

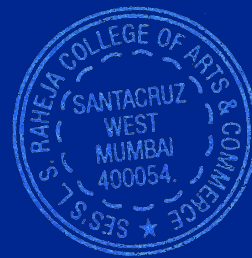
Volume 6, Issue 1 (XXXVI)
January - March 2019

ISSN 2394 - 7780



ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Journal No.: 63571

International Journal of
Advance and Innovative Research
(Special Issue)



St. Xavier's

Indian Academicians and Researchers Association
www.iaraedu.com

International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XXXVI): January - March 2019

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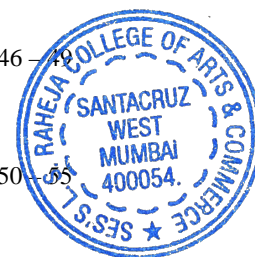
Professor,
CVR College of Engineering, Hyderabad, Telangana



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A STUDY ON THE EFFECTS OF TERRORISM ON INDIAN HOSPITALITY AND TOURISM INDUSTRY**Ramsagar Yadav**

Assistant Professor, L. S. Raheja College of Arts and Commerce, Santacruz (W), Mumbai

ABSTRACT

Political instability, social tensions, terrorism, insurgency, suicide bombings and war like situations in a country/region make devastating impact on its economy. Various studies conducted on Gulf War (1991), attacks on Bali (2001), insurgency and terrorism in Jammu and Kashmir (1989-90), Marriott Hotel Islamabad, Mumbai (2008) etc. show that tourism and hospitality industry suffered massively owing to cancellation of air/rail tickets, hotel bookings. Tourists changed their travel itineraries and alter their plan so as to avoid the areas/places affected by terrorism. Terrorists now target hospitality and tourist locations as it has direct impact on human lives and economy; also they get the attention worldwide. Terrorism has shaken the hospitality and tourism industry of both developed and developing countries. A Tourist undertakes a tour to recharge his/her energy, enjoy eternal peace and tranquility and for go on adventure in a safe and secure environment.

The study reveals that though the hospitality and tourism sector entrepreneurs are trying to improve upon the security measures but still a lot is required to be done and to this there are few suggestions given by the author of this study.

Keywords: Political Instability, Terrorism, Hospitality, Tourism, Star Hotels

INTRODUCTION

A major determinant in a traveller's decision to visit a destination is the perception of safety and security. Specific events or a series of events may undermine these perceptions of a destination. These events or circumstances, individually or in a combination have a negative impact on perceptions of safety, security or desirability of tourist destinations (Suvantola, 2002).

The start of the 21st century was marked by a wave of terrorist attacks, outbreaks of disease and devastating natural phenomena. Many of these incidents had local, regional and global repercussions and prompted tourism crises at corporate, industry and destination levels. Although some events were more unprecedented, crisis and disaster have acquired prominence in recent years and the modern world appears to be one of heightened uncertainty and insecurity. Hospitality industry cannot isolate itself from these forces and developments in the external environment have the capacity to precipitate hospitality crises, as do the industry and organizational circumstances.

Hotels appear to be regarded as "soft" targets. Islamic militants killed 16 Greek tourists in front of an Egyptian property in 1996 (Henderson, 2007). Popular attractions are vulnerable and over 50 tourists were murdered at one of Egypt's ancient temples in 1997. Bombs were detonated at night clubs in Bali in 2002 and again at restaurants in 2005. ETA struck coastal tourist resorts in Spain and Kurdish groups did the same in Turkey (Henderson, 2007).

OBJECTIVES

1. To find out why the hotels and tourism destinations are becoming a soft target for the extremists.
2. To analyze the impacts of terrorist activities on hospitality and tourism industry.
3. To provide the various measures which can be useful in order to prevent the possible attacks on hotels and tourist destinations.

INDIA AS A DESTINATION

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹ 15.24 lakh crore (US\$210 billion) or 9.4% of India's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹ 32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular



states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.

The Travel and Tourism Competitiveness Report for the year 2017, ranked India 40th out of 136 countries overall. The report ranks the price competitiveness of India's tourism sector 10th out of 136 countries. It mentions that India has quite good air transport (ranked 32nd), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 29th). The country also scores high on natural and cultural resources (ranked 9th). However, some other aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

In India, hotel industry has seen a tremendous boom in the recent years. Hotel Industry which is linked directly to the tourism industry and recently the growth in the Indian tourism industry has added to the growth of Indian hotel industry. The arrival of low cost airlines and the competition for the price wars have given domestic tourists a host of options. Two of the destination campaigns like 'Incredible India' and the 'Atithi Devo Bhavah' (ADB) (www.iloveindia.com) helped in the growth of domestic and international tourism and consequently the hotel industry.

India, a place known for its hospitality around the world. The hospitality which spreads from Kashmir in the North to Kanya Kumari in the South, from Manipur in the East to the Gujarat in the West. The Hospitality Industry in India has developed significantly in the past few years, contributing to the country's GDP (Table 1), foreign exchange earnings and employment. Service sector emerged as one of the main driving force in country's high GDP. It grew by 10.8 per cent in comparison of 11.1 percent of 2006-07. It was increased by 12 per cent in trade, hotels, transport and communication sectors.

Table-1: Sector wise GDP growth rate of India

Sector wise GDP growth rates		(In %)				
Sectors	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Agriculture*	-7.24	9.96	-0.05	5.92	3.76	4.55
Industry	6.79	6.00	8.51	8.02	10.63	8.09
a. Manufacturing	6.81	6.63	8.65	8.98	12.00	8.78
b. Mining/quarrying	8.84	3.09	8.15	4.87	5.70	4.75
c. Electricity	4.75	4.77	7.90	4.68	5.98	6.27
Services	7.52	8.84	9.87	11.01	11.18	10.66
a. Construction	7.52	11.98	16.14	16.46	11.98	9.81
b. Trade, hotels**	9.44	12.01	10.69	11.51	11.82	12.02
c. Finance/Insurance+	7.98	5.58	8.69	11.41	13.92	11.79
d. Community++	3.93	5.41	6.85	7.21	6.89	7.25
GDP at factor cost	3.84	8.52	7.45	9.40	9.62	9.03

Source: www.indianindustry.com

* Includes 'forestry & fishing', ** Includes 'transport & communication'

• Includes 'real estate & business services', ++ Includes 'social & personal services'

But in the recent time, the Hospitality and tourism industry in India is under a great threat from the people who want to destabilize the country's hospitality and tourist destinations. Recent economic crisis and the depreciation in the value of rupee add another woe to the Indian tourism growth, thus making the situation more critical.

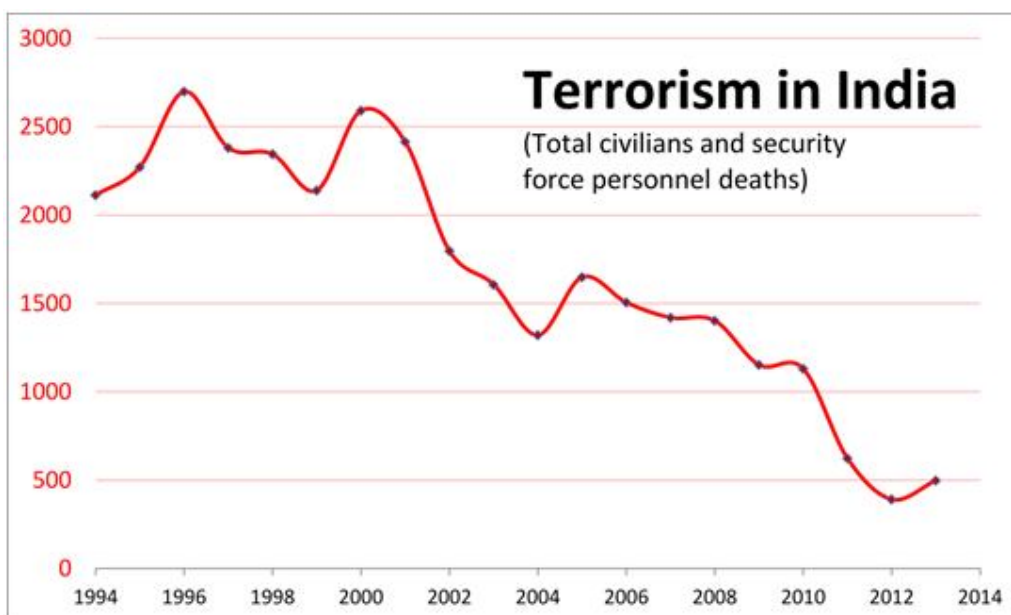
Mumbai which is the commercial capital of India and the home for Bollywood is famous across the world among the travelers. The recent terrorist's attacks on two famous hotels of Mumbai along with the other places



like a hospital, a railway station, a nearby residential building and at least another four locations have made the tourists to think twice before visiting to the place. The attacks were huge as they resulted in loss of both life and money. The terrorists involved didn't planted any bomb in the evil act, rather they used the rifles and machine guns to terrorise people, bring loss of revenue, breaking country's economic growth and cause as much damage to the city as possible.

The two hotels involved, the Taj Mahal palace & Towers and the Oberoi Trident have approximately 1700 rooms collectively and have higher occupancy most of the time of the year and also on the night of attacks. According to an estimate there might be around 2500 people present in these hotels which include both guests and staffs (Thadani, 2008).

Due to the recent terrorist attacks on Mumbai and various other parts of the country, many countries have issued travel advisories (Jain, 2008) for their nationals before visiting the Indian cities. The attacks which saw the death of 22 foreign tourists has spread a wave of fear among foreign nationals slated to visit India.



Terrorism trend in India – Terror attack caused civilian and security personnel deaths per year from 1994 to 2013

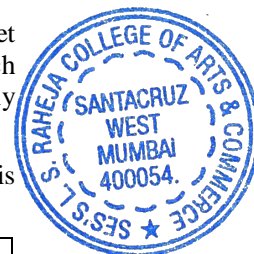
HOTELS - AN EASY TARGET

Hotels are regarded as comparatively soft targets (Henderson, 2007). This may be because the people from various places gather at the hotels and the restaurants without having any security and safety concerns. They never think that a place like hotel or restaurant can be the target of terrorists. But lately it has been seen that hotels are becoming the popular targets of terrorists. The reason may be because the terrorists have an easy access to these places. There are many points in the hotels which gives terrorists many opportunities to make an attack. The lobbies at the hotels are large and have open spaces and daily hundreds of people walk through them. It is not a difficult job for the terrorists to bring a car or any vehicle loaded with the bomb right near to the reception area of the hotel (Cetron, 2004).

Most recently the extremists are aiming to attack the sports events. Their recent attacks on Sri Lanka cricket team in Karachi in which six players in the Sri Lankan national cricket team were shrapnel. In 1972 Munich Olympics games, attacks on Israeli team resulted in the assassination of 11 Israeli athletes (Cetron, 2004). Any country who is hosting an International sports event has to spend more money to provide tightest security.

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

Year	Event
2009	Bomb attacks at Jakarta JW Marriott and Ritz Carlton hotels.
2008	Terrorist attack on two hotels in Mumbai killed 170.
2008	Bombings at Marriott Hotel in Islamabad killed 40, injured 100.



2005	Suicide bombings at an Amman hotel in Jordan killed 57 and injured 120.
2005	Bombs at New Delhi killed 61 and injured 200.
2004	Indian Ocean Tsunami in which over 200,000 estimated to have died, including 2,000 tourists in Thailand.
2003	Severe Acute Respiratory Syndrome (SARS) virus epidemic in Asia and Canada impacted on tourist movements and air travel.
2002	Terrorist bombings at night clubs on the Indonesian Island of Bali killed 191 and injured 300.
2001	9/11 bombings at twin towers of world trade center in New York, killing 2645 people and injured more than 700.
1999	Indian Airlines plane hijacked from Nepal: 178 passengers released after 8 days.
1998	Abduction of 16 tourists on an organized tour in Yemen, four of whom were killed.
1997	Terrorist attacks on tourists visiting an historic site at Luxor in Egypt killed 62.

Sources: BBC News assorted reports; US Department of State, 2004; Wikipedia, 2005, 2009

EFFECTS ON TOURISM

Since the year 1996 and particularly after 2002 the Foreign Tourist Arrival (FTA) in India has increased significantly but the first six months of year 2008 have shown a decrease in the FTA by up to 2.1% (chart 1), where the tourist arrival has gone down from 5.32 million in November 2007 to 5.21 million in November 2008. This comes on the heels of a 15% to 20% annual growth rate in number of tourists for the past three years. This fall in FTA has also recorded a drop of approximately 12.5% in foreign exchange earnings.

Tourist arrivals to India were down by more than 17 percent in January 2009s. In December 2008, approximately 521,990 tourists visited India which is a decline of 12.5 % as compared to December 2007. In January 2009, 487,262 travelers visited India, which was 17.6 % less as compared to the same month of 2008. The chart below explains the Average Room Rates (ARR) and occupancy level across India. There has been a steady increase in ARR since 2002 onwards. This is same for the occupancy level which has increased from 57% in 2002, went up to 71% in 2006 and then came down to 64% in 2008.

In 2001, post 9/11 and in 2002, post SARS, while international tourist arrivals witnessed a negative growth trend, the outbound tourist market in India decided to travel to leisure destinations within India and was instrumental in helping industry sustain itself through tough times.

The Occupancy levels of various hotels in the metro cities are also expected to go down from the current average of 65-66% to 57-58% levels. Average Room rates (ARR) are also expected to decline by 15-20% in the coming six to eight months.

In fact the attacks were made to diminish the image of '**Incredible India**' and also to make it difficult for the 'brand' to achieve its goal of doubling tourist arrivals from last year's five million to ten million by 2010 (Jain, 2008).

If this is indeed India's 9/11, then it is about time that the forces of terror be given a loud and clear message – India may be the land of hospitality, but do not confuse hospitality with cowardice.

SECURITY APPREHENSIONS

In India, most of the hotels often deploy security persons mainly for any ceremonial and cultural reasons rather than for hard core security in the hotel premises. The security persons or the guards are dressed very elegantly, may be in their regional outfits, sometimes carrying daggers by their side. The main reason why these guards or security personnel are positioned is to bow and salute the guests and fawn on foreigners. Dressing the security personnel in this manner definitely looks very elegant and impressive but after the 26/11 acts, it seems to be unwise and foolish. One can imagine that a security person welcoming and bowing to a guest who comes in a very nice car and whose suitcase contains the deadly explosives and the shoulder bag contains rifles and pistols. A few minutes after that guest goes inside the hotel, the so called 'guest' starts firing randomly all over and killing everyone who comes in front of him, be it the security person, guests or the hotel staff .

It has been seen in most of the hotels of both public and private sector across the country that they don't have their own security team and they hire untrained personnel offered by various security agencies. The management thinks that it is an unnecessary expenditure so they give the contract to the agency which offers the maximum number of security men with the least cost.



IMPORTANT MEASURES FOR HOTELS SECURITY

Security in the lodging environment presents a wide range of challenges if only because the lodging business is in operation every hour of the day, every day of the year. Hotel guests depend upon the hotel to maintain an environment in which they will be as safe as possible. The likelihood that a hotel will be terrorism target has increased recently. Managers in all properties should be concerned about and reconsider security procedures (Hayes & Ninemeier, 2006) so as to take practical steps to protect lives in the event of an intentional explosion, fire, or other disaster, possibly even including the use of biological or chemical weapons.

What, then, are practical tactics that all hoteliers can use to address this concern (Hayes & Ninemeier, 2006)? They include:

1. The proper maintenance of existing security and safety equipment/procedures. For example, if surveillance equipment is in current use, it should be properly maintained. Information about building evacuation procedures should be an integral part of new employee training.
2. Controlled access to non-public areas of the property. (Who comes in the back door? Where do they go?)
- c) The screening (background checks) of employee applicants in accordance with applicable laws.
- ci) The use of practical building safety tactics, such as plastic film affixed to windows, where applicable, to protect them from bursting.

There are several other specific actions that the hospitality tourism and industry can do in order to prevent the possible attacks.

1. Establish an international marketing crisis team with representatives from the international tourism industry bodies such as WTO, IATA, WTTC, International Hotel Association, and PATA. This body would liaise and engage with the media, national governments and the United Nations. Its mantra would be to ensure that the interests of the international tourism industry are effectively represented to the international media and governments.
2. **Proper verification of employees before recruitment:** Before the appointment of any employee in the hotel, applicant's identity and his past work record should be verified, check for any arrest record in the past. This is more important in the case of those who have been fired from their previous job. Biometric IDs can be used by the hotels for their employees, as they ensure that the person who is reporting for the duty is actually the one who got the job (Lakshman, 2008, Murthy, 2008).
3. **Know your suppliers and their people:** There are many things in the hotel which are carried out by the suppliers or the contractors. A few of them may be electricians, air conditioner repairing, laundry equipment repairs, lift servicing and repairing, mason services for construction or expansion work, external florists, suppliers for vegetables, meat, etc. and the part timers for the banquet operations. Each one of them may represent a potential risk of an attack (Cetron, 2004). It is important that suppliers' previous records should be checked and the screening of their workers before entering the hotel premises should be done to the hotel's satisfaction.
4. **Knowing the guests properly:** Any one (who might be an extremist) can enter a hotel in the form of a guest. Ask for the guest's identity, especially in the case of foreigners. If the guest is paying by cash, do check his/her identity thoroughly. If you hotel is hosting an international meeting, ask the sponsors for the list of attendees in advance and check their identity as well (Cetron, 2004).
5. **Keep eye on the entrance:** All the doors, entrances of the hotel should be under the eye of a camera keeping an eye on every person passing through them. Also the parking areas, both for the guests and the staff and the staff-only areas should also be under security camera. If any kind of suspicious activity is being noticed, the security personnel should be alarmed immediately (Cetron, 2004). Large hotels can also be equipped with the metal detectors, and baggage screening systems.
6. **Training the staff for emergency:** The staff of the hotel should be given the training for emergencies like earthquakes, tornadoes, terrorist attacks, fire, etc. They should also be given the proper medical training for such emergencies. Hotels can also organise periodic drills for emergency procedures (Hayes & Ninemeier, 2006).
7. **Hire the professionals:** The small kind of disruptive activity like rowdy guests and small thieves etc can be easily handled by the hotels' own guards, but to avoid big events like terrorist activity, a top private security firm who has the proper anti terrorist skills should be hired to identify and eliminate the vulnerabilities.



- **Plan ahead:** One of the important things in dealing with an emergency is to have a proper plan in advance. The things should be known clear about what action has to be taken during the emergency. Systematic risk measurement should be compulsory for all the hospitality business. The staffs should be trained and informed about the evacuation, where to take the guests and the injured people for medical assistance, if required during a terrorist attack (Cetron, 2006). Infact this should be the part of every new employee's orientation with periodic classes and exercises to remember the lessons.
- Special attention should be given to the food and water as these can be contaminated with poison or some bacteria and which might cause a heap of casualties. Make sure that the suppliers' personnel are scrutinised carefully (Cetron, 2004).
- Hospitality and tourism training and educational institutions can play a vital role in addressing the safety and security threats by incorporating safety and security subjects in hospitality programmes across the world. This will enable the students to learn at the beginning of their career only before they face the actual world.

CONCLUSION

The events of 26/11 and their repercussions on the hospitality and tourism industry of India and the global travel patterns are yet to be fully analysed. Hoteliers, conference venues, tour coaches and operators all had to visibly address consumer concerns about tourism safety in the wake of November 26 attacks. International bodies such as World Travel and Tourism Council, the World Tourism Organisation, the International Hotel Association, IATA and similar national bodies needed to address the global concerns through a coordinated information campaign.

No tourist destination is immune from crisis. Consequently the global hospitality and tourism industry requires strategies and a set of directions which enable and prepare destination tourism authorities to manage a crisis event from its onset and rapidly implement a recovery strategy.

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