

A Study on Sustainable Tourism Development Practices in India

Dr. M. Rameshwar Rao,

Assistant Professor, UPGCS, Dept. Of Commerce, OU, Hyderabad

Abstract

Sustainable Tourism is a way of traveling that leaves a low impact of negativity on the destinations visited and preferably it also leaves a positive impact on people. It can be defined as “Tourism that takes full account of its social and environmental impacts, addressing the needs of visitors, current and future economic impacts, the industry, the environment, and host communities behavior”.

Domestic tourists are rising consistently in Telangana over past few years. The data shows that the domestic tourists visited Telangana in 2014 was 72 million that rose to 85 million in 2017 and in 2019 it stands approximately 90 million. And since 2014, foreign tourists rise exponentially at 400% from 75,171 to 3.68 lakh in 2017. The current major tourism themes of Telangana State are – ecotourism, culture and religious, nature, medical and MICE that will impartially impacting the sustainability in development of tourism without damaging the natural resources and the environment. Telangana government also took several steps to pour the agricultural lands, develop rural areas in order to promote tribal tourism that includes tribal community in developmental factor. Sammakka-Sarakka Jatara play a vital role in tribal tourism promotion in the state that is also declared as world’s largest Tribal Festival observed in the state of Telangana. The main advantage of ecotourism and tribal tourism is that it will give way to sustainable development in every aspect without damaging

history, heritage, environment and as well as tourists connectivity to the state.

Keywords: 3 Pillars of Sustainable Tourism, Aims for Sustainable Tourism, Sustainable Tourism Scenario, Policies and Practices etc.

Introduction

The World Tourism Organization defines “Sustainable tourism development meets the needs of current tourists and host regions whereas protective and enhancing opportunities for the long term. It’s envisaged as resulting in management of all resources in such a way that economic, social and aesthetic needs can be fulfilled whereas maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.” Sustainable tourism primarily connected with many factors that can be observed in the diagram below:



Cite this article as: Dr.M. Rameshwar Rao "A Study on Sustainable Tourism Development Practices in India", International Journal of Research in Management Studies (IJRMS), ISSN 2455-7595, Volume 7, Issue 2, February 2023, Page 5-12.

By traveling more responsibly one can resist all the above. It will be the contribution to the local and native economy by utilizing small local businesses. Further, it conjointly contributes to less pressure on nature by traveling in the off seasons.

As traveler, one must remember that we are just visitors. Once individual begins to think about the consequences of their actions while travelling, then they travel responsibly and make a difference.

2. OBJECTIVES OF THE STUDY

- To extract the significance of Sustainable Tourism
- To analyze the aims for Sustainable Tourism
- To extract the Sustainable Tourism Scenario in India and Policies and Practices

3. LITERATURE REVIEW

- P K, Manoj. (2008). Sustainable Tourism In India: A Study From A Global Perspective With Focus On Tourism Prospects Of Kerala.
- Rehman, Shakeel. (2018). Sustainable Tourism Development in India with Special Reference to Nainital-Uttarakhand. 4.34-42.

4. RELEVANCE OF THE STUDY

As a consumer we must stop demanding the goods or services that are bad for the environment of the planet and its inhabitants, so the industry will bring diversions in their productions and follow us steadily. This will bring huge change in consumer's wants and demands that will drive the businesses around

demands we order from industries. Moreover, eco-friendly sustainable travelling businesses are showing its existence in the market and we only need to support them.

Why is sustainable tourism important?

What is sustainable tourism

"Sustainable tourism is a way of traveling that leaves a minimum negative impact on the places visited and preferably rather leaves a positive impact on the society."

Everyone is now focusing on creating sustainable destinations and process of hospitality since past few years. Eco-lodges and green hostels are the new concepts that hotels are including in their guidebooks. It is also found that hotel books to be helpful exploring off the beaten path places and also provide appropriate and complete information about the destinations regarding seasons in which traveler should visit to avoid over tourism.

5. PILLARS OF SUSTAINABLE TOURISM

Sustainable Tourism consists of three main areas of study that were considered as its pillars. Understand the key elements of these areas in picture below:



To analyze the given points in the picture, it was elaborated extensively as follows:

I. HUMAN WELFARE

Human welfare is a broad term. As a rule of thumb, everyone should always think about the consequences of the travelling that cause during the period of stay. Everyone must respect the local traditions and respect the customs they follow; everyone must behave like a guest/visitor and as far as possible spend money locally.

It is pointed out from the following that few concerns to human welfare are necessary. Some might be obvious, while others might not be so, but the factors that are to be considered under this are listed below:

- Respect the locals and their customs
- Ask before taking photos of people
- Child welfare and safety
- Support the local economy
- Support local non profit organizations

II. ANIMAL WELFARE

The second segment of sustainable tourism is Animal Welfare. As of now and ever, animals are taken as an advantage by humans to earn money from visitors. As we talk about travelling sustainably means not utilizing their services and/or not paying organizations that harm animals.

Sometimes it is very difficult to know about the animals that they are being treated in a good way or not. It is always good for you to read about the place or organization you want to visit only to make sure it is an ethically environment friendly place.

One of the other concerns about the animals is when they become the victims of the follow-effects of others actions. If you stay at a huge resort that has been built upon the theme of animals' natural habitat, then you are actually supporting their action. Animals that are almost lost their habitats are driven to other places or they were in danger of being extinct. It is difficult to know about these things about the hotels you are going to stay in.

The animals are most often being mistreated, malnourished or live with lack of space to move sufficiently. Everyone knows that wildlife, including marine life suffers from depression and behavioral disorder.

- Save Natural Habitats
- Stop teasing animals
- Protect wildlife sanctuary and marine life etc.

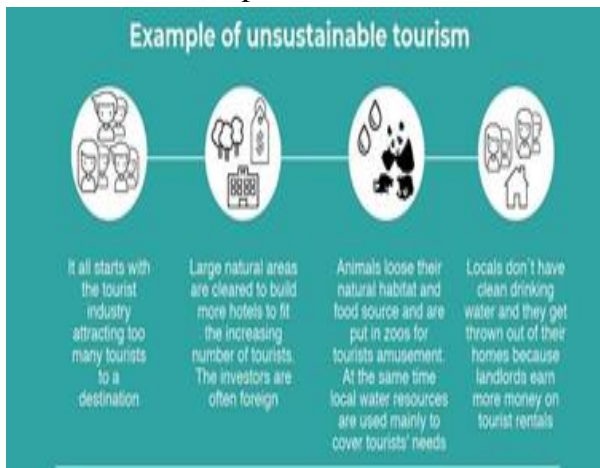
III. NATURE PRESERVATION

Nature preservation is also an important segment of sustainable tourism. Whenever we think about the preservation of nature or natural resources, we most often think of Natural Parks and Sanctuaries that are very big and important segment to preserve nature. World Heritage Sites also need to be protected for future generations. There are three most important areas of this term, starting with natural parks.

- Natural parks/reserves
- Reduce non-organic waste
- Choose more environmentally friendly transport
- It's all about becoming a more responsible traveler

6. UNSUSTAINABLE TOURISM – A NEGATIVE CIRCLE

It is really important to think about the consequences of the actions taken at the tourist spot. We live in a world where tourism has become a real problem for animals that are kept in captivity for people's amusement and nature is deliberately destroyed. And the Tourism Industry feeds this as service, every single day. Example of how this turns into a negative circle can be seen in the picture below.



The industry takes too many tourists towards specific destination that the locals get driven out of their homes, and economy get destroyed for local community, prices rise to a level where the inhabitants cannot afford to survive in their own locality with local wages.

Animals that become endangered because they don't have a place to live or they don't find enough food. People keep them into Zoos as they "rescue" them into zoos where tourists were charged to see them. The animals get behavioral issues while seeing more human beings and feel very depressed because of less space to feel freedom to run freely, hunt and interact naturally with other species. And in some Zoos animals are even maltreated and moreover suffering from malnutrition as they

eat what they provide instead of what they want.

Both hotels and golf fields need more amount of water. Hotels use to wash huge number of towels and bed sheets and some other used clothes every day and water their green areas. According to the Alliance for Water Efficiency, a large golf course of 3785 square meters requires 45,46,090 liters (10,00,000 gallons) of water a week.

7. PRINCIPLES OF SUSTAINABLE TOURISM

Tourism Industry Concern with World Wide Fund (WWF) extracted for Nature about 10 principles for sustainable tourism. These are following as:

- 1) Sustainable Use of Resources:** The conservative and sustainable use of natural resources such as – natural, social and cultural conservation is crucial and also makes long-term business sense.
- 2) Reduce Over-Consumption and unnecessary wastes:** It avoids the costs of restoring from long-term environmental damage and contributes to the quality of tourism.
- 3) Maintaining Biodiversity:** Maintaining and promoting Biodiversity is essential for long-term sustainable of tourism and creates a strong base for the industry.
- 4) Integrating tourism into planning:** Tourism development must be integrated into local and national strategies and that would undertake environmental impact assessment that increases the long-term reliability of tourism.
- 5) Supporting Local Businesses:** Tourism supports a wide area of local business activities and that takes environmental values into

account and protects the large scale economy and avoids environmental damage.

6) Local Communities: Full involvement of local communities in the tourism sector will benefit them and also the environment as well as it also improves the quality of the tourism experience.

7) Consulting stakeholders and the public: Consulting with the local communities, organizations and institutions are very essential for the tourism providers if they are to work alongside each other and resolve internal conflicts.

8) Training Staff: It integrates sustainable tourism into work practices, along with recruitment of personnel at every level that improves the quality of the tourism product.

9) Marketing Tourism Responsibly: Marketing team of tourism providers that provides tourists the full and responsible information that increases respect for the natural, social and cultural environments of destination areas that enhances customer satisfaction.

10) Undertaking Research: Current researches can monitor the industry by using effective data collection and analysis to help in solving problems and to bring advantage to tourism spots, industries, and consumers.

8. SUSTAINABLE TOURISM SCENARIO

Tourism is one of the big economic sectors of India that has the potential to grow at a very high rate and ensure development of infrastructure at the tourism spots. It also has capacity to contribute to the country's economy in the services sector and provide sustainable growth model.

Hospitality and Tourism sector in India was estimated to create 78 jobs per million rupees

of investment which is more than manufacturing sector jobs for similar investment. Apart from providing employment to job seekers from the unskilled to the specialized level of workforce, a higher proportion of tourism benefits (MSME trade opportunities), accrue to women. Mostly, it may increase in quick-job courses for the unskilled workforce for short-term as well as for unemployed youth, under 'Skill Certification of Service Providers' and 'Hunar-se-Rozgar'.

The study conducted by the Ministry of Tourism, Government of India upon tourist destinations, reveals that lack of hygiene and sanitation factor is most problematic for both foreign as well as domestic tourists. So that, creation of awareness, as well as making the essential facilities available, placed most important aspect during 12th Five Year Plan with the following measures:

- Organized massive Social Awareness Campaign under the initiation of 'Atithi Devo Bhavah'.
- Schools, NGOs, Industry Associations, etc. involved in takeout sustained cleanliness drives at specific tourist destinations. Awards and Incentives provided to all individual as well as organizations who ever involved in this initiative.
- Priorities are given towards sanctioning Central Financial Assistance for the installation of bio-degradable toilets, way-side amenities, etc.
- The Ministry of India will endeavor to accelerate the sustainable growth while doing efforts for the targeted 12th Five Year Plan growth in Foreign and domestic tourists.

This is said to be achieved with the following measures:

- Sustainable Tourism Criteria for India(STCI)
- Market Development Assistance Scheme(MDAS)
- Provide training to various stake holders under existing schemes of the Ministry. Sustainable Tourism Development includes some of the advanced niche tourism products or developing additional niche products such as (h) and (i) from the given list below:
 - a) Adventure
 - b) Medical
 - c) Wellness
 - d) Golf
 - e) Polo
 - f) Cruise
 - g) Meetings Incentives Conferences & Exhibitions(MICE)
 - h) Pilgrimage/Spiritual travel
 - i) Film Tourism
 - j) Eco/ Wildlife/ Caravan Tourism

Tourism is a Multi-Sectorial activity, convergence in the resources of various sectors involved in tourism promotional activities at Central and State level is essential for achieving the optimum results.

9. POLICIES AND PRACTICES

According to World Bank, 2016, with quicker access to distant locations, the number of international tourists has grown about 33% alone in last five years in India. Tourism is largest service industry in the country that contributes to mostly 12% of GDP and 9% of all the jobs (Lalnunmawla, 2016) illustrating the need of providing not only luxurious and

safe experiences to tourists but protecting the social, cultural and environmental integrity as well at destinations.

The Tourism Union Minister Shri Shripad Naik launched the combined Sustainable Tourism Criteria for India (STCI) for developing of ways and opportunities of Sustainable Tourism, Accommodation, Beaches, Backwaters, Tour Operators and Lakes & Rivers etc. He urged all the stakeholders in the Tourism Industry not to over-exploit natural habitats and other natural resources for any short-term gains. Although the initiation of STCI is voluntary and incentive- based plan and the government's intent and future policy direction seems to be guided by resource conservation and growth.

There are few 'early bird States' that have already taken the charge and also received many number of accolades for their efforts. Through innovative means and political will, they have not only supported local cultures and traditional ecosystems but also boosted local incomes through alternate livelihood generation.

Kerala is the first state among all the other states in India that confers the top United Nations Award, UNWTO Ulysses Award for Innovation in Public Policy and Governance is the highest honor given to any governing bodies for shaping global leadership and starting innovative initiations for sustainable tourism. Kerala is famous for its pristine beaches, lush tea gardens, beautiful backwaters, cultural extravaganza, and traditional healing practices etc.

'Responsible Tourism' (RT) project is a path-breaking in Kumarakom that linked the Local

Community with the Hospitality Industry and government departments successfully, that is creating a model for empowerment and development for sustaining eco-friendly tourism. This was achieved with three-pillars strategy encompassing:

- Economic responsibility (RT Cell)
- Social responsibility (Village Life Experiences (VLI) Packages)
- Environmental responsibility ('Zero Waste Kumarakom')

The Kumarakom Initiative won the PATA Grand Award for Environment and also the National Award for Best Rural Tourism Project (BRTP).

Kerala adopted a "high value, low volume" perspective to ensure the sustainable growth of tourism in the State, (Banerjee, 2013); a tourism management strategy that aids in controlling the overall impacts of tourism at the time of ensuring the industry that remains on top in the list of economic performers for the region. Through this policy, Kerala limited the quantity of tourists entering the state while monitoring the quality of tourists to ensure that they are culturally sensitive, environmentally friendly and economically viable.'

10. FINDINGS

- ✓ Domestic tourists consistently rising since past few years. The data displayed the domestic tourists visited Telangana is 72 million in year 2014 which was raised to 85 million in the year 2017 and 90 million in 2019.
- ✓ It is found that Telangana State government's current major prioritized tourism themes are – culture and religious, nature, ecotourism, medical

and MICE that will impact on the sustainability in development of tourism without damaging the natural resources.

- ✓ It is also found that bookings are now more helpful towards best hotels that exploring the off beaten path places and also provide complete information about the destinations about the seasons in which traveler should visit to avoid traffic at destination during visit.
- ✓ Sustainable Tourism is based on 3 main factors that are considered as pillars i.e. Human/Economical Welfare, Animal Welfare and Natural Preservation
- ✓ The consequences of the actions taken at the tourist spot must be considerable. Tourism impacts on animals that are kept in captivity for people's amusement and nature is deliberately destructed.
- ✓ According to World Bank, 2016, with quicker access to distant locations, the number of international tourists has grown about 33% alone in last five years in India.

11. CONCLUSION

This study concludes that as a consumer we must keep in mind that we are just visitors/guests of the destination community and we must stop demanding the goods or services that spoil the beauty of tourists' spot, environment of the earth and its inhabitants, so as the industry must bring diversions in their products and services and follow the customer needs steadily and provide them the maximum utility without damaging the environment. This will bring huge change in consumer's perceptions, wants and demands that will drive the businesses around order from industries. It



is really important to think about the consequences of the actions we are taking at the tourist spot.

12. SUGGESTIONS

It is suggested that there is a lot of scope in sustainable tourism study that one can conduct empirical research to extract the accurate perception of the tourists about their needs and beliefs. The study conducted by “Travel media” revealed that 87% of the tourists choose their stay after some of their research on sustainable practices. The study also revealed that 92% of the respondents expressed their trip preference in rural tours, farming trips, NGO visits, sustainable treks or hikes etc. This will directly show the way towards conducting a detail study upon the growth and development of sustainable tourism practices.

13. REFERENCES

1. https://www.yesbank.in/pdf/sustainable_tourism_in_india_initiatives_and_opportunities.pdf
2. <https://brainybackpackers.com/why-is-sustainable-tourism-important/>
3. <http://tourism.gov.in/sites/default/files/Other/Document.pdf><http://www.ecoindia.com/sustainable-tourism/>
4. <https://sustainability-leaders.com/sustainable-tourism-trends-challenges-2019/>
5. <https://study.com/academy/lesson/sustainable-tourism-definition-characteristics-examples.html>
6. [http://www.iaeme.com/MasterAdmin/Journal_](http://www.iaeme.com/MasterAdmin/Journal_uploads/IJCIET/VOLUME_8_ISSUE_10/IJCIET_08_10_080.pdf)

[uploads/IJCIET/VOLUME_8_ISSUE_10/IJCIET_08_10_080.pdf](http://www.iaeme.com/MasterAdmin/Journal_uploads/IJCIET/VOLUME_8_ISSUE_10/IJCIET_08_10_080.pdf)

7. Dr.Juao Costa, A Commercial Study of TIATR as a form of Entertainment in Goa (India): An Empirical Analysis, IJRMS, ISSN:2455-7595, Volume 1, Issue 10, Pg 1-10, <http://www.ijrms.com/olvolume1issue10/DrJuaoCosta-1.pdf>