# PEACE AND TOURISM: AN ANALYSIS OF BIDIRECTIONAL RELATIONSHIP

[1]S. Nisthar, [2]S. Vijayakumar,
[3]A.A.M. Nufile

Faculty of Graduate Studies, University of Jaffna
nisfi2014@gmail.com
[2] Dept. of Economics, University of Jaffna - vijai114@gmail.com
[3] Dept. of Economics, South Eastern University of Sri Lanka
nufile68@gmail.com

## Abstract:

This study aimed to analyze the various ways of achieving peace though tourism using the methodology of descriptive analysis with the support of the secondary sources. The presence of war was a detrimental experience in the establishment of peace. Anyhow, the absence of war was not satisfactory for the community to be peaceful. Peace contains more positive concept. The negative and positive peace could be achieved by the beneficiary of tourism, but more positive impacts can be established by peace. The tourism has the leading relationship of one way as well as two ways in the world arena since by establishing peace within the country or among the countries; tourism industry can be promoted by attracting more number of tourists into the countries and also to attract more number of tourists into the countries from all over the world, peace should be established. It is another way of promoting tourism which is leading to peace in any country in the world. Tourism should be properly designed and implemented because it has both benefits and costs to local and global economy, society, culture and environment. If all the actors operating in the tourism sectors play their own role, tourism can gradually lead to peace. If the current one-way flow of tourists from developed countries to developing countries is replaced by two-way flow of tourists, host countries and guest countries can be interchangeable and can stand on an equal footing. Tourism can lead peace when it is properly conducted by each actor and when more people can have opportunities to be tourists.

*Keywords:* absence of war, cultural exchange, host countries, peace tourism, one way flow of tourists

## Introduction

Mahatma Gandhi (2000) stated that he had watched the cultures of all lands blow around his house and other winds had blown the seeds of peace, because travel was the language of peace. John F. Kennedy said that "Travel has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn to know each other, to understand each other's customs and to appreciate the qualities of individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace." Almost all the people seem to agree the intention that peace is an essential precondition for travel and tourism and all aspects of human growth and development. Tourists are generally sensitive to events of war, terrorism and

political violence because such events jeopardize a relaxed and unconcerned holiday (Neumayer, 2004)

Tourists avoid visiting places with a negative image and "easily switch to another destination" when they find there is no peace in their destination.6 To cite some cases, the Tiananmen Square massacre in June 1989, which the state authorities of China repressed a mass demonstration held mainly by students in pursuit of democratic reforms, led to serious decline of tourism industry in China. It took two years to recover the number of visitors to the pre-incident level.8 In Rwanda, where the genocide leading to massacres of unprecedented scale occurred in 1994, there has been negative image of the country and resultant substantial decrease in the number of visitors since then. In Sri Lankan practices and experiences, the deadly civil war prevailing in the northern part of the country was a great barrier to the entry of tourists into the country, but after the cease fire in 2009, the tourism industry becomes to play a major role in the growth and development of Sri Lankan economy.

The tourism has the leading relationship of one way as well as two ways in the world arena by establishing peace the within the country or among the countries, tourism industry can be promoted by attracting more number of tourists into the countries and also to attract more number of tourists into the countries from all over the world, peace should be established. It is another way of promoting tourism which is leading to peace in any country in the world.

## Objective of the study

To assess the contribution of tourism industry to the origination of peace or vice versa in the empirical global context

## Methodology

In this study, to achieve the objective of this study, the secondary sources are used. The information has been collected from the written documents and web based documents of empirical studies all over the world. Thus, this study is entirely constructed on descriptive approach.

## Literature Review

Yingzhi Guo, et. al. (2005) aimed to identify ways to activate tourist flow and tourism cooperation and eventually contribute to reconciliation between Mainland China and Taiwan. They illustrated the features of tourism flow as well as politics, economics and trade between Mainland China and Taiwan using descriptive method. They concluded that although there were continuous twists and turns in the political relationship between China and Taiwan, the development of cross-border tourism had been affected by the factors such as politics and transportation issues between Mainland China and Taiwan. Satani (2004) explored how tourism led

peace in the global context using the methodology of descriptive approach. He found that it was a vital force for positive and negative peace and tourism consisted of more positive concepts. And also he added that it had both costs and benefits to domestic and global economy, culture, society and environment. Finally he concluded that Tourism could lead peace when it was properly conducted by the each actor related to tourism sector and when more members in the society could have opportunities to be tourists by two-way flow of tourists from developed countries to developing countries.

Carmen Jimenez, Jan te Kloeze (2014) aimed to clarify the real scope of the notion of Peace through Tourism and proposed a rationale and working concept for tourism educators using descriptive approach with the support of the secondary sources. They presented some of the challenges faced by tourism educators dealing with Peace through Tourism Concept. They found not only the reciprocal relationship between tourism and peace but the causal relationship between them. And also there was a symbiotic relationship between them.  Ian Kelly (2006) used a SWOT analysis to look at the factors which influence the potential gain of tourism to the contribution of harmonious and peaceful world using descriptive approach. He found some of the positive and negative elements of tourism in this connection. Finally he concluded that tourism contributed more for the establishment of peace in the global context. And also the objectives of peace achievement through tourism were only possible by purposeful management of tourism guided to uplifting of intercultural relations.

Pranil Kumar Upadhayaya, et, al. (2011) analyzed the impact of a decade long (1996-2006) armed conflict on tourism in Nepal and explored the coping strategies applied by this sector to revive and sustain itself using descriptive analysis of comprehensive review of literatures. On the basis of the historical political transformation of the state and some constructive efforts by the Nepalese tourism actors towards peace building, he argued that violent conflict was not always destructive but could also be a constructive social force for tourism if its actors are 'practical' and not 'apocalyptic'. They found that the experience of Nepal revealed that in the aftermath of armed conflict, there was a need for stronger tourism crisis management to respond to practices such as media exaggeration and unrealistic travel advisories. The starting of the peace process and the ongoing political reforms together had helped rebuild the image of Nepal as a secure tourist destination. All in all they concluded that the sustainability of tourism, highly dependent on peace, security and safety, would remain a dream until a lasting positive peace in the country. Pranil Kumar Upadhayaya (2014) explored the potential of transdisciplinary research for building peace on community based village tourism using the case study of a Machhapuchhre Model Trek (MMT), a community based tourism model situated in the northern part of Pokhara in Western Nepal along with a transdisciplinary research approach. He found that the partnership actions facilitated by research gave prospect to apply and test the role of tourism for prosperity and peace.

**Delineation of Peace**
Peace is often considered as an opposite word of war as symbolized by the famous Russian novel *War and Peace* written by Leo Tolstoy. Kenneth Boulding defined stable peace as "a situation in which the probability of war is so small that it 11 does not really enter into the calculations of any of the people involved."18 The word 'peace' is not often mentioned in a time of peace, but is usually mentioned when war or violent conflict occurs. Nations are making every effort to keep peace by defending their society from the threat of war, violence and terrorism through the building of armaments and armies. In this context, peace is defined negatively as the "absence of war." For nearly 60 years since the Second World War, there has not been any direct military confrontation among the world's major powers. Most of the world has been living life in peace in this perspective. However, even when people living in the areas of the 'absence of war' are asked whether they are at peace or not, the answer is not always positive. Although peace is regarded verbally as opposite of war, people do not always feel that true peace is achieved.

**Delineation of Tourism**
Tourism is: (1) the practice of travelling for pleasure; and (2) the business of providing tours and services for tourists. Tourism is believed by many people to be "a service industry that takes care of visitors when they are away from home." Some experts limit the definition of tourism "by number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure." Other scholars widen the definition of tourism and it is more than just a service industry. For Gunn, tourism "encompasses all travel with the exception of commuting." Davidson defines it as "the movement of people outside framework. In this paper, tourism is going to be discussed in relationship to peace. Although economic factor can be significant for each government to promote tourism as one of their resources for expenditure and, thus, to make policy decisions, this paper focuses primarily on socio-cultural interactions between people and people, and between people and nature. Tourism is a social phenomenon, followed by a production activity. Economic elements are the lubricant of better socio-cultural interactions and human-nature relations, and political elements come under the influence of the changes of socio-cultural situation. Tourism should, thus, be examined in this context.

In order to achieve each stage of peace defined at the previous section, tourism should work for (a') suspension or abolishment of war, (b') elimination of structural violence, and (c') awareness and action for the improvement of global and environmental issues.

**Benefits of Tourism**
Tourism has also a lot of positive aspects as Lee calls it a "promising industry." Tourism has global-scale economic impacts, which hold enormous potentialities to promote cultural exchange as a means of breaking down the barriers between peoples of different nations, and to develop greater understanding between individuals or people of different nations resulting from this exchange. It also gives

tourists good opportunities to develop environmental awareness and makes them think about what to do to ensure the sustainable prosperity of the Earth.

**Costs of Tourism**
The problems of tourism occur mainly because a great part of world tourism is controlled by the tourists' side, that is, the transnational companies based in economically developed countries. The relationship between those companies and the host countries are not equal. The poor countries are always defeated by short-term perspectives, or their hunger for money. As a result, the governments of developing countries tend to "keep quiet" about the disadvantages of tourism.

**Tourism and Peace**
Tourism is making contributions to peace when tourism works for (a') suspension or abolishment of war, (b') elimination of structural violence, and (c') awareness and action for the improvement of global and environmental issues. These three stages are achieved by two different levels of diplomacy. The each stage of peace can be established by tourism through the above activities. The country of Sri Lanka experiences it through the closest relationship between the tourism sectors and the establishment of peace within the country. The country records a vital achievement in the tourism sector after the establishment of the peace especially in the northern and the eastern part of the country. There are two main levels of international relations, which are defined in a 1981 seminal article of Foreign Policy by William D. Davidson and Joseph V. Montville: 'track one diplomacy' and 'track two diplomacy'. The former is conducted by official representatives of a state/quasi-state authority that manifest direct, major, and usually immediate impact on national, regional and international affairs, or an intergovernmental organization such as the United Nations; the latter is the unofficial channel of people-to-people relations by private citizens, non-governmental organizations (NGOs), and business persons.

Peace is available only when both tracks run parallel and function properly. The three stages for the advancement of peace have a clear distinction between the roles of the track one diplomacy and the track two diplomacy. Decisions of (a') suspension or abolishment of war can be made only by the track one diplomacy. War is usually fought between internationally recognized sovereign states, or between a state and guerrilla or terrorist groups. On the other hand, (b') elimination of structural violence and (c') awareness and action for the improvement of global and environmental issues are mainly inspired and promoted by the track two diplomacy. Of course, the rules and regulations to achieve the second and the third stages of peace can be established by governments, or the track one diplomats, but people, or track two diplomats, are the practitioners of the rules and regulations.

The biggest objective of the track one diplomats is to defend their national interest. They have to "make worst case assumption about an adversary's intentions, but these very assumptions can set in motion a chain reaction of mutual distrust, threats and hostilities that can culminate in war." They tend to be preoccupied with short-

term profits. National interests are given priority over regional and global interests. Global issues such as economic inequality, food distribution problems, global warming and balance between energy supply and demand are sidelined and left unsolved. Track two diplomats can construct a new framework which is free from narrow-minded nationalism, and create an alternative set of relationships that can prevent such a devastating chain reaction. The track one diplomacy is essential to achieve negative peace (absence of war), while the track two diplomacy mainly serves for positive peace. Tourism is, according to the definition, voluntary movement of persons whose aim is business, pleasure or leisure. Thus, a tourist is most likely a track two diplomat. However, tourism can be a means of fostering the track one diplomacy.

**Findings and Conclusion**

Tourism leads to peace when it is operated exactly as the definition says. Tourism is 'voluntary movement of persons.' Tourists should choose what to do by themselves and they should not be restrained or controlled by transnational corporations or other tourism providers. The tourism has the leading relationship of one way as well as two ways in the world arena since by establishing peace within the country or among the countries, tourism industry can be promoted by attracting more number of tourists into the countries and also to attract more number of tourists into the countries from all over the world, peace should be established. It is another way of promoting tourism which is leading to peace in any country in the world. Tourists have more opportunities to meet many different people from different communities from different nook and corner of the world. They are exposed to various cultures and traditions.  The only and the most important job for the tourism providers is to protect a right of all people to be tourists through peaceful atmosphere in the host countries. Tourists, or all the people all over the world in the long run, will have broader mind and perspective to respect each other and to improve relations among the people and nations of the world. Therefore, this long run relationship of tourism would lead peace to be established as well.

**Recommendation**

The current situation of tourism shows that it is important for all the actors of tourism to promote tourism in a sustainable way not only for the noble aim of genuine love for humanity or symbiosis of human beings and nature, but also for their pleasure and sustainable business profits. If each actor plays its role, tourism can gradually lead to peace. To hasten the pace of this positive change, this study suggests that the current framework of tourism be changed. If the current one-way flow of tourists from developed countries to developing countries is replaced by two-way flow of tourists, host countries and guest countries can be interchangeable and can stand on an equal footing. Tourism can lead peace when it is properly conducted by each actor and when more people can have opportunities to be tourists.

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