

Co-relation and Causality: A study of Indian Tourism, Peace and Stability

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ABSTRACT

With the world becoming global village tourism can act as a tool to facilitate stronger social relationships between individuals. In establishing and promoting more authentic social relationships. Apart from economic impact of tourism on countries, tourism also helps in fostering cross-cultural understanding among different nations. But for all this and for tourism to flourish maintaining peace and stability in the region is necessary. India is fast becoming a preferred destination for international tourist. Its growing tourism industry is now one of the major contributors to the Gross Domestic Product of the country. Interregional tourism has also been growing rapidly. The paper tries to find the correlation between tourism and peace in the region. Secondary data from Ministry of Tourism, Government of India, was used in the research. The results suggest that there is a direct relationship between tourism and peace. So to promote tourism concrete efforts on the part of governments worldwide need to be put in place for tourism to flourish.

1. Introduction

Stendhal, a French author, in 1830 is considered to have coined the term 'touriste', or Herculano (1838), a Portuguese writer, who highlighted the gains a country receives due to the visits from foreign tourists. Initially it was believed that tourists were "the English travellers who journeyed to France, Italy or Switzerland" merely for the purpose of curiosity, instruction and relaxation (Litré, cited by Boyer, 2002). With time the scope of tourism expanded new nationalities and other purposes were also included into the meaning of tourism. With this expansion in definition of tourism people spent more time at places of visit, journeys were no longer merely wandering, and the motives for travelling (rest, health, pilgrimage, amusement) also increased the number of travelers who were considered as tourists. This gave rise to the concept of organized spaces maintained for the purpose of attracting and receiving visitors and were called as tourist destinations.

Tourism began to emerge as an economic activity, and attempts were made to recognize and characterize it as such. However, it was in 1950s that the need to define tourism technically, statistically and conceptually was felt. The idea behind this was to define modern tourism so as to frame its scope and get insights about its working. This diversity of existing definitions must not be underestimated because they may contribute to supply the theoretical stronghold to identify the essential characteristics of tourism (Theobald, 2001).

One can safely assume that there is no disagreement to the notion that tourism flourishes in an environment of peace. It is quite clear that a co-relation exists between successful tourism and the absence of war, terrorism and internal strife. The perception of safety of a tourist for a destination plays a vital role in his decision making process. Significant number of contributions have been made by various researchers to relate

tourism with peace and stability. "An Acceptable Level of Violence." The politician who used this phrase for the first time was condemned by most and in fact we can say that there is no acceptable level of violence. However, experience in Northern Ireland has shown that once random violence largely ceases, tourist inflows start to show positive growth trends (Henderson, cited in Leslie 1996). A number of authors (Butler and Mao 1995; Kim and Crompton 1990; Waterman 1987; Yu 1997; Zhang 1993) have studied the proposition that tourism also has potential to reduce tension between separated countries. Butler and Mao (1996) postulated that cross border tourism may be helpful in reducing tensions between politically divided states.

2. Tourism – A force for Peace

For past three decades travel and tourism industry has been growing at an exponential rate (Table 1). Though India's international arrivals have been growing at 13.9 percent a year, the domestic tourism market is expanding quickly, having doubled in size over the last five years (Jones Lang LaSalle Hotels, 2008). Prospects for the continued growth of Indian tourism appear to be good. In 2016 the domestic tourist visits were recorded as 1613.55 million (Min of Tourism, GoI, 2017). This surge in domestic tourism has been the primary reason for increasing demand for hotels and other related services. It is therefore inevitable that India's accommodation sector is going to face capacity constraint in near future, if not taken care of.

In the global scene, the market share of India has grown from 0.39% in 1995 to 1.18% in 2016 and in the Asia and Pacific context India ranks 8th holding 4.47% share in 2016 (Min of Tourism, GoI, 2017). India is often regarded as a legendary and attractive country for potential visitors. To some extents India has been successful in becoming preferred destination for potential domestic as well as foreign travelers. With an aggregate earning of Rs. 126211 Crore tourism has

proved to be instrumental in earning foreign reserves for the country. Travel and tourism industry has a great potential for the generation of employment. In 2016 travel and tourism has provided 25,394,500 jobs (5.8% of total employment) in India (WTTC, 2017).

Table 1: Number of Domestic Tourist Visits in India (1991 – 2016)

Year	Domestic Tourist Visits	%age Change over the previous year
1991	66670303	-
1992	81455861	22.2
1993	105811696	29.9
1994	127118655	20.1
1995	136643600	7.5
1996	140119672	2.5
1997	159877208	14.1
1998	168196000	5.2
1999	190671034	13.4
2000	220106911	15.4
2001	236469599	7.4
2002	269598028	14.0
2003	309038335	14.6
2004	366267522	18.5
2005	392014270	7.0
2006	462321054	17.9
2007	526564478	13.9
2008	563034107	6.9
2009	668800482	18.8
2010	747703380	11.8
2011	864532718	15.6
2012	1045047536	20.9
2013	1145280443	9.6
2014	1281952255	11.9
2015	1431973794	11.7
2016	1613551505	12.7

Source: Ministry of Tourism, Govt. of India.

From the perspective of the liberal school of international relations, peace is the natural state of human affairs (Burchill 1995). In contrary to peace we can say that war is unnatural, and is caused by unfair policies of one state against others.

Tourism can be considered as social force promoting international understanding, trust, cooperation and world peace. Apart from other benefits from tourism like economic, employment generation etc. tourism is believed to be instrumental in promoting cross-cultural understanding and harmony. It promotes communication and interpersonal contact among people of different cultures. Thus helpful in breaking down cross-cultural barriers. If understanding and appreciating other people's way of life, culture and language make us part of world community, then no doubt tourism is at least a worthwhile effort toward building peace (McIntosh, Goeldner and Ritchie 1995).

3. Tourism and Peace – evidence from India

Even though various scholars have studied the effect of tourism-based interaction and its impact on reduction of intergroup tension, what seems to be lacking is a clear

conceptual framework which sets up the context for exploring the feasibility of tourism cooperation among conflicting groups. Various international institutions like United Nations have recognized the role of tourism as an ambassador and vehicles of international understanding and peace.

Based on the data available from Ministry of Tourism from 1951 to 2016 all those years where there has been a decline in foreign tourist arrivals in India will be identified and all the major possible reasons for such anomaly will be identified.

1. 1984

i. Operation Blue Star

On June 7 under the orders of the then prime minister, Indira Gandhi, Indian troops stormed the most holy site of Sikh community in India ("Operation Blue Star," 2017). The operation was aimed at driving out the Sikh extremist religious leader, Jarnail Singh, from the premises of Golden temple or Harmandir Sahib. In retaliation PM Indira Gandhi was assassinated by her by her two Sikh bodyguards on 31 October, 1984. Soon after the assassination of Indira Gandhi around 2800 Sikhs were massacred in India, including 2100 in national capital Delhi.

ii. Bhopal Gas Tragedy

Considered as one of the world's worst industrial disasters on December 3 a gas leak incident occurred at union carbide India Limited. According to Madhya Pradesh government around 3787 people died. It is estimated that about 40 tons of methyl Isocyanate gas was leaked ("What had happened this day," 2017).

2. 1990

i. Mandal Commission

On 7th August central government headed by Prime Minister V. P. Singh decided to accept the Mandal Commission recommendation of providing 27 per cent reservations to other backward classes in all levels of government jobs ("VP Singh Stirred a Hornet's Nest," 2017).

For about a month protests were held across all states by various sections of society including students, teachers and bureaucrats against the government decision. On 19 September situation worsened as one of the students, namely Rajeev Goswami, set himself on fire. It sent shock waves across the nation and this incident deteriorated the condition further and public property was burned, roads and buldings damaged etc. Around 100 people were killed in police firing.

3. 1991

i. Rajiv Gandhi Assassinated

On 21 May Rajiv Gandhi, a former Prime Minister, while walking towards a public rally in Madras was killed in a powerful explosion. Security agencies were put on "red alert" as gangs took to streets of the capital ("Assassination in India," 1991).

ii. Economic Liberalization

In 1991 a major decision to reshape the economy of country was taken. The goal was to open up the economy for private and foreign investments and make it more market oriented.

Table 2: Foreign Tourist Arrivals in India (1951, 1960, 1970 and 1980 – 2016)		
Year	Foreign Tourist arrivals	%age Change
1951	16829	-
1960	123095	24.70
1970	280821	8.60
1980	1253694	16.10
1981	1279210	2.00
1982	1288162	0.70
1983	1304976	1.30
1984	1193752	-8.50
1985	1259384	5.50
1986	1451076	15.20
1987	1484290	2.30
1988	1590661	7.20
1989	1736093	9.10
1990	1707158	-1.70
1991	1677508	-1.70
1992	1867651	11.30
1993	1764830	-5.50
1994	1886433	6.90
1995	2123683	12.60
1996	2287860	7.70
1997	2374094	3.80
1998	2358629	-0.70
1999	2481928	5.20
2000	2649378	6.70
2001	2537282	-4.20
2002	2384364	-6.00
2003	2726214	14.30
2004	3457477	26.80
2005	3918610	13.30
2006	4447167	13.50
2007	5081504	14.30
2008	5282603	4.00
2009	5167699	-2.20
2010	5775692	11.80
2011	6309222	9.20
2012	6577745	4.26
2013	6967601	5.93
2014	7679099	10.21
2015	8027133	4.53
2016	8.80million	9.70

Source: Ministry of Tourism, Govt. of India.

4. 1993

i. Bombay Bomb Blasts

On 12 March twelve bomb blasts ripped through the city of Mumbai, then known as Bombay. All the twelve bombs exploded within a time span of two hours and ten minutes ("Mumbai Bomb Blasts," 2017). These blasts were the first coordinated serial blasts of their kind in the world. Almost 257 fatalities and 717 injuries were reported. The day is known as Black Friday in Indian history.

ii. Babri Masjid Demolition

On December 06 Babri Masjid was destroyed in Ayodhya. Around 150000 kar Sevaks organized under the banners of Vishva Hindu Parishad and Bharatiya Janata Party turned violent and tore down the mosque. The demolition resulted in several months of communal riots killing around 2000 people ("Last Dome Fell," 2017).

5. 1998

i. 1998 Coimbatore Bombings

With the announcement of general election dates by election commission on Jan 1, the main stream parties started their election campaigns. The elections were scheduled to be held on Feb 16, 1998. On Feb 14, Coimbatore city was rocked by thirteen bomb blasts killing forty-six persons and wounding 200. This incident vitiated the conditions of the city causing death of ten more people in next few days. Within hours of the explosions, shops were set of fire, public property was damaged and offices of political parties were attacked as well. With next few days 1000 persons were arrested as a precautionary measure ("Coimbatore tragedy," 1998).

ii. Nuclear Tests Conducted

On May 11, Indian government announced that it has conducted underground nuclear tests at Pokhran. Two days later two more tests were tests were conducted. India conducted these tests without issuing any warning to international community. In retaliation Pakistan also conducted nuclear tests on 28 May ("India explodes," 1998). All this deteriorated conditions in the region.

6. 2001

i. Gujarat Earthquake

On Jan 26, the eve of 52ND Republic day celebration the western part of India was struck by a powerful earthquake. This was one the worst earthquakes faced by India killing more than 25,000 and injuring 166,000 people ("Gujarat quake," 2001). The catastrophic natural calamity left a million people homeless.

ii. Parliament Attack

On Dec 13, five heavily armed gunmen attacked the Parliament of India in New Delhi. Twelve people were killed in this deadly attack, including a civilian ("Parliament attack," 2001). This was the attack on the symbol of Indian democracy. Following this incident India and Pakistan mass troops on common border amid mounting fears of a looming war.

depression of 1929, it adversely affected Indian tourism industry as well. The decline in tourist arrivals was witnessed from mid of 2008, after rising 13.3 per cent in year 2005, 13.5 per cent in 2006 and 14 per cent in 2007 international tourist arrivals recorded growth rate of only 4 per cent in 2008.

7. 2002

i. Gujarat Riots

On Feb 27, an inter-community violence broke out in Godhra, Gujarat, after a coach of Sabarmati Express was set on fire. Following the incident at Godhra violence also broke out at Ahmedabad. The violence resulted in the killing of 790 Muslims and 254 Hindus and another 2,500 injured ("Gujarat riot," 2005). Though officially classified as communal violence, many scholars describe the events of 2002 as pogrom (Dhattiwala, Raheel and Biggs 2012).

4. Conclusion

The aim of this research was to identify a possible correlation between tourism and peace in the Indian context. The findings of the research indicate that peace and stability has a significant impact on tourism. Peace promotes a positive image of the destination, paving way for growth in tourist inflows both domestic and international. The study identified eight years in which tourism in India recorded a negative growth rate and tried to find the causes for that decline. Seven out of eight years identified in the research showed that some incident had happened which disturbed peace and stability in the region. Thus it is evident that a range of factors, of which peace is one, influence a tourist while choosing a destination for his visit. Recognising the fact that the degree of influence peace can exerted will vary in different situations.

8. 2009

i. Global Financial Crisis

In year 2008 Global Financial Crisis affected the economies worldwide. It began in 2007 in US and developed into a full-blown international crisis with the collapse of major investment banks in US. Termed as one of the worst economic disasters since great

The main finding of this study is that a correlation between tourism and peace does exist. So one can safely assume that if peace is maintained it can positively influence international relations and promote goodwill among nations. In reality, it not people but governments of different countries that choose war over peace and conflict over conciliation, and as such it is tourism that becomes a victim.

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