



Analysis of Factors Affecting Safety in Tourism

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ABSTRACT

An essential consideration while choosing a vacation site is visitor safety and security. As this industry has expanded, there have been recurring issues with safety and security. At numerous popular tourist spots, problems with eve teasing, overcharging, duping, robbery, etc. have been reported. The public awareness-raising efforts have been made in the past, yet the difficulties still exist. This paper aims to analyze the factors which affect tourism safety, so that a system could be created to provide a solution to this problem..

KEYWORDS: *Tourism, Artificial Intelligence, Machine Learning, Near Field Communication.*

1. INTRODUCTION

Tourism industry has always been a huge contributor towards the growth of a country's economy. Ensuring that the tourists have a pleasant experience when they go on a vacation or to a famous tourist spot plays an important role in enhancing the tourism potential of a place. The major factors which affect the experience of a tourist when they visit a tourist spot are how welcome they feel in the atmosphere there and how much physical comfort they have during their time of visit. These two factors are directly affected by the level of safety the tourist spot is known to provide. Security from thefts, ease of finding an accommodation and safety during travel are some of the primary aspects that decide how safe a tourist spot is.

2. CHALLENGES FACED BY TOURISM INDUSTRY

The travel and tourism sector has received a lot of accolades. The tourist industry nevertheless faces certain difficulties. Among them is communication. In

other nations and states, it might be difficult for tourists to converse in a language they hardly comprehend. The reputation of tourism is also being hurt by concerns with cleanliness, safety, and transportation. Taxation, travel marketing, infrastructural problems, security concerns, and cross-border laws are the top difficulties facing the tourist industry. Too many tourist attractions lack visitor-friendly amenities. Sometimes tourists or tourists may think that travel advertising is overblown. The tourist business also has to contend with rate volatility and price inflation. Rapidly emerging problems seem to be having an influence on the sector as a whole.

A. Vacation Cost & Inflation

The volatility of currency exchange rates is one of the main issues that the tourist business has to deal with. Long-term tourist prices are particularly difficult to forecast due to the unpredictability of currency values, and the effects of this monetary volatility are already

felt by several tourism-related support systems. The seasonal character of the tourist sector and its inability to ensure a steady stream of income throughout the year hurts the overall structure of the economy. Restaurants are being forced to hike rates or cut back on service due to the worrying rate of inflation. The transportation industry has taken a beating. The aviation sector is particularly at risk. The food and fuel industries both rely on the airline business. Airlines can only reduce services and increase costs since they are already at the breaking point. As a result, leisure visitors refrain from taking pricey holidays, which further hurts the tourism industry as a whole.

B. Tourism and Taxes

In several nations, the tourist industry is subject to high taxes. The whole business is subject to a number of taxes, including service tax, luxury tax, transportation tax, aviation fuel tax, and other transportation-related taxes, on everyone from tour operators to transporters to airlines to hotels. Additionally, these tax rates frequently range throughout the nation's several states [1]. All of these taxes are ultimately passed through to the tourists in some way, which hinders their growth.

C. Security & Risk to Tourists

Travelers first concern will always be their safety. For many years, security has also been a significant barrier to tourism expansion. Foreign tourists' feelings are negatively impacted by poor law and order, terrorist acts, and political upheaval. Despite the economy's expansion, crises—both natural and man-made—can impair tourists' trust in a place, whether the danger is actual or just perceived. Already, the developments of the twenty-first century have tended to draw attention to the dangers to travel security posed by terrorism and political organisations. Natural catastrophes including pandemics, tsunamis, earthquakes, floods, volcanic eruptions, and avalanches also have an impact on tourism. A crisis is any unanticipated occurrence that undermines passenger trust in a location and impairs the capacity to conduct business as usual.

D. Technological Change-Drivers

Technology is quickly affecting every element of existence. Technology will influence and facilitate the

future of tourism. For tourism marketing, the Internet has levelled the playing field. Small, isolated places may compete on an equal footing with the industry's behemoths thanks to a strong website [2]. Tourism businesses will be able to improve their efficiency and competitiveness thanks to the convergence of information and communication technology.

E. Professional Human Resources

Only a staff that is educated, trained, enthusiastic, bilingual, and entrepreneurial and that understands the essence of tourism will be able to successfully address the difficulties facing the tourist industry. A high level of qualified human resources will provide the tourist industry's businesses a competitive advantage and enable them to add value to their services.

Only through modern tourist education and training that meets the highest requirements can the industry have a staff of the highest calibre. While drawing on the fundamental disciplines and topics of fields like geography, finance, and marketing, tourism education and training also involves the dissemination of information, concepts, and procedures that are distinctive to the tourist industry.

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capacity to conduct business as usual. Various probability of tourism crises is shown in Fig.1.

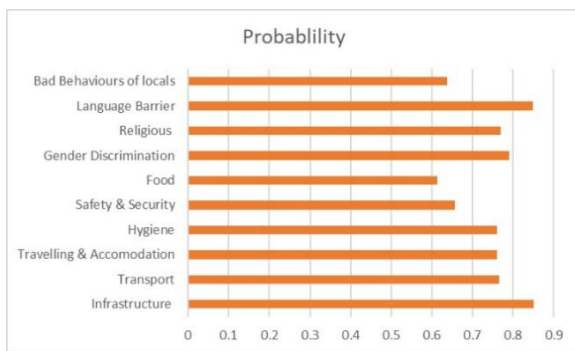


Fig. 1. Probability of tourism crises

A. Crime

The level of crime, the threat of terrorism, the effectiveness of the security agencies, and road safety are taken into consideration while evaluating security.

However, there is a negative but significant connection between crime and tourism. Despite the paucity of studies on the subject, research has indicated that visitors are particularly vulnerable to crime. Unfortunately, mobility and susceptibility of visitors, who could feel lost in a place where they don't know the language and are unfamiliar with the culture, may also be related to crime. Because of their richer lifestyles and/or more accessible possessions, tourists might be enticing targets for burglars. The relationship between tourism and crime is not always there, even when visitors themselves are occasionally the ones that cause fencing or other problems. Low levels of crime are present in several tourist destinations and at major events.

The issue may appear in several ways when there is a certain amount of crime. Tourists may encounter high rates of property crime, including robberies, break-ins, and crimes involving motor vehicles, in various tourist attractions. In other places, locals could see an upsurge in crime and disturbance that is mostly brought on by young, party-goers. According to research, security in all of its aspects has become a crucial issue in the quality and growth of tourism and must be taken seriously at every level of the tourist offer (safety of tourists and tourist destinations). In fact, tourists may change their plans, forego travel to regions considered unsafe, opt

for safer locations, or fly home. Many tourists research a destination's security before they arrive there [3].

B. Human Trafficking

Human trafficking is one of the most sophisticated and lucrative forms of crime in the world. Male victims are on the rise, despite the fact that women and children make up the bulk of victims globally.

Most nations in the globe are impacted by trafficking in one form or another. Cities have a significant role to play in the fight against human trafficking and sexual tourism, whether they are the source, the route, or the destination. This is especially true when it comes to prevention through victim support and protection, public awareness-raising to reduce demand, professionals who may be the witnesses like taxi drivers etc.

To better understand the phenomena and identify victims or even tourists who have engaged in illicit sexual tourism, cooperation between the cities of source and destination can also be developed. The local level of governance, which depends on a network of partners, is important for performing the most accurate local sexual tourism diagnosis and putting into place the necessary prevention/repression measures.

4. SECURITY AND TOURISM POLICY

Residents of tourist-heavy cities, particularly those who live near to the main attractions, may experience a feeling of saturation. The local community may feel a lot of strain from tourism, both in regards to the actual occupying of public areas and in terms of disruptive behaviour, vandalism, etc. With the quick growth of souvenir stores, restaurants catered to tourists, or even micro crime like shady street sellers, fake tour guides, etc., tourism has the power to alter an area's character. The growth of a night-time economy in some areas can also bring forth a variety of annoyances, with noise being a major problem that can lower quality of life.

The relationship between tourists and locals can become tense or even combative when tourists are misinformed about the customs and ordinances of the city or the particular neighbourhood those who are vacationing, or if they engage — whether intentionally

or unintentionally – in illegal activity. This puts the possibility of peaceful coexistence in jeopardy.

Visitors' feelings of security will be somewhat influenced by the nature of the relationship that exists between locals and visitors. The development of relationships between locals and visitors can occur in a variety of contexts, such as when locals work as tour guides, interpreters, receptionists, waiters, taxi drivers, or in the public transportation system. Contact can also happen by chance or in a more planned manner, whether officially or informally (greeters), or both.

The local populace's approval or refusal of tourism is also correlated with their opinion of the tourism plan developed by the different tourism stakeholders. Public authorities can promote citizen involvement in a variety of public policies as they work to come to an agreement on long-term tactics. Citizen involvement is crucial for addressing issues related to tourism and security, and it may be planned at many levels. Informational consultation and gathering are the first essential elements in this procedure [4]. Public security and tourism policies may be planned, implemented, and evaluated with the help of citizens.

5. ANALYSING AND TACKLING TOURISM PROBLEMS WITH TECHNOLOGY

Travel solution providers are rising up with new technological options in an effort to promote adherence to company standards and to guarantee the safety of passengers.

A. Real-time data

Travelers may make better-informed judgments if real-time data is gathered from hotels and airlines on their most recent safety rules and pulled into a desktop or mobile app. Tourists will be able to quickly determine whether their chosen airline is reserving middle seats or implementing additional safety and health measures in response to local or global events.

In addition to providing a safety rating for a specific neighbourhood, real-time data may be utilised to inform tourism and travel management about any political or social turmoil, virus outbreaks, or crime rates in a certain location.

Real-time data may also be utilised to protect sensitive populations, such a female travelling after midnight to a foreign country. On the basis of demographics, it might also suggest particular modes of transportation and hotel quality.

Personal privacy unquestionably comes into play here. Google and Apple are already hard at work on methods to alert a person that they could be close to someone who may have been exposed to a disease, for instance. You might do it in a discreet manner that also safeguards the other person's privacy in order to avoid that individual and scenario. If and when new highly contagious diseases emerge in the future, this kind of technology may serve as a benchmark.

B. Artificial intelligence (AI)

Machine learning and predictive analytics, two subgroups of artificial intelligence, may cooperate to forecast the expected results of diverse scenarios. They integrate recent and past data from many sources to identify trends [5]. This enables them to distinguish between "normal" and "abnormal". Using such information, travel managers may then be made aware of any strange behaviours so that they can securely aid in removing their tourists from certain circumstances.

C. Automation

People are willing to embrace increasingly automated processes, such automatically fixing trips when problems occur and exchanging tickets without human participation.

Travel managers will soon be able to press a button to instantly return all of the firm's risky tourists to their homes or to a safe location while abiding by corporate standards as technology develops.

In a similar manner, when a particular tourist feels unsafe, they will be able to select a button to be quickly and frictionlessly routed to a safer spot. An itinerary to get the visitor home within policy will be automatically created by the travel management system.

D. Touchless interfaces

Contactless travel is an additional advancement in the travel sector. For instance, Internet of Things

(IoT)-connected automobiles may be opened wirelessly with a smartphone, negating the need for a key [6].

In a similar vein, your accommodation will be able to be opened using your smartphone without you having to flip a knob. Near-field communication (NFC) technology is already used for this purpose in a lot of hotels [7].

The only thing a tourist needs to do is check into the hotel. The technology at the hotel then finds you, recognizes you, and verifies that your payment card is on file. Following that, the technology updates the mobile app with your room number. The door unlocks as you approach it while holding the phone close to it in your room.

6. CONCLUSION

The significance of security of tourists in the success of tourism in improving the economy of a country is huge. This paper scrutinizes the various factors that affect this security. Through an analysis of how moral and physical factors affect the safety of visitors in a tourist spot, it is clear that innovative solutions must be come up with to tackle the challenges faced in making a place safe for tourism. By employing technologies like Artificial Intelligence, Big Data analysis and 5G, an economical and reliable system could be created to handle the problems faced by the tourism industry while providing safety in tourism.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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