

Sustainable Tourism Development in India: A Study

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Abstract: Human demands in the ever-growing world population are surpassing the planet's capacity to support us. For this reason, it is crucial that businesses, industries and governments attempt wholeheartedly to adopt sustainable development practices. "Sustainable development was first discussed in the 1960s with the advent of the green movement and the term came into common parlance with the publication of the report by the World Commission on Environment and Development entitled Our Common Future. It was given further recognition with the United Nations' sponsored conference on the environment held in Rio de Janeiro in 1992. The meaning, based on the Bruntland report, is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable tourism development thus simply limits the meaning to those particular elements associated with tourism. Tourism is the second largest industry in India. Tourism is one of the largest industries in the world. The impacts of tourism extremely varied with both positive and negative. This has led to a greater focus on sustainable tourism development.

Keywords: Sustainable Development, Sustainable Tourism

Introduction

Sustainable Tourism: Sustainable Tourism refers to all forms of tourism development, management and activity, which maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity. Tourism can be defined as the activities of persons travelling and staying in one place outside their usual environment for not more than one year for leisure, business and other purposes. It can be seen as an interaction between supply and demand, where a product is developed to meet a need. The objective of Sustainable Tourism is to retain the socio-economic advantages of Tourism development while reducing negative impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination. Sustainable tourism combines

conservation principles with tourism development. Sustainable tourism development is about making tourism more compatible with the needs and resources of a destination area. It offers a broader approach to tourism practices and a built in ability to control the rate and scale of tourism growth - if stakeholder responsibility is successfully exercised. UNWTO (United Nations World Tourism Organisation) declaring 2017 as the UN's International year of Sustainable Tourism for Development.... India with its multi-faceted and multi-dimensional ethnicities, geographic categories, gastronomic delights, holistic and pranic healing centers, monuments and a variety of Events and Festivals all through the year has a lot to offer to the Business, Family and lone traveller – yet with a responsibility to the nation, the local polity and the visitors as a whole.

Research Methodology

The present research work is based on the secondary source of data collection. The researcher has collected the secondary data from the reputed books, journals and official websites of the tourism department and Government Tourism department, State Tourism departments, Ministry of Tourism, Tourism articles.

Negative impacts of Tourism

1. Excessive drinking, alcoholism, gambling & increased underage drinking.
 2. Crime, drugs, & increased smuggling.
 3. Barring of locals from natural resources.
 4. Natural, political, and public relations problems.
 5. Tourist demand and over exploitation of socio-cultural resources carrying capacity.
 6. Economic inequalities & Employment.
 7. Problems due to tourist behavior Language and cultural effects.
 8. Lifestyle changes and displacement of residents for Tourism development
2. Principles of Sustainability
 3. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of Tourism development and a suitable balance must be instituted between these three dimensions to assure its long term sustainability. Thus, Sustainable Tourism should:
 1. Respect the socio-cultural authenticity of host communities.
 2. Make optimal use of environmental resources that constitute a key element in Tourism development.
 3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders (UNEP).

Forms of Sustainable Tourism

Environmental Sustainability: It means to limit the usage and do efforts in preserving the resources so that it can be used by the future generations. 2. Economic Sustainability: For making tourism sustainable, economic sustainability can play a key role in building linkages. This means keeping the local economy vibrant. For example, A company or hotel which is owned by a person from another country or by a big international brand will not benefit the local economy. But businesses started by local people like shops will help to build entrepreneurial qualities and these people will feel proud to contribute to the mission of sustainable tourism. 3. Socio-cultural Sustainability: It helps to promote the exchange of different cultures that come at the same place during tourism. We can achieve this by encouraging local to contribute to the tourism sector.

Important of Sustainable Tourism

Sustainable Tourism importance recently increased due to the impact of human activity on climate. As it implies to minimize the negative and maximize the positive effects, some ways to implement it are: 1. Resource efficiency and environment protection: This helps to support the protection of nature, culture and environment of local areas, sustainability allows us to use natural and cultural resources to gain profit and on the other hand it assures that these resources should not be destroyed. The fundamentals of reduce; reuse and recycle embrace sustainable tourism. 2. Inclusive and sustainable economic growth: Enhancing the wellbeing of communities, sustainable tourism development supports and ensures the economic growth where tourism takes place. Product quality and tourist satisfaction offered by a region is the key factor for the economic success of tourism and purchasing local products helps in 3 ensuring that the financial benefits stay with the local people. 69 3. Heritage (cultural and natural diversity): It shows respect for the communities who live there, as well as their traditional cultures and customs. Sustainable tourism is sharing of cultures (without imposing them), and ending stereotypes about different cultures and religions. Thus, sustainable tourism helps to preserve heritage both culturally and naturally for future generations. 4. Employment and poverty reduction: Purchasing goods from small, locally owned stores will favour local business and help in employment generation of various kinds for the native people, this encourages economic sustainability from sustainable tourism. Recent steps taken by Indian Government Recently, the Tourism-Ministry has taken many steps to give a

hike to the tourism industry like, launch of new schemes such as Swadesh-Darshan and Prasad, and update of existing schemes such as hunar-se-rozgartak, continuing E-tourist Visas to many nations, also they developed a mobile applications for tourists, launched an Incredible Indian Tourists helpline.

Some other initiatives by government are:

1. Developing the best tourism framework or infrastructures: Swadesh-Darshan plan was initiated by the Govt for making theme related tourism. All projects aim to develop world class facilities to benefit the cultural heritage and aim to increase tourist allure, 27 or more projects for Rs 2261cr allocated for 21 States. The Prasad project launched by Govt for the development of pilgrimage/spiritual sites.
2. Development of Mobile Applications: The Ministry has developed a mobile application known as Swatch- Paryatan in February 2016, which allows people to report any hygiene issues at various tourist places.
3. Tourist Helpline: The Ministry of Tourism gave a 24x7 Toll Free Tourist Helpline in many languages in February 2016 that can be accessed on Number 1800-11-1363. It doesn't only include Hindi and English languages but it also has 10 other international languages.
4. Tourism-Mart: To promote the North Eastern states a International Tourism Mart is organized every year with the objective to highlight the tourism potential in these regions.
5. AdarshSmarak: ASI has identified several monuments to develop them like a Model Monument. Govt will provide all the basic facilities like Wi-Fi, security, invasion free areas, showing films to give knowledge about the importance of these monuments and also aware them about the importance of movements like Swachh Bharat Abhiyaan. Some of the monuments under this scheme are Leh Palace, Humayun's Tomb, Red Fort, Elephanta Caves, TajMahal etc. Recently our Tourism Minister said that they have designed a blueprint for growth of the tourism sector in India. He also said the Govt will initiate development of six tourist circuits in the first phase, which includes Eco Circuit, Wildlife Circuit, Ramayan Circuit, Desert Circuit, and Rural Circuit'. Some of other major components under these plans are:
 1. Building terminals for passengers.
 2. Building of roads to connect tourist destinations.
 3. To use clean energy sources for lighting the streets.
 4. Providing more Emergency vehicles, repair and refuel facilities.
 5. Providing basic facilities such as water supply, sewerage, electricity and roads. Upgrading communication systems like, WiFi, Internet, and Mobile Services. They are also launching a cleanliness campaign along with the Swatch Bharat movement to protect and preserve the sanctity of

monuments. The Govt also launched special E-Posters with the PM's 70 message requesting the tourists to support in the cleanliness of their surroundings and also in implementing schemes like Swachh-Bharat and Swachh-Smarak.

Role of Government

Government should take necessary steps for building sustainable tourism. Needs to create an environment where not only the government but other stakeholders supports to implement sustainable tourism. 2. Maximize social as well as economic benefits for local people by initiatives of social and community participation. Development of basic infrastructure, education, and health helps the local community to take advantage of opportunities offered. 3. Maximize benefits for cultural & historical heritage by contributing towards protection of local, historical, archaeological both culturally and spiritually. 4. Maximize benefits for the local environment by using eco-friendly products for building materials, goods, food and consumables. Wastewater, including gray water, should be treated effectively and reused where possible. 5. A solid waste management plan must be implemented, with the quantitative goals of minimizing waste.

COVID-19 Pandemic

A grim reminder to reset the direction

The tourism sector brought about by COVID-19 is seen as providing a chance to rethink and reset the direction of tourism and the values on which its success is judged. The COVID-19 crisis is a watershed moment to align the efforts of sustaining livelihoods dependent on tourism to the Sustainable Development Goals and ensuring a more resilient, inclusive, carbon neutral and resource efficient future. National Strategy and roadmap for Sustainable Tourism 1. Tourism can be a key driver of inclusive community development contributing to resiliency, inclusivity, and empowerment, while safeguarding natural and cultural resources. This challenge can be met by revisiting and redeveloping tourism strategies for sustainability. 2. National Strategy and roadmap for sustainable tourism with focus on adventure and ecotourism has been prepared to mainstream sustainability in Indian tourism sector. It will also help us achieve the full potential of adventure and ecotourism as a vehicle for tourism, conservation and jobs.

India's Natural heritage

The natural attractions in India are almost unrivalled in the world, ranging from pristine forests, snow-clad Himalayas, montane grasslands, golden and silver deserts, rivers, lakes, wetlands, mangroves, beaches, volcanoes and corals, housing tremendous biodiversity. Besides, we have the mega-fauna consisting of iconic species such as tigers, lions, elephants, rhinos, leopards, wild buffaloes, Indian bison (gaur), etc. and more than 1200 species of birds

Vision

To mainstream sustainable tourism development in the country and to improve the attractiveness and competitiveness of India as a destination for ecotourism and adventure tourism.

Mission

1. To lay down a framework for sustainable tourism development in the country.
2. To develop an enabling ecosystem for growth of Adventure Tourism and Eco Tourism in the Country.
3. Guiding Principles for Sustainable Tourism as per UNWTO,
4. Sustainable tourism should follow the three basic principles: 71
5. Environmental Sustainability Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
6. Socio-cultural Sustainability Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance.
7. Economic Sustainability Ensure viable, long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Aims of sustainable tourism UNEP and UNWTO in their joint publication in *Making Tourism More Sustainable: A guide for policy makers* have laid down the aims for sustainable tourism: (i). Economic Viability to ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term. (iii). Employment Quality To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other

ways. (iv). Social Equity To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor. (v). Visitor Fulfillment To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways. (viii). Cultural Richness To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities. (x). Biological Diversity To support the conservation of natural areas. (xii). Environmental Purity To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors

Mainstream Tourism

It is both important and relatively easy to distinguish between two general categories of tourism. They are mainstream tourism and special interest tourism. Mainstream tourism captures the largest market segment of tourism. It consists of people looking for rest, novel experiences and recreation, and often occurs at beaches and in cities. These travellers desire comfortable hotels and the presence of other tourist accommodations, such as a resort complex that offers shopping, recreation, restaurant entertainment and other facilities and services.

Nature – based Tourism a link to nature. A simple definition is that nature based tourism is : Nature based tourism can be viewed as the special interest tourism whose common factor is primarily concerned with the direct enjoyment of some relatively undisturbed phenomenon of nature. The degree to which a visitors experience depends upon nature can vary. There are activities: a) Which are dependent on nature? b) Which are enhanced by nature? C) For which the natural setting is incidental. Nature-based tourism is not automatically ecologically sustainable. In general, for such tourism to be ecologically sustainable, it must be appropriate for the specific location and should produce no permanent degradation of the natural environment. Nature tourism is a sufficiently broad term ⁷² that it can be applied to a broad range of different landscapes and tourism destinations. It should be stated that although the term nature-based tourism places focus on the natural aspects, it is recognized that the natural environment contains cultural components, and therefore, although not always stated, cultural aspects are included in discussions about nature tourism. There is growing recognition of the need for tourism to develop in a sustainable and environmentally friendly manner. Many countries have, for instance, introduced regulations which require environmental impact surveys

to be carried out at least for larger tourist developments. Since the Rio in 1992, there have also been more initiatives in support of sustainable tourism at international level.

Tourism and the Environment

The relationship between tourism and the environment is obvious, and is largely established through what is sometimes called “environment quality”. This quality is perceived in different ways according to the human population and the circumstances presiding over tourist activities at any given moment. Any analysis of the relationship between tourism and the environment that we can include under human ecology therefore comprises aspects of the natural sciences as well as the social sciences. Tourist activity is promoted, conditioned and influenced by the environmental circumstances of each region and can be affected by modifications or changes in those circumstances. Although a lot of emphasis has been placed on the negative impact to observe that places with tourist potential undertake little or no research in this field. One possible cause is the difficulty in identifying the real problematic in tourism/environment relations, which is essentially interdisciplinary and involves the integration of traditionally separate areas of knowledge. Although work is undertaken from time to time on environmental psychology, the sociology of tourism, behaviour in relation to the environment, etc., they are very rarely combined with works on the environment, forestry and agricultural policies, soil use, contamination, biodiversity, evaluation of environmental impact, nature conservation, etc., in search for a more integrated management of tourist resources. Tourism today is one of the major global industries and an important source for economic growth and employment generation. The emphasis is on the protection of natural resources that support tourism rather than the promotion of tourism related economic growth for its own sake or as an end in itself, Godall & Stabler (1997) argue that: In the face of uncertainty, irreproducibility of natural resources and the possible irreversibility of decisions, it should be assumed that a tourist activity or development might damage the environment, unless there is clear scientific evidence to the contrary, decision making should err on the side of caution where uncertainty exists as to the long term consequences of current tourism resource use. Stabler (1997) suggest that environmental appraisal should be a prelude to development actions, and that tourism reliance on the natural environment as its primary resource base must compel it to move in the direction of ecocentrism, similarly, Collins (1999) clearly argues, the case for strong forms

of sustainability conditions in the concert of tourism development as being the most appropriate for preserving biodiversity. The Nature conservancy has adopted the concept of Ecotourism as the type of tourism that it recommends its partners use in most protected area management, especially for national parks and other areas with fairly strict conservation objectives. It is an ideal component of a sustainable development strategy where natural resources can be utilized as tourism attractions out causing natural harm to the natural areas. Historical, biological and cultural conservation, preservation sustainable development etc. are some of the fields closely related to Ecotourism. Environmentally responsible travel to natural areas, in order to enjoy and appreciate nature and accompanying cultural features, , both past and present that promotes conservation; have low 73 visitor impact and provide for beneficially active social economic involvement of local people. Responsible tourism includes programme that minimize the adverse effects of traditional tourism on the natural environment and enhance the cultural integrity of local people. Therefore in addition to evaluating environmental and cultural factors initiatives by hospitality providers to promote, recycling energy efficiency, water, reuse, and the creation of economic opportunities for local community's safe on integral part of ecotourism. Ecotourism process the following characteristics: 1. Conscientious, low impact visitor behavior. 2. Sensitivity towards and appreciation of local cultures and biodiversity 3. Support for local conservation efforts 4. Sustainable benefits to local communities 5. Local participation in decision making 6. Educational components for both the traveller and local communities.

Need and importance of Sustainable Tourism

The main responsibilities of sustainable tourism include: Protecting the environment, natural resources, and wildlife. Providing socioeconomic benefits for communities who live in tourist destinations. Conserving cultural heritage and creating authentic tourist experiences. The main responsibilities of sustainable tourism include:

1. Protecting and caring the environment, save Nature, Minimize the use of natural resources, and protecting wildlife. 2. Providing socio-economic benefits for communities who live in tourist destinations. Generating job opportunities. 3. Conserving Cultural attractions, local heritage and creating authentic tourist experiences 4. Bringing tourists and local peoples together for mutual benefit 5. Creating accessible tourist opportunities.

Conclusion

In India join work together with all national and international organizations including Ministry of Tourism, the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and the World Tourism Organisation (WTO/OMT) etc. Stakeholders have committed. For sustainable tourism development in India we need to develop responsible tourism, to conserve nature, to protect local social and cultural attractions and traditions, lifestyles. Work with government organizations, state government tourism departments, Tourism Ministry as well as NGOs. to protect natural resources and natural environment, to respect social values.

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