

SUSTAINABLE TOURISM IN INDIA: CHALLENGES AND PROSPECTS

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ABSTRACT

The capacity of tourism to generate employment and boost economic growth has been particularly vital for rural regions, where a significant portion of the global impoverished population resides and where alternative development opportunities are frequently limited. However, like any economic sector, tourism presents specific challenges and responsibilities that need to be managed for sustainable growth. Similar to all economic sectors, if tourism growth is not adequately planned and managed, it poses specific risks and challenges to the surrounding environment. There is ample evidence that poorly managed tourism development can adversely affect the natural and cultural resources that originally draw tourists. Tourism must hence consider how to align the requirements of current travelers and host populations while safeguarding and improving prospects for the future: the sustainability challenge. The World Tourism Organization (UNWTO) characterizes sustainable tourism as “tourism that fully considers its present and future economic, social, and environmental effects, meeting the requirements of visitors, the industry, the environment, and host communities.” Considering the scale and impact of tourism in the worldwide economy, the industry has an ethical obligation to embrace these three principles of sustainability: economic, social, and environmental. By comprehending sustainability in this manner, the three principles can be implemented across all types of tourism in every location, encompassing mass tourism as well as current and developing niche markets. This paper aims to examine the impact of tourism on sustainable regional growth.

Keywords : Economic Growth, Nature Consumption, Cultural Exchange

INTRODUCTION

Natural diversity that compels millions of tourists to travel each year is concentrated in rural areas, where most of the world's poor live. Poor nations, while lacking in materials and infrastructure for certain industries, can nevertheless be extremely wealthy in cultural and natural terms. As such, tourism has become one of the most promising and viable paths for economic growth and development among rural communities. Tourism growth reduces poverty by allowing rural populations to capitalize on their abundant cultural and natural assets without having to leave their community in search of a better life. Through its direct and indirect impacts, tourism attracts significant foreign exchange, investment and know-how and stimulates the local economy, with a significant multiplier effect on many other areas of the economy. Tourism infrastructure – transport, water supply, sanitation – also directly benefits the poor. Tourism is an extremely labour intensive sector and offers a fast entry point into the workforce, especially for women and young people. As such, it provides crucial opportunities for fair income, social protection, gender equality, personal development and social inclusion for the most vulnerable. Tourism caters for all degrees of skills and is a sector within which opportunities for growth, qualifications and career advancement are plentiful. In 2010, 940 million tourists travelled the world, spending 919 billion US dollars

(USD) in the process. With the number of tourists travelling to developing countries increasing all the time, many have described tourism as the world's largest voluntary transfer of resources from the rich to the poor.

Therefore it is no surprise that tourism has been identified as a pathway towards further integration in the global economy for a large number of developing countries. International tourist arrivals to the world's 48 Least Developed Countries (LDCs) grew from 6 million in 2000 to over 17 million in 2010. During the same period, international tourism receipts (i.e. exports from tourism) climbed from 3 billion USD to over 10 billion USD. Indeed, tourism is currently among the top three sources of export earnings for nearly half of the LDCs.

OBJECTIVES

An attempt is made in this paper to analyse the following specific objectives.

1. To explain the Tourism and sustainable Regional Development.
2. To analyse the opportunities (challenges) and Risks of the tourism.

TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT

As is the case for all economic sectors, if not properly planned and managed, tourism growth entails certain risks and challenges for the environment within which it operates. It is well-documented that mishandled tourism development can have detrimental impacts on the very natural and cultural resources that attract tourists in the first place. Tourism must therefore be aware of how to balance the needs of present tourists and host communities while protecting and enhancing opportunities for the future: the sustainability challenge.

The World Tourism Organization (UNWTO) defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Given tourism's size and influence in the global economy, the sector has a moral responsibility to adopt these three pillars of sustainability: economic, social and environment. Understanding sustainability in this way, the three principles can be applied to all forms of tourism in all destinations; including mass tourism and current and emerging niche markets.

SOCIO-ECONOMIC BENEFITS

A particular challenge facing tourism development has been that of 'leakages'. When revenue arising from tourism-related activities in destination countries is not made available to that same country it is said to have 'leaked' from the destination country to another country. This is particularly the case when tourism companies are based abroad or when tourism-related products are imported. Sustainable tourism ensures that tourism-related operations in destinations are viable over the long term and that the socio-economic benefits they generate (not just income, but also stable employment and social services) are distributed fairly. UNWTO research has identified a number of mechanisms that visitor spending and associated investment can be channeled through to improve income and the quality of life for people in poverty. They include steps to increase the level of the poor working in tourism enterprises, ensuring that goods and services in the tourism supply chain come from local sources and the establishment and management of more formal tourism enterprises by the poor, either individually or at community level.

SOCIAL CAPITAL

Social sustainability is a complex concept, but encompasses equality, diversity, respect, human rights and cohesion among other aspects. With regard to tourism, the challenges at hand range from the over modification of cultural practices to the exploitation of women and children. For tourism growth to be sustainable it must therefore be guided by ethics. UNWTO's guiding policy document, the Global Code of Ethics for Tourism (GCET) – essentially a roadmap for the development and implementation of responsible and sustainable tourism promotes responsible attitudes, awareness and behavior among travelers to prevent any damage to the social and cultural fabric of societies. The GCET also draws attention to the most vulnerable groups in society and UNWTO has been working within this framework towards the protection of children from all forms of exploitation in tourism, the equality, empowerment and advancement of women, and ensuring the accessibility of tourism infrastructure and services for persons with disabilities, for the elderly, and for the socio-economically disadvantaged.

ENVIRONMENTAL RESOURCES

Environmental resources (from water supply to wildlife attractions) are a key element of tourism development, but their mobilization as tourism resources brings significant challenges. Sustainable tourism recognizes that the planet's natural resources are its natural capital and that the future of the sector will depend heavily on protecting life in all its diversity. It integrates economic and ecological concerns, for example, by promoting policies that conserve natural areas which in turn generate increased revenues from tourism. These revenues represent a further incentive for nature conservation among local communities.

OPPORTUNITIES AND RISKS

The tourism industry entails development opportunities for the rural areas as well as a large number of risks that have to be considered:

OPPORTUNITIES

- Income diversification, bridging seasonal income gaps in agriculture
- Opportunities to market local products
- Improvements in infrastructure
- Earning income for education, health, etc.
- Value chain development (food, local crafts, suppliers)
- Reducing rural exodus
- Earning foreign exchange /integration into the global economy
- Capacity building among the rural population /creating career opportunities
- Job opportunities for disadvantaged groups (young people, women)
- Social inclusion
- Fostering of intercultural understanding
- Social change

- Focus of attention on political developments
- Conservation of social, cultural and natural heritage
- Poverty alleviation and strengthening of rural areas
- Tourism offers rural people an opportunity to preserve their cultural heritage and can also promote intercultural understanding.

RISKS

- Aggravation of social tension in the communities (unequal distribution)
- Increases in the cost of living
- Destruction of cultural heritage
- Dependence on international tour companies
- Changes in dietary habits among the local population
- Changes in social values /behavioral changes
- Displacement of local population from rural areas
- Exploitation of labour /child labour
- Sexual exploitation /prostitution / HIV/Aids
- Increase in crime
- Overexploitation of natural resources (e.g. soil, drinking water, biodiversity)
- Environmental pollution (e.g. wastewater)
- Exacerbation of the greenhouse effect (air traffic)
- Overexploitation of natural resources and aggravation of social inequality

CONCLUSION

For tourism to be truly sustainable, not only must it incorporate these three aspects, but crucially it should engage and involve the local community. Local ownership and control ensures fair distribution of profits and benefits, encourages the preservation and enhancement of local culture, and provides a strong incentive for communities to protect their natural heritage. Done sustainably and with local participation, tourism can become a powerful force in rural economic development. It not only generates much needed income and employment for vulnerable rural communities, but also equalizes economic opportunities across nations, thereby keeping rural residents from moving to overcrowded cities. This vital contribution will only increase as tourism continues to grow, with UNWTO forecasting 1.6 billion international tourist arrivals by 2020. Moreover, there is something to be said for the argument that tourism allows rural areas to diversify and move from traditional sectors such as agriculture to a service economy, without having to develop less environmentally-friendly industries (as has been the traditional path to modernization in much of the developed world).

This is not to say that tourism is a panacea. Just as with other methods of growth, its development brings significant challenges. Yet if developed in accordance with the three

pillars of sustainability, and involving the local, the sector offers one of the fastest and most effective paths for prosperity community and well-being in rural areas and beyond.

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