

Sustainable Tourism: A Way to Socio-Economic and Cultural Development of Our Country

Abstract

"Tourism sustainability" in essence means seeking growth in a way that does not deplete the natural or build resource, provides a quality product to the visitors and embrace local involvement. It strongly suggests responsible tourism management which protect the resources while adding to area's over all development in the process of sustainable tourism management, the broad goals of economic, social and cultural values must be maintained. The aim of sustainable tourism is to meet the needs of a present while protecting and enhancing environmental economic and social values for the future.

Keywords: Globlization, Due to, Grate, Maxmuller, Western Ghats, Rafting, Scuba Driving, Back Water, ITDC, WTO

Introduction

Tourism is a situation where person from one country or region go to other region and country for a short run period. Now-a-days the tourism industry has a greater importance due to globalization of trade and commerce due to better transportation and communication facilities worldwide. India has a grate heritage of historical place like the Taj Mahal ,various Forts, Natural sites, religious places and cultural things etc. Since the beginning of year 2000,tourism industry has been giving numerous economic benefits in our country .The number of foreign tourist visited our country which has given foreign exchange earning to the nation. An year long festivals in different parts of the country also gives unique opportunity to grow tourism industry into its maximum potential

Objective of the Study

The Present study focus on the over all development of a region with the minimum damage to the environmental resource which means development in a truly sustainable manner .

Indian Tourism Industry at a Glance

India as tourist destination exercises immense attraction from various angles. Tourism has emerged as a major industry of the Indian economy, contributing substantially to foreign exchange earnings and serving as a potential generator of employment opportunities. India is the largest democratic republic in the world with immense possibilities of growth in the tourism sector, due to its vast cultural and religious heritage and varied natural attractions, the country has only a meager share in world tourism. It is a land of contrasts, that is, from tropics to snows India presents a diversity of rare natural and cultural endowments, which is the traditional symbol of India unity in diversity. India has God's plenty of natural beauty ranging from the towering Himalayas in the north to the sun-kisses beaches of the east and the breath-taking beauty of the west. Each area of the country offers a different experience with its own specific festivals and culinary culture. India's rich cultural heritage and glorious tradition are linked with the development of tourism in India. The great German scholar, Max Muller once said if we were to look over the whole world to find out the country which is most richly endowed with all the wealth, power and beauty that nature can bestow in some parts a very paradise on earth, it is India.

Scope of Tourism in India

India has many tourist attraction that have healing abilities and capable of providing rewarding experiences of life. India has the Himalayan ranges in the north, a long coastline surrounded by seas in the south. In addition, India is a rich in varied landscapes, enchanting historical sites and royal cities, clean beaches, serene mountain retreats, rich cultures and festivities to enjoy and rejuvenate. In any part of the year, India can offer a



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wide selection of destinations and experiences. In summer, there Himalayas or the lush-heights of the Western Ghats with cool trekking trails, tall peaks, or stretches water adventure seekers. In the cool Indian winter, cities come alive with cultural feasts of music and dance. The sun-clad beaches are ideal locations for rejuvenation in the winter. The wild-life sanctuaries with their abundance of flora and fauna provide delights to the mind and rejuvenation to the body.

Various tourism themes are being promoted in India, which are described below:

Adventure Tourism

The country offers wide range of adventure sports for tourists. Trekking and skiing in the Himalayas; white water rafting on the rivers such as Ganges and Beas; camel and jeep safaris in the deserts of Rajasthan, paragliding in Himachal Pradesh, water-sports in Goa; Scuba driving in Andaman and Lakshadweep islands are some of the options available to adventure seeking tourists. Lakshadweep islands also offer excellent wind surfing in the crystal clear waters of the lagoons.

Eco-Tourism

The Himalayan Range spread across five Indian states providing widest monotonous geographical variety. Wide seeping valleys and deep gorges give way to thick deciduous forests and alpine meadows, undulating tea gardens and slopes, bar narrow terraces, gently contoured hills, snow draped peaks surrounded by clouds, thundering rivers and deeply fissured glaciers provide excellent locations for eco-tourism. In the southern part of India, the south and Eastern Ghats, especially the Nilgiri Ranges, have its own unique appeal to eco-tourism

Architectural Treasures

India has rich architecture traditions, which have the beginnings as old as 3rd millennium BC. India architectural tradition is the living vital art of the various dynasties, which ruled over it. The Buddhist stupas (dates back to 230-500 AD); Jain's sculpture at ancient Palitana, Ajanta, Ellora, and Mount Abu; the Hindu temples with profuse carvings and Gopurams of the South India; arches and domes, filigrees in architecture promoted by Mughals; presidency town built by modern ruler like British French, Portuguese, are some of the vital arts assimilating the influence of various dynasties that ruled over the country.

The Backwaters

Kerala is said to have sprung from the ocean. All along the coast, these exotic backwaters, canals, lagoons and inlets create an intricate maze that stretches for 1900 km. across the land. The serene villages in the backwaters of Kerala are living portrait of Kerala's rural life.

Forts and Palaces

India's once famous princely kingdoms, which carried feudal traditions, have built forts and palaces, some of which have been converted into hotels now. Jaipur, Jodhpur, Jaisalmer, Bikaner in the state of Rajasthan; Mysore in Karnataka; Mughals forts in Northern India are some of the examples of several fascinating forts and palaces

Hill Delights

A journey through the hill resorts of India promises a deep and refreshing communion with nature in its varying beauty. Lush river valleys surrounded by snow-capped peaks, fruit-laden orchards, gurgling streams and dense forests evoke enchantment and delights of hilly region. The misty dawn on mountains creating magnificent landscapes extend to the entire north-eastern states, whose natural beauty has earned the title 'seven sisters'. Other hill states, Himachal Pradesh and Jammu & Kashmir provides a breathtaking variety of the Himalayan splendor. The Nilgiris in the South have the picturesque Anantagiri, Udhagamandalam, Madikeri and Munnar. Mount Abu in Rajasthan, Panchgani in Madhya Pradesh and Mahabaleshwar in Maharashtra are other hill regions with tourist attractions

The Deserts

The state of Rajasthan has the mystique of the desert with sand dunes closer to the splendid cities of Jodhpur, Bikaner and Jaisalmer. The royal edifices take the tourists to the magnificence of the bygone era. Turbaned men with proud moustaches, and village girls in colorful attires and have heavy jewellery swaying in the desert sands

The Jungle

India is a land of wildlife providing delight for the natural lovers. Total area of India's protected wildness is approximately 140,000 sq. km. and constitutes 4 percent of the century's total land area. The country has preserved vast tracts of forests and habitats in its nearly 100 national parks over 400 wildlife sanctuaries. India's climatic and geographic diversity makes it the home of over 350 mammals and 1200 birds species, many of which are unique to the sub-continent. The wildlife parks and sanctuaries, filled with varieties of tigers and elephants, the peacocks and the rhinoceros, are fascinating diversity of terrain, flora and fauna. In northern India, Corbett National Park and Dudhwa National Parks in Uttar Pradesh, Kanha. National Park and Bandhavgarh to match with the enchanting rhythm and melodies, are other attractions of the deserts of India..National Park in Madhya Pradesh and Rajasthan's Ranthambore National Park and Sariska Tiger Reserve, are all the home of the magnificent predator-the tiger. These also have varieties of dears, and range of lesser cats, mammals and birds.

Religious Attractions

India holds attractions, for pilgrim tourists of diverse religions, where religion is considered more than the act of worship, but a way of life. For the Hindus age-old cities of worship like Prayag (that provide holy confluence of Ganga, Yamuna and Saraswati rivers); Puri Jagannath temple, Konark temple; Kanchipuram, Madurai, Tiruchirapalli and Kanyakumari (Southern Gopurams), provide peace and reverence. In addition, there are also religious places that are carved with craftsmanship, at Belur and Halebid. In these temples, the interior and exterior walls are decorated with intricately-carved deities stylized motifs from nature and friezes depicting the life in the reign of the Hoysalas. There

are also worship places for the Muslims (Delhi-Jumma Masjid), Christians (Churches in Goa and Kerala), Buddhist (Bodhgaya, Saranath, Kushinagar), Sikhs (Golden Temple) and (Sravanabelagola), that have tourist attractions.

North-East Region

Life moves at a serene pace in the north-eastern region India with the, seven sisters states are generously blessed with the natural beauty. The region is enriched with magnificent landscapes naturally created by verdant valleys, emerald tea gardens, lush forests and tumultuous rivers. A misty-dawn of the mountains, bronze sun-set across the expanse of the Brahmaputra, and the prayer bells at monasteries, provide healing to mental and physical well-being of the visiting tourists.

In any part of the year, India can offer a wide selection of destinations and experiences. In summer, there are lonely retreats in the Himalayas or the lush height of the Western Ghats with cool trekking trails, tall peaks, or stretches of white water for the adventure seekers. In the cool Indian winter, cities come alive with cultural feasts of music and dance. The sun clad beaches are ideal locations for rejuvenation in the winter. The wild life sanctuaries with abundance of flora and fauna provide delights to the mind and rejuvenation to the body.

Foreign Tourist Arrival in India

India's tourism industry is continually growing since 1966 with the establishment of ITDC. In respect of number of foreign tourists arrivals and foreign exchange earnings. According to the annual report of tourism industry of 2013-14, the progress of Tourism industry is shown in the Table No.1

Table No 1 : Foreign Tourist Arrivals (FTAs) in India,1997-2013

Year	FTAs from Tourism in India (in Million)	Percentage (%) change over the year
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9

Source: (i) Bureau of Immigration, Govt. of India, for 1997-2013

With the above mention table it is quite clear that the number of foreign tourist arrival in India has increased since last ten years.

Socio-Economic Benefits of Tourism Industries

End poverty in all its forms everywhere

As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to foster economic growth and development at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Tourism can spur agricultural productivity by promoting the production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain. In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities. The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the tourism experience.

Ensure healthy lives and promote well-being for all at all ages

Tourism's contribution to economic growth and development can also have a knock-on effect on health and well-being. Foreign earnings and tax income from tourism can be reinvested in health care and services, which should aim to improve maternal health, reduce child mortality and prevent diseases, among others.

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

A well-trained and skillful workforce is crucial for tourism to prosper. The sector can provide incentives to invest in education and vocational training and assist labor mobility through cross-border agreements on qualifications, standards and certifications. In particular youth, women, senior citizens, indigenous peoples and those with special needs should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship.

Achieve gender equality and empower all women and girls

Tourism can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small and larger-scale tourism and hospitality related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.

Ensure availability and sustainable management of water and sanitation for all

Tourism can play a critical role in achieving water access and security, as well as hygiene and sanitation for all. The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control

and technology efficiency can be key to safeguarding our most precious resource.

Ensure access to affordable, reliable, sustainable and modern energy for all

As a sector that requires substantial energy input, tourism can accelerate the shift toward renewable energy and increase its share in the global energy mix. Consequently by promoting sound and long-term investments in sustainable energy sources, tourism can help to reduce greenhouse gas emissions, mitigate climate change and contribute to innovative and new energy solutions in urban, regional and remote areas.

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Tourism is one of the driving forces of global economic growth and currently provides for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society - particularly youth and women - can benefit from increased skills and professional development. The sector's contribution to job creation is recognized in Target 8.9 "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Tourism development relies on good public and privately supplied infrastructure and an innovative environment. The sector can also incentives national governments to upgrade their infrastructure and retrofit their industries, making them more sustainable, resource-efficient and clean, as a means to attract tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development and innovation.

Take urgent action to combat climate change and its impacts

Tourism contributes to and is affected by climate change. It is, therefore, in the sector's own interest to play a leading role in the global response to climate change. By lowering energy consumption and

shifting to renewable energy sources, especially in the transport and accommodation sector, tourism can help tackle one of the most pressing challenges of our time.

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination. Sustainable tourism can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.

Strengthen the means of implementation and revitalize the global partnership for sustainable development

Due to its cross-sectorial nature tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders - international, national, regional and local - to work together to achieve the SDGs and other common goals. Indeed, public/public cooperation and public/private partnerships are a necessary and core foundation for tourism development, as is an increased awareness in the role of tourism in the delivery on the post-2015 Development Agenda.

Indian Tourism Industry-A Global Scene

In 2013 the percentage of India's share in world market in terms of earning through foreign tourist is 1.59 which rate India on 16th position world wide and 8th position in Asia Pacific region. Further, the WTO has forecast the Travel & Tourism Industry in India to grow by 8% per annum in real terms, between 2008 and 2014. Foreign exchange earnings from alone could show annualized faster growth during the same period. The government has given inspiration to tourism industry since 1991. This industry has modern facilities to be provided to the foreign tourists so since new economic policy. India's global position in tourism industry is given in the Table No.2.

Indian Tourism Industry A Global Scene

	International Tourism Receipt (In US \$ billion)		FEE in India (In US \$ Million)	Percentage (%) share and rank of India in World		Percentage (%) share and rank of India in Asia and the Pacific	
	World	Asia and the Pacific		% Share	Rank	% Share	Rank
1997	442.8	82.6	2889	0.65	—	3.5	—
1998	444.8	72.3	2948	0.66	34th	4.08	—
1999	458.2	79.1	3009	0.66	35th	3.8	—
2000	475.3	85.3	3460	0.73	36th	4.06	10th
2001	463.8	88.1	3198	0.69	36th	3.63	12th
2002	481.9	96.5	3103	0.64	37th	3.22	13th
2003	529.3	93.7	4463	0.84	37th	4.76	9th
2004	633.2	124.1	6170	0.97	26th	4.97	8th
2005	679.6	135	7493	1.1	22nd	5.55	7th
2006	744	156.9	8634	1.16	22nd	5.5	7th
2007	857	187	10729	1.25	22nd	5.74	6th
2008	939	208.6	11832	1.26	22nd	5.67	6th
2009	853	204.2	11136	1.31	20th	5.45	7th
2010	931	255.3	14193	1.52	17th	5.56	7th
2011	1042	289.4	16564	1.59	17th	5.72	8th
2012	1078	329.1	17737	1.65	16th	5.39	7th
2013	1159	358.9	18445	1.59	16th	5.14	8th

Source: (i) UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005

Major Findings and Suggestions

Tourism industry has been developed in India after post reform period. The study of this industry reveals the situation of foreign tourists arrivals in India during the period of 1997 to 2013. The trends and major findings of this paper are as follows.

1. Though the percentage of international tourism receipt has increase but the potential to develop this industry has not increased drastically
2. For the growing population and depleting environmental standard development of tourism industry is the only solution for the over all development of a region.
3. Problems like unemployment, hunger, gender inequality and deforestation will be solved through tourism industry.
4. Education, research and training are crucial for the development of tourism industry. Human Resource and Development ministry should be given priority on research based on places of historical importance and contemporary relevance. Besides this tour operator and guides must develop a good rapport with tourist .
5. Enhancing security and service quality –in hotels, airports ,railway station etc

Conclusion

It is evident that through sustainable tourism we make optimal use of environmental resources which is not only develop tourism industry but also helps in the over all socio -economic and cultural development of a country. Through tourism we also maintained essential ecological process thus helping to conserve natural heritage, bio diversity and ensuring long term economic benefit. To sum up, Indian tourism has a vast potential for generating employment earning large sum of foreign exchange besides giving a flip to country's full development . Since tourism is a multi - dimensional activity and basically a service industry, it would be necessary that all wings of central and state government with private

sector become active partner in the endeavor to attain goals of sustainable tourism.

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