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Aims and Objectives:

TOURISM INNOVATIONS : A JOURNAL OF INDIAN TOURISM CONGRESS (ITC) is an annual referred research Journal focusing on academic perspectives in Tourism and Hospitality. Emphasizing upon integrated approach being an inter-disciplinary field, the journal focuses on various aspects of tourism like, tourism issues, tourism impacts, Eco-tourism, sustainable tourism, tourism, marketing, Medical tourism, Health tourism, culture tourism and applied other tourism areas. Papers on any of the related aspects are encouraged for this journal. The objective of the journal is to have a comprehensive collection in various areas to develop and to disseminate update knowledge and information about tourism sector.

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DESTINATION IMAGE: CRIMES, SAFETY, SECURITY ISSUES WITH REFERENCE TO FOREIGN TOURISTS VISITING PUDUCHERRY (INDIA)

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Abstract

The Tourism Industry has become one to the leading economic contributors to most of the country's economy. Unlike primary resources, such as petroleum or minerals, tourism is not finite. The totality of what tourism can do for any economy, or society is beyond just employment. Tourism, like any commodity, can be overused, exploited poorly or allowed to decline."Tourism also needs the support of the local community. Without this support, tourism often becomes an unsustainable product". In short, tourism development, which increasingly demands the related conditions of peace, safety, and security, remains essential to the economic and political survival of the region or a country. Every state or region markets itself as a safe destination. Always visitor safety and human security are under threat due in part to the rising rate and the changing nature of crime-events that might adversely affect the image of destinations, perception, and attitudes of regions development strategies by imperiling the tourism Industry. Crime and harassment against tourists are components of the broader issue of visitor safety and security that threaten the integrity of the tourism product and the overall destination image economic viability of many countries. This study will be on the basis that several countries around the world have coined and implemented different mechanisms and strategies to prevent crime from crippling their tourism industry. India, is such a fascinating country but receives only about 3.5 million foreign tourists a year, there need a separate attention to look into the safety and security of incoming tourists. Main objectives of this paper was to enhance and establish the extent to which the Puducherry as safe for tourists and bringing at instilling confidence among tourists about Puducherry as a safe and secure destination. This paper is focusing on destination image on issues of crimes, safety and security issues faced by foreign tourist while they are visiting Puducherry for tourism activities, with specific references and aims to afford insights image of destinations, perception, and attitude of tourist with a wider context.

KEY WORDS: *Tourism Industry, Destination Image, Tourists Crime, Safety and Security, Impact.*

Introduction

Travel and tourism is the world's largest industry. It continues to show consistent year-on year growth with world-wide arrivals having grown at 5% per annum. According to research undertaken by World Tourism Organization, that growth trend will continue. Its forecast, Tourism: 2020 Vision shows tourists arrivals increasing over 200% between 2000 and 2020. The Travel and Tourism in India is an integral

part of Indian tradition and culture. In such a background developed a cultural tradition where '*Atithi Devo Bhava*' (the guest of god) and *Vasudhaiva Kutumbakam* (the world is one family) become bywords of Indian social behavior. Given that a crime or a violent act occurs at a tourism destination every minute of everyday somewhere in the world (Pizam 1999:5) a reciprocal relationship exists between tourism development and visitor safety and human security, especially for a country or region that is highly dependent on tourism. According to George (2002) perception of high crime rate, mostly reported by media have discouraged both international and domestic tourists from visiting scenic popular destinations. Tourists are sensitive towards travelling to destinations where crime which may put them at risk is prevalent. There are various types of issues related to crimes committed against tourists or occurring at tourist destinations. The impact of crime on the destinations is not uniform. In some cases, such as crimes related to drug trafficking, tourism related pedophilia, human trafficking, etc., And yet another area of concern speak to increasing numbers and levels of harassment of tourists/visitors. Therefore a need is felt to bring into light and explore destination Image with various issues related to tourist's safety and security.

The growth trend is also seen on the supply side of tourism, because the number of tourist destinations is increasing. The entry of many new destinations into the market is forcing all destinations to compete in the battle to win more tourists. To achieve their goals, destinations are doing their best to remain competitive in the international market. Focusing on their images is one of the marketing activities destinations should consider. And therefore the demand from travelers for safe and secure tourism services increases and needed.

Tourism in India

Tourism Industry in India has emerged as a major driver of economic development on account of its potential to contribute of Gross Domestic Product (GDP), foreign exchange earnings and employment generation. It is a labour intensive industry and as per World Travel and Tourism Council (WTTC,2010) worldwide estimates, is expected to contribute 8.1% to total employment, 235 million jobs or 1 in every 12.3 jobs in 2010, that is further projected to rise to 9.2% or total employment, 303 million jobs, or 1 every 10.9 jobs by 2020. Its contribution to job creation in Indian economy is equally encouraging with one in every 15.6 jobs and a total of 30 million hobs in 2008. A research reports on manpower requirements by Ministry of Tourism, Government of India (2004) forecasts employment of 3.5 million people in hotels, 2.73 million in restaurants, 1.3 millions in small restaurants and dhabas on highways and 0.24 million in travel trade by 2020. WTTC (2010) projects that India will generate second largest travel and tourism employment by 2010 and 2020 by 49 and 58 million jobs respectively, coming at a second place only after china. Domestic tourism is one of the major contributors in the sector with over 500 million visitors. India's share in world arrivals currently stands at 0.5% and its share in revenue generated from tourism worldwide is 1.11% (WTO). India receives the largest number of foreign tourists from the United Kingdom, its largest source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore.

Literature Review

Tourists usually travel to cities with good impression. Safety is a big issue to affect impression. For safety concern, tourists intentionally visit somewhere familiar and nearby, but avoid nations or areas with high crime rates or political instability. Safety issues during a trip include crime, disease, traffic

incidents, explosion and accidents. Among them, the very first safety issue that concerns tourists most is crime, especially robbery, larceny and fraud. (Zheng and Zhang, 2002; Glensor and Peak, 2004; Hauber and Zandbergen, 1996). For tourists, the likelihood of becoming criminal victims in tourism destinations is a kind of subjective risk awareness. In order to avoid being victims of crime, tourists are often told to carry less cash and valuables, travel with others or tour groups, and intentionally dress as the locals. However, it is proved that tourists have more chances of being criminal victims than the locals (Barker et al., Meyer, 2002; Chesney-Lind and Lind, 1986; Fujii and Mak, 1980; McPheters and Stronge, 1974). A common perception among tourists is that they are “easy targets” or “wrong persons in space and time” for criminals. Tourists often carry quite amount of money, act different than the usual, stay up in nightclubs and head to dangerous place. They also make wrong decisions and engage in risky behaviors (Chiu, 2008). Tourists deny reporting crimes because they are hard to identify local suspects (Harper, 2001). Language barriers, different cultural backgrounds, and appearance are easy to tell from the locals (Lepp and Gibson, 2003;2008). Furthermore, economic gap between tourists and the locals arises dissatisfaction which motivates the locals to obtain properties from tourists illegally (Chiu, 2009). Traveling is a behavior similar with trading. A tourism destination could be promoted like a product, but with differences. It is not like other products which could be tried out in advance. Choosing a travel destination is definitely a complicated decision-making process for tourists. Of course crime is a big issue to be considered. If there are safety concerns in a tourism destination, potential tourists will draw back. If tourists feel unsecured, they will avoid any activities beyond set tour schedule

Tourists do not visit a tourism destination again nor recommend others to visit if they felt unsafe. According to Garofalo (1981), a mental reaction to fears of being a criminal victim is relevant to not only personal charac- touristic, but also the emotional circumstances. Fears are easily arisen by victim experiences from

State-wise Number of Foreign Tourist Visits in India (2007 to 2010)				
States/UTs	2007	2008	2009	2010
Andaman and Nicobar Islands	10975	12512	13684	14615
Andhra Pradesh	769724	789180	795173	322825
Arunachal Pradesh	2212	3020	3945	3395
Assam	12899	14426	14942	15157
Bihar	177362	345572	423042	635722
Chandigarh	26567	34762	37967	39333
Chhattisgarh*	1235	1314	1277	1586
Dadra and Nagar Haveli	5625	5719	7109	1698
Daman and Diu	5315	5266	5748	5139
Delhi \$	2018848	2339287	1958272	1893650
Goa	388457	351123	376640	441053
Gujarat	104158	110702	102747	130739

Haryana	64711	87172	137094	106433
Himachal Pradesh	339409	376736	400583	453616
Jammu and Kashmir	52754	54697	54475	48099
Jharkhand\$	4004	5803	13872	15695
Karnataka\$	534563	174040	326944	380995
Kerala	515808	598929	548737	659265
Lakshadweep	2933	1699	4309	1512
Madhya Pradesh	234204	251733	200819	250430
Maharashtra*\$	1933189	2056913	2426362	5083126
Manipur	396	354	337	389
Meghalaya	5267	4919	4522	4177
Mizoram	669	902	513	731
Nagaland	936	1209	1423	1132
Orissa	41880	43966	45684	50432
Puducherry	57682	60309	54039	50964
Punjab\$	5470	6869	110404	137122
Rajasthan	1401042	1477646	1073414	1278523
Sikkim	17498	19154	17730	20757
Tamil Nadu	1753103	2029410	2369050	2804687
Tripura	3181	3577	4246	5212
Uttar Pradesh	1524451	1610089	1550309	1675123
Uttarakhand	95976	99910	106470	127258
West Bengal	1154770	1133671	1180418	1192187
India	13267273	14112590	14372300	17852777

Source: Indiastat.com – Ministry of Tourism, Government of India (13077)

themselves, neighbors, and others. On the other hand, fears also come along with reports from the media and simple imagination. When one considers he/she has obvious weakness or victim characteristics, he/she will react to crime with more fears. One will objectively take action of adaptation, avoidance, and defense to deem more safety. Therefore, the estimation of travel victim risk is not only relevant to tourists' personal characteristics, but also the impression of the locals and the ability of self-defense. For tourists, in order to lessen the loss of properties and the risk of being victims, perceptions of victim risk is crucially concerned in every step of making a trip, including the places to visit, and the way they travel. It is well proved that crimes have negative effects on the willingness to visit (Brunet et al., 2000; Dimanche and Leptic, 1999; Pizam, 1999; Pizam et al., 1997; Ellis, 1995; Garcia and Nicholls, 1995; Hall et al., 1995; Moore and Berno, 1995). Tourists might have bad impressions to a tourism destination or its near areas where there are reports by media or tourism alert by government about local tourism crimes. India is considered as a risky tourism destination because of its mysticism, political instability, grinding poverty, illiteracy, terrorism, unemployment, communal discord, lack of social services, and corruption (Sarkar, 1997; Horner and

Swarbrooke,2005)

Chaudhary (2000) analyzes ten negative images perceived by international tourists, among which the top three are larceny, fraud, and harassment from beggars, and they are all relevant to crimes and society disorder. Consequently, unsecured image is definitely a big burden to Indian tourism. Anxiety of becoming a criminal victim not only influences the willingness to visit, but also harms the development of local tourism. In order to understand the mental reaction to fears of crime from tourists and discuss the relevant factors to perception of victim risk, this study takes international tourists to India as the research population. There are three purposes of this study First, to understand destination image from tourists toward different kinds of crime victims in Puducherry, India; second, to discuss the relationship between perception of criminal victim risk of travel and visiting decision; and the last is to test pre-travel images visiting decision. The conclusion of this study presents a reference for tourists, tourism, and governments to evaluate the whole tourism industry and improve the quality of travel

Criminal victim risk of travel and visiting decision

Criminal victim risk refers to the estimation for the chance of being a victim, the ability to resist crimes, and the sensation of crimes. If the estimation of criminal victim risk is high, the perception for the chance of being a criminal victim is high as well. The more a tourist feels unsecured, the less he visits (Chiu, 2008). Tourists also take actions to defend themselves from harm. According to Sonmez and Graefe (1998), 77% of tourists only choose safe cities to travel. Most European tourists who visit Jamaica would rather lodge in resorts which are considered more secured (Alleyne and Boxill, 2003). Japanese tourists are not willing to take activities beyond tour schedule during the visiting in Guam (Hauber and Zandbergen, 1996). Travel with tour group is another way to lower the victim risk. In comparison with backpackers, tourists traveling with tour group are safer and secured during most of the time. Package tour lessens the risks of tourists accidentally getting into a dangerous place (Chiu, 2010). According to Han (2005), the main purpose of Latin-American tourists over age of 65 visits Europe with tour groups is for safety concern. Crimes that tourists suffer from include:

(1) Property crime such as larceny, fraud, and robbery; (2) violent crime such as murder and forcible sexual assault; (3) terrorism; (4) crime against human rights such as illegal search, illegal detention, revenge, torture and confession extortion; (5) other offense by street vendors, beggars, pimps, taxi drivers and the locals (Chiu, 2009). Responses to worries about crimes show in three ways: (1) paying attention to local security, especially to general crime events, serious crime incidents and social disorder; (2) perceiving the crime victim risk by instincts, higher risk perception of being a victim increases tourists' worry and horror; (3) taking precautions to prevent him from crime threats (Chiu, 2002). Hence, for examining the tourist's perception of criminal victim risk, different types of crimes have to be considered as well as attitude, emotion and reaction.

Awareness of travel risk

Awareness of travel risk refers to tourists' concern, attention and reaction to safety. According to Zheng (2003), the main reason to endanger travel security is the weakness of travel risk awareness. The fallacies about tourism crime like: travel crimes are uncommon; only violent crimes are crimes; tourists should not be responsible for the occurrence of crime; male tourists have stronger ability to protect themselves than the females; tourists are more easily attacked by those who look fierce stupid, lazy, and drugs addicts; and there is nothing tourists can do to protect themselves from unexpected

crimes (Chiu and Lin, 2010). The concern for travel security relates to the demographic characteristics as well. If a tourism destination is considered unsecured, the female and the elderly tourists tend to cancel travel plans while the younger tourists tend to keep their planned trips. Tourists with high incomes or those traveling with families prefer to cancel travel plans (Zheng and Zhang, 2002). In addition, the concern to travel safety relates to tourists' personalities. Tourists with allocentric personality are aggressive and energetic. They tend to choose tourism destination without safety concern (Lepp and Gibson, 2003; 2008). Tourists with sensation seeking personality love to look for unusual trips and travel to a new place without safety concern (Chuang, 2004).

Travel information

Crime events, disorder, and negative reports in tourism destination can influence tourists' risk awareness and willingness to visit or revisit (Hauber and Zandbergen, 1996; George, 2003; George, 2009; Chaudhary, 2000). Besides reports, media and others' victim experiences, tourists will get more fear by their own experiences of being a crime victim (Milman and Bach, 1999; Demos, 1992; Hauber and Zandbergen, 1996). Mawby et al. (2000) and George (2003) suggested that the satisfaction with the attitude toward crime investigation held by police department in tourism destination is rather important than the victim experiences. Tourists will not revisit because of dissatisfaction to the local police department (Pizam and Mansfeld, 1996).

According to environmental psychology, people tend to take unfamiliarity for risk. On the contrary, people consider them safer and lessen the sensitivity in a familiar environment (Milman and Pizam, 1995). For instance, tourists visit the U.S. territory close to the boundary between the U.S. and Mexico like an unfamiliar area. Thus tourists' concern of risk is increased (Martinez, 2000). The likelihood of revisit is higher if tourists feel the victim risk lessens when they are more familiar with the tourism destination (Lepp and Gibson, 2003; 2008). The familiarity with the tourism destination is affected by the retention period and purpose of trips. The longer the tourists stay, the lower the crime rate of the tourism destination is thought of (George, 2003). Tourists on vacation or business trip to the travel area are seldom told by the local about crime information (George, 2003). Sönmez and Graefe (1998) studied on the U.S. tourists and found that those with foreign travel experiences recognize actual safety condition better than those without travel experiences. What tourists saw and heard during their trips provide them some knowledge to make adequate judgments. Travel experiences in the past offer more senses of safety to tourists as well (Mazursky, 1989).

Rising importance of the image of a destination

An image is a set of beliefs, ideas, and impressions that the person holds about an object (Kotler 1991). Similarly defined is the image of destination as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979; Kotler & Haider & Rein 1993). Lawson & Baud-Bovy (1977) saw image as an expression of knowledge, impressions, prejudice, imaginations, and emotional thoughts that an individual has of a specific object or place. According to systematic analysis by the World Tourism Organization (WTO 1979), image is defined as "an aura, an angel, a subjective perception accompanying the various projections of the same message transmitter". Image is also defined as perceptual Phenomenon formed through a consumer's reasoned and emotional interpretation and which has both cognitive (beliefs) and affective (feelings) components (Dobni & Zinkhan 1990).

From these basic definitions of a destination's image we can conclude that a destination's image is a complex concept that may be analyzed from different perspectives and composed of a variety of

individual perceptions that relate to various products/ service attributes. Gunn (1972) referred to two levels of images as organic and induced. Daily exposures to mass media such as newspaper reports, magazine articles, television programmes and other communication sources form the organic image. The organic image evolves into an induced image influenced by promotional materials such as advertisements and can differ greatly from the organic image. Goodrich (1978) pointed out the primary destination image formed by a visit or the secondary image formed by information received from external sources. Further, Phelps (1986) referred to the same two levels of images (primary and secondary). Building on the theory, Fakeye & Crompton (1991) developed a model to describe the relationships between organic, induced, and complex images that incorporated experiences at the destinations. Milman & Pizam (1995) suggested that a destination's image consists of three components: the product (i.e., quality and variety of attractions, price, and uniqueness); the behavior and attitude of the employees who come into direct contact with the tourist; and the environment such as the physical safety, security etc., Echter & Ritchie (1993) in completing the image measuring technique suggested the framework of image consisting of three continuums: attribute – holistic, function-psychological; and common-unique.

Research in the past two decades in travel and tourism has demonstrated that a destination's image is a valuable concept in investigating the destinations selection process. The measurement of a destination's image has been of great interest not only to tourism researchers but also to industry practitioners and destination markets (Baloglu & McCleary 1999). Also the growing international tourism and competitions between destinations emphasize the role of the image concept. Creating and transmitting favorable images to potential tourists in target markets could strengthen the competitiveness of a destination (Goodall 1990; Gartner 1993). A destination's image is important because it influences a tourist's decision-making process (Gartner 1986). At the local and international levels, tourism destinations often compete on nothing more than the images held in the minds of potential travelers. Therefore, the marketers of tourist destinations spend a great amount of money, time and effort creating a positive image to help entice prospective travelers to visit their destination. In order to develop a positioning strategy, destination marketers should know the perceived strengths and weaknesses of their destinations (Baloglu & McCleary 1999).

Several factors influence the destination's image and tourist's decisions which destination to visit. Tour operators and travel agents have been suggested as being significant information sources and distribution channels influencing the images and decisions of travelers (Goodall 1990; Gartner 1993; Baloglu and Managaloglu 2001); Analyses also emphasized that first time travelers mostly rely on professional sources in their information search (Bitner & Booms 1982; Snepenger et al. 1990). Travel intermediaries (tour operators, travel agents) have promotional as well as consultative function. Particularly for international destinations, the role of travel intermediaries in promoting and creating images of the destination is boosted because international travelers are more inclined to use travel intermediaries in their destination selections. Therefore, the images held by travel intermediaries of destinations are just as important as those held by travelers (Baloglu & Mangaloglu 2001).

A traveler's choice of destination is influenced by a variety of personal and environmental factors. The organizations attempting to promote particular destinations need to have an understanding of the perceptions, attitudes, and motivations of the market sectors they address, and also of their image of that destination. The following paragraphs will attempt to define these concepts, with specific reference to the tourism field.

Perception

Perception has been defined as “the process by which an individual receives, selects, organizes and interprets information to create a meaningful picture of the world” (Mayo and Jarvis, 1981, p.67). In relation to the tourism product, it is the process of sorting and filtering the vast array of information about a particular area. One way in which stimuli are filtered is by categorizing people, behavior, objects, places, or areas of the world. This process is commonly called *stereotyping* and allows people to perceive according to “preconceived categories of meaning” (Mayo and Jarvis. 1981, p.42). According to Engel (1993), when people are faced with information about a place or a product, perpetual distortion may take place in three ways:

1. Distortion and misinterpretation of appeals to make them consistent with attitudes.
2. Rejection of the message and its source as being biased.
3. Absorbing factual information but ignoring persuasive appeals.

Finally, another fact marketers need to consider together with perceptual bias is *selective retention*, because only retained information is capable of influencing buying behavior.

Attitude

A conclusive definition of attitude has been given by the social psychologist G.W. Allport (1954), as follows: “A mental and neural state of readiness, organized through experiences, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related” (P,505). Chisnall (1985) further adds that an opinion is the verbal expression of an attitude.

Attitudes tend to form selectively – accordingly to needs, past and present – and arise from four main sources:

1. Information exposure
2. Group membership
3. Environment
4. Satisfaction of needs

Information sources are categorized in terms of their credibility. A negative disposition will fill any gaps in information with negative attributes. Attitudes are also the product of group affiliation, where group is defined as any number of people who interact with each other. The opinions of the group tend to become a standard for self- evaluation. Nevertheless, most people tend to pick and choose those group standards that are suitable for their needs. Therefore, the link between group membership and attitude formation can be said to be indirect and complex.

A change of environment and individual wants may also influence the formation and development of attitudes. Attitudes serve people’s needs by simplifying their responses to complex information stimuli or decision-making. In this way, attitudes may govern buying decisions for example, about a holiday destination. It can thus be said that developing a favorable image of a place, service, or product is largely dependant on attitude formation or, perhaps, its change. Mayo and Jarvis offered the marketers view of inducing attitude change as follows: “An individual with strong attitudes must be exposed to new information repeatedly until gradually his defense mechanisms weaken” (Mayo and Jarvis, 1981, p.215). There are two types of attitudinal change: congruent and incongruent. The first type of change is a reinforcement of the initial attitude, from positive to very positive or negative to very negative. Incongruent attitude change (Chisnall, 1985) is a move in the opposite direction from existing attitudes, e.g., a shift from positive to negative. Though this is generally the marketer’s objective, it is more difficult to achieve than congruent change.

Communication factors are of paramount importance in attitude change. Hovland (1957) stresses the importance of *who* says it (the communicator), *what* is said (the communication) and to *whom* it is said (the audience). Word of mouth, for example, is incredible effective. The credibility of the communicator is held to be critical to the success of communication. There are several studies of the role of tourism as a mediator of attitude change among countries who had long –standing conflicts: Anastasopoulos (1992) Greeks visiting Turkey, Milman, Pizam, and Jafari(1991) U.S students visiting the former Soviet Union, and Milman, Reichel, and Pizam (1990), Israelis visiting Egypt. Interestingly, their findings have very often displayed a reinforcement of the stereotype, undermining the common belief that tourism broadens the mind and acts as a peace mediator. Moreover, they highlight the difficulty of the marketers task, since visitor will very often see what they want to see, and this is determined by attitudes, prejudices, and needs, along with cultural and stimuli factors.

Image

There are different definitions of image throughout the marketing literature and in some cases; perception and attitude are used as substitute for image. The authors, while acknowledging their proximity, believe that they are quite different: images are the result of composite perceptions which are in turn, dictated by attitudes to result in a positive or negative image. It is, therefore, propose two of the many definitions of image as the most suitable. Image, according to Kotler (1994, p223) is the “net result of a person’s beliefs, ideas, feelings, expectations and impressions about a place or an object”.Gensch(1978, p.384) stated that image is “an abstract concept incorporating the influences of past promotion, reputation and peer evaluation of the alternative. Image connoted the expectation of the user.” In terms of image formation, Gartner (1986 p.635) says “Every person perceives a certain image of an object by relation it to similar objects within a determined cognitive structure.” It could be argued that a destination a tourist knows nothing about would be perceived in terms of the attributes of the immediate region. That is, a tourist who frequents Greece and knows very little of Turkey is likely to have an image of the latter that is based on his or her knowledge of the former.

Gunn’s (1988) exploration of the image phenomenon revealed that an area’s image exists on two levels. Her study has become very popular and the terms organic and induced are commonly used when referring to image formation. A definition of each follows. Organic image is the product of non-commercial sources: newspapers, periodicals, and books, including geography and history books. In relation to a destination, and more especially a country, it would include history, politics, natural and human catastrophes, etc. This image is mostly maintained through stereotypes and prejudices and is therefore very difficult to change. Induced image is the result of conscious promotional effort and advertising. An example would be image enhancement of a destination as a consequence of television promotion. The alteration of the induced image is of primary interest to tourism marketers. Destination information comes from many sources, but mainly from national tourist organizations (NTOs). Their information however is often seen biased, so they tend to concentrate their promotional efforts on “brand identification and image enhancement” (Gartner, 1986, p.636). Crompton (1979, p.20) indicated that some sources are seen as “Superiors in credibility, such as news media.” Direct experience and personal recommendation are perceived as the most credible sources.

Crimes against Tourists in Puducherry

The study was designed to monitor the destination image change and that actual experience of Puducherry to foreign tourists. The authors accept that the images these travelers have will differ

considerably, as will the changes, if any, induced by actual experience. Like any other small empirical study, this one was aimed at providing a partial picture, from which comparisons could be drawn,

The main objectives the research hoped to carry out were to:

1. Ascertain the Destination *image of Puducherry* by first-time visiting foreign tourists.
2. Determine the *importance* of the attributes measured.
3. *Measure the destination image of Puducherry* in the same subjects to identify any trends, either in the positive or negative direction.
4. Infer any *high-priority* areas for future marketing strategies.
5. Discover the *main influencing factors* in the choice of destinations.
6. Obtain a general profile of *Puducherry tourism market segment*.

Tourism has become an exciting and fascinating industry across the globe. The Industry's contribution to the nation is enormous as its growth potential. The major threats to the industry are socio-economic problems which in most cases lead to an increase in the crime rates. The problem of interest in this study is destination image in terms of crimes, safety, and security issues. According to Ntuli (1998) as cited by Ntuli(2000) crime is a universal phenomenon in that it threatens the safety and security of the people, property, their sense of well being, as well as social order. Most importantly it reduces people's quality of life. If the quality of life of an individual is affected by crime, crime itself is seen as a social problem, Ntuli (2000). In many countries around the world especially in popular destinations, crime committed against tourists has become a major threat. Puducherry has become a popular tourist destination internationally. This study was with the aim to explore ways of protecting the "goose that lays the golden egg."

The incidents of rape and molestation of foreign tourists,

- a) Petty Crime- pick pocketing, bag snatching etc.,
- b) Passport theft
- c) Scam incidents –
- d) Taxi / Auto scam.
- e) Terrorism
- f) Use or abuse of illicit substances
- g) Sex tourism
- h) Sexual molestation
- i) Kidnapping or abducting
- j) Outrage of modesty
- k) Assault
- l) Rape etc.,

Impact of tourism Tourist flow to the India recent years had adversely affected by safety and security issues. The tourist was able to have a close watch on the destinations to be visited before planning up the trip. After visiting the destinations, some of the tourist start feeling uncomfortable and inconvenience and even cancel the trip to visit the destination. There are several instances which had resulted in the injury/harassment to the tourists. When we analyzed the data on the classification of tourists and the places they had visited, it was observed that the tourist who frequently coming to India usually has habit of visiting only known and often visited places, none of the tourist move to the new place /destinations. They usually make their visit in large groups averaging about 30 -60 persons per group. None of them depend on the local communities.

Foreign Tourist Growth

Year	Domestic Tourist	Growth %	Foreign Tourist	Growth %	Total
1999	4,49,429	(+) 10.42%	22,983	(+) 24.22%	4,72,412
2000	5,27,274	(+) 17.32%	23,878	(+) 3.89%	5,51,152
2001	4,76,804	(-) 9.57%	22,115	(-) 7.38%	4,98,919
2002	4,80,522	(+) 0.78%	20,094	(-) 9.13%	5,00,616
2003	5,00,139	(+) 4.08%	25,559	(+) 27.19%	5,25,698
2004	5,58,445	(+) 11.66%	32,053	(+) 25.40%	5,90,498
2005	5,74,011	(+) 2.78%	36,009	(+) 12.34%	6,10,020
2006	6,52,245	(+) 13.69%	46,273	(+) 28.50%	6,98,518
2007	7,98,528	(+) 22.43%	57,682	(+)24.66%	8,56,210

Source: Department of Tourism, Government of Puducherry, Statistics.

The above statistics do not cover the "Day Visitors", which is a minimum 25,000--30,000 per day (Commercial /Shopping /Weekend visit/Students)

Heavy rush of tourist traffic to a destinations brings adverse effect on carrying capacity of the destination. Various studies had pointed out that, higher the volume of flow of tourist to a destination, there will be more than double the crime in that place. As they are considered as one of the pull factor in the tourism development in the area, sincere efforts is needed for further protection, safety for tourists

Research Framework and Methods

Research hypotheses

Many studies have investigated differences in images according to tourist familiarity with a destination. Hunt (1975) suggested that people who had visited the United States generally had a more favorable opinion of the United States than those who had not visited the United States. Phelps (1986) conducted a survey on returning and first-time visitors. This study revealed that visit experiences positively altered respondent's impressions on Menorca. Fakeye and Crompton (1991) analyzed the image differences between prospective, first-time and repeat visitors. They found statically significant factors that influence image. Ahmed (1991) in his analysis found that previous visits to the state of Utah influence its tourist image. The same conclusions were arrived at by Milman and Pizam (1995) when analyzing the image of Central Florida. Tourists who had visited Central Florida had a better image of Central Florida than tourists who had never visited it. Further, other studies examined the image differences between travelers who had visited the destinations (visitors) and those who had not (non-

visitors) (Fridgen 1987; Hu & Ritchie 1993; Balogly & McCleary 1999). Fewer Studies have investigated tourist's expert's image differences according to their familiarity with a destination (McLellan & Foushee 1983; Reimer 1990; Gartner & Bachri 1994; Baloglu & Mangalolu 2001). Generally, these analyses included tour operator's image differences irrespective of whether they had a business relationship with the destination or not. Baloglu and Mangalolu (2001) found significant differences in the images of tour operators/travel agents promoting selected Mediterranean destinations and those not promoting them.

We have mentioned the definition of image as the sum of beliefs, ideas and impressions that a person holds about a place or destination yet no analyses have included tourist's expert's image differences according to their own familiarity with a destination. Previous results (Konecnik 2001) have shown that a tour operator's familiarity with a destination like a visit to India had a bigger influence on image differences than merely promoting India as one of the tour operator's possible destination. The India's image it portrays is that of mysticism, political instability, corruption, grinding poverty, illiteracy, terrorism, unemployment, communal discord, lack of social services (Sarkar 1997). To top it all, the year 2009/2010 commenced ominously for Indian Tourism with United States Official Trade Guide declaring India to be a dangerous destination (Express Travel and Tourism, 2010) and progressed with Taj Bomb Blast incident. This type of image plays a crucial role for tourists to avoid visiting India inspite of visiting neighboring countries. Ahmed and Kronn (1992) have discussed this problem from the perspective of marketing prerequisite of India. Menon (1997), Seth (1996, 1997), Travel Trends (1996), and many others have considered India's image to be an obstacle hampering its progress in tourism. Tourism in general is impacted by politics and political positions and ideologies of states and countries since tourism is considered to some extent as part of politics (Crick, 1989) stated that: international tourism is political since that state must involved in foreign relations, the expenditure of large quantities of capital and large scale of planning. To provide the safety and protection for tourists and to facilitate their movements in any country is a form of a political action.

Two hypotheses on the image of Puducherry are tested in further analysis.

According to the purpose of study and theoretical basis, 2 hypotheses were proposed as follows

Hypothesis 1 (H1)

Puducherry's destination image as a safe and secure tourist destination to visit differs for tourists who have visited puducherry compared to tourist's who have not been to Puducherry.

Hypothesis 2 (H2)

Puducherry's destinations image as a safe and secure tourist destination to visit by measuring pre travel images of foreign tourists and assess whether they actually perceived negative images about Puducherry.

Methodology

Sample

The research was conducted in Puducherry, the places of collecting data were suitable in Puducherry, as it attracts more tourists from all over the world. The target group for this study comprised international tourists presented at the above destinations. Interviews were carried out with individual tourist from different countries. The sample for data analysis consists of 156 opinions expressing the image of Puducherry as a safest tourist destination. 6 among them refused because of lack of time, language barriers and disbelief of strangers. The survey was conducted from January 17 to 31 in 2012.

The questionnaire consisted of twenty-one bipolar and monopolar statements whose subject matter covered local people, entertainment and things to do, personal and national safety issues, and cultural/ethnic and socio-economic issues. The dimensions of the product of extensive library research. An attempt was also made to include topical issues that had been subject to recent media coverage, to ascertain the extent to which they had affected the holiday maker's image of Puducherry. The

respondents were asked to rank each of the attributes in terms of their importance to them, from extremely important to not at all important. This was considered fundamental to understanding the meaning of either positive or negative responses to attributes.

Sematic differential scaling (SDS) is a well-accepted and reliable method of measuring attitudes (Os good and Snider, 1969). In this technique, each statement is measured on a bipolar adjectival scale, usually with seven or five points. Multidimensional scaling is, as described above, not suitable for first time visitors, as respondents are required to make a large number of similarity or dissimilarity judgments that require the type of knowledge that first-time visitors are unlikely to have.

A pilot study was conducted with the help of twenty individuals, to test both the physical presentation of the questionnaire and the clarity of the statements included, as recommended by Aaker and Day (1990) and Chisnall (1922). As a result, changes were made to the wording, and a vertical line was introduced to separate the main part of questionnaire from the numbers indication importance, to separate both scales visually and avoid confusion. Also, as explained previously, the favorable and unfavorable statements were changed and put all on the same side, against advice from the literature which suggests a random placing to avoid the ‘‘Halo effects’’, because the pilot questionnaire respondents expressed confusion. In practice, moreover, none of the useable questionnaires obtained displayed a complete adherence to one dimension or the other – answers appeared randomly.

Discussion on results

As explained above, *profile analysis* was employed. Weights were assigned to continuum positions for each scale interval (-2 to +2) and scores for each attribute were totaled and averaged in order to present image profiles. For the purpose of interpretation and the reliability for example, would appear as follows:

Very reliable	2
Reliable	1
Slightly reliable	0.1 to 0.5
Nether neither reliable nor unreliable	0
Slightly unreliable	-0.1 to -0.5
Unreliable	-1
Very unreliable	-2

An analysis was then carried on the pre travel profiles, as well as on the importance ratings, by gender and age–group. Very little difference appeared between the sexes. The images were slightly more positive than pre-travel images and at least a little importance was attached to most of the attributes chosen.

The control group showed slight differences in five out of the twenty-one attributes, and none of them were incongruent. The variances remained within the same part of the positive area. The two extreme age groups (18-25 and 55-64) displayed more negative congruent changes than the 26-55 groups. A summary of the congruity of the pre-travel images, by subject adage group, is given in Table 1.

Table 1. Congruity of pre travel images by subject and age

Attribute	Mean Congruence					
	18-25	26-34	35-44	45-54	55-64	65+

SAFETY	Personal safety	0.79-	0.7+	0.83+	0.93+	0.8+	0
	Harassment of females	0.2-	0.8+	0.37+	0.87+	1.17-	0.33-
	Robbery	0.02+	0.4+	0.83+	1.18+	0	0.34+
LOCAL LEVEL	Helpfulness of police	0.08-	0.7+	0.8+	0.56+	1.33+	0
	Local temperament	0.2-	0.3+	0.17+	0.39+	0.17+	0.33+
	Hospitality	0.63+	0.4+	1.43+	0.92+	0.33+	0.34+
	Friendliness	0.36-	0.3+	1.17+	0.77+	0.17+	0.33+
	Reliability of transport	0.23+	0.9+	0.17-	1.25+	0.17-	1.0+
	Religiousness	0.69-	1+	0.5+	0.92+	1.17+	1.0-
	Understanding English	0.04-	0.5+	0.17+	0.6+	1.33+	0.33-
	Honesty of locals	0.1-	0.9+	0	0.53+	0.5+	1.0+
	Traffic congestion	0.33-	0.5-	0.37-	0.16+	1.0-	1.34+
NATIONAL LEVEL	Natural disasters	0.38-	0.5+	0.5-	0.5+	0.67-	0.67-
	Treatment of locals	0.1+	0.1-	0.5+	0.47+	1.0+	0.33+
	Environment protection	0.14+	0.4+	0.7+	0.29+	0.83+	0.333+
	Development	0.01+	0.7+	0.5+	0.61+	1.0+	0.67-
TO DO	Atmosphere of market	0.46-	0.3-	0.84-	0.17+	0.17+	0.67-
	Beach availability	0.07+	0.3+	0.18+	0.27-	1.33-	0.34-
	Museums/Archaeological sites	0.67-	0.3+	0.33+	0.33-	1.0-	0.33-
	Attractions signposting	1.22+	1.9+	0	1.2+	0.67+	0
	Evening entertainment	0.89-	0.3+	0.53+	0.46-	0.67-	0
SUMS	Pretravel image	8.3	5	2	2.6	6.7	15

Conclusion.

This paper has attempted to explain the concept of destination image, and its distinction from and links with the concepts of *perception* and *attitude as a safe and secure destination to visit Puducherry*. Further more, it measured pre travel images of foreign tourists and assessment whether they actually perceived negative images about Puducherry providing a review of destination image assessment techniques.

Finally, a small empirical study of the destination image of Puducherry (INDIA) among the foreign tourist visitors was used to provide an illustration of one such technique in operation. By now it is evident that most acts of crime or violence that occur at tourism destinations will have some effects on tourism demand.

Study Limitations and Future Research

Since the results of this study are inferred from a qualitative analysis based on a limited number of cases, they should not be considered generalizable and representative of all destinations. A limitation of the sampling method was the inability of the researcher to obtain lists of foreign tourist traveling to Puducherry. Therefore, it was unable to control the balance of the sample characteristics, such as gender, age groups, etc., The sample was well varied in terms of foreign tourists, which in turn includes type of holiday and price, however, the fact that probability sampling could not be used seriously limits the reliability of the statistical conclusion drawn. It is hoped that future researchers will empirically test these populations and thus confirm or reject them. A future study that employs samples to different nations will enhance the generalization of the results.

Suggestions

Through this study, the following steps are suggested to make the tourists to be happy of visit to Puducherry as more favorable to them rather than the tourists fall victims of crime.

- Tourism police stations and more tourism police personnel should be more in Puducherry state.
- Legal procedure should be changed for tourists for speedy trial of cases.
- More enlightened laws are needed for the contemporary crimes to solve problems.
- Retooling laws for justice for foreign tourists.
- Tourism must not be used for illegal objectives such as child sex tourism, drug trafficking and destruction of environments.
- Destination Image should not be changed in the concept.
- Major revision is need of the hour – for recovery of crimes , the best strategy seems to be future prevention coupled with tourist education and tourism police and employee training.

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