejuvenate spiritually through Yoga and its techniques. The favorite spot for medical tourism in India is Kerala.

D. Pilgrimage Tourism

India has always been for its temples and religious places and attracts a huge number of pilgrims from every part of the world for visiting various religious places and temples. The major pilgrimage of India, attracting heavy tourist inflow each year, is Vaishno Devi, Kailash Mansarovar, Sun temple, Jagannath Temple, Golden temple, Char Dham, Balaji Temple, Meenakshi Temple and Mathura Vrindavan.

E. Eco tourism

Eco-tourism is one of the most fascinating forms of tourism that has emerged significantly these days. This includes the travel of various naturally endowed area or region such as national parks, forest reserves, and sanctuaries. India is rich in ecology and hence attracts a large number of tourists every year for ecotourism. Kaziranga National Park, Gir National Park, and Kanha National Park are some of the favorite eco-tourism spots of India.

F. Cultural tourism

India is very rich in its cultural heritage and is culturally very diverse too. The ancient monuments, fairs and festivals held in India are the major point of attraction for the tourists. The Durga puja, Ganpati puja, Pushkar fair, Kumbh mela, Taj Mahotsav, and Suraj Kund mela are some of the major festivals and fairs attracting the tourists.

Apart from these tourists attractions, Government of India has taken many initiatives to develop and promote tourism in India, through improving basic underlying connectivity features and strengthening the infrastructure of different regions. These include an extensive Roadways network, Cruise attractions, a flourishing well established Hotel industry etc. To quote an example, the Metro line in the capital region, Delhi has increased the connectivity across the state, easing the travelling process and attracting the tourist inflow in the region.

The picture till now, as observed above, has highlighted a very rosy and shiny bright scenario, as far as Indian tourism industry is concerned. However, the recent crime incidents across the country has sent out negative signals to other nations, that are hampering the tourism inflow in

India. The rest of the paper analyses, theoretically, as to how crime influences tourist inflow negatively and how India projects no different story, as projected.

4. CRIME : CONCEPT

Under the branch of criminology, how a violent crime is approached depends very much on how the crime is defined. There are many different legal terms that exist for various forms of violent crimes that it's often hard for people to keep track of what means what. Following are simple yet detailed definitions of some common types of violent crimes:

- ✓ **Homicide:** Defined as the killing of one person by another (regardless of the circumstances).
- ✓ **Murder:** It is an intentional killing of another human being.
- ✓ **Felony murder:** A term some states use for a death that occurs during the commission of a serious felony, such as robbery or kidnapping. (All participants in such a felony can be charged with murder.)
- ✓ **Manslaughter:** The unintentional killing of another person, where the killer engages in reckless conduct that causes a death.
- ✓ **Negligent homicide:** The causing of someone's death through negligence.
- ✓ **Battery:** The act of making offensive physical contact with someone.
- ✓ **Assault:** The threat of a battery, or an attempted battery, without actual physical contact.
- ✓ **Simple assault or battery:** The act of causing someone low-level — not serious — physical injury.
- ✓ **Aggravated assault or battery:** Serious felony conduct that involves the use of a dangerous or deadly weapon or that results in serious injury.
- ✓ **Vehicular assault:** Dangerous driving that results in injury to another.
- ✓ **Spousal assault** (also called domestic assault or intimate partner violence): Violence between domestic partners.
- ✓ **Rape:** The act of forcibly compelling someone to have sexual intercourse, or sexual intercourse between an adult and a partner under the age of 18, or the act of having intercourse with someone whom the law deems incapable of consent because of a mental handicap.

- ✓ **Sodomy:** The act of having forced anal or oral sex with someone, or the consensual act of participating in those same acts between an adult and a juvenile.

With these references, the paper now attempts to look through the study of the impact of such crimes on tourism across different countries and then highlights the case for India.

5. CRIME AND TOURISM INDUSTRY : ANALYSIS ACROSS THE WORLD

The research work “ Crime and International Tourism” by Duha T. Altindag (2010) investigated the possibility that crime creates an externality in the form of reduction in international tourism activity. It was highlighted that although the impact of economic activity on crime has been investigated extensively (Corman and Mocan 2000, Levitt 1998, Block and Heineke 1975), there are a few studies that analyzed the influence of crime on economic activity. For example, Cullen and Levitt (1999) reported that individuals move away from areas with high crime rates. Peri (2004) argued that organized crime is associated with low economic development. Further, it was strange enough that, despite its economic importance, tourism received very little attention in this context.

Logically, the negative influence of crime on tourism activity is not surprising. Crime, by its basic nature, is a demand shifter for tourism. When individuals decide about whether to take a holiday and where to spend that holiday, they would take the risk of victimization into account. Other things being equal, potential tourists are more likely to visit countries with smaller risk of victimization. However, individuals do not have a true measure of victimization risk in the destination country; they can only have a perception about it. This ex-ante expectation about being victimized in the destination country can be formed by obtaining information through various channels, such as print or electronic media or word-of-mouth. Regardless of the source of the information, the actual crime rate in the destination country can be a proxy for the perceived risk of being victimized. This proxy forms a basis of estimating the chance of victimization in the region of visit. Higher the chance or this risk factor, lower would be the individual's inclination to plan a vacation at that particular place.

The work empirically proved that in the northern and the southern European region, the total violent crime rate (which consists of homicide, rape, robbery and assault) have a significant negative impact on receipts from international tourists. Infact, all of the components of violent crime are also associated negatively with tourism revenue, individually.

Another Research work on Crime rate and it's negative impact on New Orleans, have attempted to show the cause and effect relationship between the two. It states that The negative perception of crime through the media, in spite of law enforcement officials and tourism leaders suggesting that the crimes are isolated to poor neighbourhoods, deter leisure travellers and convention business from selecting New Orleans as a tourist destination (Tatko-Peterson, 2008).

Schiebler et al. (1996) and Crotts (1996) recognized two theories called routine activities theory and hot spot theory to offer potential insight into the relationship between tourism and crime.

Routine activities theory states that criminal acts are routine activities for offenders. Three elements are required for the crime to take place: a suitable victim or target, a motivated offender, usually someone who has adopted a criminal lifestyle, and a relative absence of “capable guardians”—law enforcement officers, security guards, etc. to police tourist areas. The key to minimizing crimes, according to the routine activities theory, is increasing the presence of law enforcement in tourist areas.

On the other hand, the hot spot theory focuses on the locations which “provide convergent opportunities in which predatory crimes can occur” (Crotts, 1996). Ryan and Kinder (1996) refer to hotspots as “crimogenic” places containing bars, nightclubs, and stripjoints catering to tourists. Tourists visiting these areas are more likely to be victimized by crime (de Albuquerque & McElroy, 1999).

In order to better understand the relationship between tourism and crime, researchers have conducted studies that look at crime characteristics, tourism destinations most vulnerable to crime, tourism destinations where a considerable amount of crime occurs, and the type and amount of law enforcement personnel located in these areas.

According to Prideaux (1996), a number of studies have been undertaken in an attempt to discover the effect that crime has on tourism; however, researchers have yet to succeed in identifying those elements within destinations which encourage an increase in criminal activity. To illustrate his argument, Prideaux (1996) presents what he refers to as “The Tourism Crime Cycle.” The basic assertion of “The Tourism Crime Cycle” is that crime is related to the image created and the type of marketing undertaken. On the part of analysis, Prideaux used two types of destinations to support his argument. He represented these destinations as Hedonistic

destinations and Family Values destinations. Hedonistic destinations were represented as adult destinations where tourist could experience "...adventure, romance, escapism and sex." Examples of Hedonistic destinations include Cairns and the Gold Coast in Australia. Family Values destinations marketed family vacations that consisted of activities for all age groups. An example of this type was the Sunshine Coast in Australia. The study revealed that the destinations marketed as Hedonistic destinations experienced more crime than the destinations marketed as Family Values destinations.

In 1993, as crime committed against tourist were hyped and sensationalized by the media creating the perception that this crime against tourist was out of control, there grew a need for more reliable data about crimes committed against tourists. Schiebler, Crofts, and Hollinger conducted a study that examined the prevalence of crimes against tourists in the most popular destinations in Florida in 1993. They examined serious crime incidents committed against short term visitors who did not maintain part time residences in Florida since that fit the closest definition of tourists. The authors also attempted to identify some of the correlation between criminal victimization of tourists and social and environmental factors. The authors used the "Routine Activities" and "Hot Spots" theories to examine causation. Pelfrey (1998) used the Uniformed Crime Reports (UCR) of the Federal Bureau of Investigation to evaluate the relationship between the number of tourists visiting Honolulu and Las Vegas and the types and patterns of crimes over time. The research findings failed to adequately explain the variation in violent crimes from 1982 to 1993. The study failed to reveal any significant correlation among violent crimes in Las Vegas, while Honolulu showed an inverse relationship between the number of visitors and violent crimes. The study by Pelfrey (1998) suggests that factors other than the number of tourists may explain the variations in the relationship between crime and tourism in Honolulu and Las Vegas. It may prove useful to explore social, economic, and demographic factors present at these destinations.

These studies show that when tourists visit destinations where there is a high crime rate there is likelihood that tourists will become victims; however, the probability is different based on location. Deployment of law enforcement personnel may help ease the fears of tourists; however, their presence alone does not necessarily yield a reduction in offenses against tourists. As a

result, in order to reduce crime against tourist, law enforcement must find ways to arrest and remove offenders and potential offenders from the equations.

Also, it was suggested that tourists must help prevent crime by displaying behaviors that make them less of a target for criminals. Law enforcement can help to prevent crime in tourist destinations by providing tourists with strategies and tips that decrease their vulnerability to crime, and by being creative when deploying manpower to tourist areas. Each destination must conduct an analysis of the strategies and responses that are ideal for their respective location.

The above examples cite no different case than what was expected, which is, higher the crime rate, lower would the tourist inflow in the region be.

6. CRIME AND INDIAN TOURISM INDUSTRY

Tourism is one of India's major industries. Unfortunately, recent crimes against foreign tourists within India will lead to a dramatic drop in the industry. According to the Ministry of Tourism of the Government of India's website, Foreign Tourist Arrivals were estimated at 6.29 million people during 2011, and growing rate at a rate of 8.9%. The general consensus for the last few years has been that tourism is thriving in India, and it will continue to grow in the near future. In 2011, Americans made up 16% of India's tourism industry, while the British made up 12.6%.

However, recent events within India have shed some doubt on this view. India seems to have been moving down the ladder of desirable destinations for female travelers. Daily reports and newspapers are, frequently cited with reports of physical assault, of any kind, on female foreign visitors. For example, a recent report surfaced in one of the leading National Newspapers, stating that a British woman injured herself, after she tried to escape out of a window of her hotel, after she received the unwanted advances of a hotel manager in Agra, home of the Taj Mahal and the nation's biggest tourist draw. The news came almost immediately after Indian police arrested six men suspected of raping a Swiss tourist, who was camping with her husband during a bike tour when the couple was attacked. To highlight, the victim was from Lausanne, Switzerland, was reportedly 39 years old, was camping for a night during a bike tour with her husband in the state of Madhya Pradesh when she was sexually assaulted by several men. The men robbed the couple and fled. Several Indian media outlets reported that police arrested five men in connection with the attack, though there have been conflicting statements from officials

Another turn about came when female tourists as well as Indian women have been asked to be on alert since December, when a 23-year-old woman was brutally raped aboard a moving bus in New Delhi and eventually died of her wounds. Security in the capital has been visibly ramped up since then. Barricades are now set up on busy streets at night, manned by police who, with varying degrees of diligence, keep an eye on passing cars. But reports of egregious attacks on Indian and foreign women alike are still ubiquitous in the country's media outlets, raising the question of when, if ever, these measures and tough new laws aimed at deterring sex crimes are going to start working.

The events described have most recently been followed by a murder on April 7th, 2013. In this case, a Dutch man stabbed a British woman, named Sarah Groves, to death on a houseboat in the Kashmir region. As per reports, Kashmir tourist operators fear that this will impact their business, especially in the wake of violence in the region. The result of all these events has been a drastic decrease of 25% in tourists during this year, as well as a 35% decrease in the number of female tourists visiting India.

These crimes have negatively affected relations between the United States and India because American tourists can no longer be certain of their safety when traveling to India. This has already led to, and will lead to, a further drop in American tourism in India. It will widen the knowledge (of each other) gap between the two countries.

To add on, few are holding their breath. Instead, tips are circulating on travel forums, urging female tourists not to travel alone, wear revealing clothing, drink or smoke in public, or be overly friendly. The U.S. State Department travel advisory to India now includes a long warning to women that urges them to "observe stringent security precautions, including avoiding use of public transport after dark without the company of known and trustworthy companions, restricting evening entertainment to well-known venues, and avoiding isolated areas when alone at any time of day."

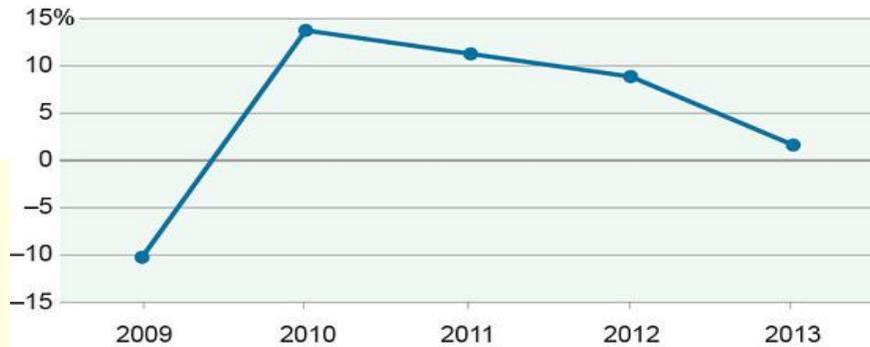
It is no less than a nightmare for India's tourist industry, which sees over 6.5 million visitors a year. Female tourists have been the subjects of high-profile attacks in even India before. In 2008 when a 15-year-old British girl was raped and left for dead on a beach in the resort area of Goa.

The statistical and graphical analysis do support the statement to some extent.

Figure : 1 : Growth of Foreign Tourism In India over the past five years

Declining Growth

Year-on-year growth of foreign tourism in India (January - April) over the past five years.



Source: Ministry of Tourism (India)

The Wall Street Journal

Table 3 : Year-on-year growth rate in number of foreign tourists visiting India, January-April

Month	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
January	-6%	18.2%	9.5%	9.4%	2.6%
February	-19.9%	12.7%	13.7%	7.9%	1.6%
March	-7.9%	15.9%	4.6%	16.3%	2.8%
April	-3.8%	7%	20.0%	1.3%	0
Average growth rate	-10.3%	13.8%	11.3%	9%	1.8%

Source : Ministry of Tourism, India

This figure and table depict no different picture as to what has been fear of the Indian Tourism Industry.

The violent assaults and crimes, that's a reality that many Indian women live with. And even though changing that reality has been the topic of thousands of public and private conversations since December 2012, it's still probably not something most women who visit India fully grasp.

At least not until they read about incidents as the ones mentioned above, which bring home the simple and depressing fact that no one is immune to a vacuum of law and order.

It's hard to say whether these events will rub off on the government's hyper successful *Incredible India* tourist campaign in any lasting way. But if tourism officials really want to help their industry, they should stop fixating on how statistics get spun and start demanding that their valued customers deserve the right to be well protected, and feel safe and comfortable, just like all the women in this country do.

7. CONCLUSION

There is little doubt that tourism in India has flourished and there have been a lot of efforts to pronounce the effect of this exponential increase in inflow over the past decades. However, as observed theoretically, an increase in crime in general and crime against as well as woman tourist can have a substantial deteriorating effect. Crime in general is bound to have a negative impact of the society and tourism industry gets braggad in the bigger brawl of ill effects. The question is to let that happen ? The serious and focussed efforts to boost tourism growth can be allowed to be negatively impacted and be almost nullified by increasing crime rates ?

Suggestive measures stand on simple ground on targeting the reason behind the existing issue than the issue directly. In this particular case of discussion, the issue being the diminishing impact on tourism and the reason being increasing crime rate. This can be tackled by few simple targeted and focussed efforts, which can be :

Guiding the foreign tourists and female visitors to behave in a way that doesnot drop hints or clues to people around them that they, in particular, are not well versed with the place, directions, routes etc. More so, providing woman with technological knowledge and upgraded tools and techniques can be of help for them to stay connected with their people most of the time. and inform them or legal local authorities, as soon as they sense danger around them.

There is lack of awareness at the grass root level on how any unacceptable action by any individual can send across wrong signals to the world about safety and security of woman. To quote an example, the incident described above where in a foreigner saved herself from

getting molested by jumping out from a hotel window, simply shows that how our virtues and our actions don't match. Whereas, on one hand a Sanskrit verse, taken from an ancient Hindu scripture, "Atithi Devo Bhava" has become a part of the code of conduct for Hindu society and has been adopted as the tag line of the Indian Tourism Industry, that regards a procedure of the Host-Guest relationship and also calls for welcoming the guests and giving them and treating them with due respect, care and attention; on the other hand, people chase and run after the tourists, especially woman, and the latter runs for her saviour frantically, injuring or hurting herself. This ideally shows how two contradictory things exist at the same time. The need of the hour is to educate people and spread awareness on how strongly the world is inter-linked in terms of flow of information and spread of words and how any undignified act can hamper the image of the city or state and the nation.

In addition, the localities can be encouraged and rewarded to take exchange programmes. This strategy would include the local agencies to conduct lucky draws, where in the localities can enrol themselves. At the same time, these local agencies would establish ties and contacts in the foreign countries, where the winner would be sent on exchange programme. In both the nations, the winners of the lucky draws will be given a chance to go for a vacation on a "Tourist Exchange Programme", in the other country. The winners will have to stay with the participating and winning families in the host countries and learn about their culture and trends. Such strategies will not only involve local participation, but also help them understand and create awareness on part of security and sincerity towards people visiting their place.

On the national and state level, Stringent policies, aiming particularly at protection of woman, domestic as well as tourist / foreign visitor, can be implemented with strong accountability factors. It is not as if there are no steps taken yet. Though what lacks is the accountability factor. If the enough emphasis is set on the accountability factor, as that on the planning process, the crime rate can be invariably reduced to a large extent. This can be done by laying down and following clear and well specified rules and regulations and at the same time, simplifying, yet, speeding up the legal procedures of the country. For example, the rape of Swiss woman in Central India highlighted the absence or the

attentiveness of legal enforcers. Though immediate action was taken after the incident took place and the assaulters were caught, but the point is that the event did take place, to start with, In such a scenario, spanning the area under the protectiveness of such legal enforcers can help solve the problem and not lead to incidents that can bring a bad name to the nation.

Improvement of infrastructure is yet another area that needs a lot of focus and unwarranted attention. The villages and quiet a few places of tourists interests lack adequate connectivity and infrastructural facilities such as hotels and basic amenities. This acts as a deterrent for people to plan trips to the region. The further drawback of such bottlenecks is that the safety and security comes under scanner and creates a lot of doubt in the mind of the tourists. This simply adds negatively and discourages the tourist to plan the vacation at the region.

Promotional activities across the globe and the usual welcoming attitude of the Indians can add positively to attract tourist inflow to the country and build confidence in the nation's prosperity.

The host of solutions point at one common idea : reduce crime rate and the negative effect on tourism would be offset soon enough. The idea is to respect the individual and have a welcoming openly societal attitude, to contribute positively towards the tourist inflow and have spill-over effects on economic and monetary parameters, along with social parameters.

REFERENCES

- [1] Article Development And Impact Of Tourism Industry In India, Written By H.Lalnunmawia
- [2] Indian Tourism Statistics, 2012 Report, Ministry of tourism
- [3] Tourism and Crime: A Preliminary Assessment of the Relationship of Crime to the Number of Visitors at Selected Sites, WILLIAM V. PELFREY
- [4] Human Resource and Skill Requirements in the Tourism Industry, Study on mapping of human resource skill gaps in India till 2022; National Skill Development Corporation Report, 2012
- [5] Impact of Tourism On Indian Economy - A Snapshot, Auroubindo Ganesh1, Dr. C. Madhavi, June 2007.
- [6] Tourism Sector in India, LOK SABHA SECRETARIAT, PARLIAMENT LIBRARY AND REFERENCE, RESEARCH, DOCUMENTATION AND INFORMATION SERVICE (LARRDIS) , No. 13 /RN/Ref./August/2013
- [7] A Brief Report of Tourism in India, ASA Associates, August 2013 Issue.
- [8] <http://timesofindia.chennai%20tourist%20arrivals%20dip%20by%2025%25%20-%20Times%20Of%20India.htm>
- [9] <http://blogs.wsj.com/indiarealtime/2013/06/11/how-to-read-tourism-statistics/>
- [10] <http://world.time.com/2013/03/20/will-india-tourism-be-tarnished-by-attacks-on-women/>
- [11] <http://indianforeignpolicy.umwblogs.org/2013/04/08/tourism-declining/>
- [12] <http://www.dummies.com/how-to/content/defining-the-different-types-of-violent-crime.html>