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(Photograph of the Chancellor)

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Editor's Note:

I am delighted to be a part of the 5th edition of Compass Journal – the Journal of the Department of Tourism, School of Professional Studies with ISS Number: 2394-0646. COMPASS provides a really exciting opportunity to consider the in-depth and multidisciplinary nature of tourism related topics which are relevant across the wider tourism landscape.

The objective of COMPASS is to publish up-to-date, high-quality and original research papers alongside relevant and insightful reviews. As such, the journal aspires to be vibrant, engaging and accessible, and at the same time integrative and challenging. The current addition of COMPASS, Volume II, Issue I, concentrates on the security aspects of tourism.

Safety and security have always been indispensable condition for travel and tourism. But it is an incontestable fact that safety and security issues gained a much bigger importance in the last two decades in tourism. Changes in the world during the last two decades were enormous. Due terrorist acts, local wars, natural disasters, epidemics and pandemics, that we were witnesses to, security has significantly decreased.

The travel and tourism industry could not avoid the negative impacts and consequences of these events. Moreover some of these events manifested the vulnerability of tourism both on global and regional levels. Therefore this fact necessitates the research and study of the relationship between security issues and tourism, including the creation of a new, up to date definition of the notion “security and safety in tourism”. Studying problems of safety and security became vital for the tourism industry. This issue throws light on various concerns and remedial measures related to security.

The journal accentuates to promote students, researchers, academicians and industry professionals to publish their research work. On this note I thank all the members of the editorial panel for lending their support. My special thanks to our Chancellor His Excellency Dr. Joseph V. G., who has always guided us and supported us in our ventures.

Ishrat Nasreen Wahab

Chief Editor

Details of Publications:

Sl. No	Title	Code	Author(s)
1	The Impact of Medical Tourism in Kerala		<p>*Mr. Shivam Rawat Student BAT IV Semester Garden City College, Bangalore – 49</p> <p>**Mr. Julang Takar Johnson Student BAT IV Semester Garden City College, Bangalore – 49</p> <p>***Mr. Akshay Chauhan Student BAT IV Semester Garden City College, Bangalore – 49</p> <p>****Ms. Joyce Thabitha Shirley Assistant Professor Garden City University Bangalore –49</p>
2	Indian Startups Failures At Information Security: Key Reasons		<p>Shalu Singh Assistant Professor Department of Tourism Garden City University, Bangalore – 49</p>
3	Medical Tourism: The Globalization Of Tele- Healthcare Services In India Saves Money, Resources, And Lives.		<p>*Ms. Joyce Thabitha Shirley Assistant Professor Garden City University, Bangalore – 49</p> <p>**Dr D.P. Sudhagar Associate Professor Dean Garden City University, Bangalore – 49</p>
4	Tourist's Safety And Security – A Conceptual Analysis Of Global Tourism		<p>Sachin Soonthodu Asst Professor, Department of Tourism Studies, Garden City University, Bangalore</p>
5	Use of Criteria and Sustainability Indicators for Planning of Eco-Tourism at a Destination, with Special Reference to Karnataka		<p>Ishrat Nasreen Wahab HOD Tourism, Garden City University, Bangalore - 49 PhD Research Scholar, CMRUniversity, Bangalore</p>
6	Analysis on the Issue of Safety and Security: The Indian Perspective		<p>B. Mohammed Mujahid Student of Professional Studies, Department of Tourism Garden City University, Bangalore -49</p>
7	Importance of Security in Tourism		<p>*Ubaidath Raheema Student MTTM II Semester Garden City University, Bangalore – 49</p> <p>**Mariyam Ahmed Student BAT II Semester Garden City University, Bangalore – 49</p>

THE IMPACT OF MEDICAL TOURISM IN KERALA

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ABSTRACT

Ayurveda, a 5000 years old traditional treatment involving the use of herbal medicines, physical massages and several therapies offering excellent remedies for various treatments has become a major factor in Indian tourism in recent years. This practice is strongly identified in the southern part of India. Kerala being world popular for “ayurvedic shalas” has the estimate of over \$2 billion in past years. Equipped with traditional yet up to date facilities, many resorts are professionally welcoming people from around the world due to its low rate programmes and relaxing activities. It is helping people to use their leisure time in experiencing the positivity of nature and exploring themselves mentally, physically as well as

spiritually. The largest number of Ayurveda colleges and the largest number of practitioners in comparison to any place in the world has led to a tradition of Ayurveda research in a scientific manner in Kerala. But, it is also teaching people different aspects of life and has been inspiring people to see themselves healing through nature. Therapies like Uzhichil, Elakizhi, Podikizhi, Sirodhara and over 10 different techniques are applied during this programme. Government is trying to use this factor for the growth of tourism and its economy by spreading this method to northern Kerala and also to its nearby states. The major agenda is to capitalize Kerala’s natural beauty and

the immense culture of ayurveda in the state.

The places offering the best packages in Ayurveda in Kerala are Somatheeram Ayurveda Resort near Kovalam, Kottakkal Arya Vaidya Shala which is a hospital, Beach and Lake Ayurveda Resort and Surya Samudra Spa Niraamaya at Tivandrum, Keralaem Ayurvedic resort near Allepey and Ayurkshethra at Kumarakom. With the growing popularity the number of people studying old age ayurveda has increased and it has become a major tourism employment in the state. It also helps in keeping the nature and culture of this medical knowledge alive. In recent years medical tourism in India has built up its name worldwide. With no compromise on the quality and security of this sector it is benefiting the patients as well as the professionals. Thus this art is meant to be preserved for coming generations to witness the miracles like curing paralysis and enriching the mind body and soul.

INTRODUCTION

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking

establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the worlds largest industry with annual revenues of over \$3 trillion dollars.

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

Types of tourism includes:

Adventure Tourism, Birth Tourism, Business Tourism, Culinary Tourism, Cultural Tourism, Dark Tourism, Disaster Tourism, Doom Tourism, Drug Tourism, Ecotourism, Genealogy Tourism, LGBT Tourism, Medical Tourism, Nautical Tourism, Religious Tourism, Sex Tourism, Slum Tourism, Space Tourism, Sports Tourism, Virtual Tourism, War Tourism, Wellness Tourism.

MEDICAL TOURISM

Medical tourism can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care.

Conscious activity, in which a traveler (a medical tourist) aims to receive healthcare services – in his or her own country or abroad to preserve (or acquire) a better health condition, and/or aesthetic appearance of his or her own body, sometimes combined with relaxation, regeneration of physical and mental strength, sightseeing and entertainment – Lubowiecki-Vikuk, 2012.

What really puts the word "tourism" in medical tourism concept is that people often stay in the foreign country after the medical procedure. Travelers can thus take advantage of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities.

The medical tourism marketplace consists of an increasing number of countries competing for patients by offering a variety of medical, surgical and dental services. Many of these destinations pride on modern facilities with state-of-the-art technology and alluring accommodations. Global map of medical tourism includes destinations like Asia (India, Singapore, Malaysia and Thailand), South and Central America (including Brazil, Cuba, Costa

Rica and Mexico), South Africa, the Middle East (namely Dubai) and an array of European destinations (Central and Southern Europe, Scandinavian Peninsula, Mediterranean).

MEDICAL TOURISM IN INDIA

In October 2015, India's medical tourism sector was estimated to be worth **US\$3 billion**. It is projected to grow to **\$7-8 billion** by 2020. India currently has around 18% of the global medical tourism market.

In India, medical services are especially affordable, with prices as low as 10% when compared to other countries. India has the potential to attract 1 million health tourists per annum which will contribute **US\$5 billion** to the economy. The medical tourists undergo health restorative treatments which involves the combination of Ayurveda, Yoga, acupuncture, herbal oil massage, nature therapies and ancient vedic methods.

MEDICAL TOURISM IN KERELA

Kerela has profoundly made a mark on the world for medical tourism. It is marked as a health destination mainly for its Ayurveda packages. Kerela is developing into a multi crore industry due to its

growing popularity for hospitals and Ayurvedic “shalas”. Many tourists are taking advantage of various medical packages related to the before mentioned realms, particularly due to the increasing presence of trained and experienced doctors and medical facilities in Kerala. Many of the places where these services are offered maintain international standards and are therefore able to deliver cost effective treatments.

Kerela remains the top medical tourism choice for international customers due to following reasons:

- Easily accessible by air, road and rail, in comparison to markets in Europe, the Middle East and South Asia.
 - The climate plays an important role in Kerala as it is moderate, which many tourists prefer.
 - Hospitals that have exacting International Standards. This helps our hospitals deliver advanced treatments and services by qualified and professional doctors, nurses and medical personnel of various disciplines.
- Many medical tourism packages are offered by hospitals via tour operators. As a result, they provide some of the best resorts and hotels. These places have higher standards of hygiene and the rates for medical treatment packages are offered at competitive prices.
 - Many of these hospitals provide affordable medical insurance as well.

Major Benefits of Medical Tourism in Kerala

- The best infrastructure, the best possible health care facilities accompanied with the most competitive price at 70-80% low.
- The tropical climate of Kerala is best suited for any medical treatment and rejuvenation therapy.
- The Competent doctors, highly qualified surgeons and supportive staff.
- Internationally accredited medical facilities
- No waiting lists

- 24 hours round the clock service
- Budget friendly accommodation options near to the best hospitals.
- Availability of Naturatherapy in the purest form makes Kerala the most sought after health destination.
- Availability of natural and herbal rejuvenation therapies , through Ayurveda and Yoga.

Medical treatments available in kerela

- General surgery
- Ayurveda
- Cardiac care
- Neurosurgery
- Dental care
- Fertility treatment
- Transplant surgery
- Ophthalmology
- Orthopedic Treatment
- Alternative Medicine

The total tourist arrival to Kerela in 2017 has been increased by **10.94%**with the count of 1,57,65,390 tourists compared to 1, 42, 10,954 in previous year. Total

Revenue collected was over **US\$ 5 billion**marked the increase of 12.56% compared to 2016. The table below shows past 10 year statistics of Kerela tourism.

YEA R	Foreig n Excha nge Earnin gs	% Variati on over previo us year	Total Reven ue generat ed from Touris m	% Variati on over previo us year
2008	3066.52	16.11	13130.00	14.84
2009	2853.16	-6.96	13231.00	0.77
2010	3797.37	33.09	13231.00	31.12
2011	4221.99	11.18	19037.00	9.74
2012	4571.69	8.28	20430.00	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.25
2016	7749.51	11.51	29658.56	11.12
2017	8392.11	8.29	33383.68	12.56

The places offering the best packages in Ayurveda in Kerala are Somatheeram Ayurveda Resort near Kovalam, Kottakkal Arya Vaidya Shala which is a hospital, Beach and Lake Ayurveda Resort and Surya Samudra Spa Niraamaya at Tivandrum, Keralaeem Ayurvedic resort near Allepey and Ayurkshethra at Kumarakom. With the growing popularity the number of people studying old age ayurveda has increased and it has become a major tourism employment in the state. It also helps in keeping the nature and culture of this medical knowledge alive. In recent years medical tourism in India has built up its name worldwide. With no compromise on the quality and security of this sector it is benefiting the patients as well as the professionals. Thus this art is meant to be preserved for coming generations to witness the miracles like curing paralysis and enriching the mind body and soul.

OBJECTIVES

- Ayurveda in Medical Tourism:

Ayurveda is a synonym for Medical Tourism in Kerala. There has been a spontaneous growth in Kerala for Ayurveda, which has no competition in the

whole world. By unorganized but collective effort the name Ayurveda got branded all over the world. The present problem in the market is the overcrowding of unqualified people conducting massage parlours in the name of Ayurveda. If immediate measures are not taken to control such fake set ups, the tourists who come in search of genuine Ayurveda treatment will get cheated and carry back a wrong message about Ayurveda.

- Environment and Infrastructure :

The various suggestions from the respondents and the discussions we had with the resource persons have emphasised the point that we need improvement in physical and social environment. The physical environment includes the improvement in basic infrastructure, standard of cleanliness etc. Basic amenities should be good—toilets should be user friendly and well maintained. Good standards at lesser cost will make the state a more attractive, value for money destination. For this we have to improve the physical infrastructure and connectivity. The social environment includes the improvement in human culture and behaviour. People have to be friendly to the visitors and guests.

- Promote Dental Tourism:

With over 3000 dentists and 1200 dental clinics Kerala has a distinct advantage in dental tourism. The fact that the treatment requires multiple sittings with liberal gaps in between sittings and hence requiring around 30-40 days stay makes the dental patient an ideal candidate for medical tourism. Hence, more efforts should be made to market the dental tourism product.

**INDIAN STARTUPS FAILURES
AT INFORMATION SECURITY:
KEY REASONS**

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Abstract

This paper focuses to understand the need of information security at startup. In today's scenario data and information has become the most important ingredient for business decision making, strategy, event planning and winning the customer. The loss of this information can severely impact future existence of a startup. The transactional information generated regularly from day to day operation, activities, feedback, reviews, media engagement, press releases are perceived as data gold mine and companies not using this transactional information to understand their customer better are at a significant loss against their competitors. Protecting the information either physical or digital form is important, as all old and new companies operate their significant business on digital platform or use digital platform to render services to the customers, thus the companies are vulnerable to information loss every day. Therefore information security becomes

the backbone for the success of any startup. It's important for the company leaders to allot their time and money for mitigating the risk upfront. On the daily basis we read many articles about information breaches, hacks, bugs, worms, phishing, cyber-crime, malware, Trojan and others security news which are disrupting business flows. The companies, organizations, agencies, governments who have demonstrated ease of access with appropriate security measures have gained their users trust and are moving towards maximum user satisfaction. The paper will present the approaches towards identifying information security gaps and common ways to avoid falling in to the traps.

Keyword: Startup, failure, Information, security, Digital, Hacking, Privacy, Phishing, Cyber-security, Malware.

Introduction

A start-up is young company that's still in its stage of developing. Start-ups are sometimes small and have very limited funding. Such firms try and supply a product or service that's not presently accessible on the market or although it exists they supply it in different manner. Most new startups are under the feeling that they are too little to get seen by any hackers. Today, most new companies are in view of the propelled innovation they use to improve their result of products and services. In any case, even they tend to commit errors. As indicated by the National Cyber Security Alliance, 77% of small organizations believe they are sheltered from digital dangers. The deception that hackers would pursue the Big Fish and not the Small Fish gives the organizers a specific feeling of false expectation which prompts them not regarding Cyber Security as a business issue. The European Commission has assessed that there are around 23 million SMEs in Europe, representing 99% of organizations. This is a vast pool for hackers to follow.

As a start-up, the whole business relies upon your reputation and credibility. Getting hacked harms what straight forwardly influences the business. Gaining your customers trust back can take quite a

while; most new businesses don't have the second chance. The National Cyber Security Alliance revealed that 60% of small organizations leave business inside half year of a failure. Since the new businesses fall flat rate is approx. 90%, this puts more weight on such organizations. "NASSCOM data Security Council of India choose bunch of startup for most innovative product at its annual information security summit 2017 to provide impetus to budding security companies". It's a novel initiative by NASSCOM to promote entrepreneurship in the space of security domain. The award reflects work been done in this space by Indian entrepreneurs in the last decade even though for a successful product security company there is lot of work to be done for a world class security setup. The startup security companies are focusing on solving web security issues, mobile security issues, web financial transactions gaps, secure channel, cryptography and others to make the use of internet safer for uses. Some of these companies also have got a good clientele as the need is understood.

Startups

The **Ministry of Commerce and Industry Policy** stated that an entity will

be identified as a startup:

- Till up to five years from the date of incorporation
- If its turnover does not exceed 25 crores in the last five financial years.
- It is working towards innovation, development, deployment, and commercialization of new products, processes, or services driven by technology or intellectual property

Information Security

Information security is an arrangement of methodologies for dealing with the procedures, tool and approaches important to avert, distinguish, archive and counter threats to digital and non-advanced data. Data security duties incorporate building up an arrangement of business forms that will ensure data resources paying little mind to how the data is designed or whether it is in travel, is being prepared or is very still away.

Information security challenges at start-up

In terms of getting new clients most of the

start-ups tend to disregard following points

- Updating software/services
- Suggesting strong passwords
- Grooming the employees against phishing threats
- Ignoring loopholes in own software's
- Scanning networks
- Regular backups of their data
- Misconfigured web servers.

Most of the startups have a tendency to overlook security since hackers knows about issues in a start-up as well, startups realize they are more vulnerable compared to organizations burning through many dollars on their security measures. All things considered, information is information. By disregarding the threat, startup put their customer's information in danger too. The most concerning issue in security domain is companies run by founders especially who don't originate from a tech foundation and keeping the vulnerability open. Regardless of whether they know about such issues, they are totally confused in the matter of how they can maintain a strategic distance by setting up correct measures.

Objective

- To analyze the need of information security for Startup.
- To demonstrate the best practices of information security for Startup.
- To identify the best safeguards to protect the privacy of the customer.
- To identify the reasons behind the information security attack and its measures

Research Methodology

This research paper data sources are secondary data which includes academic sources, and include both qualitative and quantitative data. Journal articles, published books, industry security related websites and blogs.

Discussion of Findings

Streamline client relations and give the best solution, Startup ought not to overlook if by one means or another their creditability is harmed, regardless of whether they have a unique product or service, they will require clients to utilize it. Lately, owners are mindful and have begun to understand the significance of their data as a client. Any news of their

information being traded off by a new organization makes them reluctant for future. Once the originators begin trusting the way that there can also be casualties of a hack and hackers not focus on the big companies only, they need to start find ways to defend themselves from future assaults. Running a start-up, a large portion of the choices is based by the organization's budgetary wellbeing. Having clear, composed arrangements and intermittent preparing would empower any organization to commit a multitude of security specialists however negligible assets towards their security and still be secured is a real myth.

Suggestions

Allowing failure a transient position in the startup journey is agile. Startups have understood what an association can bargain with customers on its concerns of information & data security administration. In enterprises experience won't ensure zero disappointments with your next business, they ought to be lessened with continuous effort and emphasis.

Conclusion

New businesses should concentrate on

issue than they generally do and begin consideration as a potential business survival threat. Startup ought to devote no less than one individual inside their association who might be in charge of security, doing intermittent checks, and so on. They ought to likewise prepare their representatives to be wary of hurtful phishing messages since that put them at a more serious hazard and as is commonly said, Human obliviousness is the best weakness. They ought to likewise help their representatives to make a propensity for refresh their entire product all the time including their servers.

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**MEDICAL TOURISM: THE GLOBALIZATION OF TELE-
HEALTHCARE SERVICES IN INDIA SAVES MONEY, RESOURCES,
AND LIVES.**

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Abstract:

The People of many countries have long traveled to different places and especially to the developed countries of the world in search of seeking the expertise and advanced technology that available in many leading medical Hospitals. In the recent past, a medical trend known as medical tourism has emerged wherein citizens of highly developed countries choose to bypass care offered in their own communities and travel to less developed areas of the world to receive a wide variety of medical services. Medical tourism is becoming increasingly popular in developing countries like India, Tele-Healthcare Medicine Saves Money, Resources, and Lives.

Now, India has promoted and developed new technologies like Tele- Medicine and Tele-Radiology. Latest technology like Healthcare Analytics has become the focus

of healthcare sectors these days. Healthcare analytics helps us to analyze various healthcares. Data is available throughout the world and thereby enables us to design latest and effective medication available for any disease or condition.

Tele medicine has been well developed in India. Therefore, it is less cumbersome to touch base with foreign patients to undergo treatment in India. Patients find it trouble-free to catch up with treatment anywhere across the world because of Tele medicines. Healthcare data is available in Indian Hospitals today.

This trend will have increasing impact on the healthcare landscape in industrialized and developing countries around the world.

Introduction

Globalization of Tele-Healthcare Services in India. “ Adopt the remedy to the disease.”

Once upon a time when the continents and countries were hassle free and lay back, with minimum demands to and from our body, illness was at its lowest. The globe was doing what it was created to do - support life. So health care services needed no stoking, because Health, Air, Water, Land and Sea and Forest were not yet corrupted.

Man hardly had to leave his domain as He was well protected within its surreal coppice.

Then communication raised its octopus head & Man's thirst for knowledge started picking up momentum. And then Man started shifting from natural & mechanical mode to technical & to technology.

Ah! Technology a ten letter world with a million chips having the power to shrink the world and put every nook & corner on the map & google rota. from village to district to urban to city to metro city to smart city. Now with urbanization came factories, then roads, with this came encroachment and with this denuding of forest came all types of pollution and with this started all the health issues and thus began this medicals, medicines & technology started the marathon race! with bad health came medical appointments, hospitals, clinics & with it came the need

for facilities. with ill health came sky rocketing medical fees! so lets keep in mind, “ An ounce of prevention is worth a pound of cure.”

And so with the coming of a technology many things in our life changed, one of it is the type of health services that is provided. The quality of health care services varies from rural to urban cities with the cities being more advance. Now, We need machines & gadgets for everything, like checking one's BP, cardio graphs for a heart check up, oxygen gadgets on a ventilator that can keep our heart beats pulsating, but in the backward or rural areas health issues are not wide spread so the no availability of high tech services, also because it is less affordable so no such facilities are available pollution, food & changing life style being the major cause of the fast growth of ill health, The use of machine in one's treatment becomes a lot more faster & easier & cost effective, also it saves time unlike before high tech reared its head.

Tele-healthcare services is a novel way of providing sophisticated medical care to the masses, even in the remote places. Thus this timely service saves life, money & time & it is not feasible for eminent & brilliant doctors to make time to reach remote areas with no modern facilities,

that and this is where globalised Tele-healthcare services comes as a boon globe wise. This is one grandiose global medical resource that saves life, time & money, as the motto aptly says, “ one practice one price”

That is why the globally recognised Apollo tele-healthcare services is now availing cross - section clinical advice, care, by bridging the gap between doctors and patients, using reliable high technology and apparatus’ to speed up relief to the effected, sick, needy. Tata memorial for cancer in Mumbai is another example of globalisation of tele-healthcare services. so lets remember, “ A good lather is half the shave.”

W.H.O. rightly says it all, “ Health is a state of complete physical, mental & social well being, and not merely the absence of disease or infirmity.”

So lets be careful of reading health books
We may die of a miss print.

The health care services may sound like a new technology, but no its quite wide spread in the west many countries like the USA, France, Germany, Greece and all the European countries have been availing this Tele - healthcare services for quite some decades now, in fact is a citizen’s right

there and has been incorporated into their constitution.

Here are a few thought provoking quotes to support globalization of Tele – health – care services.

- 1) We make a living by what we get, but we make a life by what we give.
- 2) It is health that is real wealth and not pieces of gold and silver.
- 3) Take care of the patient and everything else will follow.
- 4) Income and wealth inequality is a matter of life and death.

These wise words assure us that globalization of Tele – health – Care – services in India has come to stay with this understanding, Tele health care has made medical services more affordable and time saving thus giving belies to the afflicted be they rich or poor.

Tele – health – care - services in India come as a breath of fresh air. In India literacy rate is 74% and yet Tele health care services is crabbling in. I suppose life is cheap here.

That’s why these Garden City College is doing a great services by inviting scholars from all over the globe to share their

views, knowledge and ire. In doing so they are insuring globalization of Tele health care. This is one technology that is breathing in hope and welfare to the rich and the poor alike.

I feel it is a healthy technology, it saves time, money and agony. Tragically very many people in India are to teach the masses, are unaware of this boon. Today it is mostly practiced in metro – city more efforts have to be made to reach this miraculous benefit to the masses. Doctors, medical representatives, health care HRs and HRDs, medical institutes must all join hands to globalize Tele health care services, because it is a two way benefit, profit, many people in India have no inkling of how this service saves money and time, lets conduct more such seminars to reach the masses, as it saves lives and shows us how to live a healthy life. Life is moving at such a fast rate, it seems like 24 hours in a day is too less, That's why keeping in step with the changing time can be a blessing so we can't safely say globalization of Tele health care services is a God sent gift.

In 2008, college – educated white men had life expectancies of 14.2 years longer than black men with fewer than 12 years of education. The rich get richer and, in many cases the poor get poorer and are dying

younger. We need a national health care program which guarantees affordable, timely, fast and safe health care for all irrespective of colour and pocket. Our lives begin to end the day we become silent about things that matter, so lets take heed from this time groomed technology and continue to make strides in revolutionizing globalization of Tele – health care services.

And in conclusion lets keep in mind take care of the patient and everything else will follow.

Tele health care bridges gap of rural settings, lack of transport, lack of mobility like the elderly and handicapped, decreased funding or lack of staffing restricts access to health care. Tele – health involve the distribution of health related services and information and telecommunication technologies it allow long distance patient, clinician check ups, reminders, updates, advice and medication, so lets not look for a middle ground for something that is a fundamental right.

Tele medicine has been well developed in India. Therefore, it is less cumbersome to touch base with foreign patients to undergo treatment in India. Patients find it trouble-free to catch up with treatment anywhere across the world because of Tele medicines.

**TOURIST'S SAFETY AND SECURITY – A CONCEPTUAL ANALYSIS OF
GLOBAL TOURISM**

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Abstract: Over the past few years, the tourism industry has been seriously undermined by the growing lack of safety and security. This factor has been identified as one of the five forces causing changes in the tourism sector in the new millennium. Crime, terrorism, food safety, health issues and natural disasters are the main areas of concern. However, these issues only started to gain more visibility after the September 11th events. Terrorist attacks have also been experienced in other parts of the world and they are pushing the travel industry to deal with a major travel paradigm shift, which is based on the fact that tourism security is now a key concern for travellers. It is now widely accepted by the international community that the success of the tourist industry in a particular country or region is directly linked to its ability to offer tourists a safe and pleasant visit. From this perspective this conceptual paper focuses on the safety and security of the tourists in the global

scenario. The objective of this paper is to analyse the safety and security measures taken to safeguard the tourists and their rights.

Key words: Tourism, Travel safety, tourist safety, modern tourism

Introduction: During the 1950s, there were approximately 25 million tourists around the world, however when the year reached by 2000, this had increased to 700 million. Over the last 50 years, rapid expansion and globalization had been going on in the tourism industry. The tourism industry is a major global industry that links tourists to diverse places to which they choose to travel. Today's technology creates more opportunities for tourism in many countries. The widespread use of the internet for tourists to make bookings for their vacation and for travel agents as their promotional tourism marketing tool has greatly increased the development of tourism.

It is believed that the tourism industry has not been taken seriously in improving the safety and security although the safety and security issues in tourism were known through the evolution of the mass tourism in the early of 1950s. As tourism went global, tourism is not anymore a narrow social stratum; the scope of tourism will cover more regions of the world and will increase in rapid development of the transport. These reasons show that safety and security issues need to gain more attention as tourism itself has become one of the main sources of the world economy. The main five forces that affect the tourism industry in this new era have been identified: crime, terrorism, food safety, health issues and natural disasters. Tourism studies also shown that visitors are exposed to various degrees of risk and destination option is not merely based on price and destination image, but also the personal safety and security received by the visitor. As the world witnesses single visitors, woman visitors etc, the tourism industry needs to rethink on the safety and security measures.

Objectives of the study

- To study the safety and security measures that the tourism industry adopted to benefit the tourists.

- To suggest various safety and security measures to travel and tourism industry.

Data collection

The study is based on the secondary data. A number of books, journals and the article were considered for the study.

Discussion

Many authors argued that the absence of crime was important for the tourism sector in any country. A crime may occur in different locations and different situations, such as crimes committed by local residents against tourists, crimes committed by tourists against local residents, crimes committed by tourists against other tourists and planned crimes against tourism entities. Furthermore, incidents that are related to crime can be in the form of: Larceny, Theft, Robbery, Rape, Murder, Piracy and Kidnapping. Tourism is high in visibility and ubiquity; tourism related crimes are usually highly published in the publicity. This will cause the tourists doubt to visit countries which had high crime rates. Thus, this results the tourism industry activities to be affected.

When travelling internationally, tourist often experiences a great degree of anxiety and scholars have found that risk perceptions significantly influence the

intention to travel. The safety and security issues nowadays become one of the forces causing changes in tourism industry in era of millennium. Over the past few years, the tourism industry has been seriously undermined by the growing lack of safety and security factor. The countries like India, Australia are facing huge trouble in terms of international tourist arrival in these days. It is because the tourists find that these countries are not safe to travel. There is high insecurity when a tourist goes out of his home to make holidays. This is a negative approach to the tourism industry.

Suggestions

In order to make the tourism safe and secured the following measures can be adopted.

- Introducing the tourist policy in the tourist spots
- Segregating the tourism attractions into secure/insecure and highly insecure areas and restricting the tourist entry to such areas
- Assuring secured transportation and accommodation
- Maintenance of health and hygiene in the tourism products and the services.

- Providing basic life saving training to the tourists when they arrive at a country
- Effective usage of internet technology/GPS to track the tourists
- Tourist friendly life saving apps to assist the tourists whenever required.
- Avoiding the communication/contact with the strangers
- Compulsory guide service to the tourists. Recognised guides shall be provided to the tourists

Conclusion

Safety and security issues not only affected the tourism industry, but also the country's destination image, economic and finance industry. Responsible organizations should enforce the safety and security policies to prevent the issues from occurring. It is every nation to take serious actions in maintaining the tourism industry, especially in terms of the safety and security challenges. Social media in this globalization can boost a tourism industry and as well as to discourage the tourism industry. Travellers will tend to visit a country that make them feel safe and secure, and in this case media will be the main influence in their decision planning

of their trips. Crime rates, terror attacks and health hazards should be enhanced through different kinds of surveillance system at all international entry points into the country and preparations have been made to handle potential impact to the country.

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**USE OF CRITERIA AND SUSTAINABILITY INDICATORS FOR
PLANNING OF ECO-TOURISM AT A DESTINATION, WITH
SPECIAL REFERENCE TO KARNATAKA**

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ABSTRACT:

Eco-tourism resources such as water and forests, wildlife, wetlands, etc. are the main source of attraction for the majority of the destinations. Management in view of the sustainability of these important resources is essential to sustain people's welfare. A reliable indicator system describing sustainability becomes a more and more pronounced requirement of decision-makers. Besides, there is also an intensified expectation among the population to gain information on the social and economic processes in terms of sustainability. The purpose of this study is to identify and develop indicators to measure tourism development within a framework which is sustainable in nature. The study proposes a system of indicators to can be used to analyse the sustainability of tourist activities at eco-tourism destinations. The proposed system shall aim to provide administration as well as government and policy-makers with information that would facilitate the process of tourism development, without

causing any negative effect on society, economy and most importantly the environment.

Keywords:

Ecotourism, Indicators system, Sustainable tourism.

I. INTRODUCTION:

The World Tourism Barometer, published by United Nations World Tourism Organisation in June 2017, International Tourists Arrivals worldwide has grown at a rate of 6% in the first quarter of 2017, as compared to 2016, reaching an enormous number of 369 million international tourists arrivals in a period of 4 months. Europe received +6% more than the Foreign Tourist Arrivals (FTA) as compared to 2016, as better security measures have been adopted in the recent past, returning the faith of tourists to certain destinations. Asia and the Pacific witnessed a decrease of -2.4% in total FTAs as compared to 2016. Foreign

Tourist Arrivals in the Americas increased by +0.3% in the early half of 2017 and FTAs in Africa decreased by -0.7%. However, it has been noted that the evaluated performance of tourism worldwide shows that the year 2017 has witnessed the highest growth in the past 12 years. One of the most notable facts is that South Asia, which includes India, has a growth of +5% since 2016 and received 13.9% of the total FTAs in the world. This depicts the growing potential of tourism all around the world.

Amongst the many branches of tourism, ecotourism carries the potential to contribute to sustainable development and thus is considered as a form of sustainable tourism which contributes to development as well as conservation (Tsaour, et. al., 2006). This form of tourism puts forward as a more feasible alternative to the efficient use of natural resources compared to other economic activities such as farming, logging, mining, etc. (Li, 2004).

It has been noticed that unlike conventional mass-tourism, the enormous growth of eco-tourism has not been matched with the required efforts in terms of planning, strategising, implementing as well as monitoring its development through proper mechanisms. Even if certain countries are adopting eco-tourism

policies, very little has been emphasised upon proper research and education with regards to control regulations, impact assessments, and risk containment with regards to impacts of tourist activities. Hence, there is no base for the vague claim that ecotourism planning and strategies have been properly outlined and managed.

Just as eco-tourism is an opportunity to a better and sustainable future, it is also a challenge. The fact that most of the natural habitats start to degrade over time, it becomes nearly impossible to preserve and conserve the habitat and revive it back, after the degradation has reached critical levels. Therefore, it becomes necessary to establish a set of caution indicators for proper execution of principles of ecotourism at any destination. Because of the lack of caution indicators, mostly recovery attempts are made only after the environment has been seriously impacted upon and fragile ecosystems are lost (Li, 2004).

According to the United Nation Commission on Sustainable Development (UNCSD), it is recommended that criteria and indicators (C & Is) are used for planned and sustainable development of any destination. The UNCSD considers C & Is as important tools used in measuring the applicability of sustainable

development. In order to assess the impacts which have already happened, control the current tourist activities, and plan for the future, we need to be able to determine what to emphasise upon when it comes to monitoring, a collection of relevant data and also measure the collected data. Sustainability Criteria and Indicators become important in order to record the advancement and transformation in the arenas of nature and **II.** environment, society and culture, politics and economy; these indicators should be based on their analytical soundness, relevance, and their measurability (Sirakaya et al., 2001).

The Criteria & Indicators are meant to act as the definitive measurements of sustainability, and are not just confined to the field of tourism but can be used extensively in various domains and disciplines. These C& Is actually help in determining the current condition of a destination, trace its growth and whether the destination's tourism development has deviated from sustainability (Tsaur & Lin, 2006). It is important to develop a set of criteria and indicators that are precise, rational, dependable, efficient, universal, and convenient to be used across all domains. These Criteria & Indicators should also be adjustable so that they can be modified and accustomed to different

tourism destinations (Sirakaya et al., 2001). Usually, a criterion adds meaning to a principal and is accompanied by a set of related indicators. Indicator, on the other hand, is a quantitative, qualitative or descriptive attribute that, when periodically measured or monitored, indicates the direction of change.

LITERATURE REVIEW:

Sustainable Development is a concept which has garnered immense popularity. All plan related to the future of a state, a region, or a country is complete without keeping in mind the idea of sustainability.

According to **Ciegis et al., 2009; Pearce (1990); Sharpley, 2000**, the concept of sustainability was originated from the environmental consciousness that garnered importance in the world in the 1970s. The United Nations Conference on the Human Environment which is also famously known as known as Stockholm Conference 1972 was one of the first most important world events which discussed sustainability.

According to the publication by **Schwass, R. D, Introduction to Sustainable Development, UNWTO**, he mentioned that it was at the World Conservation Strategy, produced in 1980 with the

support of WWF, FAO, UNEP, and UNESCO which first discussed the concept of sustainable development and was the first document to link the “conservation of nature to the process of resource development for human needs.” Later on at the Brundtland Commission, in 1987, this concept was expanded. He further went on to mention that the convention defined sustainable development as the kind of "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

Spindler, E. A., The history of sustainability: The origins and effects of a popular Concept (2013), in his research publication mentioned that in The United Nations Conference on Environment and Development, 1992 also famously known as the Rio Declaration, brought together all the nations of the world to take up the responsibility of sustainable development. The most prominent results of the convention were the Rio Declaration, Agenda 21, and the Framework Convention on Climate Change. The convention report considered that sustainable development was as social development strategy which has to be continuous and a long-term plan and most importantly it has to meet the needs of present users without sacrificing natural

resources available to future generations. The three pillars of sustainability were also established via Agenda 21.

According to **Uniyal, Mahesh (et. al.) in his paper Sustainability in Tourism Development: Issues and Challenges Ahead, 2013**, “Tourism destroys Tourism”, is an observation he has noticed while studying famous tourist destinations such as Mussoorie and Shimla. In his paper, he says that it is extremely important that a balance is found between the usage of resources and their conservation. He emphasizes on the proper check, monitoring and conservation of tourism products and various projects so that they remain sustainable for the future generations to come. And for this, he mentions that the community, the government as well as the tourism industry and the tourists should take up the onus.

P.K., Manoj, (2008) in his paper highlighted that UNWTO has made a remark on the potential for attracting Foreign Tourist Arrivals by a country like India is immense. He also mentions that Indian economy will emerge as a major tourist destination in the next decade and will create a mark for itself in the world tourism market. He goes on to mention the growth rate on tourism which is happening over the years which has led to almost

three times increase in the earnings which is coming from the industry. His paper focuses on the state of Kerala where FTA has increased four times in the last decade, making the state one of the fastest growing destinations in the world market. However, the state is still facing problems when it comes to sustainably develop tourism which causes negative impacts on its environment as well as culture.

According to **Subash, T., “Tourism in India: Potentials, Challenges and Opportunities”, 2015**, the travel and tourism sector in India is facing sustainability challenges due to concerns regarding the safety of tourist, lack of proper infrastructure, health concerns which are global in nature, the disparity in the taxes of various states. He suggests various measures which can depict India as a safe and secure destination for tourists and also suggests that private investments should be encouraged which can lead to better infrastructure development.

Duc, Tinh Bui, in his unpublished **PhD Research Thesis** submitted to **Auckland University of Technology, 2009**, mentions that the general awareness about the concept of sustainable development is low when it comes to the tourism industry. He mentions that majority of the businesses focus on short-term

perspectives and have limited use of environment-friendly practices. He highlights a number of internal as well as external factors which stand as constraints to the sustainable development of tourism in Vietnam but can be considered universal in nature.

In summary, it is seen that sustainable tourism development, although a concept introduced almost four decades ago, is still facing many challenges while being unanimously accepted and practised throughout the world. Furthermore, there is very less research work which has been carried out when it comes to identifying the sustainability criteria and indicators with respect to Karnataka.

III. STATEMENT OF THE PROBLEM AND RESEARCH QUESTIONS:

Karnataka, as a tourism destination, aims at developing sustainably. A major attraction for cultural and heritage tourism, as well as wildlife and coastal tourism, the Karnataka Tourism Vision Group is formulated specifically to develop tourism in a sustainable manner. The “One State, Many Worlds” campaign of the Ministry of Tourism, Government of Karnataka has been successful in bringing in huge footfall in the past decade. It has also encouraged “Pro-Poor Tourism” as a major goal of its tourism policy. It is also looking at highlighting its rural as well as medical tourism and has created a niche for itself when it comes to home-stays as a form of alternative accommodation option, thus earning foreign-exchange and contributing to the GDP of the state. However, it has been noticed that the stakeholders have difficulty in understanding the value of sustainable development of tourism in the state which has resulted in overcrowding, destruction of infrastructure as well as the inconsistent growth of tourism. The state is facing certain challenges which are standing in the way of achieving the aims of Karnataka Tourism Vision Group (KTVG). Problems like lack of

connectivity which is caused by poor roadways and minimal transportation services, lack of basic hygienic amenities at tourist destinations, inconsistencies in the fares and rates, poor marketing strategies for alternative tourism forms, problems related to safety and security of the tourists, lack of skilled manpower and professionals, non-availability of alternative forms of tourism during off season, lack of passionate and trained professionals, gap between demand and supply of manpower, uneven progress of rural and urban areas, poor management of tourist spots, etc., have caused unsustainable tourism development.

IV. OBJECTIVES OF THE STUDY

The study was carried out with the objective of the following -

1. To identify and develop destination level Criteria and Indicator for Sustainable Ecotourism with special reference to the southern state of Karnataka, which is the study area of the research paper.
2. To develop guidelines for measuring the indicator with respect to the study area, Karnataka.

3. To explore sustainable tourism practices those preserve and conserve not just natural and wildlife, but also cultural heritage tourism products, and provide opportunities for generating income so as to contribute to pro-poor tourism.

V. METHODOLOGY:

Methodology refers to the philosophical framework and the basic assumptions of research, and it relates to why the theory of the data collection method is most appropriate for the particular research question. When compared with other approaches, qualitative methods normally require a more flexible approach to general research design and conduct.

A descriptive cross-sectional research design was used for the study comprising of secondary data from different stakeholders. Data is collected from research journals, thesis as well as reports published by UNWTO and other reputed

organisations. Case studies on various tourism destinations may be conducted and studied in order to decipher for information.

VI. RESULTS AND DISCUSSIONS:

Criteria 1: Proper management and maintenance of healthy eco-system for Karnataka

This criterion refers to the management and maintenance of a healthy eco-system for Karnataka. The state of Karnataka has one of the richest biodiversity in the country. With diverse climate, rich soil and topography, a wide seacoast, mangroves, aquatic biodiversity, green forests, home to the mighty Western Ghats, etc. Karnataka is the home to 10% of the total population of tigers in the country and 25% of the on the entire population of elephants. It is the home to more than 4500 species of flowering plants. It is rich in fauna and has more than 610 varieties of birds, more than 150 reptiles, more than 750 varieties of fishes, etc. These figures show the richness of its eco-system.

Criteria	Indicators	Method of Monitoring
Maintenance of Healthy Ecosystem	<ul style="list-style-type: none"> • Increased number of wildlife animal sighting 	<ul style="list-style-type: none"> • Observation, interview with tourists, transect

	<ul style="list-style-type: none"> • Availability of proper water sources in wild, availability of live streams for animals • Availability of Indigenous species of flora and fauna • Availability of endangered/threatened plants • Level of soil erosion • Status of natural regeneration 	<p>walk</p> <ul style="list-style-type: none"> • Transect walk, survey • Observation, transect walk, survey • Transect walk • Transect walk • Transect walk
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Criteria 2: Management, preservations and conservation of culture and heritage:

With a vibrant culture and heritage that dates back to hundreds of years, with a history which traces its roots to prominent

dynasties such as the Hoysalas, the Chalukyas and the Mauryas, home to the rich tribes such as the Siddhi, or the Tibetan Buddhists, diverse food, festivals, dialect, music, etc., Karnataka has all potential to be developed as an eco-friendly culture and heritage destination.

Criteria	Indicators	Method of Monitoring
Management, preservations and conservation of culture and heritage	<ul style="list-style-type: none"> • Tradition, dresses, food, dialect and their demand • Cultural activities and products available at the destination • Promotion of local art and crafts, handloom, etc. 	<ul style="list-style-type: none"> • Observation, interview with tourists, transect walk • Observation, interview with tourists, transect walk • Interview

Criteria 3: Management of the right environment suitable for eco-tourism.

Taking into consideration the magnitude of nature-based and wildlife tourism which interests the huge number of tourists

visiting India it becomes important that Karnataka establishes itself as an eco-tourism destination.

Criteria	Indicators	Method of Monitoring
Management of the right environment suitable for ecotourism	<ul style="list-style-type: none"> • Laying down separate policy for the development of ecotourism • The inclusion of the local community in the exploration and decision making about the destination • Availability of infrastructure which would lead to the facilitation of ecotourism at a destination • Activities conducted to attract tourists keen to get involved in eco-friendly tourism. • Conservation and preservation projects 	<ul style="list-style-type: none"> • Government record and findings, interview • Interview, observation • Survey • Survey, Records • Survey, Records

Criteria 4: Local participation, involvement and awareness.

Ecotourism can only be considered successfully implemented and accepted in

the local community gets involved in its planning, strategizing, and involves in all decision makings. Ecotourism will not just benefit the government but also the local population.

Criteria	Indicators	Method of Monitoring
Local participation, involvement and awareness.	<ul style="list-style-type: none"> • Number of local businesses set up • Number of local people involved in the administration of the tourist destination • Number of jobs offered to the 	<ul style="list-style-type: none"> • Interview, records, survey • Interview, records, survey • Interview, survey

	local community <ul style="list-style-type: none"> • Number of people involved indirectly in the administration of the tourist destination 	<ul style="list-style-type: none"> • Interview, records, survey
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VII. CONCLUSION:

Ecotourism, as a concept was introduced in the tourism market of Karnataka in the recent past, and ever since has gain popularity due to the effort which the state government has undertaken. The setting up of a separate board for eco-tourism, funding NGOs which are working for the

research and development of this field, ecotourism along with sustainable tourism is where the future lies. Maintenance of the criteria, as well as the indicators, will not only help in preservation of tourism assets but will also help in gradual revival of the assets which may have deteriorated over time.

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ANALYSIS ON THE ISSUE OF SAFETY AND SECURITY: THE INDIAN PERSPECTIVE

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Abstract: In the current century travel and tourism industry plays a major role in the world and it has highest growth. This paper is about the safety and security of tourist in India and their emotional experiences. In India there has been unpredictable growth of foreign tourist arrivals. Tourist mostly travels to the destinations with good impression and good environment, they will check with the safety and security mainly in this century because of crime rates and political instability all around the world. Compare to other destination foreign tourist will check all these things while they make decision to travel India. Foreign tourist's perception of Indian tourism's safety and security issue are based on various articles of destination competitiveness, the Travel and Tourism Competitiveness Report (TTCR) issues by World Economic Forum and also various published media. The primary data through questionnaires and the secondary data were collected through web, reports, books; social media are going to be used in this paper. The findings will show that why the safety and security plays a major concern in India and what are all the measures that we need to use to tackle those situations which will boost the Indian tourism which has an extra

advantage of natural resources and cultural heritage.

Keywords: Travel and Tourism, Safety and Security, Indian perception, Tourist, Risk

Research Objectives:

The main objective of this research is to analyze the influence of tourists' perception of various types of risks on their decision making process. The objectives of the research will be:

- To study the factor that influence tourist risks perception and their decision making process.
- To examine the perception of foreign tourists regarding the safety and security attribute of Indian tourism industry.
- To identify the relationship between the factors influencing Risk Perception and Tourists' decision making process.

1. Introduction:

Safety and security today, has been identified as one of the vital global forces that drive the tourism industry. However the concept of safety and security and its relevance in global tourism has undergone a gradual change .In the first phase which is related to the period 1950-1970, there was a simplified approach in the perception of safety and security issue in tourism. The tourism security itself was a one or two dimensional notion which focused on only a few elements viz: public safety, health safety, road safety etc. The security problems were localized in time and space and concentrated on only a small number of factors. Though the security problems affected the image of the city or the country yet there was no significant impact on

the image of the whole region as the travel related risks and problems were not raised on the international level of tourism industry. The national authorities had to tackle the security issues at their individual country level. The second phase pertaining to the period of 1970-1990 was a period of enlargement of security concept of tourism as additional risk factors appeared in travel and tourism such as airplane hijacking, terrorist actions as a tool of social struggle. The United Nations World Tourism Organization (UNWTO) in the Hague declaration on tourism, 1989 drew attention on creating compact yet specific solutions on safety and security which marked the beginning of a wider international cooperation and technical improvements in the safety and security issues. The third phase since 1990 is a period of complex perception of safety and security in tourism. Numerous new elements appeared within tourism security issues due to the omnipotent factors of globalization. The security of traveling has become a global problem that cannot be disregarded. The 9/11 incident on the World Trade Centre, New York in the year 2001, the London Bombings of 7/7 in 2005 and various other similar terrorist attacks caused regional stagnation and decrease in tourist flows at global level. The number of destinations, situations, and tourists affected by the lack of security are increasing. In such a turbulent environment India is no exception. The Kashmir valley is frequently hit by terrorists then was the terrorist attack on the Taj Hotel, Mumbai on November 26, 2008 and the latest was the German Bakery Blast in Pune in February, 2010. Thus in the current era there are basic changes in security concept in travel and tourism, understanding the necessity of collective actions. The concept of safety and security encompasses a wide spectrum. Its scope is limited not only to terrorist attacks but also covers natural factors including natural calamities such as floods, tsunamis, active volcanoes and epidemics like swine flu, dengue etc. It also relates to hygiene and maintenance, cleanliness and availability

of clean drinking water. Then there are other threats to foreign tourists such as rape, kidnapping, begging, cheating, financial scams etc.

Safety of Foreign Tourists: A Case in India

Safety of foreign tourists is an issue of immediate concern to those promoting tourism in the country. The issue has haunted the Government of India and the Ministry of Tourism for a long time but no quick solution seems to be in sight. The safety of international tourists in certain areas of India is a matter of concern. Therefore, the Government of India, as a precaution, has restricted entries of foreign tourists without prior permission to most north east states, parts of Himachal Pradesh, Jammu and Kashmir, Uttarakhand, Rajasthan, the Andaman and Nicobar Islands and Lakshadweep Islands. International Tourists have always been targets of various anti-social elements in India. Petty thefts and cases of cheating are routine problems for foreign tourists in India for a long time now. Of late, there have been instances of heinous crimes against foreign women and kidnapping in addition to the various acts of terror in which foreigners have been targeted. Passport thefts of foreign tourists are very common. They are also easy preys to scams, wherein the perpetrators convince the tourists to smuggle items of high value to their countries to make an easy buck. Another relatively harmless but serious scam is carried out by taxi drivers, who overcharge international tourists manifold instead of the regular tariff. Apart from this, women are subjected to various kinds of abuse usually by rowdy men. Keeping these in mind, most countries warn women tourists to take extra precautions when in India or even refrain from traveling alone at night. Foreign tourists in India also become victims of drug peddlers. In effect, they may end up losing their money after being drugged and could be sexually assaulted. Many countries issue travel

advisories to their citizens visiting India warning them against terror threats. The western world went into a panic mode when the 26/11 attacks took place in Mumbai, in 2008. Terrorists lay siege to the Taj and Trident Hotels, opposite the Gateway of India, which is a favorite tourist destination of foreigners. The tourists ended up as victims of the terror attacks. A Jewish community centre was also attacked. The warnings found firm footing in February 2010, when the German Bakery in Pune, known to be frequently visited by foreigners who resided in the Osho Ashram nearby, was destroyed in a blast. India is also highly prone to natural disasters. In September 2012 there were major flash floods in Himachal, Bihar, Bengal and Assam rendering more than 15 lakh people homeless. There were strong earthquakes in Assam, Manipur and Nagaland in June 2012, in Uttarakhand flood more than 6000 people dead in 2013, in 2014 Jammu and Kashmir flood more than 400 people dead. In March, 2012 there was an outbreak of swine flu across several Indian states that killed 12 people and infected dozens of others. These natural factors also exert considerable impact on the foreign tourists' decision to visit India. India is also unsafe as regards to means of transport.

Problem Statement:

As discussed above, the safety of foreign tourist needs immediate attention. India is poorly ranked in comparison to other countries in the hierarchy of safe destinations. As per the TTCI rankings issued by World Economic Forum (Travel and Tourism Competitiveness Index) in the year 2017, India was placed on the 40th position. Safety and security of tourists which have been carefully chosen after analyzing various articles of destination competitiveness, the Travel and Tourism Competitiveness Report (TTCR) issued by World Economic Forum, and also from various published media.

2. Literature Review:

Academic literature on the tourism industry in India has spanned across several disciplines from the regional as well as the national perspective. As the largest country in terms of size and population in the South Asian region, India has a large influence on the regional tourism industry. India featured prominently in the work of various scholars "Reorienting HRD strategies for tourists" satisfaction"- a study by Nageshwar Rao and R.P. Das (2002) sought to highlight how the Indian Tourism Industry can reorient its HRD strategies in order to satisfy and delight its customers to survive in the global competition. With a better qualified younger workforce occupying the positions in the future and with tremendous opportunities opening for them elsewhere, the key task before the policy makers in organizations is to keep the tourist contact employees satisfied. According to Zheng (2003), the main reason to endanger travel security is the weakness of travel risk awareness. Male tourists have stronger ability to protect themselves than the females (Chiu & Lin, 2010); tourists are more easily attacked by those who look fierce, stupid, lazy, and drugs addicts (Chiu & Lin, 2010); and there is nothing tourists can do to protect themselves from unexpected crimes (Chiu & Lin, 2010). A common finding in tourism literature is that the presence of risk, no matter if real or perceived, influences the travel decision-making process (Mawby, 2000). Other researchers have concluded that natural disasters such as the tsunami in South East Asia and hurricanes in the Caribbean are one of the

main risk factors affecting destination choice (Huan, Tsai, & Shelby, 2006). Individuals planning their holidays are less likely to choose a destination with a higher threat of terrorist attacks. Host countries providing tourism services, which can be easily substituted are therefore, negatively affected by terrorist attacks to a substantial extent (Frey, Luechinger, & Stutzer, 2007). Today people live in the information age, media tools such as internet, newspaper, television, radio, magazines and many more influence the way of living (Paletz, Owen, & Cook, 2011). Social media influence several components of consumer behavior such as awareness, information acquisition, opinions, attitudes, but also purchase behaviour and post-purchase communications and evaluation (Mangold & Faulds, 2009). Today people live in the information age, media tools such as internet, newspaper, television, radio, magazines and many more influence the way of living. Mass media plays crucial role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self-image of society (Spencer, et al., 2012). The stronger is the message of one particular destination's image security problems released by the media, the stronger risk perception of the tourist generated and also can be result in the changes of the attitude (Garg, 2013).

3. Methodology:

This study is completely done from secondary data. The data was taken from the researcher's analysis and also from various articles, books and printed media and internet.

4. Findings:

By this study I came to know that comparing to other countries India is least in safety and security of the tourist. From Indian perspective even the local people feared to travel outside alone. Mostly girls were getting fear of travelling in night because there was lot of rowdys they were harassing the girls. Foreign tourists were feared of travelling to some destinations because of the image of the destinations in India like thieves were taking their passports and they were making the tourist convenience to take the trip of the city and the tourists were harassed. This was the most findings in this study and also we may include the health issue of the tourist like pollution and healthy foods.

5. Conclusion:

Safety and Security has always been an indispensable condition for travel and tourism. The researchers after going through the various aspects of safety & security issue of India based on secondary data pinned the view that Indian Tourism Industry is particularly lacking on the issues of safety & security though it has abundant natural and cultural heritage. After the analysis of primary data this opinion was further validated as foreign tourists irrespective of age, nationality and sex are of the same view that India is not a safe international destination in comparison to other countries. Therefore the policy makers, government officials and the ministry of tourism of India should take a lesson from that of other countries tourism Industry and bring a revolutionary change in their working and more actively

involve themselves in improving safety and security in India only then its ranking globally can be enhanced in terms of foreign tourist arrivals and India will surely become a hot spot in the years to come.

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3. *Travel Risks vs Tourist Decision*

Making: A Tourist Perspective

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IMPORTANCE OF SECURITY IN TOURISM

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Abstract

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

Introduction

The travel and visitor industry has always had a love-hate relationship with security. Perhaps the number one complaint that travelers have is that too much false information is given and too few promises are kept.

Tourism Security

Tourism security constantly seems to be in the news. Often the term is used so much that we forget what we mean by security and what we are hoping to achieve with it. The travel and visitor industry has always had a love-hate relationship with security. On one hand, travel and tourist professionals realize that tourism cannot prosper if there are well-publicized acts of violence.

Protecting the visitor/traveler from the industry itself. If travel and tourism are to be credible industries than they must more than merely offer good service at fair prices. Perhaps the number one complaint that travelers have is that too much false information is given and too few promises are kept.

Protecting staff. Tourism surety programs work at making sure that the staff members who work in hotels, restaurants, on ships and airplanes etc are safe and trained in what to do, whom to watch out for, and how to protect themselves.

Protecting the tourism environment. This category includes everything from the local ecology to the assurances that we give our visitors that the water they consume or the food they eat will not make them sick.

Protecting the destination's reputation. It can take years and millions of dollars to regain the public confidence after a major crime spell, health disaster or environment crisis. Yet all too often the tourism and visitor industry professional gives nothing more than lip service to a

good tourism surety program.

Protecting a destination from risk and from possible litigation. A good tourism security program involves not only security and safety issues, but also seeks to manage risk. In tourism risk management is an important aspect of tourism safety and security.

Conclusion

The bottom line is that where there is a lack of tourism surety the industry eventually withers and dies. “Security” touches on a number of areas to consider. Here are just a few of the many sub-areas that covered by the term “tourism surety”.

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