

## India's Foreign Policy and Tourism

**Dr. Prabhuraj K. N.** Associate Prof. of Political Science GFG College Manglor Dist. Koppal  
(Karnataka) prabhuknayaka@gmail.com Ph. 9482124376

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### Abstract:

Revolutionary developments in Science and Technology Lead to changes in transportation and communication methods. LPG made Globe as village. In this way Global village concept given by Marshall Ma Lohan in 1960s. Easy and quick transportation helps Tourism. This developed as a determinant factor in India's foreign policy as soft power strategy. Projecting cultural influence, (yoga, music, spiritual and philosophical speeches by Indian philosopher Swami Vivekananda and in modern times Pandit Ravishankergurujji) building economic ties, and promoting peaceful international relations. Tourism is a very wide concept. It involve very large issues and concepts.

**Key words:** Tourism, Global village, Foreign Policy, Soft power.

### Introduction:

Today Tourism became an important component of India's foreign policy as soft power strategy, projecting cultural uniqueness like Places, Indian Festivals in other nations like India Utsava, Music, Yoga, Kumbamela, and Dances Beliefs, etc, This way of people to people contact helps to promoting peaceful International Relations among nations. Ties are positive implications of Tourism. Threat of terrorist activity on Targeting Tourist spots, iconic monuments, and transportation hubs are often prioritized as targets for terrorists. Such attacks aiming to maximize international attention and create fresher on particular state politics.(e.g., 2008 terrorist attack Mumbai, The most significant recent terrorist attack targeting tourists spot on 22 April 2025 in the Pahalgam region of Jammu and Kashmir, India) this paper is aiming to focus on how the tourism links with India's Foreign Policy as in the view of National security. And in another way how Tourism gives inputs for India's soft power image in outer world. And how much it influence on India's Foreign Policy Making Process.

### Objectives:

Objectives of the Paper are as Follow:

- 1) To understand how the tourism influence on foreign policy making Process.
- 2) To elaborate how India's Foreign Policy makers reacted on some incidents like India tourist attacked by terrorist.

### Assumptions of the study:

- 1) Tourism and national security collectively influenced on nature of India's foreign policy process.
- 2) Terrorist attack on Pahalgam tourist Place considerably change India's foreign policy towards terrorism as Zero tolerance.

### Tourism Influencing India's Foreign policy Process:

Tourism is a better way for people to contact world wide. It helps to reduce gap between nations and build relations among nations. Adventure tourism in India offers thrilling activities across its diverse terrain, ranging from Himalayan trekking and skiing in Gulmarg/Auli to white-

water rafting in Rishikesh and scuba diving in the Andaman Islands. Key hotspots include Ladakh, Himachal Pradesh, Uttarakhand, and Goa, thousands of foreign people actively involving in Adventure Tourism. Every year 9.5 to 10 million foreign tourists visit India for Adventure spots. According to The Hindu News paper report 'The adventure tourism sector generated a revenue of 23.5 crore in Kerala last year, creating more than 3,000 regular jobs apart from triggering local business activities'<sup>1</sup>.

Pahalgam, is an important tourist place in Jammu and Kashmir. Is also known as the "Valley of Shepherds" in Jammu and Kashmir, is a premier tourist destination renowned for its natural beauty, including the Lidder River, pine forests, and snow-capped peaks. It serves as a vital base for the annual Amarnath Yatra pilgrimage, adventure activities like trekking, fishing, and golf, and offers a peaceful retreat for families and nature lovers.

On April 22, 2025, a major terrorist attack in Pahalgam, Jammu and Kashmir, resulted in the deaths of at least 26 tourists, primarily targeting Hindus, making it one of the deadliest attacks on civilians in the region in over two decades. The attack, attributed to The Resistance Front (TRF) (an offshoot of Lashkar-e-Taiba), led to "Operation Sindoor", a retaliatory military strike by India on alleged terror camps in Pakistan.

#### **International Reactions Pahalgam Terrorist Attack:**

International community condemn to the heinous terrorist attack in the Kashmir Valley, United States President Trump and Vice President JD Vance strongly condemned the attack, U.S. offering support and expressing solidarity with India against terrorism. 'The United States stands strong with Indian fight against terrorism, Trump says the "brutal crime" has no justification whatsoever and its perpetrators will face a deserved punishment'.<sup>2</sup> Indo-US relations are more close to fight against Terrorism.

In The front page The Indian Express reported, 'Terrorist kill tourist in Kashmir' UK Prime Minister Keir Starmer described the attack as "horrific" and "utterly devastating". Foreign Minister David Lammy stated that "India has every reason to be outraged" and affirmed that such acts of terrorism are "completely unacceptable".<sup>3</sup>

Russian President Vladimir Putin denounced the "brutal crime," with the Foreign Ministry urging a global fight against terrorism and calling for restraint. French Ambassador to India Thierry Mathou expressed solidarity. Additional condemnations came from the UAE, Qatar, Australia, and Nepal. The Chinese government condemned the attack.

India's Foreign Policy Stand:

Pahalgam as an important tourist place in India. Which was attacked by terrorist brutally. 'On April 22, terror struck Pahalgam. Pakistan-backed attackers stormed a village, asked people their religion, and killed them, resulting in 26 deaths. A clear attempt to incite communal violence, this marked a shift, from cross-border attacks to dividing India from within. In the whole incident The world community stand with India. Prime Minister took a military retaliation towards terrorist and their supporters. Traditionally India's Foreign Policy makers has been reacting for such incidents as commonly boycotting, protesting, ect. But when the world community supported India in the Incident.

In response, India launched Operation SINDOOR to destroy the terror bases behind the attack. But Pakistan hit back harder. Over the next week, it used drones and shelling to target religious sites. The Shambhu Temple in Jammu, the Gurdwara in Poonch, and Christian convents were attacked. These were not random strikes. They were part of a plan to break India's unity.<sup>4</sup>

**India's zero-tolerance foreign policy:**

‘ India should reply Pakistan in the same coin not only military but also in the edition politically and economically militarily India should Ne Pakistan pay a much higher cost of conflict in Kashmir’.<sup>5</sup> Prime Minister Modi, counters on aggressively delegitimizing cross-border terrorism as a non-negotiable national security concern, which includes the PRAHAAR anti-terrorism doctrine to combat, isolate, and deter. Operation Sindoor is a major shift in India's foreign policy towards a more assertive, "proactive deterrence" posture, demonstrating a willingness to strike terror infrastructure across borders. It redefined for regional security in Zero tolerance by discarding traditional strategic restraint,

This Violent Incident in the Indian tourism leads to change the nature and principles of India's Foreign Policy. Providing security to every tourist is a fundamental duty of a responsible government, in this way Government of India announces the Zero Tolerance policy for any terror attacks and incidents. This is a significant change or development in Classical India's foreign Policy process.

**Medical/Health Tourism:**

Medical/Health Tourism is a leading element in India's Foreign Policy as soft element in the policy. Travelling to receive medical treatment, surgeries, or wellness treatments (Spas, Yoga, Panchkarma). The rise of Yoga, Ayurveda, and Panchakarma has significantly transformed India's image globally, transitioning it from a land often associated only with traditional tourism into a premier global hub for wellness, holistic health, and spiritual rejuvenation. These ancient practices, beliefs, given new image for India. That is called as "soft power". This new image strengthening India's cultural diplomacy, and supported Indi's Image globaley. It is popularly called as Viswaguru.

Findings of the paper;

- 1) Tourism and National security is inter linked issues.
- 2) Tourism and National Security directly link with India's foreign policy Process.
- 3) The tourist place Pahalgam and the incident changed the India's foreign policy as zero tolerant foreign policy towards Terrorist activitey.
- 4) Culture, Music, Yoga, Spas, Panchkarma, and such Indian practises changed the India's image in as soft power in world community.

**Conclusion;**

Travelling around the world is popular among modern generation. World became village due to many reasons. Tourism is a best reason to travel around world for people. Jammu Kashmir is one of a beautiful tourist spot India. The state has been suffered by terrorist and there mindles work ,which is directly and indirectly supported by Pakistan army and government. The state Jammu and Kashmr influenced and shaped the Foreign policy of India. Tourism in Kashmir is also an influential factor for India's foreign policy making process. In recent year India's as

emerged as soft power in globally. Because of Tourism exposing India, and given opportunity to show her inherent philosophical Values, Knowledge, which are link with Health, Entertainment, Education etc to world. Which are helps India's Image or status in world community. as 'Viswa Guru'.

**Reference:**

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- 5) Edited by NIraja Gopal Jayal. Pratap Bhanu Mehta, 'The politics in India.' Oxford University Press, New Delhi. 20th impression 2021. p n530-531.