



JOINTLY
PUBLISHED
COURSE
MATERIAL



50
YEARS IN INDIA

POST GRADUATE DIPLOMA IN TOURISM AND ENVIRONMENTAL LAW

COURSE MATERIAL

**POST GRADUATE DIPLOMA
IN TOURISM AND
ENVIRONMENTAL LAW**

June, 2020

© CEL, WWF-India & National Law University Delhi 2020

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, mimeograph or other electronic or mechanical methods, without the prior written permission of the copyrighters, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

BLOCK WRITERS

Unit Preparation

Centre for Environmental Law (CEL), WWF-India

Unit Content Update

Ashutosh Senger, Advocate
CEL, WWF India Interns (2019-2020)

Course Advisor & Editor

Ms. Moulika Arabhi
CEL, WWF-India

Samraansh Sharma
CEL, WWF- India

Course Data Manager

Sandeep Sharma
CEL, WWF - India

Database Assistant

Jai Prakash Singh
CEL, WWF - India

Laser Composition

Tessa Media & Computers
C-206, A.F.E-II, Jamia Nagar
New Delhi-110025

Disclaimer: “Maps are not to scale. The maps are solely a representation of real-world conditions and are made available to the Recipient for information purposes only”.

Justice Madan B. Lokur
Former Judge
Supreme Court of India



A-26, First Floor
Gulmohar Park
New Delhi-110049
Tel.: +91 11 42484424

5th July, 2020

Foreword

We are presently facing the greatest threat to the environment than at any time before. On land, the threat to forests, wildlife and rivers is real with trees being cut down by millions, wildlife species getting extinct virtually on a daily basis and rivers drying up or getting extinct virtually on a daily basis and rivers drying up or getting so polluted that marine life is finding it difficult to survive. In the seas and oceans, plastic, chemicals and other trash have adversely impacted fish, sea birds, mammals and even bleached coral reefs. All these, of course, have an impact on the quality of human life but we are more directly concerned with the air we breathe which is so polluted that a very large number of us are having ailments such as asthma, bronchitis and emphysema, among other ailments.

In this background, the Postgraduate Diploma courses offered by WWF-India and National Law University, Delhi are most welcome. The range of topics is vast, as one can imagine, and includes not only issues of law but policy, management and ecotourism. The approach is holistic as indeed it should be but more importantly, it is not just theory that will be taught but practical problems and concerns will be discussed and addresses. We cannot repair the damage to the environment by merely talking about it, we have to go to the trouble spots and take affirmative action. The environmental law and other related programmes will motivate you to assist in preserving and protecting Nature for the benefit of all of us.

On my part, I urge you to take up the challenges facing us and find appropriate solutions so that every living organism survives the onslaught unleashed by humanity.

A handwritten signature in purple ink that reads "Madan Lokur".

(Justice Madan B. Lokur)

Preface

It is our privilege, on behalf of the WWF India and National Law University, Delhi, to introduce The Post Graduate Diploma in Environmental Law and Policy (PGDELP) Course Material. The Course Material is a reference book, providing comprehensive and definitive coverage of the dynamic subject - Environmental law and policy. The course material is organised into six courses, Introduction and overview to Environmental law, International Environmental Laws, National Environmental laws & Policies and Environmental Protection Mechanisms. Each course probes into key elements of law, its essential concepts and includes research on various thematic areas written by national and international environment experts. The Course Material is extensive and will guide course students/ participants to develop foundational, historical and technical knowhow about the subject.

The Post Graduate Diploma in Environmental Law and Policy (PGDELP) Course Material, is a challenging and ambitious undertaking as it covers around fifty units providing an in-depth contemporary and historic coverage on specific topics of environmental law.

Based on the research articles and book readings in the Course Material, we are confident that the Course Material will serve as a valuable resource of reference for Post Graduate Diploma students, scholars, lawyers, professionals, policy makers and other interested readers who may refer to the content.

All the best with the Course and happy reading.

WWF - India and National Law University, Delhi PGD Courses Team.

COURSE 1: INTRODUCTION TO TOURISM

BLOCK 1 INTRODUCTION TO TOURISM AND ECOTOURISM: GLOBAL CONTEXT		
Unit 1	Introduction and Definition of Tourism	9
Unit 2	Forms of Tourism	34
Unit 3	Evolution of Tourism as a Business	51
BLOCK 2 INTRODUCTION TO TOURISM AND ECOTOURISM: INDIAN CONTEXT		
Unit 4	Evolution of Tourism in India	61
Unit 5	History of Tourism in India	72
Unit 6	Legal Definitions of Tourism in India	82
BLOCK 3 TOURISM AND THE ECONOMY		
Unit 7	The Development of Tourism Industry	91
Unit 8	Tourism and Economic Trends in India	118
Unit 9	Emerging Practices and Tourism Trends	135

COURSE 2: TOURISM DESTINATIONS

BLOCK 4 GLOBAL TOURISM DESTINATIONS		
Unit 10	Leading Global Tourism Destinations	147
Unit 11	Must-See Threatened Tourist Spots	193
Unit 12	Tourism Trivia	247
BLOCK 5 NATIONAL ENVIRONMENTAL LAWS		
Unit 13	Leading Tourism Destinations in India	268
Unit 14	Must-See Threatened Tourist Spots in India	393
BLOCK 6 MAJOR TOURISM DESTINATIONS IN INDIA		
Unit 15	National and State Level Policies to Promote Tourism	439
Unit 16	Role of Governmental and Non-Governmental Agencies in Promoting Tourism in India	470

COURSE 3: TOURISM AND THE ENVIRONMENT

BLOCK 7 OVERVIEW OF THE GLOBAL ENVIRONMENT		
Unit 17	Linkages between Tourism and Environmental Law	493
Unit 18	Tourism and Infrastructure Development	515
Unit 19	Tourism and Global Environment	527
BLOCK 8 TOURISM AND ITS IMPACTS ON SOCIETY AND CULTURE		
Unit 20	Social Impacts of Tourism	559
Unit 21	Cultural and Demographic Changes due to Tourism	573
Unit 22	Crime, Trafficking and Tourism	597
BLOCK 9 IMPACT OF ENVIRONMENT ON TOURISM		
Unit 23	Natural Disasters and Tourism	617
Unit 24	Man-made Disasters and Tourism	646

COURSE 4: TOURISM AND ENVIRONMENTAL LAW

BLOCK 10 SUSTAINABLE TOURISM MODELS		
Unit 25	Emerging Dimensions in Sustainable Tourism Management	671
Unit 26	Tourism Carrying Capacity	703
Unit 27	Emergence of the Concept of Ecotourism in India	740
BLOCK 11 CONCEPT OF ECOTOURISM		
Unit 28	Definition and Components of Ecotourism	759
Unit 29	Social Benefits of Ecotourism	790
Unit 30	Ecotourism and Related Sub-sectors of the Tourism Industry	805
BLOCK 12 BEST PRACTICES IN ECOTOURISM		
Unit 31	Practices in Community-based Tourism Management	828
Unit 32	Management and Marketing of Ecotourism Product	838

**COURSE 1:
INTRODUCTION TO TOURISM**

INTRODUCTION AND DEFINITION OF TOURISM

Contents

1.1	Introduction	9
1.2	Characteristics of Tourism	11
1.3	Significance of Tourism as an Industry	14
1.4	Economic Significance of Tourism	19
1.5	Economic Importance of Tourism Sector of a Country	24
1.6	Tourism vs. Sustainable Development: The Unending Debate	26
1.7	Tourism and Sustainable Development Goals	30
1.8	Summary	32

1.1 Introduction

Since the beginning of time, humans have travelled. Food, water, safety or acquisition of resources were the early travel motivations. However, early travellers cannot be classified as Tourists. This is because, during early ages travel was a dangerous, expensive and time-consuming activity that was rarely undertaken unless for business, adventure, to flee disease or war and a few other reasons, none of which was leisure. Nonetheless, the idea of travel for leisure, pleasure and exploration soon emerged.

Tourism is generally thought of as an activity in which individuals explore a culture or an environment that is foreign to them. It is a trip taken up for recreational or leisure purposes.

The conventional or world view of tourism as an industry is more west centric. Tourism's past is dominated by the history of western cultural experience. Tourism starts with the wealthy, with images of prestigious visits to spas and seaside resorts, Grand Tours and the activities of business entrepreneurs such as Thomas Cook, before it begins to filter down the social ladder. However, this does not mean that no attention should be paid to tourism's past in non-western societies and cultures and to the more ordinary and routine practices of a wider cross-section of the population. It is too simplistic to portray tourism's evolution as a geographical process of diffusion from one or two core areas and a social process of downward movement from the affluent.



© Unknown illustration

There have been various attempts to define tourism that have proved unsatisfactory. It is indeed difficult to see any common agreement between the numerous definitions that exist for this term. However, there are some widely accepted definitions that are recognised and followed universally.

The World Tourism Organisation defines tourists as people who “travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

Hunziker and Krapf¹, in 1941, defined tourism as people who travel “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”.

In 1976, the Tourism Society of England’s definition was: “Tourism is the temporary, short- term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.” In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home².

1 Werner Hunziker and Kurt (1942). Grundriss der allgemeinen Fremdenverkehrslehre.; cf. Hasso Spode in Günther Haehling (ed.): Tourismus-Management, Berlin 1998.

2 International Association of Scientific Experts in Tourism. “The Aiest, its character and aims”. http://www.aiest.org/org/idt/idt_aiest.nsf/en/index.html. Retrieved 2008-03-29.

The United Nations classified three forms of tourism in 1994, in its “Recommendations on Tourism Statistics: Domestic tourism”, which involves residents of the given country travelling only within this country; Inbound tourism, involving non-residents travelling in the given country; and Outbound tourism, involving residents travelling in another country. The UN also derived different categories of tourism by combining the three basic forms of tourism: Internal tourism, which comprises domestic tourism and inbound tourism; National tourism, which comprises domestic tourism and outbound tourism; and International tourism, which consists of inbound tourism and outbound tourism.

Tourism has been pivotal in social progress as well as an important vehicle of widening socio-economic and cultural contacts throughout human history. A wide array of interests - entertainment, sports, religion, culture, adventure, education, health and business - drives tourism. With the advancement of transport, communication and improvement in general economic well-being, the demand for tourism has increased concomitantly. Tourism facilitates business contacts, widens markets and helps diffusion of growth impulses across territories to promote broad based employment and income generation. Investment in tourist infrastructure adds to economic growth, catalyses generation of income and employment, which in turn, leads to further growth in demand for tourism and stimulates subsequent rounds of investment in a virtuous circle.

Tourist expenditure generates multiple effects with extensive outreach along its value chain. Adding to the demand for a variety of goods and services, tourism offers potential to exploit synergies across a large number of sectors such as agriculture, horticulture, poultry, handicrafts, transport, construction – the sectors, where growth of income has favourable impact on poverty alleviation.

1.2 Characteristics of Tourism

Tourism is a highly internationalised industry subject to globalisation tendencies, as is evident in respect of the media images which help shape the tourist gaze, and growth of multinational tourism companies. While most tourism involves activities within national borders, and few tourists have time and money to engage in a genuinely global scan of tourism destinations, globalisation processes are affecting even the most localised of tourism patterns. Not the least, they shape the expectations of tourists, and intensify place competition³.

Tourism has now emerged as the largest international industry. With the popular and extensive use of the internet, tourism products and services are easily marketed directly to the consumers at a global level. One estimate⁴ puts one out of every nine workers in the world directly or indirectly employed in the tourism industry. As per the UNWTO⁵

3 A.W. Williams and Gareth Shaw, *Tourism and Economic Development: European Experiences* (Sussex, 1998).

4 World Tourism Organization, *UNWTO Tourism Highlights 2000 Edition*, UNWTO. Madrid. (August 2000) available at <https://www.e-unwto.org/doi/pdf/10.18111/9789284403745>

5 United Nations World Tourism Organisation.

Tourism Highlights 2000, "Tourism clearly counts as one of the most remarkable economic and social phenomena of the last century. It undoubtedly will keep this position for the century to come. Every year a bigger portion of the world population takes part in tourism activity and for the majority of countries tourism has developed as one of the most dynamic and fastest sectors of economy."

Before we discuss the characteristics of tourism, let us examine the definitions of tourism. Basically, tourism is the business of providing tours and services for tourists. As mentioned earlier, UNWTO defines tourism as, "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Five main characteristics of tourism may be identified from the definition.

- 1) Tourism arises from a movement of people to, and their stay in, various destinations.
- 2) There are two elements in all tourism: the journey to the destination and the stay including activities at the destination.
- 3) The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and the working population of the places, through which the tourist travels and in which they stay.
- 4) The movement to destinations is of temporary, short-term character, with the intention of returning to the usual environment within a few days, weeks or months.
- 5) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

As per the definition, we can say that 'Tourists' are the persons who, for leisure or recreation, explore areas outside their 'usual environment'. The term 'usual environment' generally excludes trips within the place of residence, trip to the usual place of work or education and daily shopping and other local day-to-day activities. The threshold of twelve months is intended to exclude long-term migration.

For the distance travelled there is no consensus. It varies from at least 40 kms to at least 160 kms away from home one way for any purpose other than commuting to work.

Today, tourism is being talked about at practically all international forums, be it economic, political or cultural. In fact, it has thrown up its own international organisations from all sections of the tourism players. The World Tourism Organisation (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organisation in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximise tourism's socio-economic contribution while minimising its possible negative

impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs)⁶, Geared towards reducing poverty and fostering sustainable development. UNWTO's membership includes 155 countries, 6 Associate Members and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

The world has seen tourism as a challenge to enhance opportunities for both tourists and residents. From 25 million in 1950, 620 million in 2000, and 1.5 billion in 2019, tourism has often been called the fastest growing industry. Today the volume of international tourist arrivals is twenty times that of the 50's⁷. International tourism has had a spectacular growth in the last three decades of the twentieth century. It gained phenomenal proportions after the Second World War.

As WTO data indicates, all regions of the world are likely to be involved in this phenomenal activity called tourism. The economic impact of this activity is great. However, the socio-cultural impact of this activity has two aspects: costs and benefits. We shall study these costs and benefits of the socio-cultural as well as environmental aspects of tourism in the coming courses and Blocks.

Let us now examine a few characteristics of tourism:

- 1) The first is the transient nature of tourism and the very distinct relations between tourists and local inhabitants. Tourism promotes the local economy and development of a region. On the flip side, however, there can be exploitation of both tourists and the locals. More often than not, this over-exploitation is also extended to the local culture and local environment. This is because tourists can afford to purchase the goods and services on which the local economy depends, and because sometimes they come from economically stronger or more advanced economies, they may take the culture and environment of the tourist area for granted. On the other hand, because the locals have the knowledge of the area and the available services, many locals think it's correct to cheat and steal from the tourists.
- 2) The tourism industry is highly inflexible in terms of capacity. The number of beds in a hotel or seats on a flight is fixed so it is not possible to meet sudden upsurges in demand similarly restaurants tables, hotels beds and flights seats remain empty and unused in periods of low demand. But apart from such fixed scale tourist services, even the capacity of destinations is limited with respect to catering of mass tourism.

⁶ The Millennium Development Goals are a UN initiative. They are eight international development goals that all United Nations member states and at least 23 international organisations have agreed to achieve by the year 2015. The goals include eradicating extreme poverty and hunger, achieving universal primary education, promoting gender equality and empowering women, reducing child mortality rates, improving maternal health, combating HIV/AIDS, malaria, and other diseases, ensuring environmental sustainability, and developing a global partnership for development.

⁷ Anne Platt McGinn, *The Health of Oceans*, Worldwatch paper 14, Worldwatch Institute 1999, Washington DC (www.worldwatch.org): Costanza R, et al, *The Value of World's Ecosystem Services and Natural Capital*, Ecological Economics 1998

Over influx of tourists often results in over-exploitation of resources and manpower as well as might drastically impact the indigenous culture/heritage and environment of a tourism destination.

- 3) A general norm is that in the Travel and Tourism industry the product or the package of the tourism can be standardised i.e. for example of 2 days 3 nights in so and so hotel, but the actual experience of consuming this package is highly inconsistent. There is high a level of inconsistency prevailing.
- 4) It is related to the fact that travel products are intended to be consumed as they are produced. For example, an airline has seats to sell on each flight; a hotel has rooms to sell for each night. If the airline is not able to sell all its seats on its flight, or a hotel is not able to sell its rooms for the night then the opportunity to sell the product is lost forever. Service sector cannot keep inventory like products. To overcome this problem, the travel industry has come up with various marketing strategies. One is to overbook. An airline overbooks its seats to a certain extent in anticipation that even though certain customers do not turn up but the flight will be fully seated. Another strategy is multiple distributions. For example, a customer can buy an airline ticket from an airline, tour operator or from a travel agent. The chances of perishability are reduced. If the tourist cannot visit the place, the opportunity is lost. Hence, this becomes one of its important characteristics.

Tourism today is much more than just developing products. It is more about quality, insightful thinking and ability to have global information about technology, partners, contacts and responding quickly to global and regional trends. The fundamental task before tourism promotion is to facilitate integration of the various components in the tourism trade as active participants in the nation's social and cultural life. There is a long road ahead. All must work towards a society where people can work and participate as equal partners. Tourism should be a vehicle for international cooperation and understanding of the various civilisations and a harbinger of peace.

From the foregoing we can see how fast the face of tourism is changing and how challenging the job of travel agencies is now. There is therefore a need for proper training of the personnel working in the industry through thorough and a detailed study of the subject. A unified approach to the subject is also needed since at present people from different fields have been studying tourism from different perspectives.

1.3 Significance of Tourism as an Industry

Tourism industry remains one of the most significant industries globally, despite the ups and downs in world economy throughout the recent years. There is a vast untapped potential inherent in the tourism sector for generating more wealth, income and employment.

There are four different pillars of tourism. In the absence of either of them, a tourism experience remains incomplete. These pillars are:

- 1) **The tourist:** The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
- 2) **The business provides tourist goods and services:** Business people view tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.
- 3) **The government of the host community or area:** Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.
- 4) **The host community:** Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, it is the effect of the interaction between large numbers of international visitors and residents.

Tourism can be classified into 5 major categories:

- a) **Inbound tourism:** Visits to a country by a non-resident of that country - for example, when A British citizen, Mr. Sid comes to India to see the Taj Mahal, he is an inbound tourist for India.



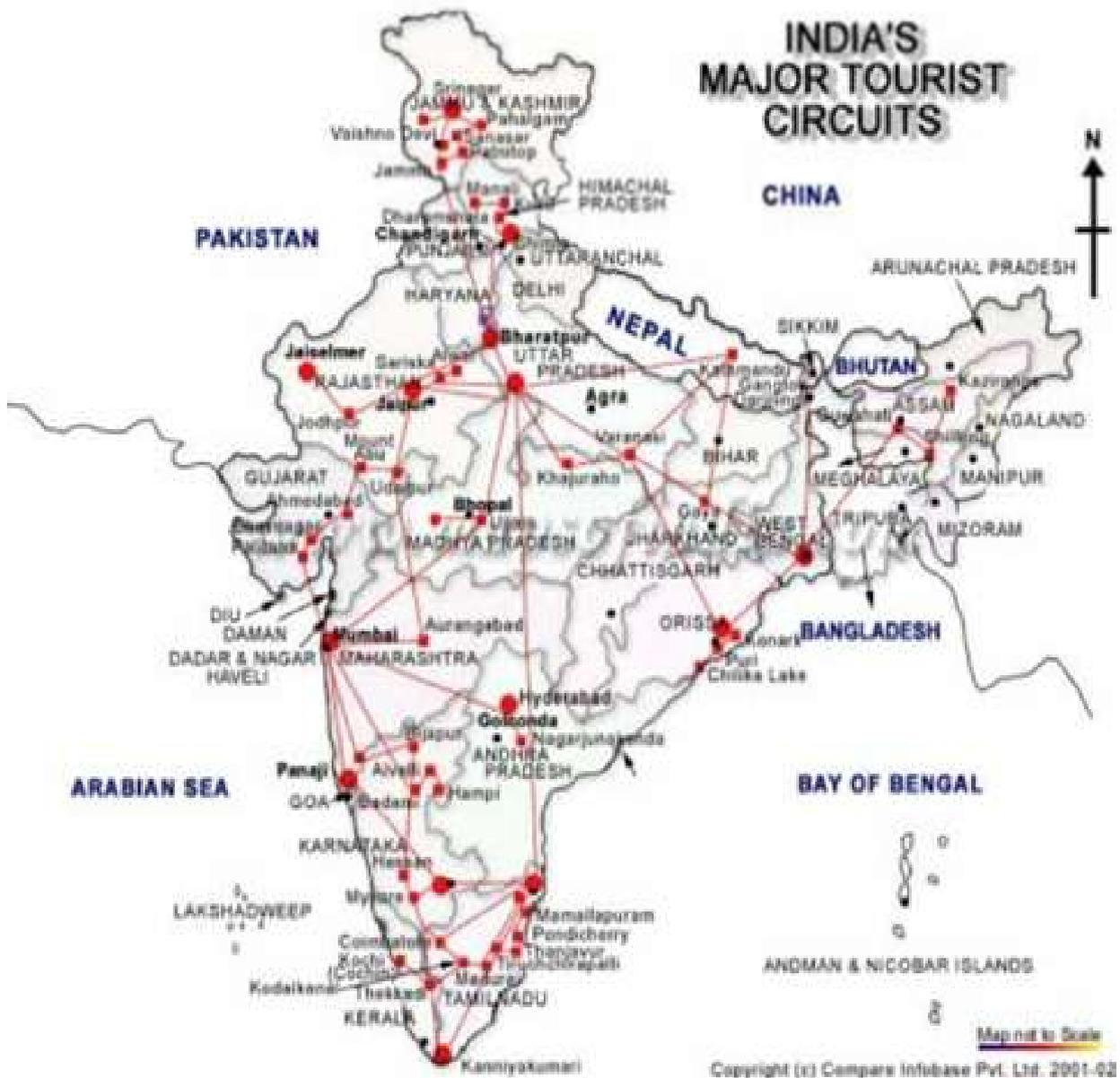
© Panki Sood

- b) Outbound tourism: Visits by the residents of a country to another country - for example, when an Indian citizen, Mr. Ram goes to America to see Hollywood, he is an outbound tourist for India.



© Outbound Tourism - news.travelling.gr

- c) Domestic tourism: It involves travelling by the residents of the given country within their own country, for example, when Mr. Anil a resident of Delhi goes to see the Taj Mahal in Agra he is a domestic Indian Tourist.
- d) Internal tourism: Internal tourism is a term specific to a country and its economy. The definition of internal tourism shall be based from the perspective of a particular country and its income generated from the national tourism sector. Internal tourism includes all organized and unorganized tourism circuits contributing to the overall national GDP. Internal tourism, hence, comprises of both domestic tourism and inbound tourism.



However, internal tourism is also a highly volatile industry that is prone to frequent shocks leading to downturns in activity. For example, Egypt has faced many ups and downs in the light of its experience with successive internal and external shocks and tourism's increasing importance to the economy. Egypt's national income depended largely on tourism, especially on inbound tourists coming to visit the pyramids and valley of kings. However, in the light of heritage and environmental over-exploitation, when Egypt displayed tourism resiliency, there was a massive dip in economic income which required immediate policy assistance as well as regular monitoring of environmental and structural conditions in tombs and archaeological sites along with regulation of tourists as opposed to resilience.

Internal Tourism certainly is one of the top priorities for investment and job creation. For example, according to IPAT⁸, resident visitors and non-resident visitors to Panama went up almost 8 per cent from 2005 to 2006 and hotel occupancy was up 6 per cent. In 2003, 865,000 tourists generated \$800 million in revenues in Panama. It was felt by the local government that though this was a positive trend, there is still much that needs to be done to take full advantage of this sector's potential. Analysis of internal tourism can give such essential inputs to the local economy to optimally utilise and generate income from the overall tourism sector in a country.

- e) International tourism: It comprises of the overall inbound tourism and outbound tourism occurring across the globe. In many cases international tourism is one of the motors that help drive the economies of developing countries that have reached the stage of industrialisation. Internal tourism on the other hand hardly exists at all in the poorer countries, where tourism demand tends to be highly internationalised. The situation is very different in the industrialised nations, particularly those that specialise in tourism.

Tourism as an industry is very large in volume and hence highly unorganised. Management of tourism is very essential in this sector. Management here, in this context, is concerned with the planning and management of travel and tourism including tourist experiences and the consequences of those experiences for communities, economies and environments. It is also concerned with the creation of image, the shaping of tourist experiences and tourist perceptions, and the ways in which tourist organisations manage themselves and destinations. In this context, there can emerge various perspectives to tourism:

- 1) Geographical Perspective - From a geographer's perspective the main concern of tourism is to look into aspects like the geographical location of a place, the climate, the landscape, the environment, the physical planning and the changes in these emerging from provisioning of tourism facilities and amenities. A geographer feels that it is the climate, landscape or physical attributes which draw the tourist to a destination, for example, if a person from Delhi goes to Shimla in the summer he does so because of the cooler climate which he cannot get in Delhi.
- 2) Sociological Perspective - From a sociologist's perspective Tourism is a social activity; it is about interaction between different communities - hosts and guests - and encounter between different cultures. This approach studies social classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals or groups of people and the impact of tourism on society.

⁸ Industry Performance Analyser for Tourism (IPAT). IPAT is a the market performance information available to tourism operators and managers of Regional Tourism Organisations for use in evaluating their relative performance is not considered adequate. Tourism operators individually have their own performance data available (i.e. hotels may have data on room night occupied per month) but this information is generally considered commercially sensitive. Thus, sharing of such data to enable the performance of an individual operator against others or to allow aggregate performance of the destination to be measured has been problematic. IPAT is one such tool which makes real time business information tracking available at fingertips- to help one aim for, and achieve, measurable improvement.

- 3) **Historical Perspective** - From an historian's perspective tourism is a study of the factors instrumental in the initiation of tourism to a particular destination, the order of happenings leading to tourism development, the reasons for happening of the occurrences in that order, beneficiaries of the tourist activity and an untimely and premature identification of negative effects. For example, we all know that a lot of tourists visit Taj Mahal in Agra but a historian would be interested in studying the factors that bring the tourist there, e.g. the architecture, the story behind the monument, or something else that draws them there.
- 4) **Managerial Perspective** - From the management perspective tourism is an industry, and therefore needs managerial skills in order to be properly managed. As the industry grows we see continuous changes in various organisations and services linked with the industry, the tourism products and so on, so this approach concentrates on management activities such as planning, research, pricing, marketing, control etc. as vital to the operation of a tourist establishment.
- 5) **Economic Perspective** - From an economist's perspective tourism is a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator of employment and a contributor to government earnings. It is a dominant global activity surpassing even trade in oil and manufactured goods. Economists study the effects of tourism industry on the economy. This is a two-way process.

1.4 Economic Significance of Tourism

At its core, tourism is primarily about human activity, which involves travel from an originating area to a destination for pleasure or business purposes. This seemingly simple phenomenon embraces cultural, economic and social exchanges in the process. Travel and tourism is one of the biggest industries in the world in terms of gross output and value added capital investment, employment, and tax contributions. Tourism is a leading industry in the service sector at the global level as well as a major provider of jobs and a significant generator of foreign exchange at the national level. Tourism has become one of the largest and fastest growing industries in the global economy.

In the last few years tourism has continued to grow rapidly and as per UNWTO Confidence Index, a growth of 3% to 4% in international tourist arrivals worldwide was expected in 2020. While in 2019, international tourist arrivals worldwide grew 4%, the United Kingdom (the most visited destination in Northern Europe,) reported 2% growth in international arrivals through September 2019.

It is pertinent to mention that in 2019, most of the regions had an increase in arrivals. Middle East led the growth(+8%), followed by Asia and the Pacific (+5%).

It is pertinent to mention that 2019 had some major shift in the tourism sector, primarily because of uncertainty surrounding Brexit, geopolitical and trade tensions, and the global economic slowdown. The collapse of Thomas Cook and of several low-cost airlines in Europe also slowed the growth of this sector.

During the previous several years fast growth in tourist arrivals has been witnessed in most of the Asian and Pacific region. Some of the factors for growth of tourist arrivals in these regions are rising levels of disposable income; improvements in transportation and the introduction of low-cost airline services; easier access from traditional source markets and the emergence of new source markets, such as China and India. Moreover, the creation of new market niches such as cultural tourism, ecotourism and adventure tourism has made the tourism industry more diversified.

The contribution of tourism to socio-economic development has been most closely related to receipts and spending in the national economy. World Tourism Organisation estimated that earnings reached a record US\$ 1.22 trillion.

For the decade from 1996 to 2006, South Asia emerged as the most dynamic sub-region, with an average percentage increase in double digits for tourism receipts, followed by North-East Asia and Oceania. However, experts sense market sentiments in Asia and Pacific to be moderate, but are optimistic about growth in the Middle East, Africa.

According to UNWTO's Tourism Towards 2030 Global Overview, projected that global growth in international tourist arrivals will continue, but at a more moderate pace. The report further projected that international tourist arrivals will increase by 43 million a year on average between 2010 and 2030, with international tourist arrivals reaching 1.8 billion by 2030.

Businesses and public organisations are increasingly interested in the economic impacts of tourism at national, state, and local levels. Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favourable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community. Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analysis provides tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy.

Tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community. Community decisions over tourism often involve debates between industry proponents touting tourism's economic impacts (benefits) and detractors emphasizing tourism's costs. Sound decisions rest on a balanced and objective assessment of both benefits and costs and an understanding of who benefits from tourism and who pays for it. Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic development. Communities therefore need to understand the relative importance of

tourism to their region, including tourism's contribution to economic activity in the area¹².

The economic impact of the tourism industry is usually assessed at the macro-economic level and can be measured in several different ways. The most general measurement focuses on tourism receipts and the contribution of tourism to a country's GDP (Gross Domestic Product).

◆ Tourism Satellite Accounts (TSA)

Tourism is an activity that has grown substantially over the last couple of decades as an economic and social phenomenon. In the past, the description of tourism focused on the characteristics of visitors, on the conditions in which they travelled and stayed, the purpose of their visit, etc. Today, there is an increasing awareness of the role that tourism is playing and can play, whether directly, indirectly or through induced effects in the economy in terms of generation of value-added employment, personal income, government income, etc.

It was not until the nineties that the need for a uniform accounting standard for measuring the impact of tourism industry on national economics was realised.

Although tourism is by nature a demand phenomenon it is necessary, from an economic point of view, to observe the interplay between demand and supply and the impacts of such supply on the basic macroeconomic variables of a country.

Within the context of macroeconomic analysis the relationship between supply and demand is best studied within the general framework of national accounts, and more specifically within the framework of supply and use tables.

However, visitor consumption is not restricted to a set of redefined goods and services produced by a predefined set of industries. What makes tourism special is not so much what is acquired but the temporary situation in which the consumer finds himself/herself. This characteristic of the consumer cannot be found within the framework of national accounts where the transactions are classified according to (relatively) permanent characteristics, one of them being the country or place of residence. In order to deal with such situations, a new international tourism satellite account (TSA) standard was developed in 2000 by the public/private sector. Experts Committee under the auspices of the World Tourism Organisation as interpreted and operationalised by the World Travel and Tourism Council (WTTC)/WEFA.

¹¹ Footnote No. 9 to 11 does not exist (this is due to formatting error)

¹² Daniel J. Stynes, *Economic Impacts of Tourism*, A Handbook for Tourism Professionals, Illinois Bureau of Tourism, Illinois Department of Commerce and Community Affairs, Prepared by the Tourism Research Laboratory at the University of Illinois at Urbana-Champaign, Fall, 1997: Available at: <https://www.msu.edu/course/prr/840/econimpact/pdf/ecimpvol1.pdf>

TSA has been proposed to provide consistent and comprehensive measurements across nations, through time, and with the country's own systems of national accounts. The principles of national income accounting first promulgated in 1993 by the United Nations and other multilateral organisations made provision for satellite accounts for activities that are now an integral part of the national account structure. In 2000, these accounting standards were brought into the tourism industry as well.

A TSA describes the structure of the tourism industry in a nation, measures its economic size and serves as an information system to collect and inter-relate statistics describing potentially all quantifiable data related to it. The term 'satellite' refers to the fact that the account is the subject of a nation's input-output accounts, which detail the values of each commodity produced and consumed by each separate industry¹³.

When fully developed, the TSA consists of four levels:

- a) Financial data related to supply and demand of commodities
- b) Activities supported by these financial flows, such as tourist numbers, etc.
- c) Characterisation data of those activities such as tourist demographics
- d) Planning and policy related data such as rates of tourism business influx or failures

A significant feature of the accounts is that it is governed by rigorous rules of national accounting systems ensuring that the statistics are credible, consistent and balanced.

The United Nations Statistics Division and the World Tourism Organisation (now, UNWTO) had developed the TSA in 2001 as one of the most systematic measurements of the economic impact and contribution of tourism at the national level. According to the World Travel & Tourism Council (WTTC), the TSA is based on a demand-side concept of economic activity, because the tourism industry does not produce or supply a homogeneous product or service like many traditional industries.

Instead, the travel and tourism industry is defined by a diverse collection of products (durables and non-durables) and services (transportation, accommodation, food and beverage, entertainment, government services, etc) that are delivered to visitors. It is important for policy-makers at national and local levels to see that this diversity has many complex links to all parts of the economy. This is what makes the economic impact of tourism so significant for development¹⁴.

¹³ Jafari, Jafar (2000), *Encyclopedia of Tourism*, Routledge, London.

¹⁴ World Travel and Tourism Council 2008: TSA DEFINITIONS AND METHODOLOGY (12th Sep 2008) Available at: http://www.wttc.org/eng/Tourism_Research/Tourism_Satellite_Accounting/TSA_Definitions_and_Methodology/

The WTTC is the leading organisation, which produces annual data and time series data on tourism's contribution to GDP, employment, exports, imports, and taxes, among others. Since 1998, the Council has developed tourism satellite accounts for 176 countries. In addition, India and the Philippines have produced their own tourism satellite accounts. Thailand has begun its tourism satellite account project and has reached the stage of approximating preliminary tables.

As mentioned earlier, TSA is a standard statistical framework and the main tool for the economic measurement of tourism. The Tourism Satellite Account: Recommended Methodological Framework, 2008 (also known as the TSA: RMF 2008, UNWTO) provides the updated common conceptual framework for constructing a TSA. It adopts the basic system of concepts, classifications, definitions, tables and aggregates of the System of National Accounts 2008 (SNA 2008), the international standard for a systematic summary of national economic activity, from a functional perspective.

The Government of India reported in 2006 on its tourism satellite account covering the period of 2002-2003. As a pilot study, the Indian TSA focused on constructing seven TSA tables: three tables to identify tourism consumption (inbound, domestic and outbound); a fourth table to consolidate total tourism consumption; a fifth table to show the production account of tourism industries in order to compare with tourism consumption; a sixth table bringing together the demand and supply side to evaluate aggregate tourism value added and GDP; and a seventh table for analysing employment.

In India, it was found that adjustment factors had to be applied since some expenditure, particularly for transport services, was considerably underestimated. Overall, it was reported that the direct contribution of tourism accounted for 2.78 per cent of GDP and when the indirect effects were added, the tourism share was 5.83 per cent of GDP. The results for the total tourism output multiplier suggested that the combined direct and indirect impact was 2.1 times the actual spending by tourists. The tourism industry accounted for 4.59 per cent of employment and the tourism economy accounted for 8.27 per cent of total employment in India, which was estimated to be 38.6 million jobs. Adjustment factors were applied to account for same-day tourism, which was a large and growing segment of India's tourism industry¹⁵. After making adjustments, it was found that the direct contribution increased from 2.78 per cent to 3.78 per cent and the tourism economy (direct and indirect) contribution went from 5.83 per cent to 6.83 per cent. The contribution to employment also went up from 8.27 per cent to 9.27 per cent¹⁶.

¹⁵ UNESCAP, *Guidelines on Integrated Tourism Planning in Pacific Island Countries*, 2010, available at: http://www.unescap.org/TTDW/Publications/TPTS_pubs/pub_2478/pub_2478_fulltext.pdf.

¹⁶ Ministry of Tourism, "Tourism Satellite Account for India" (New Delhi: National Council of Applied Economic Research, January 2006), pp. 22, 30, 32 and 55.

1.5 Economic Importance of Tourism Sector of a Country

Tourism has become a popular global leisure activity. Internationally, tourism is the largest economic sector in terms of earnings as well as in terms of number of people employed.

Tourism industry is one of the fastest growing enterprises. The industry is one of the important sources of economic development for many countries due to the large returns of investment and the opportunity for employment associated with it. Tourism is a big, sometimes dominant, contributor to the Gross Domestic Product (GDP) of many nations, such as small island developing countries. In fact some countries like Egypt, Cyprus, Fiji, Philippines, Seychelles, etc primarily depend on this sector in terms of their Gross Domestic Product (GDP).

In any destination tourists demand a number of goods and services: e.g. food, accommodation, transportation, entertainment and local handicrafts as souvenirs. This provides a lot of opportunities for the host destination to promote its local markets besides increasing its revenue. Since the tourism sector is labour intensive, promotion of the tourism industry automatically increases employment opportunities for the local residents of the host destination.



© Panki Sood

Another effect of this industry on the economy is that tourism may enforce the political leaders in both, the country of destination and the country of origin to establish good governance, approve more civil rights and open the country's economy to international trade, thus promoting liberalisation and mutual relations. These assumed effects are particularly relevant for Developing countries and the least developed countries, which often have high rates of unemployment, low levels of GDP per capita, rigid governmental policies and difficulties in entering international trade.

Trivia on the global tourism sector:

- ◆ As the largest business sector in the world economy, the Travel & Tourism industry is responsible for over 230 million jobs and over 10 per cent of the gross domestic product worldwide
- ◆ In 2006 Travel and Tourism (consumption, investment, government spending and exports) is expected to grow 4.6 per cent and total US\$ 6.5 trillion
- ◆ If Tourism were a country, it would have the 2nd largest economy, surpassed only by the U.S.
- ◆ In over 150 countries (four out of five), tourism is one of the top export earners
- ◆ In 60 countries, tourism is the number one export
- ◆ Tourism is a principal export (foreign exchange earner) for 83 per cent of developing countries and the leading export for 1/3 of the poorest countries
- ◆ For the world's 40 poorest countries, tourism is the second most important source of foreign exchange, after oil
- ◆ Over the last decade, tourism has been the only large sector of international trade in services where poor countries have consistently posted a surplus
- ◆ International Tourism in developing countries is increasing by 9.5 per cent a year compared to 4.6 per cent worldwide
- ◆ Tourism appears to be one of the few economic sectors able to guide a number of developing countries to higher levels of prosperity and for some to leave behind their least-developed country status
- ◆ The earnings have made tourism one of the world's largest industries and the fastest growing sectors of global trade accounting for 10.7 per cent of global GDP, 12.8 per cent of global exports, 8.2 per cent of global employment (or one in every 12.2 jobs), and 9.4 per cent of global capital investment
- ◆ It is also one of the globe's fastest growing major industries with a projected real growth rate of 4.3 per cent per annum for the next 10 years
- ◆ By the year 2020, on projections, there would be 1.56 billion tourists worldwide and tourism receipts would touch \$2 trillion, creating one job every 2.5 seconds
- ◆ In addition to direct jobs in hotels, with tour operators, travel agencies, airlines and transport operators, tourism generates employment across a wide spectrum of skills on account of its significant backward and forward linkages
- ◆ Transport, construction, engineering, manufacturing, agriculture, food and horticulture, telecom, IT and healthcare are some of the sectors that make knock-on gains from a boom in tourist influx.

Tourism also has a positive impact on the development of rural and backward areas, helping the revival of traditional art forms, crafts and cultural traditions. There is no other industry that has a similarly sustained and diversified multiplier effect on the economy, playing a crucial role in the overall development of a country. By creating jobs and opportunities for all sections of the society, tourism helps in bridging economic inequalities¹⁷.

1.6 Tourism v. Sustainable Development: The Unending Debate

Travel and tourism has emerged as one of the world's most centralised and competitive industries, and hardly any other economic sector illustrates so clearly the global reach of transnational corporations (TNCs). Over recent years, the industry has increasingly pressured governments around the world to liberalise trade and investment in services and is likely to benefit tremendously from the General Agreement on Trade in Services – a multilateral agreement under the World Trade Organisation (WTO).

General Agreement on Trade in Services (GATS) aims to abolish restrictions on foreign ownership and other measures which have so far protected the services sector in individual countries. For the hotel sector, for example, GATS facilitates franchising, management contracts and licensing. Moreover, foreign tourism companies will be entitled to the same benefits as local companies in addition to being allowed to move staff across borders as they wish, open branch offices in foreign countries, and make international payments without restrictive regulations.

Foreign investment will also be increasingly deregulated under the GATT/WTO system. According to the Agreement on Trade-Related Investment Measures (TRIMs), foreign companies will no longer be obliged to use local input. The Multilateral Agreement on Investment (MAI) proposed by Organisation for Economic Cooperation and Development (OECD) countries goes even further, calling for unrestricted entry and establishment of foreign firms, national treatment, repatriation of profits, technology transfer, etc.

Accordingly, the WTTC has recently presented its 'Millennium Vision' on travel and tourism, including the following key areas:

- Get governments to accept travel and tourism as a strategic economic development and employment priority;
- Move towards open and competitive markets by supporting the implementation of GATS, liberalise air transport and deregulate telecommunications in international markets;
- Eliminate barriers to tourism growth, which involves the expansion and improvement of infrastructure - e.g. the increase of airport capacity, construction and modernisation of airports, roads and tourist facilities.

¹⁷ Francesco Pigliaru & Alessandro Lanza, 2003. "How fast are the tourism countries growing? The international evidence, 1980-95," ERSA conference papers ersa03p234, European Regional Science Association.

However, tourism in developing countries is often viewed by critics as an extension of former colonial conditions because from the very beginning, it has benefited from international economic relationships that structurally favour the advanced capitalist countries in the North. Unequal trading relationships, dependence on foreign interests, and the division of labour have relegated poor countries in the South to becoming tourism recipients and affluent countries in the North to the position of tourism generators, with the latter enjoying the freedom from having to pay the price for the meanwhile well-known negative impacts in destinations.

On a tour through South-East Asian countries in February 1998, WTTC president Geoffrey Lipman also strongly supported the privatisation of state enterprises, particularly airlines and airports. His visit in Thailand, for example, coincided with the announcement of British Airways - a prominent member of the WTTC - that it was interested in taking over 25 per cent of Thai Airways International. And the British Airport Authority promptly followed up by proposing to buy a major equity share in the provincial airports of Chiang Mai, Phuket and Hat Yai, which are all located at popular tourist spots. However, the selling out of state companies to foreigners has been facing growing public opposition in Thailand so that privatisation is not progressing as planned.

Meanwhile, even the voices of the tourism industry in Asia are urging a cautious approach towards globalisation. Imtiaz Muqbil, a renowned tourism analyst based in Bangkok, warned: 'The independence of thousands of small and medium size enterprises, including hotels and tour operators, is at risk.' This is because most local enterprises will hardly be able to compete with foreign companies. Moreover, Muqbil suggested that as an outcome of globalisation, Asian countries may face 'the prospects of huge growth in leakage of foreign exchange earnings'. In conclusion, he said, 'The radical restructuring of travel and tourism... could strike at the heart of national economies.'

It is already a well-established fact that in some developing countries, more than two-thirds of the revenue from international tourism never reaches the local economy because of the high foreign exchange leakages. Now, as the new free trade and investment policies are being implemented, their balance sheets may even worsen because the profits and other income repatriated by foreign companies is likely to grow larger than the inflow of capital. That means, the claims that globalisation and liberalisation of tourism will bring wealth, progress, social achievements and improved environmental standards to developing countries need to be seriously questioned.

A recently published document by the UN Conference on Trade and Development (UNCTAD) states that Asia-Pacific countries urgently need to bolster their bargaining positions in the field of tourism services and negotiate better terms in exchange for opening their markets. However, governments have barely had time to examine the potential impacts of globalisation, and many local tourism-related companies are already in financial trouble due to the economic crisis. So it is very unlikely that they can strengthen their negotiating power. Even major Asian airlines can hardly survive in this crisis-hit business environment; the recent temporary closure of Philippine Airlines is an illustrative example.

Many developing countries, facing debt burdens and worsening trade terms, have turned to tourism promotion in the hope that it brings foreign exchange and investment. Simultaneously, leading international agencies such as the World Bank, United Nations agencies and business organisations like the World Travel & Tourism Council (WTTC) have been substantially involved to make tourism a truly global industry.

On the flip side, there is a contradictory perspective of the developing countries who are criticizing the fast pace of economic globalisation, global tourism industry included. Economic globalisation has generated considerable criticism because it comes along with the erosion of power of governments. Opponents argue that local and national institutions will no longer be able to properly fulfil their responsibilities such as providing social services, preserving the environment, and implementing sustainable development programmes.

Tourism that focuses on natural environments is a large and growing part of the tourism industry. While it can contribute in a positive manner to socio-economic development and environmental protection, uncontrolled tourism growth can also cause environmental degradation, destruction of fragile ecosystems, and social and cultural conflict, undermining the basis of tourism. Developing countries advocate this perspective.

Tourism can sensitise local communities about comfort levels that need to be maintained in order to support a growing industry that has the lowest level of pollution as compared to other forms of industrialisation. By means of interacting, it will help locals realise a certain amount of sanitation is the need of the day. Most importantly, it will help local authorities understand that often the best they do may not be sufficient. It is heartening to note that large amounts of efforts have been made available to local governments to increase spending in infrastructure and other facilities that would greatly increase amenities provided to tourists. This indirectly would benefit the locals with greater development in the region.

Tourism in developing countries is often viewed by critics as an extension of former colonial conditions because from the very beginning, it has benefited from international economic relationships that structurally favour the advanced capitalist countries. Unequal trading relationships, dependence on foreign interests, and the division of labour have relegated poor countries in the South to becoming tourism recipients and affluent countries in the North to the position of tourism generators, with the latter enjoying the freedom from having to pay the price for the meanwhile well-known negative impacts in destinations.

Developing countries feel that transnational corporation's involvement will consume all the smaller fish (local players and stakeholders) and affect the local income and community livelihood in the long run. Capitalistic attitudes are harmful to not only local communities but also for the tourists themselves who are at a risk of being detached with the real flavour of the destination or the indigenous essence of the locals of the area.



© Panki Sood

Many developing countries, especially the Asian societies are beginning to realise that the current global economic capitalist system has utterly failed to bring achievements in all terms. Now burdened with having to pay for the activities of unscrupulous speculators and additionally suffering from free-market-oriented structural adjustment programmes imposed by the International Monetary Fund (IMF), people are losing faith in a globalised economy. Some experts even go so far as to say that free trade and investment liberalisation is 'yesterday's story'. Malaysia in particular has recently taken decisive steps to shut itself off from global markets by strictly controlling foreign capital flows. India, from the very beginning has been careful to not completely open or liberalise the economy and trade related sectors, including tourism.

Asian governments are now likely to move towards greater self-reliance as they are pressured by people of all walks of life to look into economic strategies that are chiefly based on domestic financial resources and the domestic market. This involves the strengthening of the agricultural sector and local industries to protect people's livelihoods in the first place. Forces still seeking to further prop up economically risky service industries such as tourism are likely to be weakened.

Moreover, the crisis has also created considerable public debate about the impacts of global culture and lifestyle, including the issues of consumerism and the wasteful and unproductive use of resources. In several Asian countries - such as Korea, Thailand and

Malaysia - outbound tourism is now being discouraged as it is seen as conspicuous consumption that has contributed to the negative balance of payments.

The issues of democracy and human rights are also gaining momentum in the region. As never before, people are making use of their civil rights and call for transparency and democratic procedures to phase out corruption and harmful government policies and development plans. The growing opposition of Thai environmentalists and villagers to the move of the government to open up protected areas for 'mass ecotourism' is just one example.

1.7 Tourism and Sustainable Development Goals

The Sustainable Development Goals (SDGs) is a UN initiative. The SDG framework provides a systematic way for countries to develop their own action plan based on existing plans and processes to pursue their SDG priorities. It also helps governments to focus on disparities and inequalities, two of the major causes of uneven progress, by particularly responding to the needs of the vulnerable.

There are 17 development goals and 169 targets which offer the world a new direction. Tourism as a sector has significant potential for delivering sustainable solutions for people, the planet, prosperity and peace..

The role of tourism in achieving sustainability and the achievement of the 2030 Agenda provides a unique opportunity for national and sub-national governments to create a sound and favourable policy foundation.

The World Tourism Organization 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".

Rio+20 outcome document The Future We want, defines sustainable tourism at paragraph 130 as a significant contributor "to the three dimensions of sustainable development" thanks to its close linkages to other sectors and its ability to create decent jobs and generate trade opportunities.

It is estimated that about 1.2 billion tourists cross borders each year, and as such, tourism has a profound and wide-ranging impact on societies, the environment and the economy. Since the tourism sector represents 10% of world GDP, 1 in 10 jobs and 7% of global exports, it as a sector has a decisive role to play in the achievement of the 2030 Agenda. The three SDGs that specifically are related to tourism are namely SDG 8 on 'Decent Work and Economic Growth', SDG 12 on 'Responsible Consumption and Production' and SDG 14 on 'Life below Water'. However, it is pertinent to mention that given the intersection tourism has with other sectors and industries along its vast value chain, it can in fact accelerate progress towards all 17 SDGs.

Tourism accounts for 45 per cent of the exports of services of least-developed countries and is a major job generator for many of the world's most vulnerable populations¹⁸. In 2009, emerging economies received 410 million international tourism arrivals, a 47 per cent share of the global total, and US\$306 billion in international tourism receipts, 36 per cent of the global total¹⁹. As such, tourism can and is playing a significant role in the achievement of the SDGs.

Maximising tourism's contribution as a main driver of economic growth and development, UNWTO is currently implementing numerous programmes to reduce poverty, fight gender inequality, and foster sustainable development. In the pretext, UNWTO has launched 'The Sustainable Tourism-Eliminating Poverty' (ST-EP) programme.

ST-EP is UNWTO's long-term programme aimed at reducing poverty through developing and promoting sustainable forms of tourism. UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

The World Tourism Day is celebrated with the aim to highlight the global significance of tourism as a tool for global development and cultural enlightenment. The theme of World Tourism Day 2019 was 'Tourism and Jobs: a better future for all'. The focus of this theme was on generating more and better jobs, especially for youth and women..

The theme of World Tourism Day 2018 was "Tourism and Cultural Protection" and for 2017 the theme was "Sustainable Tourism - a tool for development".

India hosted World Tourism Day for the first time in 2019 because of its geographical features. Since 1980, World Tourism Day has been celebrated on September 27 by the UNWTO, every year²⁰. The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide. At its Twelfth Session in Istanbul, Turkey in October 1997, the UNWTO General Assembly decided to designate a host country each year to act as the Organisation's partner in the celebration of World Tourism Day. World Tourism day has a different theme every year highlighting one aspect of tourism.

Statistical Framework for Measuring Sustainable Tourism: By integrating tourism within economic, social and environmental measurement standards, the framework aims to provide a common language and organizing structure for exploiting the richness of data already available and for more effective data production, management and integration.

¹⁸ Tourism and the Millennium Development Goals, UNWTO, Tourism Magazine September 2010.

¹⁹ Miller, Richard K., (ed.) Washington, Kelli, "The 2011-2012 Travel & Tourism Market Research Handbook: Biennial Strategic Planning and Reference Handbook", *12th Edition*, Richard K Miller & Associates, May 2011.

²⁰ This date was chosen as on that day in 1970, the Statutes of the UNWTO were adopted. The adoption of these Statutes is considered a milestone in global tourism.

Such a standard-based framework can further support the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism, including the derivation of SDG indicators and those of UNWTO's International Network of Sustainable Tourism Observatories (INSTO). Overall, the statistical framework from the MST will provide an integrated information base to better inform on sustainable tourism, to facilitate dialogue between different sectors and to encourage integrated, locally relevant decision making.

An existing mechanism for the implementation of the SDGs through tourism is the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP). One of the main goals of the 10YFP Sustainable Tourism Programme is the decoupling of tourism growth from the use of finite natural resources and the implementation of SDG 12.

Another important aspect of tourism is Global Partnership. To achieve SDG increased dedication to Corporate Social Responsibility (CSR) as a vital means in ensuring the tourism sector addresses the SDGs by setting ground for the development of a greener, more competitive, and responsible tourism industry.

Given that tourism is a major sector in international trade and a main job & wealth creator for many countries, it can be a powerful vehicle to promote and reach the milestones of the ambitious 2030 agenda.

1.8 Summary

UNWTO is the leading international tourism body. It advances responsible, sustainable and universally accessible tourism and in so doing promotes socio-economic growth and people to people understanding. As the central and decisive tourism agency in the UN it strongly supports the MDGs. Its State Members as well as its Private Sector, Academic, Community and NGO Affiliate Members are committed to a Global Code of Ethics (GCE) and to Public- Private Partnerships (PPP's) to deliver this kind of tourism.

Tourism is not only a major economic sector; it is one of the mainstays of international trade and a dynamic catalyst for many other sectors. Its role in environmental protection, in preserving biodiversity, in conserving cultural heritage, in promoting mutual understanding among peoples and peace among nations, is highly significant. Moreover, it is a massive job creator with a particularly important role in building infrastructure and market opportunities in local communities in poor and developing countries.

The travel and tourism industry is an amalgam of various industries (e.g., traveller accommodations, food and beverage establishments, air transportation, road travel establishments, local communities, et al). Therefore, no single code can exist for travel and tourism in national economic accounts, thereby making real credible, comprehensive, and comparable measurements virtually impossible.

Travel and Tourism Satellite Accounts form an indispensable statistical instrument that allows countries to measure the relative size and importance of the travel and tourism industry, along with its contribution to gross domestic product (GDP). Approved by the United Nations in March 2002 and endorsed by the U.N. Statistical Commission, TTSAs have become the international standard by which travel and tourism is measured. In fact, more than fifty countries around the world have embraced travel and tourism satellite accounting.

The UNWTO Statistics and Tourism Satellite Account Programme is committed to developing tourism measurement for furthering knowledge of the sector, monitoring progress, evaluating impact, promoting results-focused management, and highlighting strategic issues for policy objectives. The programme works towards advancing the methodological frameworks for measuring tourism and expanding its analytical potential, designs practical guidance for their implementation in countries, supports statistical strengthening in countries through capacity building, and compiles and disseminates tourism statistics of countries all over the world.

It is also necessary to follow the code of conducts set by the UNWTO in 2002 at the tourism destinations. The code of conducts advocates for elimination of child abuses and forceful prostitution in tourism industry. Tourism activists should be aware of the preservation and conservation of environment, culture as well as archaeological and natural tourism resources.

Promotion of the tourism industry should move cautiously so that it will be able to benefit a wide range of people in urban and rural areas. The sense of ownership of community people for protecting tourism resources, their active involvement in tourism planning process and project formulations are to be emphasized. There should be a planned, controlled and well- balanced tourism development in the country as well as the world that we still lack.

FORMS OF TOURISM |

Contents

2.1	Introduction	34
2.2	Sustainable Tourism	34
2.3	Tourism Types	36
2.4	Types of Indian Tourism	40
2.5	Economic Impact of Tourism Industry: Indian Perspective	42
2.6	Summary	49

2.1 Introduction

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. It has a multitude of impacts, both positive and negative, on people's lives and on the environment. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves. Due to these multiple impacts, the wide range and variety of production factors required to produce those goods and services acquired by visitors, and the wide spectrum of stakeholders involved or affected by tourism, there is a need for a holistic approach to tourism development, management and monitoring. This approach is strongly recommended in order to formulate and implement national and local tourism policies as well as the necessary international agreements or other processes in respect of tourism.

But for formulating such policies and instruments, it is important to first understand the tourism types.

2.2 Sustainable Tourism

Sustainable tourism is tourism attempting to make as low an impact on the environment and local culture as possible, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive

experience for local people, tourism companies and the tourists themselves. Sustainable tourism is not the same as ecotourism. Ecotourism is tourism with an ecological theme or purpose. It goes beyond the realms of just sustainable tourism. Sustainable tourism would be travel which has minimal ecological impact, perhaps without “ecology” being the purpose of the trip. For instance, A bicycle trip across Europe might use no fossil fuels and consume much less energy, but the purpose of the trip would be to see a European city and not a natural phenomenon.

The conservation of natural and cultural resources, on both a local and global scale, is at the forefront of any sustainable travel plan and is the major focus of most industry organisations. Pristine destinations are extremely susceptible to being “loved to death” as money flowing into local economies initiates the unchecked development of lodging and other support industries that require natural resources, energy and water to grow.

Ironically, history has shown us that the development of tourism in natural areas can actually destroy the very qualities of the destination that brought travellers in the first place. Tourism growth in an area can lead to the loss of wildlife habitat from growing population pressures and the construction of tourism facilities, degradation of environment and water due to improper waste management, loss of cultural identity and traditional land-use strategies by indigenous cultures and unsustainably large demands for energy from new development.

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

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.

Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



Source: Sustainable Tourism Development - cayugaonline.com

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

2.3 Tourism Types

There are a number of emerging dimensions of tourism. These include:

- 1) **Medical Tourism:** Indian tourism is aiming to promote its allopathic treatment as a tourist attraction. Medical tourism tends to provide world-class treatment at low price and is gaining worldwide acceptance. Doctors and other medical experts are organising health camps and other general awareness programmes. The vast array of healthcare services includes ayurveda, yoga, naturopathy, meditation, spas and many more.
- 2) **Spiritual Tourism:** India has a rich heritage of cultures and religions. Hinduism, Buddhism, Christianity, Islam, Jainism have lived here for centuries. There is so much mental pressure and disturbance all over the world that people are looking forward to finding solace. India is being represented as a destination for spiritual tourism. Spiritual tourism includes all the religions, religious places associated with them, and emotional attachment and beliefs attached to these centers. Thus, through religious tourism there is a sincere effort to bring better understanding among various communities, nations and thus foster global unity.
- 3) **Rural Tourism:** Real India is rural India. Almost 74 per cent of the population is in rural areas. For the development of rural India, government is promoting rural tourism. Rural tourism showcases the rural life in India, the art, culture and heritage, the nature and wild life and various other aspects of rural India. Rural India has a great potential to attract foreign tourists. Rural tourism helps in improving the lives of rural people and maintaining the quality of environment.

Rural tourism has been receiving the much needed attention in the recent past due to the benefits it can give to rural areas in terms of alternative source of income, community development and nature preservation. Urban consumers are benefited from rural tourism by way of enriched experience and unique cultural experience.

Rural Tourism has been seen as a tool through which many of development problems in rural areas can be addressed. The benefits of tourism is that it is seen as a means of alternative development strategy for economic and social regeneration of rural areas, as a catalyst to stimulate economic growth, increase viability of under-developed regions and improve the standards of living of local communities.

The benefits of rural tourism can be seen from the perspective of the various stakeholders involved. The introduction of tourism, or tourism planning into rural and isolated areas has a profound bearing on the social organisation and decision-making process in the respective communities. In terms of benefits to other businesses it has been cited that the very nature of the rural tourism vacation creates a considerable impact on the rural regions for all types of businesses, not just tourism.

The rural people benefit as rural tourism supplements their income and enables them to stay on the farm with the decline in the ability of farm agriculture to generate sufficient income has caused many farmers to seek new sources of income and for the diversification of the agriculture base and this has been stated as one of the main benefits. And from the overall economy perspective tourism helps to energise the rural economy and, in particular, plays an important role in creating a value-added commercial channel for local production. By integrating local products or cultural attributes into tourism, rustic flavoured event tourism has also helped to shape the emerging form of rural tourism.

In the context of diversity and sustainability, with sustainability seen from the perspective of maintaining communities and conserving environment, some countries prefer to retain their focus on domestic tourists and have emphasized the linkage of overall income growth in the country and the need for government support and funding.



© Pankaj Chandan

- 4) **Community-based Tourism:** More recently, community based tourism has been recognised as another form of tourism. “Community based tourism occurs when decisions about tourism activity and development are driven by the host community.

It usually involves some form of cultural exchange where tourists meet with local communities and witness aspects of their lifestyle. Many such remote ethnic communities may be vulnerable to outside influences and decisions about the way tourists are hosted must be owned by the community for successful and sustainable tourism.”

Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets e.g. archaeological ruins, historic sites, traditional crafts production. The aims of community-based ecotourism largely depend on the issues, problems and needs of the community. In general, it serves as a tool for conservation and, at the same time, a tool for improving the quality of life. It also serves as a tool to bring the community together to consult, discuss and work together in solving community problems. Further, such tourism provides opportunity for exchange of knowledge and culture between tourists and the community and helps to provide supplementary income for individual members of the community and for community development.

- 5) ***Adventurous Tourism:*** India is an incredible destination for adventures. The snow-capped Himalayas, erratic streams, safaris, etc all add to its natural glory. Water sports, elephant safari, mountaineering, skiing, gliding, trekking, river rafting, etc are breath- taking opportunities for adventurous people. Ladakh, the Garwal hills, the Himachal hills, Darjeeling, Goa, Lakshadweep, Andaman and Nicobar Islands, are some of the places that offer adventure tourism.



- 6) **MICE Tourism:** MICE (meetings, incentives, conferences and exhibitions) is associated with business travellers. It caters to various forms of business meetings, international conferences and conventions, events and exhibitions. India is gaining pace to become an ideal MICE destination due to the flourishing business here. The MICE industry converts the annual business meetings and conferences into a glamorous and enjoyable event for the delegates and attendants. To develop business tourism in India, some renowned MICE centers are already established. The Ashok (New Delhi), Hyderabad International Convention Center (Hyderabad), Le Meridien (Cochin), Delhi International Expo Center (Noida) are some of them.
- 7) **Sustainable Tourism:** Although tourism has the potential to become an agent of development and change, due to the way it uses resources, it should not be considered an environmentally harmless industry as such. Therefore, only with careful planning it has the potential to operate and contribute in a sustainable manner. According to the WTO “sustainable tourism development meets the needs of present generation tourists and host regions while protecting and enhancing opportunities for the future”. It is expected to lead to management of all resources in such a way that economic, social and aesthetic needs are fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

The WTO paper further explains the need for achieving several objectives for ensuring sustainable tourism:

- ◆ The natural, historical, cultural and other resources for tourism are conserved for continuous use in the future, while still bringing benefits to the present society.
- ◆ Tourism development is planned and managed so that it does not generate serious environmental or socio-cultural problems in the tourism area.
- ◆ The overall environmental quality of tourism areas is maintained and improved where needed.
- ◆ A high level of tourist satisfaction is maintained so that tourist destinations retain their marketability and popularity.
- ◆ The benefits of tourism are widely spread throughout society.

The guiding principle for sustainable development emphasizes the management of natural and human resources for maximisation of visitor enjoyment and local benefit and at the same time minimising the negative impacts upon the destination site, community and local population.

- 8) **Eco Tourism:** People are visiting India to unravel the secrets of nature. Eco tourism (also known as nature tourism) relates to nature and its attractiveness so that the visitors experience it in its pristine settings. Eco tourism attracts domestic as well as international tourists towards the magnificent ancient cities, hill stations, remote

villages, desert areas and wildlife Sanctuaries and parks in India. It is the fastest growing sector of Indian tourism comprising 40 to 60 per cent of all international tourism.

2.4 Types of Indian Tourism

All types of tourism in India projecting India as the ultimate tourist spot. The reason why India has been doing well in all types of tourism is that India is a multilingual, multicultural and multi-religious with tremendous geographical diversity, hospitality, uniqueness and charm. The different types of tourism in India are as follows:

1) Religious or Pilgrimage Tourism

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. Narayan Sarovar, Sudamas Porbandar, Kabirvad Shuklatirth, Kayavarohan, Bhadrakali, Haridwar, Badrinath, Kedarnath, Varanasi, Gangotri and Yamunotri, Rishikesh, Shamlaji, Bodh Gaya, Ajmer are important pilgrimage destinations which have kept alive the religious sentiments of the people where lakhs of pilgrims from all over the world make their religious tourism every year.

Archaeological Tourism

There are a number of places of archaeological importance which can be broadly classified as Stone Age, Indus Valley, Neolithic-Chalcolithic, Megalithic-Early Historic and Late Historic periods. Famous archaeological sites of the Stone Age are abundant in Peninsular India, more prominently at Pallavaram in Tamil Nadu, Hunsgi in Karnataka, Kuliana in Orissa, Didwana in Rajasthan, and Bhimbetka in Madhya Pradesh. The sites of Neolithic-Chalcolithic Age are Inamgaon, Walki, Navdatoli, Ahar, Balathal, Gilund, Budhihal, Sangankalur, Maski, Brahmagiri, Utnur, Golbai, Pandu-Rajar-Dhibi, Chirand and Burzoham etc. Famous sites of Indus Valley Civilisation are Indus and Ghaggar river valleys, Kutch and Saurashtra, Dholavira, Kalibangan, Lothal, Surkotda and Rakhigari. Famous sites of Megalithic Phase are Brahmagiri, Maski and Rajan Kalur, Bhagimari, Gadabas etc. Excavations at Kosambi, Saranath, Hastinapura, Vaishali, Rajgir and Bodh Gaya, Chandraketugarh, Sisupalgarh etc. have revealed fortified cities dating back to this period. Famous sites of Buddhist Phase are Sanchi, Saranath, Ajanta, Kaneheri, Amravati, Sanati and Lalitgiri. Sites of Jainism Phase are Khandagiri- Udayagiri, Mathura. Some Islamic Archaeological sites are Delhi, Agra, Lucknow, Hyderabad, northern Karnataka, Aurangabad and Bhopal.

2) Heritage Tourism

Heritage tourism of India has always been famous for its rich heritage and ancient cultural diversity with a glorious past which attracts millions of tourists each year. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. The most popular heritage

tourist destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu and Lucknow in Uttar Pradesh. The most famous heritage sites in Delhi are the Red Fort, Jama Masjid, Humayun's Tomb and Tughlaqabad Fort.

3) Wildlife Tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which are even endangered and very rare. Some of the famous cultural tourism of India wildlife tourist attractions are Bandhavgarh National Park, Corbett National Park, Pench National Park, Ranthambore National Park, Kanha National Park, Bandipur Wildlife Park, Gir Wildlife Park, Dudhwa Wildlife Park, Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Panna Wildlife Park, Sunderbans Wildlife Park, Bharatpur Bird Sanctuary etc.

4) Coastal and Beach Tourism

Beaches in India provide the most perfect destination of sun, sand, sea and surf that is too hard to resist for any beach lover and water sport adventurer. Almost in every part of this subcontinent, one can enjoy the beach holidays. Some of the famous beaches of India are Anjuna Beach, Bogmalo Beach, Benaulim Beach, Calangute Beach, Chapora Beach, Colva Beach, Cavelossim Beach, Candolim Beach, Dona Paula Beach, Majorda Beach, Palolem Beach, Vagator Beach, Varca Beach, Velsao Beach all in Goa; Mahabalipuram Beach in Tamil Nadu; Ganapatipule Beach in Maharashtra; Kovalam Beach in Kerala; Ahmedpur Mandvi Beach, Porbandar Beach in Gujarat; Puri Beach and Gopalpur-on-Sea Beach in Orissa; Digha Beach in West Bengal; Andaman and Nicobar Beaches, Daman and Diu Beaches and Lakshadweep Beaches.

5) Cultural Tourism

India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination. The most popular cultural tourism of India are Rajasthan culture, Punjab culture, Uttaranchal culture, Uttar Pradesh culture, Himachal Pradesh culture, Jammu and Kashmir culture, Haryana culture, Kerala culture, Tamil Nadu culture, Karnataka culture, Andhra Pradesh culture, Assam culture, Orissa culture, West Bengal culture, Bihar culture, Arunachal culture, Jharkhand culture, Sikkim culture, Tripura culture, Manipur culture, Meghalaya culture, Goa culture, Maharashtra culture, Gujarat culture, Madhya Pradesh culture and Chhattisgarh culture. The various fairs and festivals are the Pushkar fair, Taj Mahotsav and Suraj Kund mela that tourists can visit in India.

6) Adventure Tourism

As a kind of tourism, Adventure Tourism in India is endless because the country has a rich diversity in terms of climate and topography. The various kinds of adventure

tourism in India are: Rock climbing, Skiing, Camel safari, Paragliding, Mountaineering, Rafting in white water and Trekking. The various places in India where tourists can go for adventure tourism are Badami, Kanheri Caves, Manori Rocks, Kabbal for rock climbing. The places for skiing are Manali, Shimla, Nainital and Mussoorie. The places for whitewater rafting in India are Ganga, Alaknanda and Bhagirathi rivers.

7) Ayurveda and Meditation Tourism

Ayurveda and Meditation originated in India some 6000 years ago is the natural way of cure for body, mind and soul. Today, Ayurveda and Meditation has become the first preference of every person all over the world for not only for its curing capacity but also for it does not have any side effects, if taken under proper guidance. Tourists can visit both North India as well as South India for Meditation and Ayurvedic treatment. North India's prestigious institutes of Ayurveda and Meditation are set amidst the natural surroundings, giving its visitors enough space to breathe in the natural atmosphere. Kerala in South India has innumerable places for Ayurveda and Meditation treatment centers.

8) Ecotourism

Among the types of tourism in India, ecotourism entails the sustainable preservation of a naturally endowed area or region while making sure not to damage the ecological balance. Places such as Kerala, Lakshadweep Islands, the Himalayan Region, north-east India, and Andaman and Nicobar Islands are some destinations in India where tourists can participate in ecotourism-related activities. The major national parks in India for ecotourism are: Corbett National Park in Uttar Pradesh, Bandhavgarh National Park and Kanha National Park in Madhya Pradesh, Gir National Park and Sanctuary in Gujarat, Ranthambore National Park in Rajasthan etc.

2.5 Economic Impact of Tourism Industry: Indian Perspective

The tourism sector of Indian economy is at present experiencing a huge growth. It has become one of the major industrial sectors under the Indian economy with travel and tourism becoming Rs. 9.4 crore industry. India through tourism received an estimated USD 27.31 billion during 2017 as Foreign Exchange Earnings (FEE). The growth in this industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Tourists from Africa, Australia, Latin America, Europe, Southeast Asia, etc are visiting India and their numbers are growing by the thousands every year.

Indian Tourism offers a potpourri of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer a wide variety of interesting places to visit. While the international tourism is experiencing a decelerated growth, the Indian counterpart is not affected. The factors for the growth of the tourism sector of Indian economy include: increase in

the general income level of the population, aggressive advertisement campaigns on the tourist destinations, and rapid growth of the Indian economy.

The Government of India has been actively working towards the development of quality tourism infrastructure by sanctioning expenditure budgets across schemes like SWADESH DARSHAN and PRASHAD. The Government is actively promoting India as a 365 days tourist destination with the introduction of niche tourism products in the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, MICE Tourism, Eco-tourism, Film Tourism, Sustainable Tourism, etc. to overcome 'seasonality' challenge in tourism.

Economic Survey 2018 said that tourism sector is a major engine of economic growth that contributes significantly in terms of GDP, foreign exchange earnings and employment. As per the Economic Survey, the tourism sector in India had been performing well with Foreign Tourist Arrivals (FTAs) growing at 14 per cent to 10.4 million and Foreign Exchange Earnings (FEEs) at 20.6 per cent to US\$28.7 billion in 2017-18.

Statistics of Growth

Tourism is a major engine of growth for Indian economy. In India, the Foreign Tourist Arrivals (FTA) in 2018-19 was 10.6 million. Foreign Exchange Earnings (FEEs) from tourism were estimated at USD 27.7 billion in 2018-19. In fact, outbound tourism has increased in India in recent years, with the number of departures of Indian nationals from India increasing at a growth rate of 9.5 per cent in 2017¹.

The growth of tourism in India has been significant. In 2017, India received more than 10 million foreign tourists for the first time. From January to November in 2018 foreign tourist arrival in India was 9.367 million with a growth of 5.6 per cent over the corresponding period of 2017. The World Travel and Tourism Council has estimated that tourism contributed to 9.2 per cent of India's GDP in 2018².

FEEs during the period during 2019 were Rs.2,10,981 crores (Provisional estimates) with a growth of 8.3% over the same period of previous year. FEEs during the period during 2019 were US\$29.962 billion (Provisional estimates) with a growth of 4.8% over the same period of the previous year.

Infrastructure Development

Infrastructure Development holds the key to India's sustained growth in the tourism sector. Therefore, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits.

¹ Ministry of Finance, Government of India, *10.6 million foreign tourists arrive in India 2018-19 compared to 10.4 million in 2017-18*, Press Information Bureau (04 JUL 2019) accessed at <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1577036>

² FICCI, *Indian Tourism Infrastructure Investment Opportunities & Challenges*, FICCI Media Division (1st July 2019), accessed at <http://ficci.in/spdocument/23099/FICCI-report-TIM-2019.pdf>

Ministry of Tourism has two major schemes for tourism: Swadesh Darshan and PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure).

The vision of Swadesh Darshan scheme is to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the Swadesh Darshan scheme, 15 thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of Rs. 6035.70 crore has been sanctioned for 77 projects with a total release of Rs. 3676.14 crore (till 31.12.2019) covering all thematic circuits under the Swadesh Darshan Scheme.

Under PRASHAD scheme, 51 sites in 28 States have been identified for development. Since the inception of the scheme, an amount of Rs. 840.02 crore has been sanctioned for 28 projects in 17 States with a total release of Rs. 505.15 crore till 31.12.2019³.

Ministry of Tourism is also taking initiatives with other Central Govt. Ministries, such as Railways, Civil Aviation, Road Transport and Highways, Food Processing and Urban Development and also the concerned State Governments to achieve convergence and synergy with their programmes so that the impact of investment on these destinations is maximised. Based on continuous coordination and interaction, 6 tourism sites – Agra, Varanasi, Gangtok, Bhubaneswar, Aurangabad and Hyderabad are being developed as mega destinations through the joint plans of all the key Ministries of Government of India.

Sustainable Tourism

The true potential of tourism lies in adopting responsible and sustainable practices on both the demand and supply sides of the tourism chain, enabling an effective response to climate change. This is closely interlinked with inclusive growth through sustainable community participation. This ‘sustainable’ tourism route has been adopted by the Ministry of Tourism in the innovative Rural Tourism Project, by strengthening the disadvantaged but skilled rural artisan communities through support to capacity building and vernacular infrastructure, while laying emphasis on the role of women.

In furtherance of these objectives and achievements, Ministry of Tourism in association with UNDP (United Nations Development Programme) and key stakeholders in the tourism industry organised four regional conferences on Sustainable Tourism for Inclusive Growth at Shillong, Chennai, Bhopal and Cochin. The Ministry of Tourism, Government of India, was winner of the prestigious “World Travel Award 2008” for its role in developing and

³ Ministry of Tourism, Government of India, *Annual Report 2019-20* (February 2020) available at: http://tourism.gov.in/sites/default/files/annualreports/Annual%20Report%20Tourism%202019_20_Final.pdf

promoting “Responsible Tourism” at the Award ceremony held in World Travel Market, London.

In addition, shopping festivals are also being organised in cities of different regions of the country such as Bhubaneswar, Hyderabad, Aurangabad and Noida where artisans and artists from rural tourism sites would be given a platform for exhibition and sale of their handicraft products and for cultural performances. This kind of exposure to the domestic and international tourists would have far reaching benefits for the socio-economic development of the rural artisans.

Ministry of Tourism on its part has taken several initiatives to make tourism services accessible to the differently-abled. Ministry of Tourism has requested all the State Governments to ensure implementation of the guidelines to provide barrier free environment at the destinations in the tourism infrastructure projects implemented with the assistance of the Ministry of Tourism. It is now mandatory for 4 star, 5 star and 5 star deluxe hotels to have special facilities for physically-challenged guests. These rules are now in the process of being extended to other categories of hotels. Steps have also been taken to make destinations/tourist places more accessible to the disabled. The Ministry of Tourism has introduced an Award of Excellence for Most Disabled Friendly Monument / Tourist Attraction in the Annual National Tourism Awards.

Hotel Infrastructure

It was also estimated that 30,000 hotel rooms were required in the NCR for the Commonwealth Games 2010. Keeping this in view, Ministry of Tourism initiated action by taking up the matter with Ministry of Urban Development, DDA and State Governments. Due to the efforts of the Ministry of Tourism, the Finance Ministry announced a 5 year Tax Holiday under Section 80-ID to hotels of 2, 3 and 4 star category and Convention Centers which were to come up between 1.4.2007 to 31.3.2010 in the districts of Faridabad, Gurgaon, Gautam Budh Nagar, Noida and Ghaziabad.

The growth of newer niche tourism products viz. rural tourism, ecotourism, adventure tourism and camp tourism etc. has seen the emergence of a new segment of tented accommodation which provides an altogether new experience. The Ministry of Tourism, Government of India has introduced a voluntary scheme for project approval and classification of operational Tented Accommodation in the country and guidelines for the same have been issued.

Quality Human Resource Development

It is estimated that to cater for the growing need of the hospitality sector, over 203 thousand hospitality trained manpower would be required annually, therefore, it has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education with necessary infrastructural support, capable of generating manpower to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively.

The Ministry actively pursued its efforts to create institutional infrastructure for the training of manpower to meet the growing demand of the industry. The Cabinet Committee of Economic Affairs has approved the revised guidelines for the scheme of assistance to Institute of Hotel Management (IHM), Food Craft Institutes (FCIs) including setting up of 19 State IHMs and 25 State FCIs. The Ministry of Tourism has already sanctioned FCIs at Hoshiarpur in Punjab and Muzaffarpur in Bihar in the current financial year. The CCEA also approved the policy of broad basing hospitality education to ITIs, vocational schools, polytechnics, universities and colleges to meet the growing demand of trained manpower in the hospitality sector.

International Cooperation

At the ASEAN India Tourism Minister's Conference, there was a very positive response to India's initiative for launching the India ASEAN website, as also to the initiative in organising a Workshop for travel agents from ASEAN countries, called 'Beyond Boundaries'. To strengthen Cooperation between India and China, Ministry of Tourism opened its India Tourism Office in Beijing.

Another international forum in which there is progress is the IBSA dialogue forum between India, Brazil and South Africa.

In 2019, India signed Memorandum of Understandings (MoUs) with Argentina, Saudi Arabia, Croatia, Paraguay, Philippines and Finland. As per the Annual Report 2019-20 of the Ministry of Tourism there are 47 valid MoUs in place.

India is actively working towards developing international cooperation in the domain of tourism. In fact, in March 2019, a meeting was held between, Hon'ble Minister of State (I/C) for Tourism, Government of India and HE Dr. Hiba Elmarassi, Ambassador Extraordinary and Plenipotentiary of the Arab Republic of Egypt to India at New Delhi wherein issues on tourism were discussed. It was a moment of pride when India was designated to host the official celebration of the United Nations World Tourism Organization (UNWTO) - World Tourism Day (WTD) in 2019.

Recent Initiatives

Rural Tourism

To showcase rural life, art, culture and heritage at rural locations in villages and to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience, the Government of India decided to develop and promote rural tourism.

Under the PIDDC scheme, The Ministry of Tourism has released a Rural Tourism Infrastructure Development Component, 100 percent Central Assistance is provided in this scheme. The objective of this scheme is to showcase rural life, art, culture and heritage in villages that have core competence in art and craft, handloom, textiles, and natural environment.

The Ministry of Tourism has introduced Swadesh Darshan, a Central Sector scheme for Integrated Development of Theme-Based Tourist Circuits. These circuits would be identified by the Ministry of Tourism based on factors such as current tourist traffic, connectivity, potential and significance attached to sites and holistic tourist experience. The components eligible for financing are infrastructure development; capacity development, skill development and knowledge development; and online presence.

The Ministry has partnered with the UNDP for Endogenous Rural Tourism as pilot projects for capacity building. Within prescribed limits, the hardware projects are funded by this Ministry and the funds for capacity building were provided by the UNDP through this Ministry. The software component was implemented with the involvement of an NGO/ Gram Panchayat identified by the UNDP in coordination with the District Collector and the local community. The Ministry also extends the scheme of Capacity Building for Service Providers (CBS) to other rural sites beyond those covered under partnership with the IJNDP.

The focal point for each site is the District Collector for ensuring convergence with other Yojanas and Schemes. The project implementation is monitored by the Project Standing Committee chaired by the Joint Secretary (Tourism). Field visits are conducted by the Ministry of Tourism-UNDP Teams.

To monitor the projects, the National Workshops and Regional Review Meetings have been held regularly where initiatives were taken to further strengthen the scheme which included home-stay with food, guide- training among the local youth, enhancing the role of women, linkage with tour operators and encouragement of the foreign students to stay with the rural host community, etc. In some sites, e.g Hodka, Pochampalli, Kumbhalangi, Karaikudi (Chettinad), Aranmula, Raghurajpur, tour operators are involving such communities within their groups.

UNDP has created a panel of architects to advise, guide and provide design inputs for site hardware work plan with sensitivity to the local environment using local skills, material and style. In many sites, the architects have been able to give new dimensions which are based on local skill, material and style.

To give exposure and to make available outlets to the products created by the local rural artisans, efforts have been made to provide platform in the following forms:

- i) In Dilli Haat, in 2006, artisans were called from various rural sites to sell their products for 3 days. Similarly, in 2007 during Deep Utsav, artisans were called from the sites which are ready for marketing.
- ii) Artisans participated in India International Trade Fair (IITF) and were able to sell their products.
- iii) The rural tourism website has been revamped and provides features which have been incorporated in the upgraded website.

- iv) The rural tourism sites which are ready for marketing have now been up-loaded. Some of the broad features incorporated facilitate linkage between potential visitors and site service providers; hyperlink with other advantageous websites, faster download, all round animation, display of visuals as a slide show, upgrading of video quality and display of video clips highlighting art and craft process, etc. Feedback received indicates that the rural sites are becoming popular.
- v) Some of the sites like Chaugan, Samode, etc. have their own brochures for the publicity 'Aranmula', the rural tourism site, has won the PPTA Gold Award -2007, in the culture category.

Medical Tourism

Medical Tourism is gaining momentum and the following initiatives have been taken to promote this segment:

- i) The Ministry of Tourism, Government of India participated at the International Tourism Bourse (ITB) at Berlin, where India was promoted as the new emerging healthcare destination.
- ii) The Ministry of Tourism participated in the New York Times Travel Show in which there was also a session organised by the India tourism Office, New York, Indian High Commission and Confederation of Indian Industry (CII) to promote Indian healthcare services and invite investment into India.
- iii) A new category of medical visa has been introduced which can be given for a specific purpose to foreign tourists coming to India for medical treatment.

Cruise Tourism

- i) Cruise Tourism is a fast growing sector globally. Experience in the Caribbean, Latin American and South-East Asian countries indicates that a huge amount of foreign exchange can be earned by providing the right policy environment and infrastructure for the growth of cruise tourism. The global scenario for cruise shipping is picking up very fast both in terms of fleet and passengers carried.
- ii) India, with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, long historical and cultural tradition of architecture, theatre and performing arts, is a high potential tourist destination for cruise tourists.
- iii) The cruise tourism potential in the country should be assessed from the medium-term and long-term perspective with details of foreign and domestic stakeholders. The following constraints would need to be addressed:
 - a) Development of major terminals
 - b) Development of non-major ports
 - c) Rationalisation of duty structure for import of vessels
 - d) Development of inland water cruise

- e) Rationalisation of the laws pertaining to cruise shipping and streamlining of their implementation

Adventure Tourism

- i) Development of Adventure Tourism is a part of the policy for the diversification of tourism products in India. A set of guidelines on safety and quality norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism activities was formulated to cover land, air and water based activities including mountaineering, trekking, hang- gliding, paragliding, bungee jumping and river-rafting. Financial assistance is extended to various States/Union Territory Governments for the development of various adventure tourism projects and infrastructure facilities required for trekking, rock climbing, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities, etc.
- ii) Financial assistance was provided to Andhra Pradesh, Dadra & Nagar Haveli, Kerala, Madhya Pradesh, Mizoram, Tamil Nadu, Arunachal Pradesh, Sikkim, Haryana, Rajasthan, Karnataka, Lakshadweep, Chhattisgarh, Assam, Andaman & Nicobar Islands, Uttaranchal during 2006-07 for the purchase of water sports equipment like kayaks, canoes, paddle boats, fiberglass boats, hovercrafts, water scooters, etc.
- iii) With the Ministry's assistance, 5 water skiing courses were organised in Indian Institute of Skiing and Mountaineering, Gulmarg, Jammu and Kashmir, 2007.
- iv) Financial assistance for the construction of Double Hull Boats, Jetties, Cruise Vessels, etc was extended to Kerala, Andhra Pradesh, Dadra & Nagar Haveli, Tamil Nadu, etc. The Ministry made special efforts to promote Inland Water Tourism by providing necessary infrastructural facilities.

Wellness Tourism

India, as the world knows, is a Wellness destination. The potential of wellness systems, developed through centuries of wisdom of this ancient civilisation would be fully tapped. This is being done by positioning India as a center of Ayurveda, Yoga, Siddha, Naturopathy, etc together with the spiritual philosophy that was integral to the Indian way of life. The Ministry of Tourism has highlighted wellness in a big way through publicity and promotional activities.

2.6 Summary

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organisation defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Tourism has become a popular global leisure activity. In 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6 per cent when compared to 940 million in 2010. International tourism receipts (the travel item of

the balance of payments) grew to US\$1.03 trillion in 2011, corresponding to an increase in real terms of 3.8 per cent from 2010. In 2011, international travel demand continued to recover from the losses resulting from the late-2000s recession, where tourism suffered a strong slowdown from the second half of 2008 through the end of 2009. After a 5 per cent increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008, and ended up only 2 per cent for the year, compared to a 7 per cent increase in 2007. The negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2 per cent in 2009 to 880 million international tourist arrivals, and a 5.7 per cent decline in international tourism receipts. With the recent Covid - 19 Pandemic and a hiatus on global tourism, it is uncertain if the tourism sector will recover.

Tourism is important, and in some cases, vital for many countries. It was recognised in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations.” Tourism brings in large amounts of income in payment for goods and services available, accounting for 30 per cent of the world’s exports of services, and 6 per cent of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres.

EVOLUTION OF TOURISM AS A BUSINESS

Contents

3.1	Introduction	51
3.2	Pillars of Tourism Business	52
3.3	Primary Components of Tourism Business	56
3.4	Ancillary Components of Tourism Business	57
3.5	Summary	59

3.1 Introduction

On World Tourism Day 2011, a precursor to the U.N. Secretary General's message read as, "tourism's ability to generate socio-economic opportunities and help reducing the gap between rich and poor is more important than ever".

This statement acquires significance in the face of the economic crisis in recent times. Hence, any instrumentation or policy formulation on tourism and its role in the society and economy must be rooted in due cognizance to the contribution of tourism in the development process and according its rightful place and position in the economic planning and programming.

Tourism's importance in GDP contribution is ever increasing. Tourism plays a pivotal role in not just in a countries economic development, but also in the social progress. It is also an important vehicle in widening socio-economic and cultural contacts. A wide array of interests-entertainment, sports, religion, culture, adventure, education, health and business drives tourism. Tourist expenditure generates multiple effects with extensive outreach along its value chain. Adding to the demand for a variety of goods and services, tourism offers potential to exploit synergies across a large number of sectors such as agriculture, horticulture, poultry, handicrafts, transport, construction etc., where growth of income has favourable impact on poverty alleviation.

Tourism facilitates business contacts, widens markets and helps diffusion of growth impulses across territories to promote broad based employment and income generation. Investment in tourist infrastructure adds to economic growth, catalyses generation of

income and employment, which in turn, leads to further growth in demand for tourism and stimulates subsequent rounds of investment in a virtuous circle.

Tourism is an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the inter-connected processes. While often portrayed as panacea for many evils such as underdevelopment, unemployment, poverty eradication, social discrimination and so on; its contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels. Perhaps, this realisation took many advocates to position tourism as one of the biggest 'peace industries', a means to strike equilibrium of global peace process through development. Because, tourism practiced in responsible and sustainable manner bring about the peace and prosperity of the people and that its stakeholders share benefits in fair manner, which is a necessary condition for the equilibrium of sharing to sustain.

Due appreciation of such key role of tourism in development and global solidarity is forthcoming in recent years. The U.N. systems have been well on record about the growing significance of tourism, which can be traced back to the 1980s.

International Tourism Business is one of the very rapidly expanding segments of global economy. This sector has been losing its confinement and becoming an integrated activity. International tourism industry embraces cultures and values, history and tradition, technology and logistics, lifestyle and economic resources. Tourism is an integral part of the national strategy and its image as well as decision making in the areas of infrastructure and investment.

Such a significant industry is expected to serve two basic purposes: **Social and Economic**. As a driver of social development, tourism is expected to provide livelihoods and exposure to local communities, promote local knowledge and specialty trades by reviving indigenous skills or products, and also provide cushion or fall back opportunities for local communities. As a driver of economic development, of course tourism is expected to reap profits by boosting competitiveness and giving a fair chance to not just big or transnational travel companies but also to mainly small and medium-sized enterprises and individual operators in travel circuit, thus creating more jobs. Both these social and economic components constitute the business of tourism.

3.2 Pillars of Tourism Business

In the coming decades it is expected that global tourism demand will shift from mass tourism to more tailor-made customized tourism for the individual traveler, which is a market segment particularly relevant for the SMEs and smaller travel companies in the Tourism sector.

The business of tourism is founded on three pillars of management. They are:

- 1) **A policy component** - An internal tourism policy or plan is essential for any tourism business, big or small. The tourism plan identifies areas the community or sector

will focus on to build its tourism business and the steps it needs to take to achieve desired results. The tourism plan answers the key questions:

Evolution of Tourism as a Business

- ◆ What business objectives related to tourism does your community or sector expect to achieve?
- ◆ What type of growth does your community or sector want to achieve? In the short term? Over the longer term?
- ◆ How will your community or sector achieve these objectives?
- ◆ What type of tourism products will you need?
- ◆ What type of visitor are you hoping to attract?

The sections in the tourism plan may include the following:

Heading	Description
Vision and mission	<ul style="list-style-type: none"> ◆ The vision is future focused, something to be pursued, a destination, inspirational and verifiable. ◆ The mission is present focused, reason for being, a roadmap, concrete and measurable.
Objectives	<ul style="list-style-type: none"> ◆ Quantifiable results the sector or community expects to achieve. Objectives should be realistic, achievable, yet challenging, with a timeframe and should be something you can measure. ◆ Typically, objectives are stated as the number of visitors, or visitor revenue desired by a certain date. If the number of visitors is difficult to obtain, indicators can be used, including the increase in number of visitors to a selected sample of operators, number of enquiries, etc.
Strategies	<ul style="list-style-type: none"> ◆ Strategies describe the broad direction the community or sector will take to achieve the stated objectives. ◆ Strategies look longer term and may not change from year to year while tactics are short-term actions to achieve the implementation of a strategy?
Organisational structure	<ul style="list-style-type: none"> ◆ The organisational structure that your community or sector has decided to adopt.
Sources of funding	<ul style="list-style-type: none"> ◆ The sources of funding that your community or sector has decided to pursue.

Contd...

Target markets	<ul style="list-style-type: none"> ◆ The types of visitors that are priorities for your community or sector, stating primary and secondary target markets. ◆ Include geographic target markets, demographic, and activity-based target groups.
Brand positioning	<ul style="list-style-type: none"> ◆ A statement that clearly defines how the community or sector will be positioned and the rationale. ◆ This positioning statement should provide direction for product development and promotional activities, including logo and tagline development.
Length of stay	<ul style="list-style-type: none"> ◆ The desired length of stay that your community or sector is trying is seeking from visitors, from day visits or overnight getaways to longer vacations.
Priority product and destination development categories and strategies	<ul style="list-style-type: none"> ◆ The strategies your community or sector will implement to address infrastructure and policy issues. ◆ The types of products your community or sector will focus on for tourism development. ◆ Categories could include human resources, visitor services, accommodation, food and beverage, retail, transportation, attractions, education among businesses, etc.
Priority promotional strategies	<ul style="list-style-type: none"> ◆ The types of promotional activities your community or sector has decided to prioritise, including media relations, advertising, joint or levered promotions, consumer shows, etc.
Research and evaluation	<ul style="list-style-type: none"> ◆ The research tools you will use to measure the stated objectives.· Research initiatives to measure visitation and better understand visitors utilising the product. ◆ This section could also summarise all of the evaluation tools needed to measure tactics.
Tactics and implementation plans	<ul style="list-style-type: none"> ◆ Tactics are the short-term actions your community or sector will use to achieve the strategies outlined above. There may be several tactics for each strategy.
Tactics to achieve shorter term development strategies	<ul style="list-style-type: none"> ◆ For each tactic, an implementation plan would be prepared that could include a short description, quantifiable objectives, rationale, action steps,

Contd...

	potential partnerships/resources/sources of funding, responsibilities, timeframe, budget and evaluation mechanism.
Tactics to achieve longer term development strategies	◆ Even for longer-term strategies, there are tactics that will be implemented in the short term to achieve long term results.
Shorter term promotional strategies	◆ Can be similar to the format of each tactic of company.
Longer term promotional strategies	◆ Can be similar to the format of each tactic of company.
Budget	◆ Itemised by year and activity.

- 2) **A technological component** - The Internet has dramatically changed the way in which consumers plan and buy their holidays. It has also affected how tourism providers design, shape, promote and sell their products and services. The market for tourism relies heavily on information. Since the emergence of the Internet, travel information search and booking has been one of the top five most popular on-line tasks.

Big tourism companies have responded to these new opportunities and developed e-commerce applications and own global reservation and distribution networks which interconnect tourism distributors with tourism suppliers to sell their products and services.

Unfortunately, most tourism operators and smaller companies have traditionally avoided the rather costly electronic distribution networks and established their own Internet presence, for advertising and marketing their products and services.

The ICT and Tourism Initiative aims at facilitating tourism operators to interconnect via big distribution networks at affordable costs with all relevant market players and thus helping them to participate in the digital value chain.

- 3) **An operational component** - The third pillar is in the form of practical support portal that provides assistance to tourism businesses in each step of their decision-making and business processes.

An operation component ought to serve as a one-stop-shop providing businesses with all kind of valuable and practical information that could be of interest to a consumer of the tourism industry in a particular area.

A well organised and channelized information dissemination and travel planning tool will increase their innovation capacity by cooperating with dynamic and innovative tourism network which will result to enhanced customer satisfaction through more flexible and personalised services. In that way it will benefit tourism businesses and travellers at the same time.

3.3 Primary Components of Tourism Business

The components of travel and tourism can be broadly divided into six key areas. They are:

1) Travel Agent

A travel agent provides information to the people on various travel destinations, advises them of available holiday packages to suit their tastes and budget and chart their travel plan. He would generally sell the travel associated products like currency exchange, car rentals, insurance etc.



2) Tour Operators

Tour operators offer holiday packages which comprise of -

- ◆ Travel like by rail, road or air
- ◆ Accommodation like hotels, resorts, apartments, guesthouses
- ◆ Travel services like airport pick and drop, sightseeing, excursions etc.

Tour operators may be the wholesale operators who operate tours only through retail travel agencies or they may be direct sell operators who market their product directly to the public.

3) Lodging and Catering

This component consists of those who provide accommodation to the people in the form of hotels, resorts, apartments, camps, guest houses etc. The accommodation may be marketed individually or through the tour operators in the form of package. Direct marketing may require huge costs on advertisement and selling through a tour operator guarantees the occupancy rate throughout a holiday season. These service providers also take care of the catering needs of the people by providing them huge cafeterias, various fast food outlets in house or in the form of a Galleria.

4) Various Kinds of Transport

Transport providers are those operating any major form of transport. They could be airlines, cruise lines, car rentals and rail companies. A tourist's choice of transport would depend on the travel budget, destination, time, purpose of the tour, and convenience to the point of destination.

5) Information and Guiding

The tourist information and guidance providers include a number of service providers such as those offering insurance, recreational, communication, and banking services; government agencies; tour guides; industry associations; packaging agents; ticketing agents; and holiday sellers.

6) Tourist Attractions

The principle of attraction is to establish the need for the attraction in a particular location to invite more footfall. It may be a huge theme park, a museum, a gallery, a heritage building, an educational center etc. Many countries see the need to have one or more visitor attraction in the area to widen their appeal and attract huge potential tourist.

3.4 Ancillary Components of Tourism Business

We spoke about Tourist Attractions as one of the Primary components of Tourism business. These Tourist attractions or destinations are required to have three basic essential elements for being able to serve the purpose. These elements are basically related to infrastructure. They are:

- a) **Accessibility (Reachability/Transportation):** Accessibility means reachability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.
- b) **Accommodation:** It is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.
- c) **Attraction (Locale):** It is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction.

Locale is another basic component of tourism. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions.

It is considered as the most important basic component of tourism. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion.

Apart from these important infrastructural components, there are some other ancillary components essential for any travel and tourism business. They are:

- 1) Pleasing weather
- 2) Scenic attractions
- 3) Historical and cultural factors
- 4) Accessibility
- 5) Amenities
- 6) Accommodation
- 7) Safety and security
- 8) Other facilities for tourist convenience such as:
 - a) Guide/ escort facilities
 - b) Basic medical facilities
 - c) Electricity
 - d) Water
 - e) Communication system

Let us discuss each one of them at length.

- 1) **Pleasing weather:** Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience. Tourist from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Due to this many spas and resorts along the sea coasts come into existence. In Europe, countries like Italy, Spain and Greece have developed beautiful beach resorts. There are many such resorts along the coasts of Mediterranean sea INDIA, Sri Lanka, Thailand Indonesia, Australia, Philippines and some other countries have beautiful sea beaches with fine weather are best examples where weather has played a prominent in attracting tourists. In some countries hill station resorts' have been developed to cater the needs of tourists. The best example for this is Shimla.
- 2) **Scenic attractions:** No doubt scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan Mountain slopes of India and Nepal.

- 3) **Historical and cultural factors:** Historical and cultural interest exercised tremendous influence over travellers. Large number of Americans and Canadians visit London because of its historical and cultural attractions. Also, the world famous caves of Ajanta and Ellora in India are visited by tourists because of its architecture and painting.
- 4) **Accessibility:** Accessibility is another important factor of tourism. There should be accessibility for each and every location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination.
- 5) **Amenities:** Facilities are very essential for any tourist center. They are considered necessary aid to the tourist center. For a seaside resort facilities like swimming, boating, yachting surf riding, and such other facilities like deeming recreations and amusements are an important feature. There are two types of amenities viz. natural and man made. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. come under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category.
- 6) **Accommodation:** The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holiday villages, apartment houses camping and caravan sites and tourist cottage etc, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities. Today Switzerland, Holland, Austria and the Netherlands have gained reputation for good cuisine, comfort and cleanliness.
- 7) **Safety and security:** Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.
- 8) **Other factors:** Besides the above factors, hospitality is one such factor among the variety of factors. It is the duty of the host country to be hospitable towards tourists. For this French and Indian governments have done a lot. A series of short films on various themes like "being courteous", "cleanliness" and "welcoming" a "visitor" were prepared and exhibited through a wide network cinema theatres all over the country. Slogans like "welcome a visitor- send back a friend" were displayed at various important exists and entry points like railway stations, airports and seaports. Following the above methods, many other countries launched "Be nice" campaigns. It means that the tourists must be treated as friends.

3.5 Summary

According to the WTO Business Council, the current trend in tourism business industry in almost all regions of the world is towards semi-public but autonomous tourism organisations involving a partnership with both private sector and regional and or local

authorities. Over the last decade, as far as travel and tourism is concerned, the roles and responsibilities of governments as well private sector and society in general have significantly changed from the situation where the state had the key responsibility for tourism development and promotion to a world where the public sector is obliged to reinvent itself by relinquishing of its traditional responsibilities and activities in favour of both provincial/state and local authorities indicating the growing influence on the behaviour of governments and business in general.

The trend towards decentralisation of tourism management and promotion as well as towards public-private sector partnership, according to the WTO Business Council, have raised the need for new, flexible and multi-disciplinary approaches to destination management. In terms of definitions, a destination is geographical space (a cluster) in which the entire tourism experience takes place. Although national policies normally encourage tourism competitiveness, an efficient collaborative partnership involving key stakeholders is needed to enhance a destination's attractiveness, marketability, sustainability and service quality.

Tourism as a business is an ever expanding industry with vast growth potential. It is one of the leading and most dynamically developing spheres of world economy. Some basic components of tourism business is as follows:

Basic Components		
Accessibility	Accommodation	Attraction
Air	Hotels	Monuments
Railway	Motels	Pilgrimage
Road	Inns	Museums
Sea	Guest Hotels	Zoo
	Youth Hotels	Rivers
	Resort Hotels	Beaches
	Circuit Hotels	Art Galleries
	Heritage Hotels	Hill Stations
	Farm Houses	Natural Attractions
	Camping Sites & etc.	Man-made Lakes & etc.

EVOLUTION OF TOURISM IN INDIA

Contents

4.1	Introduction	61
4.2	Significance of Tourism Industry in India	63
4.3	Evolution of the Tourism Sector in India	66
4.4	India's Efforts Towards Strengthening Tourism Network	67
4.5	Going Forward-Destination India	69
4.6	Summary and Suggestions	70

4.1 Introduction

Tourism is widely considered the most rapidly growing global industry. Way back in 1999, the World Travel and Tourism Council (WTTC)¹ predicted that international tourism industry is likely to grow at 4 per cent per annum by 2012 and will involve 1 billion visitors touring internationally every year. This expected growth target has not only been achieved, but also surpassed by the rapidly growing tourism industry. In fact, in 2019 as per UNWTO, 1.5 billion international tourist arrivals globally were recorded. As such, tourism as a leading and resilient economic sector.

The growth in international tourist arrivals will continue, but at a more moderate pace. The number of international tourist arrivals worldwide has been forecasted to increase by 3.3% a year, on average, in the period 2010-2030. In fact, international tourist arrivals are expected to reach 1.8 billion by 2030. The tourism sector in India is predicted to grow at an annual rate of 6.9 per cent to INR 32.05 lakh crore by 2030 (9.9 per cent of GDP).

As per the World Travel and Tourism Council Report, tourism generated 9.2 per cent of India's GDP in 2018². This growth in India's tourism market is proving to serve as a boon, driving the growth of several associated industries, including hotel industry, medical tourism industry and transport & aviation industry.

¹ World Travel and Tourism Council (1999) Travel and Tourism's Economic Impact. <http://www.wttc.org>

² FICCI, *Indian Tourism Infrastructure Investment Opportunities & Challenges*, FICCI Media Division (1st July 2019), accessed at <http://ficci.in/spdocument/23099/FICCI-report-TIM-2019.pdf>

India is one of the fastest growing economies and the world's third largest economy in purchasing parity terms³. Favourable demographics, increasing investment in education and infrastructure and further integration with the world economy are the factors for economic growth. In fact, the projections for 2020 and 2021 are optimistic for India.

Sectors like manufacturing, pharmaceuticals, biotechnology, nanotechnology, telecommunication, shipbuilding, aviation, tourism and retailing are showing strong potentials with high growth rates.

The difference between travel and tourism

Travel - Travel is an act of journeying, typically of, some length 'and, to a place that is not one's abode/base'.

A Travel is the same as a journey, tour, trip, voyage, exploration, sightseeing, globe-trot, backpacking, etc.

One might have to travel for various purposes, including business, pleasure, personal work, for job, etc. Travel is the integral component of tourism.

The following are required, to make travel possible:

- 1) Discretionary income, i.e. money to spend on non-essentials.
- 2) Time in which to do so
- 3) Infrastructure in the form of accommodation facilities and means of transport.

Individually, sufficient health is also a condition, and of course the inclination to travel. Furthermore, in some countries there are legal restrictions on travelling, especially abroad. Communist states restrict foreign travel only to "trustworthy" citizens. The United States prohibits its citizens from travelling to some countries, for example, Cuba.

Tourism - In simple terms Tourism is the act of travel for the purposes of leisure, pleasure or business, and the provision of services for this act. Tourism is commercial in nature and involves visits to places of interest. There are two important components that make up tourism. One is 'The practice of travelling for pleasure', and secondly 'The business of providing tours and services for persons travelling'. To understand the nuances of the tourism industry, an in-depth study of both these components is essential.

There are four basic services to be provided for Tourists

- 1) Travel Arrangements
- 2) Board and Lodging
- 3) Food
- 4) Entertainment

³ The World Bank, *India Overview*, The World Bank in India (25th October 2019) accessed at <https://www.worldbank.org/en/country/india/overview>

4.2 Significance of Tourism Industry in India

In India we see the origin of the concept of Tourism in Sanskrit Literature. The origins of the words that are most close to tourism have been derived from the root word “Atana” which means going out. The root word ‘Atana’ further gives us three terms that are most close to the modern definition of tourism. They are:

- ◆ Tirthatana - It means going out and visiting places of religious merit.
- ◆ Paryatana - It means going out for pleasure and knowledge.
- ◆ Deshatana - It means going out of the country primarily for economic gains.

Out of the three words, Paryatana is the most suited term close to the modern day term called tourism. However, Tirthana and Deshatana also are a part or forms of tourism as understood today. Religious and Business Tourism are well recognised forms of tourism in modern times.

India’s economy is diverse, encompassing agriculture, handicrafts, textile, manufacturing, and a multitude of services. Although two-thirds of the Indian workforce still earn their livelihood directly or indirectly through agriculture, services are a growing sector and play an increasingly important role in India’s economy. The advent of the digital age, and the large number of young and educated populace fluent in English, is gradually transforming India as an important ‘back office’ destination for global outsourcing of customer services and technical support.

The economic transformation over the last few decades is clearly reflected in the GDP growth of the past years. The GDP is the primary indicator used to gauge the health of a country’s economy. The GDP of a country is defined as the market value of all final goods and services produced within a country in a given period of time. It is also considered the sum of value added at every stage of production of all final goods and services produced within a country in a given period of time. Over the past many years, tourism industry has contributed to a great extent to the GDP of the country.

With this gradual shift in focus, the outlook for the growth of tourism in the region is promising. The World Travel and Tourism Council (WTTC) has identified India as one of the world’s foremost tourist growth centers in the coming decade. After Turkey, India is expected to achieve the fastest rate of growth of the total amount of economic activity likely to be generated by travel and tourism, at 9.7 per cent over the next 10 years. Also, the largest employment creation after China is expected to take place in India over the same period. The growth in ‘visitor exports’ or spending by international tourists is likely to be the fastest in India at 14.3 per cent per annum over the next decade.

India’s history and vivid culture is laid out over the ages and offers a wide array of locations of interest. There are thousands of monuments and archaeological remains for tourists to visit and enjoy and a considerable amount of them are listed as world heritage by UNESCO. Concerning the number of heritage sights, India ranks 7th in the world after

Italy, France, China, Germany and the UK. The variety of architectural styles is vast and provides diverse chronicles of cultures and history.

The UNESCO World Heritage sites in India are listed as follows:

- ◆ Agra Fort, Agra, Uttar Pradesh
- ◆ Ajanta Caves, Maharashtra
- ◆ Basilica of Bom Jesus and other churches of Goa
- ◆ Buddhist Monuments at Sanchi, Madhya Pradesh
- ◆ Champaner-Pavagadh Archaeological Park, Gujarat
- ◆ Chhatrapati Shivaji Terminus, Mumbai, Maharashtra
- ◆ Elephanta Caves, Mumbai, Maharashtra
- ◆ Ellora Caves, Maharashtra
- ◆ Fatehpur Sikri, Uttar Pradesh
- ◆ Great Living Chola Temples, Tamil Nadu
- ◆ Group of Monuments at Hampi, Karnataka
- ◆ Group of Monuments at Mahabalipuram, Tamil Nadu
- ◆ Group of Monuments at Pattadakal, Karnataka
- ◆ Humayun's Tomb, Delhi
- ◆ Kaziranga National Park, Assam
- ◆ Keoladeo National Park, Rajasthan
- ◆ Khajuraho Group of Monuments, Madhya Pradesh
- ◆ Konark Sun Temple, Konark, Orissa
- ◆ Mahabodhi Temple Complex, Bodh Gaya, Bihar
- ◆ Manas Wildlife Sanctuary, Assam
- ◆ Mountain Railways of India, Darjeeling, West Bengal
- ◆ Nanda Devi and Valley of Flowers National Park, Uttarakhand
- ◆ Nilgiri Mountain Railway, Tamil Nadu
- ◆ Qutub Minar and its Monuments, Delhi
- ◆ Rock Shelters of Bhimbetka, Madhya Pradesh
- ◆ Red Fort, Delhi
- ◆ Sundarbans National Park, West Bengal
- ◆ Taj Mahal, Agra, Uttar Pradesh
- ◆ Western Ghats, Western Peninsular Region

India has some of the best beaches in the world and many of which still remain unexplored, such as the ones in Andaman Nicobar and Lakshadweep Islands. India is home to many rare species in the biogeographical realm and has more than 104 national covering an area of 40501.13 km², which is 1.23% of the geographical area of the country (National Wildlife Database, May, 2019).

The geographical diversity of India provides opportunities for outdoor and adventure sports activities, with something for all tastes and interests and every level of experience. Major adventure tourism activities range from water rafting, rappelling, paragliding, trekking and skiing in the Himalayas, river running along the Ganges, water sports in Goa, trout fishing in Himachal Pradesh and Uttar Pradesh, heli-skiing in Himachal Pradesh, and windsurfing, scuba diving and yachting in the Andaman and Lakshadweep Islands.

The lifestyles of Indian people are varied and display a cultural uniqueness. Local and national fairs and festivals are full of colour and spectacle. Important fairs and festivals include the Pushkar Fair in Rajasthan, the Crafts Mela at Surajkund, Holi in North India, Pongal in Tamil Nadu, Onam in Kerala, Baisakhi in Punjab, Bihu in Assam and dance festivals at Khajuraho and Mamallapuram. Each region also has its own culinary specialty and the recipes are written with expertise and beautifully represented in extensive literature. Thousands of restaurants offer samples of exotic food to suit all tastes. Handicrafts from all over India that can be found in shopping plazas, specialty stores, shops and on streets bazaars are world famous.

Tourism is emerging as a key sector in the Indian economy, where it has become the third largest source of foreign exchange, after ready-made garments and gems & jewellery.

Another significant feature of the tourism industry is its capacity to generate large-scale employment opportunities. As per the Annual Report 2019-20 of Ministry of Tourism, the share of tourism in employment during 2018-19 was 12.75% (5.56% direct and 7.19% indirect) thereby providing 87.50 million employment..

Various studies have also shown that tourism generates the highest employment per unit of investment for the skilled, semi-skilled and unskilled and offers employment to a large number of women and young members of the workforce. Most job opportunities come from airlines, hotels, travel agencies, handicrafts and cultural and other tourism-related activities.

Tourism has a very positive capital-labour ratio. An investment of one million rupees would create 89 jobs in the hotel and restaurant industry, compared to 44.7 jobs in agriculture and 12.6 jobs in manufacturing industries. The average for the whole tourism industry is 47.5 jobs for an investment of one million rupees.

Indian tourism industry also contributes to national integration and transformation of the economic lives of the people. Over 380 million domestic tourists, travelling all over the country each year, help create a better understanding of people living in other regions of the country and the cultural diversity. Tourism also gives an incentive to preserve architectural heritages and helps the survival of art forms, crafts and culture.

Sensing the importance of the sector, Indian Government has invested abundantly in the past for infrastructure development. It has been partially successful with an increase in foreign tourist arrivals over the last decade, courtesy “Incredible India Campaign”. Infrastructure in the hospitality sector is still a matter of concern amongst other factors like season-based tourism in some states.

4.3 Evolution of the Tourism Sector in India

Indian tourism sector is one of the most crucial sectors of the economy in the country. It is not only a significant contributor to GDP and foreign exchange reserves of the country, but also it provides widespread employment. The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India’s travel and tourism industry is one of the most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. This is illustrated by the fact that foreign tourist arrivals (FTAs) during 2019 in Indian were 10.89 million (Provisional) with a growth of 3.2% over the same period of the previous year.

India’s tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists, and coordinated government campaigns to promote ‘Incredible India’.

Several reasons are cited for the growth and prosperity of India’s travel and tourism industry. Economic growth has added millions annually to the ranks of India’s middle class, a group that is driving domestic tourism growth. Disposable income in India has grown in India, and much of that is being spent on travel.

Thanks in part to its booming IT and outsourcing industry a growing number of business trips are made by foreigners to India, who will often add a weekend break or longer holiday to their trip. Foreign tourists spend more in India than almost any other country worldwide. International Tourists arrival is projected to increase to 30.5 billion by 2028.

Both directly and indirectly, increased tourism in India has created jobs in a variety of related sectors. The numbers tell the story: almost 20 million people are now working in India’s tourism industry.

India’s governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to tourism.

A new growth sector is medical tourism. It is currently growing at around 30 per cent per annum. Medical tourist arrivals are expected to reach one million soon.

Medical tourism in Asia, plastic surgery in particular, has grown rapidly. Medical tourism is approaching fever pitch at the tune of \$4 Billion US, fuelled largely by the cosmetic surgery market. One of the problems India has, despite having some world-class hospitals, is sanitation.

The tourism industry of India is based on certain core nationalistic ideals and standards which are:

- ◆ Swaagat or welcome,
- ◆ Sahyog or cooperation,
- ◆ Soochanaa or information,
- ◆ Sanrachanaa or infrastructure,
- ◆ Suvidha or facilitation,
- ◆ Safaai or cleanliness and
- ◆ Surakshaa or security

4.4 India's Efforts Towards Strengthening Tourism Network

Some major international events like 9/11, US-led war against terror and SARS hit the tourism industry over the past few years. Cutting down of routes by domestic airlines and increase in airfares over the past few years also led to a fall in the movement of people in the country. The Mumbai terror attacks, targeting two premium hotels, also tarnished the country's reputation, drastically reducing hotel occupancy levels, and affecting year-end travel. The adverse travel advisories by many countries to their citizens too contributed to a significant slowdown in tourism in India.

There were other negatives too. Travel and stay in India is becoming costlier day by day. Consider this- Expenses per night of stay for a tourist in India during the recession period was about \$100 whereas it was around \$35-40 in other South-east Asian countries. This hurt Indian tourism. Though this discrepancy has come down since, still there is some gap. Some of the reasons for this are high luxury and entertainment taxes and high landing charges applicable in Indian airports.

Costs are also high because tourism is a state subject. Each state separately spends on tourism and tourism related activities, whereas if these funds were spent in a cohesive manner by a nodal agency to showcase the entire country as one destination, the results would probably have been far more spectacular. Currently, the center is only allocating finances for tourism projects. But the government is trying to convince states on the benefits of bringing tourism under the aegis of the Central government on to the concurrent subject on to the concurrent list.

Government Policy Initiatives - Keenly aware of the unfolding boom in the tourism industry, the government is lending a hand to the growth of the industry. The Ministry of Tourism has launched the Incredible India 2.0 campaign with the aim to promote India as an ideal destination for spiritual, wellness and medical tourism. This campaign is in furtherance to the Incredible India campaign, which the government launched in the year 2002. The Incredible India 2.0 campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign.

The Union Government has launched the Incredible India Tourist Facilitator (IITF) Certification Programme. The objective of this programme is to provide online training and accreditation of the Tour Facilitators through a centralized PAN India e-learning module. This programme benefits the Indian economy in general and Indian tourism in specific by enabling creation of a pool of well trained and professional Tour facilitators and also creation of additional employment even in remote areas. The Government has launched a scheme called “adopt a heritage” to invite volunteers from the public and private sector to develop and maintain monuments and heritage sites across India. It is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner. Under this scheme, 26 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-four (24) sites and two (2) Technological interventions across India.

With the objective to recognize the efforts of State/UT Governments to maintain tourist places clean, awards titled “Swachhta Award” and “Best Civic Management of a tourist destination in India Award” have been instituted by the Ministry.

To promote adventure tourism, 2018 was declared as the “Year of Adventure Tourism”. The government has also issued guidelines on Safety and Quality Norms as Basic Minimum Standards for Adventure Tourism Activities. The Ministry of Tourism has also issued Guidelines for the Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide Adventure Tour Operators.

For promoting Medical and Health Tourism in India, the Ministry of Tourism has taken following steps:

- i) Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely distributed and circulated for publicity in target markets.
- ii) Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.
- iii) ‘Medical Visa’ has been introduced, which can be given for specific purposes to foreign travellers coming to India for medical treatment. ‘E- Medical Visa’ has also been introduced for 166 countries.

Government is taking up a lot of efforts at policy level in promoting both domestic and in- bound tourism. To increase the foreign tourist arrivals, the Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India’s tourism potential. These promotional activities include participation

in travel fairs and exhibitions; organising road shows, Know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Development and promotion of tourism, including providing facilities to tourists, are primarily the responsibility of the State Governments/Union Territory Administrations.

However, Ministry of Tourism provides central financial assistance to the States/Union Territories for these activities on the basis of proposals received from them as per the Scheme Guidelines, inter-se priority and subject to availability of funds.

Efforts made by Ministry of Tourism for improving the facilities for foreign and domestic tourists include, creation/upgradation of tourism infrastructure, wayside amenities, providing last mile connectivity, increasing the availability of budget accommodation and trained manpower, etc.

4.5 Going Forward-destination India

India is probably the only country that offers various categories of tourism. These include history tourism, adventure tourism, medical tourism (ayurveda and other forms of Indian medications), spiritual tourism, beach tourism (India has the longest coastline in the East) etc. India is now chalking up one of its strongest growth charts in a long time. As the Indian economy continues to open up in an effort to integrate with the world economy, benefits of doing business with and in India are increasing. With the results, hundreds of thousands of jobs are moving to the Indian shores from the West. This brings in its wake transit travellers, business travellers, business meets and holiday seekers.

This is resulting in greater room occupancies and Average Room Revenues (ARRs) in the country. ARR has moved up from Rs. 3200-3400 from 2010 to Rs 4000-4200 in 2012. Room occupancy rates have shot up from 75-80 per cent in 2002 to over 90 per cent now. In fact, in Bangalore it is now estimated at 100 per cent.

It is fast turning into a volume game where an ever-burgeoning number of participants are pushing up revenues of industry players (hotels, tour operators, airlines, shipping lines, etc). Thus, the tourism sector is expected to perform very well in future and the industry offers an interesting investment opportunity for long-term investors.

Despite the challenges being faced in terms of a slowing economy, sluggish demand and security concerns, the country is fighting back and tourism developments are rapidly taking place. According to a report of a private consultancy firm, it was said that, "Although there will inevitably be some short- to medium-term setbacks, the long-term outlook remains positive. Despite the deepening world economic crisis, India's economy remains in decent shape and is still experiencing some of the strongest growth rates in the world".

Despite the numerous problems, tourism industry was the second-largest foreign exchange earner for India. Realising the potential in India, international and domestic hotel chains are rushing to cash in on it.

International tourists account for a little over 5 million visitors, while the domestic market is seen at more than 500 million. Limited infrastructure poses a constraint to the free flow of tourists, but the Indian government is addressing the issue through upgradation of existing airports and building new ones.

Medical tourism was poised for rapid development in the future and India is busy developing first-class facilities to attract this multi-billion dollar niche market. The government has already relaxed the criteria to receive a visa for medical tourism.

It is also considering other incentives such as offering air travel and accommodation for foreign tourists who visit India for the third time. It may also pick up the bill for tour operators promoting domestic and medical tourism and is mulling income tax exemption for hoteliers if they invest 50 per cent of profits into infrastructure.

4.6 Summary and Suggestions

Growth in income levels in most developing nations and more idle cash with citizens of developed nations has increased tourism all over the world. There have been more people coming into the country with more cash than ever before. International tourists as well as domestic tourists have grown with time. India has witnessed an amazing rise in the number of people travelling by air in the last decade. Luxury hotels have witnessed a spurt of tourists preferring to stay.

Government is the backbone of the entire tourism industry and should support the private players. Government charges high rates of taxes on the luxury and the star category hotels.

Since the political environment is not conducive, Kashmir and North-East have suffered from tourism revenue despite the high potential they possess. After years, government decided to privatise airports and now India can boast of good airports like IGI, Delhi and Rajiv Gandhi International at Hyderabad.

In many places, a tourist destination has been famous for a niche area of tourism, which has many at times been both a boon and a curse for the area. For instance, from the late 60s to the early 80s when the Hippy culture was at its height, Goa was a heaven for such hippies. This had a ripple effect on the country. People became cautious, especially of the international tourists.

However some places such as Kerala and Rajasthan have been able to strike a balance between their own culture and the demands of the international tourists and have profited handsomely in the bargain. People themselves have started travelling and are willing to travel to a place that is out of the way and exotic. Now places like Leh and Lakshadweep are mentioned in the same breath as Goa or Kashmir.

With respect to taxation, the World Travel and Tourism Council has observed that “Tax paid by tourists in India is the highest in the world. Indian hotels charge about 40 per cent tax compared to other Asian countries where it varies between 3 per cent and 6 per cent”. Further, there is considerable disparity between state level taxes, especially on food and beverages. Sales tax on imported beverages stands at 63 per cent in Karnataka and 28 per cent in West Bengal.

India is currently in a position where it can make a cash cow out of selling customised experiences, luxury spa sessions, rare animal sanctuaries, religious pilgrimage tours and extreme Himalaya tours.

With too many points of differentiation, Indian tourism should focus on how it has something to offer for everyone in every category and in all budgets. effective communication will bring much desired results which is required by the tourism industry. The way information is packaged and distributed can go a long way in improving tourist traffic in the country, Although the government has already started making a lot of improvements in this area, there still is a long way to go to let tourism alone generate significant revenue for the country.

We need to capitalise on India as a destination where the royal Bengal tiger, a common labourer, a few millionaires, religious dichotomies, exotic culinary treasures and some of the most expensive spas of the world co-exist. That is the real challenge.

HISTORY OF TOURISM IN INDIA

Contents

5.1	Introduction	72
5.2	History of World Tourism	72
5.3	History of Tourism in India	77
5.4	Tourism Statistics	78
5.5	Summary	80

5.1 Introduction

Tourism is important, and in some cases, vital for many countries. It was recognised in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations.”¹ Tourism brings in large amounts of income in payment for goods and services available, accounting for 30 per cent of the world’s exports of services, and 6 per cent of overall exports of goods and services.² It also creates opportunities for employment in the service sector of the economy, associated with tourism.

These service industries include transportation services, such as airlines, cruise ships and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres.

5.2 History of World Tourism

Tourism can be recognised as long as people have travelled; the narrative of Marco Polo in the 13th century; the “grand tour” of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism.

¹ “Manila Declaration on World Tourism”, World Tourism Conference, Manila, Philippines, 10 October 1980.

² World Tourism Organization (2012), *Annual Report 2011*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284415366>

The history of tourism was for a long time the history of European tourism, the assumption being that tourism was most developed in Europe. However, there emerged a school of historians which integrated economics, statistics, scientific methodology, anthropology and sociology to develop an interdisciplinary approach to the history of tourism. Yet, their methodology was limited in time as the statistical study of tourism is of recent origin. However, they have identified sources that can be used to reconstruct the history of a period for which the statistical basis may not exist. As a result we can apply this method to develop the history of tourism on a global as well as national scale.

In early history we have archaeological evidence of inns, hotels, villas and transport but such information is fragmentary and often covers periods of thousands of years. Moreover, inter-disciplinary information was not always available in all periods and in all countries. For example, the French pioneered the history of tourism but looked only at the holiday pattern of the aristocracy. The British looked at key events and factors like standard of living, free time, cheap transport, spas and sea-side resorts and linked them to growth of industry, labour force, social legislation and local customs. But today we look at tourism as a system. In this the physical, economic, technical, environmental, socio-political and cultural factors are studied to understand the links between the past and the present.

The history of tourism has made an important breakthrough in two areas:

- 1) Identification of sources of data.
- 2) Use of both written and oral history.

Based on several sources, Thomas Cook is popularly regarded as the founder of inclusive tours with his use of a chartered train in 1841 to transport tourists from Loughborough to Leicester. Before the 1950s, tourism in Europe was mainly a domestic activity with some international travel between countries, mainly within continental Europe.

In the period of recovery following World War II, a combination of circumstances provided an impetus to international travel. Among the important contributing factors were the growing number of people in employment, the increase in real disposable incomes and available leisure time, and changing social attitudes towards leisure and work. These factors combined to stimulate the latent demand for foreign travel and holidays.

The emergence of specialist tour operators who organised inclusive holidays by purchasing transport, accommodation, and related services and selling these at a single price, brought foreign holidays within the price-range of a new and growing group of consumers. The “package” or “inclusive” tour democratised travel in Europe; foreign holidays were no longer the preserve of the affluent and socially elite classes.

With the passage of time the class of people involved in tourism have changed. As tourism becomes more democratised the nature of the facilities also become more standardised if not universal. Using the concept of the emergence of the Leisure class, to distinguish tourism from other forms of travel, we can establish six periods in the history of tourism.

- 1) Ancient Era
- 2) Imperial Era
- 3) Pilgrimage
- 4) The Grand Tour Era
- 5) The Transition Era
- 6) The Modern Era

Travel is the result of human curiosity. It has emerged due to human value of new experience and the transformation of travel from survival to an improvement in the quality of life. This includes:

- a) **Curiosity** - moving from the known to the unknown.
- b) **Anticipation** - What you hope to find, see and do. To look for something and evaluate every new experience.
- c) **Leaving a mark for Posterity** - What the world offers and why you have experienced.

The word 'holiday' has two sources:

- a) **Religious** - Religious tours or pilgrimage has been an essential tradition of Indian culture. In Europe, a day was set aside, at the end of a work cycle, for religious rituals and this day was called a Holy day. In time, saints days and certain other observances were added to the number of holidays when no work was done and everyone celebrated.
- b) **Secular** - The secular tradition was a part of the Imperial system when the state granted public holidays to celebrate Imperial glory. On these holidays no work was done and the people participated in feasting and fun. Public games and spectator sports were the highlights on such occasions.

In time, the religious and secular combined and the day of rest became a part of all societies.

Travel for trade was another important feature since the beginning of civilisation. The port at Lothal was an important centre of trade between the Indus valley civilisation and the Sumerian civilisation.

600 BC and thereafter

The earliest form of leisure tourism can be traced as far back as the Babylonian and Egyptian empires. A museum of historic antiquities was open to the public in Babylon. The Egyptians held many religious festivals that attracted the devout and many people who thronged to cities to see famous works of arts and buildings.

In India, as elsewhere, kings travelled for empire building. The Brahmins and the common people travelled for religious purposes. Thousands of Brahmins and the common folk thronged Sarnath and Sravasti to be greeted by the inscrutable smile of the Enlightened One- the Buddha.

500 BC, the Greek civilisation

The Greek tourists travelled to sites of healing gods. The Greeks also enjoyed their religious festivals that increasingly became a pursuit of pleasure, and in particular, sport. Athens had become an important site for travellers visiting the major sights such as the Parthenon. Inns were established in large towns and seaports to provide for travellers' needs. Courtesans were the principal entertainment offered.

This era also saw the birth of travel writing. Herodotus was the world's first travel writer. Guidebooks also made their appearance in the fourth century covering destinations such as Athens, Sparta and Troy. Advertisements in the way of signs directing people to inns are also known in this period.

The Roman Empire

With no foreign borders between England and Syria, and with safe seas from piracy due to Roman patrols, the conditions favouring travel had arrived. First class roads coupled with staging inns (precursors of modern motels) promoted the growth of travel. Romans travelled to Sicily, Greece, Rhodes, Troy and Egypt. From 300 AD travel to the Holy Land also became very popular. The Romans introduced their guidebooks (itineraria), listing hotels with symbols to identify quality.

Second homes were built by the rich near Rome, occupied primarily during springtime social season. The most fashionable resorts were found around Bay of Naples. Naples attracted the retired and the intellectuals, Cumae attracted the fashionable while Baiae attracted the down market tourist, becoming noted for its rowdiness, drunkenness and all-night singing.

Travel and Tourism were to never attain a similar status until the modern times.

In the Middle Ages

Travel became difficult and dangerous as people travelled for business or for a sense of obligation and duty.

Adventurers sought fame and fortune through travel. The Europeans tried to discover a sea route to India for trade purposes and in this fashion discovered America and explored parts of Africa. Strolling players and minstrels made their living by performing as they travelled. Missionaries, saints, etc. travelled to spread the sacred word.

The Grand Tour

From the early seventeenth century, a new form of tourism was developed as a direct outcome of the Renaissance. Under the reign of Elizabeth 1, young men seeking positions at court were encouraged to travel to the continent to finish their education. Later, it became customary for the education of gentlemen to be completed by a 'Grand Tour' accompanied by a tutor and lasting for three or more years. While ostensibly educational, the pleasure seeking men travelled to enjoy life and culture of Paris, Venice or Florence. By the end of the eighteenth century, the custom had become institutionalised in the

gentry. Gradually pleasure travel displaced educational travel. The advent of Napoleonic wars inhibited travel for around 30 years and led to the decline of the custom of the Grand Tour.

The Development of the Spas

The spas grew in popularity in the seventeenth century in Britain and a little later in the European Continent as awareness about the therapeutic qualities of mineral water increased.

Taking the cure in the spa rapidly acquired the nature of a status symbol. The resorts changed in character as pleasure became the motivation of visits. They became an important centre of social life for the high society.

In the nineteenth century they were gradually replaced by the seaside resort.

The Sun, Sand and Sea Resorts

The sea water became associated with health benefits. The earliest visitors therefore drank it and did not bathe in it. By the early eighteenth century, small fishing resorts sprung up in England for visitors who drank and immersed themselves in sea water. With the overcrowding of inland spas, the new seaside resorts grew in popularity. The introduction of steamboat services in the 19th century introduced more resorts in the circuit. The seaside resort gradually became a social meeting point.

Role of the Industrial Revolution in Promoting Travel in the West

The rapid urbanisation due to industrialisation led to mass immigration in cities. These people were lured into travel to escape their environment to places of natural beauty, often to the countryside they had come from a change of routine from a physically and psychologically stressful job to a leisurely pace in the countryside.

Highlights of Travel in the Nineteenth Century

- ◆ Advent of railway initially catalysed business travel and later leisure travel. Gradually special trains were chartered to only take leisure travel to their destinations.
- ◆ Package tours organised by entrepreneurs such as Thomas Cook.
- ◆ The European countries indulged in a lot of business travel often to their colonies to buy raw material and sell finished goods.
- ◆ The invention of photography acted as a status-enhancing tool and promoted overseas travel.
- ◆ The formation of first hotel chains; pioneered by the railway companies who established great railway terminus hotels.
- ◆ Seaside resorts began to develop different images as for day-trippers, elite, for gambling.
- ◆ Other types of destinations-ski resorts, hill stations, mountaineering spots etc.

- ◆ The technological development in steamships promoted travel between North America and Europe.
- ◆ The Suez Canal opened direct sea routes to India and the Far East.
- ◆ The cult of the guidebook followed the development of photography.

Tourism in the Twentieth Century

The First World War gave first hand experience of countries and aroused a sense of curiosity about international travel among the less well off sector for the first time. The large scale of migration to the US meant a lot of travel across the Atlantic. Private motoring began to encourage domestic travel in Europe and the west. The seaside resort became an annual family holiday destination in Britain and increased in popularity in other countries of the west. Hotels proliferated in these destinations.

The Birth of Air Travel and After

The wars increased interest in international travel. This interest was given the shape of mass tourism by the aviation industry. The surplus of aircraft and growth of private airlines aided the expansion of air travel. The aircraft had become comfortable, faster and steadily cheaper for overseas travel. With the introduction of Boeing 707 Jet in 1958, the age of air travel for the masses had arrived. The beginning of chartered flights boosted the package tour market and led to the establishment of organised mass tourism. The Boeing 747, a 400 seat craft, brought the cost of travel down sharply. The seaside resorts in the Mediterranean, North Africa and the Caribbean were the initial hot spots of mass tourism.

A corresponding growth in the hotel industry led to the establishment of world-wide chains. Tourism also began to diversify as people began to flock alternative destinations in the 70s. Nepal and India received a throng of tourists lured by the Hare Krishna movement and transcendental meditation. The beginning of individual travel in a significant volume only occurred in the 80s. Air travel also led to a continuous growth in business travel especially with the emergence of the MNCs.

5.3 History of Tourism in India

‘Charaibate’ is a Sanskrit word used in Upanishads, that means to go on moving and this more than any other thing explains that tourism is deep rooted in the Indian system.

During Chandragupta Maurya’s time we hear of tourists like Megasthenes, Hieun Tsang or later Iban Batuta undertaking long tours of Buddhist pilgrimage centers or visiting places like Nalanda University in Takshila.

In the early days pilgrimages or pilgrim travel assumed great importance. Ashoka the Great, travelled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels, from Pataliputra to Lumbini and finally to Gaya, Emperor Ashoka had special memorials set up at each spot as well as rest houses where travellers could rest.

Since ancient times, rest houses, water pumps and free food stoppages were built for travellers which were sponsored by the state itself. Trees were planted along the roads so that the traveller was protected from the harsh sun. Temples used to provide food, water and shade to all travellers. In medieval India, a number of monasteries were also built for the pilgrims. This shows that travel facilities were very good and travel was not a cumbersome experience. At this time the Buddhist Saga established the tradition of pilgrimage, where monks went from village to village preaching the value of the middle path.

Some of the first foreign visitors to India were perhaps the Persians. There is evidence of caravans of the Persians coming to India, in the inscriptions dating back to the reign of the Persian king, Darius. There is also reference to trade, commerce and cultural exchanges between Persia and India. One of the most important developments of this era, owing to the emergence of trade and commerce, was the emergence of communication and accommodation. When Alexander the Great reached India, it is said that he found good roads which were well-maintained and covered with shady trees.

The Arthashastra also reveals the importance of the travel infrastructure for the state, classification of routes and types of vehicles. This is an indication that there was a well-developed mode of travel in India, for the military, the commercial traveller as well as the civilian. All this was under state protection.

Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts. However such movements attracted all those who had business at the court to move with it. During the rule of the Mughals, the emperors travelled extensively and contributed to the development of the resorts.

Leisure travel in India was introduced by the Mughals. The Mughal kings built luxurious palaces and enchanting gardens at places of natural and scenic beauty for example, Jehangir travelled to Kashmir drawn by its beauty. Travel for empire building and pilgrimage was a regular feature.

With the fall of the great empires, there was a setback in trade and commerce. This reduced the mobility of the people with the exception of the pilgrims. The seaside resorts, hill stations and spas which were then centers of recreation and pleasure, were hardly ever used by the early medieval period.

Over the years, however, the scenario changed and the complex character of tourism emerged. The growth of modern technology, rising incomes and improved facilities contributed to the emergence of modern tourism.

5.4 Tourism Statistics

International tourist arrivals (overnight visitors) grew 4% in January-March 2019 compared to the same period last year, below the 6% average growth of the past two years. In 2018, there were 1403 million international tourist arrivals, with a growth of 5.6% as compared to 2017.

The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international travellers. The below table represents maximum number of international tourists in different countries.

Table 1: Top 10 Countries with Maximum International Tourist Arrival³

Rank	Country	International Tourist Arrivals (2018)
1	France	89 million
2	Spain	83 million
3	United States of America	80 million
4	China	63 million
5	Italy	62 million
6	Turkey	46 million
7	Mexico	41 million
8	Germany	39 million
9	Thailand	38 million
10	United Kingdom	36million

Total export earnings from international tourism reached USD 1.7 trillion in 2018. The World Tourism Organisation reports the following countries as the top ten tourism earners for the year 2018, with the United States by far the top earner.

Table 2: Top 10 Tourism Earners⁴

Rank	Country	International Tourism Receipts (2018)
1	United States	\$214 billion
2	Spain	\$74 billion
3	France	\$67 billion
4	Thailand	\$63 billion
5	United Kingdom	\$52 billion
6	Italy	\$49 billion
7	Australia	\$45 billion
8	Germany	\$43 billion
9	Japan	\$41 billion
10	China	\$21 billion

³ World Tourism Organization (2019), *International Tourism Highlights*, 2019 Edition, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284421152>.

⁴ *Id*

The World Tourism Organisation reports the following countries as the top ten biggest spenders on international tourism for the year 2018.

Table 3: Top 10 Tourism Spender⁵

Rank	Country	International Tourism Expenditure (2018)
1	China	\$277 billion
2	United States of America	\$144 billion
3	Germany	\$94billion
4	United Kingdom	\$76 billion
5	France	\$48 billion
6	Australia	\$37 billion
7	Russian Federation	\$35 billion
8	Canada	\$33 billion
9	Korea (ROK)	\$32 billion
10	Italy	\$30 billion

5.5 Summary

Leisure travel was associated with the Industrial Revolution in the United Kingdom - the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class. Cox & Kings was the first official travel company to be formed in 1758.

The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the *Promenade des Anglais*; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the *Hotel Bristol*, the *Hotel Carlton* or the *Hotel Majestic* - reflecting the dominance of English customers.

Many leisure-oriented tourists travel to the tropics, both in the summer and winter. Places of such nature often visited are: Bali in Indonesia, Colombia, Brazil, Cuba, the Dominican Republic, Malaysia, Mexico the various Polynesian tropical islands, Queensland in Australia, Thailand, Saint-Tropez and Cannes in France, Florida, Hawaii and Puerto Rico in the United States, Saint Vincent and the Grenadines, Barbados, Trinidad and Tobago, Jamaica, St.Lucia Saint Maarten, St. Martin's Island in Bangladesh, Saint Kitts and Nevis, The Bahamas, Anguilla, Antigua and Barbuda, Aruba, Turks and Caicos Islands and Bermuda.

⁵ *Id*

There has been an up-trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialised holidays, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable.

LEGAL DEFINITIONS OF TOURISM IN INDIA

Contents

6.1	Introduction	82
6.2	Meaning of Tourism	83
6.3	Definition of Tourism as per Manila Declaration	84
6.4	Accepted Legal Definitions of Tourism	88
6.5	Objectives of Definitions	89

6.1 Introduction

Earlier travel was essentially to seek food or to escape danger. Travel was also undertaken for trade. Growth of cities along fertile river banks like Nile etc encouraged water travel. Ancient empires like the Romans helped shape modern travel.

The Egyptians and Indus valley civilisations were at their peak the travel for business and pleasure in the ancient era. Travel to outlying cities was necessary. Various amenities were offered to travellers. They travelled for pleasure and festivals were held every year. People used to travel to attend these festivals.

The Persians started travel initially for military use. Later facilities earlier used for the military were transformed to facilitate travel. Roads were built, markers were established to indicate distances. Safety of travellers was given importance. Modes of transport like wagons, donkeys/mules were introduced.

Greeks were the first, who shaped modern-day travel. Pleasure travel was popular. Travel was advanced by two developments: Currency exchange: Greek cities accepted foreign currency, making it easier for travellers. The Greek empire covered the entire Mediterranean thus the language was widely understood. They provided all the amenities required.

Romans were also indulgent in travel. The prosperity of the roman empire was reflected in the development of travel. The Romans included a large group of middle class who had money and time to travel. They built excellent roads, transportation and communication systems. They also built rest houses.

Perhaps the most interesting link in the East/West movement of people was the Silk Route. This began in 2000 B.C. and transformed overtime as modernisation and natural causes dictated. The Silk Route is evidence of the fact that in Inter-continental travel inconveniences were disregarded by travellers. The Silk Route is reported in travel records, annals and chronicles written for courts and kings, and in the accounts of pilgrims.

Meeting to exchange silk, muslin, fine glass, tea, rice and spices, the participants in the emporium trade also exchanged ideas and transplanted production processes in different parts of the world.

Intellectual capital of Europe gave rise to the Grand Tour during the Renaissance period. It meant a tour to the principal cities and places of interest in Europe, formerly said to be an essential part of the education of the young man of 'good birth' and 'fortune'. Main travellers were diplomats, business people, and scholars mainly for career, education, culture, literary, health, scientific, business, and economic reasons.

Thomas Cook, the Father of modern travel and tourism, was the first to introduce an organised trip which was 'from Leicester to Loughborough' in 1841. It covered a distance of 22 km for 570 members. He acted as an agent by buying tickets in bulk and selling it to others on a non profit basis. This gave him an idea to package tours in a profitable manner.

He organised the travel arrangements, accommodations, transport at the destinations and return to the homeland. He organised the first 'inclusive tour' to the Paris Exhibition in 1855. 'Hotel voucher' was introduced by Thomas Cook in 1867 and 'Circular Note' in 1873 which made travel easier. First 'Round the world tour' in 1872.

A history of tourism developed mainly through indirect sources in the early period. It was only with the onset of the 20th century that statistics and information on tourism began to be directly collected. Trade and pilgrimage played an important role in tourism traffic in the pre-modern times. However, the growth of modern technology, raising incomes and modern entrepreneurs contributed to the emergence of modern tourism.

6.2 Meaning of Tourism

Etymologically, the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle'; the movement around a central point or axis. This meaning changed in modern English to represent 'one's turn'. The suffix -ism is defined as 'an action or process; typical behaviour or quality', while the suffix, -ist denotes 'one that performs a given action'. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist¹.

¹ Theobald, William F., Global Tourism (2nd ed.), Oxford [England]: Butterworth-Heinemann, pp. 6-7, 1998.

In 1941, Hunziker and Krapf defined tourism as people who travel “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” In 1976, the Tourism Society of England’s definition was: “Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at each destination. It includes movements for all purposes.” In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

The World Tourism conference which was held at Manila, Philippines in October 1980, considered the nature of tourism phenomenon in all its aspects. The role tourism is bound to play in a dynamic and vastly changing world was also identified. Convened by the World Tourism Organization the conference also considered the responsibility of various states for the development and enhancement as more than a purely economic activity of nations and peoples. The significance of tourism was discussed in detail during the conference. The participants in the World Tourism Conference attached particular importance to its effects on the developing countries. It stated its conviction that the world tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress in particular of the developing countries.

6.3 Definition of Tourism as Per Manila Declaration

Manila Declaration on World Tourism considered almost all the aspects of the tourism phenomenon. Besides the economic aspects, social, cultural, spiritual aspects also were considered. The conference was also convinced that world tourism can be a vital force for world peace and can provide the moral and intellectual basis for international understanding and interdependence. The Declaration states

- i) Tourism is considered an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Its development is linked to the social and economic development of a nation and can only be possible if man has access to creative rest and holidays and enjoys the freedom to travel, within the framework of free time and leisure.
- ii) On the threshold of the twenty-first century and in view of the problems facing mankind, it seems timely and necessary to analyse the phenomenon of tourism, fundamentally in relation to the dimensions it has assumed since the granting to workers of the right to annual paid holidays. This has moved tourism from a restricted elitist activity to a wider activity integrated into social and economic life.
- iii) States have recognised that modern tourism has come to play an important role within the range of human activities. A great majority of them have entrusted the

World Tourism Organisation with the task of ensuring the harmonious and sustained development of tourism, in cooperation, in appropriate cases, with the Specialised Agencies of the United Nations and the other international organisations concerned.

- iv) The right to leisure, and in particular, the right of access to holidays and to the freedom of travel and tourism, a natural consequence of the right to work, is recognised as an aspect of the fulfilment of the human needs by the Universal Declaration of Human Rights as well as by the legislation of many States. It entails for society the duty of providing for its citizens the best practical, effective and non-discriminatory access to this type of activity. Such an effort must be in harmony with the priorities, institutions and traditions of each individual country.
- v) There are many constraints on the development of tourism, and groups of nations should determine and study those constraints, and adopt measures aimed at removing their negative influence.
- vi) The share tourism represents in national economies and in international trade makes it a significant factor in world development. Its consistent major role in national economic activity, in international transactions and in securing balance of payments equilibrium makes it one of the main activities of the world economy.
- vii) Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favourable to the general economy of the country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism.
- viii) The economic returns of tourism, however real and significant they may be, do not and cannot constitute the only criterion for the decision by States to encourage this activity. The right to holidays, the opportunity for the citizen to get to know his own environment, a deeper awareness of his national identity and of the solidarity that links him to his compatriots and the sense of belonging to a culture and to a people are all major reasons for stimulating the individual's participation in domestic and international tourism through access to holidays and travel.
- ix) The importance that millions of our contemporaries attach to tourism in the use of their free time and in their concept of the quality of life makes it a need that governments should take into account and support.
- x) Social tourism is an objective which society must pursue in the interest of those citizens who are least privileged in the exercise of their rights to rest.
- xi) Through its effects on the physical and mental health of individuals practicing it, tourism is a factor that favours social stability, improves the working capacity of communities and promotes individual as well as collective well-being.

- xii) Through the wide range of services needed to satisfy its requirements, tourism creates new activities of considerable importance which are a source of new employment. In this respect, tourism constitutes a positive element for social development in all the countries where it is practiced, irrespective of their level of development.
- xiii) With respect to International relations and the search for peace, based on justice and respect of individual and national aspirations, tourism stands out as a positive and ever-present factor in promoting mutual knowledge and understanding and as a basis for reaching a greater level of respect and confidence among all the peoples of the world.
- xiv) Modern tourism results from the adoption of a social policy which led to the workers' gaining annual paid holidays and represents the recognition of a fundamental right of the human being to rest and leisure. It has become a factor contributing to social stability, mutual understanding among individuals and peoples and individual betterment. In addition to its well-known economic aspects, it has acquired a cultural and moral dimension which must be fostered and protected against the harmful distortions which can be brought about by economic factors. Public authorities and the travel trade should accordingly participate in development of tourism by formulating guidelines aimed at encouraging appropriate investments.
- xv) Youth tourism requires the most active attention since young people have less adequate income than others for travelling or taking holidays. A positive policy should provide youth with the utmost encouragement and facilities. The same attention should be provided for the elderly and handicapped.
- xvi) In the universal efforts to establish a new international economic order, tourism can under appropriate conditions, play a positive role in furthering equilibrium, cooperation, mutual understanding and solidarity among all countries.
- xvii) Nations should promote and improve conditions of employment for workers engaged in tourism and confirm and protect their right to establish professional trade unions and collective bargaining.
- xviii) Tourism resources available in various countries consist at the same time of space, facilities and values. These are resources whose use cannot be left uncontrolled without running the risk of their deterioration, or even their destruction. The satisfaction of tourism requirements must not be prejudicial to the economic interests of the population in tourist areas, to the environment or above all, to natural resources, which are the fundamental attractions of tourism, and historical and cultural sites. All tourism resources are part of the heritage of mankind. National communities and the entire international community must take the necessary steps to ensure their preservation. The conservation of historical, cultural and religious sites represents at all times, and notably in times of conflict, one of the fundamental responsibilities of states.

- xix) International cooperation in the field of tourism is an endeavour in which the characteristics of people and basic interests of individual States must be respected. In this field, the central and decisive role of the World Tourism Organisation as a concept- utilising and harmonising body is obvious.
- xx) Bilateral and multilateral technical and financial cooperation cannot be looked upon as an act of assistance since it constitutes the pooling of the means necessary for the utilisation of resources for the benefit of all parties.
- xxi) In the practice of tourism, spiritual elements must take precedence over technical and material elements.

The spiritual elements are essentially as follows:

- a) the total fulfilment of the human being;
 - b) a constantly increasing contribution to education;
 - c) equality of destiny of nations;
 - d) the liberation of man in a spirit of respect for his identity and dignity.
 - e) the affirmation of the originality of cultures and respect for the moral heritage of peoples.
- xxii) Preparation for tourism should be integrated with the training of the citizen for his civic responsibilities. In this respect, governments should mobilise the means of education and information at their disposal and should facilitate the work of individuals and bodies involved in this endeavour. Preparation for tourism, for holidays and for travel could usefully form part of the process of youth education and training. For these reasons, the integration of tourism into youth education constitutes a basic element favourable to the permanent strengthening of peace.
 - xxiii) Any long-term analysis of mankind's social, cultural and economic development should take due account of national and international tourist and recreational activities. These activities now form an integral part of the life of modern national and international societies. Bearing in mind the acknowledged values of tourism which are inseparable from it, the authorities will have to give increased attention to the development of national and international tourist and recreational activities, based on an even wider participation of peoples in holidays and travel as well as the movement of persons for numerous other purposes, with a view to ensuring the orderly growth of tourism in a manner consistent with the other basic needs of society.
 - xxiv) The States and other participants in the Conference, together with the World Tourism Organisation, are strongly urged to take into account the guidelines, viewpoints and recommendations emanating from the Conference so that they can contribute, on the basis of their experience and in the context of their day to day activities, to the practical implementation of the objectives set with a view to broadening the process of development of world tourism and breathing new life into it.

xxv) The Conference urged the World Tourism Organisation to take all necessary measures, through its own international machinery and, where appropriate, in cooperation with other international, inter-government and non-governmental bodies, so as to permit the global implementation of the principles, concepts and guidelines contained in this final document.

6.4 Accepted Legal Definitions of Tourism

The Definition of Tourism varies source by source, person by person. There is no consensus concerning the definition of tourism. Nearly every each institution define “*Tourism*” differently.

The first definition of tourism was made by Guyer Feuler in 1905. It was not however, a holistic definition and was hence not accepted by many scholars. The first accepted definition of tourism was given by Macintosh and Goeldner. **According to their definition tourism is:** “*The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors*”.

When it comes to explain it with the basic terms, we can sum it up as follows; “*Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home*”.

UNWTO Definition of Tourism

In order to prevent the disaccords to define “*Tourism*”, UNWTO defined it as indicated below; “*Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes*”.

Travel and Tourism: Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers ...). But all travel is not tourism.

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. They are:

- a) **Displacement:** displacement must be such that it involves a movement outside the usual environment;
- b) **Type of purpose:** the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;

- c) **Duration:** only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

Currently, with the tremendous boost in travel, world over, it has been realised, not only by the individual governments, particularly of the developing nations but also by the International organisations that World belongs to man and everyone has a right to know and enjoy the world not just around him but also beyond him.

To emphasise the significance of the above statement it will be appropriate here to quote the extract from the United Nation's Conference on International Travel and Tourism held in 1963, which underlined the need for a National Tourism Administrative (NTA) using the following words:

The Conference considers that it is incumbent on governments to stimulate and coordinate national tourism activities and is convinced that this task can, in the main, be carried out through the medium of National Tourist Organisations.

Therefore the planning process in tourism should outline the optimum objectives to be attained in a given period of time. This planning should be treated as an integral part of the country's general economic and social planning. The key phases in tourism planning are as follows:

Assessment of tourism demand and a scientific planned approach to the supply of such demands.

Tourism objectives should cover the overall development of a nation. Tourism site planning should be done by totally avoiding damage to natural and cultural assets. Focus should be on development of basic infrastructure which would be needed by any tourist.

Financial planning should be done involving public, private agencies and foreign investment. Appropriate man-power planning must be done, especially because tourism is a service industry. There is also a need for efficient Administrative planning. Focus to be placed also on tourism marketing, promotional strategies within and outside the country. Lastly, monitoring and evaluation must be done on a consistent basis.

6.5 Objectives of Definitions

One of the most important question that comes to one's mind is that why is it necessary to define tourism? Most governments subscribe to the view that tourism is good for their people and should be supported. However, not many have developed policies which are mandated by their legislature and implemented effectively. Hence, by way of defining tourism and its aspects, a legal accent to the term is provided that makes it easy to develop an organised mandate or policy for promotion, healthy sustenance and evolution of the industry.

More successful tourist countries have National Tourism Policies mandated by their parliaments; among them are Canada, U.K., Ireland, France, Japan, Spain and U.S.A. All of them have similar goals.

To support growth of domestic and international tourism, contribute to international friendship, development of economy and reduction in regional economic and social differences.

The International as well as domestic organisations are set up with a view to encourage tourism. In India, the National Tourism Organisation is the Department of Tourism (DOT), which works under the over all control of the Ministry of Tourism - which deals only with tourism matters. We have tourism and civil aviation which have separate identities, although they may be under the same minister. Accordingly ITDC is a public sector organisation which works under the ministry of tourism.

Some of the international organisations set up are as follows:

- i) France Hispano Portuguese Federation of Tourist Association- The first international Tourist organisation set up by the collaborative effort of Spain, France and Portugal.
- ii) The International Union of National Tourist Propaganda Organisation (IUNTPO) - Set up in 1925 which was discontinued after world War II.
- iii) World Tourism Organisation (WTO) - has been discussed in the lesson.
- iv) Pacific Asia Travel Association (PATA) - set up in 1951.
- v) Universal Federation of Travel Agents Association (UFTAA) - set up in 1966 is the highest and largest world body representing the interests of the travel agents world wide.
- vi) International Civil Aviation Organisation (ICAO) - set up in December 1922 in Paris. Besides these there are several other bodies such as the FHRAI, IATO etc. which serve as the trade body of inbound tour operators. With the help of all the international agencies and the domestic bodies, the tourism industry is streamlined and the policy makers also strongly believe that through the capacity of its tourism resources and untapped market potential, India has considerable scope for expansion and development leading to an overall national development programme.

In the year 1996, Prime Minister Rajiv Gandhi set up National Committee on Tourism (NCT) which unanimously recommended establishment of an autonomous tourism authority to replace DOT. However the two year long labour went waste due to government apathy and ignorance. Although some steps have been taken in developing tourism but there is still huge scope and potential in this rapidly growing industry.

Ministry of Tourism is taking very progressive steps in promoting tourism trend in India. Their slogan "Atithi Devo Bhava" - Lets welcome tourists as guests and send them back as friends, highlights that how tourism can be made a part of not just a progressing industry but our culture. Using Information Technology, this message, is being sent out for Tourists, Tour operators, Travel agents, public at large for the following two basic purposes.

- i) To create a sense of security amongst Tourists.
- ii) To change the attitude towards Tourists in India.

THE DEVELOPMENT OF TOURISM INDUSTRY

Contents

7.1	Introduction	91
7.2	Travel, Tourism and Hospitality Industry	93
7.3	Tourism Enablers	113
7.4	Tourism Products	115

7.1 Introduction

Present-day tourism is one of the most powerful economic power, which daily brings two billion US dollars and annually covers nearly one million people. However, tourism carries not only the phenomena of the global nature, but also contributes to the national economy, stimulating the growth and development. Tourism has attained such essential success since the last decade as the tourism industry firmly grew with a constant increasing standard and quality and in achievement more high level to competitiveness and innovations.

Though tourism trends are dynamic and constantly evolving, one thing is certain about the tourism industry: it is fast, growing and infinite in opportunities, variety and possibilities. A unique and individual employment path exists for anybody considering a tourism career. For those who are drawn to people, places and opportunities, the tourism sector provides everything they've ever desired in a profession. Whether one prefers to work indoors or in the wilderness, for a large resort or a small business, one can find accomplishment in efforts, contributions and enthusiasm to exceeding each and every guest experience.

Five unique industry groups comprise the tourism sector as a whole, with job skills and experiences that are transferable between each. How an individual can carve out one's career path is limited only by where they apply their interests and how far they want to grow professionally.

The five industry groups comprising the tourism sector are:

- ◆ Accommodation
- ◆ Food and Beverage Services

- ◆ Recreation and Entertainment
- ◆ Transportation
- ◆ Travel Services

What is the difference between Tourism Sector and Tourism Industry?

The *tourism sector*, as contemplated in the Tourism Satellite Accounts, is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called *tourism industries* because visitor acquisition represents such a significant share of their supply that, in the absence of visitors, their production of these would cease to exist in meaningful quantity.

The terms industry and sector are often used interchangeably to describe a group of enterprises that operate in the same segment of the economy or share a similar business type. Although the terms are commonly used interchangeably, they do, in fact, have slightly different meanings. This difference pertains to their scope; a sector refers to a large segment of the economy, while the term industry describes a much more specific group of companies or businesses.

A sector is one of a few general segments in the economy within which a large group of enterprises can be categorised. An economy can be broken down into about a dozen sectors, which can describe nearly all of the business activity in that economy. For example, the basic materials sector is the segment of the economy in which companies deal in the business of exploration, processing and selling the basic materials such as gold, silver or aluminium which are used by other sectors of the economy. Tourism, likewise, is a sector in the economy.

An industry, on the other hand, describes a much more specific grouping of companies with highly similar business activities. Essentially, industries are created by further breaking down sectors into more defined groupings. For instance, the hotel industry is a part of the tourism sector.

According to the data collected from the World Trade Organisation, tourism is the world's largest Service Sector Industry, in terms of international trade. Note that this is for international trade and does not include domestic trade (data for which is extremely variable from one country to the next). Also, there is no Tourism Industry in the World Trade Organisation's data. Instead, there is an estimate of the Tourism Industry based on data for the

- 1) Travel Services,
- 2) Transportation Services, and
- 3) Personal-Cultural-Recreation Services.

Travel and tourism are part of the WTO's Commercial Services group, but is not encompassed under a single category. Instead, the WTO includes a Transportation category and a Travel category. The WTO defines these categories as:

Contd...

Transportation covers all transportation services that are performed by residents of one economy for those of another and that involve the carriage of passengers, the movement of goods (freight), rentals (charters) of carriers with crew, and related supporting and auxiliary services.¹

Travel covers primarily the goods and services acquired from an economy by travellers during visits of less than one year to that economy. The goods and services are purchased by, or on behalf of, the traveller or provided, without a quid pro quo (that is, are provided as a gift), for the traveller to use or give away. In addition, a traveller is an individual staying for less than one year in an economy of which he or she is not a resident for any purpose other than (a) being stationed on a military base or being an employee (including diplomats and other embassy and consulate personnel) of an agency of his or her government, (b) being an accompanying dependent of an individual mentioned under (a), or (c) undertaking a productive activity directly for an entity that is a resident of that economy.²

The travel and tourism industry is the world's largest commercial service sector industry. The World Trade Organisation (WTO, not to be confused with the UN World Tourism Organisation (UNWTO)) is the leading international body that monitors international macroeconomic data. The data follows the value of imports and exports between countries and across major economic sectors that are grouped into either Merchandise or Commercial Services.

7.2 Travel, Tourism and Hospitality Industry

Travel, tourism and hospitality are among the growth industries of the world, with more and more jobs on offer. Covering a wide range of occupations in different organisations, many of them overlapping, they offer the chance of an interesting career with many opportunities to progress. According to the Indian Brand Equity Foundation (IBEF) India ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2017. During 2018, foreign exchange earnings (FEE) from tourism increased 4.70 per cent year-on-year to US\$ 28.59 billion. FEEs during January 2019 were US\$ 2.55 billion.

To properly identify the differences and similarities between travel, tourism and hospitality industry, let us first examine the definition of each of them. At a generic level, travel industry is made up all those businesses that move passengers from one place to another using various modes of transport. For instance, travel refers to people moving out from one location to another location by Airlines, rental cars and ships by the help of the travel industry. Tourism industry is made up of all businesses, small and large, that provide goods and services to the tourists. Here, we must remember that according to UNWTO, a tourist is a person travelling to and staying in places outside their usual environment, for not more than one consecutive year for leisure, business

¹ Definition of Transportation provided by WTO, United Nations et al. 2002: 36:

² Definition of Travel provided by WTO, United Nations et al. 2002: 38-39.

and other purposes. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

Hospitality industry comprises of businesses that are engaged in taking good care of their guests. Guests here are different for tourists. Guests can include travellers, tourists as well as local residents. Hence, the hospitality industry is made up of businesses that provide accommodation, meetings, food and beverages or all the four to the guests. Hotels and restaurants fall within this category. Airlines and Cruise lines encompass both hospitality and travel industries. Airplanes and Cruise ships have distinct departments that specialise in the specific needs of each industry.

Hospitality sector encompasses all types of establishments supplying food and beverages for consumption, from fine dining specialities, ethnic restaurants and institutional food outlets to catering firms, pubs and lounges. Changing consumer preferences and escalating competition are increasing the sophistication of management and business planning practices by hospitality operators. Many restaurants are launching retail food product lines to diversify their interests and expand their market share. Other speciality establishments market their products to the corporate and business community. Hospitality chains have found a niche in bookstores, department stores and casinos.

As we have discussed earlier, the five industry groups comprising the tourism sector are, Accommodation, Food and Beverage Services, Recreation and Entertainment, Transportation as well as Travel Services. Out of this, Accommodation, Food and Beverage Services, Recreation and Entertainment can be termed as an integral part of Hospitality Industry, in fact, hospitality industry itself comprises these basic services. Hence it may be deemed that the hospitality industry is a part of the tourism industry.

Accommodation - In the hospitality industry, accommodation services are central and of prime importance. It is also central to sustainable tourism, setting the tone of provision for the visitor, and providing, if successful, employment directly and indirectly for the local area. It is also claimed that aspects of sustainable lifestyles seen and used on holiday are likely to be taken up by visitors in everyday life.

Hotel is defined as “A place where a *bona fide* traveller can receive food and shelter, provided he is in a position to pay for it and is in a physically and mentally fit condition to be received”. Hence, a Hotel must provide food and beverage, lodging to travellers on payment and has, in turn, the right to refuse if the traveller is drunk, disorderly, unkept, or not in a position to pay for the services offered.

The lead in hotel keeping was taken a few centuries ago by the then emerging nations of Europe. It was in Europe that the birth of an organised hotel industry took place in the shape of chalets and small hotels which provided a variety of services and were mainly patronised by the aristocracy of the day.

In early England, public houses were normally called “inns” or “taverns”. Normally, the name “inns” was reserved for the finer establishments catering to the nobility and

clergy. The houses frequented by the common man were known as “taverns”. In France, a similar distinction was made with the finer establishments known as “hoteliers” and the less pretentious houses called “cabarets”.

The word “hostel” was used after the Norman invasion derived from “host”. The “hosteler” was the head of the hostel whereas the same position was called the “innkeeper” in England. The word “hotel” was used in England in about 1760 after a passage of over 80 years. In America lodging houses were called “inns” or “coffee houses”.

The commercialisation of the hotel industry started in America beginning with the opening of the City Hotel in New York in 1794. This was the first building specially constructed for hotel purposes. This eventually led to fierce competition between different cities and resulted in a lot of hotel building activity. Some of the finest hotels of the USA were built in this era, but the real boom in hotel building came in the early 20th century.

This period also saw the beginning of chain operations. It involved big investments, big profits and trained professionals to manage the business. The depression in 1930 had a disastrous effect on the hotel industry. It was felt that the hotels would never recover; but the outbreak of World War II brought a great upsurge. This prosperity continued through the war years into the 50’s, when two new concepts emerged:

- ◆ Motels
- ◆ International Chain Operations

Recently hotels are becoming increasingly ecologically conscious. Taking the eco-friendly route improves a hotel’s bottom line and most smart operators pass on the savings to guests by way of lower room rates. After all, if a hotel can save over Rs.33 lakh simply by switching to PL lamps or CFL, as in the case of The Orchid in Mumbai, going green all the way is sure to save much more. In recent times, the hotel industry has jumped on to the eco-friendly bandwagon, with every upcoming resort aspiring to the haloed green tag, and the existing ones trying to integrate sustainable practices without rebuilding from scratch. That’s why initiatives such as installing chlorofluorocarbon-free air conditioners, rainwater harvesting, tapping solar and wind power to become energy-efficient, linen reuse programmes, and recycling waste are becoming as common as toiletries by the basin.

Some Case Studies of Green Accommodations:

Here are some basic characteristics of a green hotel:

- ◆ Housekeeping uses non-toxic cleaning agents and laundry detergent. 100 per cent organic cotton sheets, towels and mattresses are used
- ◆ Non-smoking environment
- ◆ Renewable energy sources like solar or wind energy
- ◆ Bulk organic soap and amenities instead of individual packages to reduce waste
- ◆ Guest room and hotel lobby recycling bins

- ◆ Towel and sheet re-use (guests can tell housekeeping to leave these slightly used items to reduce water consumption)
- ◆ Energy-efficient lighting
- ◆ On-site transportation with green vehicles
- ◆ Serve organic and local-grown food
- ◆ Non-disposable dishes
- ◆ Offers a fresh-air exchange system
- ◆ Greywater recycling, which is the reuse of kitchen, bath and laundry water for garden and landscaping
- ◆ Newspaper recycling programme
- ◆ The term has been used on a more regular basis as new websites devoted to the subject become more prominent and hotel owners become more interested in protecting the areas their guests have come to visit.

New properties are being built from sustainable resources - tropical hardwoods, local stone - and designed to better blend in with their environment. In addition, they are also being run on eco-friendly principles, such as serving organic or locally grown food or using natural cooling as opposed to air conditioning. Here are some examples:

I) The Hotel Ucliva, Waltensburg, Graubunden, Switzerland

The biohotel Ucliva was Switzerland's first eco-hotel. Already 28 years ago, the founders had a vision of a sustainable tourism in the mountains. Hotel managers and owners consequently followed this vision, and improvements are constantly being done. Purchases are mostly done locally i.e. in the region. All products are bio-certified. The hotel is heated with local wood and the sun, which means climate-neutral, and the hotel consumes eco current with the label "nature made star". For this reason, Geo Saison chose the hotel in January 2011 as one of the best 100 hotels of Europe.



The hotel's management is an innovative hotel development step in a village far from the main tourism areas in Switzerland. The venture began in 1983, following the decision of a group of villagers to build a new hotel to help retain and expand employment and services in their declining rural area. It is a classic example of the holistic approach that sustainable tourism can develop: it uses tourism as an environmentally / community friendly development tool.

The hotel now has 72 beds and concentrates on family holidays and conference / course work. It uses traditional construction, with components made locally to ensure local jobs and income. Chemically based finishes and plastic were avoided: natural materials were used. It has high levels of energy efficiency and uses local wood and solar energy. Full kitchen and restaurant facilities serve locally sourced and locally processed foods. Farmers in the area were trained to supply the hotel's organic and semi-organic requirements. Ownership and control are local, a status obtained by innovative capital structures.

The hotel was planned and developed with input from University architecture and hospitality department staff as a demonstration project. From the outset the strong ecological design of the hotel and its many special features gave it a unique selling point, which was exploited by skilled PR and marketing, leading to it winning a series of prizes and awards. While collectively owned it has been operated on strict business principles but employing a triple bottom line accounting approach. When, in 1995, the hotel suffered falling customer numbers and revenue, rapid action was taken to replace the manager and introduce new marketing techniques and other improvements.

There have been 18 full time and 18 part time jobs created directly in the hotel, together with more jobs in the area as a result of the multiplier effect, especially in agriculture. Total cash flow to the area is calculated to be well over \$4 million per year. Waltensburg's population has risen from 311 in 1984 to 400 in 2002.

II) The Talbot Inn at Knightwick, Worcestershire, England

In contrast to the Hotel Ucliva, the Talbot Inn is old and is privately owned. The inn has existed since the 14th Century, although it must be stressed that it is very largely a much later building. It is located in a rural area, and like many rural Inns, suffered from falling revenue, conservative management, and little innovation. It was saved by the arrival, in 1999, of the two daughters of the owners. While working in other areas of the UK they had begun to understand the principles of sustainable tourism, and notably the importance of *innovation to reintroduce tradition*, the ability to attract market share by offering a sustainable product, and the use of the triple bottom line as an asset rather than a burden. Under their guidance the hotel has been transformed from decline to award winning success, created local employment and income, and helped save the local farming economy.



Key innovations have included:

- Improvements to bedrooms to cut energy consumption, improve comfort, stress heritage links, and raise prices.
- Dramatic changes to restaurant provision to use local produce, grow some produce on site, use free range / organic produce where necessary, update menus and work on heritage as well as modern dishes. The local farm economy has been boosted. Links have been made to the Slow Food movement.
- The building of a micro brewery on site to attract niche markets, use local barley and hops, save the local hop growers from low cost eastern European competition and create jobs.
- Development and hosting of regular farmers markets, to both boost Saturday daytime trade, market the Inn as a place to visit and help local producers.
- Development of a web site that links to other businesses and communities in the area.
- An effective marketing policy developed, and used to market the area as well as the business itself.

III) The Kandalama Hotel, Sri Lanka

This was the first environmental hotel project in Sri Lanka when it was conceived with significant consultation with the local community in 1992. Initially, the development was met with much public debate as many people living in the relatively pristine and

undeveloped region were opposed to any tourism development, as the area is one of the most significant regions of the country for wildlife. However, the developers took the community's concerns to heart and instead of fighting them, decided to embrace them, which led to the design and construction of environmentally friendly hotels on the planet.

Since its opening in 1995, the Kandalama's presence in the domestic and international marketplace has influenced 3 other hotels in the country to become Green Globe 21 certified and two other companies to join the Green Globe 21 programme.



The eco-friendly Kandalama Hotel is designed in a way that complements and enhances the natural environment, despite its size. The building follows the contours of the hill outcrop and in some cases, is elevated on concrete piles allowing for surface habitat to remain. Open, concrete hallways span the length of the hotel, providing easy access to amenities while providing the guest with an unprecedented view of the surrounding environment.

The hotel is situated within the Cultural Triangle of Sri Lanka; within close proximity of five UNESCO World Heritage Sites. The Heritage Kandalama has won awards as one of the most eco-friendly hotels in the world. Interior spaces are mostly open to the outside with extensive fenestration allowing for adequate daylighting of most public and private

spaces (kitchen and service facilities are located on the hill side of the building). The concrete structure is shaded by ample wood overhangs. The concrete roof, which can absorb a large amount of passive solar energy, is being covered by sod with the intent of growing organic produce and insulating the structure. The main reception “desk” is a reclaimed piece of old growth timber. Water is being collected from rainwater but is mainly sourced from a deep well (avoiding any depletion of the “tank”). Food in the restaurants is locally grown and organic where available. The entire hotel has been non-smoking since 2001.

Guestrooms are entered off of these main walkways and are all facing the large “tank”. Each room has efficient fixtures such as low-flush toilets and compact fluorescent lighting. The bedroom has a door to the bathroom that allows occupants to minimise the interior space required for air conditioning.

Employees, of whom many originate from the region, are encouraged to develop new environmental ideas and present them to management. An environmental ethic is fostered through what is known as the “Eco Park”, an area near the employee residences that provides an environmental education center for all employees and guests. The park was constructed by employees using local materials and involved a significant investment of time to clean up the area, which is now used for employee events. The park includes a composting pit, a native tree nursery, the wastewater treatment plant, and an Eco Library for employees, guests and local school children. The hotel with these facilities for reinvestment in the region fulfilled their pledge to the community and the nation to be committed to preserve the environment and engage an environmental management system.

Although only in operation since 1995, the Kandalama Hotel has won the Green Globe award three consecutive years 1996, 1997, 1998. They have been audited since construction and awarded the LEED Pilot Project Bronze medal 2000 (Green Technologies Inc. Canada). Other awards include 2000 PATA Gold for the concept of the Eco Park in 2000 and a Gold medal for environmental commitment from Thomson.

Kandalama has become an important control mechanism for illegal activities around the hotel site such as poaching, clearing and firewood collection. More than 300 local people are employed in the hotel and continues to provide work opportunities for the local population.

IV) The Orchid, Mumbai

It is a zero garbage hotel, among the first in the country to achieve this goal. The hotel has an ongoing vermiculture project on site that not only eliminates the garbage but also takes care of the gardens in and around the hotel.

The Orchid in Mumbai displays a heightened level of environmental sensitivity in its revolutionary architecture, design and interior decoration. Rehabilitation of the site, which originally included an old building, provides an interesting backdrop for this leading

environmental business. The Orchid is flanked by drip irrigated greenery on either side providing the much needed break from pollution. The hotel, while rather ordinary on the exterior, includes one of the largest array of environmental technologies ever assembled in a hotel building. Double glass doors open into an imposing 70-foot tall fibre fountain. Passive solar design including a rooftop pool to reduce heat loads on the structure is coupled with adequate daylighting via a central atrium. Triple glazed windows, an anomaly in most of Asia, provide increased thermal and acoustic insulation. The building is constructed from a variety of low resource consuming materials and is finished with low- VOC paint.

Guests are treated to a host of environmental products from recycled paper guest programmes to herbal amenity products. A revolutionary eco-button allows guests to participate in environmental activities by reducing their air conditioning uses. There are two special guest rooms for the physically challenged people.

Employees and management are actively engaged in the environmental operation of the hotel. Over 10,000 local students have been educated on the environmental features of the hotel. Employees have developed a CD that illustrates and educates viewers on the environmental design and performance of the hotel. The property's mantra is "Deluxe need not disturb, Comfort need not compromise and Entertainment need not be insensitive."

The Orchid Hotel is the first 5-star ECOTEL (1997) in Asia and the only ECOTEL in the world that is ISO 14000 certified (1996). Other awards include: PATA Gold Award (2001), Green Globe Environmental Company award (2000), Green Globe Achievement award (2000), Hotel & Catering International Management Association Award - Best Environmental Policy (2000), Dr M.S.Swaminathan Award for environment protection (2000), Federation of Hotels and Restaurant Association of India - Environmental



VI) Cayuga Collection, Costa Rica, Panama & Nicaragua

The Cayuga Collection is made up of 10 independently-owned and award-winning, 5- star sustainable luxury hotels located in Costa Rica, Panama & Nicaragua. From its home base in San José, Costa Rica, the ecolodge has been expanding to Costa Rica, Panama and Nicaragua since 1999. Innovative energy sources such as biogas-producing pigs and all-natural gardens based on native plants to aid water conservation and attract local fauna are noteworthy eco- friendly practices used here. Their ideals of sustainability are not only to benefit the guests, but the organisation also partakes in number of activities in the sectors of community development and natural resource management, working in fields of health, education, cultural development and conservation of national parks and protected areas, to benefit local communities.



Figure 3: Cayuga Collection, Hotel Aguas Claras, Puerto Viejo, Costa Rica, available at <https://www.hotelaguasclaras.com/gallery.html>



Figure 4: Reused Cart located at Senda Monteverde in the Cloud Forest of Costa Rica, available at <https://www.cayugacollection.com/lets-recycle-as-little-as-possible/>

VII) Zuri, Zanzibar, Tanzania

This hotel has been recognised as the first hotel in the world to be awarded by the Earth Check's Sustainable Design Gold Certification since its inception in 2018. "Zuri" which means "beautiful" in Swahili aims to use sustainability as an integral part of its operation in its 32 acre advertised "micro- universe". Incorporating sustainable solutions such as desalination and treatment plant to provide fresh water, ozone technology and computer monitoring to manage water consumption this establishment has fast made a name for itself among eco hotels at an international level.



Figure 5: Resort View, Zuri Zanzibar, Tanzania, available at <https://www.zurizanzibar.com/gallery?lang=en_US>



Figure 6: 'Keep Kendwa Clean' project initiated by the hotel organisation along with Zanrec, available at <<https://www.zurizanzibar.com/sustainability>>

VIII) Casa de Las Olas, Tulum, Mexico

Unique for its entirely self sufficient operation, the Casa de Las Olas is 100% solar powered and supports a “leave - no - trace” philosophy. With its Platinum rating LEED (Leadership in Energy and Environmental Design) review, the internationally recognised organisation certifies sustainable buildings such as Olas, which was built in the 1970s by Austrian engineer Carlo Shuber, which has been retro-fitted solar panels by current owner Jimmy Greenfield.



Figure 7: Casa De Las Olas, Tulum, Mexico, available at <<https://olastulum.com/gallery-2>>



Figure 8: Photovoltaic Panels providing power by solar energy to the entire resort property, available at <<https://olastulum.com/sustainability>>

IX) The Brando, Tetiaroa, French Polynesia

The private island luxury resort consisting of 35 villas white-sand beaches frequented by sea turtles, manta rays and exotic birds. The resort was designed to reflect Polynesian lifestyles and culture. With a mission to protect and conserve Tetiaroa and a promise to preserve its natural state, the resort uses a seawater air-conditioning system (SWAC) sourced 3,000ft below the Tahitian shallows, which reduces energy demands by more than 80 per cent. While holding certifications like its Gold Turtle Award 2015 and Platinum LEED Certification, simultaneously with achievements like 2020 Forbes Travel Guide - “Five-Star Hotel Award” and Travel Weekly Magellan Award in 2015 and 2017, the Brando maintains its commitments to luxury and sustainability.



Figure 9: The Brando, Tetiaroa, French Polynesia, available at <https://thebrando.com/gallery/the-resort/>



Figure 10: Sea Water Air Conditioning from the deep ocean waters of Pacific Ocean at Onetahi Islet, available at <https://thebrando.com/stewardship/>

X) Finch Bay Galapagos Hotel, Santa Cruz Island, Ecuador

A proud member of National Geographic Unique Lodges of the World, the ecolodge strives to maintain a light environmental footprint and engages in numerous conservation efforts for local wildlife including hosting the Charles Darwin Research Station and the Galápagos National Park Service. Following an energy audit by the Ecuador's Ministry of Energy, the hotel uses solar panels, LED lighting, motion sensors and has completely eliminated single use plastics from every process at the hotel.



Figure 11: Resort View, Finch Bay Galapagos Hotel, Santa Cruz Island, Ecuador, available at <<https://www.finchbayhotel.com/gallery/photos/>>



Figure 12: Chakrita: organic vegetable garden of the hotel, available at <<https://www.finchbayhotel.com/blog/sustainable-galapagos-food/>>

XII) Six Senses Fiji, Malolo Island, Fiji

Under the decades old Six Senses brand, which was established in 1995, this pioneering private island was opened in 2018 as one of the largest off-grid energy systems in the South Pacific. Powered entirely by a solar installation feeding Tesla battery packs the resort uses a state-of-the-art, in-house reverse-osmosis plant and water refinery to alchemise rainwater into drinking water for reusable bottles. The resort also engages in numerous community welfare initiatives and has made immense strides in the conservation of local wildlife particularly, iguana conservation.



Figure 13: Resort view, Six Senses Fiji, Malolo Island, Fiji, available at <<https://www.sixsenses.com/en/resorts/fiji/gallery>>



Figure 14: Iguana Reserve built inside the resort to safeguard the critically endangered Fijian Crested Iguanas, available at <<https://www.sixsenses.com/en/resorts/fiji/sustainability>>

XII) Camp Glenorchy Eco Retreat, Glenorchy, New Zealand

Listed in TIME Magazines World's 100 Greatest Places of 2019, the establishment was opened in March 2018, as the first ever guest accommodation designed according to the Living Building Challenge (LBC). The LBC - the most rigorous sustainability standards in the world suggests buildings should function as cleanly and efficiently as a flower, using this metaphor to guide performance across seven 'petals' of sustainability: Health & Happiness, Energy, Water, Materials, Place, Beauty and Equity. In view of these ideals, Camp Glenorchy is New Zealand's first Net Positive energy visitor destination offering accommodations in eco-cabins, multi-bed bunkhuts and powered RV/campervan spots.



Figure 15: Retreat, Camp Glenorchy Eco Retreat, Glenorchy, New Zealand, available at <<https://www.campglenorchy.co.nz/about-us/gallery>>



Figure 16: Timber from an old Woodshed being reused by Camp Glenorchy, available at <<https://www.theheadwaters.co.nz/sustainability/materials/>>

XIII) Sandymount Hotel, Dublin, Ireland

The 4-star award-winning Sandymount Hotel has been run by the Loughran Family since 1955, celebrating over 65 years as the Largest Independent Family-run Hotel in Dublin. The three time “Europe’s Leading Green Hotel”, being green hospitality certified as well, the establishment partakes in several initiatives to run itself in an environmentally sustainable manner. By encouraging the use of electric cars, energy efficient lightbulbs, aerator showerheads, compostable utensils and the hotel’s recycling program, it achieves a formidable hotel experience using zero waste products.



Figure 17: Sandymount Hotel in 1955, available at <<https://www.sandymounthotel.ie/gallery.html>>



Figure 18: Europe’s Leading Green Hotel 2019 Winner Certificate, available at <<https://www.sandymounthotel.ie/green-hotel.html>>

XIV) Soneva Fushi, Baa Atoll, Maldives

Named as the “Greenest Hotel in the Asia Pacific” by the International Tourism Partnership, this beautiful island resort has been carbon neutral for all activities including guests’ flights since 2012. Working toward reducing their carbon footprint, the establishment has been investing in renewables as well as carbon-offset projects. They operate a ‘Waste to Wealth’ programme converting 90% of their waste into an income, including turning Styrofoam and glass waste into lightweight bricks for construction. The establishment also engages in community welfare efforts by initiating a Youth Career Initiative programme which offers employability training to local young people.



Figure 19: Glimpse of the Virtual Tour, Soneva Fushi, Baa Atoll, Maldives, available at <<https://soneva.com/soneva-fushi/virtual-tour>>



Figure 20: Eco-Friendly surfing at Soneva Fushi, Baa Atoll, Maldives, available at <<https://soneva.com/soneva-fushi/experiences/ecofriendly-surfing>>

Food and Beverage Services - Food and beverage industry is usually defined by its output of products, to satisfy the various demands of food and drinks of people. But it doesn't include the manufacturing of food and drink and its retailing. In today's world, the food and beverage service industry has expanded a lot and now-a-days, as per calculation it is serving more than 100 million meals per day. It has spread across all walks of life. Hotel, restaurants, industrial canteen, hospital canteen, railway, airways, all are now part of the food and beverage service industry.

The basic function of this industry is to serve food and drink to people, to satisfy their various types of needs. The main aim is to achieve customer satisfaction. The needs that customer might be seeking to satisfy are:

- ◆ Physiological: the need of special food items
- ◆ Economic: the need for good value for the price paid
- ◆ Social: a friendly atmosphere, to express feelings frankly
- ◆ Psychological: the need for enhancement of self-esteem
- ◆ Convenience: the desire for someone else to do the work.

These various needs play a major role to deciding the factors, responsible for defining different types of service methods in the Food and Beverage service industry.

Broadly we can categorise the service methods in five types:

- A) Table service
- B) Assisted service
- C) Self service
- D) Single point service specialised or *in situ* service (for instance, speciality restaurants)

The Food and Beverages sector encompasses all types of establishments supplying food and beverages for consumption, from fine dining specialties, ethnic restaurants and institutional food outlets to catering firms, pubs and lounges. Food and Beverage is also a major youth employer and training ground for many employees who are beginning their working careers.

Changing consumer preferences and escalating competition are increasing the sophistication of management and business planning practices by food and beverage operators. Many restaurants are launching retail food product lines to diversify their interests and expand their market share. Other specialty establishments market their products to the corporate and business community. Food and beverage chains have found a niche in bookstores, department stores and casinos.

As the lines between traditional food and beverage operations and other industries blur, employers and employees alike must continue reacting to changing customer expectations with innovative ideas and responses and by providing exceptional service that warrants repeat customer visits.

Recreation and Entertainment - Generally, the Recreation and Entertainment industry is one of the chief motivators in influencing travellers to a destination - whether they happen to be interested in cultural museums, heritage sites or experiencing the rugged outdoors, and virtually anything in between. Since these activities require travellers to have transportation, accommodation and food and beverage services as part of their overall visit, other tourism industry groups also benefit immensely.

This industry offers a wide variety of employment opportunities, ranging from seasonal part-time to permanent full-time positions.

7.3 Tourism Enablers

Apart from the hospitality, travel and recreation industries, tourism for its success, relies heavily on inter-sectoral services that encompass an array of industry clusters. Some such inter-sectoral services include:

a) Tourism Manpower

As tourism is essentially a service based industry, hence having qualified and well trained human resources in the public and private sectors to develop, manage and serve the industry in a sustainable and competitive manner in accordance with international standards is very essential. Build up highly qualified and well trained human resources in the public and private sectors to develop, manage and serve the industry in a sustainable and competitive manner in accordance with international standards.

Generally, there is a shortage of recruits for positions such as travel consultants and tour product planners. Some travel agencies have suggested that the key reason is that salaries could not meet candidates' expectations. The challenge in hiring new staff is compounded by a wider range of employment opportunities available to jobseekers in light of improving economic conditions.

Despite the recruiting challenges, the provision of internships continues to be instrumental in augmenting manpower needs. In addition, it is an effective channel to recruit talents as travel agencies typically offer full-time positions to interns upon their graduation.

The industry is generally open to hiring back-to-work women as long as they could commit to a certain number of working hours and work schedule. Some travel agencies are receptive to hiring such females as travel consultants on a part-time basis, and are willing to offer flexible working hours to accommodate their family obligations. In addition to travel consultant positions, travel agencies are also receptive to hiring women in administrative positions.

Another important aspect is involvement of local communities. Tourism brings income to the local communities and supports employment. Tourism plays a crucial role in world economics and has a significant impact on many people's lives - but

this economic impact has been relatively little studied. It is also hard to quantify less tangible impacts such as the effects of tourism on local cultures. These impacts can be both positive and negative. For example, in many countries, a culture of beach tourism has developed which is in stark contrast to their own traditions and customs and this in turn creates conflict in their societies. On the positive side, tourism can encourage pride in local traditions and support local arts and crafts. Tourism brings income to the local communities and supports employment. It can, however, also cause price hikes, especially in land and food, which may be disproportionate to the earnings of the local people.

b) Tourism Infrastructure

Attract tourism revenues and investment in infrastructures is influenced by a complex number of characteristics, such as:

- 1) Political constraints and incentives (attractiveness of the taxation policies regarding local and foreign investment and imports);
- 2) The resources and conveniences offered (attractions, transportation, access, hospitality, medical and other services, pricing etc.);
- 3) Market characteristics (visitor tastes and preferences, disposable income, propensity to travel, proximity to destination etc.);
- 4) Political stability;
- 5) The ability of the destination to market and promote itself effectively

For planning and management purposes, infrastructure includes transportation infrastructure in the region can be seen as comprising transports means:

- 1) International air services and international airports;
- 2) Domestic air services;
- 3) Land transport systems and routes;
- 4) Water transport.

Tourism infrastructure also includes hard infrastructure such as:

- 1) Water supply, sewage, telecommunications, roads, power generation;
- 2) New and/or refurbished tourism accommodation (hotels, integrated resorts, guesthouses, and camping sites);
- 3) Specialised ethnic or regional restaurants as the expectations of tourists expand;
- 4) Transport facilities (airports, ports, harbours, road systems and car parks);
- 5) Transport vehicles (motor vehicles, ferries, other maritime vessels, aircraft, helicopters and bicycles);
- 6) Visitor attractions, natural attractions, cultural attractions and recreational facilities

c) Service Innovation

Innovation is considered a major source of competitive advantage and economic growth. Service innovation will have a strong impact also on tourism, but will it also offer new job opportunities in rural regions and thus contribute to more inclusive growth of the industry.

Innovation in tourism is becoming increasingly important to create destination competitiveness. There is however poor understanding of the national government's initiatives and role in tourism innovation. Through the three significant themes including network and collaboration, innovation in SMEs, and funding and support it has been revealed that government initiatives in developing an innovative tourism industry are not entirely new. In addition, the government may also be playing a too passive role as many of the innovation initiatives are emphasised as the responsibility of the private sector.

d) Cultural and Creative Industries

Potentially, cultural and creative industries can play a major role in transforming tourism into a "knowledge-intensive" service sector. Whereas the role of cultural and creative industries for tourism is well recognised for metropolitan areas, it is still a challenge to fully valorise its potential also for rural regions that are equally important for tourism.

The challenge is to bring together service innovation, culture and tourism in a mutually reinforcing manner, thus creating a "golden triangle" that will enhance the attractiveness of tourism destinations by better valorising cultural assets and offering new or improved services by high skilled jobs. The question is whether service innovation can be a driver for high skilled jobs also in rural areas. Can service innovation be instrumental to develop customised services of high value, by building upon regional cultural specificities and using modern technologies, and if how and under which conditions? The answer depends on effectiveness in implementation.

7.4 Tourism Products

In order to understand a tourism product we need to look at it from the perspective of the suppliers (sellers) and the consumers (tourist), as consumers or tourists generally have a different view from the sellers as to what a tourism product is. The label on the tourism product is, as demanded by consumers - satisfying trips - as the consumer product, and the goods and services produced by the suppliers - transportation, lodging, food and drink.

A tourism product may be defined as an action, event or experience in which a tourist takes an active part and which utilises the natural and cultural resources of a country.

Tourism activities are the activities that typically produce tourism characteristic products. Tourism characteristic products are those that satisfy one or both of the following criteria:

- a) *Tourism expenditure* on the product (either good or service) should represent a significant share of total *tourism expenditure* (share-of-expenditure/demand condition);
- b) *Tourism expenditure* on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a *tourism characteristic product* would cease to exist in meaningful quantity in the absence of visitors.

List of categories of tourism characteristic products and tourism industries

Products		Industries	
1.	Accommodation services for visitors	1.	Accommodation for visitors
2.	Food and beverage serving services	2.	Food and beverage serving activities
3.	Railway passenger transport services	3.	Railway passenger transport
4.	Road passenger transport services	4.	Road passenger transport
5.	Water passenger transport services	5.	Water passenger transport
6.	Air passenger transport services	6.	Air passenger transport
7.	Transport equipment rental services	7.	Transport equipment rental
8.	Travel agencies and other reservation services	8.	Travel agencies and other reservation services activities
9.	Cultural services	9.	Cultural activities
10.	Sports and recreational services	10.	Sports and recreational activities
11.	Country-specific tourism characteristic goods	11.	Retail trade of country-specific tourism characteristic goods
12.	Country-specific tourism characteristic services	12.	Other country-specific tourism characteristic activities

A very important gradient of tourism product is the Tourism Satellite Account (TSA)³. It is the second international recommendation⁴ on tourism statistics that has been developed in a framework of consistency with the System of National Accounts. The definition TSA is provided in Tourism Satellite Account: Recommended Methodological Framework 2008. We have already discussed the same in earlier Blocks. Both recommendations are mutually consistent and provide the conceptual framework for measuring and analysing tourism as an economic activity.

³ Discussed and described in previous Blocks.

⁴ Besides the *International Recommendations for Tourism Statistics 2008*, which is considered most important.

As a statistical tool for the economic accounting of tourism, the TSA can be seen as a set of 10 summary tables in the framework, each with their underlying data and representing a different aspect of the economic data relative to tourism: inbound, domestic tourism and outbound tourism expenditure, internal tourism expenditure, production accounts of tourism industries, the Gross Value Added (GVA) and Gross Domestic Product (GDP) attributable to tourism demand, employment, investment, government consumption, and non-monetary indicators.

TOURISM AND ECONOMIC TRENDS IN INDIA

Contents

8.1	Introduction	118
8.2	From Sustainable Development to Sustainable Tourism Development	119
8.3	Basic Concepts of Sustainable Tourism	123
8.4	Economic Importance of Tourism in Developing Countries	126

8.1 Introduction

Tourism is now a major sector of the world economy, especially as it refers to the international trade in services. The management of tourism affects the conditions of destinations and host communities, and more broadly, the futures of ecosystems, regions and nations. Informed decisions at all scales are needed so that tourism can be a positive contributor to sustainable development in keeping with its role as a significant source of both benefits and potential stresses. During the decade since the 1992 Rio conference, planners and academics in many nations and specific destinations have been working to develop indicators suitable for their management needs. These indicators have focused both on issues of impact and sustainability for tourism, and on more traditional management indicators that respond to particular needs at many scales.

Changing demographics, shifting travel patterns and volatile economic conditions are increasing the pressure on industry stakeholders to develop effective campaigns and business strategies. The challenges faced by the tourism industry are complex and numerous. Addressing these challenges will require a high level of coordination and cooperation within the industry to marshal resources more effectively. Fiscal pressures and competing priorities among all industry players and tourism stakeholders will require new and innovative policies and partnership arrangements to respond to growing competition and global opportunities.

Opportunities exist for governments and the private sector to seize the extraordinary opportunity afforded by destinations galore. The challenge confronting governments and tourism stakeholders will be to establish the necessary linkages to ensure the development of collaborative strategies in conjunction with major international or domestic destinations and events so that lasting benefits will be created.

8.2 From Sustainable Development to Sustainable Tourism Development

In recent years, the role of tourism has become more recognised in the context of the sustainable use of natural resources and the sector's potential contribution to the country's economic growth.

Sustainable Development is an old concept. In the agricultural terminology of the past it was called good husbandry or stewardship. It re-emerged in the 1960s, as global economic growth gathered speed after World War 2. A major milestone was reached by the founding of the international Club of Rome in 1968. The Club's publication of *Limits to Growth* in 1972 outlining the need for more sustainable forms of development caused deep concern.

In 1980 the International Union for the Conservation of Nature (IUCN) based in Geneva, issued the *World Conservation Strategy*: it brought the cautious and sometimes negative thinking of the conservationist together with the positive but sometimes heedless world of the developer. It set the stage for the publication of the *Brundtland Report* of 1987, a work created by the World Commission on Environment and Development, and the work from which most of the current thinking on Sustainable Development stems.

According to Brundtland, sustainable development is, "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

In 1992, at the Earth Summit in Rio de Janeiro, sustainable development became a goal agreed upon by the nations of the world.

Sustainable Development Principles - Four basic principles are crucial to the concept of sustainability:

- 1) The idea of holistic planning, cross-sectoral planning and strategy making
- 2) The importance of preserving essential ecological processes
- 3) The need to protect both human heritage and biodiversity
- 4) The requirement that development should be carried out so that productivity does not deplete resources for the long term and future generations

Business watchers recognise in the above points the making of the case for a new Triple Bottom Line – replacing company and national bottom lines that were concerned with cash alone. The triple bottom line accounting concept requires accounting for financial, social and environmental outcomes. In the future, however, Triple bottom line accounting may be about to give way to Quadruple Bottom Line accounting – with the need to assess climate change responsiveness.

What is Triple Bottom Line Approach?

Enlightened 21st Century environmentalism recognises that the health of our environment, health of our economy and the health of our society are intrinsically interrelated. As a consequence, the government, communities and environmental leaders need to promote solutions to our problems that acknowledge, address and seek to balance responsibly all the three components of sustainability (i.e. Environment, economy and social equity, sometimes referred to as THE TRIPLE BOTTOM LINE).

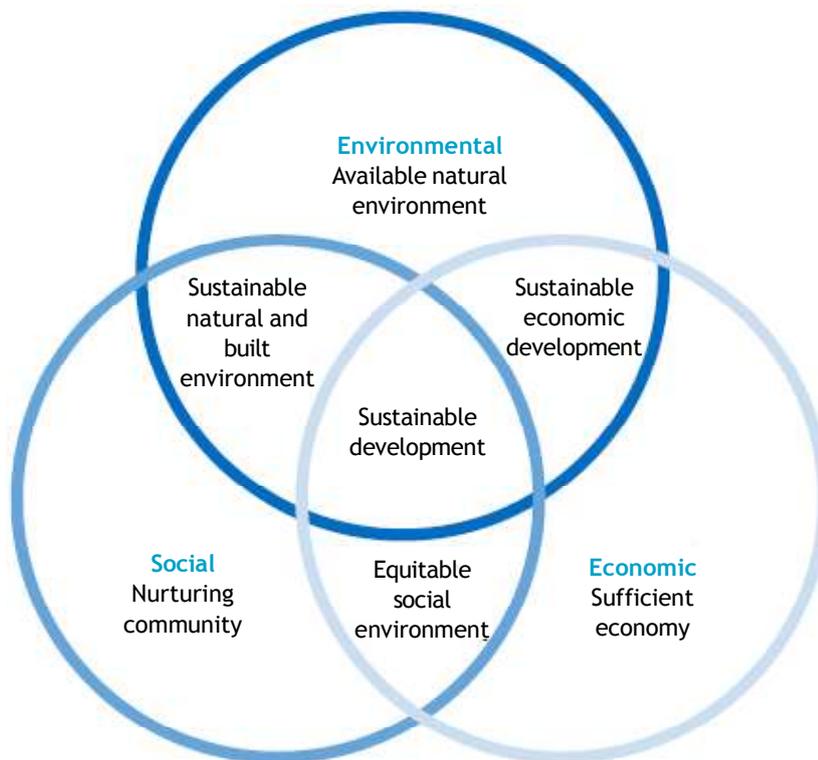


Figure 1: Triple Bottom Line Approach¹

<http://www.britannica.com/EBchec>

For example, by allowing a more affordable, higher density, mixed use, energy and water efficient housing constructed with sustainable material to be built in walkable and transit oriented neighborhoods, local governments can help to provide much needed housing for all ages and income groups, contribute to economy and combat global warming, all at the same time.

Accommodating future population growth in ways that **protect our environment** will inevitably require that we create higher density, transit oriented, mixed use urban neighborhoods in appropriate locations within our existing communities. Local officials and community leaders have an obligation to provide leadership and vision in creating livable, vibrant, urban neighborhoods in their communities.

¹ <http://www.britannica.com/topic/620790/utopian-socialism>

The key words throughout Brundtland are balance and thought – thought about consequences before precipitate action. In addition to all the above Brundtland introduced to the debate the issues of fairness - of intergenerational equity, and also of international equity - requiring a greater convergence between rich and poor nations if the global system was to remain stable. And linked closely to the whole sustainable development discussion are two teasingly difficult areas - the Precautionary Principle and the need for a holistic approach.

Overall, however, after 40 years of debate and discussion, the need for more sustainable forms of development is now established and accepted. The problems lie in understanding its *implications*, and in *implementing the ideas* within the paradigm.

Sustainable Tourism

Sustainable tourism was being discussed long before the Brundtland's commission delivered its verdict on the general economic development process. It emerged as a theoretical concept in the European Alps and around the Mediterranean Sea in the late 1970s. But theory was long in discussion before it became practice - that had to wait until the late 1980s and until recently the concept was slow to find widespread implementation.

Tourism has had a long history. Some commentators place its origins in mediaeval pilgrimages, some in the Grand Tours of the eighteenth and nineteenth century, and others in the railway age world of the spa, mountain and seaside resort. But the real rise of tourism as a major pursuit and as a major industry begins in the post world war period.

UN World Tourism Organisation statistics began in 1950, when 25 million international travellers were recorded. Then the meteoric rise of the tourism industry began, with average year on year growth rates of 6.5 per cent over the period 1950-2007. The year 2007 saw 903 million international arrivals worldwide. UNWTO looks forward to 1.6 billion international arrivals by 2020². And far greater numbers holiday in their own countries: it is much easier however to count international arrivals. After 50 plus years of growth, no one working in the industry today can personally recall the pre-growth era. Growth - in numbers - in geographical impacts - in product terms - is regarded as an ongoing and given norm.

But tourism growth can have serious impacts on the environment and the world's people:

- ◆ It can have powerful physical impacts on places visited - farm and forest land swept away for airport and road construction, hotels and golf courses - often in scenic regions. Physical impacts can be complex and far-reaching - ski run development clearing trees can open the way to soil erosion, leading to landslides and potential major disasters. Heavily used areas can suffer erosion from sheer numbers of visitors - mountain erosion in the Alps, and Himalayas (for instance, in the Gangotri glacier) are classic examples. Whole ecosystems can be damaged.

² UNWTO, International Tourism Growth Continues To Outpace The Global Economy (20th Jan 2020) available at : <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>

- ◆ It can have serious cultural impacts. Tourists can be wealthy and demanding guests. They can dismiss local customs, turn land values and labour markets upside down, make local languages redundant, and shift the balance of political power in favour of distant multi-nationals. In some scenarios tourism can bring vice and crime.
- ◆ More subtly, tourism can destroy the future it promises by rendering the destination dependent on its dollars, then declaring a spoilt destination unfashionable and redundant. Thus, the operation of the tourism cycle can affect both large resorts and rural retreats, rich and poor countries alike. Tourism is a volatile, fashion industry: it needs to be understood and well managed.
- ◆ In recent years, the impacts of the transport systems that are fundamental to modern tourism growth have been increasingly recognised. They burn large quantities of fuel in a fuel hungry world; they produce large quantities of emissions in a world beset by climate change issues³. Climate Change and Transport Issues are major issues that loom over the world of tourism and sustainable tourism.

Sustainable tourism was designed not to stop tourism but to manage it in the interests of all three parties involved -

- the host habitats and communities,
- the tourists, and
- the industry itself

It seeks a balance between development and conservation. It seeks to find the best form of tourism for an area taking into account its ecology and its culture. It may mean limits to growth, or in some cases no growth at all. The precautionary principle⁴ is important here.

Sustainable tourism seeks not just to plan for tourism, but to integrate tourism into a balanced relationship with broader economic development. That is the way in which sustainable tourism fulfils its requirement to think holistically, and one of its approaches to responsibility in business, the triple bottom line. In many rural areas the watchword is that tourism should be a tool for rural conservation, service retention and diverse development - not just a business for its own sake. In many urban areas, tourism can also work with heritage conservation by using redundant historic buildings for tourism purposes, by injecting tourism expenditures into areas needing urban regeneration, and by bringing jobs and re-training to areas with unemployment / social problems. But there is a key caveat. Sustainable development cannot be created by planning alone: it needs to work with the market and it needs to work with businesses great and small.

³ *Journal of Sustainable Tourism Special Issues* 14(2) and 14(4) 2006.

⁴ *Precautionary principle* is one of the leading norms in the field of international environmental law. It means that it is basically a duty to foresee and assess environmental risks, to warn potential victims of such risks and to behave in ways that prevent or mitigate such risks. In the context of municipal law, Justice Kuldip Singh of the Supreme Court has explained the meaning of this principle in the *Vellore Citizens' Welfare Forum Case*. In tourism planning and management too, precautionary principle acts as one of the major environmental and sustainability norms.

8.3 Basic Concepts of Sustainable Tourism

Sustainable tourism began as a purely reactive concept to the above issues, trying to stop negative change. Early outlines simply listed the negative impacts down the left side of the page and then had a wish list of their opposites, presumed to be positive outcomes, down the right side of the page. To be fair to their authors, there were no research findings or exemplars of successful sustainable tourism to draw on. Only gradually did sustainable tourism become pro-active, trying to create positive change. Many commentators - professional as well as amateur - enjoy criticising tourism. The key to achieving sustainable tourism is, however, to carry out analytical review and criticism, then implement effective management techniques, and then carry on a rolling review, criticism and management process.

Progress in sustainable tourism to date has concentrated on:

- ◆ Discussions and definitions, and devising basic assessment / evaluation programmes for small scale sites.
- ◆ Testing a range of individual management techniques, notably a range of visitor management programmes, especially those for protected areas, more sustainable accommodation provision, transport centered research and the creation of partnership programmes.
- ◆ Local and individual projects, often innovative, many very short term.
- ◆ Local Sustainable Tourism Strategies, usually written by or for local governments.
- ◆ A number of certification programmes of varying types and varying quality, largely voluntary membership programmes with all the inherent problems that membership programmes bring with them: such programmes are essentially prisoners of their members, succeeding with the success of their members, failing if their members either dilute their aims or leave the programmes.
- ◆ Discussion and trialling of a range of indicators designed to show progress (or lack of progress) in implementing sustainable tourism.
- ◆ The thinking through of the ethics and key concepts of the “subject” (one of the most important examples of this has been the work by authors such as Bob McKercher, Bryan Farrell, Louise Twining Ward, and John Shultis), which introduced uncertainty, risk, chaos and organic change into the previously linear, inevitable progression development scenario.
- ◆ Research and case study work: a wealth of knowledge now exists on some issues. We understand, for example, much more about the role of information provision and interpretation in implementing sustainable tourism. Much research remains to be done, even more remains to be implemented.
- ◆ The emergence of a “first generation” of academics who have worked on sustainable tourism. Many members of that first generation are now beginning to reach retirement or to take senior posts that make active research and authorship difficult.

- ◆ The peer reviewed international *Journal of Sustainable Tourism* was founded, publishing its first issue in 1993. It is now into Volume 16, with 768 pages each year. It is ranked 4th out of nearly 100 peer reviewed tourism journals in the world. It is one of the few tourism journals on the Thomson Social Science Citation Index. Over 1,000 papers have been submitted to it over the last 16 years: not all have been accepted.

Despite the list above, real progress in sustainable tourism, especially in implementation, has been remarkably slow until recently. Some reasons could be as follows:

- ◆ The tourism industry has not been driven, either by government or market forces, to achieve a more sustainable form of tourism. The industry has successfully opposed attempts to regulate its impacts, often by invoking the idea of self regulation as being the best way forward. The market for tourism remains strongly driven by price and fashion factors, and both the market and the industry remain conservative. Until recently there has been no powerful political, market based, moral or financial case for the industry to change. Denial has been a common approach.
- ◆ Ecotourism became a development trap for some sustainable tourism advocates. Ecotourism is a subset of sustainable tourism, dealing with rural nature-based activities. It was relatively easy to develop and assess small scale sustainable tourism projects in rural areas. These projects appealed to the “small is beautiful” beliefs common amongst many and avoided the problems of contact with the mainstream tourist industry. Many people even assumed, wrongly, that it would be impossible to make “mass” tourism sustainable. It is not impossible: it is a must.
- ◆ Governments have been shy to encourage or require change in the tourism sector beyond basic safety regulations. Governments have traditionally practised boosterism towards tourism. In the new privatism that dominates governance, regulation is not welcome. The obvious places to try out regulatory systems, the urban and rural protected areas, are typically weak in tourism management skills, funds, political support and the new ethos required by the sustainable tourism approach.
- ◆ Society generally, the wider community, has not understood the need for sustainable development of most kinds. Sustainable development requires thought, change and investment: all are difficult to achieve. Sustainable living needs behavioural change by all stakeholders. Behavioural change is very hard to bring about. It is seen by many as unnecessary and painful.
- ◆ Very few academic researchers have worked inside the tourism industry, and they remain outsiders, not understanding the pressures and the drivers within the industry, nor how to work with the industry. Equally, the industry has not been keen to work with academics because of the industry’s essentially utilitarian, typically short-term approach. There is an ongoing tension here.

Since the last few decades, tourism’s growth rates are being threatened; for some regions the very existence of the tourism industry is threatened. The media is displaying new

interest in green issues, and new anti-travel, anti-tourism pressure groups have developed. Air travel is being scapegoated. It must also be recognised that wider pro-nature, pro-heritage interests are growing in many (but not all) societies and parts of society, with strong implications for non-sustainable tourism. And it must also be said that long distance travel is becoming much more expensive.

New life has been breathed into the concept of sustainable tourism. Governments, regulators, the media, the industry and even a few travellers are questioning the survival of the status quo. They are less scornful of sustainable development. A powerful driver has emerged. Greed has, to a small extent, been replaced by fear. Sustainable Tourism is reacting to the new challenges by developing new approaches, including Slow Travel and the idea of Carbon-Free Destinations.

The concept of the triple bottom line is moving towards the concept of the Quadruple Bottom Line. The Fourth Line is that of climate responsiveness. This idea was floated by the UN World Tourism Organisation at Davos in 2007.

Whole new fields of research are developing within sustainable tourism - including behaviour change, market linked interpretation, eco-museum landscapes, social marketing, rail tourism, pluriactivity and life-style entrepreneurialism and new forms of food, beverage and hospitality linkages. All this has led to placement of tourism planning in national agenda of the governments.

Sustainable tourism attracted interest at international level long ago. The United Nation's Environmental Programme (UNEP) published a review of voluntary codes of conduct for tourism in 1993. The World Travel and Tourism Council (WTTC) launched its voluntary Green Globe triple bottom line certification programme in 1994. UN's World Tourism Organisation produced a number of advisory publications from 1998 onwards. But few long lasting implementation examples can be directly linked to these activities. At national level the position was also weak, until recently. But in recent years national level progress has gathered speed. It is at the regional and local level that much more tangible progress has been made, and where strongest links have been made with the business and community sectors.

Other nations, such as UK has come up with a published plan by the English Tourist Board called '*The Green Light: A Guide to Sustainable Tourism*', in 1992. Spain, has produced similar slight volumes. Australia has developed its powerful national Sustainable Tourism Co-operative Research Centre (STCRC), the industry backed Australian government initiative to carry out research using University research skills. Work on national sustainable tourism strategies has recently produced useful documents in, for example, Scotland and Norway. In Norway a totally new sustainable tourism strategy, aiming to make Norway into a carbon neutral destination, is being produced at this moment (2008) for implantation in 2010 – aiming to have carbon neutral status by 2025.

8.4 Economic Importance Of Tourism In Developing Countries

Tourism is a thriving global industry with the power to shape developing countries in both positive and negative ways. The tourism sector has remained robust despite the transnational challenges posed by terrorism, health pandemics, and the global financial crisis. In 2007, international tourist arrivals passed 900 million; the United Nations predicts they will reach the 1 billion mark by 2010. It is up to developing nations to seize the economic opportunities that foreign visitors present, and some countries have proved more adept than others at doing so.

While tourism can be of enormous benefit to developing nations, setting up a fully functioning tourist industry is beyond the capacity of many. Without a modicum of peace and stability, combined with strategic planning at a national level, a country will struggle to persuade tourists to risk a visit. Insensitive tourist developments can displace people and destroy traditional livelihoods, leaving many with no alternative but to take up low-paying and exploitative jobs in the tourist sector. While sustainable and responsible tourism could promote development, poorly implemented projects that do not consider local rights and opinions can hobble development and sow the seeds of conflict.

Despite its vast size and wealth of cultural and natural attractions, India has not been able to turn tourism into a major dynamo of its economy. Tourism has developed in pockets: in Goa, Kerala, and the central region around New Delhi, for example, rather than in the country as a whole.

India suffers from some of the basic and core obstacles. Travel infrastructure is patchy, much of the population is poor, and the national government has struggled to provide a strategic vision for the tourism sector. In addition, safety has become a more prominent concern for tourists, following a series of terrorist attacks that targeted high-profile sites frequented by foreign visitors. The coordinated attacks in Mumbai in November 2008 ended the steady rise in international arrivals seen since 2002. Though it is wrong to say that the terrorist attacks have severely damaged India's reputation as a safe country to visit, tourist numbers did fall to approximately 15 percent during 2009 in the wake of both the attacks and the global economic recession.

Tourism has too often failed to pass on economic and social benefits to host communities because the national strategy has been fixated on numbers. Policies and strategies have focussed more on "arrivals, expenditures and receipts". Many tourist developments are owned by outside investors looking to make quick profits rather than provide sustainable growth over the long term. As a result, tourism has undermined efforts to fulfill the MDGs. Gender equality has been negatively affected by some of the social problems associated with mass tourism, such as wage exploitation and prostitution. Unplanned and poorly implemented tourist resorts, golf courses, and amusement parks have caused ecological damage, setting back attempts to meet the United Nations' MDG on environmental sustainability.

Insensitive tourist developments can displace people and destroy traditional livelihoods, leaving many with no alternative but to take up low-paying and exploitative jobs in the tourist sector. This scenario, though, is expected to change if infrastructural disabilities and ousting of local communities is sensitively handled. Tourism can promote peace. For this to be possible one must engage with the reality, the history and the aspirations of those in the places that are being visited.

Too often, the negative face of tourism stokes conflict. For instance, India's central belt, a region that has been targeted for tourism development where communities have been moved off their ancestral lands to make way for what are billed as ecotourism projects. These disputes feed into long-running insurgency (such as Maoist groups), which has turned increasingly violent to outsiders as the region has been opened up. Lax regulations are largely to blame for the problems tourism is facing. The need of the hour is to properly police the tourism industry and take into account the historical customs, rules and the wishes of local communities.

Some Case studies from Developing Nations

Kenya has developed a lucrative tourism sector, powered in recent years by ecotourism, and some local communities have benefited directly through social and economic development. India's attempts to build a sustainable tourism sector have been undermined by lax regulations, unplanned development, and insensitive attitudes toward host communities, many of which have not seen any tangible benefits. In Nigeria, structural weaknesses, insecurity, and poor leadership have locked the country out of the benefits that tourism can offer.

The three case studies demonstrate that while tourism can be a force for good-both in alleviating poverty and helping to cement peace-much depends on the way the sector is planned and managed. Tourism can only achieve the above goals if it respects the environment and places host communities at the center of the development process. Responsibility lies with the governments of developing nations to ensure that tourism grows in a sustainable manner.

a) Kenya

East Africa is a natural destination for tourists, boasting the richest and most varied concentration of wildlife on the continent. Kenya spotted the potential for tourism quickly, opening its first national park in 1947 and building a flourishing industry based around the safari. Unplanned and unsympathetic development, however, led to Kenya becoming the "Costa Brava of the wildlife world", by the 1990s, providing mass tourism commonly associated with the resorts of the Spanish coast.

Since then, Kenya has pursued ecotourism with more determination, backed by national legislation aimed at protecting wildlife and representing communities. Although progress has been patchy, Kenya is believed to have been able to deliver concrete benefits to its people through ecotourism. Involving local communities is one of its

Contd...

central tenets. Thus, admission fees for Kenyans to visit national parks were slashed, providing an important boost to domestic tourism.

Ordinary Kenyans also have been involved in developing tourism in their areas, and through programmes such as Parks Beyond Parks, have been given the lead role in managing and conserving wildlife areas in their own communities.

As a result, tourism has helped provide employment and alleviate poverty, the first of the United Nations' MDGs. The stronger focus on ecotourism has also aided Kenya's progress toward achieving another MDG, that of environmental sustainability.

However, individual tourists also have a part to play as the driving force behind the ecotourism movement. The choices they make as consumers can determine whether tourism takes a path that helps or hinders development in poorer countries. This enables ecotourism to grow spontaneously through contagious social responsibility, rather than by rules and regulations and policies.

It is suggested that more can be done to capitalise on the willingness of individual travellers to give something back to the communities they visit. The best model for tourism should combine the responsible approach of ecotourism with travellers' philanthropic impulse to contribute to developing their holiday destinations. For instance, initiatives like the African Conservation Fund, the U.S. arm of two domestic NGOs, which organises safaris and visits to Kenyan community projects should be encouraged. In initiatives like this, the tourists are able to make tax-deductible charitable contributions. While there is a clear risk that such projects could fuel a dependency culture, they are a powerful way of directing wealth to communities in a virtually unmediated way, local and national policies should curb such tendencies and put checks, balances and regulations so as to ensure self-dependency.

Kenya's experience demonstrates that tourism can positively affect development and help lay down the building blocks of peace, provided it respects the environment, works closely with host communities, and harnesses the philanthropic impulses of overseas visitors.

b) Nigeria

Theoretically, the country is tailor-made for tourism: Its 370 ethnic groups give it a rich cultural heritage and it is blessed with natural wonders, unique wildlife, and a very favourable climate. Yet very little effort has been undertaken at the national level to develop tourism. Nigeria did not establish an official tourist board until 1976 and only in the 1990s did it formulate a national tourism policy. Most foreign visitors come to Nigeria for business or family visits.

What is the reason for this oversight? According to experts, the enabling environment for tourism simply does not exist in Nigeria. For tourism - particularly international tourism - to flourish, a nation needs to be peaceful and safe. For most of its post-

Contd...

independence history, Nigeria has been a byword for political instability, violence, ethnic rivalry, and crime.

Tourism, if established, could help promote peace. In addition, a robust tourist sector would diversify the economy, reducing Nigeria's dependence on its most important export - oil - which is also the source of many of the country's social, political, economic, and environmental problems. Clearly, however, tourism cannot gain a foothold in societies that are prone to conflict and instability. Moreover, to thrive, tourism requires more than just an absence of conflict.

There are several other structural problems within Nigeria that complicate efforts to build a strong tourism sector. Poor infrastructure is a particular barrier. Nigeria is a large country with a small and badly maintained road network. Tourists would struggle to travel between different regions. Parts of the country, such as the Niger Delta, are almost completely cut off (and dangerous). Poverty hinders domestic tourism, but even those who have the means have not developed a culture of travel. Another important barrier to tourism is the absence of organisation and institutional capacity at a national level. For most of its history, Nigeria has not had a national tourism strategy, and government departments overlap at the national and regional levels regarding responsibility for the sector, making it difficult to devise a coordinated plan. The government does not even possess reliable figures on the numbers of international arrivals to and departures from the country. Corruption is another serious deterrent, as it undermines government efficiency, deters potential investors in the tourism industry, and scares off visitors.

In sum, while tourism can be of enormous benefit to developing nations, setting up a fully functioning tourist industry is beyond the capacity of many. Without a modicum of peace and stability, combined with strategic planning at a national level, a country will struggle to persuade tourists to risk a visit.

c) India

Tourism is one of the emerging industries in India though it is still not a priority area for the government. Tourist arrivals to India for 2007 numbered about 5 million and India was ranked 42nd in the year 2006 in terms of tourist arrivals in the world⁵. Given the volume of tourism attractions and resources in India, the rank of 42nd is unimpressive. India's share of international tourist arrivals in 2006 was also low at 0.52 per cent⁶. However, foreign exchange earnings have been important with receipts of US\$ 8.93 billion in 2006 and US\$ 12 billion in 2007. The provinces of Kerala, Goa, Rajasthan and few other pockets in the country are some of the principal destinations as far as international tourist arrivals are concerned.

The statistics reveal a gap between urban and rural areas in terms of economic development. With 25% of the national population living under the poverty level,

Contd...

⁵ UNWTO Statistics, 2008

⁶ *Id*

and 75% of these living in rural areas, the picture that unfolds is of uneven economic progress in spite of the economic reforms introduced in the last decade⁷. It is apparent that the progress brought about by the forces of globalisation has been largely urban-centric. On the other hand, tourism has not been given due importance by the government despite its ability to mitigate the widening urban-rural divide. Alternative tourism, through community-based and pro-poor initiatives, could be a catalyst for economic development in rural areas.

India has a strong community and democratic ethos and community-based ventures have contributed to more prosperous rural communities in many parts of the country. India has also been successful in building up strong collaborations which have led to environmental protection, rural employment and creation of a peaceful and harmonious social climate. The Dairy Cooperatives of Anand, Gujarat have made India the largest milk producer in the world. Instances of cooperative involvement in tourism have also been developed. The 'Cooptour', which is a cooperative travel organisation consisting of 55 members, is based in the province of Rajasthan.

The Government of India, along with the UNDP and a self-help women's group, is developing and promoting 31 villages across country as rural tourism sites⁸. The aims of this rural tourism project are to alleviate poverty, promote community-based initiatives, strengthen bonds between cultures, and establish cooperation, understanding and peace between social groups. NGOs and self-help groups have promoted tourism in the most sustainable way and their activities provide a model of how tourism can significantly contribute to peace and communal harmony.

One of the major setback for India, however, is poor tourism infrastructure in the country. This area needs serious and immediate intervention form both the industry and the government.

If tourism is to achieve its full potential as a force for promoting prosperity, several challenges must be addressed:

- ◆ *Bad neighborhood effect:* The case study of Nigeria shows that peace and security are preconditions for a thriving tourism sector. Travellers are risk averse and do not wish to spend their vacation feeling anxious about their personal safety, mindful of their belongings, and wary of being ripped off. Developing countries with ambitions to build a successful tourist industry need to tackle internal instability and provide a safe environment for potential visitors. Unfortunately, unrest and instability in neighbouring states are also disincentives to travel to potential tourist destinations. Countries that are perceived to be in so-called bad neighbourhoods are affected by this.
- ◆ *Investments:* Solid infrastructure is another precondition for any country wishing to establish a tourism industry. Poor countries need to prioritise the search for capital

⁷ Planning Commission of India, 2007; World Bank, 2009.

⁸ Verma, 2005; Evaluation of Rural Tourism Scheme, 2007.

investment to help them build the roads, airports, hotels, and leisure facilities needed to attract visitors in large numbers. Investments in human capacity are equally important. Local communities need special training to work in the international hospitality industry. Local drivers may have to meet more exacting safety standards to chauffeur tourists around than might be expected of them in the domestic market. The hotel industry expects that people who work with foreign visitors be culturally aware of and sensitive to the expectations and foibles of a wide range of nationalities. All of this requires training.

- ◆ *Regulations and standards:* The India case study demonstrates that tourism needs to be subject to robust laws and regulations if it is to benefit local communities and prevent them from being exploited. Laws must protect the environment from overdevelopment and safeguard the land, property, and livelihoods of communities affected by tourism. But laws in themselves are insufficient: They must be applied and enforced. This requires the presence of strong and effective institutions, at national and local levels.
- ◆ *Structural leakages:* Developing countries must try to capture more tourism spending and limit leakage if they are to maximise their revenues from tourism. An international hotel chain that opens up in a developing country may create jobs in the local community, but it repatriates the profits. In a similar way, host communities might decide that, to keep tourists happy, they have to offer them food and drink they are familiar with – which has to be imported. Homegrown tourism, on the other hand, allows revenue to remain in the domestic economy rather than seep across borders.
- ◆ *Ecotourism, not tourism numbers:* Governments need to emphasize implementing the sound principles and best practices of ecotourism rather than fixating on increasing tourism numbers. High-quality ecotourism can bring more revenue and decrease the harmful social and environmental effects of uncontrolled mass tourism. Four decades ago, resort tourism was the norm and model. Today, a variety of alternative tourism models provide the tools to bring prosperity and strengthen conditions for peace in poor countries.
- ◆ *Strategic oversight:* Tourism cannot grow into a thriving sector of the economy without constructive leadership from the national government. Too many countries fail to reap the rewards of tourism because of poor planning, poorly thought-out strategies, and fragmented policies. Strategic oversight includes everything from overall budget planning and encouraging outside investment to educating host communities. Without guidance from local and national governments, host communities are likely to find the experience unsettling and negative.

Lessons for India - What can an upcoming country learn from tourists and tourism is the first thing that comes to mind after many visits across India. Quite often it is the tourist who is “supposed” to be the wrongdoer when it is actually the other way around. We talk about sustainable tourism little realising whether the cities and

towns we live in rarely provide us an opportunity of leading a sustainable life. With an ever-increasing population the pressure it builds on natural resources leaves little room for doubt; we need more introspection from our own side.

It is important to constantly keep on presenting perspectives based on some insightful experience gained over the past. The question uppermost in most peoples mind is with population reaching staggering heights is: will we be able to provide just that amount of extra space many tourists long for? High density of population does leave many tourists wondering how they manage. For example, a cycle rickshaw ride in Varanasi from downtown part to the ghats has many heads shaking more in disbelief and less in amusement. It's an experience of a lifetime, most brochures say.

The challenge of existences overrides all other priorities. One cannot help but agree, because if begging on the street is able to provide a square meal to a family of four, then providing sanitary surroundings gains little importance. One can then reasonably infer that either the administration has failed or we (locals) have chosen to give it the blind look. The root cause once again shifts to India's growing numbers, where on an average, each year the country adds one Australia to our population base, which is roughly equal to twenty million people.

Tourism can sensitise local communities about comfort levels that need to be maintained in order to support a growing industry that has the lowest level of pollution as compared to other forms of industrialisation. By means of interacting, it will help locals realise a certain amount of sanitation is the need of the day. Most importantly, it will help local authorities understand that often the best they do may not be sufficient. At a recent conference of tour operators, it was heartening to note that large amounts have been made available to local governments to increase spending in infrastructure and other facilities that would greatly increase amenities provided to tourists. This indirectly would benefit the locals with greater development in the region.

Of course, the next question that concerns all is whether development would be sustainable or would it simply mean cutting forests to make way for the roads. Global warming is beginning to play havoc with weather patterns, India had unpredictable rains all through this season. A leading economist predicts more than 80 per cent of India will live in towns and cities in the next two decades, which, while being a cause of encouragement for all, could have unseen consequences in store for us if development is done in a haphazard manner.

A welcome initiative is the UNDP project begun three years ago and seeks to promote rural tourism. It is a brilliant move because it encourages tourists to live and experience life in Indian villages, while it also seeks to protect the livelihood of the villages in the form of preservation of their traditional arts and crafts, the produce would quite naturally be picked up by visiting tourists and encourage locals to produce more and act as a deterrent to move to the big cities and towns in search of employment. Close to thirty villages have already been identified and rural tourism is being promoted in these places. More villages will join the platform.

As delineated above, tourism, if properly planned and managed, can help to alleviate poverty and stabilise communities. For that to happen, positive action must be taken by three main constituencies: host communities, host governments, and foreign stakeholders.

Host communities should:

- ◆ *Leverage advantage.* Communities should know where their comparative advantage lies - whether it is in wildlife, waterfalls, or wineries - and focus their development strategy around it, rather than expanding into areas that they think will attract visitors but with which they are unfamiliar.
- ◆ *Focus on keeping themselves at the center of their development strategy.* This will ensure local ownership of projects and help to keep profits in house. Community-based tourism is also more sustainable and helps to provide the type of authentic experience that most tourists are looking for.
- ◆ *Work on enhancing capacity, in both physical infrastructure and human capital.* To fund these improvements, communities should target the enormous potential that travellers' philanthropy presents.
- ◆ *Protect the environment and culture.* Communities should remember at all times that it is the beauty of the surroundings in which they live, the richness of their culture, and the diversity of their wildlife that attracts visitors in the first place. A percentage of the wealth that tourism generates should be spent to preserve these qualities.

Host governments should:

- ◆ *Establish national tourism strategies and put in place robust laws to protect tourist sites and people who work in the tourist industry.* They should also ensure that these laws are enforced. National standards should be established for the tourism industry and its employees should receive periodic training and guidance.
- ◆ *Address bottlenecks and constraints.* In many developing countries, tourism is undermined because no single government branch has overall responsibility for it. A government should ensure that its tourism sector is not undermined by competing or overlapping departments, at either the national or local levels.
- ◆ *Have a creative marketing strategy for the tourist industry.* The global tourism trade is highly competitive. Developing countries need to think about what sets them apart from other potential destinations and focus on marketing these distinctive qualities. Having a clear focus will also make it easier to attract foreign investment and visitors.

Foreign stakeholders should:

- ◆ *Prioritise tourism as an economic force.* Tourism is a hugely influential and profitable industry and many developing countries are keen to be a part of it. However, they

are short of capital and infrastructure. Foreign firms can provide both and earn a profit at the same time.

- ◆ *Facilitate knowledge and technology transfers and offer technical assistance.* Fledgling tourism sectors in developing countries need assistance in training staff and teaching new skills. Foreign experts from established tourist markets are well placed to offer assistance.

EMERGING PRACTICES AND TOURISM TRENDS

Contents

9.1	Introduction	135
9.2	Tourism Planning and Management	136
9.3	Quality Standards in Tourism Services	138
9.4	Approaches to Tourism Planning	140
9.5	Destination Management	141

9.1 Introduction

In the current business environment, tourism has become a powerful economic industry. This is due to several reasons. In the first place tourism accounts for an important percentage of GNP and is one of the main sources of employment wherever it is developed. Tourism is a source of wealth in every country. However, tapping the vast potential of tourism industry depends upon a variety of factors such as tourism management, planning, strong policies, marketing and branding, local's involvement as well as schemes for responsible and sustainable business.

Every country needs a 'personality' with which it can be associated, a 'branding' that can help it compete successfully for international business. So we have the crisis management strategy of '*Singapore Roars*', '*Malaysia Truly Asia*', '*100% Pure New Zealand*', '*Amazing Thailand*', and our very own '*God's Own Country*' and '*Incredible India*'. A branding programme should address many more issues that go beyond a good logo and a great campaign with haunting music. It is the culmination of everything you do that will impress in the mind of your customer an image of who you are and what it is that sets you apart.

Branding does not stop at a creative campaign that can go on forever, particularly with cash-strapped tourism budgets. Branding has to deliver what it sets out to do – get more revenues through visitors from the segment that it was aimed at, consistently over a sustained period.

The key to success lies in unlocking access to additional funding, developing partnerships working to aid marketing, understanding market needs, and creating new products that

build on the natural advantages of the local train and often indirectly developed additional more sustainable forms of tourism. The role of the stakeholders lies in their access to innovative ideas, their market research skills, their knowledge of partnership management, their honest broker role and their ability to understand the ways to access public sector project funds.

9.2 Tourism Planning and Management

While conventional mass tourism often negatively affects host environments, other forms of tourism have emerged in recent decades that are more sensitive to their surroundings and offer tangible benefits to the local labour force. These newer forms of tourism have come to be known as ecotourism, an umbrella term best defined as responsible travel to natural areas that conserves the environment and improves the well-being of local people. Since it first emerged in the late 1970s, ecotourism has spawned several other travel concepts that are, in essence, variations on the same theme. These include geotourism, pro-poor tourism, sustainable tourism, responsible tourism, and travellers' philanthropy. They are united by the simple idea that tourism should offer a benefit - and not incur a cost - to the host community. They reflect the desire of many holiday goers to give something back to the places they visit, or at the very least, avoid doing them harm. A number of countries have tailored their tourism industries adeptly to reflect this desire and have reaped economic rewards while minimising the environmental and social impacts of growth. Costa Rica led the way in developing the ecotourism concept, followed closely by Ecuador, Tanzania, Kenya and Nepal.

The best model for tourism, should combine the responsible approach of ecotourism with travellers' philanthropic impulse to contribute to developing their holiday destinations. Key developments in any tourism model must include:

- ◆ The creation of short self guided walks from stations along the lines, carefully routed to pass interpreted points of interest, inns and cafes. Similar provision has been introduced for cycling.
- ◆ The introduction of line by line web site provision.
- ◆ Linkages of rail travel to local food and drink providers – a classic on both lines has been the creation of Rail Ale Trails.
- ◆ The Research community and visitor needs to help develop better timetabling and ticketing.
- ◆ Motivating customer care amongst front line rail staff.
- ◆ Drawing into a meaningful partnership local councils, and / or the community to promote rail services.
- ◆ Obtaining funding from national and EU sources by stressing the triple bottom line approach, tapping into environmental and community support funds.

- ◆ Making rail services easy to use, by producing understandable and informative timetables.
- ◆ Making a rail trip an experience rather than a way of travelling from A to B.

Travel and transportation is an integral part of tourism and should be handled with efficiency. Transportation is not just about getting people from here to there. It's about making the journey pleasurable and efficient, with good service and comfortable surroundings. The Transportation sector plays a critical role in the tourism sector with air, rail, ground and water being the major transportation modes serving travellers nation-wide.

Event planning is another crucial part of the industry. Within this sector, one has the flexibility of working in various capacities with event and conference planning organisations, travel companies and organisations, as well as associations, government agencies and companies that specialise in serving the needs of the tourism sector as a whole.

Events and conferences contribute substantial money into communities. Not only do travellers spend money on the event or conference itself, but "spin-off dollars" are spent on everything from accommodation to transportation to souvenirs.

Planning and organising special events can be complex and demanding as all the details must be precisely coordinated to ensure the event runs efficiently and profitably. A career in events and conferences offers many paid positions, as well as volunteer opportunities to gain industry exposure and experience.

The Travel Services sector group also covers the area of travel trade, which refers to organisations that are responsible for the packaging, booking and ticketing of travel products - and includes both consumer-direct and business-to-business companies.

Employees in this area generally create travel packages, recommend vacation locations, investigate travel rates, and make the requested reservations for travel items such as accommodations, tours, transportation and activities.

The area of tourism services for business is also covered within this sector group. As opposed to serving the needs of travellers, tourism services pertain to businesses, organisations, associations, government agencies and companies that specialise in serving the needs of the sector as a whole. Simply put, tourism services connect business and people, and generate destination awareness and information among potential travellers.

Employment opportunities in this area greatly vary – and include research, advertising and marketing, public and media relations, sales and marketing, industry relations, and distribution of general information, such as statistics. Tourism services also includes retail businesses that benefit from the tourism and travel sector.

Another important component of efficient tourism management is not just business or destination management, but also culture and heritage management of the tourism destination.

Case study of UK

Sustainable Tourism management techniques have been applied to a range of heritage sites in the UK to re-invigorate markets and product offer, cut emissions and work with and maintain local communities and businesses. Two good examples include:

- ◆ Hadrian's Wall, (a major Roman legacy) An important factor here has been the creation by a partnership of agencies of a private sector company, Hadrian's Wall Ltd. to deliver a sustainable tourism plan against a set of economic and environmental targets.
- ◆ The Blaenavon World Heritage Site in Wales, where a new Visitor Experience Plan and related Interpretation Plan will boost off peak visitor numbers, steer visitors into underused areas, avoid fragile environments, introduce new bus services and help regenerate the community and its businesses while increasing visitor satisfaction.

9.3 Quality Standards in Tourism Services

The objectives of Quality Standards in Tourism Services are to improve the overall quality of products and services within the tourism industry (all tourism-related accommodation, restaurants, tour guides, tour operators and other tourism-related service providers); raise the levels of demand nationally, regionally and internationally; promote competitiveness within the industry; and, provide valuable and reliable information on quality standards for the tourist and the travel industry.

The definition of Quality for the tourism sector must refer to the satisfaction of the consumer, in this case the tourist. However, it has to be targeted towards the quality of the tourist offer. Quality is the perception by the tourist of the extent to which his expectations of the product are met by his experience of the tourist product, therefore the satisfaction of all stakeholders is essential: the service personnel, service organisations, shareholders, the staff dealing with environment and social problems. Besides, quality must not be exclusive, but must be capable of being experienced by all tourists, including those with special needs (elderly, disabled people). We have to take into account that quality cannot be identified with luxury, since it must be present in every kind of tourist product or service.

General evaluation of the current tourism quality standards in any nation is to be done through initial negotiations with government officials and other key stakeholders of the national tourism industry; identify customers' needs and expectations (stakeholders, environment, direction, facilities, resources, overall objectives, challenges).

There are no clear definitions of quality strategies, but most countries are becoming aware of the importance of quality due to increasing customer expectations and competitive market environment.

A Case study of European Union (EU)

Quality classifications or standards are being implemented throughout the EU, but there are three that merit special mention:

- **STAR Classification**, only implemented in a few countries. These classifications are sometimes seen as obsolete and not very reliable, except for a few examples e.g. France. Some countries have classifications developed by entrepreneurial associations, but in these cases there are some difficulties in their application. However, the Working Group does not regard these as true quality systems, but as tools to better inform the clients about the range of products, services and facilities available at an hotel, rather than about the quality of its products, services and facilities. These classifications pre-date true quality systems.
- **ISO 9000 series** (quality standards), not so implemented. In any case, it is not felt to be the most suitable system for tourism. The number of tourist companies with ISO certifications accounts for a small percentage of the total number of ISO certifications in each country.
- **EFQM Methodology**, rarely used, although implementation is increasing, and there is some useful experience of application of this methodology in destinations. The number of EFQM prizes is irrelevant, though there is an increasing tendency to implement it.

Apart from the official classifications or standards mentioned above, there are many countries that have developed public quality systems for destinations (Denmark, France, Spain, Italy).

On the other hand, some other countries (Portugal- Qualitur; Spain- Spanish Quality Systems in Tourism; France- Campsites, restaurants, convention bureaus, tourism offices; Germany- Viabono) have entrepreneurial associations that are really carrying out true quality systems. In those countries where specific quality systems have been developed an increasing number of tourist establishments are obtaining certification.

According to UNWTO Quality Support Committee at its sixth meeting¹ described Quality in tourism as, "Quality in Tourism is the result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment".

Quality and sustainability in tourism are inherently linked. Quality is the "face" of sustainability. In other words, while quality is perceived immediately by customers through the tourist activity, sustainability means the policy framework and management processes behind, ensuring a high quality offer and the tourist experience remains in the long term.

¹ Varadero, Cuba, 9-10 May 2003.

Quality Standards should be ideally supported by the governments through a wide range of activities in form of workshops, policy guidelines, research studies, projects and awareness-raising. The events aim also to establish networks between stakeholders to ensure long-term benefits and bring together different interests, such as environmental protection, increase of profits and social rights.

Tourism standards, norms and related regulations are strategic policy instruments for the tourism sector. They can ensure the integrity of the national tourism sector, guarantee the sustainability of tourism practices and set strategic priorities. Quality tourism results in a high level of tourist satisfaction and, at the same time, protects the environment and culture of a destination. However, it is important to understand that the implementation of quality and sustainability standards and norms is a continuing process which needs the involvement and cooperation of all stakeholders along the tourism supply chain.

9.4 Approaches to Tourism Planning

UNESCO's World Conference on Sustainable Tourism held in Lanzarote, Canary Islands, Spain in 1995 developed a specific framework for sustainable tourism to grow from. Here are the highlights of those criteria:

- a) Tourism development should be based on the criteria of sustainability. It should be: ecologically bearable; economically viable; and ethically and socially equitable for local communities.
- b) Tourism should contribute to sustainable development and be integrated with all aspects of the environment, respecting fragile areas and promoting the assimilation of impacts so that these lie within capacity limits.
- c) Tourism must consider its effects on the cultural heritage and traditions of local communities.
- d) Participation of all actors in the process is essential.

Accordingly, we see from the above mentioned highlights that there are three major stakeholders to tourism emerging – the local economy (businesses), the local community (residents), and the local ecology (environmental resource managers). These criteria are very important, because they do not specify required motivations for the tourist, just guidelines for the destination.

Every local community, small or large, domestic or international, has some form of each of the three major stakeholders involved in Sustainable Tourism Development. Local businesses, local residents, and local environmental / cultural resource managers are not always organised or involved in development, but they are there as the actors as well as beneficiaries of tourism business. Hence, they have incredible potential to help create long-term, sustainable tourism plans as long as they are brought to the table and allowed to participate.

9.5 Destination Management

Destination Management is a term for a professional services company possessing extensive local knowledge, expertise and resources, specialising in the design and implementation of events, activities, tours, transportation and programme logistics.

Destination management is based on local knowledge of their given destinations. These services can be transportation, hotel accommodation, restaurants, activities, excursions, conference venues, themed events, gala dinners and logistics, meetings, incentive schemes as well as helping with overcoming language barriers. By acting as purchasing consortia, such management can provide preferential rates based on the buying power they have with their preferred suppliers.

While the term Destination Management Company is being widely used to identify a travel trade professional service, the service being offered is essentially the use of those ingredients, services and products already available at a particular destination and to which the user has provided no contribution other than use. These functions are performed by Travel Agents and Tour Operators. Such Companies can therefore be contrasted with other organisations:

- ◆ Travel Agent: A company offering travel products such as air tickets, hotel bookings, cruises, and tours offered by tour operators.
- ◆ Tour Operator: A company that amalgamates travel products into tour itineraries.
- ◆ Conference Bureau: An agency that handles conferences and conventions.
- ◆ Destination Management Company may operate in one or more locations. While some DMCs will focus only on a single city, state or country, others cover a wide range of geographical locations.

What is a Tourism Destination?

According to the World Tourism Organisation's working group on destination management, "A local tourism destination is a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. Local destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations."

To define a Tourist Destination is not simple. Here are two accepted definitions:

- 1) A physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall.

Contd...

- 2) Positive or favourable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture.
 - a) Man made attractions are physical structures (Forts, Museums, Palaces, etc) or events (Olympics, Commonwealth Games, Carnivals, etc).
 - b) Natural attractions are physical phenomena deemed unusual and /or beautiful (coral reefs, water lagoons, backwaters, etc).
 - c) Presence of ample secondary attractions nearby that have tourist appeal, but may not be the primary reason for visiting a location.

However, mere presence of such positive attractions does not deem a place as an ideal destination. There can be some negative attributes to a place or an area that otherwise has all the potential but still people may shy away from visiting it as a desired spot. For instance, pollution, terrorism or crime tends to make many customers or market choose not to visit a place (eg. Kashmir)

There are other factors also that play their part in making or breaking the reputation of a beautiful attraction as an ideal tourist destination. For instance, non-encouragement of tourism due to governmental policies in eco-sensitive areas, or less publicity of an upcoming tourist area, voluntary regulation/restriction of low-key tourism areas by the local government, etc.

There are basically two types of attractions that may constitute a tourism destination:

- ◆ Built Attractions
- ◆ Natural Attractions

Destination management is a subject of growing importance as destinations compete to provide the highest quality of experience for visitors; and to manage the impacts of tourism on host communities and environments.

To compete effectively, destinations have to deliver wonderful experiences and excellent value to visitors. The business of tourism is complex and fragmented and from the time that visitors arrive in the destination, until they leave, the quality of their experience is affected by many services and experiences, including a range of public and private services, community interactions, environment and hospitality.

Delivering excellent value will depend on many organisations working together in unity. Destination management calls for a coalition of these different interests to work towards a common goal to ensure the viability and integrity of their destination now, and for the future.

Many destinations now have Destination Management Organisations or DMOs to lead the way. Traditionally responsible for destination marketing, the role of the DMO (often Tourist Boards) is becoming far broader. DMOs today should not only lead on marketing,

but must also be strategic leaders in destination development. This role requires them to drive and coordinate destination management activities within the framework of a coherent strategy. Promotion must attract people to visit in the first place; creating a suitable environment and quality delivery on the ground will ensure that visitors' expectations are met at the destination and that they then both recommend the destination to others and return themselves on a future occasion.

Destinations contain a number of basic elements which attract the visitor to the destination and which satisfy their needs on arrival. These basic elements can be broken down into attractions (the 'must sees' or 'must dos') and the other remaining elements. The provision and quality of these elements will be influential in the visitor's decisions to make their trip.

Destination appeal and experiences offered are shaped by:

- ◆ **Attractions Public and Private** - These are often the focus of visitor attention and may provide the initial motivation for the tourist to visit the destination. These can be categorised as natural (e.g. beaches, mountains, parks, weather), built (e.g. iconic buildings such as the Eiffel tower, heritage monuments, religious buildings, conference and sports facilities), or cultural (e.g. museums, theatres, art galleries, cultural events). They could be in the public realm such as a nature park, cultural or historical sites or could be community attractions and services such as culture, heritage or lifestyle. Other, less tangible factors, such as uniqueness and emotional or experiential triggers are also attracting tourists to destinations.
- ◆ **Amenities** - These are the wide range of services and facilities which support the visitors' stay and include basic infrastructure such as utilities, public transport, and roads as well as direct services for the visitor such as accommodation, visitor information, recreational facilities, guides, operators and catering and shopping facilities.
- ◆ **Accessibility** - The destination should be accessible to a large population base via road, air passenger services, rail or cruise ships. Visitors should also be able to travel with relative ease within the destination. Visa requirements, ports of entry, and specific entry conditions should be considered as part of the accessibility of the destination.
- ◆ **Image** - A unique character or image is crucial in attracting visitors to the destination. It is not sufficient to have a good range of attractions and amenities if potential visitors are not aware of this. Various means can be used to promote the destination image (e.g. marketing and branding, travel media, e-marketing). The image of the destination includes uniqueness, sights, scenes, environmental quality, safety, service levels, and the friendliness of people.
- ◆ **Price** - Pricing is an important aspect of the destination's competition with other destinations. Price factors relate to the cost of transport to and from the destination

as well as the cost on the ground of accommodation, attractions, food and tour services. A tourist's decision may also be based on other economic features such as currency exchange.

- ◆ **Human Resources** - Tourism is labour intensive and interaction with local communities is an important aspect of the tourism experience. A well-trained tourism workforce and citizens who are equipped and aware of the benefits and responsibilities associated with tourism growth are indispensable elements of tourism destination delivery and need to be managed in accordance with the destination strategy.

**COURSE 2:
TOURISM DESTINATIONS**

LEADING GLOBAL TOURISM DESTINATIONS

Contents

10.1	Introduction	147
10.2	Tourism Across the Continents	148

10.1 Introduction

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors – from construction to agriculture or telecommunications. The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer.

There are a number of benefits of tourism for both the tourist and the host destination. On a large scale it offers a good alternative to some more destructive industries for generating income both nationally and privately.

The tourism industry encompasses many different areas, so it also creates jobs in many different areas. With tourism come hotels, restaurants, car rental agencies, tour companies, service stations, souvenir shops, sports equipment rentals and much more. All of this creates many different levels of employment for people in a given community.

In many places the introduction and development of tourism allows local people an opportunity for economic and educational growth that would not otherwise be available.

In addition, it allows both the tourist and the local community a chance to experience other cultures, which broadens understanding.

If properly used, tourism generated income can be tremendously beneficial to the host country and its local communities. Tourism generated income can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts, and to promote more responsible tourism.

10.2 Tourism Across the Continents

Over time, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned.

Our world is such a diverse place, that every continent and country has something unique to offer. All the different continents have their own specialties and choosing the best can be quite difficult. The seven continents, namely: Asia, America, Europe, Africa, Australia and Antarctica, have such distinct features and attractions, that it can be tough to decide which ones are the Top Continents to Visit. While Europe is famous for its architecture, Australia is a paradise for beach lovers. Africa is the land of wildlife and North America offers the ultimate western experience. Destination diversity offered by Asia is hard to find at any other continent while South America is famous for diverse cultural as well as natural diversity. The countries in Asia continent, China and India, have rich historical and cultural heritage. The 7 continents in order of size are:

- 1) Asia - 43,810,000 km²
- 2) Africa - 30,370,000 km²
- 3) North America - 24,490,000 km²
- 4) South America - 17,840,000 km²
- 5) Antarctica - 13,720,000 km²
- 6) Europe - 10,180,000 km²
- 7) Australia - 7,692,024 km²

Let us examine the status of the tourism industry in brief in each of the continents.

- 1) **Asia** - Covering a full one-third of our planet's surface makes Asia the largest continent on earth. From sparkling lakes and meandering rivers to towering majestic mountain ranges and dense forests Asian Tourism promises an experience to last a lifetime.

For convenience, Asia can be divided into the following sub-regions:

- a) **Central Asia** - Central Asia is the core region of the Asian continent and stretches from the Caspian Sea in the west to China in the east and from Afghanistan in the south to Russia in the north. It is also sometimes referred to as Middle Asia, and,

colloquially, “the stans” (as the five countries generally considered to be within the region all have names ending with the Persian suffix “-stan”, meaning “land of”) and is within the scope of the wider Eurasian continent.



In modern contexts, all definitions of Central Asia include these five republics of the former Soviet Union: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. Other areas sometimes included are Afghanistan, Mongolia, eastern Iran and northern and western Pakistan, and sometimes Xinjiang and Tibet in western China and southern Siberia in western Russia.

- b) **East Asia** - East Asia geographically and geopolitically covers about 12,000,000 km² (4,600,000 sq mi), or about 28 per cent of the Asian continent, about 15 per cent bigger than the area of Europe. More than 1.5 billion people, about 38 per cent of the population of Asia or 22% of all the people in the world, live in East Asia. The region is one of the world’s most populated places, with a population density of 133 inhabitants per square kilometer (340 /sq mi), being about three times the world average of 45 /km² (120 /sq mi), although Mongolia has the lowest population density of a sovereign state. It ranks second in population only to Southern Asia.

As per definitions of the UN, the subregion of Eastern Asia contains the entirety of China, Japan, North Korea, South Korea, Mongolia and Republic of China (Taiwan). Culturally, China, Japan, Korea, Taiwan and Vietnam are commonly seen as being

encompassed by cultural East Asia. In business and economics, East Asia has been used to refer to a wide geographical area covering ten countries in ASEAN, China, Japan, South Korea, and Republic of China (Taiwan).

- c) **North Asia** - This region consists of the Asian portion of Russia.
- d) **South Asia** - South Asia or Southern Asia or Indian Subcontinent is the southern region of the Asian continent, which comprises the sub-Himalayan countries and, for some authorities, also includes the adjoining countries to the west and the east. Topographically, it is dominated by the Indian Plate, which rises above sea level as the Indian subcontinent south of the Himalayas and the Hindu Kush. South Asia is bounded on the south by the Indian Ocean and on land (clockwise, from west) by West Asia, Central Asia, East Asia and Southeast Asia.

Different sources vary in their statements of which nations are part of the region. For example, according to the United Nations geographical region classification, Southern Asia comprises the countries of Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. However, the United Nations notes that the “assignment of countries or areas to specific groupings is for statistical convenience and does not imply any assumption regarding political or other affiliation of countries or territories.” By some definitions, some of those nations are not part of the region, and by some definitions, Iran, Burma and Tibet are also included in the region.

South Asia is home to well over one fifth of the world’s population, making it both the most populous and the most densely populated geographical region in the world. The South Asian Association for Regional Cooperation is an economic cooperation organisation in the region.

- e) **Southeast Asia** - Southeast Asia or Southeastern Asia is a subregion of Asia, consisting of the countries that are geographically south of China, east of India, west of New Guinea and north of Australia. The region lies on the intersection of geological plates, with heavy seismic and volcanic activity. Southeast Asia consists of two geographic regions: Mainland Southeast Asia, also known as Indochina, comprises Cambodia, Laos, Burma (Myanmar), Thailand, Vietnam and Peninsular Malaysia, and Maritime Southeast Asia comprises Brunei, East Malaysia, East Timor, Indonesia, Philippines, Christmas Island and Singapore.
- f) **Western Asia** - Western Asia, West Asia, Southwest Asia or Southwestern Asia are terms that describe the westernmost portion of Asia. The terms are partly coterminous with the Middle East, which describes a geographical position in relation to Western Europe rather than its location within Asia. Due to this perceived Eurocentrism, international organisations such as the United Nations, have replaced Middle East and Near East with Western Asia. This region and Europe are collectively referred to as Western Eurasia.



Compare Regions of Asia described by UN:

North Asia	
Central Asia	
Southwest Asia	
South Asia	
East Asia	
Southeast Asia	

Some famous destinations popular with international travellers in Asia are:

- ◆ **Chiang Mai (Thailand)** - Many travellers prefer Thailand's pleasant northern capital over the hectic pace of life in Bangkok. Most of the tourist action happens within Chiang Mai's Old City, where orange-robed monks from the many temples smile as they pass.

From cultural festivals and sprawling night markets to mountain trekking and numerous temples – Chiang Mai attracts over a million visitors annually who can't wait to come back.



- ◆ **Penang (Malaysia)** - Known as the “Pearl of the Orient,” Penang is a place to relax, eat to the brink of misery, and appreciate Malaysia in a new way. Malaysians are quite proud of their large island.



A legacy of colonisation in Penang has produced what is arguably some of the best cuisine in all of Southeast Asia. Penang hawker food combines the best of Malay with influences from Chinese and Indian immigrants to produce mouthwatering creations such as laksa noodles.

- ◆ **Singapore** - Singapore is a place that has a pleasant vibe, lively Indian and Chinese culture, speaks good English, and is pleasant enough just to stroll. You could spend months living in Singapore and still discover hidden places and eateries the guidebooks have missed!



- ◆ **Malaysian Borneo** - Sabah, one of two states belonging to Malaysian Borneo, is a natural paradise. Plentiful rainforest, endangered orangutans, and indigenous cultures are certainly worth grabbing a cheap flight from Kuala Lumpur.

Sabah is the perfect balance between wild and developed. Kota Kinabalu, the capital of Sabah, is a happening tourist city in the shadow of towering Mount Kinabalu. When you've had enough shopping and cheap seafood, trade the concrete for East Sabah, where there are plenty of opportunities to experience Southeast Asia at its wildest.



- ◆ **Islands in Thailand** - Some too small to merit a dot on a map, the islands in Thailand are among the world's most beautiful. The diversity of the Thai islands is amazing. Phuket and Koh Samui are developed tourist hot spots with vibrant nightlife, while tiny Koh Lipe barely maintains electricity. Beautiful Koh Lanta is the perfect compromise.



- ◆ **Siem Reap (Cambodia)** - Siem Reap is the gateway for exploring one of Southeast Asia's most fascinating UNESCO World Heritage Sites: Angkor Wat. Over 900 years old, the temples of Angkor are scattered across 600 square miles of jungle. The jungle is slowly reclaiming the ancient temples as vines strangle ruins and break apart bricks.

Angkor Archaeological Park, located in northern Cambodia, is one of the most important archaeological sites in Southeast Asia. Angkor itself has no accommodations and few facilities; the nearby town of Siem Reap, just 6 km. south, is the tourist hub for the area. Stretching over some 400 square kilometers, including forested area, Angkor Archaeological Park contains the magnificent remains of several capitals of the Khmer Empire of the 9th to the 15th centuries, including the largest pre-industrial city in the world. The most famous are the Temple of Angkor Wat and, at Angkor Thom, the Bayon Temple with its countless sculptural decorations.



- ◆ Angkor Archaeological Park was declared a UNESCO World Heritage site in 1992. At the same time, it was also placed on the List of World Heritage in Danger due to looting, a declining water table, and unsustainable tourism. UNESCO has now set up a wide-ranging programme to safeguard this symbolic site and its surroundings.

- ◆ **Beijing (China)** - Being capital of the People's Republic of China, it is the nation's political, economic, cultural, educational and international trade and communication center. Located in northern China, close to the port city of Tianjin and partially surrounded by Hebei Province, it also serves as the most important transportation hub and port of entry.

As one of the six ancient cities in China, it has been the heart and soul of politics and society throughout its long history and consequently there is an unparalleled wealth of discovery to delight and intrigue travellers as they explore the city's ancient past and exciting modern development. Now it has become one of the most popular tourist destinations in the world, with about 140 million Chinese tourists and 4.4 million international visitors in a year¹. Amazing UNESCO World Heritage Sites such as the Great Wall and the Forbidden City make navigating Beijing's urban sprawl well worth the effort.

- ◆ **Bali (Indonesia)** - Bali, with its miles of beaches and volcanic landscapes, is nothing short of magic. Once only a destination for honeymooners and surfers, Bali is now one of the top destinations in Asia. Most of the action culminates in South Bali at hedonistic Kuta Beach. Travellers in search of more than a hangover head for Ubud, the peaceful cultural center of Bali, or even opt to climb a volcano in the Kintamani Region.

Excellent beaches, a welcoming Hindu culture, and beautiful scenery make Bali the busiest island in Indonesia. The tourism industry is primarily focused in the south, while significant in the other parts of the island as well. The main tourist locations are the town of Kuta (with its beach), and its outer suburbs of Legian and Seminyak (which were once independent townships), the east coast town of Sanur (once the only tourist hub), in the center of the island Ubud, to the south of the Ngurah Rai International Airport, Jimbaran and the newer development of Nusa Dua and Pecatu.

- ◆ **Tokyo (Japan)** - Tourism in Tokyo is a major industry. In 2006, 4.81 million foreigners and 420 million Japanese visits to Tokyo were made; the economic value of these visits totaled 9.4 trillion yen according to the government of Tokyo. Many tourists visit the various downtowns, stores and entertainment districts throughout the neighbourhoods of the special wards of Tokyo; particularly school children on class trips, a visit to Tokyo Tower is de rigueur. Cultural offerings include both omnipresent Japanese pop culture and associated districts (Shibuya and Harajuku), subcultural attractions such as Studio Ghibli anime center, as well as museums like the Tokyo

National Museum, which houses 37 per cent of the country's artwork national treasures (87/233). Though no buildings in Tokyo are World heritage sites and only the Jizo Hall of Shofuku-ji, a suburban temple, is a National treasure, other popular attractions include the Imperial Palace, Meiji Shrine and Sensô-ji, a popular temple. Finally, many tourists, particularly foreign tourists, visit Tsukiji Fish Market, as the time-zone difference leads to foreign visitors waking up very early local time.

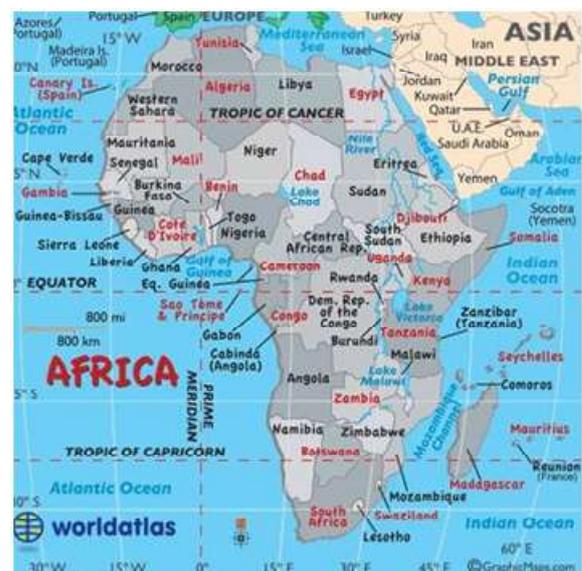
¹ Forbes Travel Guide, Beijing, November 15, 2011.



- ◆ **Goa (India)** - Goa is India's smallest and wealthiest state, mostly thanks to abundant tourism. Once mainly a haven for hippie culture and electronic music lovers, Goa has grown into a sophisticated destination. Today, many excellent beaches ranging from highly developed to relatively untouched lure travellers away from hectic Mumbai and Delhi. If the sun and tourists become too much, one can consider heading north to the Himalayas with a visit to Manali, Dharshala or other hill stations in North India.

- 2) **Africa** - The countries of Africa can be divided into three groups relative to tourism: 1) those countries with a developed tourism industry; 2) those with a developing industry; and 3) those that would like to develop a tourism industry.

Countries like Egypt, South Africa, Morocco and Tunisia have a successful tourism industry. Countries like Kenya, Zimbabwe, Swaziland and Mauritius can be considered as countries that have steady and consistent income from tourism. Countries like Tanzania, Algeria



and Burundi are countries that have little to no economic benefit from tourism, but would like to see it expand.

The successful countries in tourism are thriving due to a variety of factors. Countries like Morocco and Tunisia benefit from their beautiful beaches and their relative proximity to Europe. Tourism in Egypt is based on the rich history of Ancient Egypt, pyramids and artifacts. South Africa and Kenya benefit from wild safari expeditions, attracting tourists to see the wildlife of Africa.

The tourism industry is a major sector of the economy for many African countries. The four countries that benefit the most from tourism are Egypt, Tunisia, Morocco and South Africa. A second category includes the countries of Namibia, Botswana, Mozambique, Tanzania, and Kenya. The following table shows the data of most countries in Africa. For a variety of reasons, many countries have no data.

All of the data presented here is from the World Tourism Organisation (UNWTO)

Country	Inbound Tourism 2018 (in thousands) ¹
Algeria	2657
Angola	NO DATA
Benin	322
Botswana	NO DATA
Burkina Faso	NO DATA
Burundi	NO DATA
Cameroon	NO DATA
Cape Verde	NO DATA
Central African Republic	NO DATA
Chad	NO DATA
Comoros	NO DATA
Congo	158
Côte d'Ivoire	1965
Democratic Republic of the Congo	NO DATA
Djibouti	NO DATA
Egypt	11346
Equatorial Guinea	NO DATA
Eritrea	NO DATA
Ethiopia	NO DATA

¹ Inbound tourism - Arrivals of non-resident visitors (overnight visitors -tourists- and same-day visitors -excursionists-) at national borders

Gabon	NO DATA
Gambia	NO DATA
Ghana	NO DATA
Guinea	NO DATA
Guinea-Bissau	NO DATA
Kenya	NO DATA
Lesotho	1173
Libya	NO DATA
Madagascar	NO DATA
Malawi	NO DATA
Mali	NO DATA
Mauritius	1431
Mauritania	NO DATA
Morocco	12489
Mozambique	2870
Namibia	NO DATA
Niger	NO DATA
Nigeria	NO DATA
Réunion	574
Rwanda	NO DATA
Sao Tome And Principe	NO DATA
Senegal	NO DATA
Seychelles	405
Sierra Leone	66
South Africa	15004
South Sudan	NO DATA
Switzerland	NO DATA839,000
Tanzania	1506
Togo	NO DATA
Tunisia	NO DATA
Uganda	NO DATA
Zambia	NO DATA
Zimbabwe	2580

Some famous destinations popular with international travellers in Africa are:

- ◆ **The Masai Mara (Kenya)** - For an ultimate African safari adventure, Masai Mara in Kenya is the place to be. During the dry season from July to October the wildlife spectacle is unparalleled. Nowhere else can one watch the annual migration of over a million wildebeest from a hot-air balloon. The 'Mara' is as close to "Out of Africa" as you can get.



- ◆ **Victoria Falls (Zimbabwe/Zambia)** - There is nothing quite like getting a thorough soaking from the roaring, powerful Victoria Falls. The spray is so impressive from the look-out points, it feels like you are in the middle of a torrential rainstorm.

The Victoria Falls lie in between Zambia and Zimbabwe in Southern Africa.

The Victoria Falls are just over 1 mile wide (1.7 km) and 355 feet (108 m) high. During the wet season over 500 million liters (19 million cubic feet) of water plummets over the edge into the Zambezi River. This incredible amount of water generates a huge amount of spray which shoots 1000 feet into the sky and can be seen 30 miles away, hence the name *Mosi-oa-Tunya* (Smoke that thunders).

- ◆ **Pyramids of Giza (Egypt)** - The Pyramids of Giza, just outside Cairo in Egypt, represent one of the greatest architectural feats by man. The last surviving member of the Seven Wonders of the World, the Great Pyramid of Giza is one of the world's oldest tourist attractions, built more than 5000 years ago.

There are in fact three main pyramids in Giza; the Great Pyramid of Khufu (or Cheops), The Pyramid of Kaphre and the smaller Pyramid of Menkaura. Each Pyramid is a tomb to a different King of Egypt.



In front of the pyramids lies the Sphinx, or Abu al-Hol in Arabic, “Father of Terror”.



- ◆ **Djenne (Mali)** - Djenne (Mali), founded in 800 AD, is one of sub-Saharan Africa's oldest cities. Situated on an island in the Niger River delta, Djenne was a natural hub for traders who shuttled their goods between the Sahara desert and the forests of Guinea. Through the years Djenne also became a center of Islamic learning and its market square is still dominated by the beautiful Grand Mosque. Djenne is located a few hundred miles downstream from Timbuktu.

The market in Djenne, held every Monday, is one of the most interesting and lively markets in Africa, and well worth planning your trip around. The best time to go is at the end of the rainy season (August/September) when Djenne turns into an island.



- ◆ **Cape Town (South Africa)** - Cape Town is a highlight of any trip to Southern Africa. The natural beauty of Cape Town makes it one of the most attractive cities in the world. Cape Town boasts beautiful beaches as well as the impressive Table Mountain right in the heart of the city. The restaurants are world class, and so are the wines. Cape Town is also one of the most culturally diverse cities in Africa and has a reputation for social tolerance.

Some top attractions in Cape Town include The Victoria and Alfred Waterfront for dining and shopping, Robben Island where Nelson Mandela was imprisoned for 18 years, Cape Town's Beaches, Table Mountain and The Winelands.



- ◆ **Marrakech (Morocco)** - Situated at the foot of the Atlas mountains in Morocco, the imperial city of Marrakech is large, noisy, polluted and fascinating. There are so many things to see, you should spend at least 3 days in Marrakech. Stay in a Riad in the medina (old walled part of town), because this is where all the action is. The Majorelle Gardens offer a lovely respite from the bustle of the souqs and should not be missed. The heart of the medina, the Djemma el Fnaa, should also be a priority for anyone who visits.



- ◆ **Omo River Region (Ethiopia)** - Combining white-water rafting with an unparalleled cultural adventure is my idea of a perfect holiday. The Omo River Region of Southwestern Ethiopia, is a fascinating destination. The remote location, which is barely accessible by 4 wheel-drive, has meant that traditional customs and beliefs are very much intact for the more than 50 tribes who live there. It is advisable to join a tour since it is difficult to get around on your own and it will enhance your understanding of the different cultures you are seeing.



Virunga Mountains (Tracking Gorillas), Uganda, Rwanda, DRC

- ◆ **The Virunga National Park**, formerly named Albert National Park, is a 7800 km² National Park that stretches from the Virunga Mountains in the South, to the Rwenzori Mountains in the North, in the eastern Democratic Republic of the Congo, bordering Volcanoes National Park in Rwanda and Rwenzori Mountains National Park and Queen Elizabeth National Park in Uganda.

The park was established in 1925 as Africa's first national park and is a UNESCO-designated World Heritage Site since 1979. In recent years poaching and the Congo Civil War have seriously damaged its wildlife population. The park is managed by the Congolese National Park Authorities, the Institut Congolais pour la Conservation de la Nature (ICCN) and its partner the Africa Conservation Fund (UK).

With only about 700 mountain gorillas left in the world, seeing them in the wild is something only a few people will ever have the chance to experience. About 300 mountain gorillas inhabit the extinct volcanic region of the Virunga Range along the borders of Rwanda, Uganda and the DRC in East Africa. The time one is allowed to spend observing them the gorillas is limited. Although mountain gorillas are now extremely rare and listed as one of the most critically endangered species, successful conservation work has helped to secure the remaining populations. Their populations actually increased during the years of political upheaval in the region (1994-2004), and have continued to do so even throughout the difficult period of 2007-2008. The

2010 Mountain Gorilla census has indicated that the conservation efforts of Virunga have been very successful regarding the Gorilla population.

The park is known for its exceptional (bio)diversity, containing more bird, mammal and reptile species than any protected area on the African continent. Both savanna and forest elephants as well as chimpanzees and low land gorillas can still be found in Virunga, along with Okapi, giraffes, buffaloes and many endemic birds. The neighbouring Mount Hoyo area was managed with the park and is home to a population of Bambuti Pygmy people, caves and waterfalls.



Virunga National Park, Democratic Republic of Congo © Martin Harvey / WWF-Canon

- ◆ **Mount Kilimanjaro (Tanzania)** - Africa is known as one of the best destinations for adventure travel and what can be more adventurous than hiking up the world's tallest free standing mountain. Africa's highest peak, Mount Kilimanjaro in Tanzania stands at 19,340 feet (5896 m) and takes 6 days to conquer. The exciting thing about this mountain is that anyone who is fit and determined can make it up. No special climbing equipment or expertise is needed. That said, almost 75 per cent of attempts fail because people figure it's doable in shorts, t-shirt and a couple of beers for hydration.



Mount Kilimanjaro Ó Tanzania Tourist Board

- ♦ **Zanzibar (Tanzania)** - Zanzibar is one of Africa's top destinations because of its fascinating history and its incredible beaches. Zanzibar's location in the Indian Ocean (off the coast of Tanzania) has made it a natural trading center throughout its history. Famous for its spices, Zanzibar also became an important slave trading post under its Arab rulers.

The capital of Zanzibar, located on the island of Unguja, is Zanzibar City. The historic center, known as Stone Town, is a World Heritage Site and is claimed to be the only functioning ancient town in East Africa. Arab influences are obvious throughout Zanzibar especially in Stone Town which is one of the island's biggest attractions. This UNESCO World Heritage site (Stone Town) boasts beautiful traditional houses, narrow alleyways, a Sultan's palace and many mosques.

Zanzibar is the home of the endemic Zanzibar Red Colobus Monkey, the Zanzibar Servaline Genet, and the (possibly extinct) Zanzibar Leopard.

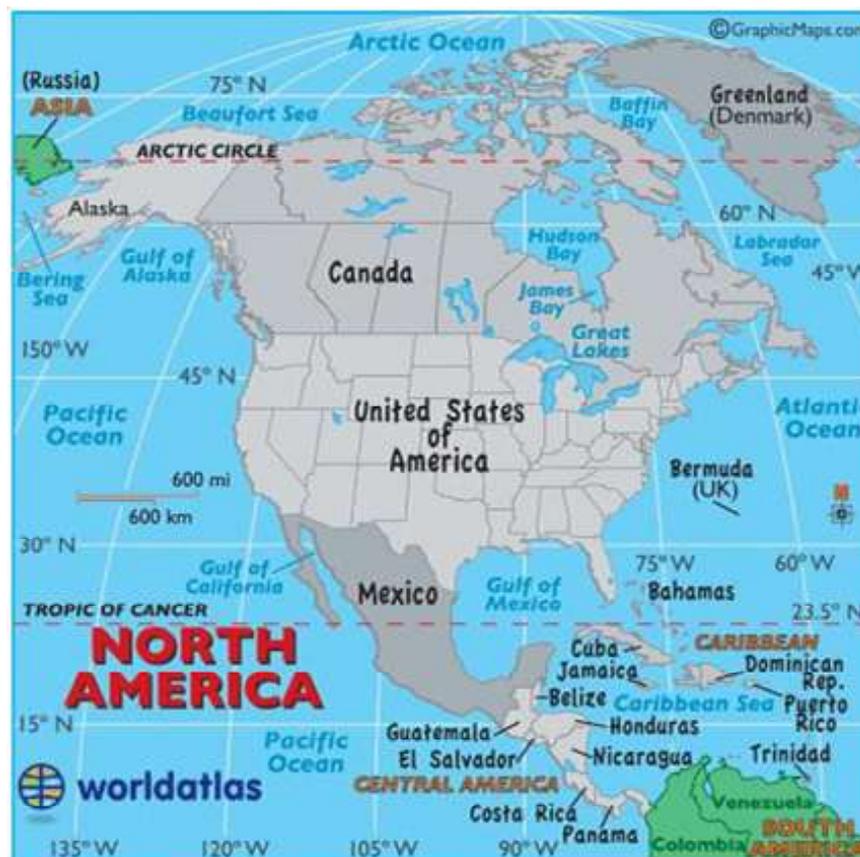


Sultan's Palace, Stone Town, Zanzibar Ó Vincent van Zeijst

- 3) **North America** - The northernmost continent of western hemisphere, North America is one of the most travelled continents of the world. It is the planet's 3rd largest continent, which includes 23 countries and dozens of possessions and territories. It contains all Caribbean and Central America countries, Canada, Mexico, the United States of America, as well as Greenland - the world's largest island.

Positioned in the planet's northern and western hemispheres, it is bordered in the north by the Arctic Ocean, in the east by the Atlantic Ocean, in the southeast by the Caribbean Sea and Gulf of Mexico, and in the west by the Pacific Ocean.

Boasting of some of the most economically powerful countries, North America is one of the wealthiest continents of the world. But then North America is more than an economically and politically powerful continent, it comprises of countries that are rich in natural wonders and all the other paraphernalia associated with tourism. Tourism in North America is a booming industry and features some of the most visited Tourist Attractions of the world like Niagara Falls, the Grand Canyon and Rocky Mountains.



One of the reasons behind the flourishing tourism industry of the continent is the fact that it boasts of all the elements to make it a one of the most coveted travel destinations of the world. One can find here everything from sprawling and spectacular white sandy beaches to breathtaking mountain ranges that offers you the opportunity to try out a number of adventure sports like trekking and rock climbing. The whole

continent can be divided into four broad regions, the Great Plains, the Mountainous West that includes the Great Basin, the Rocky Mountains, Alaska and California, the Plateau of the Canadian Shield and the Eastern territories, which includes Atlantic seaboard, the Appalachian Mountains, and the Florida peninsula.

These four broad divisions further highlight the natural resources of the continent. Some of the popular natural wonders of Tourist attractions are the Grand Canyon, Mount McKinley in Alaska and five great lakes of United States of America that include Lake Huron, Lake Ontario, Lake Michigan, Lake Erie and Lake Superior. Besides these, you can also have access to numerous beach destinations that ranks amongst the best in the world.

But then, a trip to North America is incomplete without a tour of some of the most economically strong and technologically advanced cities of the world like New York. New York is a must visit for all those who are planning a trip of North America. It is a city that is rich in culture and is also one of the biggest commercial centers of the world. The city features some of the most visited tourist attractions of the world like the Times Square, Broadway Theaters, Empire State Building and the Statue of Liberty.

Canada has a large domestic and foreign tourism industry. The second largest country in the world, Canada's incredible geographical variety is a significant tourist attractor. Much of the country's tourism is centered around Canada's four largest cities, Toronto, Montreal, Vancouver and Ottawa, well known for their culture, diversity, as well as the many national parks and historic sites.

Mexico, again, has a large tourism industry. The most notable attractions are the Meso- American ruins, colonial cities and the beach resorts. The nation's temperate climate and unique culture - a fusion of the European (particularly Spanish) and the Meso-American - make Mexico an attractive destination. The peak tourism seasons in the country are during December and the mid-Summer, with brief surges during the week before Easter and Spring break, when many of the beach resort sites become popular destinations for college students from the United States.

The vast majority of tourists come to Mexico from the United States and Canada. Other visitors come from Europe and Asia. A small number of tourists also come from other Latin American countries. There is also a burgeoning domestic tourism trade as a growing affluent middle class begins to go on holiday within their own country. While Mexico's middle/ lower class usually promotes national tourism, the middle/higher class usually prefers to travel overseas.

Nicaragua is another country in the North American continent. Tourism in Nicaragua has grown considerably recently, and it is now the second largest industry in the nation. The growth in tourism has positively affected the agricultural, commercial and finance industries, as well as the construction industry. The results for Nicaragua's tourism-driven economy have been significant, with the nation welcoming one million tourists in a calendar year for the first time in its history in 2010.

- 4) **South America** - South America is a patchwork of stunning landscapes with its snow capped mountains, treacherous jungles, surreal deserts and spectacular mountain ranges. It is the planet's 4th largest continent, includes 12 independent countries and 3 major territories; the Falkland Islands, Galapagos Islands and French Guiana. The continent contains the world's highest waterfall, Angel Falls in Venezuela; the largest river (by volume), the Amazon River; the longest mountain range, the Andes, and the driest place on earth, the Atacama Desert in Chile.

In addition, it includes the largest rainforest, the Amazon Rainforest; the highest capital city, La Paz, Bolivia; the highest commercially navigable lake in the world, Lake Titicaca; and, excluding research stations in Antarctica, the world's southernmost permanently inhabited community, Puerto Toro, Chile.



Some famous destinations in South America are:

- ◆ **Machu Picchu (Peru)** - Peru has become the hot spot in South America and the darling of the travelling community. But it would be nowhere without its shining jewel, the Incan kingdom of Machu Picchu. Hidden within the lush Peruvian mountains, this mystical city remained a secret for ages and is now the continent's best known archaeological site. While some travellers choose a plush train ride to enjoy the view in comfort. Others choose to trek the original Inca Trail and after several days are delighted by the ruins that dot the terraces.
- ◆ **Amazonia (Ecuador)** - One of the most unique ecosystems on our planet, the Amazon is an enormous region covering about 40 per cent of the South American continent and it touches many countries.



One of the popular entryways is within Ecuadorian borders through its capital city, Quito. The Amazon is not for the lighthearted. It is one of the world's most diverse biological areas in the world with simple trips providing opportunities to see diverse creatures such as monkeys, birds, caimans and tarantulas.



- ◆ **Angel Falls (Venezuela)** - Nestled within Venezuela's Canaima National Park, Angel Falls are the highest waterfalls in the world.

Although impressive, the hike into Angel Falls is not the only reward. This jungle trek is its own adventure as a guide navigates the grasslands, rivers and mountains to reveal spectacular waterfalls and lagoons.

Travellers who brave the trip deep into the jungle are treated to tropical wildlife in the area including monkeys, poison arrow frogs and orchids.



- ◆ **Torres del Paine (Chile)** - Torres del Paine National Park is located in the Southernmost region of Chile and for those willing to venture to Patagonia it offers astonishing hiking opportunities amongst glaciers, lakes and blue mountains.

Treks are available for varying experience levels on clearly marked paths with options for accommodation and basic services. Those wanting just a taste of its breathtaking views can choose a day trip, while many others hike the popular five day "W" route. For the most adventurous, the full circuit can be completed in 9 days.



- ◆ **Salar de Uyuni (Bolivia)** - The world's largest salt flat in the world, salt and other abundant minerals are sought in this area. But travellers know this area as the world's best photo op.

Photographers flock here to capture the unique landscape. Although the dry season is recommended for its limitless horizon perspective; the rainy season also provides Dali- inspired reflective photos that make amateur photographers look like pros.

The salt flats are often part of a 3-4 day tour in Bolivia that promises to defy expectations and include such unusual stops as the Salt Hotel. This location feels out of this world.



- ◆ **San Pedro de Atacama (Chile)** - San Pedro de Atacama once was a destination when transporting cattle and today has flourished into a major tourist destination. The star of the area is the Valle de Luna (Moon Valley) tour at sunset. Travellers marvel as the desert morphs and provides an idyllic setting for star gazing.

But the area has much more to offer with its beautifully hot, dry landscapes that crack the earth and mountainous sand dunes. Guests are taken by the town's quaint charm and often stay longer than expected for its many tour offerings of craters, canyons, caves, valleys and salt mines.



- ◆ **The Galapagos Islands (Ecuador)** - The ultimate animal lover's paradise. The Galapagos are perhaps the last unspoiled place on earth where man continues to respect the boundaries of mother nature and wild creatures prosper without fear of man.



No where else can you find animals frolicking, unafraid of their onlookers. Like a child's fairytale, here you can play amongst sea lions, laugh with the penguins and swim alongside turtles.

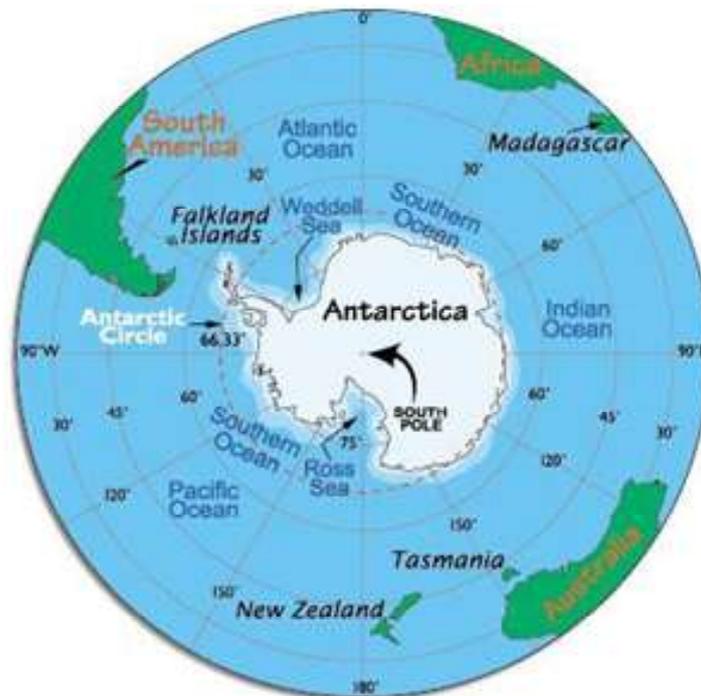
- ◆ **Lake Titicaca (Bolivia)** - South America's largest lake and the home to several indigenous communities make the area both agriculturally strong and full of cultural significance.

Copacabana is the heart and largest town on the shore. Due to its rich history, Copacabana's religious festivities, often celebrating Pachamama (Mother Earth), are frequent and well known.

But the experience does not end at the shore. Many boats leave for Isla del Sol, the sacred Inca island. Here travellers bask in the beauty of the deep blue sky towering over its fresh water. It is a cozy feeling as it is all tucked in the snow capped mountains of the Cordillera Real.



- 5) **Antarctica** - Antarctica is Earth's southernmost continent, containing the geographic South Pole. It is situated in the Antarctic region of the Southern Hemisphere, almost entirely south of the Antarctic Circle, and is surrounded by the Southern Ocean. Antarctica, on average, is the coldest, driest, and windiest continent, and has the highest average elevation of all the continents. Antarctica is considered a desert, with annual precipitation of only 200 mm (8 inches) along the coast and far less inland. The temperature in Antarctica has reached -89°C (-129°F). There are no permanent human residents, but anywhere from 1,000 to 5,000 people reside throughout the year at the research stations scattered across the continent. Only cold-adapted organisms survive there, including many types of algae, animals (for example mites, nematodes, penguins, seals and tardigrades), bacteria, fungi and protista. Vegetation where it occurs is tundra.



Tourism in Antarctica started with sea tourism in the 1960s. Air overflights of Antarctica started in the 1970s with sightseeing flights by airliners from Australia and New Zealand, and were resumed in the 1990s. Private yacht trips started in the late 1960s. The summer tour season lasts from November to March. Most of the estimated 14,762 visitors to Antarctica in 1999-2000 were on sea cruises. During the 2009 to 2010 tourist season, over 37,000 people visited Antarctica.

Although several countries have laid claim to various portions of Antarctica, it is governed by the 1958 Antarctic Treaty, which establishes the continent as a peaceful and cooperative international research zone. Tourism companies are required by the Antarctic Treaty to have a permit to visit Antarctica. Many sea cruises by cruise ships include a landing by RIB or helicopter. Some land visits may include mountaineering, skiing or even a visit to the South Pole.

There are no cities per se, just some two dozen research stations with a total population ranging from 1000-4000 depending on the time of year. These are maintained for scientific purposes only, and do not provide any official support for tourism. The laws of the nation operating each research station apply there.

Private travel to Antarctica generally takes one of three forms: 1) commercial sea voyages with shore visits (by far the most popular), 2) specially mounted land expeditions, or 3) sightseeing by air. The number of annual Antarctic tourists has increased from a couple hundred in 1969 to over 20,000 at the start of the new millennium. In the 2005-2006 summer season, an estimated 26,250 people visited Antarctica or the surrounding waters. In 1991 a group of seven Antarctic excursion directors founded the International Association of Antarctic Tour Operators (IAATO),

an organisation that manages environmentally sound cruises to help protect Antarctica's pristine environment. It has become an esteemed voluntary organisation with over 80 workers from 14 different countries. Approximately 80 companies belong to the IAATO.

Primary destinations for those visiting Antarctica will either be a research base (for those working on the frozen continent) or the Antarctic Peninsula or Ross Sea area (for those visiting by ship). Other destinations are reachable only by those blessed with extreme motivation and (most importantly) funding.

An Antarctic experience will depend a lot on what kind of voyage is taken. There are basically seven different types of ships used for Antarctic tourism, each with its own benefits, shortfalls, and character.

- ◆ **Dive Boats** - Loaded with assorted scuba gear, the boat's main purpose is to support diving. Mountain climbing, camping, and kayaking are other activities associated with dive boat trips.
- ◆ **Expedition Ships** - Considered a more academic experience than most excursions, these ships best suit natural history and cultural buffs. With a crew of a 10 to 12 people with a wide variety of expertise, these ships cruise along isolated waterways, and also deploy zodiacs – small crafts used for forays to the shore. Most expeditions offer high-quality accommodations.
- ◆ **Icebreakers** - Also suitable for natural history and culture buffs, icebreakers appeal to people who love exploring, discovering and learning. As the name implies, these vessels cut through ice, giving passengers access to some of Antarctica's most remote places, such as Far South, a region where emperor penguin colonies reside, is only accessible by icebreakers. Educational programmes are available. Travelling by icebreaker means a longer time at sea, and consequently more expensive than some other options.
- ◆ **Motor Yachts** - These ships are family-oriented, with no more than 20 passengers on board at a time. Very comfortable and highly accommodating, they provide sea kayaks and a zodiac for family adventures off-ship. A captain, a deckhand, one naturalist guide in charge of the expedition, and a cook are designated to each ship.
- ◆ **Russian Ships** - Are you young and adventurous? This may be the voyage for you. Originally built for polar research, these boats are not luxurious. The tours, however, do provide fun, activity-based programmes that appeal to a more youthful crowd. Because these ships carry only a small number of passengers, voyages tend to resemble a private voyage more than a more traditional cruise.
- ◆ **Sailing Vessels** - While not the most popular choice, people with a special interest in sailing may be intrigued by this option which combines sailing and motor power to cruise Antarctic waters. Before signing up with an expedition, make sure to inquire how much time is spent sailing versus motoring.

- ◆ **Small Ships** - Best for those who want a relaxing trip around Antarctica to enjoy its landscape, small-ship cruises are similar to more traditional tourist trips. While comparable to travelling on an expedition ship, small-ship voyages are not as educational in nature, though guides and naturalists are present. Zodiacs, however, are not available; kayaks and tenders are offered instead for recreational activities. These vessels also stick to less-remote regions and shallow waters, such as the Inside Passages and Sea of Cortez.

Most ships depart from South America, particularly Ushuaia, Argentina. However, ships also depart for Antarctica from Hobart, Australia and Christchurch or Auckland, New Zealand. The number of passengers per boat can vary from as few as 6 to as many as 3,100. The principal destination is the Antarctic Peninsula region, which includes the Falkland Islands and South Georgia. An expedition can last from 10 days to 3 weeks. Trips of shorter or longer duration are available, but are less common. Some voyages venture beyond the Peninsula region into the Weddell and Ross Seas and to Indian Ocean islands. While only a few expeditions operate in these regions annually, the icebreaker *Kapitan Khlebnikov* has been travelling to these remote areas for many years, giving passengers access to emperor penguin colonies, the Dry Valleys, historical huts and many other extremely secluded places.

Shore visits occur one to three times per day, each lasting for several hours. Generally, one excursion operator from a staff typically comprised of ornithologists, marine biologists, geologists, naturalists, historians, general biologists and glaciologists will accompany each group of 10 to 20 passengers that take shore leave. For many of the travel options described above, educational activities are a crucial component, making an Antarctic excursion not only fun, but a valuable learning experience as well. Each voyage offers a wide variety of sights – active research stations, wildlife, historic sites, as well as breathtaking wilderness.

Expeditions are usually, if not always, offered in the austral summer season, November to March, travelling through ice-free shoreline sectors. It is too risky to journey by sea to Antarctica in the winter. Excess sea-ice is the principal reason, but fearsome winds and frostbite-inducing cold are also prohibitive.

Some places that are aspired to be visited by the travellers in Antarctica are:

South Pole

- ◆ **Southern pole of inaccessibility** - the furthest place in Antarctica from the Southern Sea, in other words the hardest place to get to in the world. It marks a location that is the most challenging to reach owing to its remoteness from geographical features that could provide access. The southern pole of inaccessibility is far more remote and difficult to reach than the geographic South Pole. The pole of inaccessibility is home to an abandoned Soviet station, which although covered by snow, still bears a visible gold Lenin bust sprouting from the snow and facing Moscow (if one can find a way inside the building, then there's a golden visitor book to sign)

- ◆ **Mount Erebus** - world's southernmost active volcano, on Ross Island right next to Mount Terror
- ◆ **Anver Island / Andvord Bay** - if any part of Antarctica is "touristy", this is it, home to Palmer Station (U.S.), the museum at Port Lockroy, Cuverville Island, and the only two cruise ship stops on the continent: Paradise Bay and Neko Harbor
- ◆ **South Shetland Islands** - another set of major attractions on the Antarctic Peninsula cruise ship circuit, including: penguins and hot springs at Deception Island, Hannah Point, Half Moon Island, Aitcho Islands, Artigas Base (Uruguay), and the ever friendly Polish researchers at Arctowski Station
- ◆ **McMurdo Sound** - McMurdo Station (USA) and Scott Base (New Zealand) on the mainland near Ross Island
- ◆ **Mawson's Huts** - The small encampment of Sir Douglas Mawson's ill-fated Australian Antarctic Expedition, of which he was the sole survivor, at Cape Denison, Commonwealth Bay

Touring Antarctica is amazing, but costly. Depending on the company and type of ship you choose to take, expenses can range from \$7,000 to over \$50,000 (not including airfare to the ports)³. Antarctica is by far the costliest destination to visit.

Touring the continent is taxing on its environment. When visiting, there is severe impact on the natural environment: pollution due to sewage and oil spills, disturbing landing sites, procuring biological and historic objects of considerable importance, disturbing wildlife (particularly during breeding season), carrying diseases and littering.

- 6) **Europe** - Europe is generally divided from Asia by the watershed divides of the Ural and Caucasus Mountains, the Ural River, the Caspian and Black Seas, and the waterways connecting the Black and Aegean Seas. Europe is bordered by the Arctic Ocean to the north, the Atlantic Ocean to the west, the Mediterranean Sea to the south, and the Black Sea and connected waterways to the southeast. Yet the borders of Europe - a concept dating back to classical antiquity - are somewhat arbitrary, as the primarily physiographic term "continent" can incorporate cultural and political elements.

Europe is the world's second-smallest continent by surface area. Of Europe's approximately 50 states, Russia is by far the largest by both area and population, taking up 40 per cent of the continent (although the country has territory in both Europe and Asia), while the Vatican City is the smallest. Europe is the third-most populous continent after Asia and Africa, with a population of 733 million or about 11 per cent of the world's population.

What constitutes "The Best of Europe" is a topic open to a whole lot of debate. Europe's best destination's list is long and often incomplete. Here is an index to information on some of the popular destinations in Europe for international visitors:

³ Info gathered from Antarctica Travel Guide available at: <https://www.coolantarctica.com/>

- ◆ **Paris, France** - Located in the north of the country on the river Seine, Paris has the reputation of being the most beautiful and romantic of all cities, brimming with historic associations and remaining vastly influential in the realms of culture, art, fashion, food and design.
- ◆ **Rome, Italy** - e, the 'Eternal City', is the capital of Italy and of the Lazio (Latium) region. It's the famed city of the Seven Hills, La Dolce Vita, the Vatican City and Three Coins in the Fountain. The Historic Center is a UNESCO World Heritage Site.
- ◆ **Barcelona, Spain** - Barcelona is Spain's second largest city, with a population of 1.5 million people, and the capital of Catalonia. The city is on the Mediterranean coast, and has a wealth of unique historic architecture. Barcelona emerged as one of the most popular tourist destinations in Europe during the 1990s.
- ◆ **Dublin, Ireland** - Dublin is the capital city of the Republic of Ireland, with more than a quarter of the Irish population living in the greater Dublin metropolitan area. The city center however is relatively small and can be navigated by foot, with most of the population living in nearby suburbs.
- ◆ **Istanbul, Turkey** - Istanbul is Turkey's most populous city, and its cultural and financial center. Located on both sides of the Bosphorus, the narrow strait between the Black Sea and the Marmara Sea, Istanbul bridges Asia and Europe both physically and culturally.



- ◆ **Athens, Greece** - Athens is the capital and largest city of Greece. Athens dominates the Attica region and is one of the world's oldest cities, with its recorded history spanning around 3,400 years. Classical Athens was a powerful city-state. A center for the arts, learning and philosophy, home of Plato's Academy and Aristotle's Lyceum, it is widely referred to as the cradle of Western civilisation and the birthplace of democracy, largely due to the impact of its cultural and political achievements during the 5th and 4th centuries BC in later centuries on the rest of the then known European continent. Today a cosmopolitan metropolis, modern Athens is central to economic, financial, industrial, political and cultural life in Greece. In 2008, Athens was ranked the world's 32nd richest city by purchasing power and the 25th most expensive city⁴.

The heritage of the classical era is still evident in the city, represented by ancient monuments and works of art, the most famous of all being the Parthenon, considered a key landmark of early Western civilisation. The city also retains Roman and Byzantine monuments, as well as a smaller number of Ottoman monuments. The Greek influence of the city is greatly noted through the stellar artwork of the Greek workers of the city of the city-state of Athens.

Athens is home to two UNESCO World Heritage Sites, the Acropolis of Athens and the medieval Daphni Monastery. Landmarks of the modern era, dating back to the establishment of Athens as the capital of the independent Greek state in 1833, include the Hellenic Parliament (19th century) and the Athens Trilogy consisting of the National Library of Greece, the Athens University and the Academy of Athens. Athens was the host city of the first modern-day Olympic Games in 1896, and 108 years later it welcomed home the 2004 Summer Olympics. Athens is home to the National Archeological Museum, featuring the world's largest collection of ancient Greek antiquities, as well as the new Acropolis Museum.



⁴ "City Mayors: Cost of living - The world's most expensive cities", City Mayors. 2008.

- ◆ **Venice, Italy** - Venice is a city in northeast Italy sited on a group of 118 small islands separated by canals and linked by bridges. It is located in the marshy Venetian Lagoon which stretches along the shoreline between the mouths of the Po and the Piave Rivers. Venice is renowned for the beauty of its setting, its architecture and its artworks. The city in its entirety is listed as a UNESCO World Heritage Site, along with its lagoon.

Venice is the capital of the Veneto region. In the old center, the canals serve the function of roads, and almost every form of transport is on water or on foot. In the 19th century a causeway to the mainland brought the Venezia Santa Lucia railway station to Venice, and the Ponte della Libertà road causeway and parking facilities were built during the twentieth century. Beyond the road/rail land entrances at the northern edge of the city, transportation within the city remains (as it was in centuries past) entirely on water or on foot. Venice is Europe's largest urban car-free area. Venice is unique in Europe, in having remained a sizable functioning city in the twenty-first century entirely without motor cars or trucks.



- ◆ **Prague, Czech Republic** - Almost undamaged by World War-II, Prague's compact medieval center remains a wonderful mixture of cobbled lanes, walled courtyards, cathedrals and countless church spires all in the shadow of her majestic 9th century castle that looks eastward as the sun sets behind.
- ◆ **Vienna, Austria** - Vienna is by far the most populated city in Austria. As the former home of the Habsburg court and its various empires, the city still has the trappings of the imperial capital it once was, and the historic city center is inscribed on the UNESCO World Heritage List.

Top destinations in this region for international travellers are:

- ◆ **Sydney, Australia** - It might not be Australia's capital, but Sydney is certainly Australia's capital of glamour. From the iconic Opera House and Sydney Harbor Bridge to the open-air cinemas and essential beachside BBQs, Sydney's enjoyably loud and brash take on culture incorporates 'bring your own beer' (BYO) restaurants, beach bums galore and plenty in the way of international influence.

Inhabitants of Sydney are called Sydneysiders, comprising a cosmopolitan and international population. The site of the first British colony in Australia, Sydney was established in 1788 at Sydney Cove as a penal colony. The city is built on hills surrounding Port Jackson which is commonly known as Sydney Harbour, where the iconic Sydney Opera House and the Harbour Bridge feature prominently. The hinterland of the metropolitan area is surrounded by national parks, and the coastal regions feature many bays, rivers, inlets and beaches including the famous Bondi Beach and Manly Beach. Within the city are many notable parks, including Hyde Park and the Royal Botanic Gardens.



Sydney often ranks highly in various world cities rankings. It has hosted multiple major international sporting events, including the 1938 British Empire Games (now known as Commonwealth Games) and the 2000 Summer Olympics. The main airport serving Sydney is Sydney Airport and its main port is Port Botany.

- ◆ **Melbourne, Australia** - The Australian capital from 1901 until the purpose built Canberra was ready, Melbourne today is still the Australian capital of fashion and sport. Melbourne was founded in 1835, forty seven years after the European settlement of Australia by settlers from Launceston. Melbourne was officially declared a city by

Queen Victoria in 1847. After the federation of Australia in 1901, it served as the interim seat of government of the newly created nation of Australia until 1927.

Often referred to as the “Garden City” and “cultural capital of Australia”, Melbourne is the birthplace of cultural institutions such as Australian film, Australian television, the Australian impressionist art movement. Melbourne was ranked as the world’s most liveable city in ratings published by the Economist Group’s Intelligence Unit in August 2011 and again in 2012.

- ◆ **Apia, Samoa** - Apia is the capital of Samoa. It is on the island of Upolu and has a population of around 40,000. Much of Apia is within walking distance. Samoa is a postcard of natural beauty consisting of ten islands, each offering very distinct and different environments to explore.



From the rainforest covered rugged volcanic mountain peaks of the two main islands to the vast valleys leading down to a coastline ringed with a necklace of white sandy beaches, Samoa has it all. Within these lush green fertile valleys, grow banyan trees towering above the rainforest canopy which is full of tropical blooms and numerous varieties of vegetation. Cascading waterfalls dropping into rivers that cut jagged lines through the valley floor as they make their way to the ocean.

The coastline is a wonder in itself, with sparkling white sand beaches, in some places stretching for miles, and here and there are walls of sheer cliffs that drop straight into the Pacific. And beyond the beaches out into the blue lagoons are scattered the rest of the islands that make up the Samoa archipelago, some inhabited, others with only nature's wildlife, protected by the fringing coral reef that keep the powerful force of the Pacific Ocean at bay.



- ◆ **Cairns and Great Barrier Reef, Australia** - Cairns is the gateway to the Great Barrier Reef in Far North Queensland, Australia. Cairns is a cosmopolitan city with a population of approx. 140,000 that is very focused on the tourist industry; particularly popular with international tourists. Japanese tourists are especially catered for, with many shops' signs being written in Japanese, as well as English. The city is surrounded by rainforest and can be used as a gateway to destinations such as Kuranda and the Daintree. Besides tourism, the city is supported by agricultural activities which include sugar cane, bananas, coffee, tea and the world's first tropical fruit wine region.



- ◆ **Auckland, New Zealand** - It is the largest metropolitan area in New Zealand, with a population of over one million. It is in the northern half of the North Island, on a narrow isthmus of land that joins the Northland peninsula to the rest of the North Island. In November 2010, four formerly separate cities were amalgamated. These four were Manukau in the south, Waitakere in the west, North Shore in the north and Auckland City itself, on and around the isthmus. These other cities, rural areas, small towns and the islands of the Hauraki Gulf can be found in the Auckland Region article.
- ◆ **Christchurch, New Zealand** - This is the largest city in the South Island of New Zealand with a 2006 population of over 350,000, making it the second largest city in the country after Auckland. It is on the edge of the Canterbury plains and is a major stepping off point for touring the South Island.

Christchurch was established in 1850 by English settlers. Its English heritage shows in the older buildings, especially in the cultural precinct along Worcester Boulevard. The River Avon flows through the central city and disrupts the regular rectangular layout of the city streets.

Christchurch is known as the Garden City, a well-deserved name. Looking from a few floors up, one is struck by the number of trees that grow like a forest throughout the suburbs.

International tourism, especially foreign-student education for the Asian market, was a growing sector of the Christchurch economy, as is electronics and software development. Because of this there is a high concentration of cyber-cafes here.

Christchurch city is recovering from major earthquakes. While some of the central business district is currently inaccessible (around 5 blocks), the remainder of the city and region are open for business and it remains the gateway to the rest of the South Island.

- ◆ **Noumea** - Noumea is the largest city in and capital of New Caledonia, lying on the main island of Grande Terre. One of the most westernised capitals in the Pacific Islands, it features beautiful beaches and colonial mansions and is not yet a heavily touristed destination. Settled by both Britain and France during the first half of the 19th century, the island became a French possession in 1853. It served as a penal colony for four decades after 1864.



The islands have been an overseas territory of France since 1956. The 1988 Matignon Accords granted substantial autonomy to the islands; formally under French law. Agitation for independence during the 1980s and early 1990s seems to have dissipated. A referendum on independence was held in 1998 but did not pass; a new referendum is scheduled for after 2014.

- ◆ **Port Moresby, Papua New Guinea** - Port Moresby is the capital and largest city of Papua New Guinea. The city is on the shores of the Gulf of Papua. Its population is around 300,000 and growing quickly. The indigenous people of the area are the Motu- Koitabu. Moresby, as it is commonly known, got its name from Captain John Moresby who arrived in 1873 as the first European visitor.



The city is quite spread out. The original colonial settlement was by the sea and this is still the port area, as well as the main business and banking district. On the hills above are upmarket residences. The area is served by the Crowne Plaza hotel. Closer to the airport, separated from the original town by hills, is Waigani, a 1970s development built to house the Government offices of the newly Independent country of Papua New Guinea. Nearby are the housing areas of Boroko and Gordons, which also contain most of the large stores. Port Moresby is the main point of entry into Papua New Guinea for air-traffic and most of the boat-traffic. The national airline is Air Niugini.

- ◆ **Tahiti** - Tahiti is the largest island in the Windward group of French Polynesia (an overseas country of the French Republic), located in the archipelago of the Society Islands in the southern Pacific Ocean. It is the economic, cultural and political center of French Polynesia. The island was formed from volcanic activity and is high and mountainous with surrounding coral reefs. The population is 178,133 (2007 census), making it the most populous island of French Polynesia and accounting for 68.6 per cent of the group's total population. Tahiti was formerly known as Otaheite.



The capital, Papeete, is located on the northwest coast with the only international airport in the region, Faa'a International Airport, situated 5 km (3.1 mi) from the town center. The island was proclaimed a colony of France in 1880 although it was not until 1946 that the indigenous Tahitians were legally authorised to be French citizens. French is the only official language although the Tahitian language (Reo Tahiti) is widely spoken. It was part of the Kingdom of Tahiti until its annexation by France in 1880.

Most of the tourist destinations are aqua-centric; however it is possible to visit attractions on land such as World War-II cannons. Air Tahiti has five or six flights daily to the Bora Bora Airport on Motu Mute from Tahiti (as well as from other islands). The island is served by Bora Bora Airport on Motu Mute in the north, with Air Tahiti providing daily flights to and from Papeete on Tahiti.

Although French and Tahitian are the main languages spoken by the inhabitants, people in contact with tourists generally have some command of English. Most visitors to Bora Bora are American, Japanese or European. Public transport on the island is non-existent. Rental cars and bicycles are the recommended method of transport. There are also small fun-cars for hire in Vaitape. Snorkeling and scuba diving in and around the lagoon of Bora Bora are popular activities. Many species of sharks and rays inhabit the surrounding body of water. There are a few dive operators on the island offering manta ray dives and also shark-feeding dives.

In addition to the existing islands of Bora Bora (called motu), the new man-made motu of Motu Marfo has been added in the north-eastern corner of the lagoon on the property of the St. Regis Resort.

- ◆ **Bora Bora** - Bora Bora is an island in the Leeward group of the Society Islands of French Polynesia, an overseas collectivity of France in the Pacific Ocean. The island, located about 230 km (140 mi) northwest of Papeete, is surrounded by a lagoon and

a barrier reef. In the center of the island are the remnants of an extinct volcano rising to two peaks, Mount Pahia and Mount Otemanu, the highest point at 727 m (2,385 ft).



Bora Bora is a major international tourist destination, famous for its aqua-centric luxury resorts. The major settlement, Vaitape is on the western side of the main island, opposite the main channel into the lagoon. Produce of the island is mostly limited to what can be obtained from the sea and the plentiful coconut trees, which were historically of economic importance for copra. According to a census performed in 2008, the permanent population of Bora Bora is 8,880. Today the island is almost entirely dependent on tourism. Over the last few years several resorts have been built on motu (small islands, from Tahitian) surrounding the lagoon. Thirty years ago, Hotel Bora Bora built the first over-the-water bungalows on stilts over the lagoon and today, over-water bungalows are a standard feature of most Bora Bora resorts. The quality of those bungalows ranges from comparably cheap, basic accommodations to very luxurious and expensive places to stay. The only camping on the island is Bora Bora Camping at the southern point of Motu Piti Aau.

- ◆ **Hawaii** - Hawaii is the most recent of the 50 U.S. states (joined the Union on August 21, 1959), and is the only U.S. state made up entirely of islands. It is the northernmost island group in Polynesia, occupying most of an archipelago in the central Pacific Ocean.

Hawaii's diverse natural scenery, warm tropical climate, abundance of public beaches and oceanic surrounding, and active volcanoes make it a popular destination for tourists, Hawaii's diverse natural scenery, warm tropical climate, abundance of public beaches and oceanic surrounding, and active volcanoes make it a popular

destination for tourists, surfers, biologists and volcanologists alike. Due to its mid-Pacific location, Hawaii has many North American and Asian influences along with its own vibrant native culture. Hawaii has over a million permanent residents along with many visitors and U.S. military personnel. Its capital is Honolulu on the island of Oahu.



The state encompasses nearly the entire volcanic Hawaiian Island chain, which comprises hundreds of islands spread over 1,500 miles (2,400 km). At the southeastern end of the archipelago, the eight “main islands” are (from the northwest to southeast) Niihau, Kauai, Oahu, Molokai, Lânai, Kahoolawe, Maui and the island of Hawaii. The latter is the largest and is often called “The Big Island” to avoid confusion with the state as a whole. The archipelago is physiographically and ethnologically part of the Polynesian subregion of Oceania.

The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international travellers. The below table represents maximum number of international tourists in different countries.

Table 1: Top 10 Countries with Maximum International Tourist Arrival⁵

Rank	Country	International Tourist Arrivals (2018)
1	France	89 million
2	Spain	83 million
3	United States of America	80 million
4	China	63 million
5	Italy	62 million

Contd...

⁵ UNWTO Tourism Highlights 2019 Edition.

6	Turkey	46 million
7	Mexico	41 million
8	Germany	39 million
9	Thailand	38 million
10	United Kingdom	36million

UNWTO World Tourism Barometer (World Tourism Organisation), November 2011.

However, according to the latest Master Card Global Destinations Cities Index , Bangkok is the most visited city by international tourists. This may include business travelers as well, as opposed to leisure or holiday travelers.

Rank	City	International Visitors (millions)
1	Bangkok	22.78
2	Paris	19.1
3	London	19.09
4	Dubai	15.93
5	Singapore	14.67
6	Kuala Lumpur	13.79
7	New York	13.6
8	Istanbul	13.4
9	Tokyo	12.93
10	Antalya, Turkey	12.41

Based on a decade of insights, the Global Destination Cities Index 2019 identify following trends:

- ◆ Consistent and Steady Growth - Over the past decade, the one constant has been continual change. Each year, more people are traveling internationally and spending more in the cities. Between all of the destinations within the Index, arrivals have grown on average 6.5 percent year-over-year since 2009, with expenditure growing on average 7.4 percent.
- ◆ Sustained Dominance of Major Cities - While there has been significant movement in visitors to smaller cities, the top 10 has remained largely consistent. London, Paris, and Bangkok have been the top 3 since 2010, with Bangkok as No. 1 six of the past seven years. New York is another top 10 stalwart, with 13.6 million overnight visitors this year.

- ◆ Rise of Asia-Pacific International Travelers - Cities in Asia-Pacific have seen the largest increase in international travelers since 2009, growing 9.4 percent. In comparison, Europe, which saw the second highest growth, was up 5.5 percent. This is spurred on by the growth in mainland Chinese travelers. Since 2009, mainland China has jumped six places to be the No. 2.

MUST-SEE THREATENED TOURIST SPOTS

Contents

11.1	Introduction	193
11.2	Threatened Tourist Places in Asia	194
11.3	Threatened Tourist Places in Africa	216
11.4	Threatened Tourist Places in North America	221
11.5	Threatened Tourist Places in South America	229
11.6	Threatened Tourist Places in Europe	230
11.7	Threatened Tourist Places in Australia	236
11.8	List of World Heritage Sites in Danger	242

11.1 Introduction

Tourism can be a double-edged sword for destinations. The Threatened Wonders List aims to draw attention to destinations that could be all but destroyed for future generations if something doesn't change soon. At the same time as supporting local communities, if things aren't managed properly the negatives can soon outweigh the positives creating major environmental and cultural issues.

Too many tourists, poor planning, inadequate security, globalisation and urbanisation are part of the reason the marvels of the world are constantly threatened to disappear. Global warming, climate change, excessive tourism pressures, wars/conflict, etc, most often combined with poor infrastructure and lack of efficiency or willingness authorities can be named as a few reasons why the once in-demand tourism hot-spots have now become fragile socio-cultural spots and ecosystems.

In this unit, we shall examine some of the most vulnerable places on earth that have become endangered due to excessive pressure from the tourism industry, as well as we shall try to provide the best solutions to the current situation.

Though a list of endangered destinations is endless in each of the continents, this list here provides only a few destinations of each 6 continents (except Antarctica) that require urgent and mandatory attention, either due to their over-exhausted tourism potential, or ecologically sensitive and fragile ecosystems.

11.2 Threatened Tourist Places in Asia

1) Maldives

The Republic of the Maldives is a group of Coral Islands in the Indian Ocean to the west of India and Sri Lanka on the Equator. The group of low lying islands consist of about 1200 islands. Some smaller than a football field and some of the largest 1-2 miles long and well known for beautiful scenery: white beaches, swaying palm trees, colourful corals and abundant sunshine. Eighty per cent of the average height of the Maldives is less than one meter. If rising sea levels continue to change the global climate, this beautiful paradise might disappear under the sea sooner or later.

The Maldives comprises perhaps one of the world's most complex reef systems (1,300 low coral islands and sandbanks). The Maldives along with Chagos islands are important nesting sites for Green turtles (*Chelonia mydas*) and seabirds.

Other species of interest include Hawksbill turtle (*Eretmochelys imbricata*), Olive ridley turtle (*Lepidochelys olivacea*), Loggerhead turtle (*Caretta caretta*), White tern (*Gygis alba*), lesser Frigatebird (*Fregata ariel*), Common Dolphin (*Delphinus delphis*), Cuvier's beaked whale (*Ziphius cavirostris*), Finless Porpoise (*Neophocaena phocaenoides*), and the Blainsville's beaked whale (*Mesoplodon densirostris*).

The greatest threat to these reefs comes from the relatively rapid and unplanned establishments, unsustainable growth of the tourist industry, and the introduction of mechanised fishing. Coral mining, construction of groynes, breakwaters, jetties and anchor damage and siltation caused by speedboats are causing considerable damage as well.

Other threats include pollution, increased shipping traffic, risk of oil spills and dumping, inadequate waste disposal, and the overuse of water pumps and fertilisers for agriculture.

What is the solution?

Various types of fishing can destroy the coral reef; dynamite fishing blows up the coral which destroys the reef, nets from intensive fishing get caught on the reef and damage it, and anchors from fishing boats also harm the corals. Rising sea levels in the Maldives are a threat as corals can't survive with sea levels above 25m. This rise in sea levels could be due to many factors (including global warming) – extreme weather events such as hurricanes can harm the reef due to rising sea levels, strong waves etc.

Inputs of fresh water on the coasts due to an increased population and increased number of hotels are a threat as saline water is required for survival. Mining of Coral is another threat. So is the pollution caused by agriculture, sewage and industry.

Conditions for Corals

- ◆ **Temperature:** No reefs develop where the mean annual temp. of water is below 18°C. However, above 21°C causes problems of health to the reef. The Maldives fits this temperature requirement as its temp. never exceeds these extremes.
- ◆ **Water depth:** Most reefs grow in depths of 25m or less on the margins of continents or islands. The depth of the Indian Ocean, which surrounds the Maldives, does not exceed this condition.
- ◆ **Light:** Light is needed for the photosynthesis of algae (zooxanthella) which feed the coral reefs in the Maldives. Therefore shallow water is needed to allow max. light to reach the reefs.
- ◆ **Salinity:** Corals are marine creatures which are intolerant of water which has less than 30-32psu. They can therefore survive in the saline conditions of the Indian Ocean.

Coral reefs are greatly important for the future of the Maldives, as these are one of the main attractions for tourists in the area. Tourism has become the country's major source of foreign exchange, surpassing fishing. In 1992 tourism income constituted 17 per cent of GDP. Furthermore, tourism is expected to increase as the government infrastructure improvement projects in the areas of transportation, communications, sanitation, water supply and other support facilities are put into place. Therefore the coral needs to be sustained for the economic stability of the area.

The most important role that Coral reefs play is that they form natural barriers that protect nearby shorelines from the eroding forces of the sea, thereby protecting coastal dwellings, agricultural land and beaches. Coral reefs have been used in the treatment of cancer, HIV, cardiovascular diseases, ulcers and other ailments.

Hence it is of utmost importance to enforce specific legislations on protection of Coral reefs in Maldives. Education, training and legislation is needed for banning dynamite fishing and coral mining. Maldives tourism product is entirely dependent on marine resources. The Maldives selling point is its excellent diving, shallow lagoons for safe watersports and swimming, and clean white sandy beaches for sunbathing and relaxation. Hence it became all the more important to preserve the aesthetic integrity of these islands and to protect the natural beauty of the reefs. In addition to this, the mere existence of islands which hosts the tourist facilities, is dependent on the reef systems.

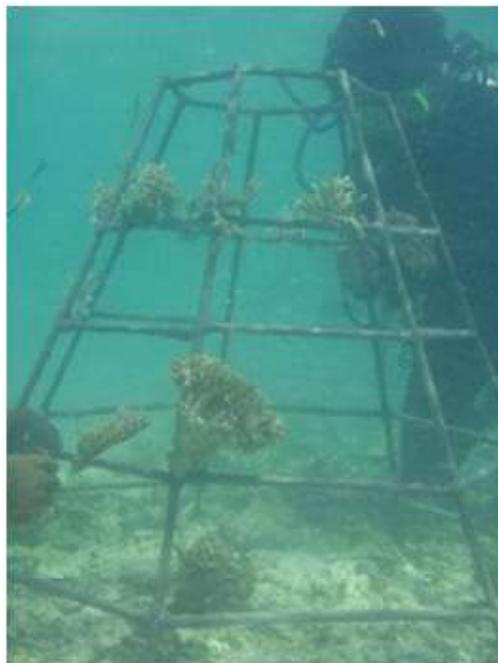
Completely nature-based, the Maldives tourism product has a unique concept in its development. Each island hosts a single resort hotel, which is an autonomous unit that generates its own power, water supply and manages its sewage and solid waste. Regulations and checks specific to such resorts and hotels could be strengthened. In the Maldives there is a clear understanding that the remarkable natural, social and

cultural features require a unique small island tourism policy that will sustain the important economic industry, coral island environments and preserve the traditional patterns of life in the islands.

The Ministry of Tourism of Maldives develops tourism policy, plans, regulations to develop infrastructure and service standards and issues operation permits for tourist facilities in the Maldives. The government has taken a precautionary approach of developing tourism in only selected zones and on uninhabited islands. While contacts in the resort islands are limited to the staff, day excursions to local islands are encouraged to benefit locals from this economically important industry. Similarly, safari operations on boats are also restricted to certain atolls.

The Ministry of Tourism has also developed mechanisms to encourage and ensure that the resort islands are constructed with a local touch in their designs and architecture, which in turn has helped to successfully rejuvenate local crafts, design, culture and tradition, and to a certain extent, even language. It is however desirable to encourage more such moves.

The major nature-based tourism activities are the development and operation of resorts in uninhabited islands and live-aboard safari vessel operations that cruise the atolls, offering diving, snorkelling, surfing, dolphin and whale watching, or excursions to local islands. Establishment of marine protected areas in the tourism zone to protect marine biodiversity by supporting *in-situ* conservation and the aesthetic integrity of marine dive sites is a specific ecotourism project amongst a few which aims to solve problems that arise due to conflict of interests between divers and fishers using the same marine resources. Important dive sites have been declared as marine protected areas in the main tourism zone where anchoring and fishing (except bait fishery that sustains the traditional pole and line fishing industry), is strictly prohibited.



There are also minor community based projects such as the establishment of a cultural center on South Ari atoll Dhangethi island to preserve cultural heritage and share important aspects of traditional Maldivian lifestyle with the visitor.

Tourists, resorts and NGOs also play a key role in implementing ecotourism and environmental research projects. A reef conservation and growth project by Ihuru tourist resort is a popular site for divers, snorkelers and marine biologists. This project aims to conserve marine biodiversity and identify artificial structures to protect shorelines of similar small coral islands. The annual Green Resort Award by the President of the Maldives, was launched in 1999 to encourage ecotourism, implementation of environmental technology and to ensure environment-friendly operations of tourist resorts.

2) Borneo and Sumatra

The Southeast Asian islands of Borneo and Sumatra, located on the Equator, are home to some of the world's most diverse rain forests and Southeast Asia's last intact forests. Borneo is the world's third largest island, covering an area slightly larger than Texas. Sumatra is the world's sixth largest island. The islands' tropical climate and diverse ecoregions have created habitats that house thousands of unique species and the world's last remaining Sumatran tigers, orangutans, pygmy elephants and Sumatran rhinos. Massive rivers cut across the landscape. These are the islands' lifelines, offering transport and providing the freshwater needs for the islands' people.

Borneo and Sumatra are the only places on Earth where tigers, rhinos, orangutans and elephants live together. The forests are home to marvelous creatures like the proboscis monkey, sun bear, clouded leopard, flying fox bat and endangered animals like the Sumatran tiger, Sumatran rhino and pygmy elephant.

There are more than 15,000 known plants here, with many more species yet to be discovered. Since 1995, more than 400 species have been identified on the islands, with more than 50 of these species completely new to science. An unknown mammal species - for now dubbed the Bornean red carnivore - was photographed by one of WWF's camera traps in 2003.

The cultural diversity of Borneo and Sumatra is as distinct and varied as its plant life. More than 60 million people live on these two islands. They are a mix of indigenous peoples and immigrants from other islands in Indonesia, such as Java, as well as other Asian countries. The current population of Borneo is estimated at 18 million. Sumatra is home to 50 million people and is the world's fourth most populous island.

Rapid economic changes have brought shifts in population and threaten the way of life for communities who have traditionally lived off the forest. Borneo's native cultures are usually referred to collectively as "Dayak", a term that covers a multitude of ethnic groups. Sumatra is also home to a variety of ethnic groups, including the Batak, Minangkabau, Krui and Pelalawan-Petalangan.

Tourism in Borneo and Sumatra is focussed on wildlife expeditions and safaris to view the diverse varieties of primates in the region, especially the Orangutans. Influx of tourists to such a biologically sensitive area coupled with deforestation and unsustainable agriculture is posing a serious and direct threat to the environment in the region.

What is the solution?

Approximately three-quarters of Indonesia's timber is illegally harvested. Borneo and Sumatra are the largest suppliers of illegal timber to Indonesia. Palm oil coming from Borneo and Sumatra accounts for more than half of all palm oil produced in the world. WWF co-founded the Roundtable on Sustainable Palm Oil in 2003, a collaborative group working to bring sustainable palm oil to the marketplace and reform land use practices. Apart from such efforts towards sustainable agriculture, in Borneo and Sumatra, there is an urgent need to work with local communities and governments to address the relentless forces that are destroying the last strongholds of tigers, orangutans and other species.

In Borneo, tourism industry is in greater conflict with existing industries than in other parts of the world, due primarily to the competing logging interests on the island. Borneo is expected to have lost up to 75 per cent of its forests by 2020 due to these competing interests, however there are a number of measures being put in place to prevent this from happening. One of the largest issues tourism faces on the island of Borneo is simply the fact that it is overseen by three distinct countries, and these countries sometimes have conflicting ideas over how the entire island should develop over time.

The country with the least involved environmental policies on the island is the country of Brunei. Literally taking up a very tiny corner of the island, Brunei is only in the beginning stages of creating any environmental laws, especially as they relate to tourism. Recently, the government of Brunei has been working on drafts for three separate environmental laws: the Environmental Pollution Control Order, Environmental Impact Assessment Order, and another as-yet unnamed law that covers the import and export of hazardous wastes for disposal. These laws are still in their early stages of development, and are still at a point where the language to be used in the laws themselves is under debate.

Conversely, Malaysia has a number of laws on the books to protect the wildlife and natural environment of its various land holdings. For example, the Malaysian Wildlife Law contains provisions that aid in the protection and conservation of all Malaysian wildlife and their respective habitats. This law doesn't just protect the endangered or endemic wildlife of Malaysia, but offers various levels of protection for different classifications of wildlife. The two Malaysian states on Borneo - Sabah and Sarawak - are bound by the federal mandate and also have enacted their own biodiversity protection laws that are more tailored to suit the needs of industry on Borneo.



The laws of Indonesia in regard to the environment generally mirror those of Malaysia, with a strong emphasis on resource management and Ecotourism. Two major laws - the Law on Environmental Protection and Management, and the Act on the Conservation of Biological Resources and their Ecosystems - lay down the greatest amount of regulation in regard to conservation and Ecotourism management. These laws have created a framework for how Ecotourism is developed throughout the Indonesia controlled part of Borneo by placing strict regulations down for how tourists interact with wildlife and by creating regulations for how environmental impact statements must be prepared for Ecotourism operations.

Borneo is a haven for biodiversity, with two of the most bio-diverse ecosystems on Earth to its credit. Not only can tourists visit the last few vestiges of lush, virgin forest, but they can also visit some of the most pristine reefs in the Pacific. Snorkeling and SCUBA are some of the most popular activities here for tourists, creating a tourism boom for the nations that control the reef-bearing northern end of the island. Volunteer tourism is also very popular here, and should be encouraged rather than commercial tourism. There are a number of scientific studies going on at any time that people are able to volunteer to assist with.

In the interior, there are a number of major trekking routes that are very popular with tourists, and along the border zones there is a unique spirit of cooperation between the three major countries. Each of the countries that control Borneo have empowered local villages to handle inter-border travel with tourists to help make tourism much more attractive and accessible in the area.

Borneo is home to some of the most famous endemic species of animals on the planet. It is a lush and vibrant ecosystem that is still working through how to balance the competing interests of forestry and tourism. All of the laws that deal with

tourism and forestry recognise them both as contributing interests to the overall economies of the nations which inhabit Borneo, and therefore provisions of all laws must be in place that protect them both. With the two largest interests on the island having a very solid framework for responsible management practices, there is little doubt that Brunei will follow suit.

3) Mount Everest

Mount Everest is the highest mountain on Earth above sea level, and the highest point of the earth. Various kinds of endangered rare animals inhabit here, including snow leopards, pandas also live on the lower side and so on. Scientists have claimed that about two-thirds of the glacier has melted. Melting glaciers could lead to the expansion of glacial lakes that would lead to several natural disasters including floods and landslides.

Tourism industry, especially expeditions to the Mount Everest, has provided a steady income to the nepali economy. The Mount Everest rush started after Edmund Hillary and Tenzing Norgay made it to the top in 1953. Before that, Khumbu's environmental state was far healthier. But with thousands of pairs of feet pounding its footpaths for decades, many believe that Sagarmatha needs a rest.

Global climate change alone has affected Everest's geography, as some of its glaciers have retreated as much as three miles (4.8 km) in the past 20 years¹. If the glaciers continue to recede, it could endanger the local Sherpas who have already experienced flooding from the melting ice.

Human activity is the source for the most visible damage being done to the area. Although Khumbu is protected as the Sagarmatha National Park, challenges remain for curbing waste left behind on the trails, especially disposable water bottles and food cans. Literally tons of trash has been cleared from the Everest Base Camp², but groups such as Kathmandu Environmental Education Project remain hard at work teaching climbers about low-impact trekking.

While trash remains problematic, energy sources for feeding and housing thousands of tourists each year are growing scarce. When Sherpas first settled in the Khumbu valley in the 1500s, the forests were lush with plant life. Today, the tree line continues to descend to lower altitudes, as firewood is burned for heating, cooking and hot showers³. Environmental groups have urged villagers, business owners and climbers to use kerosene instead of firewood, but the conversion is a slow process. The rate that tourists consume energy is also far higher than Sherpas since they are more accustomed to it in their more industrialised nations.

¹ Rosen, Elizabeth. "Somalis Don't Climb Mountains: The Commercialization of Mount Everest." *The Journal of Popular Culture*. Vol. 40, No. 1, 2007. (March 17, 2008)

² Jones, Finn-Olaf. "Tourism Stripping Everest's Forests Bare". *National Geographic Traveller*. Updated Aug. 29, 2003. (March 20, 2008)

³ Reid, T.R. and Kendrick, Robb. "The Sherpas". *National Geographic*. May 2003. (March 17, 2008)

Although the late Edmund Hillary and others have urged the Nepalese government to ban Everest access for a while to allow for cleanup and more reforestation efforts, there are no signs of government compliance. In fact, the Nepal tourism board furiously refuted an international news story that Nepal was shutting off base camp access for 10 days during the spring of 2008 to allow for a torch run for the 2009 Summer Olympics in Beijing. And the plan for offering lowered rates during the off-season indicates its determination to not only keep the mountain open to the public but actually attract more tourists.

A line of climbers ascend Mount Everest Ó Ralf Dujmovits, Guardian UK.

Mount Everest tourism has created a difficult puzzle for Nepal⁴. While it's a reliable source of income for some of the poorest people in the world, its very success could also be paving a path to its destruction.



What is the solution?

The most radical solution seems to be regulation of the number of tourists per year. Listed as a UNESCO Natural world heritage site, Everest is now plagued by rubbish, the degradation on Himalayan peaks and other environmental issues. The melting ice has also exposed deep crevasses, making expeditions more dangerous. However, due to steady income received from the mountain expedition, the Nepali government is actually encouraging more and more visitors each year.

Public sensitisation seems the most effective solution in this case. One example of unofficial effort by members of the public in restoring Everest's lost glory is that of

⁴ MacDonald, Mia. "The roof of the world: tourism in Nepal strikes a delicate balance". E: The Environmental Magazine. March - April, 2004. (March 20, 2008)

Apa Sherpa. Apa Sherpa, who is a Nepalese Sherpa mountaineer who holds the record for reaching the summit of Mount Everest more times than any other person⁵, has noted significant changes and reduction of ice caps on the mountain since his first expedition. Apa has organised an expedition to remove 4,000 kg (8,800 lb) of rubbish from the lower part of the mountain and another 1,000 kg (2,200 lb) from higher areas.

4) Wadi Rum, Jordan

Jordan's tourism accounted for 10 per cent -12 per cent of the country's Gross National Product in 2006. In 2010, there were 8 million visitors to Jordan. The result was \$3.4 billion in tourism revenues, \$4.4 billion if medical tourists are included⁶. Jordan offers everything from world-class historical and cultural sites like Petra and Jerash to modern entertainment in urban areas most notably Amman. Moreover, seaside recreation is present in Aqaba and Dead Sea through numerous international resorts. Eco-tourists have numerous nature reserves to choose from such as Dana Nature Reserve. Religious tourists visit Mt. Nebo, the Baptist Site, and the mosaic city of Madaba. Its major tourist attractions include visiting historical sites, like the worldwide famous Petra (UNESCO World Heritage Site since 1985, and one of New Seven Wonders of the World), the Jordan River, Mount Nebo, Madaba, numerous medieval mosques and churches, and unspoiled natural locations (as Wadi Rum and Jordan's northern mountainous region in general), as well as observing cultural and religious sites and traditions.

Jordan played host to the Petra Prana Festival in 2007 which celebrated Petra's win as one of the New Seven Wonders of the World. The annual Distant Heat festival in Wadi Rum and Aqaba ranked as one of the world's top 10 raves.

In 2011, however, Jordanian tourism lost \$1 Billion due to the political instability across the region.⁷ Even then, Jordan is investing heavily in its tourist infrastructure in the form of luxury hotels, spas, resorts and massive real estate projects, as The "Abdali Urban Regeneration" Project and the "Marsa Zayed" in Aqaba. Luxury residential housing like Sanaya Amman and the Living Wall are attracting affluent Persian Gulf vacationers to buy property in Jordan.

With the establishment of the Aqaba Special Economic Zone (ASEZA - a semi-autonomous body set up to drive economic development in the nearby beach resort of Aqaba), nearly twenty billion dollars have been invested in Jordan's sole coastal city. Luxurious resorts such as Saraya Aqaba and Tala Bay are being constructed with more in the pipeline like the \$1 billion Ayla Oasis. With Jordan becoming increasingly popular as a cruising destination, a new and modern cruise ship terminal is being constructed in the Marsa Zayed project.

⁵ He has climbed the mountain twenty-one times as of May 2011.

⁶ Periodical Islamic Chamber of Commerce & Industry Magazine". Chambermag.com. Retrieved 26 July 2012.

⁷ Jordanian Tourism Loses \$1 Billion 2011 - http://english.nuqudy.com/General_Overview/Levant/Jordanian_Tourism_L-825.

Wadi Rum is a desert full of mountains and hills located south of Jordan. It is popular for its sights in addition to a variety of sports that are practiced there, such as rock-climbing. It is also known for its connection to Lawrence of Arabia. Since 1998, Wadi Rum has been a protected area.

Over the past two decades the sandstone cliffs and wild spaces of Wadi Rum have drawn increasing numbers in search of desert adventure, but options and infrastructure remain limited here. Although a protected area, the land is divided between three Bedouin tribes and officially administered by ASEZA.

The result is a confusing array of 4WD tours run by different tribes in their respective territories, and no overall responsibility for environmental protection. Lack of a responsible authority in such a fragile environment as in Wadi Rum, the eco-systems are under threat and the booming tourism industry is only adding to the woods.

What is the solution?

With vision and the right measures in place, the awe-inspiring Wadi Rum has the potential to be a world leader in desert ecotourism. Engaging with local people is key: money needs to stay within the community, rather than being siphoned off to the cities. Luxury resorts are planned, but does Rum need glitzy private development? Small-scale public investment could make a big difference - the government could support Rum's Bedouin-run businesses by buying new 4WDs and helping entrepreneurs create better camps. A proper scheme for mountain guide training is essential.

An example of small but effective community effort was started by Tony Howard, a British climber who first visited in 1984 and who has written widely about Rum. In 1999 Howard arranged a fortnight's training for three Rum Bedouin at the Plas Brenin mountaineering school in Wales. Those guides are still working today. They pass on skills informally to their peers, but formal qualifications would be a first step to raising Rum's profile. There is talk of France's National Ski and Alpinism School leading training courses in Rum.

It is mooted by many working in the Rum that the main part has to be played by the tourists themselves. They say that the tourists should realise not to buy cut-price desert tours from cheap hotels in Petra and Aqaba and make sure that the tourism money stays in Rum by booking in advance directly with local guides – though, frustratingly, Rum has no information office. The only way to find a guide is to search online or check recommendations in guidebooks.

5) Great Wall of China, Beijing

China has 28 sites on the UNESCO heritage list . The crowning glory of these is the Great Wall.

The Great Wall of China is a series of fortifications made of stone, brick, tamped earth, wood, and other materials, generally built along an east-to-west line across the historical northern borders of China in part to protect the Chinese Empire or its

prototypical states against intrusions by various nomadic groups or military incursions by various warlike peoples or forces. Several walls were being built as early as the 7th century BC; these, later joined together and made bigger, stronger, and unified are now collectively referred to as the Great Wall⁸. Especially famous is the wall built between 220-206 BC by the first Emperor of China, Qin Shi Huang. Little of that wall remains. Since then, the Great Wall has on and off been rebuilt, maintained, and enhanced; the majority of the existing wall was reconstructed during the Ming Dynasty.

The Great Wall stretches from Shanhaiguan in the east, to Lop Lake in the west, along an arc that roughly delineates the southern edge of Inner Mongolia. A comprehensive archaeological survey, using advanced technologies, has concluded that the Ming walls measure 8,850 km⁹. Another archaeological survey found that the entire wall with all of its branches measure out to be 21,196 km.

While some portions north of Beijing and near tourist centers have been preserved and even extensively renovated, in many locations the Wall is in disrepair. Those parts might serve as a village playground or a source of stones to rebuild houses and roads¹⁰. Sections of the Wall are also prone to graffiti and vandalism. Parts have been destroyed because the Wall is in the way of construction¹¹.

More than 60 km of the wall in Gansu province may disappear in the next 20 years, due to erosion from sandstorms. In places, the height of the wall has been reduced from more than five meters (16.4 ft) to less than two meters. The square lookout towers that characterise the most famous images of the wall have disappeared completely. Many western sections of the wall are constructed from mud, rather than brick and stone, and thus are more susceptible to erosion¹².

The visual integrity of the Wall at Badaling has been impacted negatively by construction of tourist facilities and a cable car.

That the great walls bear exceptional testimony to the civilisations of ancient China is illustrated as much by the tamped-earth sections of fortifications dating from the Western Han that are conserved in Gansu Province as by the admirable and universally acclaimed masonry of the Ming period. Now, however, the structural and visual integrity of the Wall has been impacted negatively by construction of tourist facilities and a cable car.

⁸ "Great Wall of China". Encyclopædia Britannica.

⁹ Great Wall of China "even longer". BBC. April 20, 2009. Retrieved April 20, 2009.

¹⁰ Ford, Peter (2006, Nov 30). New law to keep China's Wall looking great. Christian Science Monitor, Asia Pacific section. Retrieved March 17, 2007.

¹¹ Bruce G. Doar: The Great Wall of China: Tangible, Intangible and Destructible. China Heritage Newsletter, China Heritage Project, Australian National University.

¹² "China's Wall becoming less and less Great". Reuters. August 29, 2007. Retrieved August 30, 2007.

What is the solution?

None of China's 28 world heritage sites have been listed as endangered. However, various threats, especially saturated tourism areas and construction, are spoiling their status, and if effective measures are not taken, these sites may soon be placed on the endangered heritage list, experts warned.

China's burgeoning tourism and construction sectors, which pose a growing threat to the country's World Heritage sites, have compelled preservation authorities to launch a comprehensive inspection of the historical relics.

The various components of the Great Wall have all been listed as state or provincial priority protected sites under the Law of the People's Republic of China on the Protection of Cultural Relics. The Regulations on the Protection of the Great Wall promulgated in 2006 is the specific legal document for the conservation and management of the Great Wall. The series of Great Wall Conservation Plans, which is being constantly extended and improved and covers various levels from master plan to provincial plans and specific plans, is an important guarantee of the comprehensive conservation and management of the Great Wall. China's national administration on cultural heritage, and provincial cultural heritage administrations where sections of the Great Wall are located, are responsible for guiding the local governments on the implementation of conservation and management measures for the Great Wall.

The Outstanding Universal Value of the Great Wall and all its attributes must be protected as a whole, so as to fulfill authentic, integral and permanent preservation of the property. To this end, considering the characteristics of the Great Wall, including its massive scale, trans provincial distribution and complicated conditions for its protection and conservation, management procedures and regulations, conservation interventions for the original fabric and setting, and tourism management shall be more systematic, scientific, classified and prioritised. An efficient comprehensive management system, as well as specific conservation measures for the original fabric and setting will be established, while a harmonious relationship featuring sustainable development between heritage protection and social economy and culture can be formed. Meanwhile, the study and dissemination of the rich connotation of the property's Outstanding Universal Value shall be enhanced, so as to fully and sustainably realise the social and cultural benefits of the Great Wall.

6) Jaisalmer, India

Nicknamed "The Golden city", Jaisalmer has the famous Jaisalmer Fort situated on Meru Hill and Named as Trikoot Garh.

This golden fort rising out of Rajasthan's Thar desert attracted 300,000 visitors in 2008: three times as many as ten years ago¹³. The growing numbers staying in the

¹³ "Threatened wonders 2010", wanderlust.co.uk (2nd June 2010)

fort itself, as opposed to the encircling town, are putting pressure on the aged infrastructure. Water seeping through old pipes is dissolving the city's sandstone foundations, leading to gaping cracks; more tourists means increased water usage, so the process is accelerating.

Water seepage, inadequate civic amenities, derelict houses and seismic activity around the Trikuta Hill are some of the major concerns impacting the Fort. Unlike most other forts, the Jaisalmer Fort has been built over a weak sedimentary rock foothill which makes its foundations especially vulnerable to seepage. Over the years this has led to the collapse of significant portions of the Fort such as the Queen's Palace or Rani Ka Mahal and parts of the outer boundary wall and the lower pitching walls¹⁴.

The World Monuments Fund included the Fort in its 1996 World Monuments Watch and again in the 1998 and 2000 reports due to the threats posed to it by an increase in its resident population and the increasing numbers of tourists who visit it every year. The Fort is one of Rajasthan's most popular tourist attractions with as many as five to six hundred thousand tourists visiting it annually. As a result, it is abuzz with commercial activities and has seen a phenomenal growth in both human and vehicular traffic.

What is the solution?

One in three families in Jaisalmer depend on tourism for a living; stopping it would be a shattering blow. The real solution is to upgrade the city's drainage system, a complex and lengthy process. The World Monuments Fund and the charity Jaisalmer in Jeopardy are working with the local government towards this, and restoring the city's buildings. According to former INTACH chairman S.K. Misra, American Express has provided more than \$1 million for the conservation of Jaisalmer Fort¹⁵.

The absence of coordinated action among the various government departments responsible for civic amenities, the local municipality and the Archaeological Survey that is responsible for the upkeep of the fort is a major impediment in its maintenance and restoration.

In the meantime, many guidebooks and tour operators discourage visitors from staying in the fort itself – although local hoteliers complain this threatens their livelihood and reduces their ability to restore buildings, while making scant difference to water usage.

7) Ajanta and Ellora, India

Ajanta Caves in Aurangabad district of Maharashtra, India are about 30 rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 or 650 CE. The caves include paintings and sculptures described by the government Archaeological Survey of India as “the finest surviving examples of Indian art,

¹⁴ Sharma, Abha (September 23, 2012). “Desert's sinking fort”. *The Hindu*.

¹⁵ S.K. Misra, Indian Express, “INTACH has earned its position”, April 7, 2010.

particularly painting”, which are masterpieces of Buddhist religious art, with figures of the Buddha and depictions of the Jataka tales. The caves were built in two phases starting around the 2nd century BCE, with the second group of caves built around 400-650 CE according to older accounts, or all in a brief period between 460 to 480.

The site is a protected monument in the care of the Archaeological Survey of India, and since 1983, the Ajanta Caves have been a UNESCO World Heritage Site. The Ajanta caves are cut into the side of a cliff that is on the south side of a U-shaped gorge on the small river Waghora, and although they are now along and above a modern pathway running across the cliff they were originally reached by individual stairs or ladders from the side of the river 35 to 110 feet below.

The area was previously heavily forested, and after the site ceased to be used the caves were covered by jungle until accidentally rediscovered in 1819 by a British officer on a hunting party. They are Buddhist monastic buildings, apparently representing a number of distinct “monasteries” or colleges. The caves are numbered 1 to 28 according to their place along the path, beginning at the entrance. Several are unfinished and some barely begun and others are small shrines, included in the traditional numbering. Further round the gorge are a number of waterfalls, which when the river is high are audible from outside the caves.

They are 100 kilometers from the Ellora Caves, which contain Hindu and Jain temples as well as Buddhist caves, the last dating from a period similar to Ajanta. They are said to be built by the Rashtrakuta dynasty. Well known for its monumental caves, Ellora is a World Heritage Site. Ellora represents the epitome of Indian rock-cut architecture. The 34 “caves” – actually structures excavated out of the vertical face of the Charanandri hills. Buddhist, Hindu and Jain rock-cut temples and viharas and mathas were built between the 5th century and 10th century. The 12 Buddhist (caves 1-12), 17 Hindu (caves 13-29) and 5 Jain (caves 30-34) caves, built in proximity, demonstrate the religious harmony prevalent during this period of Indian history. It is a protected monument under the Archaeological Survey of India.

These magnificent caves weathered natural forces well over time. But now, pollution, soil erosion, tourism, vandalism and nature are, in conjunction, threatening these paintings. With the area experiencing heavy monsoon rain in the last three years, the priceless Buddhist paintings are being threatened with extinction due to water seepage. At least 10 out of the 30 Ajanta caves leak during the monsoon.

This has forced ASI staff to keep utensils and buckets beneath the leaking areas to collect the rainwater. Unfortunately, studies have found that vandalism and unsustainable pace of tourism growth in the area are the major reasons for rapid decay of the caves.

What’s the solution?

ASI, which has more than 3,000 heritage sites in the country under its protection, puts the blame for the poor condition of these sites on paucity of funds. However, a major cause is the lack of coordination between the agencies involved.

For example, in Ajanta, in addition to ASI, the state tourism corporation, the forest department, the Japanese funding agency and private consultants are all on the conservation bandwagon. Japan has given India a large loan for the study of conditions at Ajanta and Ellora. Most of the funds were spent on infrastructure, like building roads. A mere fraction of the loan was allocated for preserving the sites.

Sources say that it's merely a tourist attraction now, ASI cannot do anything because the state government is not willing to take any steps to preserve this site. According to the Ancient Monument and Archeological Sites and Remains Act, 1958, no modern structure can be constructed around a heritage site within the diameter of 300 meters. However, the heritage site is under threat because of encroachments, specifically kiosks and stalls that cater to tourist needs.

Strong measures as well as political and local authority will conserve the site not just as a mere tourist site but as a glorious heritage of ancient India is to be brought on. The solution here will not be to ban or regulate the number of tourists visiting the site, as most of the wear and tear is a natural process (though aggravated by tourist visits). The actual solution will lie in sensitising the locals and encouraging/educating the tourists with wondrous historical facts related to the sites. This can be done by organising the tours and channelising the tourists in a better and more informed way. The fund collected from tourists should be used properly in restoration work by engaging trained and experienced experts.

8) Ladakh

Bounded by two of the world's mightiest mountain ranges, the Great Himalaya and the Karakoram, Ladakh lies athwart two other, the Ladakh range and the Zaskar range. In geological terms, this is a young land, formed only a few million years ago by the buckling and folding of the earth's crust as the Indian sub-continent pushed with irresistible force against the immovable mass of Asia. Its basic contours, uplifted by these unimaginable tectonic movements, have been modified over the millennia by the opposite process of erosion, sculpted into the form we see today by wind and water.

Today, a high-altitude desert, sheltered from the rain-bearing clouds of the Indian monsoon by the barrier of the Great Himalaya, Ladakh was once covered by an extensive lake system, the vestiges of which still exist on its south-east plateaux of Rupshu and Chushul – in drainage basins with evocative names like Tso-moriri, Tsokar, and grandest of all, Pangong-tso. Occasionally, some stray monsoon clouds do find their way over the Himalaya, and lately this seems to be happening with increasing frequency. But the main source of water remains the winter snowfall. Drass, Zaskar and the Suru Valley on the Himalaya's northern flank receive heavy snow in winter; this feeds the glaciers whose meltwater, carried down by streams, irrigates the fields in summer. For the rest of the region, the snow on the peaks is virtually the only source of water. As the crops grow, the villagers pray not for rain, but for the sun to melt the glaciers and liberate their water. Usually their prayers are answered, for the skies are clear and the sun shines for over 300 days in the year.

Ladakh lies at altitudes ranging from about 9,000 feet (2750 m) at Kargil to 25,170 feet (7,672 m) at Saser Kangri in the Karakoram. Thus summer temperatures rarely exceed about 27°C in the shade, while in winter they may plummet to minus 20°C even in Leh. Surprisingly, though, the thin air makes the heat of the sun even more intense than at lower altitudes; it is said that only in Ladakh can a man sitting in the sun with his feet in the shade suffer from sunstroke and frostbite at the same time.

The largest town in Ladakh is Leh. It is one of the few remaining abodes of Buddhism in South Asia, including the Chittagong Hill Tracts, Bhutan and Sri Lanka; a majority of Ladakhis are Tibetan Buddhists and the rest are mostly Shia Muslims. In the past Ladakh gained importance from its strategic location at the crossroads of important trade routes, but since the Chinese authorities closed the borders with Tibet and Central Asia in the 1960s, international trade has dwindled except for tourism. Since 1974, the Government of India has successfully encouraged tourism in Ladakh. Since Ladakh is a part of strategically important Jammu and Kashmir, the Indian military maintains a strong presence in the region.

Ladakh, sometimes referred to as Little Tibet, is popular with tourists because it is home to one of the purest remaining examples of Tibetan Buddhist culture. Visitors come to see a preindustrial culture, tour the Buddhist monasteries, and take in the dramatic mountain vistas. Even though tourism is one of the major contributors, it is adversely affecting the scarce resources available by putting excess strain on them.

What is the solution?

Due to the strain that tourism can cause on local resources, the concept of “Ecotourism” has been introduced in Ladakh by non-governmental organisations like the Snow Leopard Conservancy India Trust’s Himalayan Homestays Programme and Women’s Alliance of Ladakh (WAL), travel agencies like Zaskar Trek and Ladakhi Women’s Travel Company, and individuals like Helena Norberg-Hodge and Thinlas Chorol.

People are being asked to reduce waste and water consumption and to use more environmental options when possible. One of these being the “Homestays”, a system where tourists who are trekking in Ladakh, instead of bringing tents and supplies that often have to be carried by horses or donkeys, they stay with local families in the villages they pass. This is seen both as environmental since the pack animals can sometimes eat all the limited vegetation, and as socially responsible since it puts money directly into the local villages.

In May 2001 The Mountain Institute, Ladakh Ecological Development Group and Snow Leopard Conservancy organised a workshop on “Ecotourism Opportunities in Rural Ladakh” in the city of Leh in order to “increase awareness” and “explore opportunities for ecotourism”.

Tourism, a major contributor to Ladakh's cash economy, has brought clear economic benefits to the minority involved in this trade. The tourism economy is centered around Leh, and very little of the economic benefit of tourism accrues to the more than 90 per cent of Ladakhis who live outside of this area. Within Leh the handful of Ladakhis who own large hotels benefit disproportionately. Much of the money spent in Leh goes to tour operators and merchants who come to Ladakh just for the tourist season. Those who do live outside of Leh benefit somewhat from trekkers. They frequently rent out their pack animals and occasionally lodge trekkers not travelling with prearranged tour groups.

The problem goes beyond an uneven distribution of the benefits, however. Those not participating can become economically worse off simply by continuing to live as they always have. The reciprocal relations of mutual aid are broken down by the extension of the monetary economy, and tourists' demands for scarce resources drive up the prices of local goods. Steps to curb such uneven distribution and deprivation of economic benefits should be taken.

9) Angkor Wat, Cambodia

Angkor Wat is the largest Hindu temple complex and the largest religious monument in the world. The temple was built by King Suryavarman II in the early 12th century in Yasodharapura, the capital of the Khmer Empire, as his state temple and eventual mausoleum. Breaking from the Shaivism tradition of previous kings, Angkor Wat was instead dedicated to Vishnu. As the best-preserved temple at the site, it is the only one to have remained a significant religious center since its foundation – first Hindu, dedicated to the god Vishnu, then Buddhist. The temple is at the top of the high classical style of Khmer architecture. It has become a symbol of Cambodia, appearing on its national flag, and it is the country's prime attraction for visitors.

The modern name, Angkor Wat, means "Temple City" or "City of Temples" in Khmer; Angkor, meaning "city" or "capital city", is a vernacular form of the word nokor, which comes from the Sanskrit word nagara. Wat is the Khmer word for "temple grounds", derived from the Pali word "vatta".

Angkor Wat lies 5.5 kilometers north of the modern town of Siem Reap, and a short distance south and slightly east of the previous capital, which was centered at Baphuon. It is in an area of Cambodia where there is an important group of ancient structures. It is the southernmost of Angkor's main sites.

Angkor Wat required considerable restoration in the 20th century, mainly the removal of accumulated earth and vegetation. Work was interrupted by the civil war and Khmer Rouge control of the country during the 1970s and 1980s, but relatively little damage was done during this period other than the theft and destruction of mostly post-Angkorian statues.

The temple is a powerful symbol of Cambodia, and is a source of great national pride that has factored into Cambodia's diplomatic relations with France, the United

States and its neighbour Thailand. A depiction of Angkor Wat has been a part of Cambodian national flags since the introduction of the first version circa 1863.

Angkor is one of the largest archaeological sites in operation in the world. Tourism represents an enormous economic potential but it also generates irreparable destructions of the tangible as well as intangible cultural heritage. Many research projects have been undertaken, not only to access the importance of the structure but also for a better knowledge and understanding of the history of the site, and its inhabitants that constitute a rich exceptional legacy of the intangible heritage. The purpose was to associate the “intangible culture” to the enhancement of the monuments in order to sensitise the local population to the importance and necessity of its protection and preservation and assist in the development of the site as Angkor is a living heritage site where Khmer people in general, but especially the local population, are known to be particularly conservative with respect to ancestral traditions and where they adhere to a great number of archaic cultural practices that have disappeared elsewhere. The inhabitants venerate the temple deities and organise ceremonies and rituals in their honor, involving prayers, traditional music and dance. Moreover, the Angkor Archaeological Park is very rich in medicinal plants, used by the local population for treatment of diseases. The plants are prepared and then brought to different temple sites for blessing by the gods. The Preah Khan temple is considered to have been a university of medicine and the NeakPoan an ancient hospital. These aspects of intangible heritage are further enriched by the traditional textile and basket weaving practices and palm sugar production, which all result in products that are being sold on local markets and to the tourists, thus contributing to the sustainable development and livelihood of the population living in and around the World Heritage site.

Since Angkor Wat has seen significant growth in tourism throughout the years UNESCO and the ICC in association with representatives from the Royal Government and APSARA organised seminars to discuss the concept of “cultural tourism”. Wanting to avoid commercial and mass tourism, the seminars emphasized the importance of providing high quality accommodation and services in order for the Cambodian government to benefit economically, while also incorporating the richness of Cambodian culture. In 2001, this incentive resulted in the concept of the “Angkor Tourist City” which would be developed with regard to traditional Khmer architecture, contain leisure and tourist facilities, and provide luxurious hotels capable of accommodating large number of tourists.

The prospect of developing such large tourist accommodations has encountered concerns from both APSARA and the ICC, claiming that previous tourism developments in the area have neglected construction regulations and more of these projects have the potential to damage landscape features. Also, the large scale of these projects have begun to threaten the quality of the nearby town’s water, sewage and electricity systems. It has been noted that such high frequency of tourism and growing demand for quality accommodations in the area, such as the development

of a large highway, has had a direct effect on the underground water table, subsequently straining the structural stability of the temples at Angkor Wat. Locals of Siem Reap have also voiced concern over the charming nature and atmosphere of their town being compromised in order to entertain tourism. Since this charming local atmosphere is the key component to projects like Angkor Tourist City, local officials continue to discuss how to successfully incorporate future tourism without sacrificing local values and culture.

What is the solution?

The management of the Angkor Site, which is inhabited, takes into consideration not just the restoration and management of the monument but also the population living in the property by associating them to the tourist economic growth in order to strive for sustainable development and poverty reduction.

In response to an appeal by the Cambodian government to the world community to come forward to save the famous Angkor Wat Temple, Government of India responded by sending experts from the Archeological Survey of India (ASI) under a bilateral agreement signed in 1986. The conservation programme was an endeavour spread over seven years during which various teams of the ASI worked during various seasons from 1986 to 1993. The Angkor Wat conservation project, financed by the Ministry of External Affairs, was the single largest project ever undertaken by India under its ITEC programme in any country.

The cost of India's participation in the Angkor Wat project is estimated at US\$ 4 million (the actual contribution when accounted for at international rates prescribed by the UNESCO would be at least 10 fold). The total man-days spent by the ASI experts at the site totaled over 20,000.

Ta Prohm Restoration Project (2003 onwards) - On Cambodia's request, India has taken up Restoration of Ta Prohm temple in Siem Reap by ASI, for which funds are being provided under ITEC programme of MEA. ASI team commenced work in Siem Reap in Dec. 2003. Technical teams from IIT, Chennai, and Water and Power Consultancy Services Limited (WAPCOS) and Forest Research Institute of India have provided technical assistance to ASI in this project which is expected to run till 2014. In early October 2011, two large Buddha statues (sitting in lotus position) were discovered during excavation in the Hall of Dancers. Both figures, made of sand stone and 2.05 meters and 1.1 meters in heights, are missing their heads. The statues are believed to date from the 12th century and the largest Angkorian-era Buddha statues to be discovered since the Khmer Rouge regime. On March 19, 2012, parts of a gold crown dated 11-12 century was also discovered from the same Hall of Dancers.

The Archaeological Survey of India carried out restoration work on the temple between 1986 and 1992. Since the 1990s, Angkor Wat has seen continued conservation efforts and a massive increase in tourism. The temple is part of the Angkor World Heritage Site, established in 1992, which has provided some funding and has

encouraged the Cambodian government to protect the site. The German Apsara Conservation Project (GACP) is working to protect the devatas and other bas-reliefs which decorate the temple from damage. The organisation's survey found that around 20 per cent of the devatas were in very poor condition, mainly because of natural erosion and deterioration of the stone but in part also due to earlier restoration efforts.

Other work involves the repair of collapsed sections of the structure, and prevention of further collapse: the west facade of the upper level, for example, has been buttressed by scaffolding since 2002, while a Japanese team completed restoration of the north library of the outer enclosure in 2005. World Monuments Fund began work on the Churning of the Sea of Milk Gallery in 2008.

10) Dead Sea

The mineral-rich waters of the Dead Sea, which lies between Israel and Jordan, draw international tourists who float easily in water that is 10 times as salty as seawater. The lake - which has a surface 417 meters below sea level and is the lowest place on earth - and the many hotels and resorts that dot its shorelines generate millions of dollars in tourism revenue, but it is not the tourists who pose the greatest threat to the lake. It is the increased water consumption on the rivers upstream from the Dead Sea and at the mining operations on the lake itself that has been causing water levels to decrease at an alarming rate in recent years. The lake, which is about 85 kilometers long and about 17 kilometers wide, is mined for potash, salt and other minerals that are used in cosmetics, fertilisers, cars and computers.

What is the solution?

In recent decades, the Dead Sea has been rapidly shrinking because of diversion of incoming water from the Jordan River to the north. The southern end is fed by a canal maintained by the Dead Sea Works, a company that converts the sea's raw materials. From a depression of 395 m (1,296 ft) below sea level in 1970 it fell 22 m (72 ft) to 418 m (1,371 ft) below sea level in 2006, reaching a drop rate of 1 m (3 ft) per year. As the water level decreases, the characteristics of the Sea and surrounding region may substantially change.

The Dead Sea level drop has been followed by a groundwater level drop, causing brines that used to occupy underground layers near the shoreline to be flushed out by freshwater. This is believed to be the cause of the recent appearance of large sinkholes along the western shore - incoming freshwater dissolves salt layers, rapidly creating subsurface cavities that subsequently collapse to form these sinkholes.

In May 2009 at the World Economic Forum, Jordan announced its plans to construct the "Jordan National Red Sea Development Project" (JRSP). This is a plan to convey seawater from the Red Sea near Aqaba to the Dead Sea. Water would be desalinated along the route to provide fresh water to Jordan, with the brine discharge sent to the Dead Sea for replenishment. The project began detailed design in early 2010,

with water delivery by 2017. Israel has expressed its support and will likely benefit from some of the water delivery to its Negev region. Some hydro-power will be collected near the Dead Sea from the dramatic change in elevation on the downhill side of the project.

At a regional conference in July 2009, officials expressed increased concerns that water levels are dropping. Some suggested various industrial activities around the Dead Sea might need to be reduced. Others advised a range of possible environmental measures to restore conditions. This might include increasing the volume of flow from the Jordan River to replenish the Dead Sea. Currently, only sewage and effluent from fish ponds run in the river's channel. Experts also asserted a need for strict conservation efforts. They also said agriculture should not be expanded, sustainable support capabilities should be incorporated into the area and pollution sources should be reduced.

Some places that could benefit by more visitors and development of tourism:

Lakshadweep - The Tourism sector is one of the newly developed sector in Lakshadweep. From 1956 to 1962 there was no ship nor any mechanised vessels operating between the Islands and mainland to carry even the local passengers. It was in the year 1962 that a small ship 'M.V. Sea fox' having a capacity to carry just 12 pax was introduced. There was no building nor any infrastructure available to carryout tourism activities in this Union Territory. In the year 1974 a full fledged all-weather ship. M.V. Amindivi , joined the fleet changed the very face of journey in the Islands. This was the first all weather ship and was a great relief that prior to Amindivi very small ships including M.V. Laccadives having capacity to carry 47 pax was not sufficient for the movement of passengers. The coming of Amindivi and two all weather ships M.V. Bharatseema and M.V. Tipu Sultan during 1988 created a favourable condition for the movement of tourists. Two small ships M.V. Minicoy and M.V. Amindivi joined the fleet recently has helped the movement of tourists further. Tourism is one of the few areas in Lakshadweep which can play a vital role in generating income, employment and over all development of islands.

Recognising vast tourism potential, a humble beginning was made in 1974 and one of the uninhabited islands Bangaram was opened for International Tourism. The Hotel Corporation of India was looking after the affairs of Bangaram island resort up to 1982. The tourists on those days were coming by ship Amindivi. During 1978- tourists came by chartered ship 'M.S. Europa'. But in the absence of a permanent set up, the flow of tourists was not encouraging. After the Hotel Corporation of India wound up their business the SPORTS was directly dealing with the tourist activities both Indian and foreign. The Casino Group of hotels, Cochin entered the field of Lakshadweep Tourism through a lease deed dated 22nd October 1988 with SPORTS for operating the Bangaram Island Resort. Encouraged by the Bangaram experiment, the Lakshadweep administration has

gone ahead with Tourism promotion in the Islands of Kavaratti, Kadmat, Kalpeni and Minicoy were opened for domestic tourists in 1983.

The policy of the Administration for the promotion of Tourism in the islands is designed on the basis of the recommendation of Island Development Authority. Since the carrying capacity of these tiny islands has to be kept in mind, any activities related with Tourism has to be carried out with utmost care.

Spiti - The Spiti Valley is a desert mountain valley located high in the Himalaya mountains in Himachal Pradesh. The name “Spiti” means “The Middle Land”, i.e. the land between Tibet and India. It possesses a distinctive Buddhist culture similar to that found in the nearby Tibet Autonomous Region and the Ladakh region of India. The valley and surrounding region is one of the least populated regions in India and is the gateway to the northernmost reaches of the nation. Spiti’s fragile mountain ecology and its tryst with climate change makes it extremely important that travellers to Spiti leave a positive impact on it, in order for its unique landscape and culture to sustain itself. Some initiatives like Ecosphere, a social enterprise set up in Kaza, assist people to make their travels meaningful and beneficial to Spiti, by developing mitigation and adaptation measures against impacts of climate change, thereby enabling travellers to reduce their emissions. Ecosphere endeavours to make its trips within the region carbon neutral and provides travellers with options to offset the carbon emitted during their travels by investing in renewable energy options such as passive solar houses, green houses, solar water heating systems and cookers, wind energy alternatives and artificial glaciers. Some of these options can enable travellers to even make their visits carbon positive.

Dili - Once considered a dangerous place, the United Nations has been painstakingly rebuilding East Timor as well as providing security forces during the reconstruction. Following the invasion by Indonesia in 1975, East Timor became synonymous with refugees and barbed wire. Today, Dili is a modern city with miles of undeveloped coast; the diving is excellent. The large number of Westerns living and working in Dili during the reconstruction has effectively eliminated all hassle to tourists. Dili is one of the few places in Southeast Asia where tourist walk unnoticed.

Kelimutu Volcanic Lakes in Moni, Indonesia - The Flores archipelago is a string of islands on the southern edge of Indonesia. While tourists are fighting over hotel rooms in Kuta and Ubud, Flores remains lightly travelled. Highly volcanic, Flores is a place to climb volcanoes, see coffee grown, and experience the “real” Indonesia. The multicoloured lakes of Kelimutu often appear on postcards, but relatively few foreign tourists visit the volcano. Three lakes have formed in the top of an inactive caldera; the views at sunrise are extraordinary. Surrounded by rice paddies, the pleasant village of Moni is the jumping off point for Kelimutu and is well worth hanging around to enjoy daily life.

11.3 Threatened Tourist Places In Africa

1) Pyramids of Egypt

There are 138 pyramids discovered in Egypt as of 2008¹⁶. Most were built as tombs for the country's Pharaohs and their consorts during the Old and Middle Kingdom periods.

The earliest known Egyptian pyramids are found at Saqqara, northwest of Memphis. The earliest among these is the Pyramid of Djoser (constructed 2630 BCE-2611 BCE) which was built during the third dynasty. This pyramid and its surrounding complex were designed by the architect Imhotep, and are generally considered to be the world's oldest monumental structures constructed of dressed masonry.

The estimate of the number of workers to build the pyramids range from a few thousand, twenty thousand, and up to 100,000. The most famous Egyptian pyramids are those found at Giza, on the outskirts of Cairo. Several of the Giza pyramids are counted among the largest structures ever built.

The Pyramid of Khufu at Giza is the largest Egyptian pyramid. It is the only one of the Seven Wonders of the Ancient World still in existence.

More than 12.8 million tourists visited Egypt in 2008, providing revenues of nearly \$11 billion. The sector employs about 12 per cent of Egypt's workforce¹⁷.

In 2000, there were about 5.5 million foreign tourist arrivals, with over 3.8 million from Europe, and receipts totaled more than \$4.3 billion. In that year there were 113,611 rooms in hotels and 227,222 beds with a 73 per cent occupancy rate. In 2002, the US government estimated the average daily cost of staying in Cairo to be about \$167, around the same as other major cities in Egypt.

The celebrated tourist attractions of Egypt are the millennia-old monuments for which the Nile Valley is world famous. Principal among them are the Pyramids and Great Sphinx at Giza, the Abu Simbel temples south of Aswan and the Karnak Temple Complex and Valley of the Kings near Luxor. Cairo also boasts the Cairo Museum and the Mosque of Muhammad Ali Pasha and the coastal areas of Sinai Peninsula are very popular with visitors as well.

Terrorism has affected the industry in recent times. A total of 58 foreign tourists were killed in the 1997 Luxor massacre. The tourist industry sunk even lower with the September 11 attacks in the eastern United States in 2001, the 2004 Sinai bombings, April 2005 terrorist attacks in Cairo, the July 23, 2005 Sharm el-Sheikh attacks, and the 2006 Dahab bombings.

Historically, foreign tourists have been a common target of attacks dating back to the early 1990s. Militants have typically been motivated by a combination of Qutbism

¹⁶ Slackman, Michael (17 November 2008). "In the Shadow of a Long Past, Patiently Awaiting the Future". *The New York Times*. Retrieved 1 May 2010.

¹⁷ "Egypt tourism numbers to fall less than feared", Reuters Africa, October 20, 2009

and opposition to the Mubarak government, and attacking foreigners including non-Muslims while hurting Egypt's tourist trade was seen as serving both goals.

The 2011 Egyptian revolution has affected tourism negatively, as have attacks on women by groups of men including British Journalist Natasha Smith and Lara Logan in Cairo's Tahrir Square.

In late 2010, Egypt's tourism ministry decided to close the Sharm el-Sheikh beach following shark attacks that left one German tourist dead and four people (three Russians and one Ukrainian) seriously injured.

What is the solution?

The Giza pyramids represent one of the most important tourist attractions in the world. As the only surviving example of the Seven Wonders of antiquity, millions of people visit the site every year. It has been recognised on the World Heritage List since 1979, under criteria (i), (iii) and (vi), as part of the World Heritage Site Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur. The presence of such a huge number of visitors and a range of tourist pursuits alters the former perception of authenticity and creates persistent management problems. The Egyptian authorities in general, are making efforts to restore the site to a more pristine ambience.

The Supreme Council of Antiquities' (SCA)¹⁸ own and administer the site in the name of the Egyptian government. Tourist police have a strong presence for security reasons. As a consequence of Giza being inscribed on the World Heritage List, the Egyptian government gives it the highest protection level. The buffer zone is the desert itself and the whole precinct is now fenced to protect the site from the rapid expansion of Cairo urban area which has already reached the foot of the plateau on the eastern and northern sides.

Considering the age of the Giza monuments, they are well preserved. The SCA continually monitors their state of conservation as a specific action of the management plan for a World Heritage Site. A long spell of restoration work at the Sphinx has now been completed, with excellent results. Excavations are under way in the area of the worker's village and its related cemetery.

The Giza necropolis forms part of the huge necropolis of Memphis, the capital of Egypt during the Old Kingdom. The field extends from Abu Rowash, the site of the pyramid of King Djedefre, eldest son of Khufu, to Meidum, where Khufu's father Snefru built one of his pyramids. Several dozen pyramids and their related monuments were built in the desert plateaux overlooking the cultivated land on the west bank

¹⁸ SCA is now known as the Ministry of State for Antiquities, Egypt. It has a mandate to protect and promote the cultural heritage of Egypt, both independently and in cooperation with national and international organisations. To achieve its goals, it formulates and implements all policies concerned with antiquities; issues guidelines and permits for the excavation, restoration, conservation, documentation and study of sites and monuments; and manages a country-wide system of antiquities museums.

of the Nile Valley. The pyramids of the third and fourth Dynasties are mute. However, the architecturally unimpressive pyramids of the sixth and late fifth Dynasties contain, among the decorations in their burial chambers, the astronomically related Pyramid Texts.

The site continues to provide an extremely productive focus for archaeological research. New discoveries are often presented to the public and published in selective journals. However, several questions, including the precise date of the monuments, remain a matter of debate. Many issues relating to astronomy remain hotly debated. Heritage research on site is mandatory as the Giza monuments and necropolis form part of an existing World Heritage Site.

The main immediate threat to the site is the millions of visitors that it sustains every year. Some protective measures have been taken: for example, the burial chambers of the kings are closed on a rotating basis in order better to preserve them from the effects of excess humidity. The largest potential threat to the site is the expansion of the metropolitan area of Cairo, which now encloses the Giza Plateau on the eastern, northern and western sides.

The Giza pyramids are managed by the SCA in the context of the global management plan for World Heritage Site no. 86. However, the interpretation of the site could be improved.

2) Timbuktu, Mali

Timbuktu is located in the western African nation of Mali at the edge of the Sahara. Timbuktu was founded by the Tuareg Imashagan in the 11th century.

The historic town of Timbuktu is located at the precise point where the Niger flows northward into the southern edge of the desert. As a result of its unique geographical position, Timbuktu has been a natural meeting point of Songhai, Wangara, Fulani, Tuareg and Arabs. According to the inhabitants of Timbuktu, gold came from the south, the salt from the north and the Divine knowledge, from Timbuktu. From the 11th century and onward, Timbuktu became an important port where goods from West Africa and North Africa were traded.

In 1893, with the colonisation of West Africa by France, Timbuktu was brought under the French rule until Mali received her independence in 1960. To this day, many manuscripts originating from Timbuktu can be found in French museums and universities.

The three mosques and the sixteen mausoleums comprising the property are a cliché of the former great city of Timbuktu that, in the 16th century, numbered 100,000 inhabitants. The vestiges of urban fabric are essential for their context. However, as indicated at the time of inscription of the property, rampant urbanisation which is rife in Timbuktu, as in Djenné, is particularly threatening to the architecture, and the large public squares and markets. Contemporary structures have made

irretrievable breaches in the original parcelling and obviously exceed the scale of the traditional buildings. This process is ongoing and most recently a new very large institute was built on one of the public squares, compromising the integrity of the Sankore Mosque. Urban development pressures, associated with the lack of maintenance and flooding, resulting from the heavy rains, threaten the coherence and integrity of the urban fabric and its relation to the property.

The three mosques are stable but the mausoleums require maintenance, as they are fragile and vulnerable in the face of irreversible changes in the climate and urban fabric.

The drip-drip of security concerns around this iconic Saharan city reached a climax in November 2009, when the Foreign and Commonwealth Office placed Timbuktu and most of northern Mali on its 'Don't Go' list.

Citing a high risk of terrorism and kidnapping - and following the execution of a British traveller by Al Qaeda in June - the advice also renewed the FCO's warning against attending the Tuareg-led Festival of the Desert, held 60 km north of Timbuktu at Essakane, which celebrated its tenth anniversary in January 2010.

What is the solution?

First and foremost, improved security in Mali is of utmost importance. US has launched a five-year Trans-Sahara Counter-Terrorism Partnership, and the British government has also pledged support against militants moving freely within a vast and unpoliced territory.

For personal security of tourists it is advised that those who visit the area should seek specialist insurance, and travel with an established operator with reliable local contacts. For a safer alternative to Timbuktu, choose the riverside capital of Bamako.

Timbuktu tourist numbers had halved within a year (in 2009), and locals complain that it is poverty, not terrorism, that is their real threat.

The site of Timbuktu has three fundamental management tools: a Revitalisation and Safeguarding Plan of the Old Town (2005), and a Strategic Sanitary Plan (2005), that are being implemented despite certain difficulties; and a Conservation and Management Plan (2006-2010) is being implemented and which shall be reassessed shortly.

The management system of the property is globally appropriate as its legal protection is jointly assured by the community of Timbuktu through management committees of the mosques, the cultural Mission of Timbuktu and the Management and Conservation Committee of the Old Town of Timbuktu. This mechanism is strengthened by two practical functioning modalities, initiated in consultation with the World Heritage Center: the Town Planning Regulation and the Conservation Manual. The specific long-term objectives are the extension of the buffer zone by approximately

500 m to assure the protection of the inscribed property ; the development of the historic square of Sankore to integrate corrective measures proposed by the Committee at its 33rd session and by the reactive monitoring mission of March 2010 ; the extension of the inscribed property to include the entire Timbuktu Medina ; the development of an integrated conservation and sustainable and harmonious management project for the site, in the wider framework of development of the urban commune and in close cooperation with the elected members of the Territorial Communities of Timbuktu and the development partners ; the active conservation of the mausoleums.

3) Virunga National Park, Democratic Republic of Congo

This 7,800-square-kilometer park, which is Africa's oldest national park, is known for its population of mountain gorillas, which number fewer than 800 in the world, and the diversity of its many kinds of habitats, which include active volcanoes, mountains, icefields, savannas, swamps and steppes. The park's wildlife and habitats have been damaged by the country's protracted civil war, which among other things forced the park's rangers to flee and brought in an influx of refugees who poached the park's animals and cut down its forests. Poaching, habitat destruction and the felling of trees for charcoal production continue to threaten the park, and although the civil war is officially over, park rangers are still being ambushed by militia fighters and poachers.

What is the solution?

A secure and stable governance along with improved internal security and strong anti-terror policies seem to be the only solution as of now.

Some places that could benefit by more visitors and development of tourism:

◆ Zimbabwe

Thanks to the actions of President Mugabe, tourism in this once-roaring safari destination has quietened to a whisper. But with improved political and economic stability tourists are slowly coming back. Wildlife sightings remain excellent. However, conservational efforts need funds that can be generated by tourism.

◆ Madagascar

A few years of political strife have had grim consequences for the endemic wildlife of the African island, including the temporary closure of Marojejy National Park and the poaching of endangered lemurs. Experts believe that both the cause and cure for this resumption of killing lemurs for food was lack of tourism, that in turn promoted poverty and stole the alternate means of livelihoods and procurement of money for food for locals. Lack of tourists was the main cause; more tourists would be part of the cure. Ecotourism puts money into the pockets of villagers living adjacent to the reserves, and also provides an informal policing of the forest.

Contd...

◆ Kenya

Again, this place has scared away tourists due to unstable political and internal disturbances in the recent years. Tourism is said to be a double edged sword, and this principle is very prominent in Kenya. More tourists will spoil the ecosystem of the place but more tourists also mean an alternate source of livelihoods for the local resulting in less ethnic clashes and disturbances.

11.4 Threatened Tourist Places In North America

1) Grand Canyon National Park, USA

The Grand Canyon is a steep-sided canyon carved by the Colorado River in the United States in the state of Arizona. It is contained within and managed by Grand Canyon National Park, the Hualapai Tribal Nation and the Havasupai Tribe. It is considered one of the Seven Natural Wonders of the World.

The Grand Canyon is 446 km long, up to 29 km wide and attains a depth of over 6,000 feet (1,800 meters)¹⁹. Nearly two billion years of the Earth's geological history has been exposed as the Colorado River and its tributaries cut their channels through layer after layer of rock while the Colorado Plateau was uplifted.

For thousands of years, the area has been continuously inhabited by Native Americans who built settlements within the canyon and its many caves. The Pueblo people considered the Grand Canyon ("Ongtupqa" in Hopi language) a holy site and made pilgrimages to it.

The Park contains several major ecosystems. Its great biological diversity can be attributed to the presence of five of the seven life zones and three of the four desert types in North America. The five life zones represented are the Lower Sonoran, Upper Sonoran, Transition, Canadian and Hudsonian. Grand Canyon National Park contains 129 vegetation communities, and the composition and distribution of plant species is influenced by climate, geomorphology and geology.

Grand Canyon National Park is one of the world's premier natural attractions, attracting about five million visitors per year. Aside from casual sightseeing from the South Rim (averaging 7,000 feet [2,100 m] above sea level), rafting, hiking, running and helicopter tours are especially popular. In October 2010 the North Rim was the host to an ultramarathon.

The floor of the valley is accessible by foot, muleback, or by boat or raft from upriver. Hiking down to the river and back up to the rim in one day is discouraged by park officials because of the distance, steep and rocky trails, change in elevation, and danger of heat exhaustion from the much higher temperatures at the bottom. Rescues are required annually of unsuccessful rim-to-river-to-rim travellers. Nevertheless, hundreds of fit and experienced hikers complete the trip every year.

¹⁹ Kiver, E.P.; Harris, D.V. (1999). *Geology of US Parklands*. Wiley. p. 902.

Camping on the North and South Rims is generally restricted to established campgrounds and reservations are highly recommended, especially at the busier South Rim. There is at large camping available along many parts of the North Rim managed by Kaibab National Forest. North Rim campsites are only open seasonally due to road closures from weather and winter snowpack. All overnight camping below the rim requires a backcountry permit from the Backcountry Office (BCO). Each year Grand Canyon National Park receives approximately 30,000 requests for backcountry permits. The park issues 13,000 permits, and close to 40,000 people camp overnight.

Mining and not tourism is one of the major threats in the region. The wild and remote greater Grand Canyon region is under threat though, from mining, road creation and other development that would ruin one of America's most spectacular landscapes. Efforts have been underway to limit some of the threats in the Grand Canyon watershed.

Recently Interior Secretary issued a decision that would ban new mining claims for the next 20 years on lands near waterways that feed the Colorado River. Now a few and powerful elected officials and mining corporations are pursuing legislation and litigation to reverse the Administration's efforts to protect the Grand Canyon. This could lead to industrialised development of some of the wildest lands and poisoning the drinking water of millions of Americans downstream who rely on the health of the land for their own well-being.

What's the solution?

Conservation Should Be A Regional Priority. The Grand Canyon issue has been mooted to be viewed within the context of a broader landscape and network of waterways and wildlife corridors. This includes remarkable places like the Grand Canyon-Parashant National Monument, Vermilion Cliffs National Monument, House Rock Valley and the North Kaibab National Forest that together, with the park and other public lands, are a critical part of the larger Colorado Plateau.

These places all are connected by water, wildlife and the impacts of climate change. The network of creeks, springs and other tributaries all flow into the Colorado River, which has helped to shape and supply the Grand Canyon.

In addition, some of the last remaining old-growth ponderosa pine forests in the American southwest are currently threatened by logging in the Kaibab National Forest, adjacent to the park. There are also decisions to be made about the use of motorised vehicles on some of the public lands. While industrial uses of our public lands can be appropriate in the right places, the Greater Grand Canyon region is too precious and valuable for the type of harmful development that is being proposed for the area. Efforts should be made to discourage the same.

2) Yellowstone National Park, USA

Yellowstone National Park is a national park located primarily in the U.S. state of Wyoming, although it also extends into Montana and Idaho. Yellowstone, widely held to be the first national park in the world, is known for its wildlife and its many geothermal features, especially Old Faithful Geyser, one of the most popular features in the park. It has many types of ecosystems, but the subalpine forest is dominant.

Native Americans have lived in the Yellowstone region for at least 11,000 years. The U.S. Army was commissioned to oversee the park just after its establishment. In 1917, administration of the park was transferred to the National Park Service, which had been created the previous year. Hundreds of structures have been built and are protected for their architectural and historical significance, and researchers have examined more than 1,000 archaeological sites.

Yellowstone National Park spans an area of 8,983 km² comprising lakes, canyons, rivers and mountain ranges. Yellowstone Lake is one of the largest high-altitude lakes in North America and is centered over the Yellowstone Caldera, the largest supervolcano on the continent. The caldera is considered an active volcano. It has erupted with tremendous force several times in the last two million years. The park is the centerpiece of the Greater Yellowstone Ecosystem, the largest remaining, nearly intact ecosystem in the Earth's northern temperate zone.

Hundreds of species of mammals, birds, fish and reptiles have been documented, including several that are either endangered or threatened. The vast forests and grasslands also include unique species of plants. Yellowstone Park is the largest and most famous megafauna location in the Continental United States. Grizzly bears, wolves, and free-ranging herds of bison and elk live in the park. Forest fires occur in the park each year; in the large forest fires of 1988, nearly one third of the park was burnt.

Yellowstone has numerous recreational opportunities, including hiking, camping, boating, fishing and sightseeing. Paved roads provide close access to the major geothermal areas as well as some of the lakes and waterfalls. During the winter, visitors often access the park by way of guided tours that use either snow coaches or snowmobile.

Yellowstone is one of the most popular national parks in the United States. Since the mid- 1960s, at least 2 million tourists have visited the park almost every year. In 2010, a record number of visitors came to the park in July: 975,000. July is the busiest month for Yellowstone National Park. At peak summer levels, 3,700 employees work for Yellowstone National Park concessionaires. Concessionaires manage nine hotels and lodges, with a total of 2,238 hotel rooms and cabins available. They also oversee gas stations, stores and most of the campgrounds. Another 800 employees work either permanently or seasonally for the National Park Service.

The National Park Service maintains 9 visitor centers and museums and is responsible for maintenance of historical structures and many of the other 2,000 buildings. These structures include National Historical Landmarks such as the Old Faithful Inn built from 1903 to 1904 and the entire Fort Yellowstone – Mammoth Hot Springs Historic District. An historical and educational tour is available at Fort Yellowstone which details the history of the National Park Service and the development of the park. Campfire programmes, guided walks and other interpretive presentations are available at numerous locations in the summer, and on a limited basis during other seasons.

Camping is available at a dozen campgrounds with more than 2,000 campsites. Camping is also available in surrounding National Forests, as well as in Grand Teton National Park to the south. Backcountry campsites are accessible only by foot or by horseback and require a permit. There are 1,800 km of hiking trails available.

However, Yellowstone suffers from overexposure to the tourist population. Disappearing glaciers, decreasing air quality and foundation species pushed to the brink of survival are just a few problems it faces. Humans are also proving to be carriers of tiny invasive insect and fungi species.

What is the solution?

The entire park is within the jurisdiction of the United States District Court for the District of Wyoming, making it the only federal court district that includes portions of more than one state (Idaho, Montana and Wyoming).

3) Tulum, Mexico

When Cancún was built in the 1970s, Mexico's coral-fringed Caribbean coast was home to little more than Maya fishing villages and manatees. Since then tourist conurbations, theme parks and holiday homes have spread ever further south, and local Maya have been disenfranchised: their language is not taught in schools.

Development has now arrived in Tulum - the last remaining and most important Maya community, surrounded by some of the wildest beaches in the Caribbean and on the edge of the Unesco World Heritage Sian Ka'an Biosphere Reserve.

What is the solution?

Plans to build an international airport and large-scale resorts in Tulum mean the area will change forever, but it is still possible to visit the region with minimal impact. Small bungalow resorts dot the beaches around Tulum at present – stay here rather than the larger hotels. A handful practise genuine ecotourism: the Centro Ecologico Sian Ka'an (www.cesiak.org) and Las Ranitas (www.lasranitas.com) are two of the best.

Visit the Yucatec Maya-managed ProNatura Otoch Ma'ax Yetel Kooh spider monkey reserve (18 km from the ruins at Coba) or other patches of Riviera Maya wilderness

with sustainable operators such as the Amigos de Sian Ka'an (www.amigosdesiankaan.org) or Eco Colors (www.ecotravelmexico.com). Do respect the indigenous culture: visitors should keep away from Tulum's church (which serves as a Maya temple) unless invited.

4) Everglades National Park, Florida, USA

Everglades National Park is a national park in the U.S. state of Florida that protects the southern 20 per cent of the original Everglades. In the United States, it is the largest subtropical wilderness, the largest wilderness of any kind east of the Mississippi River, and is visited on average by one million people each year. It is the third-largest national park in the lower 48 states after Death Valley and Yellowstone. It has been declared an International Biosphere Reserve, a World Heritage Site, and a Wetland of International Importance, one of only three locations in the world to appear on all three lists.

Although most U.S. national parks preserve unique geographic features, Everglades National Park was the first created to protect a fragile ecosystem. The Everglades are a network of wetlands and forests fed by a river flowing 0.40 km per day out of Lake Okeechobee, southwest into Florida Bay. The Park is the most significant breeding ground for tropical wading birds in North America, contains the largest mangrove ecosystem in the western hemisphere, is home to 36 threatened or protected species including the Florida panther, the American crocodile, and the West Indian manatee, and supports 350 species of birds, 300 species of fresh and saltwater fish, 40 species of mammals, and 50 species of reptiles. The majority of South Florida's fresh water, which is stored in the Biscayne Aquifer, is recharged in the park.

Humans have lived for thousands of years in or around the Everglades, until plans arose in 1882 to drain the wetlands and develop the recovered land for agricultural and residential use. As the 20th century progressed, water flow from Lake Okeechobee was increasingly controlled and diverted to enable explosive growth of the South Florida metropolitan area. The park was established in 1934 to protect the quickly vanishing Everglades, and dedicated in 1947 as massive canal building projects were initiated across South Florida. The ecosystems in Everglades National Park have suffered significantly from human activity, and restoration of the Everglades is a politically charged issue in South Florida.

What is the solution?

This subtropical wetland at the southern tip of Florida is beloved for its impressive mangrove forests and diverse plant and animal life. The park has been damaged by residential development and poorly regulated tourism.

Florida still attracts nearly a thousand new residents every day, and building residential, commercial and industrial zones near Everglades National Park stresses the water balance and ecosystems within the park. On the park's western border,

Ft. Myers, Naples and Cape Coral are growing, but no system of levees exists to mark that border. National Geographic rated both Everglades National Park and Big Cypress National Preserve the lowest-scoring parks in North America, at 32 out of 100. Their scoring system rated 55 parks in terms of sustainable tourism, destination quality, and park management. The experts who compiled the results justified the score by stating: “Encroachment by housing and retail development has thrown the precious ecosystem into a tailspin, and if humankind does not back off, there will be nothing left of one of this country’s most amazing treasures”. Strong sustainable tourism and housing policies are the only solution available.

5) Belize Barrier Reef Reserve System

The coastal area of Belize is an outstanding natural system consisting of the largest barrier reef in the northern hemisphere, offshore atolls, several hundred sand cays, mangrove forests, coastal lagoons and estuaries. The system’s seven sites illustrate the evolutionary history of reef development and are a significant habitat for threatened species.

The reef extends from the border with Mexico to the north, to near the Guatemalan border to the south. The Belize submarine shelf and its barrier reef, represent the world’s second largest reef system and the largest reef complex in the Atlantic-Caribbean area. Outside the barrier, there are three large atolls: Turneffe Islands, Lighthouse Reef and Glover’s Reef.

Between the mainland and the barrier reef is an extensive offshore lagoon which increases in width and depth from north to south. In the north, water depth averages 2-3 m over a flat, featureless bottom 20-25 km wide. South of Belize City, the shelf gradually deepens forming a channel between the mainland and the outer platform, reaching a depth of 65 m in the Gulf of Honduras.

The approximately 450 sand and mangrove cays confined within the barrier and atolls range in size from small, ephemeral sand spits to larger, permanent islands capable of sustaining human settlements.

A total of 178 terrestrial plants and 247 taxa of marine flora have been described from the area. There are over 500 species of fish, 65 scleractinian corals, 45 hydroids and 350 molluscs in the area, plus a great diversity of sponges, marine worms and crustaceans. The area harbours a number of species of conservation concern, including West Indian manatee, green turtle, hawksbill turtle, loggerhead turtle and American crocodile. The West Indian manatee population (300-700 individuals) is probably the largest in the world. Several bird species of conservation concern are found in the cays and atolls. Major seabird and waterbird colonies include those of the red-footed booby (3,000-4,000 individuals) on Half-Moon Caye, brown booby on Man O’War Caye, and common noddy on Glover’s Reef. Other noteworthy breeding birds are the brown pelican and the magnificent frigate bird. The Belize coral reef ecosystem is distinctive in the Western Hemisphere on account of its size, its array

of reef types and the luxuriance of corals thriving in such pristine conditions. There are several unusual geophysical features including the nearby contiguous shelf edge barrier reef, the complex maze of patch reefs and faros in a relatively deep shelf lagoon, the unusual reef types in a small area, the presence of atolls, and the large offshore mangrove cays.

Shell middens at Mayan sites along the coast and on the cayes provide evidence that the reefs were used for fishing some 2500 years ago. Between 300 BC and AD 900, the coastal waters were probably used extensively for fishing by the Mayans, and trading posts, ceremonial centers and burial grounds were established on the cayes. With the decline of the Maya civilisation, the reef's resources probably went largely unused for a number of centuries, although early Spanish explorers used the cayes to repair their boats and collect fresh water. By the early 17th century, the coastal water of Belize had however become a haven for pirates and buccaneers, largely from Britain, who looted Spanish and British trading ships and survived on the abundant marine resources available. Subsequently, many of the pirates, as well as Puritan traders from the Mosquito Coast of Nicaragua, settled in the cayes, becoming fishermen and plantation owners. Since then, there have been a number of waves of immigration into the coastal area, including the Garifuna people, immigrants from Mexico, and most recently North Americans and other foreigners who have been lured by the beauty of the reef and its surroundings and have taken up residence in the cayes.

Tens of thousands of visitors a year flock to the coastal area that includes a barrier reef that is the largest in the northern hemisphere and the second largest in the world. The area also features mangrove forests, sand cays, coastal lagoons and coral islands. The reef system, which extends almost 300 kilometers from the Belize-Mexico border south to close to the Guatemalan border and has been divided into seven marine reserves and national parks, is home to an impressive array of plant and marine life, including threatened species of marine turtle, manatee and the American crocodile. The influx of tourists and the associated hotels, tour operators and recreation industry have put great pressure on the reef system, as has over-fishing, pollution and climate change.

What is the solution?

Like any other reef system, it is hard to distinguish whether the reason for coral bleaching is human activities or natural reasons such as storms or bacterial fluctuations. But in the case of the Belize Barrier Reef, many factors which make the distinction difficult do not apply. Human population in this area is much sparser than the corresponding areas near other coral reefs, so the human activity and pollution are much lower compared to other coral reefs and the Belize reef system is in a much more enclosed area.

When coral bleaching occurs, a large part of the coral dies, and the remaining part of the ecosystem begins the process of repairing the damage. But the chances of

recovery is low, as corals that are bleached become much more vulnerable to disease. Disease often kills more corals than the bleaching event itself. With continuous bleaching, the coral reef will have little to no chance of recovery.

In 1996 the Reserve System was designated a World Heritage Site due to its vulnerability and the fact that it contains the most important and significant natural habitats for *in-situ* conservation of biological diversity (according to criteria VII, IX, and X).

Despite these protective measures, the reef is under threat from oceanic pollution as well as uncontrolled tourism, shipping and fishing. The Belize Barrier Reef has been affected by two mass-bleaching events. The first mass bleaching occurred in 1995, with an estimated mortality of 10 per cent of coral colonies, according to a report by the Coastal Zone Management Institute in Belize. A second mass-bleaching event occurred, when Hurricane Mitch struck in 1998. Biologists observed a 48 per cent reduction in live coral cover across the Belize reef system.

6) Churchill, Canada

Melting tundra ice and the plight of the polar bear helped transform a tiny Canadian town on Hudson Bay called Churchill into the 'polar bear capital of the world'. The town of Churchill is nestled on the western shore of Hudson Bay about 600 miles north of Winnipeg. Every autumn polar bears gather along the water's edge, anxiously waiting for the sea ice to form. Once the bay freezes over, the hungry bears move out onto the ice where they will spend the winter hunting seal.

Here tour operators lead trips to see the 900 polar bears in the area in October and November, when they hunt for seals on the frozen bay waters. Almost 10,000 people visit Churchill each year, according to Polar Bears International, arriving via tundra buggies or helicopter. As the weather grows cooler, polar bears move towards the coast expecting the sea ice to return to the bay. But as the ice retreats, the bears now spend more time on shore, away from their primary food source²⁰. Meaning, each year more and more polar bears are starving to death.

What is the solution?

The Intergovernmental Panel on Climate Change has confirmed that human-induced climate change is a reality. It can no longer be dismissed as a theory. In the Arctic, climate change impacts are being seen earlier and more dramatically than elsewhere in the world.

In the southern range of polar bears, for example in the Hudson and James Bays of Canada, sea ice is now melting earlier in the spring and forming later in the autumn. The time bears have on the ice is shorter making it more difficult for them to store the energy they need to survive the summer.

²⁰ WWF Canada.

As the periods without food become longer, the overall body condition of these polar bears declines. This is particularly serious for bears that are pregnant or have cubs, and for the cubs themselves. In Hudson Bay, scientists have found the main cause of death for cubs to be either lack of food or lack of fat on nursing mothers.

The international Agreement on the Conservation of Polar Bears allows for the taking of polar bears for use by local people using traditional methods and exercising traditional rights. Many agencies, including WWF support the right of indigenous peoples to continue to sustainably harvest local animals as it is an essential part of their traditional livelihood.

Today, legal hunting of polar bears by non-native sport hunters is only found in Canada. Such non-traditional hunting is a serious threat. The community itself decides what proportion of the quota it has been issued for subsistence hunting will be used for outside sport hunters.

In the areas that lack regular monitoring of populations and harvest levels, such as Russia and Greenland, little information is available on current hunting practices. Since it is not known whether killing polar bears is balanced against the sustainable yield of a known population size in such areas, there is reason for concern regarding the sustainability of these practices.

11.5 Threatened Tourist Places In South America

1) Machu Picchu, Peru

One of the most important archeological and cultural sites in Latin America, these ruins of an ancient city of the Inca empire sit 2,430 meters above sea level in a tropical mountain forest in the Peruvian Andes. The much-visited UNESCO world heritage site has been flagged as being under threat from urban development, tourism and neglect. Palaces, temples and homes and holds a 2,430 m altitude in the Andes are reserved by the “Lost City of the Incas”. It was created as a sacred mountain residence of the great Inca ruler of Pachakuti century before his empire was to fall. After withstanding earthquakes and wars, the city is now threatened by 2,500 tourists who trample over the area every day.

While strict limits have been placed on trekkers taking the Inca Trail to Peru’s star attraction, Machu Picchu itself continues to suffer from its popularity. It has withstood war and earthquakes, but wasn’t designed to be trampled by 2,500 tourists each day.

A bridge installed at Santa Teresa in 2007 means there’s now another route to the citadel, which brings the minibuses even closer. The damage and litter brought by such large numbers has led the World Monument Fund to add Machu Picchu to its endangered 2010 Watch list.

What is the solution?

Use of a responsible tour operator network is required. Only few licensed operators must be allowed to conduct expeditions in the site.

2) Galápagos Islands, Ecuador

The site of some of Charles Darwin's most pivotal discoveries of evolution, this archipelago of volcanic islands in the Pacific Ocean off the coast of Ecuador is known for its rich biodiversity. Hundreds of species of plant and animal life found on the islands do not exist anywhere else, but these are under threat from the more than 150,000 visitors a year who come to the islands as well as from invasive species that have been introduced to the islands over the years.

What is the solution?

Some efforts have already been taken. Unfortunately, damage is happening at a faster pace than the well intended conservational efforts. Though the first protective legislation for the Galápagos was enacted in 1930 and supplemented in 1936, it was not until the late 1950s that positive action was taken to control what was happening to the native flora and fauna. In 1955, the International Union for the Conservation of Nature organised a fact-finding mission to the Galápagos. Two years later, in 1957, UNESCO, in cooperation with the government of Ecuador, sent another expedition to study the conservation situation and choose a site for a research station.

In 1959, the centenary year of Charles Darwin's publication of *The Origin of Species*, the Ecuadorian government declared 97.5 per cent of the archipelago's land area a national park, excepting areas already colonised. The Charles Darwin Foundation (CDF) was founded the same year. The core responsibility of CDF, an international nongovernmental organisation (NGO) constituted in Belgium, is to conduct research and provide the research findings to the government for effective management of Galápagos. CDF's research efforts began with the establishment of the Charles Darwin Research Station on Santa Cruz Island in 1964. During the early years, conservation programmes, such as eradication of introduced species and protection of native species, were carried out by research station personnel. Now, much of that work is accomplished by the Galápagos National Park Service using the research findings and methodologies developed by CDF.

In 1986, the 70,000 square kilometers of ocean surrounding the islands was declared a marine reserve, second in size only to Australia's Great Barrier Reef. In 1990, the archipelago became a whale sanctuary. UNESCO recognised the islands in 1978 as a World Heritage Site and in 1985, as a biosphere reserve. This was later extended in December 2001 to include the marine reserve. In July 2010, the World Heritage Committee agreed to remove the Galápagos Islands from its list of precious sites endangered by environmental threats or overuse.

11.6 Threatened Tourist Places In Europe

1) Stonehenge, UK

One of the most famous historical monuments, which occur and is associated with the names of the legends of Merlin and Arthur, detaches itself from the disastrous

surrounding environment along the noisy highway. To this must be added the desire of tourists (more than 1 million a year) to allocate a piece of the monument for themselves.

The globally renowned monument at the heart of the most significant prehistoric environment in the British Isles is brutally divorced from its context. Nearly a million visitors a year pay an entrance fee to traipse through a concrete underpass from a car park to a remote viewing area near the noisy junction of the A303 and A344.

A Commons Select Committee has described the situation as a ‘national disgrace’. “Seeing Stonehenge without its surrounding landscape, which encompasses the ceremonial sacred Avenue and numerous long barrows, is like entering a cathedral and looking only at the altar,” suggests Annabel Lawson, director of archaeology tour company Andante Travels.

What is the solution?

The obvious remedy is a tunnel taking the A303 underground, which has been put forward. This would leave the stones in glorious open country, and would allow the site to embrace the Avenue, long barrows and other features. Instead, the government seems hell-bent on ignoring this solution in favour of a new ‘visitor center’ 2 km away, with the disrupting traffic still thundering by.

2) Athens, Greece

As one of the oldest cities in the world with an incredible array of architectural monuments, Athens has a lot to offer history and art buffs. Unfortunately, the temperature rise may be happening in the Mediterranean faster than anywhere else, diminishing Athens’ appeal to visitors. “Athens will become decidedly uncomfortable” by 2020, with summer temperatures soaring above 104°F (40 °C) and smog a concern, according to the Center for Future Studies. In June 2008, a weather station in Athens measured the highest temperature ever recorded there, nearly 113°F. Overall, temperatures for the summer months were about 5 degrees warmer than average, reports The Christian Science Monitor.

What is the solution?

Problem in Athens is purely that of overcrowding coupled with global warming. Political and economic instability in Greece due to global recession that happened a few years ago has also caused a major blow on the tourism industry. Only strategic legislations and internal security will help Athens’ ailing tourism scene.

3) The Alps, Europe

Forming a massive arc from Nice to Vienna, the Alps are also one of the largest and highest mountain ranges in the world. Dynamic natural processes continuously reshape the landscape and are the driving force for biological diversity.

Towering over Europe, the Alps represent one of the continent’s last wild spaces. Despite centuries of human settlement and activity, pristine wilderness can still be found throughout the region.

Spruce, fir and pine trees dominate large portions of montane forest. Deciduous tree species, like oak and beech, continue to cover large areas. Wild flowers blanket many alpine meadows. Red deer, ibex, chamonix, marmots and other species can be found climbing high up in the mountains. And large carnivores - wolf, bear and lynx - are slowly returning after almost being totally wiped out from hunting.

Even the mightiest alpine peaks are not safe from the effects of urbanisation and climate change. A 2007 report published by the Organisation for Economic Cooperation and Development (OECD) indicates the years 1994, 2002, and 2003 were the warmest on record in the Alps in the past 500 years. Among the most vulnerable areas: low-altitude ski-resorts, notably in the Eastern Alps, such as Kitzbühel in Austria. There are now 609 naturally "snow-reliable" Alpine resorts in Europe, according to the OECD. But with just 1°C (1.8°F) rise in temperature, that would drop to 500 resorts with good snow and to 404 with a 2°C (3.6°F) rise.

What is the solution?

Effective conservation of the Alps at the ecoregional level will require strong collaboration between all Alpine countries. International cooperation across the Alps is key to saving Alpine nature. The legal framework provided by the Alpine Convention and the creation of the Natura 2000 network have set the stage for pan-Alpine conservation action.

The Global 200 Initiative of WWF recognises the Alps as one of the most important ecoregions for conserving a major proportion of the global biodiversity for future generations.

WWF works for the protection of the Alps at the national level - through its national offices and at the international level - through the European Alpine Programme.

Now, four WWF national alpine organisations (WWF Austria, WWF France, WWF Italy, and WWF Switzerland) are working together under the coordination of the European Alpine Programme (EALP) to implement a comprehensive and transboundary conservation strategy in the Alps.

By adopting the ecoregional approach, the WWF offices shift towards integrated, large-scale and long-term conservation, supporting the objectives of the Alpine Convention and the Convention on Biological Diversity.

4) Mediterranean Beach destinations

The Mediterranean Sea is a sea connected to the Atlantic Ocean surrounded by the Mediterranean region and almost completely enclosed by land: on the north by Europe and Anatolia, on the south by North Africa, and on the east by the Levant. The sea is sometimes considered a part of the Atlantic Ocean, although it is often identified as a completely separate body of water.

Mediterranean covers an approximate area of 2.5 million km², but its connection to the Atlantic (the Strait of Gibraltar) is only 14 km wide. In oceanography, it is

sometimes called the Eurafrian Mediterranean Sea or the European Mediterranean Sea to distinguish it from mediterranean seas elsewhere. The Mediterranean Sea has an average depth of 1,500 m (4,900 ft) and the deepest recorded point is 5,267 m (17,280 ft) in the Calypso Deep in the Ionian Sea.

Of the 220 million tourists who visit Mediterranean every year, over 100 million tourists flock to the Mediterranean beaches. Mass tourism has led to degraded landscapes, soil erosion, increased waste discharges into the sea, loss of natural habitats, higher pressure on endangered species and heightened vulnerability to forest fires. It puts a strain on water resources and often leads to cultural disruption. Mediterranean coastal areas, which account for 30 per cent of international tourist destinations, are already seriously damaged.

The land-locked waters of the Mediterranean have a very low renewal rate (80 to 90 years) and so are extremely sensitive to pollution. The Mediterranean represents less than 1 per cent of the earth's total marine surface, but oil tanker traffic through this sea accounts for more than 20 per cent of global traffic. Every year 635,000 tonnes of crude oil are spilled by vessels in the Mediterranean Sea.

This is 15 times the amount of the Prestige spill off the coast of Spain. Eighty per cent of the urban sewage produced is discharged untreated²¹. Added to that are agricultural runoffs containing pesticides, nitrates and phosphates which contaminate the sea. Around 1.5 million tons of fish are caught in the Mediterranean each year. Destructive and often illegal fishing methods, including bottom trawlers, dynamite, long lines and drift nets have depleted fish stocks. Use of drift nets are also responsible for the accidental deaths and incidental catches of whales, dolphins and marine turtles. Depleted fish stocks are also reflected in the undersized catch. Eighty three per cent of all blue-fin tuna and swordfish caught in the Mediterranean are undersized.

The opening of the Suez Canal in 1869 created the first salt-water passage between the Mediterranean and Red Sea. The Red Sea is higher than the Eastern Mediterranean, so the canal serves as a tidal strait that pours Red Sea water into the Mediterranean. The Bitter Lakes, which are hyper-saline natural lakes that form part of the canal, blocked the migration of Red Sea species into the Mediterranean for many decades, but as the salinity of the lakes gradually equalised with that of the Red Sea, the barrier to migration was removed, and plants and animals from the Red Sea have begun to colonise the Eastern Mediterranean. The Red Sea is generally saltier and more nutrient-poor than the Atlantic, so the Red Sea species have advantages over Atlantic species in the salty and nutrient-poor Eastern Mediterranean. Accordingly, Red Sea species invade the Mediterranean biota, and not vice versa; this phenomenon is known as the Lessepsian migration.

Invasive species have become a major component of the Mediterranean ecosystem and have serious impacts on the Mediterranean ecology, endangering many local and endemic Mediterranean species. A first look at some groups of exotic species

²¹ WWF Global Website.

show that more than 70 per cent of the non-indigenous decapods and about 63 per cent of the exotic fishes occurring in the Mediterranean are of Indo Pacific origin, introduced into the Mediterranean through the Suez Canal. This makes the Canal as the first pathway of arrival of “alien” species into the Mediterranean. The impacts of some lessepsian species have proven to be considerable mainly in the Levantine basin of the Mediterranean, where they are replacing native species and becoming a “familiar sight”.

The Suez Canal, being an artificial (man made) canal, is a human agency. Lessepsian migrants are therefore “introduced” species (indirect and unintentional). They represent a threat to the native Mediterranean biodiversity, because they are non-indigenous to this sea. In recent years, the Egyptian government’s announcement of its intentions to deepen and widen the canal have raised concerns from marine biologists, fearing that such an act will only worsen the invasion of Red Sea species into the Mediterranean, facilitating the crossing of the canal for yet additional species.

What is the solution?

Mediterranean Sea is a trans-national and trans-continental region. Tourism is one of the most important sources of income for many Mediterranean countries. It also supports small communities in coastal areas and islands by providing alternative sources of income far from urban centers. However, tourism has also played a major role in the degradation of the coastal and marine environment. Rapid development has been encouraged by Mediterranean governments to support the large numbers of tourists visiting the region each year. But this has caused serious disturbance to marine habitats such as erosion and pollution in many places along the Mediterranean coasts.

Tourism often concentrates in areas of high natural wealth, causing a serious threat to the habitats of endangered Mediterranean species such as sea turtles and monk seals. Reductions in natural wealth may reduce incentives for tourists to visit. It is strongly recommended to not discourage tourism but help it develop in a more sustainable way. This could be done through a multinational forum constituted of Mediterranean countries.

5) Venice water lagoons, Italy

Venice is a small Italian city interconnected by water lagoons. This city in northeast Italy sits on a group of 118 small islands separated by canals and linked by bridges. Venice is renowned for the beauty of its setting, its architecture and its artworks. The city in its entirety is listed as a World Heritage Site, along with its lagoon.

Venice is built on an archipelago of 117 islands formed by 177 canals in a shallow lagoon, connected by 409 bridges. In the old center, the canals serve the function of roads, and almost every form of transport is on water or on foot. Beyond the road/rail land entrances at the northern edge of the city, transportation within the city

remains (as it was in centuries past) entirely on water or on foot. Venice is Europe's largest urban car-free area. Venice is unique in Europe, in having remained a sizable functioning city in the twenty-first century entirely without motor cars or trucks.

The classical Venetian boat is the gondola, although it is now mostly used for tourists, or for weddings, funerals, or other ceremonies, or as 'traghetti' to cross the Canale Grande in the absence of a nearby bridge.

The city is often threatened by flood tides pushing in from the Adriatic between autumn and early spring. Six hundred years ago, Venetians protected themselves from land-based attacks by diverting all the major rivers flowing into the lagoon and thus preventing sediment from filling the area around the city. This created an ever-deeper lagoon environment.

Buildings of Venice are constructed on closely spaced wooden piles. Most of these piles are still intact after centuries of submersion. The foundations rest on the piles, and buildings of brick or stone sit above these footings. The piles penetrate a softer layer of sand and mud until they reach a much harder layer of compressed clay.

Submerged by water, in oxygen-poor conditions, wood does not decay as rapidly as on the surface. It is petrified as a result of the constant flow of mineral-rich water around and through it, so that it becomes a stone-like structure.

Most of these piles were made from trunks of alder trees, a wood noted for its water resistance. The alder came from the westernmost part of today's Slovenia (resulting in the barren land of the Kras region), in two regions of Croatia, Lika and Gorski kotar (resulting in the barren slopes of Velebit) and south of Montenegro.

Venice is believed to be living on borrowed time, it is a city that should not exist – a whimsical maze of heavy marble palazzi and churches built upon ancient wooden piling sunk into a salt marsh. It is a wonder that Venice survived to the present day to face a threat that may finally end the life of this faded beauty: rising sea levels due to global climate change.

Some recent studies have suggested that the city is no longer sinking, but this is not yet certain; therefore, a state of alert has not been revoked. In May 2003 the Italian Prime Minister Silvio Berlusconi inaugurated the MOSE project (Modulo Sperimentale Elettromeccanico), an experimental model for evaluating the performance of hollow floatable gates; the idea is to fix a series of 78 hollow pontoons to the sea bed across the three entrances to the lagoon. When tides are predicted to rise above 110 centimeters, the pontoons will be filled with air, causing them to float and block the incoming water from the Adriatic Sea. This engineering work is due to be completed by 2014.

What is the solution?

Tourism has been a major sector of Venetian industry since the 18th century, when it was a major center for the Grand Tour, with its beautiful cityscape, uniqueness, and rich musical and artistic cultural heritage. In the 19th century, it became a

fashionable center for the rich and famous, often staying or dining at luxury establishments such as the Danieli Hotel and the Caffè Florian. It continued being a fashionable city in vogue right into the early 20th century. In the 1980s, the Carnival of Venice was revived and the city has become a major center of international conferences and festivals, such as the prestigious Venice Biennale and the Venice Film Festival, which attract visitors from all over the world for their theatrical, cultural, cinematic, artistic and musical productions.

Today, there are numerous attractions in Venice, such as St Mark's Basilica, the Grand Canal, and the Piazza San Marco. The Lido di Venezia is also a popular international luxury destination, attracting thousands of actors, critics, celebrities and mainly people in the cinematic industry. The city also relies heavily on the cruise business.

However, Venice's popularity as a major worldwide tourist destination has caused several problems, including the fact that the city can be very overcrowded at some points of the year. It is regarded by some as a tourist trap, and by others as a 'living museum'. Unlike most other places in Western Europe, and the world, Venice has become widely known for its element of elegant decay. The competition for foreigners to buy homes in Venice has made prices rise so highly that numerous inhabitants are forced to move to more affordable areas of Veneto and Italy, the most notable being Mestre.

The MOSE Project is not without controversy as both environmental and budgetary concerns have been raised and have delayed the final completion of the project. Today the project has a budget of about 3 billion euros but is less than half complete after years of delays. Environmental groups have voiced their concern about the overall health of the Venice lagoon in the wake of having the tidal ecosystem closed off from the sea for long periods of time. Venice relies on the tides to flush out its canals, severe acqua alta events could seriously damage the health of the local marshlands – essential as a fish hatchery as well home for the game and waterfowl that are traditional parts of the Venetian diet.

Besides the MOSE Project, canal restoration, installation of more modern sewage systems and enforcement of boat traffic laws are all in their own way helping Venice to survive into the modern era. However the threats to her survival are still there and others, like increased rainfall from global climate change are rearing their ugly heads. However this is nothing new for Venice, the city and its people have always lived on borrowed time better than anybody else.

11.7 Threatened Tourist Places in Australia

1) The Great Barrier Reef, Australia

The Great Barrier Reef is the world's largest coral reef system composed of over 2,900 individual reefs and 900 islands stretching for over 2,600 kilometers over an area of approximately 344,400 square kilometers (133,000 sq mi). The reef is located

in the Coral Sea, off the coast of Queensland, Australia. This reef structure is composed of and built by billions of tiny organisms, known as coral polyps. It is home to hundreds of species of marine life, including many types of hard and soft coral and six of the world's seven threatened species of marine turtle.

It was selected as a World Heritage Site in 1981. CNN labelled it one of the seven natural wonders of the world. The Queensland National Trust named it a state icon of Queensland.

A large part of the reef is protected by the Great Barrier Reef Marine Park, which helps to limit the impact of human use, such as fishing and tourism. Other environmental pressures on the reef and its ecosystem include runoff, climate change accompanied by mass coral bleaching, and cyclic population outbreaks of the crown-of-thorns starfish. According to a study published in October 2012 by the Proceedings of the National Academy of Sciences, the reef has lost more than half its coral cover since 1985.

The Great Barrier Reef has long been known to and used by the Aboriginal Australian and Torres Strait Islander peoples, and is an important part of local groups' cultures and spirituality. The reef is a very popular destination for tourists, especially in the Whitsunday Islands and Cairns regions. Tourism is an important economic activity for the region, generating \$1 billion per year. The reef faces threats from fishing, pollution - especially from the pesticides, fertilisers, sediment and other agricultural and mining run-off that washes up on the reef via the river systems that drain into the ocean - rising sea temperatures, which are exacerbating the bleaching of coral, and the shale oil industry. Tourist activities such as snorkeling and diving are not considered as big a threat to the reef as the other activities.

2) Bay of Fires, Tasmania

Bay of Fires, Tasmania, Australia

It was meant to be Australian continent's best-kept secret. Now this 30 km stretch of beach paradise is at the heart of a heated dispute. After Lonely Planet placed the Bay of Fires on its 'best spots for 2009' list, state premier David Bartlett announced his plan to turn the area into a national park. But local Aborigines claim the strip, which is dotted with burial sites and middens, as their own.

Tasmania is an island state, part of the Commonwealth of Australia, located 240 kilometers (150 mi) to the south of the Australian continent, separated by the Bass Strait. The state includes the island of Tasmania, the 26th largest island in the world, and the surrounding 334 islands.

What is the solution?

The northern half of the Bay of Fires, Mount Williams, is already a national park. Binalong Bay is embroiled in a controversy over governance rights.

Tasmania is promoted as the natural state, the “Island of Inspiration”, and A World Apart, Not A World Away owing to its large and relatively unspoiled natural environment. Almost 37 per cent of Tasmania lies in reserves, national parks and World Heritage Sites. Tasmania’s picturesque Bay of Fires has joined Britain’s iconic Stonehenge monuments on a list of the world’s most threatened tourist sites.

Independent travel magazine Wanderlust included the sites in its second annual Threatened Wonders list of eight places around the world. The magazine said the Bay of Fires, famous for its white sand and crystal blue waters, was in danger of being overrun by tourists. It also noted the controversy surrounding Tasmanian government’s plans to turn the area into a national park, despite the area being dotted with Aboriginal burial sites.

The Bay of Fires in Tasmania was meant to be Australian continent’s best-kept secret. Now this 30 km stretch of beach paradise is at the heart of a heated dispute. After Lonely Planet placed the Bay of Fires on its ‘best spots for 2009’ list, state premier David Bartlett announced his plan to turn the area into a national park. But local Aborigines have other plans. They claim the strip, which is dotted with burial sites and middens, as their own.

Binalong is a complete free-for-all in summer. The local kids descend and set up camp. Mount William’s unspoilt coastline on the four-day guided Bay of Fires Walk with accommodation at the Forester Beach Camp and the Bay of Fires ecolodge is quite a popular itinerary for travellers. The site suffers from bad planning, poor security and too many tourists. At the same time as supporting local communities, if things are not managed properly the negatives can soon outweigh the positives creating major environmental and cultural issues.

3) Kakadu National Park

It is a major tourist attraction in Australia’s north. Visitation in 2005 was 202,000. Kakadu’s dramatic landscape, Aboriginal cultural significance and diverse and abundant wildlife are what visitors are drawn to. There are many beautiful waterfalls and gorges within the Park that are popular with visitors such as Maguk, Gunlom Falls, Twin Falls and Jim Jim Falls.

Kakadu National Park has some of the best examples of Aboriginal rock art in Australia. The sites of Nourlangie and Ubirr are among the most visited locations in the Park. It is possible to view some of Kakadu’s diverse wildlife at places like Yellow Water Billabong, Coinda on board a wildlife cruise or at Mamukala Wetlands or Anbangbang Billabong. The Kakadu region is one of the world’s best for bird watching as approximately 30 per cent of Australia’s bird species can be seen here.

Large saltwater crocodiles are also commonplace and visitors are likely to see them at Yellow Water and East Alligator River so it was no coincidence that the Crocodile Dundee films were shot here. Visitors are urged to exercise caution around crocodiles

as they have been responsible for a number of fatal attacks. Recreational fishing is a popular activity inside Kakadu National Park. The main target species is Barramundi and the most popular locations are Yellow Water, the South Alligator and the East Alligator River. Hunting is not allowed in Kakadu National Park.

There are several accommodation options in the Park, mostly found in the town of Jabiru, as well as a range of services to cater to visitor's needs. Visitors can experience Kakadu National Park with a recognised tour operator or they can drive themselves. Many of the Park's sites are accessible by standard two wheel drive vehicles, but areas like Twin and Jim Jim Falls and Gunlom require four wheel drive vehicles. Visitors can experience Kakadu National Park via the Nature's Way tourism drive which is a loop from Darwin to Jabiru then onto Katherine and back to Darwin covering approximately 900 km.

Over-saturated influx of travellers, unsustainable tourism practices and several invasive species threaten the native habitat, particularly in recent decades. Introduced fauna including the water buffalo, wild pig and more recently, the cane toad have had major effects on habitat. Invasive weeds include *Mimosa pigra*, which covers 800 km² of the Top End, including vast areas of Kakadu, invasive para grass displaces the native food of much of Kakadu's birdlife. *Salvinia molesta* has infested the Magela floodplain. Brumbies also inhabit areas of the National Park, including Yellow Water. One last problem is the mining in the park which can impact a lot of the wildlife's future.

What is the solution?

The Kakadu National Park is proclaimed under the Environment Protection and Biodiversity Conservation Act, 1999 (the EPBC Act) and is managed through a joint management arrangement between the Aboriginal traditional owners and the Director of National Parks. The Director manages Commonwealth national parks through Parks Australia, which is a part of the Department of Sustainability, Environment, Water, Population and Communities. Title to Aboriginal land in the Park is held by Aboriginal land trusts. The land trusts have leased their land to the Director of National Parks for the purpose of a national park for the enjoyment and benefit of all Australians and international visitors. Traditional owners have also expected that having their land managed as a national park would assist them in looking after their land in the face of growing and competing pressures. They saw a national park as establishing a way to manage the land that could protect their interests and be sympathetic to their aspirations. Parks Australia and the Aboriginal traditional owners of Kakadu are committed to the principle of joint management of the Park and arrangements to help this happen are highlighted in Kakadu's Plan of Management.

The EPBC Act provides for boards of management to be established for parks on Aboriginal land. The Kakadu Board of Management, which has an Aboriginal majority (ten out of fifteen members), representing the Aboriginal traditional owners of land in the Park, was established in 1989. The Board determines policy for managing the

Park and is responsible, along with the Director, for preparing plans of management for the Park. The Plan of Management is the main policy document for the Park and strives to balance strategic or long-term goals and tactical or day to day goals. Day to day management of Kakadu is carried out by people employed by Parks Australia, which is a branch of the Australian Government's Department of Sustainability, Environment, Water, Population and Communities. Approximately one-third of the staff in Kakadu are Aboriginal people.

4) Macquarie Island

This island lies in the southwest corner of the Pacific Ocean, about half-way between New Zealand and Antarctica. Politically, it has been a part of Tasmania, Australia since 1900 and became a Tasmanian State Reserve in 1978. In 1997 it became a World Heritage Site. It was a part of Esperance Municipality until 1993, when the municipality was merged with other municipalities to Huon Valley. The island is home to the entire Royal Penguin population on earth during their annual nesting season. Ecologically, it is part of the Antipodes Subantarctic Islands tundra ecoregion.

Macquarie Island is an exposed portion of the Macquarie Ridge, and is located where the Australian plate meets the Pacific plate. It is the only place in the world where rocks from the mantle are actively exposed at sea level. Due to this it was made a UNESCO world heritage site in 1997.

The island has an approximate length of 34 km and a width of 5 km, with an area of 128 km². Near Macquarie Island are two small groups of minor islands, the Judge and Clerk Islets and the Bishop and Clerk Islets.

Since 1948 the Australian Antarctic Division (AAD) has maintained a permanent base, the Macquarie Island Station, on the isthmus at the northern end of the island at the foot of Wireless Hill. The population of the base, the island's only human inhabitants, usually varies from 20 to 40 people over the year.

Tourism is permitted subject to obtaining a special permit. Macquarie Island is part of the Australian State of Tasmania, which requires visitors to apply for a permit to visit the island. Tasmanian Parks and Wildlife Service sets limits on the number of visitors per season and the number of visitors ashore at any one time.

The ecology of the island was affected soon after the beginning of European visits to the island in 1810. The island's fur seals, elephant seals and penguins were killed for fur and blubber. Rats and mice that were inadvertently introduced from the ships prospered due to lack of predators. Cats were subsequently introduced deliberately to keep the rodents from eating human food stores. In about 1870, rabbits were left on the island by sealers to breed for food. By the 1970s, the then 130,000 rabbits were causing tremendous damage to vegetation.

The feral cats introduced to the island have had a devastating effect on the native seabird population, with an estimated 60,000 seabird deaths per year. From 1985,

efforts were undertaken to remove the cats. In June 2000, the last of the nearly 2500 cats were culled in an effort to save the seabirds²². Seabird populations responded rapidly, but rats and rabbits continued to cause widespread environmental damage.

The rodents feed on young chicks while rabbits nibbling on the grass layer has led to soil erosion and cliff collapses, destroying seabird nests. Large portions of the Macquarie Island bluffs are eroding as a result. In September 2006 a large landslip at Lusitania Bay, on the eastern side of the island, partially destroyed an important penguin breeding colony. Tasmania Parks and Wildlife Service attributed the landslip to a combination of heavy spring rains and severe erosion caused by rabbits.

What is the solution?

Research by Australian Antarctic Division scientists, published in the 13 January 2009 edition of the British Ecological Society's *Journal of Applied Ecology*, suggested that the success of the feral cat eradication programme has allowed the rabbit population to increase, damaging the Macquarie Island ecosystem by altering significant areas of island vegetation. In a later issue of the same journal however, other scientists argued that a number of factors were almost certainly involved and the absence of cats may have been relatively minor among them.

On 4 June 2007 a media release by the Australian Federal Minister for the Environment and Water Resources, Malcolm Turnbull, announced that the Australian and Tasmanian Governments had reached an agreement to jointly fund the eradication of rodent pests, including rabbits, to protect Macquarie Island's World Heritage values. The plan involved mass baiting the island similar to an eradication programme followed up with dog hunting teams. In February 2012, *The Australian* reported that rabbits, rats and mice had been nearly eradicated from the island.

By April 2012, the hunting teams had located and exterminated 13 rabbits still surviving since the baiting in 2011. The last five rabbits found were in November 2011, including a lactating doe and four kittens. No fresh rabbit sign has been found since. A fresh hunting team arrived on the island in April 2012 to continue the search for the last few survivors.

The island is a mid-way point in voyages which depart from Hobart or the South Island of New Zealand, heading for East Antarctica. These are often destined for the Ross Sea, and sometimes include visits to Commonwealth Bay and other features in Australian Antarctic Territory. Macquarie Island is included as a one or two day stopover, as part of a voyage of three weeks or more.

Macquarie Island and nearby New Zealand subantarctic islands (e.g. Campbell Island, Auckland Islands) are destinations in their own right for shorter (e.g. two-week) subantarctic voyages. These depart from Hobart or New Zealand's South Island, and typically focus on bird watching.

²² Squires, Nick (22 January 2007). "Cull upsets island's ecological balance". *The Daily Telegraph* (London). Retrieved 12 May 2010.

There are several walking tracks around the island. To limit environmental degradation some raised boardwalks have been introduced. Visitors are escorted by a Tasmanian park ranger. Zodiac inflatable boats are used to put visitors ashore at accessible locations for excursions. All landings are monitored by the Tasmanian park rangers. Vehicles are not used on the island.

11.8 List of World Heritage Sites in Danger

A UNESCO World Heritage Site is a place (such as a forest, mountain, lake, desert, monument, building, complex, or city) that is listed by UNESCO as of special cultural or physical significance.

In 1994, the World Heritage Committee of UNESCO launched the Global Strategy for a Representative, Balanced and Credible World Heritage List. Its aim is to ensure that the List reflects the world's cultural and natural diversity of outstanding universal value.

The list is maintained by the international World Heritage Programme administered World Heritage Committee, composed of 21 States Parties which are elected by their General Assembly. The programme catalogues, names and conserves sites of outstanding cultural or natural importance to the common heritage of humanity. Under certain conditions, listed sites can obtain funds from the World Heritage Fund. The programme was founded with the Convention Concerning the Protection of World Cultural and Natural Heritage, which was adopted by the General Conference of UNESCO on 16 November 1972.

As of 2012, The World Heritage List includes 962 properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value. These include 745 cultural , 188 natural and 29 mixed properties in 157 States Parties. As of September 2012, 190 States Parties have ratified the World Heritage Convention.

By sites ranked by country, Italy is home to the greatest number of World Heritage Sites with 47 sites, followed by Spain (44) and China (43). UNESCO references each World Heritage Site with an identification number; but new inscriptions often include previous sites now listed as part of larger descriptions. As a result, the identification numbers exceed 1200 even though there are fewer on the list.

While each World Heritage Site remains part of the legal territory of the state wherein the site is located, UNESCO considers it in the interest of the international community to preserve each site.

According to Article 11.4 of the convention, UNESCO, through the World Heritage Committee, may place threatened World Heritage Sites whose conservation require major operations and for which "assistance has been requested" on a List of World Heritage in Danger. The List of World Heritage in Danger is designed to inform the international community of conditions which threaten the very characteristics for which a property was inscribed on the World Heritage List, and to encourage corrective action. This action is intended to increase international awareness of the threat and to encourage

counteractive measures. Threats to a site can be either ascertained dangers which are proven imminent threats or potential dangers that could have adverse effects on the characteristics of a site.

There are 38 properties (17 natural, 21 cultural) which the World Heritage Committee decided to include on the List of World Heritage in Danger in accordance with Article 11 (4) of the Convention. Before a property is inscribed on the List of World Heritage in Danger, its condition is assessed and a potential programme for corrective measures is developed in cooperation with the state party involved. The final decision about inscription lies in the hand of the committee. Financial support from the World Heritage Fund may be allocated by the committee for listed properties. The state of conservation is reviewed on a yearly basis. Depending on the outcome of the review, the committee may request additional measures or delete the property from the list if the threats ceased to exist or may consider deletion from both the List of World Heritage in Danger and the World Heritage List. Of the two former sites, the Dresden Elbe Valley has been delisted after placement on the List of World Heritage in Danger while the Arabian Oryx Sanctuary has been directly delisted.

Many of the listed sites in danger are located in the developing world with 17 in Africa (of which five are in the Democratic Republic of the Congo), 9 in Asia, 8 in the Americas and 4 in Europe. The majority of endangered natural sites (12) is located in Africa.

The danger listing has sparked conservation efforts and released funding, resulting in a positive development of some sites such as Galápagos or Yellowstone, the list itself and UNESCO's implementation of it have been the focus of criticism. In particular, state parties and other stakeholders of World Heritage Sites have questioned the authority of the Committee to declare a site in danger without their consent.

Until UNESCO set a precedent in 1992 placing several sites on the danger list against their view, state parties would have first submitted a programme of corrective measures before a site could be listed. Instead of being used as intended, the List of World Heritage in Danger is perceived by some states as a black list. The International Union for Conservation of Nature (IUCN) notes that UNESCO has referenced the List of World Heritage in Danger in a number of cases where the threat could be easily addressed by the state party. The Union also argues that listing a site as endangered over a long period of time is questionable and that other mechanisms for conservation should be sought in these cases.

Are some countries exploiting the UNESCO's World Heritage List?

UNESCO is supposed to be the gold standard for conservation. It has in the past created many success stories in restoration and conservation of world heritage. For instance, in 1979, Dubrovnik in Croatia joined the UNESCO list of World Heritage Sites. Dubrovnik is among the 10 best medieval walled cities in the world. However, Dubrovnik was demilitarised in the 1970s to protect it from war, in 1991, after the breakup of Yugoslavia, it was besieged by Serb-Montenegrin forces for seven months and received significant shelling damage. Appalled by the siege of a city the international community sprung into action with UNESCO as the forerunner in

Contd...

restoration work. In a matter of a few years, Dubrovnik rose from the ashes like a Phoenix.

If we examine the history of historical conservation, we find that the spirit of reaching across borders to protect heritage was inspired by the rescue of the 13th century BC temples of Abu Simbel in Egypt. In 1954, Cairo announced plans to build a dam at Aswan that would flood the temples. UNESCO has then stepped in and launched an international fundraising campaign to relocate them, brick by brick. The success inspired a string of projects – in countries as diverse as Italy, Pakistan and Indonesia. Finally, at a UN conference in Stockholm in 1972, that spirit of conservation was crystallised as the World Heritage Convention. The first World Heritage Sites were named in 1978.

Dubrovnik is one of dozens of success stories. Others include the diversion of a proposed road near the Pyramids and the halting of an aluminium plant near Delphi. But experts, scholars, academics and historians alike have time and again also subjected the workings of UNESCO to harsh doses to criticism.

For instance, the Iwami Ginzan Silver Mine and its Cultural Landscape in Japan has stirred up a lot of controversy in the academic world. Let us examine some facts. The Iwami Ginzan was a silver mine in the city of Ôda, Shimane Prefecture, on the main island of Honshû, Japan. It was the largest silver mine in Japanese history. It was active for almost four hundred years, from its discovery in 1526 until its eventual closing in 1923. It was added to the World Heritage List in 2007.

Some experts say that a local businessman Toshiro Nakamura made it his life's mission to turn Iwami into a tourist attraction and lobbied for a heritage status. Local prefectures used their links with diplomats in Tokyo to make a case for Iwami within the World Heritage Committee.

As per UNESCO's selection process, new sites, which are named every summer, must prove they are of "outstanding universal value" by meeting at least one of 10 criteria prescribed. For example, a site must "bear a unique testimony to a cultural tradition" or "represent a masterpiece of human creative genius". Japan argued that Iwami passed not one but three of these tests. But the International Council on Monuments and Sites, which advised the World Heritage Committee, disagreed, stating that Iwami satisfied none of the 10 criteria. But the campaigning from Japan continued and Iwami was inscribed.

In the following year, almost 1 million people flocked to Iwami for tourism. Before that, visitor numbers mostly comprised curious locals, and averaged about 15,000 a year. Tourists were bussed into a site without suitable facilities; in one news report, a weary resident recalled returning home to find three visitors sitting on his sofa, having mistaken his house for part of the tour. Many tourists, apparently expecting a site to rival the Pyramids, left disappointed.

Experts in the field say that it is easy to see why businesses and tourism officials are so desperate to get the UNESCO stamp. As Iwami demonstrates, mention of the magic words "World Heritage Site" in guidebooks can send visitor numbers rocketing.

Below is a comprehensive list of all 38 World Heritage sites in Danger sorted out as per the continents that they belong to.

I) Asia -

Old City of Jerusalem and its Walls, Jerusalem (Site proposed by Jordan) (1982)
Historic Town of Zabid, Yemen (2000)
Minaret and Archaeological Remains of Jam, Afghanistan (2002)
Cultural Landscape and Archaeological Remains of the Bamiyan Valley, Afghanistan (2003)
Ashur (Qal'at Sherqat), Iraq (2003)
Bam and its Cultural Landscape, Iran (2004) Samarra Archaeological City, Iraq (2007)
Tropical Rainforest Heritage of Sumatra (2011)
Birthplace of Jesus: Church of the Nativity and the Pilgrimage Route, Bethlehem, Palestine (2012)

II) Africa -

Mount Nimba Strict Nature Reserve, Guinea, Côte d'Ivoire and Liberia (1992) Air and Ténéré Natural Reserves, Niger (1992)
Virunga National Park, Democratic Republic of the Congo (1994) Garamba National Park, Democratic Republic of the Congo (1996) Simien National Park, Ethiopia (1996)
Kahuzi-Biega National Park, Democratic Republic of the Congo (1997) Okapi Wildlife Reserve, Democratic Republic of the Congo (1997) Manovo-Gounda St Floris National Park, Central African Republic (1997) Salonga National Park, Democratic Republic of the Congo (1999)
Abu Mena, Egypt (2001)
Comoé National Park, Côte d'Ivoire (2003) Niokolo-Koba National Park, Senegal (2007) Rainforests of the Atsinanana, Madagascar (2010) Tombs of Buganda Kings at Kasubi, Uganda (2010) Timbuktu, Mali (2012)
Tomb of Askia, Mali (2012)

III) North America -

Belize Barrier Reef Reserve System, Belize (2009) Everglades National Park, USA (2010)

IV) South America -

Chan Chan Archaeological Zone, Peru (1986)
Humberstone and Santa Laura Saltpeter Works, Chile (2005) Coro and its Port, Bolivarian Republic of Venezuela (2005) Los Katíos National Park, Colombia (2009)
Río Plátano Biosphere Reserve, Honduras (2011)

V) Europe -

Medieval Monuments in Kosovo, Serbia (2006)
Liverpool - Maritime Mercantile City, United Kingdom of Great Britain and Northern Ireland (2012)

VI) Australia -

Ruins of Kilwa Kisiwani and Ruins of Songo Mnara, United Republic of Tanzania, (2004)

VII) Trans-continental sites -

Historical Monuments of Mtskheta, Georgia (2009) Bagrati Cathedral and Gelati Monastery, Georgia (2010)

Fortifications on the Caribbean Side of Panama: Portobelo-San Lorenzo, Panama (2012)

UNIT 12

TOURISM TRIVIA |

Contents

12.1	Introduction	247
12.2	Top Destinations in Nichè Tourism	251
12.3	Seven Wonders of the World	264
12.4	Travel Cultures	267

12.1 Introduction

Till now we have seen the different forms of travel and tourism. In previous units we have discussed a few destinations that are most popular for various reasons in the tourism industry. We have seen the various forms of tourism, the hotspots and sought after destinations, both from the industry and sustainability point of view.

Let us now analyse some travel and tourism destinations from the traveller's perspective. In this unit we shall deal with all the aspects that excite a traveller the most in any destination. This unit also deals with some fun facts, trivia and non-academic infotainment about destinations that tourists enjoy the most.

The travel infotainment dissemination is another industry in itself that is linked to the tourism sector. This industry caters to travellers, vacationers, tourists as well as people in general who are interested in knowing about different places and cultures. Many Internet databases, travel magazines, television programmes, full fledged TV channels as well as mobile apps are a part of the industry. Travel writers, journalists, conservationists, film and TV production houses are all a part of this service based industry. Few decades ago there were just a few trade magazines where travel agents would get the dirt on what was going on in the travel industry. As an added bonus, they came in the mail right to you. Fast forward to today and there are hundreds of places an agent and traveller can go to get their news: trade magazines, industry websites, travel blogs, mobile apps.

Here's a list of a few travel Magazines and travelogues (There are numerous such resources available in print, film and web. Only some famous/popular ones are listed):

Leisure Travel

- ◆ Discover India, (1988; published by Media Transasia)

- ◆ Arthur Frommer's Budget Travel, (1999; published by Intellitravel Media)
- ◆ Bell'Italia, (1986; published by Cairo Editore)
- ◆ British Columbia Magazine, (1959; Tourism British Columbia)
- ◆ Caribbean Beat, (1992; published by Media and Editorial Projects Limited, inflight magazine of Caribbean Airlines)
- ◆ Caribbean Travel & Life, (c. 1986; published by Bonnier Corporation)
- ◆ Condé Nast Traveler, (1987; published by Condé Nast Publications)
- ◆ Cruise International, (2008; published by Chelsea Magazine Company)
- ◆ Departures Magazine, (published by American Express Publishing)
- ◆ DestinAsian, (published by DESTINASIAN Media Group)
- ◆ EnRoute, inflight magazine of Air Canada
- ◆ Escapism Travel Magazine, (2009; published by Revolution Publishing Ltd. international travel magazine)
- ◆ Executive Travel Magazine, (2002; published by American Express)
- ◆ FIDO Friendly
- ◆ FINDVOYAGES.COMagazine
- ◆ Getaway, (1989; published by Ramsay, Son & Parker, South Africa)
- ◆ Get Lost Magazine, (published by Grin Creative)
- ◆ Global Traveler, (2004; published by FXExpress Publications, Inc.)
- ◆ Gulfscapes Magazine, (2001; published by Craig and Victoria Rogers)
- ◆ Hana Hou!, (published by Pacific Travelogue Inc., as the inflight magazine of Hawaiian Airlines)
- ◆ Islands, (published by Bonnier Corporation)
- ◆ Lonely Planet Magazine, (published by the BBC in the UK, monthly. Also Argentine, Singaporean and Indian editions)
- ◆ India Today Travel Plus, (The India Today Groups)
- ◆ Maui No Ka 'Oi Magazine, (published by the Haynes Publishing Group, bi-monthly regional travel focus)
- ◆ National Geographic Traveler, (National Geographic)
- ◆ Ohrid Travel Magazine, (2007; (Serbian), published by the Belgrade Business Network, focuses on travel to Macedonia)

Tourism Trivia

- ◆ Outside, (published by Mariah Media)
- ◆ Outlook Traveller, (published by Outlook Publishing India Pvt. Ltd.)

- ◆ Road & Travel Magazine, (1989; published by Caldwell Communications, Michigan)
- ◆ RoadRUNNER, (2001; published by RoadRUNNER Publishing, focuses on motorcycle touring and travel)
- ◆ Sidetrip Travel Magazine, (Manila, focuses on travel in the Philippines)
- ◆ Sports + Travel Hong Kong, (Hong Kong, a free magazine that focuses on sports related travel from Hong Kong)
- ◆ Taste &Travel International Magazine - Periodical dedicated to Culinary Tourism (2011; published by Taste &Travel Publishing International in Canada)
- ◆ Texas Highways
- ◆ TNT, (1983; published by TNT Publishing, London, free magazine for Australian, New Zealand and South African expatriates)
- ◆ Today's Traveller, (1997; published by Gill India Communications Pvt. Ltd. (GICPL), Indian international travel magazine)
- ◆ Travel + Leisure, (1971; published by Media Transasia)
- ◆ Travel Agent, (before 1933; trade, published by Questex Media Group)
- ◆ Travel In Taiwan, (Vision International Publishing Co. Ltd., on behalf of the Taiwan Tourism Bureau)
- ◆ Travel Trade Gazette (TTG), (1953; trade, published by United Business Media, London)
- ◆ Travel Trade Gazette Middle East & North Africa
- ◆ Travel Weekly
- ◆ travelgirl magazine, (2003; Atlanta)
- ◆ Vagabond
- ◆ Voyage. Studies on Travel & Tourism, (1997; (German), published by Profil-Verlag, Munich)
- ◆ Wanderlust Magazine BUSINESS TRAVEL
- ◆ Business Travel News magazine (2006, UK)
- ◆ Procurement.Travel

Executive Travel Magazine (published by American Express Publishing, New York)

- ◆ Meetings + Incentives magazine (Canada) Online MAGAZINES
- ◆ The Concierge Questionnaire, (2009)
- ◆ U.S. Travel Magazine, (2012)
- ◆ Destinations Travel Magazine, (published by Perrone Publishing)
- ◆ EuroTravel Magazine, (published by AGL PUBLICATIONS) MOBILE APPS

iPad

- ◆ MARCO POLO travel magazine, (2012; digital journal, monthly published and for free)
- ◆ TRVL, (2010; a free weekly travel magazine that was the first magazine on the iPad)
- ◆ Destinations Travel Magazine, (published by Perrone Publishing) Android
- ◆ MARCO POLO travel magazine, (2012; digital journal, monthly published and for free)

Windows 8

- ◆ MARCO POLO travel magazine, (2012; digital journal, monthly published and for free)

Out of Print Magazines

- ◆ Blue (tourism magazine), (1997-2000)
- ◆ Holiday, (1946-1977; Curtis Publishing Company)
- ◆ Travel + Leisure Golf, (1998-2009; American Express)
- ◆ Travel Holiday, (1901-2003; New York Central Railroad, Shane family, Reader's Digest, Hachette Filipacchi Media U.S.)
- ◆ Walkabout magazine, (1934-1974; Australian National Travel Association)

Travelogue Websites

- ◆ Tripadvisor
- ◆ Wanderlust
- ◆ National Geographic
- ◆ Asia for Visitors
- ◆ Airwise
- ◆ Boots n All
- ◆ Budget Your Trip
- ◆ EmbassyWorld
- ◆ EscapeArtist
- ◆ Lonely Planet Thorn Tree
- ◆ Photo Legal
- ◆ Trav Buddy
- ◆ Travel Rants
- ◆ Travel Fish
- ◆ Travellerspoint
- ◆ Women on the road TRAVEL CHANNELS

Though there are numerous programmes on TV, some channels specifically broadcast travelogues throughout. Such channels are dedicated to lifestyle, travel and tourism programmes only.

- ◆ Explore TV
- ◆ Travel Channel
- ◆ NDTV Good Times
- ◆ TLC
- ◆ Travel Trendz TV
- ◆ Travel XP
- ◆ Caper Travel

12.2 Top Destinations In Niche Tourism

Niche Tourism areas, i.e. special interest tourism and travel form have a huge market. Here is a list of popular destinations in some niche areas:

a) Religious Tourism

Religious tourism, also commonly referred to as faith/spiritual tourism, is a form of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia.

Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Jerusalem, Mecca and Varanasi. Some important destinations around the world are:

- ◆ Mecca, Saudi Arabia - Mecca is the holiest of cities in Islam. In 2008, the yearly Hajj pilgrimage attracted two to three million people to the city. This pilgrimage is part of the Five Pillars of Islam, and is required of any capable Muslim at least once in their life. Saudi law forbids non-Muslims to enter Mecca. The Kaaba is located inside the Masjid al-arâm (Sacred Mosque) in the center of Mecca. Muslims around the world turn toward Kaaba while performing any prayer.
- ◆ Jerusalem (considered to be the capital of Israel, though not recognised internationally) - Jerusalem has been sacred to Judaism for roughly 3000 years, to Christianity for around 2000 years, and to Islam for approximately 1400 years. The 2000 Statistical Yearbook of Jerusalem lists 1204 synagogues, 158 churches, and 73 mosques within the city. A study in 2011 found that pilgrims visited Jerusalem for a few reasons: to understand and appreciate their religion through a tangible experience, to feel secure about their religious beliefs, and to connect personally to the holy city.

The Western Wall, Wailing Wall, The Buraq Wall or Kotel located in the Old City of Jerusalem (at the foot of the western side of the Temple Mount) is a site of importance and has been a Jewish prayer and pilgrimage for centuries.

Jerusalem is sacred to Judaism, Christianity as well as Islam. It has been sacred to the Jews since King David proclaimed it is his capital in the 10th century BCE. King Solomon made Jerusalem the capital of Judaism by building the Temple there in the 10th Century BC. The Temple was destroyed by the Babylonians in 586 BC and exiled most of the Jews from the place. The destruction and building of the Temple and the exile and return of Jews continued for almost 1000 years when Christian Crusaders allowed them to return. The place is mentioned in the Bible 632 times.

Today, the Western Wall, a remnant of the wall surrounding the Second Temple of Solomon, is a Jewish holy site second only to the Holy of Holies on the Temple Mount itself. Many Jews have “Mizrach” plaques hung on a wall of their homes to indicate the direction of prayer.

Christianity reveres Jerusalem not only for its Old Testament history but also for its significance in the life of Jesus. According to the New Testament, Jesus was brought to Jerusalem soon after his birth and later in his life cleansed the Second Temple. Many believe that Jesus’ Last Supper, is located on Mount Zion in the same building that houses the Tomb of King David. Another prominent Christian site in Jerusalem is Golgotha, is believed to be the site of the crucifixion.

After Mecca and Medina in Saudi Arabia, Jerusalem is considered the third holiest city in Islam, specially significant to the Sunni Muslims. The roots of its religious belief lies the fact that it was the first Qiblah for Muslims. Qiblah is the place toward which Muslims turn in prayer. Muslims believe that this is the place where Muhammad visited on a nocturnal journey and it was the first Qibla for Muslims as prophet Muhammad designated the Al-Aqsa for pilgrimage. The direction was changed facing towards Mecca a year and a half later.

There is another minor religion known as Mandaism which once had a significant number of followers (but now is limited to a small group found primarily in parts of southern Iran and Iraq). Jerusalem is considered a city of wickedness, dedicated to the god of Judaism, whom they call Adunay (Adonai) or Yurba and consider to be an evil spirit.

According to one of their religious texts¹, Jerusalem is “the stronghold that Adunay that Adunay built ... [he] brought to it falsehood in plenty, and it meant persecution against my tarmidia (Manda d-Hiia’s disciples).” In another Scripture called the Ginza Rba (15.11), it is said to have come into being as a result of the incestuous union of the seven planets with their evil mother Ruha d-Qudsha, who “left lewdness, perversion, and fornication in it.” The Scripture says, “Whoever lives in the city of Jerusalem will not mention the name of God.”

- ◆ Varanasi - The hub of spiritual tourists, Varanasi, also known as Banaras and Kaashi has been not only the ultimate destination of Hindus but for any person, irrespective of his/her religious belief to attain salvation and spiritual knowledge. People often

¹ Sidra d-Yahia, 54.

refer to Varanasi as “the city of temples”, “the holy city of India”, “the religious capital of India”, “the city of lights”, “the city of learning”, and “the oldest living city on earth”. It is a holy place for Hindus, Buddhists and Jains. According to legend the city was started by the Hindu deity Lord Shiva and is the most sacred place of all of the seven sacred cities of Hindu. Over one million pilgrims visit the city each year.

- ◆ Vatican City - Vatican, also called the Holy See, is a landlocked sovereign city-state whose territory consists of a walled enclave within the city of Rome, Italy. This makes Vatican City the smallest independent state in the world by both area and population. It has been the seat of the Catholic religion and home of the Pope since 1378. The pope lives in the papal apartments in the Vatican and the church of the Pope, St. Peter’s Basilica, is in Vatican City.
- ◆ Church of the Nativity, Bethlehem - Located in, Palestinian territories, and is considered to be the oldest continuously operating Christian church (Basilica) in the world. The church was originally commissioned in 327 AD by Constantine and his mother Helena over the site that is still traditionally considered to be located over the cave that marks the birthplace of Jesus of Nazareth. Due to its cultural and geographical history, the site holds a prominent religious significance to those of both the Christian and Muslim faiths. It is a World Heritage Site as well as is also on UNESCO’s List of World Heritage Sites in Danger.
- ◆ Brahma Temple at Pushkar - Jagatpita Brahma Mandir close to the sacred Pushkar Lake is one of very few existing temples dedicated to the Hindu creator – god Brahma. Every November, the sleepy little township of Pushkar in Rajasthan, India comes alive with a riot of colours and a frenzied burst of activity. Very few fairs in the world can match the liveliness of Pushkar Fair (Pushkar Mela). Most people associate the Pushkar Fair with the world’s largest camel fair.

Although the present temple structure dates to the 14th century, the temple is believed to be 2000 years old. The temple is mainly built of marble and stone slabs. It has a distinct red pinnacle (shikhara) and a hamsa bird motif. The temple sanctum sanctorum holds the central images of Brahma and his second consort Gayatri.

- ◆ Hagia Sofia and Blue Mosque (Istanbul, Turkey) - The renowned dome of the Hagia Sofia has survived the test of time and became an enduring landmark that defined two great religions - Islam and Christianity. Dominated by the cultural exchanges, this religious building featured the elements of classical Roman and Greek architecture, the artistic styles and imagery of early Christianity, and the sophistication of Islamic craftsmanship. Hagia Sofia’s distinctive features have captivated tourists from all corners of the world.

Also known as the Sultan Ahmed Mosque, this Ottoman mosque or Blue Mosque was built to mirror the beauty and splendor of the famous Hagia Sofia. It is famous for its distinctive blue tiles that dominated the interior and the six minarets that can

be viewed from afar. A product of Islamic and Byzantine architectural heritage, the Blue Mosque showcases its overwhelming size and artistic splendor to visitors in awe.

- ◆ Madinah, Saudi Arabia - Madinah is the second holiest city in Islam after Mecca and the burial place of the Islamic Prophet Muhammad. Medina is critically significant in Islamic History for being where Muhammad's final religious base was established after the Hijrah (migration or journey of the Islamic prophet Muhammad and his followers from Mecca to Medina) and where he died in 632 AD/11 AH. Medina was the power base of Islam in its first century. It is home to the three oldest mosques in Islam, namely Al-Masjid an-Nabawi (The Prophet's Mosque), Quba Mosque (the first mosque in Islam's history), and Masjid al-Qiblatain (The Mosque of the Two Qiblahs- the mosque where the direction of Muslim prayer, or qiblah, was switched from Jerusalem to Mecca).
- ◆ Lhasa, Tibet - Lhasa literally translates to "place of the gods". The city was the home of the Dalai Lamas, political leaders of Tibet and religious leaders of Tibetan Buddhism, from the 1600's until the Chinese invaded and the 14th Dalai Lama fled into exile (to India) in 1959. Today you will find the Tibetans a minority of the population compared to the Chinese.

Lhasa has many sites that are of historical significance including Jokhang Temple, Norbulinka and the Potala Palace, which are all UNESCO World Heritage Sites; and Sera and Drepung Monasteries, and Zhefeng Temple.

Over one million people go to Tibet each year. You will often see the devout pilgrims in Lhasa kneeling or lying prone with their foreheads on the ground. These pilgrims will be trying to gain spiritual merit by following one of the three concentric pathways that go inside or around Jokhang Temple.

- ◆ Haifa, Israel - Haifa is built on the slopes of Mount Carmel overlooking the Mediterranean Sea, about 56 miles from Tel Aviv. It's got wonderful beaches that tourists still seem unaware of and some important religious sites. Religiously it's a very diverse city and a major pilgrimage site for people of the Bahá'í faith. In Haifa. The Bahá'í World Center and its golden-domed shrine were made a UNESCO World Heritage Site.

b) Heritage Tourism

Heritage tourism or cultural tourism is oriented towards the cultural heritage of the location where tourism is occurring. It is meant to gain an appreciation of the past or something we have got in legacy. It is one of the oldest forms of travel, and overlaps heritages of all kinds— colonial heritage, urban renewal, religious tourism, genealogy, industrial heritage, and ethnicity. Heritage tourism sites are many.

Heritage tourism is difficult to segregate from other elements of tourism. Tourists interested in other areas, like adventure, religion and leisure also visit different

Indian heritage sites; with monuments like Taj Mahal, Humayun's Tomb, Red Fort, Sarnath, Kaziranja, Tirupati, Varanasi, Rameshwaram and Ajanta being quite popular. In India, for instance, UNESCO has identified 27 heritage sites and has collaborated with state government authorities to develop several themed itineraries, like linking Buddhist holy places, legends of Shiva, yoga and ayurvedic healing, etc.

The World Heritage was established by UNESCO in 1978 to preserve mankind's valuable cultural and natural gifts. The organisation recognises examples of beautiful natural heritage or valuable cultural heritage around the world and lists them as a World Heritage in an effort to protect them against destruction from natural disasters or wars. Most sites are designated as examples of natural heritage relics due to their remarkable beauty.

Some important facts about heritage sites are listed below:

There are currently 1121 sites listed in UNESCO World Heritage Site List of which 869 are cultural, 213 are natural and 39 are mixed properties.

The countries have been divided by the World Heritage Committee into five geographic zones: Africa, Arab States, Asia-Pacific, Europe and North America, and Latin America & the Caribbean.

List of countries with most World Heritage Sites

Country	Number of Sites
Italy	53
China	52
Spain	46
France	43
Germany	42
India	36
Mexico	34
United Kingdom	31
Russia	28
United States	23

To be included on UNESCO's World Heritage List, sites must be of "outstanding universal value" and meet at least one of the following ten selection criteria:

- i) Human creative genius - to represent a masterpiece of human creative genius;
- ii) Interchange of values - to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;

- iii) Testimony to cultural tradition to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- iv) Significance in human history - to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- v) Traditional human settlement - to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- vi) Heritage associated with events of universal significance - to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- vii) Natural phenomena or beauty - to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
- viii) Major stages of Earth's history - to be outstanding examples representing major stages of Earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- ix) Significant ecological and biological processes - to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- x) Significant natural habitat for biodiversity - to contain the most important and significant natural habitats for *in-situ* conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

c) Dark Tourism

In bad taste or not, Thanatourism - aka Dark Tourism to the destinations associated with death or suffering is here to stay. Below is the list of a few Dark Tourism Destinations that get a sizable share of visitors solely because they are associated with death, disaster, poverty or suffering.

- ◆ Cu Chi Tunnels, Saigon, Vietnam - A 75-mile-long underground tunnel system located below Cu Chi district of Vietnam's Ho Chi Minh City (Saigon) was used by Viet Cong freedom fighters to run military campaigns against occupying US forces. In 1968, Cu Chi Tunnels served as the base from where Viet Cong launched the Tet Offensive which ultimately aided in humiliating withdrawal of US forces from Vietnam.

Back then, Cu Chi Tunnels were full of deadly spiders and wandering scorpions, offering little space with unbearable humidity and had many passages wired with

booty traps. Today, the site is a popular Dark Tourism Destination and a prime example of how former warfare can be turned into a lucrative tourist attraction.

Popular, easy to access corridors have been widened to accommodate inquisitive tourists and a firing range has been set up to offer more authentic experience for those with trigger happy fingers. For \$1, you get to fire a shot from an AK-47 rifle that was used during the Vietnam War and munch on a simple food guerrilla fighters used to live on.

- ◆ Tuol Sleng Genocide Museum, Phnom Penh, Cambodia - Commonly referred to by locals as The Killing Fields, this former high school was turned into a Security Prison 21 (S-21) in 1975 by the ruthless Khmer Rouge regime to torture and execute unwanted individuals. It lies in the Cambodian capital of Phnom Penh.
- ◆ Devil's Island, French Guiana - Set up by French Emperor Napoleon III in 1852, the smallest and northernmost island of the Iles du Salut archipelago north of French Guiana housed the most notorious penal colony in the world until 1952. Vast majority of convicts sent to the disease infested Devil's Island never made it out of the ghastly, inhospitable environment it provided.

Nowadays, Devil's Island is one of the prime tourist attractions in French Guiana and one of the most popular Dark Tourism Destinations among the tourists seeking macabre tours. A visitor can enjoy access to the cells in which inmates died, the headquarters from where the prison was run or the cemetery with graves of people whose lives were claimed by the island.

- ◆ London Dungeon, UK - London Dungeon would be precisely what Dark Tourism is all about. It is an exhibit of macabre events from medieval history that offers believable glimpses into torture, plague, serial killing and more. Although London Dungeon started as a museum of macabre history, the visit now includes interactive, actor led experiences, rides and special effects.
- ◆ The Zone of Alienation in Chernobyl, Ukraine - This 30 km wide area around the site of the Chernobyl nuclear reactor disaster that occurred on April 26, 1986 is as chilling today as it was after the explosion. Abandoned buildings, shattered glass and vegetation overgrown amusement park remind a visitor that even after more than two decades, normal life cannot resume in the area. As it goes with other Dark Tourism Destinations, Chernobyl disaster site has also turned into a tourist attraction generating revenue since 2002.
- ◆ Auschwitz Concentration Camp, Poland - The largest of all Nazi concentration camps, Auschwitz (or Oswiecim as it is called in Polish) is believed to have served as an extermination camp for more than one million people, most of which were Jews. Majority were killed in the camp's gas chambers, while others died of disease or starvation. Set up by the architect of the holocaust Heinrich Himmler, Auschwitz was also the site where evil "Angel of Death" doctor Josef Mengele performed his experiments on live people.

Due to its notoriety, Auschwitz is one of the most visited Dark Tourism Destinations in the world today. The popularity of the site is so huge, the access is only granted to organised tour groups during peak hours of the peak season. Tours are of course a source of massive revenue.

- ◆ The River Kwai Bridge, Thailand - While most of World War-II fights took place in Europe, other parts of the world were also heavily involved. Much of Southeast Asia was under Japanese occupation between 1942 and 1943 and plans were to also invade India. To accomplish the goal, Japanese troops stationed in Burma (today's Myanmar) needed more support but since no convenient infrastructure was available, the decision has been made to build a railway that would connect Kanchanabury in Siam (today's Thailand) with West Burma's Moulmein.

A quarter of a million people, both Asians as well as the prisoners of war from the Allied (Commonwealth, American and Dutch) nations were forced into labour to get the construction underway. Camps were built in both Burma and Siam starting the railway from opposite ends to meet in the center. Due to food shortages, workers suffered from malnutrition. Medical supplies and sanitary facilities were either nonexistent or insufficient giving malnourished and overworked people little chance to battle off malaria, cholera or the tropical ulcer which were common in these areas.

Construction of the 416 km long Siam - Burma railway (the Death Railway) took 16 months, during which an estimated hundred thousand workers, of which approximately 13,000 were the prisoners of war died. Their bodies were buried alongside the tracks wherever they were dropped.

Travellers wishing to get the glimpse of what conditions the Death Railway workers lived and died in can visit one of the three museums that contain graphic photographs and tools used by the prisoners to build the railway. A cemetery with the remains of about 7,000 workers is only a short drive away. It is also possible to hop on a train and take a ride on the Death Railway, the construction of which claimed so many lives. To have memorable pictures, most Dark Tourism visitors do not pass on the opportunity to walk along the River Kwai Bridge with the infamous river after which it is named in the background.

- ◆ Ground Zero, New York City, USA - The 9/11 attacks in which two planes flew into the World Trade Center buildings in New York City, claiming lives of nearly 3,000 people, count as the most notorious modern history attacks in the world. Needless to say, a macabre site of such worldwide significance draws the attention of many Dark Tourism enthusiasts and counts as one of the most important Dark Tourism Destinations in the world. This top 10 list would not be complete without the WTC site on it.
- ◆ Hiroshima Peace Museum, Hiroshima, Japan - Over one million people every year visit the Hiroshima Peace Memorial Museum, which displays the belongings of those

killed by the atomic bomb dropped there in 1945. It's divided into sections telling the story of Hiroshima until the bomb, and the damage inflicted by it.

Some unanswered questions

Dark Tourism as a separate academic tourism category has recently appeared on the tourism degree curriculum. Though much of the industry remains unaware of it, unknowingly, dark tourism has been a part of travel and tourism business since ages. The morality of cashing on the tragedy has also been a part of an endless tourism debate, albeit no result. For instance, Ground Zero is now one of the most popular tourism attractions in New York City. It is a place where tour guides charge \$15 a head to point out the spot where the fire fighters raised the flag. So is this an example of Cashing in on Tragedy or does this 'visitor attraction' simply allow the public to pay their last respects?

Many questions remain unanswered when one conducts a deep academic or theoretical study of the subject. Example, few tourists who visit the Taj Mahal, Pompeii or the Pyramids would consider these attractions to be 'Dark Tourism' (though associated with tombs, death and burial) but how about the Killing Fields, Auschwitz or Phi Phi Island? Is it just the weight of time that banishes memories of death and destruction and if this is the case, could Ground Zero become the next century's Pompeii?

This subject is, and will remain, very controversial. Issues of visitor motivation, ethics and morality, modern interpretation and the responsibility of tourism providers remain undetermined.

d) Adventure Tourism

Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, Adventure tourism is often thought to constitute thrill. However, it is much more than that. Thrill tourism is the best known type of hard adventure tourism. Bungee jumping, white-water rafting, mountaineering, parasailing, BASE jumping, rock climbing and spelunking are all popular forms of thrill tourism, but anything that incites an adrenaline rush and a sense of danger applies. This type of adventure tourism is generally done through an established company that provides appropriate safety and training measures, since most thrill tourism activities can be extremely risky.

Apart from thrill tourism, adventure tourism can also include rhino tourism, cultural tourism, nature tourism, etc. Most of the time adventure tourism as a product is designed to include aspects of other forms of tourism as well, like nature tourism, heritage tourism, luxury tourism etc.

For instance, a safari and hot air-balloon ride in Kenya is a mix of adventure and nature tourism. A flying fox ride at the Neemrana Fort in Rajasthan that has now been converted to a heritage hotel can be a mix of three forms of tourism, namely adventure, heritage and luxury. Rafting at Rishikesh, treks to Machu Picchu or Kilimanjaro, road trip from Manali to Ladakh, Motorbike tour to Spiti are all some famous examples of Adventure tourism.

e) Nature Tourism

Nature tourism again encompasses a vast variety of tourism products. Many identify nature tourism with ecotourism. This in many cases is true (and ideally should be true) but not always.

Ecotourism is defined as “responsible travel to natural areas that conserves the environment and improves the well-being of local people.” While “nature-based tourism” simply describes travel to natural places, ecotourism is a type of nature-based tourism that benefits local communities and destinations environmentally, culturally and economically. Ecotourism represents a set of principles that have been successfully implemented in various global communities, and are supported by extensive industry and academic research. Ecotourism, when properly executed based on these principles, exemplifies the benefits of socially and environmentally sound tourism development.

Like ecotourism, such terms as sustainable tourism and responsible tourism are rooted in the concept of sustainable development, or development that “meets the needs of the present without compromising the ability of the future generations to meet their own needs” (Brundtland Commission, 1987). With this concept in mind, sustainable tourism was defined in the 1992 Agenda 21 for the Travel and Tourism Industry as tourism that “meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.”

Nature tourism involves visiting destinations that have awe-inspiring natural phenomena. It need not be limited to forests and wildlife reserves. A trip to the ravines of Grand Canyon, a dive near the Great Barrier Reef, expedition to the barren Wadi Rum in Jordan, an odyssey to the inhospitable Salar de Uyuni or an extremely expensive voyage to Antarctica and Macquarie Island is also Nature tourism at its best.

f) Business Tourism

Business tourism is one of the leading and most dynamically developing spheres of the world economy, because a successful business is impossible without contacts, exchange of technologies and information, exhibitions, congresses and business trips. MICE tourism refers to a particular type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose.

MICE Tourism Definition

MICE = Meetings, Incentives, Conferences, and Exhibitions. Acronym MICE, if expanded, give a general idea about the term:

M = Meetings (To manage all arrangements; which is required in normal general Meetings) I = Incentive (To organise incentive tour for your corporate)

C = Conferences/Conventions (To organise meetings of wide level called conference and manage all arrangements for larger groups)

E = Exhibitions/Events (To organise exhibitions at global level on various exhibition grounds)

Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

g) Medical Tourism

Medical tourism, medical travel, health tourism are terms that reference a growing tourism trend having close links and in fact totally dependent on the healthcare service industry. Medical Tourists take advantage of the numerous cost saving opportunities that exist beyond their immediate neighbourhoods.

People feel that it is a young and emerging sector. One thing many people are unaware of is that travelling to obtain better medical care has always been a standard practice for the wealthy.

Top destinations for medical tourism are:

- ◆ **Panama** - Panama is a relatively “Americanized” country and an attractive place for both regular tourists and medical tourists to visit. Panama City is a relatively safe and modern destination and hence a favorite of westerners. Panama offers significantly lower costs for medical procedures than the US and Canada but has better medical facilities when compared to other countries in North American (barring US and Canada) and South American continents.
- ◆ **Brazil** - Brazil has become an international mecca for cosmetic and plastic surgeries. Its road to fame in medical tourism began with Ivo Pitanguy, the world-renowned plastic surgeon who opened a clinic outside of Rio de Janeiro more than 40 years ago. It is the second largest market for plastic surgery in the world, behind the U.S., which is most likely attributed to the high quality of service and low cost compared to other countries.
- ◆ **Malaysia** - Malaysia’s medical tourism industry has seen staggering growth over recent years. The number of foreigners seeking healthcare services in Malaysia has grown from 75,210 patients in 2001 to 296,687 patients in 2006, according to the Association of Private Hospitals Malaysia. The large volume of patients in 2006 brought approximately \$59 million in revenue. Malaysia offers a wide array of medical procedures – including dental, cosmetic and cardiac surgeries at significantly lower costs.
- ◆ **Costa Rica** - Costa Rica, like Panama, has become a popular destination among Europe and North American continent’s inhabitants for inexpensive, high-quality medical care. Around 150,000 foreigners sought care in Costa Rica in 2006, according to the NCPA report published last November. Often, foreign patients travel to Costa Rica for the low costs of dental work and plastic surgery.

The country's political stability, high education levels and the fiscal incentives offered in free-trade zones have attracted substantial foreign investment, according to the CIA World Factbook.

- ◆ **India** - India, undoubtedly, has the lowest cost and highest quality of all medical tourism destinations, according to a report on medical tourism published by the National Center for Policy Analysis (NCPA) in 2006. India has become a well-known medical tourist destination for cardiac and orthopedic procedures.

The medical tourism market in India is expected to grow to \$2 billion a year by 2012-13. In the past, American patients have travelled to India for procedures such as Birmingham hip resurfacing, which was previously unavailable in the U.S.

Ayurveda is luring more and more tourists increasingly. India has become a preferred destination for Ayurveda treatments as well as spa and rejuvenation services.

The most common treatments that visitors seek are heart surgery, knee surgery, cosmetic surgery and dental care.

h) Luxury Tourism (resorts, beach, cruises)

People are travelling more, often for longer periods of time, with extended families, friends, and children. They want their hard-earned time away to be worth it, with money going towards both value-added and exclusive experiences. Opportunities to have a relaxing and luxurious holiday are plenty. Luxury tourism requires top notch services of the hospitality sector. Resorts, beach hotels, star hotel chains, spas, cruises, etc are an integral part of the luxury tourism industry.

Some offbeat and innovative luxury travel products are:

- Charter Planes and helicopter services
- Luxury cruises
- Luxury trains

i) Leisure Tourism

Often considered a part of Luxury tourism, Leisure travel might indeed overlap luxury many times. However, leisure travel essentially involved travel or touring for a longer period of time than mere holiday getaways or vacations.

j) Cultural Tourism (Shopping, arts, carnivals)

Cultural tourism is tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle.

Some subsets of cultural tourism include:

- ◆ Fairs - Some examples are Pushkar mela, Sonapur cattle Mela, in India,
 - ◆ Museums and art galleries - Sometimes a museum or gallery can be a destination in and of itself. Even if you don't understand all of it, you most likely will leave feeling impressed and amazed. Some popular museums around the world are Musee du Louvre
 - Paris (Leonardo da Vinci's Mona Lisa is easily the most famous piece of art here), Metropolitan Museum of art- New York, Vatican Museums - Vatican City, Uffizi Gallery
 - Italy, State Hermitage- Russia.
- ◆ Art and crafts festivals - India has numerous cultural and arts festivals each month. Some famous ones are Surajkund Crafts Mela, Ajanta and Ellora Festival, Konark dance festival, Odisha Sand Art festival, Ganga Mahotsav, Hampi Mela, Khajuraho Dance Festival etc. Some such festivals worldwide are Sand Sculpting Australia festival, Indonesia Sand Sculpture Festival, etc.
- ◆ Religious and ceremonial festivals - India is most famous for its religious and ceremonial festivals. Maha Kumbh mela Allahabad, Jaisalmer Desert Festival (Rajasthan), Odisha Rath Yatra, etc are world renowned.
- ◆ Other festivals like shopping festivals, food festivals, etc. - These include trade fairs, book fairs, agricultural fairs, auto expos, education fair, flea markets, etc. Dubai Shopping festival.
- ◆ Carnivals and Parades - Some examples are the annual Rio Carnival, Carnival of Venice, Carnival of Nice, Goa Carnival, etc.

k) Educational Tourism

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programmes and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Programme.

l) Food Tourism

Food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. Food tourism is considered a subset of cultural tourism, as cuisine is a manifestation of culture. Food festivals, wine festivals, etc are a part of the food tourism industry.

m) Space Tourism

Space Tourism is the term that's come to be used to mean ordinary members of the public buying tickets to travel to space and back. Many people find this idea futuristic. But over the past few years a growing volume of professional work has been done on the subject, and it's now clear that setting up commercial space tourism services is a realistic target for business today.

m) Birth Tourism (adoption, surrogacy, citizenship relationship)

Birthright Citizenship is the costly, automatic granting of citizenship to children born within a nation's borders or territories. The United States and Canada are the world's only industrialised nations to still offer such an extravagant gift to both tourists and illegal aliens. Not a single country in Europe - the continent liberals often cite for its supposedly superior views on everything from judicial rulings and government health care to high tax rates - grants automatic citizenship. Chinese do this a lot. As Chinese become more prosperous, more people can afford this sort of thing.

- ◆ The Fourteenth Amendment to the United States Constitution guarantees U.S. citizenship to those born on its territory, provided the person is "subject to the jurisdiction" of the United States.
- ◆ Canada's citizenship law has, since 1947, generally conferred Canadian citizenship at birth to anyone born in Canada, regardless of the citizenship or immigration status of the parents. The only exception is for children born in Canada to representatives of foreign governments or international organisations.
- ◆ According to the Basic Law of Hong Kong, Chinese citizens born in Hong Kong have the right of abode in the territory; i.e. all the citizenship rights accorded to residents of Hong Kong. A 2001 court case *Director of Immigration v. Chong Fung Yuen* affirmed that this right extends to the children of mainland Chinese parents who themselves are not residents of Hong Kong. As a result, there has been an influx of mainland mothers giving birth in Hong Kong in order to obtain the right of abode for the child.
- ◆ Irish nationality law included birth citizenship until the 27th Amendment was passed by referendum in 2004. The amendment was preceded by media reports of heavily pregnant women claiming political asylum, who expected that even if their application was rejected, they would be allowed to remain in the country if their new baby was a citizen.

12.3 Seven Wonders of the World

Various lists of the Wonders of the World have been compiled from antiquity to the present day.

a) Seven Wonders of the Ancient World

The Seven Wonders of the World has historically been a listing of seven sites known to the Ancient Greeks as the most notable locales in their known world.

Seven Wonders of the Ancient World

Name	Location
Great Pyramids of Giza	Near Cairo, Egypt
Hanging Gardens of Babylon	Near Baghdad, Iraq
Statue of Zeus at Olympia	Olympia, Greece
Temple of Artemis at Ephesus	Ephesus, Turkey
Mausoleum at Halicarnassus	Near Bodrum, Turkey
Colossus of Rhodes	Rhodes island, Greece
Lighthouse of Alexandria/Lighthouse of Pharos/Pharos of Alexandria	Alexandria, Egypt

b) Seven Wonders of the Modern World

Many have developed lists of the “modern” Seven Wonders of the World. The most popular list of the Seven Wonders of the Modern World was developed by the American Society of Civil Engineers.

Seven Wonders of the Modern World

Name	Location
Channel Tunnel	Folkestone, England
The CN Tower, a telecommunications tower that was built by Canadian National Railways in 1976	Toronto, Ontario, Canada
The Empire State Building Towers	Manhattan, New York City
The Golden Gate Bridge	San Francisco
Itaipu Dam on the Parana River	Bordering Brazil and Paraguay
Netherlands North Sea Protection Works	Netherlands
The Panama Canal	Passes between the Atlantic Ocean and Pacific Ocean

c) Seven Wonders of the Natural World

In 1997, CNN announced a listing of the Seven Natural Wonders of the World.

Seven Wonders of the Natural World

Name	Location
Grand Canyon	USA
The Great Barrier Reef	Australia
The Harbor	Rio de Janeiro
Mt. Everest	Nepal
Northern Lights or Aurora Borealis (Polar Aurorae)	Northern Hemisphere
Paricutin Volcano	Mexican state of Michoacán
Victoria Falls	Zambezi River at the border of Zambia and Zimbabwe

d) New Seven Wonders of the World

New Seven Wonders of the World (2001-2007) was an initiative started in 2001 to choose Wonders of the World from a selection of 200 existing monuments. The popularity poll was led by Canadian-Swiss Bernard Weber and organised by the New 7 Wonders Foundation based in Zurich, Switzerland, with winners announced on July 7, 2007 in Lisbon.

The Official New 7 Wonders of the World have been elected by more than 100 million votes to represent global heritage throughout history.

All The Official New 7 Wonders of the World are equal and are presented as a group without any ranking.

New Seven Wonders of the World

Name	Location
The Taj Mahal	India
Christ the Redeemer	Rio de Janeiro, Brazil
Chichen Itza	Yucatán, Mexico
The Great Wall of China	China
Machu Picchu	Cusco Region, Peru
The Roman Colosseum	Italy
Petra	Ma'an Governorate, Jordan

12.4 Travel Cultures

There are a variety of different ways of travelling to your chosen tourist destination: one can go by air, rail, sea and road – and these methods can be split further. For example, ‘road’ travel includes car, bus or taxi; travel by ‘sea’ includes ferry or cruises. Air travel includes airline travel, charter planes, helicopters or hovercrafts.

During one visit there may be multiple methods of travel used. For instance, there may be a taxi to the airport, a plane to the holiday destination and a coach to the hotel. Then there might be a hired car or bicycle, or use of the local public trains or buses.

A well-developed transport network including ports, airports and road and rail systems is vital in any tourist destination.

Each of these methods of transport has its advantages and disadvantages in terms of cost, convenience and availability.

Travel Culture, however, refers to the ways in which tourists prefer to not just travel but also the way tourists connect to a place where they are travelling.

Here is a list of popular tourism methods also known as travel culture.

- a) **Weekend Getaways** - Weekend Getaway is a place where one escapes for relaxation or vacation during weekend or official holidays. Such getaways are generally places not very far from the city of residence.
- b) **Family Holidays** - These are occasional relaxation, retreat, or seclusion with the whole family.
- c) **Couples/romantic getaways** - It can be defined as anywhere two people go to be alone and share their love. This can mean several different things to different couples. Some people may enjoy a walk along a sunny secluded beach while others may enjoy a snow capped mountain view. One couple may want to stay in one’s own private cabin or go out and see the sites together. The idea is that you are sharing your life with the person you love in a romantic setting that you both will enjoy and remember.
- d) **Mass Tourism** - Mass tourism allows an economical method for people who want to see different places. Mass tourism or group tourism is where a large number of people in a short span of time visit places of leisure or interest, so that greater numbers of people could begin to enjoy the benefits of leisure time at cheaper cost.
- e) **Motorcycle/Bikers** - Motorbike trips or motorcycle touring is a part of adventure tourism. It is especially a preferred choice for young and adventurous tourists.
- f) **Singles vacations** - Traveling solo is many times a necessity and many times a choice of travellers. If one is dreaming of taking off for sometime in solitude, options are many. Singles travel is more popular than ever with a variety of resorts that cater to single travellers and their specific needs. Whether it is by removing the single supplement during certain travel periods to make singles vacations more affordable, or arranging singles events, parties, and activities to enhance vacation experience, single holidays can turn out to be very lucrative both for travellers and for operators.

UNIT 13

LEADING TOURISM DESTINATIONS IN INDIA

Contents

13.1	Introduction	268
13.2	Top Tourism Destinations in India	269
13.3	Tourism Across States	284
13.4	Tourism Across Union Territories	367
13.5	UNESCO Heritage Sites in India	388

13.1 Introduction

Tourism in India is not only a big revenue generator but also a contributor to national integration and transformation of the economic lives of the people. Over 380 million domestic tourists travelling all over the country each year, help create a better understanding of people living in other regions of the country and the cultural diversity. Tourism also gives an incentive to preserve architectural heritages and helps the survival of art forms, crafts and culture. Tourism is emerging as a key sector in the Indian economy, where it has become the third largest source of foreign exchange, after ready-made garments and gems and jewellery.

India is probably the most diverse of countries that one will find on this earth both in terms of climate as well as culture. It has some of the Coldest places like Kashmir and Ladakh, A place that has highest rainfall in the world - Cherrapunji, and also one of the driest places on the Earth - The Thar Desert. Adding to that - More than half of Indian boundary is home to beautiful beaches. Northern part of India hosts Himalayan Ranges snow capped mountains.

This variation in topography is mixed with different cultures and hundreds of Languages and Dialects.

India is an interesting country where diversity delights, culture echoes, traditions speak and when one can explore its vast dimensional, phenomenal growth and beautiful Destinations. In this cultural land the visitors can come and see the foggy hill stations, Historical monuments, captivating beaches, golden deserts, temples, peaceful backwaters, affluent wildlife and colourful fairs and festivals and by seeing this beauty

one can say that this land is simply exotic and magical place which has really captivating beauty. While coming to India the visitors can see the bewitching backwater beauty of the Kerala, astonishing Ghat of Varanasi, ancient temples of Khajuraho, seventh wonder of The Taj Mahal, Beaches of Goa and historical forts and Palaces of Rajasthan, and of course breathtaking beauty of the wildlife beauty.

India comprises of 28 States and seven Union Territories. The States Reorganisation Act of 1956 was a primary force in reorganising the boundaries of India's States along linguistic lines, and bringing an amendment in the Indian Constitution whereby the three types of States, known as Parts A, B and C States, were amended with a single type of State. Though additional changes have occurred in the State boundaries since 1947, the Act is still considered as an undisputed player in providing the present shapes and contours of the Indian States. In November 2000, India gained three new States - Chattisgarh was carved out of Madhya Pradesh, Uttarakhand out of Uttar Pradesh, and Jharkhand out of Bihar.

13.2 Top Tourism Destinations In India

As of 2018, the top ten States in terms of number of domestic tourist visits were Tamil Nadu, Uttar Pradesh, Karnataka, Andhra Pradesh, Maharashtra, Telengana, West Bengal, Madhya Pradesh, Gujarat and Rajasthan. The contribution of top ten States was about 85.3 per cent to the total number of domestic tourist visits during 2011.

Table 1: Share of top 10 States/UT's of India in number of domestic tourist visits in 2018¹

Rank	State/Union Territory	Domestic Tourist Arrival Numbers
1	Tamil Nadu	385.9
2	Uttar Pradesh	285.07
3	Karnataka	214.3
4	Andhra Pradesh	194.7
5	Maharashtra	119.1
6	Telengana	92.8
7	West Bengal	85.6
8	Madhya Pradesh	83.9
9	Gujarat	54.3
10	Rajasthan	50.2

The top ten States in terms of number of Foreign Tourist Arrivals during 2018 were Tamil Nadu, Maharashtra, Uttar Pradesh, Delhi, Rajasthan, West Bengal, Punjab, Kerala, Bihar and Goa .

¹ 'India Tourism Statistics at a Glance' Ministry of Tourism, 2019.

Table 2: Share of top 10 States/UT's of India in number of Foreign tourist arrivals in 2018

Rank	State/Union Territory	Domestic Tourist Arrival Numbers (in millions)
1	Tamil Nadu	6.07
2	Maharashtra	5.07
3	Uttar Pradesh	3.78
4	Delhi	2.74
5	Rajasthan	1.75
6	West Bengal	1.61
7	Punjab	1.2
8	Kerala	1.09
9	Bihar	1.08
10	Goa	0.93

- 1) **Aurangabad** - It is not the Taj Mahal but the beautiful rock cut caves of Ajanta and Ellora that attract maximum tourists from abroad. It is also the fourth most visited destination by domestic tourists as well.

Ajanta Caves are 31 rock-cut cave monuments which date from the 2nd century BC. The caves include paintings and sculptures considered to be masterpieces of both Hindu and Buddhist religious art (which depict the Jataka tales) as well as frescos (a technique of Mural painting) which are reminiscent of the Sigiriya paintings in Sri Lanka. Ellora caves are lie at a distance of 30 km from Aurangabad. They are a set of 34 “caves” (structures excavated out of the vertical face of the Charanandri hills) being Buddhist, Hindu and Jain rock cut temples and monasteries, were built between the 5th century and 10th century. Both Ajanta and Ellora are UNESCO World Heritage Sites.

Aurangabad is the base for tourists visiting Ajanta and Ellora. The city is a tourist hub, surrounded with many historical monuments, including the Ajanta Caves and Ellora Caves, Daulatabad, as well as Bibi Ka Maqbara and Panchakki. The administrative headquarters of the Aurangabad Division or Marathwada region, Aurangabad is said to be a City of Gates and the strong presence of these can be felt as one drives through the city. Recently Aurangabad has been declared as Tourism Capital of Maharashtra.



Figure 1: Ajanta Caves, Cave 1- Bodhisattva Vajrapani, Mahayana phase

- 2) **Agra** - Agra's Taj Mahal is one of the most famous buildings in the world. It is a mausoleum of Shah Jahan's favourite wife, Mumtaz Mahal. It is one of the New Seven Wonders of the world and one of three UNESCO World Heritage Sites in Agra.

Taj Mahal itself is describing its beauty and integrity which is known as a symbol of love. The Mahal, proudly standing at the bank of river Yamuna, was completed in 1652-53. This is artistically designed in Islamic Architect which can be seen through its stone designs, interior wall designs and outer garden Area. Finished in marble, this perfectly symmetrical monument took 22 years (1630-1652) of hard labour and 20,000 workers, masons and jewelers to build and is set amidst landscape. It was built in the sweet memories of Mumtaz Begum by the 5th Mughal King Sahajahen.

Agra achieved fame as the capital of the Mughal emperors from 1526 to 1658 and remains a major tourist destination because of its many splendid Mughal-era buildings. Other than the Taj, there are many other historic monuments in Agra. Taj Mahal, Agra Fort and Fatehpur Sikri, all three of which are UNESCO World Heritage Sites. Other attractions include Diwan- i-Khas, Tomb of Akbar, Mankameswar Temple, Guru ka Tal, Ram Bagh, Keetham Lake, Mughal Heritage Walk, etc.



Figure 2: Agra Fort

- 3) **Delhi** - Delhi is the capital of India and its third largest city. It is the second most populous city in India after Mumbai. Delhi is a city that bridges two different worlds. Old Delhi, once the capital of Islamic India, is a labyrinth of narrow lanes lined with crumbling havelis and formidable mosques. In contrast, the imperial city of New Delhi created by the British Raj is composed of spacious, tree-lined avenues and imposing government buildings.

It is known to have been continuously inhabited since the 6th century BC. Through most of its history, Delhi has served as a capital of various kingdoms and empires. It has been captured, sacked and rebuilt several times, particularly during the medieval period, and therefore the modern conurbation of Delhi is a cluster of a number of cities spread across the metropolitan region. Delhi is believed to have been the site of Indraprastha, the legendary capital of the Pandavas during the times of the Mahabharata. Delhi re-emerged as a major political, cultural and commercial city along the trade routes between northwest India and the Gangetic plain during the period of the Delhi sultanates. In 1639 AD, the Mughal emperor Shahjahan built a new walled city in Delhi which served as the capital of the Mughal Empire from 1649 until the Rebellion of 1857. The British captured Delhi in 1857 and the city replaced Kolkata as the seat of British government in India in 1912. A new capital city, New Delhi, was built to the south of the old city and designed by Edwin Lutyen during the 1920s. When the British left India in 1947, New Delhi became the national capital and seat of government. Today Delhi contains many important historical monuments, buildings and features.

² Delhi tourism, History of Delhi, website - <www.delhitourism.nic.in>



Figure 3: Humayun's Tomb

Delhi has always been a vibrant city with a cosmopolitan culture which is reflected in every aspect of life. Delhi has plenty of entertainment spots to choose from. Entertainment Places like cinema halls, pubs, hotels and recreational centers are open on all weekends. It has world class multiplexes and numerous Nightlife options like clubs, bars, restaurants, etc., where you get a world class ambience with quality service.

Auditoriums in Delhi host cultural and recreational concerts all through the year which are seen with great interest by the people of Delhi. Live concerts and dramas take place on a regular basis which adds to the entertainment aspect of the city. With the development of elegant malls and shopping complexes in Delhi, you have the option of shopping and dining under a single roof. These shopping malls cater to a variety of needs by providing services ranging from restaurants, swanky showrooms, cheap grocery stores, play stations and much more.

Delhi houses some of the best hotels in India. They provide high-end service to the customers along with modern amenities matching the contemporary lifestyle. The hotels also arrange for sightseeing in Delhi and its neighbouring areas. Reaching Delhi is very easy. One can avail of the air and land transport to reach Delhi. Delhi tourism takes the visitors through the city's glorious past rich in art and culture.

Delhi is also very famous for serving as a gateway to the Taj Mahal, Shimla, Haridwar, Rishikesh, Gangotri, Yamunotri, Kullu Manali and many other tourist circuits. Humayun's Tomb (1993), Red Fort Complex (2007) and the Qutub Minar and its Monuments (1993) are all listed properties in the World Heritage List of UNESCO from Delhi.

- 4) **Goa** - Goa is undoubtedly the most preferred tourist destination in India for domestic and foreign tourists alike. It not only attracts first timers but also has a large number of tourists who keep on coming back time and again for their vacations. It is the smallest State of India, known for its exotic beaches with an amazing sunset view, golden sand and coconut palms playing with the wind.



Figure 4: Basilica of Bom Jesus

Goa has a rich and varied history. It was part of the Mauryan Empire in the 3rd century BC, followed by the rule of the Satvahanas of Kolhapur and the Bhojas who made Chandor their capital. From 580-750 AD the Chalukyas of Badami held sway over Goa until the Silharas took control in 1086 AD. Gulhalla Deva of the Kadambas, originally from Mysore, consolidated his hold over Chandor in the 11th century AD until the 13th century AD. As their kingdom prospered, the Kadamba rulers built a navy that was unbeatable in its time. Chandor, their capital, was now too small. They then moved to Goa Velha, where only the massive tank of the temple of Goddess Chamunda remains today. The Fr Agnel monastery on the hill at Pilar houses a museum that has notable collections of this period³.

The State Museum at Panaji has an extensive collection of artefacts from different periods of Goa's history. A smaller museum in Old Goa on Christian Art also displays a distinctive selection. Jayakeshi-I 1052-1080 AD proclaimed himself Lord of the Konkan and Emperor of the Western Seas. On his death Goa fell to the Chalukyas of Kalyani and later to the Yadavas of Devgiri. Muslims held sway from 1312-1370 AD

³ Goa Tourism Website - <www.goa-tourism.com>

over the Konkan region. However, with the breakup of the Tughlaq Kingdom, it was the Bhamani Sultans who then controlled Goa. Madhav Mantri, who headed the army of Harihara of Vijaynagar, reclaimed and ruled Goa as its Viceroy. In 1469 the Bahamani Vizier Khwaja Mohammed Gawan of Gulbarga laid a two-year siege of Goa's seaside forts and ended Vijayanagar's rule. Yusuf Adil Shah, the adopted son of Gawan, moved his capital to Ela in Old Goa in 1498. He later built himself a palace in Panaji which until recently housed the State Secretariat. His rule lasted 12 years. On 25 November 1510 he lost Goa for good to Afonso de Albuquerque, a Portuguese who had taken the city earlier in March that year. The Portuguese ruled for 450 years.

On 19 December 1961, the Indian Army liberated Goa from Portuguese rule, the culmination of the efforts of scores of freedom fighters, both Hindu and Christian. Thereafter Goa remained a Union Territory administered from New Delhi till it attained Statehood on May 30, 1987. In August 1992, Konkani, the mother tongue of most Goans was granted official language status under the Indian Constitution⁴.

Goa houses many tourist attractions like beaches, wildlife sanctuaries, museums and the Churches. Bom Jesus Basilica and Churches and Convents of Goa were inducted in UNESCO World Heritage List in 1986.

- 5) **Mumbai and Elephanta Caves** - Mumbai is the largest city in India and the capital of Maharashtra State. Mumbai was originally a conglomeration of seven islands on the Konkan coastline which over time were joined to form the island city of Bombay. It was presented to King Charles II in 1661 as part of the dowry when he married Princess Catherine de Braganza of Portugal⁵. The island was in turn joined with the neighbouring island of Salsette to form Greater Bombay. The city is one of the world's most populous cities.

Mumbai is the commercial capital of India and is one of the predominant port cities in the country. It is symbolised in the presence of Bollywood within the city, the center of the globally-influential Hindi film and TV industries. It is also home to India's largest slum population. Chhatrapati Shivaji Terminus in Mumbai is a UNESCO World Heritage site. Mumbai is also the gateway to Elephanta Caves located at Elephanta Island in Maharashtra. The island was called Gharapuri and was a Hindu place of worship until Portuguese rule began in 1534. The Portuguese called the island Elephanta on seeing its huge gigantic statue of an Elephant at the entrance⁶. The island covers about 10 km² area at high tide and about 16 km² area at low tide. Gharapuri is a small village on the south side of the island. The Elephanta Caves can be reached by a ferry from the Gateway of India, Mumbai, which has the nearest airport and train station.

⁴ History of Goa, Goa Tourism Development Corporation

⁵ Maharashtra Tourism Website <www.maharashtratourism.gov.in>

⁶ The Statue is now placed in the garden outside the Bhau Daji Lad (erstwhile Victoria & Albert) Museum at the Jijamata Udyan (erstwhile Victoria Gardens) at Byculla in Mumbai.



Figure 5: Sadashiva, Cave 1, Elephanta Caves

The two hills of the island, the western and the eastern, have five rock-cut caves in the western part and a brick stupa on the eastern hill on its top composed of two caves with a few rock-cut cisterns. One of the caves on the eastern hill is unfinished. It is a protected island with a buffer zone according to a Notification issued in 1985, which also includes “a prohibited area” that stretches 1 km from the shoreline. This cave was renovated in the 1970s after years of neglect, and was designated a UNESCO World Heritage Site in 1987 to preserve the artwork. It is currently maintained by the Archaeological Survey of India (ASI).

- 6) **Chennai** - Believe it or not, figures in top destination for tourists from India and abroad with high rankings. This might be surprising for many as the city does not have a lot of eye candy tourist spots with the exception of ancient south India style temples and Churches, predominant ones being the Mylapore temples and the church at St. Thomas Mount.

Chennai is the fourth largest city in India. Formerly known as Madras, the city borders the Bay of Bengal on the North Eastern tip of Tamil Nadu State. The food is excellent and is unique. The city also has a rich cultural heritage in the form of its music and theater. It is also the base for a lot of short trips that can be done to visit neighbouring places. Some of these include Mahabalipuram, Pondicherry as well as the numerous religious trips to various places in Tamil Nadu and Andhra Pradesh.

However, the real reason why Chennai scores high in tourism are not one, but three. The first reason is that the city is very popular with medical tourists across the world. The city of Chennai has been termed India's health capital⁷. Multi- and super-specialty hospitals across the city bring in an estimated 150 international patients every day⁸. Forty five per cent of health tourists from abroad arrive in Chennai and so do 30 to 40 per cent of domestic health tourists⁹. Factors behind the tourist's inflow in the city include low costs, little to no waiting period, and facilities offered at the specialty hospitals in the city. The city has an estimated 12,500 hospital beds, of which only half is used by the city's population with the rest being shared by patients from other States of the country and foreigners¹⁰. Cardiac surgery, dental care, bone-marrow transplant, eye surgery and hip replacement are specifically popular.

The second reason for Chennai's popularity is not due to recreation but business travellers. According to Forbes magazine, Chennai is one of the fastest growing cities in the world and the only Indian city to be rated in the "Forbes-Top 10 Fastest Growing Cities in the World". It is ranked 4th in hosting the maximum number of Fortune 500 companies in India, next only to Mumbai, Delhi and Kolkata. It also is home to 24 Indian companies having a net worth of more than US\$1 billion. As of 2012, the city has about 34,260 identified companies in its 15 zones, of which 5,196 companies have a paid-up capital of over 5 million¹¹. There are many software and software services companies have development centers. Major software companies have their offices set up here, with some of them making Chennai their largest base. The Tidel Park in Chennai was billed as Asia's largest IT park when it was built. Obviously, the business visitors to the city then would be abundant.

The third reason for Chennai's popularity, specially among domestic travellers is shopping. The items here that the tourists and shoppers look for are silk garment, especially sarees and jewelry, specially in gold and silver.

- 7) **Kerala Backwaters** - Kerala has been aptly named as "God's Own Country" which is known for its Backwaters. The backwaters, luscious tropical greenery and Ayurvedic treatments in Kerala make it a popular tourist destination. The list of attractions in Kerala is long and varied. It includes beaches, hill stations, national parks and wildlife sanctuaries, along with the extensive backwaters network and heritage sites like the Padmanabhapuram Palace and Mattancherry Palace. Cities like Kochi and Thiruvananthapuram are popular centers for traditional theatrical performances.

⁷ Hamid, Zubeda (20 August 2012). "The medical capital's place in history". *The Hindu* (Chennai: The Hindu). Retrieved 15-Sep-2012.

⁸ Indian Medical Tourism To Touch Rs. 9,500 Crore By 2015, *The Economic Times*, posted on IndianHealthCare.in

⁹ "Swamis to Surgeries", *medicalltourismmag.com*, January 19, 2011.

¹⁰ "Country's med capital to get 3,000 more beds". *The Times of India* (Chennai: The Times Group). 16 July 2011. Retrieved 16-Sep-2012.

¹¹ "Urban Agglomerations/Cities having population 1 lakh and above", Directorate of Census Operations - Tamil Nadu. Retrieved 2012-12-28.

Further, the place has acres of coconut palms, rice barges, which also fascinate the visitors from all across the globe. Interestingly, despite having so much to offer, very little was known about Kerala until the 1980s. The government of Kerala thereafter promoted tourism in the State by adopting strong tourism policies.

By 1986, tourism had gained an industry status. Kerala Tourism subsequently adopted the tagline God's Own Country in its advertisement campaigns. Pro-active promotion in print and electronic media were able to invite a sizable investment in the hospitality industry. By the early 2000s, tourism had grown into a fully fledged, multi-billion dollar industry in the State. The State was able to carve a niche place for itself in the world tourism industry, thus becoming one of the places with the 'highest brand recall'¹².

The enchanting backwaters of Kerala, the mesmerising waterfalls, the hill stations and the serene atmosphere make the State one of the most preferred tourist destinations. Kerala Backwaters comprise of a chain of lagoons and lakes which lies parallel to the Arabian Sea. A cruise in the House boats gives tourists a unique and exciting chance to experience the beauty of the surrounding greenery and nearby villages. Munnar, Thekkady, Wayanad, Athirapally waterfalls, Varkala beach and Sree Padmanabhaswamy temple are the most preferred tourist destinations in Kerala.

Today, growing at a rate of 13.31 per cent, Kerala is one of the most visited tourism destinations in India.

- 8) **Jaipur, Jaisalmer and Udaipur, Rajasthan** - Rajasthan's charm lies in its thriving cultural and artistic traditions along with the plethora of palaces that give a glimpse into the erstwhile royal life. Three cities that showcase this best are Jaipur, Udaipur and Jaisalmer. Apart from the famed Hawa Mahal and Amber Fort in Jaipur, there are many other fascinating palaces, temples and gardens. In Udaipur, you find a

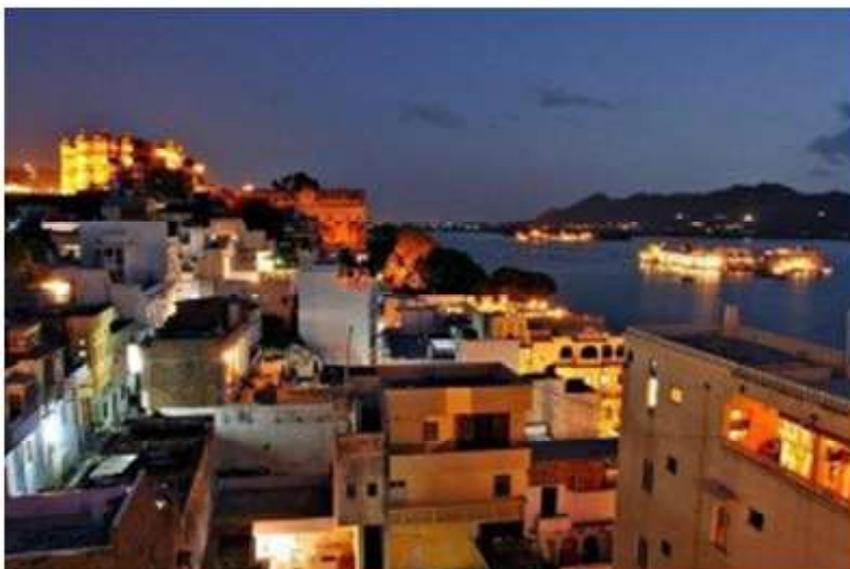


Figure 6: Udaipur City

¹² 'Kerala Case Study - Kerala Tourism: Branding a Tourist Destination', ICFAI.

series of palaces built in different eras on the bank of Lake Pichola. The most famous however is the Lake Palace situated on Jag Niwas Island in the middle of the lake. Jaisalmer fort is another landmark destination in Rajasthan that attracts thousands every year from all over the world. Steeped in history, culture and natural beauty, these cities can take your breath away.

- 9) **Varanasi** - Varanasi is a sacred Hindu city with a very old history. Known as the city of Lord Shiva, the god of creation and destruction, it's believed that anyone who dies here will be liberated from the cycle of reincarnation. Located next to a ford on an ancient trade route, Varanasi is among the holiest of all tirthas - "crossing places", that allow the devotee access to the divine and enable gods and goddesses to come down to earth. It has always attracted pilgrims, seekers, sannyasins and students of the Vedas, including sages such as Buddha, Mahavira (founder of the Jain faith) and the great Hindu reformer Shankara.

The city is very popular with not only Hindus but also religious and spiritual travellers all around the world. Western visitors since the Middle Ages have marvelled at this most alien of Indian cities: at the tight mesh of alleys, the accoutrements of religion, the host of deities- and the proximity of death. The city stretches along the crescent of the River Ganges, its waterfront dominated by stone ghats where pilgrims and residents come for their daily ritual ablutions. Known to the devout as Kashi, the Luminous - the City of Light, founded by Shiva - Varanasi is one of the world's oldest living cities. It has maintained its religious life since the 6th century BC in one continuous tradition, and stands at the center of the Hindu universe.

The great riverbanks at Varanasi, built high with eighteenth- and nineteenth-century pavilions and palaces, temples and terraces, are lined by stone steps - the ghats - which stretch along the whole waterfront, changing dramatically in appearance

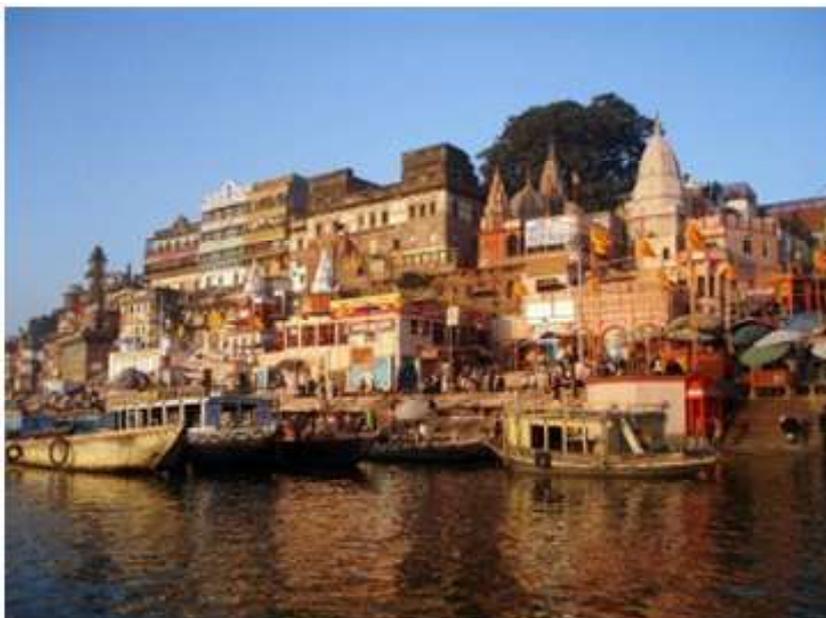


Figure 7: Dasaswamedh Ghat in Varanasi

with fluctuations of the river level. Some have crumbled over the years while others continue to thrive, visited by early- morning bathers, brahmin priests offering puja, and people practising meditation and yoga. Hindus regard the Ganges as amrita, the elixir of life, which brings purity to the living and spiritual salvation to the dead.

- 10) **Kashmir** - Despite ongoing political chaos, Kashmir possesses the lure to continually attract tourists in substantial quantities. Its beauty is such that Emperor Jahangir once remarked that paradise on earth was living in a houseboat on Dal Lake.

Kashmir's major attraction lies in its scenic beauty, snow clad peaks, lush green valleys, Alpine villages, cascading waterfalls, flower gardens etc. Kashmir is a destination worth visiting, during the winter season where you can enjoy the boat ride on picturesque Dal Lake. Gulmarg, Srinagar, Sonmarg, Nagin Lake, Pari Mahal, Shankracharya shrine and Pehalgam are favourite tourist destinations amongst the domestic travellers. Srinagar is also a hotspot with Dal Lake and Manasbal Lake along with the Mughal gardens. For the religious tourist, the Amarnath temple dedicated to Lord Shiva is of prime import. Lately, some new eco- tourism complexes like Gurex, Dudhpathri and Bangus valley have also come up.

Seven Wonders of India¹³

The seven wonders of India, in the order of their voting are as follows:

- 1) **Gomateshwara** - Shravanabelagola, Karnataka



Figure 8: Gomateshwara Bahubali at Shravanabelagola

¹³ Based on a survey conducted by 'Times of India' in 2012.

2) Harmandir Sahib - Amritsar, Punjab



Figure 9: Golden Temple or Harmandir Sahib at night

3) Taj Mahal - Agra, UP

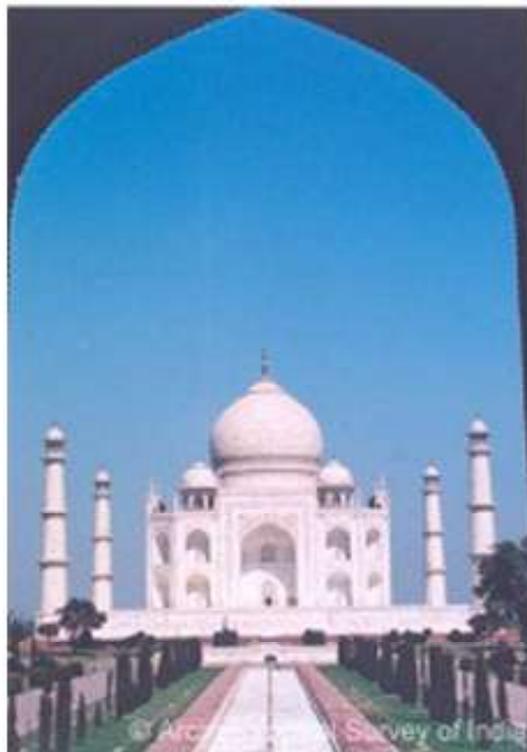


Figure 10: Taj Mahal from the main entrance gate

4) Hampi - Karnataka



Figure 11: Stone Chariot, Hampi

5) Konark Sun Temple - Konark, Orissa



Figure 12: One of the Stone Wheels at Konark Sun Temple

6) Nalanda - Bihar



Figure 13: Ruins of Nalanda University

7) Khajuraho group of temples - Khajuraho, Madhya Pradesh



Figure 14: Khajuraho temple

13.3 Tourism Across States

India has always been famous for its traditions and hospitality. The warmth in the relations and euphoria in celebrations make the country stand out distinctively in the clutter. The country's liveliness and generosity attract a number of tourists. The cuisines, festivals, music, literature, and theatre is all unique in not only each State but also each region within the States.

India ratified to the World Heritage Convention¹⁴ on Monday, November 14, 1977¹⁵. India has 29 World Heritage Sites listed in the UNESCO World Heritage Sites' list¹⁶. Apart from these 29 sites, India has also maintained a list of tentative sites for recognition which has been submitted to UNESCO Committee for evaluation and acceptance. This procedure of pre-listing is a prerequisite for the nominations for the World Heritage list to be accepted¹⁷.

Below is a non-comprehensive list of important tourist destinations/circuits in each of the Indian States and Union Territories. State policies and initiatives shall be discussed in Block 3. The States and Union Territories are arranged alphabetically and not statistically.

Indian States

- 1) **Andhra Pradesh** - Located in the southern region of India, Andhra Pradesh happens to be the third largest State in the country. Reputed for its distinct culture and fine arts Andhra Pradesh is mostly dominated by Telugu speaking people. The important festivals celebrated in the State are Dasara, Deepavali, Sri Ramanavami, Vinayaka Sankranti and Chavithi. The places which are a definite must-see in the State include Nehru Zoological Park, Hussain Sagar Lake, State Museum and Art gallery, Salarjung Museum, *Eturnagaram* sanctuaries etc.

Andhra Pradesh has always been the frontrunner in attracting the greatest number of tourists, inland and foreign, as it boasts of a naturally, ecologically, culturally and religiously rich and diverse variety of tourist destinations that are treasures of visual treat where one can continuously explore new experiences of visitor gratification and delight.

¹⁴ This 1972 UNESCO convention is officially called 'Convention Concerning the Protection of the World Cultural and Natural Heritage'. It links together in a single document the concepts of nature conservation and the preservation of cultural properties. The Convention recognises the way in which people interact with nature, and the fundamental need to preserve the balance between the two.

¹⁵ States to the Convention as of Sep 19, 2012, UNESCO website <http://whc.unesco.org/en/Statesparties/> in

¹⁶ World Heritage Centre, World Heritage List, UNESCO available at: <https://whc.unesco.org/en/list/>

¹⁷ "India: Properties inscribed on the World Heritage List". *Properties submitted on the Tentative List*. UNESCO. Retrieved 2010-11-06.

The magnificent palaces and places, monuments, memorials, tombs and Stately structures built by them reflect the art and craftsmanship, architecture and culture that originated on this land. There are beautiful dams, valleys, hills and ridges with the scenic dale, tranquil lake waters, swirling beach waves, meadows, resorts, hill stations, caves, virgin forests, sanctuaries and national parks which a visitor can enjoy to his heart's content.

Temples and shrines of pilgrimage are the important destinations of tourist traffic and are a big source of revenue flow. Museums and archaeological treasure houses with different galleries showcase historic and amazing collections of antiques, artifacts, weaponry and a wide range of objects that symbolise the history and culture and marvels of the territory.

Of later development are the theme parks, Hi-tech hub, world famous cine city, fun islands, fantasy worlds, golf course and water sports grounds enabling sportive feats, adventure parks for cruising ventures, trekking and safari as part of adventure and cruise tourism.

Rural tourism is given particular thrust to showcase arts, crafts, sculpture, handloom, textiles and other skills in village locations that have core competence to develop as distinct economic and tourist destinations exploiting local special talent and resources. Environmental sustainability having assumed larger importance ecotourism projects are developed as per mandate after assessment of ground situation and the interests of various stakeholders on a long term basis compatible with the local characteristics.

Promotion of Tourism in Andhra Pradesh: Development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism provides Central Financial Assistance to States/Union Territories for the development and promotion of tourism based on proposals received from them, subject to availability of funds, *inter-se* priority and adherence to scheme guidelines.

Tourism attributes to medical services, health, wellness, study and science centers for education purposes is growing significantly creating new centers of importance and focus of attention. The Andhra Pradesh Tourism Development Corporation is a department established under the Directorate of Tourism, Government of Andhra Pradesh. The department offers tour packages of Heritage, Nature, Adventure, Health and Rural tourism representing the rich historical and natural background of Andhra Pradesh State. The tours cover 8 centers of Andhra Pradesh. The department maintains resorts at popular tourism destinations such as Tirupatti, Horsley hills, Araku valley, Vizag, Hyderabad and Srisailam. A wide range of vehicles including 63 hi-tech coaches, 29 Volvo coaches, 8 air-conditioned hi-tech coaches, 4 semi-slippers, 11 mini vehicles, 1 vintage coach and 10 Qualis are being used. The department also has regional offices in other States like Tamil Nadu and Delhi.

Some important destinations in Andhra Pradesh:

- ◆ Tirupati



Figure 15: Tirupati Tirumala Temple is one of the richest temples in India

- ◆ Hyderabad
- ◆ Visakhapatnam
- ◆ Puttaparthi
- ◆ Rajahmundry
- ◆ Vijayawada
- ◆ Warangal

2) **Arunachal Pradesh** - Tucked away in the north eastern tip of India, Arunachal Pradesh is home to picturesque mountains, unexplored passes, tranquil lakes and famous monasteries.

Encompassing extensive geographical diversity with a variety of rare wildlife, flora and fauna, Arunachal Pradesh is now gaining acclaim worldwide as one of the richest biodiversity and heritage spots. It is the only Indian State that can claim to have four major varieties of the big cats in its jungles – tiger, leopard, clouded leopard and snow leopard.



Figure 16: Endangered Red Panda in Arunachal Pradesh

In this incredibly beautiful State, more than 500 species of birds have been recorded, many of which are highly endangered and restricted to this State. One of Asia's largest Orchidarium is in Arunachal Pradesh and almost every district of Arunachal Pradesh has its own exclusive and rare variety of orchids¹⁸. Arunachal Pradesh is home to 26 tribes and 110 sub tribes¹⁹. Host to many vibrant and colourful festivals, this Himalayan State offers an experience like no other.

Promotion of Tourism in Arunachal Pradesh: Department of Tourism, Govt. of Arunachal Pradesh has made a humble beginning to create tourism infrastructure at different locations. Arunachal Pradesh has tremendous scope for development of various types of tourism activities, such as Cultural tourism, Adventure tourism, Historical tourism, Wildlife tourism, Nature based tourism and Ecotourism. Any developmental programme tapping the latent tourism potential of the State, need to be based on sound understanding of the ground realities and the general of basic infrastructure development.

In spite of vast tourism potential, Arunachal Pradesh so long remained unexplored to the outside world due to general backwardness of the area in terms of low road length, absence of rail links and airstrips, remoteness and inaccessibility of the area, lack of infrastructural development which holds the progress of development in check and the imposition of Restricted Area Permit (RAP)/Protected Area Permit (PAP) and Inner Line Permit (ILP) system.

Any foreign tourist entering the State of Arunachal Pradesh needs a PAP. Foreign Tourists in a group of 2 or more persons can obtain PAP for a period of 30 days. Foreign Tourists visiting Arunachal Pradesh shall have to pay USD 50 per head as Royalty to the Government of Arunachal Pradesh and application for PAP are to be applied through local approved tour operators only.

Domestic Tourists visiting Arunachal Pradesh require ILP which can be obtained from any authorised office located across the State on an application in plain paper with particulars and on payment of Rs. 100/- per permit.

Keeping in view the rich tourism potentiality of the State, the Deptt. of Tourism, during the last couple of years had taken up various developmental programmes to boost up tourism activities in the State. Some of the achievement made during these period in infrastructural sector are:

- ◆ Construction of Tourist Lodges at Dirang , Darak, Zemithang and Ziro.
- ◆ Construction of Cafeteria at Itanagar and Dirang.
- ◆ Construction of Coffee House-cum-guest House at Mayudia.
- ◆ Construction of Hawa Garh at Itanagar and Yazali.
- ◆ Construction of View point at Namdang and Darkang.

¹⁸ Arunahal Pradesh Tourism Website <www.arunachaltourism.com>

¹⁹ Arunachal Pradesh Tourist Information Kit and e-broucher, Department of Tourism, Arunachal Pradesh.

- ◆ Electrification at Ganga Lake has been completed.
- ◆ Development around Malinithan was completed.

In addition to above schemes, the following projects have also been taken up recently under Central financial assistance:

- ◆ Construction of Cafeteria at Tenga Valley, Sessa, Lumla and Jang.
- ◆ Construction of Cafeteria-cum-Souvenir shop at Tipi.
- ◆ Construction of basic amenities at Zemithang and Tawang.
- ◆ Construction of approach road at Tourist Lodge, Zemithang. There are at present six main tourist travel circuits namely :
 - ◆ Tezpur - Bomdila - Tawang.
 - ◆ Itanagar - Ziro - Daporijo - Along - Pasighat.
 - ◆ Pasighat - Jenging - Yingkiang.
 - ◆ Dibrugarh - Roing - Anini.
 - ◆ Tinsukia - Tezu - Hauliang.
 - ◆ Margerita - Miao - Namdapha.

Some important destinations in Arunachal Pradesh:

- | | |
|------------|--------------------------------|
| ◆ Tawang | ◆ Parashram Kund, east of Tezu |
| ◆ Itanagar | ◆ Bomdila |
| ◆ Mechuka | ◆ Dirang |
| ◆ Miao | ◆ Bhalukpong |

- 3) **Assam** - Situated in northeastern India Assam abounds in natural beauty. The population of Assam is said to be a mix of people of Tibetan, Aryan and Burman origins. The population of Assam is made up of numerous tribes who believe in celebrating all the religious festivals with equal vigour. However the one festival that is most popular in Assam is Bihu. Assam over the years has also developed into an important tourist destination with attractions such as Gandhi Mandap, Kamakhya Temple, Umananda, Nabagraha (Temple of nine planets), State Zoo, State Museum etc.

Assam has a rich tradition of crafts; presently, Cane and bamboo craft, bell metal and brass craft, silk and cotton weaving, toy and mask making, pottery and terracotta work, wood craft, jewellery making, musical instruments making, etc. remained as major traditions. Historically, Assam also excelled in making boats, traditional guns and gunpowder, ivory crafts, colours and paints, articles of lac, agarwood products, traditional building materials, utilities from iron, etc.

Assam is rich in traditional crafts and arts. Cane and bamboo craft provide the most commonly used utilities in daily life, ranging from household utilities, weaving

accessories, fishing accessories, furniture, musical instruments, construction materials, etc. Utilities and symbolic articles such as Sorai and Bota made from bell metal and brass are found in every Assamese household. Hajo and Sarthebari (Sorthebaary) are the most important centers of traditional bell-metal and brass crafts. Assam is the home of several types of silks, the most prestigious are: Muga - the natural golden silk, Pat - a creamy-bright-silver coloured silk and Eri - a variety used for manufacturing warm clothes for winter. Apart from Sualkuchi (Xualkuchi), the center for the traditional silk industry, in almost every part of the Brahmaputra Valley, rural households produce silk and silk garments with excellent embroidery designs. Moreover, various ethno-cultural groups in Assam make different types of cotton garments with unique embroidery designs and wonderful colour combinations.

Moreover, Assam possesses unique crafts of toy and mask making mostly concentrated in the Vaishnav Monasteries, pottery and terracotta work in Western Assam districts and wood craft, iron craft, jewellery, etc. in many places across the region.

Promotion of Tourism in Assam: The Assam Tourism Development Corporation Ltd. was incorporated on the 9th June, 1988 and registered under the Companies Act, 1956 Vide No.- 02-03006 of 1988-89. The State Government of Assam has promoted and set up the Corporation for growth and development of tourism in Assam.

The Assam Tourism Development Corporation Ltd. was incorporated on the 9th June, 1988 and registered under the Companies Act, 1956 Vide No.- 02-03006 of 1988-89. The State Government of Assam has promoted and set up the Corporation for growth and development of tourism in Assam.

Over the years, both the Central and State Government of Assam had identified and executed several large, medium and minor tourism projects for infrastructure building as well as schemes for marketing and promotion of Assam Tourism. These included infrastructure projects like the following all of which have had a major impact on promotion of tourism in the State of Assam.

- ◆ Development of Tourism circuits, tourism complex
- ◆ Yatriniwas
- ◆ Tourist Reception Centers
- ◆ Upgradation and expansion of tourist facilities
- ◆ Development of Pilgrim Centers
- ◆ Water Sports

There has been significant progress in most of the projects during the last few years. Once all the infrastructure projects are completed, these will go a long way in promoting Assam Tourism. Nevertheless, for sustainable growth of tourism, large investment for infrastructure development is called for. This can be possible if the private sector comes forward for investment considering the potential of Assam Tourism.

The State Government has endeavoured to intensify private sector investment and participation in management and development of the projects already set up and also for establishment of new projects.

With these objectives in view, at present 45 various projects / units are run by ATDC in association with private participation.

Some major projects with private participation are:

- ◆ Luxury Cruise Vessel between Kaziranga and Guwahati
- ◆ Amusement Park at Guwahati
- ◆ Ropeway project at Kamakhya
- ◆ Luxury resorts, wayside amenities with all modern facilities etc. are in various stages of implementation.

For the purposes of tourism there are many wildlife preserves. Some of them are:

- ◆ Kaziranga National Park
- ◆ Manas National Park



Figure 17: Map of Kaziranga National Park

- ◆ Pobitora Wildlife Sanctuary
- ◆ Dibru-Saikhowa National Park (Dibrugarh - Tinsukia) Other important natural destination:
- ◆ Jokai Botanical Garden (Dibrugarh) - this is the only Natural Botanical Garden in entire North-East India.
- ◆ Brahmaputra Riverbanks

Some cultural and historical destinations are:

- ◆ Rang Ghar
- ◆ Talatal Ghar of Sivasagar
- ◆ Kareng Ghar of Garhgaon
- ◆ Agnigarh of Tezpur
- ◆ Madan Kamdev archeological site of Kamrup

Other Cultural places are mainly the great temple of Kamakhya, pilgrimage place Hajo, the great Vaishnava Sattras of Majuli and Barpeta and many more.

- 4) **Bihar** - This landlocked State of Bihar is surrounded by Nepal, Bengal, Odisha, Madhya Pradesh, Uttar Pradesh and comprises four cultural regions - Bhojpur, Mithila and Magadha and Chotanagpur. Rivers Kosi and Gandak from the north and Sone from the south join the Ganga. In the fertile plains, rice, sugarcane, oilseeds, gram, maize, jute, barley and wheat are cultivated.

Situated in Eastern India, Bihar boasts of a rich cultural heritage that dates back to ancient India. The locals are known as Bihari's and festivals celebrated in the State include Buddha Purnima, Saraswati Puja, Eid-ul-Fitr, Holi, Rath yatra, Maha Shivaratri and Mahavir Jayanti.

Bihar's antiquity is evident from its name, which is derived from the ancient word "VIHARA" (monastery). It is indeed a land of monasteries. Hindu, Buddhist, Jain, Muslim and Sikh shrines abound in this ancient land where India's first major empires rose and fell. Among all Indian States, Bihar is the one most intimately linked to the Buddha's life, resulting in a trail of pilgrimages which have come to be known as the Buddhist circuit. The Buddhist trail begins at the capital city, Patna, where a noteworthy museum contains a collection of Hindu and Buddhist sculptures as well as a terracotta urn said to contain the ashes of Lord Buddha.

The Khuda Baksh Oriental Library has rare Muslim manuscripts including some from the University of Cordoba in Spain. Forty km away, Vaishali, was the site for the second Buddhist Council as the presence of ruins testify. Ninety km south of Patna is Nalanda which translates as the place that confers the lotus' (of spiritual knowledge). A monastic university flourished here from the 5th to the 11th century. It is said to have contained nine million books, with 2,000 teachers to impart knowledge to 10,000 students who came from all over the Buddhist world. Lord Buddha himself taught here and Hieun Tsang, the 7th century Chinese traveller, was a student. Ongoing excavations have uncovered temples, monasteries and lecture halls. Rajgir, 'the royal palace', 12 km south, was the venue for the first Buddhist Council.

The Buddha spent five years at Rajgir after having attained enlightenment, and many of the remains at Rajgir commemorate various incidents related to life of Buddha, the hill of Gridhrakuta being perhaps the most important, as this is where the Buddha delivered most of his sermons. Bodhgaya is the spot where Lord Buddha attained enlightenment, with the Mahabodhi Temple marking the precise location.

In the earliest days, tourism in the region was purely based on educational tourism as Bihar was home to some prominent ancient universities like Nalanda University and Vikramashila University. Mahabodhi Temple Complex at Bodh Gaya is a UNESCO World Heritage Site in Bihar. The tomb of Sher Shah Suri at Sasaram has been proposed by the government for being included in UNESCO heritage list.

Promotion of Tourism in Bihar: Bihar State Tourism Development Corporation (BSTDC) was established in the year 1981 for the development of tourism in the State of Bihar and for commercialisation of Tourist Resources available with the State. To achieve this objective various tourist infrastructure like Tourist Bungalow, Cafeteria, Restaurant, Transportation facilities and Ropeway are provided at various tourist spots by Bihar State Tourism Development Corporation.

BSRDC has divided Bihar into different circuits, namely:

- ◆ Buddhist Circuit
- ◆ Jain Circuit
- ◆ Ramayana Circuit
- ◆ Sufi Circuit
- ◆ Gandhi Circuit
- ◆ Eco Circuit



Figure 18: Bihar Tourism Map

Some important destinations in Bihar:

- ◆ Patna - the State capital
 - Sasaram
 - Bhagalpur
- ◆ Darbhanga - capital of Mithila (cultural capital of Bihar)
- ◆ Gaya
- ◆ Kaimur - largest city in Bhojpur
- ◆ Muzaffarpur
- ◆ Purnia
- ◆ Rajgir
- ◆ Munger - Capital city of Anga
- ◆ Bodh Gaya - site of the Buddha Sakyamuni's enlightenment
- ◆ Nalanda - site of the ruins of an ancient Buddhist university and the Nalanda Multimedia Museum
- ◆ Valmiki Nagar - national tiger reserve
- ◆ Sasaram - Tomb of Sher Shah Suri

- 5) **Chhattisgarh** - The State was formed on November 1, 2000 by partitioning sixteen Chhattisgarhi speaking southeastern districts of Madhya Pradesh. Raipur is the capital of Chhattisgarh, which is the 10th largest State in India, with an area of 135,190 km². By population, it ranks as the 16th most-populated State of the nation. It is an important electricity and steel-producing State of India.

Chhattisgarh, situated in the heart of India, is endowed with a rich cultural heritage and attractive natural diversity. The State is full of ancient monuments, rare wildlife, exquisitely carved temples, Buddhist sites, palaces, water falls, caves, rock paintings and hill plateaus. Most of these sites are untouched and unexplored and offer a unique and alternate experience to tourists, compared to traditional destinations which have become overcrowded. For tourists who are tired of the crowds at major destinations will like places in Chhattisgarh like the Bastar district, with its unique cultural and ecological identity. The green State of Chhattisgarh has 41.33 per cent of its area under forests and is one of the richest bio-diversity areas in the country.

Promotion of Tourism in Chhattisgarh: Taking a leaf out of Kerala's success story with the 'ABCD' (ayurveda, back waters, culture and distance) tourism project, Chhattisgarh has decided to carve out its own 'EFGH' project with focus on ecotourism, water falls, Grottoes (limestone caves) and handicrafts and handloom.

Chhattisgarh tourism is promoting its 50 USPs in State tourism. Some of them include India's biggest waterfall – Chitrakot– the oldest tribal community – Abujmadias – Dussehera without Ram and Ravan, the deepest living cave in the world with the

oldest stalactite and stalagmite formations – Kutumsar– the world’s oldest amphitheatre and the rail giving preference to the road.



Figure 19: Chhattisgarh Map

The State has taken a conscious decision to do away with past legacies and to adopt a fresh approach to Tourism Development. The Tourism Policy is focused on creating a unique image for the State and to position it as an attractive destination for both domestic as well as foreign tourists. Some major objectives of this policy are :

To promote economically, culturally and ecologically sustainable tourism in the State.

- ◆ Encourage and promote private sector initiatives in developing tourism-related infrastructure.
- ◆ Limit the role of Government to that of facilitator and provider of public goods.
- ◆ Increase the contribution of tourism to the economic development of inter-related sectors.

To harness the true potential of tourism, it is necessary to undertake large-scale development/ improvement of infrastructure and create a conducive investment climate. Accordingly, the State has decided to take up Integrated Development of Special Tourism Areas and have constructive collaboration with the Private Sector.

Tourism development will be primarily driven by the private sector with the role of Government being that of a facilitator and catalyst. Towards this end, the State has set up a State Tourism Promotion Board as the nodal agency for translation of the Policy into action for the sustained development of the sector.

The focus areas of Chhattisgarh tourism are:

Ecotourism with 12 per cent share of India's forests, Chhattisgarh's 3 National Parks and 11 Wildlife Sanctuaries and National Parks are a major attraction. It has several virgin attractions in protected areas such as Kanger Valley National Park, Barnawapara, Sitanadi, Udanti and Achanakmar Sanctuaries. The endangered Wild Buffalo (*Bubalis bubalis*) and the even more endangered Hill Myna (*Graculis religiosa peninsularis*) are the State Animal and State Bird respectively. The State has taken several steps for their preservation. Natural attractions are being promoted with increased local participation and encouragement to herbal gardens and natural health resorts. The mystique of aboriginal tribal ethno-medicine which predates even Ayurveda has been preserved and practised over the millenia. Mainpat (Surguja), Keshkal valley (Kanker), Chaiturgarh (Bilaspur), Bagicha (Jashpur), Kutumbsar caves, Kailash caves, Tirathgarh falls, Chitrakot falls (Bastar) are all exhilarating destinations being promoted for nature and wildlife tourism. Wildlife areas, camping grounds and trekking facilities would be few of the prime attractions.

Culture, Heritage and Ethno-Tourism - Chhattisgarh has identified and is developing ethnic villages and private sector is encouraged for proper maintenance and professional site management of important heritage sites/monuments. Bhoramdeo, Rajim, Sirpur, Tala, Malhar and Sheorinarayan are prime sites for heritage tourism. Festivals like Dusshera at Bastar, Madai at Dantewada and Narainpur, Bhoramdeo, Raut Nacha, Chakradhar Samaroh and Rajim are being marketed for global exposure.

Pilgrim Tourism - The State encourages development of pilgrimage centers. Rajim, Champaranya, Dongargarh, Sheorinarayan, Girodhpuri, Dantewada, Ratanpur, Sirpur and others are prime destinations for pilgrim tourism. Sirpur and Dongargarh would be part of the wider Buddhist tourist circuit.

Adventure Tourism - There is great scope for the promotion of modern adventure sports such as water sports, trekking, rock climbing, parasailing and bungee jumping.

Business and Leisure Tourism - Chhattisgarh encourages investments in establishment of business-cum-recreation centers to cater to the needs of business travellers. State-of-the-art convention centers, seminar halls etc for corporate events are being encouraged. Investments for the entertainment needs of business tourists with high purchasing power, facilities such as hotels, entertainment and amusement parks, multiplexes, health spas, shopping malls and golf courses are being encouraged.

Some of the important tourist places in Chhattisgarh are:

- ◆ Kawardha
- ◆ Chitrakote Falls
- ◆ Kanker
- ◆ Boramdeo
- ◆ Champaran
- ◆ Bastar
- ◆ Seorinarayan
- ◆ Indravati National Park

- 6) **Goa** - Situated in the Malabar Coast of India Goa is the best beach destination in India. The major attraction in the State is its long stretches of pristine beaches popular with both domestic and international tourists. Some of the important beaches in Goa are: Colva, Vagator, Calangute, Harmal, Anjuna and Miramar and Baga. Populated with a mix of Portuguese and Indian heritage Goa's culture is unique in its own kind.

Even though Goa is India's smallest State by area and the fourth smallest by population, it is one of India's richest States. Tourism is generally focused on the coastal areas of Goa, with decreased tourist activity inland. In 2010, there were more than two million tourists reported to have visited Goa, about 1.2 million of whom were from abroad²⁰. The multi- religious and multi-cultural fabric of Goa's society shines brightly, imbued with the spirit of "Sarva Dharma, Sarva Bhava" or Equal Respect for all Religions.

The State of Goa is famous for its excellent beaches, churches and temples. The Bom Jesus Cathedral, Fort Aguada and a new wax museum on Indian history, culture and heritage in Old Goa are other tourism destinations.

Promotion of Tourism in Goa: In recent years, the number of local and foreign visitors has reached record highs. The pressure on infrastructural facilities in the State has more than doubled. For almost three decades now GTDC (Goa Tourism Development Corporation) has been at the helm of the tourism industry in Goa. Set up as a Public Limited Company with a Memorandum and Articles of Association with a full-fledged Board of Directors, GTDC plays an active role in all commercial aspects of tourism, including providing accommodation, organising sightseeing tours, cruises and other attractive packages.

GTDC runs accommodation facilities, tourist busses and sightseeing coaches. The tours leave from North or South Goa, exploring the entire State. Sea and river cruises are also organised by GTDC. The properties which were transferred to and managed by GTDC are:

- ◆ Panaji Residency
- ◆ Miramar Residency
- ◆ Calangute Residency
- ◆ Mapusa Residency
- ◆ Margao Residency
- ◆ Vasco Residency

²⁰ Department of Tourism, Government of Goa website. <<https://www.goatourism.gov.in/>>

- ◆ Old Goa Residency (Heritage View)
- ◆ Calangute Residency Annexe
- ◆ Colva Residency
- ◆ Farmagudi Hill Retreat
- ◆ Mayem Lake Residency
- ◆ Britona Residency

GTDC also uses the skilled services of 15 Government recognised tour guides who have been trained extensively and intensively in the culture, tradition and history of Goa.

Some important destinations in Goa:

- ◆ Goa Beaches
- ◆ Anjuna Flea Market
- ◆ Old Goa Churches and Convents
- ◆ Dushsagar Falls
- ◆ Spice plantations in Ponda
- ◆ Butterfly Conservatory of Goa

- 7) **Gujarat** - Gujarat is the 7th largest State in India in terms of area. The 196,024 km² area in the State is divided into 26 districts at present. The State of Gujarat had 17 districts when it was formed in the year 1960. Tourism in Gujarat has a wide scope for the tourists, as it includes a wide range of forts and museums, wild life sanctuaries, temples and mosques, and other places of interest.

Gujarat offers a wide range of the spectacular attractions which includes breathtaking locations and scenic landscapes. Gujarat is also a melting pot of several civilisations resulting in a vibrant culture and a rich heritage. It is home to several architectural marvels, witnesses of its glorious history and pilgrim centers for many faiths. Finally, it is also the land of several mythological and historical figures like the legendary Krishna and Mahatma Gandhi the apostle of non-violence.

As per the India State of Forest Report 2009, Gujarat has 7.46 per cent of its total geographical area under forest cover. Gujarat is the only present natural habitat of Asiatic lions. Gir Forest National Park in the southwest part of the State covers part of the lions' habitat. Apart from lions, leopards are also found in State. They are spread across the large plains of Saurashtra and the mountains of South Gujarat.

Promotion of Tourism in Gujarat: The Tourism Corporation of Gujarat is responsible for promotion and development of tourism in Gujarat. Currently on the Gujarat tourism website, one can find a brief summary of the various tourist attractions of Gujarat, its fairs and festivals along with the Investment Opportunities available in Gujarat. The Tourism Corporation of Gujarat Limited, set up in 1975, provides comprehensive travel services to visitors to the State. These include accommodation, conducted tours and ground transport with a wide range of choice to meet diverse needs. The Corporation has a network of 18 accommodation units and 5 Cafeterias under the brand name Toran.

Eight tourism hubs have been created, which are Ahmedabad Metro, Ahmedabad Rural (North Gujarat), Surat (South Gujarat), Vadodara (Central Gujarat), Rajkot, Junagadh and Jamnagar (Saurashtra) and Bhuj (Kutch), for convenience of tourists visiting Gujarat.

These hubs are well equipped with the modern infrastructure, facilities and services in the areas of commerce, communication, connectivity, hospitality, transportation, medical facilities etc.

Over the years, the number of tourists to Gujarat has increased substantially, largely due to the development in infrastructure undertaken by the Corporation. In fact, the efforts in promoting infrastructure in keeping with the spirit of the State, its people and its natural environment have won the Corporation such prestigious awards as the National Tourism Awards-2005-06 for Best Kept Tourism Monument-Champaner and Excellence in Publication (Collateral). Special appreciation letter to Chief Secretary from Jt. Secretary, Ministry of Tourism, Government of India, for “Extremely well produced literature” and “Great job done by Gujarat Tourism” vide letter No. 17.IP (1)/2006 dated 1/6/2006. Received Best Tourism Film Award of Govt. of India during the Tourism Year 2006 for the tourism field “Glimpses of Glory”. Received National Tourism Award of Best Tourism Friendly Monument for Champaner-Pavagadh Archaeological Park in 2007. Received special National Tourism Award of Excellence in Publication (collateral) in 2007. Received award for Best ethnic tourism pavilion in SATTE-2007 in New Delhi. Received Award for promotion of Fairs and Festivals in August 2007 and awards at various tourism fairs and exhibitions for Excellence and for tourism promotion. Received award for Best Tourism Film for “DHOLAVIRA - A FUTURIC METROPOLIS OF THE PAST” by Ministry of Tourism,

Government of India. Gujarat received the “Best Tourism Pavilion” award on 19th April, 2008 at Asia’s biggest Tourism and Travel exhibition - “SATTE-2008” held at New Delhi²¹.

Gujarat has roped in Mr. Amitabh Bacchan as the brand ambassador of State tourism. It has, over the years indulged in an expansionist tourism promotion through print and electronic media. It also organises and promotes the many fairs and festivals, out of which the most famous ones are the Kutch Rann Utsav as well as The International Kite Festival during Sankranti in January.



Figure 20: Rann of Kutch on a moonlight night

²¹ Based on information gathered from Gujarat tourism website.

The major part of Gujarat tourism forms the many forts and palaces that stand as live witnesses to the golden era in the history of India. Some such forts and palaces that deserves special mention in Gujarat tourism are:

- ◆ Pawagadh Fort
- ◆ Dabhoi Fort
- ◆ Nazar Bagh Palace
- ◆ Kusum Vilas Palace
- ◆ Uparkot Fort, etc.

In Gujarat, we also come across a wide range of museums, withholding the secrets of ancient India. Some of such museums are:

- ◆ Baroda Museum and Picture Gallery
- ◆ Calico Museum of Textiles
- ◆ Gandhi Smarak Sanghralhalaya
- ◆ Gandhi Museum
- ◆ Maharaja Fateh Singh Museum
- ◆ Utensils Museum, etc.

Gujarat is the seat of a lot of religious sites belonging to both Hinduism and Islam. Some such religious sites are:

- | | |
|------------------------|------------------------|
| ◆ Dwarkanath Temple | ◆ Jama Masjid |
| ◆ Palitana Temples | ◆ Akshardham Temple |
| ◆ Somnath Temple | ◆ Raj Babri Mosque |
| ◆ Sidi Saiyad's Mosque | ◆ Rani Rupmati Mosque |
| ◆ Takhteshwar Temple | ◆ Narayan Temple, etc. |
| ◆ Kalika Temple | |

Gujarat also houses 4 National Parks and 21 Wildlife Sanctuaries that deserves special mention in Gujarat tourism. Some of the National Parks and Wildlife Sanctuaries, viz.:

- | | |
|-----------------------------------|-------------------------------------|
| ◆ Gir Forest Natural Park | ◆ Wild Ass Sanctuary |
| ◆ Blackbuck National Park | ◆ Nal Sarovar Bird Sanctuary |
| ◆ Marine National Park | ◆ Shoolpaneshwar Wildlife Sanctuary |
| ◆ Vansda National Park | ◆ Kutch Bustard Sanctuary, etc. |
| ◆ Kutch Desert Wildlife Sanctuary | |

8) **Haryana** - The "Haryana Tourism" offers one with an exciting and thrilling tour of the various places of tourist interest of the State. The State of Haryana is blessed

with the bounty of nature. The numerous tourist spots of Haryana reflects the rich cultural and traditional past of the State.

Haryana has many places of religious significance that bears relics of the rich architectural and cultural history of the glorious golden era. Haryana has numerous Hindu “temples” that draws several devotees who visit the sacred shrines to seek divine blessings. All the “Temples” of Haryana display the rich architectural skills and the artistic creativity of the people of Haryana. The State boasts of several places of “Pilgrims” which have a significant religious and historical importance. The historical place of “Kurukshetra”, “Jyotisar”, “Thaneshwar”, “Pehowa” and “Panchkula” reminds one of the rich historical past of our country.

The State of Haryana boasts of the rich bio-diversity of the regions which is manifested through the vast reserve of the rare and endangered species of birds in the famous wild life sanctuary of the “Sultanpur Bird Sanctuary”. Haryana also has several “forts” that adds to the historicity of the State. The strategic location of Haryana was guarded by the construction of huge “Forts”.

The State also has several “Tourist Spots” that are endowed with natural and scenic beauty. One is enthralled and captivated by the bewitching beauty of the tourist spots that draws many visitors all through the year.

The ancient State of “Haryana” is noted for the “golf tourism”. The luxuriant green fields of Haryana, provides one with an excellent opportunity to play “Golf”. Haryana is blessed with many interesting spots for “adventure tourism”. The rich historical and cultural antecedents of the State can be found in the “Museums” of Haryana.

Being an important commercial hub and tourist destination of our country, Haryana is always flocked by tourists who can comfortably accommodate themselves in the various “Hotels” of the State at reasonable prices.

Promotion of Tourism in Haryana: Haryana Tourism Corporation Limited is the government-owned official tourism agency of Haryana in India. It began operation with one resort in 1966, and now owns and operates 44 tourist complexes all over the State. These complexes offer lodging, fast-food and recreational activities. Haryana Tourism also offers adventure tourism and farm tourism. It organises the Surajkund Crafts Mela (Fair) every year in February.

With the view to speed-up development of Tourism in Haryana, the State Government announced a Tourism Policy in 2008. This tourism policy envisages creation of an environment conducive to attracting increased private investment in the tourism sector, and a more meaningful role for the Government. It also proposes enhancement of infrastructure in NCR region. This was done in the view of then forthcoming Common Wealth Games in 2010.

Strategy for Development as per the Tourism Policy, 2008

The focus shall be on the following areas:

- ◆ To promote tourism as a major engine of economic growth and capitalise potential of sustainable tourism for economic and employment generation.
- ◆ To promote Haryana as a tourist destination to take advantage of the global travel trade and to develop untapped potential of Haryana.
- ◆ To acknowledge the critical role of private sector in development of tourism with government working as a proactive facilitator and catalyst. The objective is to broaden and diversify the concept of tourism from only Highway Tourism to Ecotourism, Adventure Tourism, Pilgrim Tourism, Farm Tourism, Golf Tourism, Medical Tourism and Heritage Tourism etc. in order to meet new market requirements.
- ◆ To enhance the infrastructure particularly in the NCR region in view of the forthcoming Common Wealth Games, 2010.
- ◆ To enhance professional excellence in training human resources and providing infrastructure for Human Resource Development.
- ◆ Developing sustained and effective marketing strategy and plan.
- ◆ To use technology to achieve the above said goals.

Role of State Government - The State Government will confine its efforts to infrastructural development ensuring uninterrupted electricity, water supply and provision of basic medical facilities. It will also be responsible for dissemination of information, organisation of festivals and inter-departmental co-ordination to create conditions for attracting private sector investment for the tourism sector. For this it will provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructural development.

Facilitating the Role of Private Sector - The Tourism Policy also provides that the concessions available to the industry in the industrially backward blocks will also be available to the hotels/tourism projects.

The Policy seeks to include Thanesar, Pehowa, Jagadhri, Panipat, Hisar, Bhiwani and Rewari blocks of the State as backward blocks from tourism point of view and the said incentives will also be available to the tourism/hotel projects in these blocks.

The eligibility norms and the details of incentives proposed to be given to hotel/tourism projects have been specifically mentioned in the policy in which the projects of hotels (3 star and above), amusement parks/recreational parks/theme parks, golf courses, adventure tourism, multiplexes and malls and heritage hotels will be eligible for the concessions/ incentives which are available to industry besides being treated as industry.

Haryana has also come up with 'Draft Rules of Haryana Tourism 2012'. The five areas that Haryana dedicatedly focusses in Pilgrimage tourism, Golf tourism, Adventure tourism, MICE tourism and Heritage tourism (Surajkund Mela is a part of this).

For the purposes of tourism some important places in Haryana are:

a) Religious Places:

- ◆ Kurukeshetra
- ◆ Jyotisar
- ◆ Thanesar
- ◆ Pehowa
- ◆ Panchkula

b) Forts:

- ◆ Khokar Fort
- ◆ Feroze Shah's Palace and Fort
- ◆ Mama Bhanja Fort Gujari Mahal

c) Wildlife Sanctuaries:

- ◆ Sultanpur Bird Sanctuary

d) Haryana Tourist Points:

- | | |
|--------------------------------|------------------------------|
| ◆ Badkal Lake | ◆ City Park in Ambala City |
| ◆ Dabchick (Hodal) | ◆ Prithviraj ki Kutchery |
| ◆ Karna lake (Uchana) | ◆ Star monument |
| ◆ Magpie (Faridabad) | ◆ Banawali Mound |
| ◆ Saras (Samdama lake) | ◆ Kunal Mound |
| ◆ Sohna | ◆ Lat or a stone pillar |
| ◆ Skylark (Panipat) | ◆ Wheat Research Directorate |
| ◆ Yadavindra gardens (Pinjore) | ◆ Bhindawas Lake |
| ◆ Surajkund | ◆ Adi Badri |
| ◆ Patel Park in Ambala Cantt | |

e) Haryana Golf Tourism:

- ◆ Golden Greens Golf and Resorts in Gurgaon
- ◆ Aravalli Golf Club in Faridabad
- ◆ DLF Golf and Country Club in Gurgaon
- ◆ Classic Golf Resort Gurgaon in Haryana

- ◆ Highway Golf Course
 - ◆ Karnal Golf Course
- f) Haryana Adventure Tourism:
- ◆ River rafting on the white water of Yamuna near Hathinkund
 - ◆ Rock climbing on the rocks near Damdama Lake
 - ◆ Kayaking in Badkhal Lake near Surajkund
 - ◆ Cycling in the typical rural backgrounds of Haryana in Sohna
- 9) **Himachal Pradesh** - Himachal Pradesh the land of eternal snow peaks is a charming mountain State. Blessed with charming crystal lakes, pretty flowers, ancient shrines and beautiful people; Himachal Pradesh is one of the most beautiful States in India. Himachal Pradesh is bordered on the north by Jammu and Kashmir, on the west and southwest by Punjab, on the south by Haryana, on the southeast by Uttar Pradesh, and on the east by Tibet (an autonomous region of China). Himachal Pradesh is enveloped by the Pir Panjal and Dhauladhar ranges in the northwest, dominated by the great Himalayas in the north and east and marked with lower ridges of the Shivalik ranges in the south-east.

Himachal has five mighty snow-fed rivers flowing through it – the Chenab, Ravi, Beas, Sutlej and Yamuna. Climatically, this State is divisible into two regions - the south which is as warm as the plains, and the north where the summers are temperate and winters are extremely cold. Himachal Pradesh blessed with a wonderful climate and all the bounties of nature is one of the most frequented tourist destinations in India. Travellers flock to this paradise of beauty from all corners of the world. Some of the main tourist attractions in Himachal Pradesh include; Shimla, Palampur, Dharamsala, Kullu-Manali and Chamba- Dalhousie. Temples at Bhima Kali, Sarahan, Hatkoti, Jwalajee, Chamunda Devi, Chintpurni, Renuka and Rewalsar, Deoth Siddh and Naina Devi are major attractions for pilgrims. Hang-gliding competitions are held in Kangra valley. Solang Nallah slopes are getting popular for winter sports. There is an art gallery in Naggar and museums in Chamba, Shimla and Dharamsala. The beautiful tourist resort of Khajjair in Chamba district has been christened as the Switzerland of Himachal.

Promotion of Tourism in Himachal Pradesh: Himachal Pradesh Tourism Development Corporation has divided the State into four interesting circuits. These circuits pass through different terrains making one feel as if one is trekking through ages at different times. These circuits are:

- ◆ Satluj Circuit
- ◆ Beas Circuit
- ◆ Dhauladhar Circuit
- ◆ Tribal Circuit



Figure 21: Map of HP tourism circuits

HPTDC owns 5 premium hotels, 36 deluxe hotels as well as 15 budget hotels in Himachal for tourists. In addition, there are luxury buses of HPTDC available from New Delhi to major destinations of Himachal Pradesh as well as for local sightseeing tours. One can discover Himachal by HPTDC Transport having a large fleet of well maintained luxury coaches operating within and outside the State. Presently, online reservation is available from New Delhi to Shimla, Manali, Dharamshala and vice versa. HPTDC also operates coaches on the famous Manali-Leh route from July to September. This 480 km journey is made in two days through several high passes with a night halt at Keylong at the HPTDC tents.

HPTDC also provides Coaches on hire basis and organises Sight-Seeing Tours, Special Tours and Packages to meet exclusive travel needs of tourists.

Destinations in Himachal are abundant. Some important destinations are:

- ◆ Shimla
- ◆ Fagu
- ◆ Naldehra
- ◆ Chindi
- ◆ Darlaghat
- ◆ Parwanoo
- ◆ Kasauli
- ◆ Barog
- ◆ Kiarighat
- ◆ Rajgarh
- ◆ Renuka ji
- ◆ Paonta Sahib
- ◆ Chail
- ◆ Narkanda
- ◆ Rampur
- ◆ Sarahan
- ◆ Kharapathar
- ◆ Rohroo
- ◆ Kullu
- ◆ Manikaran
- ◆ Naggat
- ◆ Mandi
- ◆ Rewalsar
- ◆ Swarghat
- ◆ Bilaspur
- ◆ Manali
- ◆ Keylong
- ◆ Jawalamukhi
- ◆ Chintpurni
- ◆ Chamunda Devi
- ◆ Dharamshala
- ◆ Palampur
- ◆ Jogindernagar
- ◆ Chamba
- ◆ Khajjiar
- ◆ Dalhousie
- ◆ Hamirpur
- ◆ Deothsidh
- ◆ Kinnaur
- ◆ Kalpa
- ◆ Kaza
- ◆ Keylong
- ◆ Rajgarh valley
- ◆ Pragpur
- ◆ Sujampur Tihra
- ◆ Maharana Pratap Sagar
- ◆ Kangra Fort
- ◆ Great Himalayan National Park

- 10) **Jammu and Kashmir** - Jammu and Kashmir are really three regions: the foothill plains of Jammu; the lakes and blue valleys of Kashmir rising to alpine passes, the high altitude plains and starkly beautiful mountains of Ladakh which lies beyond those passes. The Indus River flows through Kashmir, and the Jhelum River rises in the northeastern portion of the territory. Kashmir possesses a more equable climate than that of southern and central India, and the beautiful Vale of Kashmir is a noted resort region. Srinagar is Kashmir's summer capital and Jammu, the winter capital.

Kashmir valley is described as a paradise on earth. Chashma Shahi springs, Shalimar Bagh, Dal Lake, etc., in Srinagar; Gulmarg, Pahalgam, Sonamarg, etc., in the valley;

Vaishno Devi temple and Patnitop near Jammu, etc. are important tourist centers. Pilgrims visiting Vaishno Devi have registered a steep rise from 21.69 lakh in 1990 to 44.37 lakh in 1997. The number of pilgrims visiting Amarnath in Kashmir has gone up to 1.49 in 1998.

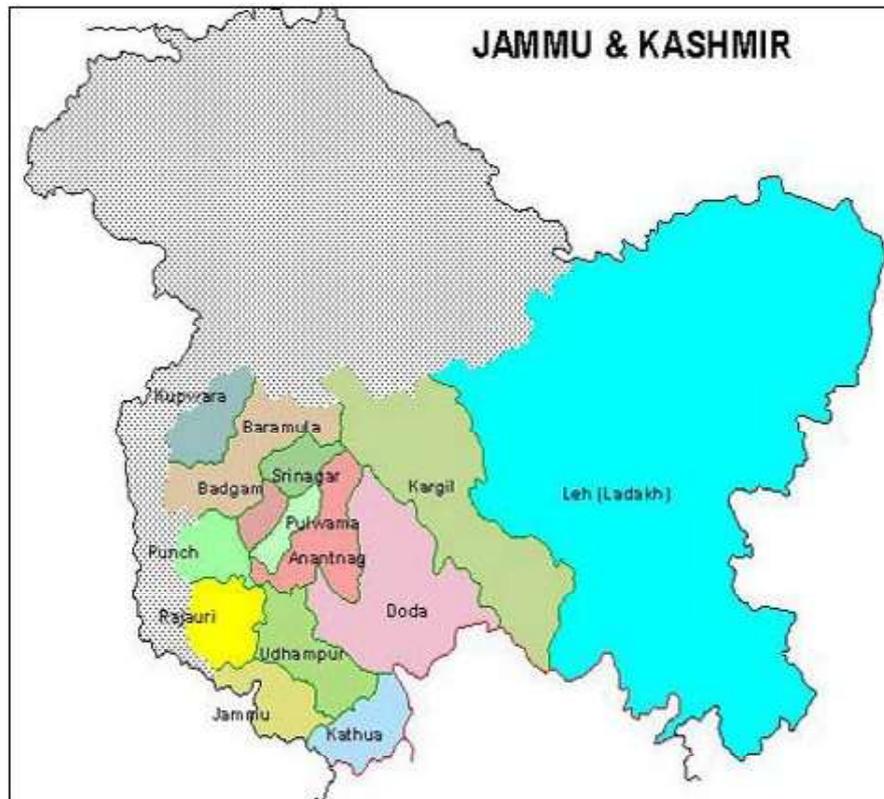


Figure 22: Map of J&K tourism destinations

The State is home to both star and non star category hotels catering to the needs of the tourists visiting Jammu and Kashmir. Besides it has resorts, restaurants and cafes which cater to the needs of all segments of travellers.

Before militancy intensified in 1989, tourism formed an important part of the Kashmiri economy. The tourism economy in the Kashmir valley was worst hit. However, the holy shrines of Jammu (like Vaishnodevi in Katra and Shiv Khori) and the Buddhist monasteries of Ladakh continue to remain popular pilgrimage and tourism destinations. Every year, thousands of Hindu pilgrims visit holy shrines of Vaishno Devi and Amarnath which have had a significant impact on the State's economy. The Vaishno Devi yatra alone contributes Rs. 475 crore to the local economy annually.

Tourism in the Kashmir valley has rebounded in recent years and in 2009, the State became one of the top tourist destinations of India. Gulmarg, one of the most popular ski resort destinations in India, is also home to the world's highest green golf course. However with the decrease in violence in the State has boosted the States economy specifically tourism.

Promotion of Tourism in Jammu and Kashmir: Jammu and Kashmir Tourism Development Corporation established on 13-2-1970 as a fully owned company of J&K Government. The objective of the Corporation is to run, manage and administer government hotels and catering establishments for promotion of Tourism and providing best transport facilities to the tourist. The aim of the JKTDC is to provide best possible services/facilities to the esteemed guests. The tourist facilitations managed by JKTDC are in all the important tourist destinations of Jammu and Kashmir.

The Corporation has an accommodation capacity of 2200 beds per day and runs 37 restaurants and cafeterias across the State. The Corporation has also a fleet of luxury vehicles which caters to transportation needs of the tourists.

JKTDC was established by Department of Tourism, J&K Government. The government also organises festivals like Jhiri Mela in Jhiri (near Jammu), Ladakh International Film Festival (Leh), etc.

Important tourist Places in Kashmir:

- ◆ Gulmarg
- ◆ Sonamarg
- ◆ Raghunath Temple
- ◆ Bahu Fort
- ◆ Mubarak Mandi Palace
- ◆ Peer Baba

Important tourist Places in Jammu:

- ◆ Jammu City
- ◆ Katra
- ◆ Vaishnodevi
- ◆ Amarnath
- ◆ Shiv Khori

Important tourist Places in Ladakh:

- ◆ Leh
 - Nubra Valley
 - Lake Tso Moriri - Ramasar Site
 - Pangong Lake
 - Zaskar
 - Gurdwara Pathar Sahib

11) Jharkhand - Jharkhand, located in eastern India, was carved out of the State of Bihar on November 15th 2000. The capital city of Jharkhand is Ranchi, with Dumka as its sub-capital, while Jamshedpur as its largest and industrial city. Other important

cities of Jharkhand are Dhanbad, Bokaro and Hazaribagh. The population of Jharkhand is 32,966,238 (2011 census) and covers an area of 79,714 km².

Districts and Administration in Jharkhand: Jharkhand has 24 districts, which are grouped into 5 divisions. Each district of Jharkhand is headed by a District Magistrate or a Deputy Commissioner, an officer from the Indian Administrative Service. The District Magistrate or Deputy Commissioner is assisted by a number of officials from the Indian Administrative Service. A Superintendent of Police, an officer from the Indian Police Service is responsible for the law and order in the district.

Jharkhand is blessed with natural beauty and has many hills, forests, temples and wildlife sanctuaries. It can fairly claim to be one of the most attractive parts of the Indian peninsula. Some of Jharkhand's popular tourist attractions are Ranchi Hills, Dassam Falls, Sun Temple, Deogarh, Hazaribagh and Jamshedpur among others.

The scenery of the main plateau is most attractive with its undulations, detached abrupt hills and forest tracts. Belts of sal forests which once covered the plateau still survive on the hills and in broken ground. The palas tree called the flame of the forest with its reddish flowers at the advent of summer is also there, in abundance. To complete the attraction of the Jharkhand, the Adivasis who predominate on the plateau are a lovable and cheerful race.

The Adivasis are divided into two main anthropological divisions, the larger consisting of the Mundas, Santhals, Hos and some smaller tribes, and the smaller mainly consisting of Oraons. There is no linguistic connection between the two groups. Oraon is a Dravidian language, while Munda group of languages belong to a larger



Figure 23: Jharkhand tourism map

group of languages known as Austro- Asiatic. The tribes who now inhabit Jharkhand probably moved in from the Gangetic valley displacing earlier races of which little trace is left. The Santhals are the most numerous of the tribes of Austro-Asiatic race.

Promotion of Tourism in Jharkhand: At the time of creation of Jharkhand State there were only nine tourist complexes in the State. After the creation of the State, tourism infrastructure has improved in a big way²². Jharkhand has been promoted as the 'Gateway to Nature'. The tourism is under the purview of the Department of tourism, Government of Jharkhand.

Twelve new tourist complexes and one ropeway have been added in the past ten years. Seven tourist complexes, eleven way side amenities and eight tourist information centers are under different stages of construction at present. After the completion of these structures in coming months tourism infrastructure will get a big boost in the State.

The department has a plan to provide way side amenities at every 50 kms on important national and State highways of the State. To make the State a preferred destination for tourist's water sports, air sports, tourism fairs and festivals are organised. The continuous efforts of the department have yielded good results.

The State Government has a firm belief that development of tourism sector would not only generate immense employment opportunities directly or indirectly, but also contribute to accelerated economic development. This would not only ensure showcasing of the rich traditional and cultural heritage of the State but also would have a cascading effect in development of other sectors. Rightfully the State Government has accorded tourism the status of industry in Jharkhand. Making the people of the State, nation and the world aware of the rich endowments of nature, its cultural heritage, spiritual places and other traditions are essential impediments for boosting tourism industry in the State.

The tourism policy of the State aims at making Jharkhand as one of the most preferred destination for tourist, both inside and outside of the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the State as also showcasing the rich cultural heritage and traditions of the State. The State tourism policy in this regard was drafted as a part of the 2010- 11 Annual Plan of the Department of Tourism. The plan talks about plans and schemes for improvement of tourism infrastructure, training, encouragement of PPPs and promotion of investments in tourism circuits. Some bodies set up/to be set up by the government in this regard are:

- ◆ An institute of Hotel Management has been approved by the Government of India to be set up in the State in consonance with which an institute is being set up at Ranchi.

²² Tourism Writeup, Department of Tourism, Government of Jharkhand, 2012-13.

- ◆ Jharkhand Adventure Tourism Institute is slated to be set up. Jharkhand has a number of big water bodies, enthralling terrain, hills, dense forests, which are the pre-conditions for promoting adventure tourism activities. Comprehensive adventure tourism promotion plan for the State would be prepared to lay down the regulatory framework for enforcement of safety standards.
- ◆ The Jharkhand Adventure Tourism Institute (JATI) has already been set up under the Societies Registration Act, 1860. This institute would not only provide services for adventure tourism to the visiting tourists but also would impart training to the local youths, who in turn would provide such adventure tourism activity services to the visitors.
- ◆ Jharkhand and Tourism Development Board - The State Government would set up a Jharkhand Tourism Development Board to facilitate inter departmental co-operation and coordination to promote Tourism in the State. This Board would be set up under the chairmanship of the Chief Minister of Jharkhand with the Tourism Minister as Vice-chairman and Principal Secretaries/Secretaries of other relevant departments as members. The Board would also have representatives of the Hotel Association, Travel Agents Association, Adventure Sports Operators Association, NGOs and other non-official members having outstanding contribution or expertise in the field of development and promotion of tourism industries. Financial assistance as grants-in-aid, etc would be provided (to this board).

Important tourist destinations:

Cities:

- Bokaro Steel City
- Ranchi
- Jamshedpur
- Dhanbad
- Hazaribag
- * Giridih National Parks:
 - Hazaribagh National Park
- Betla National Park Sacred Sites:
 - Parasnath Hills
 - Deoghar
- ◆ Sitagarha Hill, Marwateri Basin - The site of a major Buddhist shrine and stone carved stupa dating from the Mauryan Period.
- ◆ Rajrappa

There are several towns in Jharkhand which have been frequented by people mostly from West Bengal for change of climate, to recoup their health. They are:

- ◆ Ghatshila
- ◆ Madhupur
- ◆ Simultala
- ◆ Giridih

12) **Karnataka** - Karnataka is the home to 507 of the 3600 centrally protected monuments in India, the largest number after Uttar Pradesh²³. The State Directorate of Archaeology and Museums protects an additional 752 monuments and another 25,000 monuments are yet to receive protection²⁴. Tourism centers around the ancient sculptured temples, modern cities, the hill ranges, forests and beaches. Broadly, tourism in Karnataka can be divided into four geographical regions:

- ◆ North Karnataka
- ◆ The Hill Stations
- ◆ Coastal Karnataka
- ◆ South Karnataka

Karnataka has hosted and continues to host a wide melting pot culture community. Along with the native Kannadigas, Kodavas, Tuluvas, Konkans and several tribal sects have, across the centuries, lent colour and content to the vibrant culture the State calls its own. Karnataka is also home to the largest Tibetan settlement in South India. The recent past has seen a more inclusive populace with a large expatriate community making a beeline for the capital city of Bangalore.

In dance, drama, theatre, crafts, art, poetry, architecture and scholarly pursuits, Karnataka brings with it a legacy of learning that predates the earliest dynasties. Perhaps the reason why the State, even to this date, is also home to some of the country's best academic institutions.

Karnataka as a patron of the arts has nurtured it into the exemplar. Poets, musicians, dancers, thespians, story tellers, writers, artists have flourished in these parts and have contributed to the State's well-versed repertoire. India's most respected schools of music, Carnatic and Hindustani over the centuries, were perfected here, with the State bringing forth many greats. Bharatanatyam, Kuchipudi, Kathak and Odissi have found their niche in mainstream culture, and the State boasts some of the best schools in the country. Its characteristic penchant for vibrancy can be seen from the State's performing arts, which it has perfected into one of extravagance, drama and sheer delight.

A slew of folk arts have their roots in ritualistic performances. While Yakshagana is undisputedly the poster-child of the art forms, its lesser known counterparts are as enthralling as they are many. Some of these are:

²³ "Alphabetical list of Monuments". *Protected Monuments*. Archaeological Survey of India.

²⁴ "Plan to conserve heritage monuments, museums", *The Hindu* (Chennai), respondent (January 6, 2007).

- ◆ Yakshagana - The celestial song or Yakshagana is the most enchanting amalgamation of dance, music and literature. This traditional theatre form with a history of over 400 years is known for its extemporaneous dialogue delivery. Bhagavatha, the main storyteller accompanies a group of musicians – chande and mavdale, as they weave mythological stories helped by huge costumes and dynamic dance forms.
- ◆ Dollu Kunita - The Dollu Kunita is a powerful drum dance accompanied by acrobatic movements, synchronized group formations and the occasional screams. The shepherd community of Kurubas performs the dance to honour their deity, Beereshwara, a form of the Hindu god, Shiva. A major attraction for any religious festivals in villages, about a dozen artistes move with vigour to the rich vibrations of the Dollu or the drum.
- ◆ Beesu Kamsale - Beesu Kamsale is a vigorous dance form closely associated with the rituals of Malle Mahadeswara worship and employs a great blend of aesthetic sublimity and martial agility. A cymbal-like disc, the Kamsale is played in rhythm with the songs exalting the glory of the Lord Mahadeswara.
- ◆ Somana Kunita - Somana Kunita is a religious, ritualistic dance performed by two or three artists with elaborate masks. Known as Somas, they were entrusted with the task of guarding the village deities and also worshipping them. The stories related to the birth of the Somas forms the crux of the performance.
- ◆ Krishna Parijata - This traditional folk theater form revolves around Lord Krishna, and his fight with Indira over the Parijatha tree. Known for their frequent witticisms, they are mostly open-air performances. Simple plots and dialogues, spontaneity of the performers and impromptu improvisations make Krishna Parijata a great attraction to the audiences.
- ◆ Chowdike Mela - The devotees of Yellama, the patron goddess of the rural folk of North Karnataka, perform Chowdike Mela. Chowdike, a unique stringed instrument, partners with their mesmerising praise of the Goddess. The singers usually dedicate their entire lives solely to singing the heavenly glory.
- ◆ Goravara Kunita - This religious dance is performed by the devotees of Shiva, the Hindu God. Attired in fur caps made of bearskin and black and yellow clothing, they sway to the esoteric tunes of the flute and the Damaruga, a hand-held drum. Accompanying their trance-like movements, are songs handed down through generations, replete with deep mystic meanings.
- ◆ Veeragaase - Veeragaase gets its name from the Hindu legendary warrior, Veerabhadra, where dancers narrate the story of Daksha Yajna. Attired in colourful garb and traditional headgear, the dancers carry a wooden plaque of Veerabhadra in their left hand and a sword in their right. The dance sometimes involves a ritualistic piercing of a needle across the tongue.
- ◆ Puja Kunita - Puja Kunita is the dance of worship performed to propitiate the Goddess Shakti. The dancer carries a five feet frame made out of bamboo

called Puje, wrapped with beautiful saris and flowers, during the performance. Devoid of any stories, the dancers provide visual exclusivity by their acrobatic movements.

- ◆ Ummattaattu - Ummaattaattu is the traditional dance form of Coorg made famous by the beautiful Kodava women. Adorned in the traditional red brocade Sari, jewellery and red vermilion on the forehead, they dance in circles to the rhythms of hand-held brass cymbals. Accompanied by singing, the dance form performed to appease Goddess Cauvery is usually part of festivals, weddings, etc.
- ◆ Jagghalige Kunita - A large percussion instrument made from the wheels of a bullock cart, wrapped with buffalo hides called Jagghalige is largely used in this folk art. Usually involving about 15 people, the dancers march to the pulsating beat of the giant drums. Jagghalige Kunita is performed during festivals like Ugadi and Holi.
- ◆ Suggi Kunita - A Harvest festival dance, Suggi Kunita is performed mostly by the farming community. Artists in beautiful costumes and wooden headgear adorned with carved birds and flowers dance to the tune of drums with sticks and peacock feathers. They enhance the dance sometimes, by their own signing.

From remembering the glorious past with art, music and poetry like the Hampi Festival does to frenzied bovine energy amidst muddy fields of the Kambala buffalo races – the spectrum of festivals is quite wide. The festival of Dasara has the entire city of Mysore in raptures, while the scion of the royal family, once again dons his purple robes to pay a centuries-old extravagant homage to the guardian goddess. The many harvest festivals celebrated in various parts of the State are commemorated in ways that they deem befitting - from making an offering of groundnuts to the resident deity to firing a single shot to summon a god to making sugar idols - there's never a want for ceremony in these parts. And then you have the ceremony to end all ceremonies - the once-in-twelve-years larger than life religious ceremony that's the Maha Mastakabhisheka, during which the 52-foot statue of Bahubali is bathed in milk, sandalwood, vermilion, curd and what not. The festivals here are definitely the stuff of spectacle.

- ◆ Dasara, Mysore (October - November)
- ◆ Tula Sankramana, Coorg (October)
- ◆ Hampi Festival, Hampi (January - February)
- ◆ Vairamudi Festival, Melkote (March)
- ◆ Kambala (Buffalo Race), Southern Coastal Karnataka (November - March)
- ◆ Karaga, Bangalore (March - April)
- ◆ Kadalekayi Parishe, Bangalore (November)
- ◆ Huthri, Coorg (November - December)

- ◆ Banashankari Fair (February - March)
- ◆ Maha Mastakabhisheka, Shravanabelagola (Every once in 12 years, next one in 2018)
- ◆ Bengaluru Habba (December)

Promotion of Tourism in Karnataka : Today, Bangalore boasts nearly every star-studded name in the hospitality industry. More and more people across the globe are getting curious about Hampi's time-stopping qualities, Bandipur's and Nagarahole's wild and maybe endangered residents, Coorg's enchanting State of being, Chikamagalur's coffee highs, Gokarna's idyllic virgin beaches, the many heritage stops across the State, Bangalore's general joie de vivre and what not. Karnataka government is busy tapping this vast potential by vigorously promoting tourism across the State.

The tagline of tourism is 'One State. Many Worlds'. Department of Tourism, Karnataka has established Karnataka Tourism Development Corporation, which in turn has established the Jungle Lodges & Resorts Ltd (JLR) apart from the general activities of tourism promotion in the State.

JLR was born in 1980 as an effort to promote wildlife destinations in Karnataka. It was initially a Private Limited Company in the joint sector between the Government of Karnataka and Tiger Tops (I) Pvt. Ltd. Tiger Tops withdrew their participation completely in the year 1987 by selling their entire shares to the Government of Karnataka. Since then, JLR is fully owned by the Government of Karnataka, the present share capital of the company is 91.75 lakhs²⁵ with the management control vested with private partner. Today with 15 properties, JLR is the leading chain of resorts offering wildlife, eco and adventure tourism in India giving visitors an unique and natural experience.

The Kabini River Lodge, Karapura of JLR was rated by Tatler's Travel Guide as one of the top wildlife resorts in the world (1995) and CNBC AWAAZ as site with best Ecotourism practices (2008). JLR was also named "The Best Ecotourism Organisation" by the Ministry of Tourism, Government of India (1997-98). Government of Karnataka appreciated the outstanding performance of the Jungle Lodges and Resorts and in recognition of the Performance Excellence, the Government of Karnataka has adjudged JLR as the Best performing State Public Sector Enterprise and have awarded the "Chief Minister's Ratna Award" for the year 2009-10".

The Karnataka Government has recently introduced The Golden Chariot - a train which connects popular tourist destinations in the State and Goa.

- 13) Kerala** - Kerala is located between the Western Ghats and the Arabian Sea in Southern India. As discussed in the previous section (Top Tourist Destinations) Kerala is promoted as 'God's Own Country' and has been promoted by progressive media campaigns.

²⁵ Jungle Lodges & Resorts Ltd. website.< <https://www.junglelodges.com/>>

A region noted for its biodiversity, Kerala is considered to be the greenest State of India. It is resplendent with verdant forests and virgin backwaters. The golden sandy beaches and the lush tea plantations add to its beauty. Because of its unsurpassed scenic beauty, Kerala is rightly referred to as 'God's own Country'. Wildlife tourism is one of the greatest attractions of Kerala. The 14 wildlife sanctuaries, nestled in the deep forests of Kerala form a vital part of Kerala tourism.

Kerala has wonderful places that support adventure tourism as well. The adventure-lovers can also go trekking on the exciting hiking trails that border these exotic destinations. There are, moreover, beautiful plantation fields where tea, coffee, pepper, cardamom, vanilla, oranges, mangoes are grown.



Figure 24: Kerala map

Promotion of Tourism in Kerala: Kerala has been promoted as 'God's own Country'. The Department of Tourism, Government of Kerala, responsible for promotion of tourism in the State spearheaded the establishment of Kerala Tourism Development Corporation (KTDC) to further the mission. The objectives of establishment was 'To provide leadership and play a catalytic role in the development of tourism infrastructure in the State and to achieve excellence in strategic business operations through professionalism, efficiency, value for money and customer satisfaction'.



Figure 25: Map of major destinations in Kerala

KTDC Hotels and Resorts Limited was incorporated on 29 December 1965 as a private limited company under the provisions of the Companies Act, 1956. The Registered/Corporate Office of the corporation is situated at Mascot Square, Thiruvananthapuram. The initial name of the company was Kerala Tourist and Handicrafts Corporation Private Limited. The name was changed as Kerala Tourism Development Corporation Limited from 15 July 1970 and later as KTDC Hotels and Resorts Limited from 07 October 2010. KTDC has been playing a key role in the development of infrastructure facilities required by the rapidly growing tourist traffic into the State of Kerala and has been the prime mover in the progressive development, promotion and expansion of tourism in the State.

Apart from developing the largest hotel chain in Kerala, KTDC offers tourism related facilities like conducted tours, boating, tourist reception centers, centralised/online reservations, conventional services, customised tour packages etc. The authorised share capital of the corporation is 85 crore and the paid up capital as on 31-03-2011 was 75.70 crore²⁶. The entire paid up capital of the corporation is held in the name of Governor of Kerala. Working on the philosophy of public sector, KTDC succeeded in achieving its objectives by promoting the largest hotel chain in the State and providing all tourist services.

²⁶ Citizen's Charter, KTDC.

Popular destinations:

- ◆ Alappuzha
- ◆ Bekal
- ◆ Fort Kochi
- ◆ Kovalam
- ◆ Kumarakom
- ◆ Munnar
- ◆ Thekkady
- ◆ Varkala
- ◆ Wayanad
- ◆ Pallakkad and Periyar Wildlife Sanctuary
- ◆ Muzhappilangad

14) Madhya Pradesh - Nicknamed the “heart of India” due to its geographical location in India, Madhya Pradesh is the second largest State in the country by area. Madhya Pradesh literally means “Central Province”. The State straddles the Narmada River, which runs east and west between the Vindhya and Satpura ranges; these ranges and the Narmada are the traditional boundary between the north and south of India.

The area covered by the present-day Madhya Pradesh includes the area of the ancient Avanti mahajanapada, whose capital Ujjain (also known as Avanti) arose as a major city during the second wave of Indian urbanisation in the sixth century BCE. Subsequently, the region was ruled by the major dynasties of India, including the Mauryans, the Mughals and the Marathas. By the early 18th century, the region was divided into several small kingdoms which were captured by the British and incorporated into Central Provinces and Berar and the Central India Agency.

After India’s independence, Madhya Pradesh State was created with Nagpur as its capital: this State included the southern parts of present-day Madhya Pradesh and Maharashtra. In 1956, this State was reorganised and its parts were combined with the States of Madhya Bharat, Vindhya Pradesh and Bhopal to form the new Madhya Pradesh State with Bhopal as its capital. This State was the largest State of India by area until 2000. In 2000, the Chhattisgarh region was split to create a new State, and Rajasthan became the largest State of India.

Madhya Pradesh is home to a large tribal population, which has been largely cut-off from the mainstream development. This makes Madhya Pradesh one of the least developed States in India, with an HDI (Human Development Index) value of 0.375 (2011), which is below the national average.²⁷ The State’s per-capita gross State domestic product (nominal GDP) is the fourth lowest in the country (2010-11)²⁸. MP is also the lowest-ranked State on the India State Hunger Index.

In recent years, the State’s GDP growth has been above the national average. The State is rich in mineral resources, and has the largest reserves of diamond and copper in India. More than 30 per cent of its area is under the forest cover. Its tourism industry has seen considerable growth, with the State topping the National Tourism Awards in 2010-11.

²⁷ Madhya Pradesh: Economic and Human Development Indicators, UNDP (2011).

²⁸ Gross State Domestic Product (GSDP) at Current Prices (as on 15-03-2012), Planning Commission of India.

In so far as the richness and diversity of tourism destinations is concerned, Madhya Pradesh is easily one of the best State of the nation. Also known as the Tiger State of India, the State has three world heritage sites namely Sanchi, Bheembetka and Khajuraho. In the last few years, the Government of Madhya Pradesh has initiated a number of measures to position the State as the leading tourism State of the nation. While considerable work has been done and the State is now being recognised as one of the leading tourism States of the nation, much more still needs to be done.

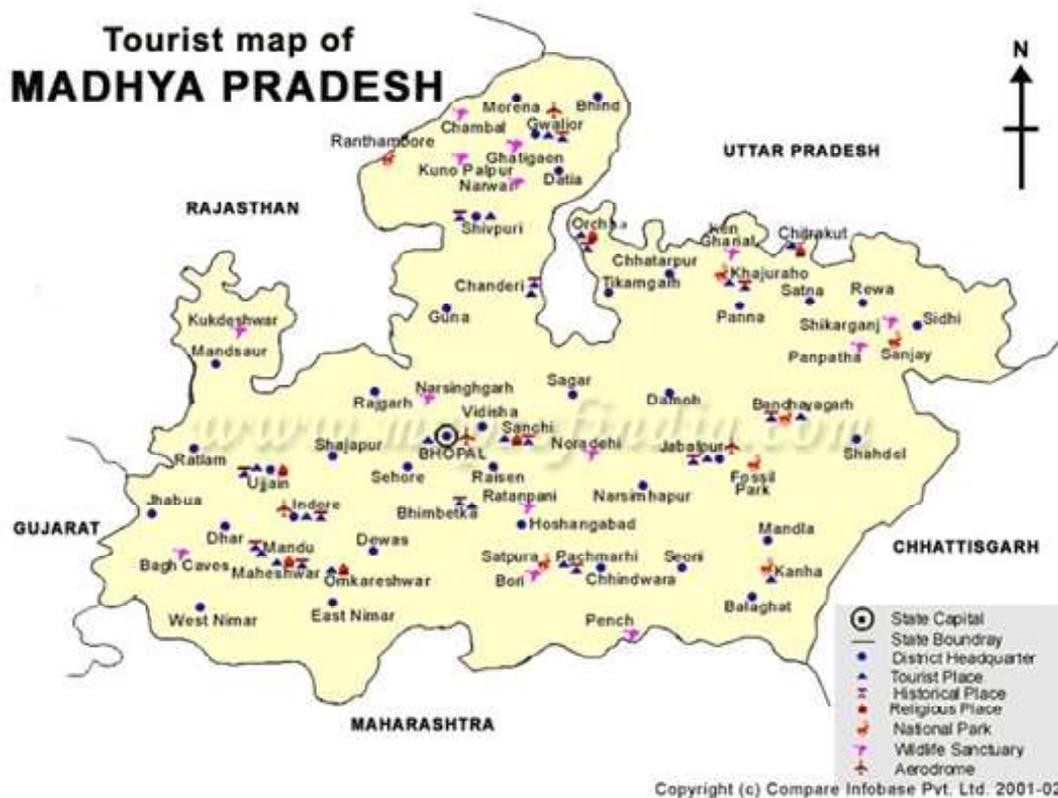


Figure 26: MP tourist Map

Promotion of Tourism in Madhya Pradesh: Madhya Pradesh is promoted as the 'Heart of Incredible India'. Madhya Pradesh State Tourism Development Corporation Ltd (MPSTDC) is the organisation responsible for promotion and development of tourism in MP. A "State of the art". Tourist Reception Center (TRC) cum headquarter of the Madhya Pradesh Tourism is easily the most visible symbol of resurgence in the tourism sector of the State. Buzzing with activity and positive energy on all days of the week, a visitor to this building would appreciate the rapid strides in tourism taken by the State in a very short time frame.

The strategy for achieving the desired objective has been based on the following²⁹:

- a) Revitalising the State tourism development corporation and running the same on professional lines. All the commercial and non-commercial establishments of the

²⁹ About MPTDC, Madhya Pradesh tourism website. <tourism.mp.gov.in>

corporation have been renovated and are now being run professionally. The corporation is now a profit making entity. The units of the corporation are divided into the following broad heads.

- i) Hotels
 - ii) Restaurants/Way side amenities
 - iii) Boat Clubs
 - iv) Information Counters
 - v) Sound and Light Shows
 - vi) Adventure Zones
 - vii) Transport Section
 - viii) Marketing Offices, Regional Offices, Head Office
- b) Improving tourist infrastructure - With assistance from the Government of India, Ministry of Tourism tourist infrastructure is rapidly being improved at almost all important tourist destinations.
 - c) Improving connectivity - Over the last few years, roads linking almost all important tourist destinations have improved. Air connectivity to the State has also improved considerably with the starting of a number of new flights.
 - d) Aggressive publicity and promotion - Creative and aggressive publicity and promotional campaigns in print and electronic media has considerably improved the image of the State. Regular participation in domestic and international events has also helped.
 - e) Inviting private investment - Various steps, including creation of a tourism land bank have been taken to attract private investment for building hotels, resorts and entertainment centers.

Madhya Pradesh has won several tourism awards over the years of improvement in tourism development and infrastructure. Some Awards have been listed:

2011

- ◆ National Tourism Award - Best Tourism State
- ◆ National Tourism Award - Most Innovative Tourism Product
- ◆ National Tourism Award - Best Civic Management, Khajuraho Nagar Palika
- ◆ Pacific Area Travel Writers' Association Award - Best State for Wildlife and Heritage

2010

- ◆ Hospitality India International Award - Best Tourism State
- ◆ Safari India National Tourism & Aviation Award for Promotion and Publicity
- ◆ Today's Travelers Diamond Award - Best Promotion and Publicity

2009

- ◆ National Tourism Award - Most Innovative use of Information Technology
- ◆ National Tourism Award - Mandu - Most Tourist Friendly Monument
- ◆ National Tourism Award - Pranpur - Best Rural Tourism Project
- ◆ Hospitality India International Award - Best Tourism State

2008

- ◆ National Tourism Award - Best Tourism Performing State
- ◆ National Tourism Award - Sanchi : Best Tourist Friendly Monument
- ◆ National Tourism Award - Pench : Best Tourist Friendly National Park
- ◆ National Tourism Award - Shan-E-Bhopal Most innovative Tourism Product

2007

- ◆ South Asia Travel Tourism Exchange Samsung Award - Best Tourism State
- ◆ Indian Association of Tour Operators Award - Most Tourism Friendly State
- ◆ Indian Association of Tour Operators Award - Best Stall
- ◆ Indian Association of Tour Operators Award - Best VCD
- ◆ South Asia Travel Tourism Exchange Samsung Award - Best Display
- ◆ National Tourism Award - Panna National Park

2006

- ◆ Indian Association of Tour Operators Award - Best Emerging State
- ◆ Travel Agents Association of India Award - Best Creatives for Marketing
- ◆ Hospitality India International Award - Best Tourism State
- ◆ Today's Traveler Diamond Award - Best Promotion and Publicity

The State has come up with a Tourism Policy in 2012. The Madhya Pradesh Tourism Day is celebrated annually on 24th May. Many other fairs and festivals are also promoted by the State. Some significant ones are:

- ◆ All India Kalidasa Festival - in November
- ◆ Nimar Utsav, Maheshwar - in November
- ◆ Tansen Samaroh, Gwalior - in December
- ◆ Lokranjan, Khajuraho - in December
- ◆ Lokrang, Bhopal - 26 to 31 January
- ◆ Alauddin Khan Samaroh, Maihar - 16 to 17 February
- ◆ Khajuraho Dance Festival - 1 to 7 February
- ◆ Kumar Gandharva Samaroh, Dewas - 8 April

- ◆ Bundalkhand Utsav - in December
- ◆ Sanchi Utsav - in November
- ◆ Sharadoutsav Bhedaghat - in October
- ◆ Mandu Utsav - in October
- ◆ Pachmarhi Utsav, Pachmarhi - in October

Apart from a number of tourism accommodations, Bed and Breakfast schemes and tourist buses, MP tourism has also come up with an innovative plan of introduction of Caravan tourism.

Important tourist Places:

Amarkantak

- | | |
|-----------------------|---------------|
| ◆ Bandhavgarh | ◆ Maheshwar |
| ◆ Bhedaghat | ◆ Mandu |
| ◆ Bhimbetka | ◆ Omkareshwar |
| ◆ Bhojpur | ◆ Orchha |
| ◆ Bhopal | ◆ Pachmarhi |
| ◆ Burhanpur | ◆ Panna |
| ◆ Chanderi Chitrakoot | ◆ Pench |
| ◆ Gwalior | ◆ Salkanpur |
| ◆ Indore Jabalpur | ◆ Sanchi |
| ◆ Kanha | ◆ Shivpuri |
| ◆ Khajuraho | ◆ Ujjain |

- 15) **Maharashtra** - The State known for its sheer size and diversity is located in the western part of the country. It has a varied landscape bounded by the Western Ghats that stretch out into the mists as far as the eye can see. The innumerable forts that adorn the State, stand proud and strong, depicting its historic past. Additionally scores of temples sculpted into and out of basalt rock, throng the atmosphere. Its diverse and colourful cultures are all woven into one gigantic quilt that represents the true nature of the State.

The name Maharashtra first appeared in a 7th century inscription and in a Chinese traveller's account. Its name may have originated from rathi, which means, "chariot driver". At that age Maharashtra was full of builders and drivers of chariots who formed a maharathis, a "fighting force."³⁰ The State attracts the maximum number of foreign tourists in the whole of India. Total number of tourist arrivals in the State of Maharashtra during the period of 1st July 2009-30th June 2010 was 11,47,76,687. Out of the total number of visitors, domestic tourists in Maharashtra accounted for 98 per cent (11,26,49,754). Total number of foreign tourist arrivals in Maharashtra

³⁰ AC Nielson ORG MARG, 'Tourism Survey for State of Maharashtra, Final Report', Ministry of Tourism (Market Research Division), Government of India.

during the period of 1st July 2009-30th June 2010 was 21,26,933. Foreign tourists in Maharashtra accounted for only 2% of the total tourists/ visitors to the State³¹.



Figure 27: Tourist map of Maharashtra

Ajanta Caves, Ellora Caves and Chhatrapati Shivaji Terminus are the three UNESCO World Heritage sites in Maharashtra and are highly responsible for the development of Tourism in the State. Mumbai is the most popular cosmopolitan city in India, and a great place to experience modern India. Mumbai is famous for Bollywood, the world's largest film industry. In addition, Mumbai is famous for its clubs, shopping, and upscale gastronomy. The city is known for its architecture, from the ancient Elephanta Caves, to the Islamic Haji Ali Mosque, to the colonial architecture of Bombay High Court and Chhatrapati Shivaji Terminus.

Maharashtra also has numerous adventure tourism destinations, including paragliding, rock climbing, canoeing, kayaking, snorkeling, and scuba diving. Maharashtra also has several pristine national parks and reserves, some of the best ones are Tadoba with excellent accommodation and safari experiences besides little known by amazing wildlife destinations like Koyna, Nagzira (very small with incredible sightings), Melghat (disturbed with massive mining truck movement), Dajipur, Radhanagari and of course the only national park within metropolis city limits in the world – Sanjay Gandhi National Park. The Bibi Ka Maqbara at Aurangabad the Mahalakshmi temple at Kolhapur, the cities of Nashik, Trimbak famous for religious importance and the city of Pune the seat of the Maratha Empire and the fantastic Ganesh Chaturthi celebrations together contribute for the Tourism sector of Maharashtra.

³¹ Maharashtra Tourism Development Corporation website, www.maharashtratourism.gov.in

Promotion of Tourism in Maharashtra: Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1956, (fully owned by Govt. of Maharashtra) for systematic development of tourism on commercial lines, with an authorised share capital of Rs. 25 crore. The paid up share capital of the Corporation as on 31st March 2008 is Rs.15.38 lakhs. The Corporation receives from the State Government financial assistance in the form of share capital and grants. The State Government has entrusted all commercial and promotional tourism activities to this Corporation.

MTDC has, since its inception, been involved in the development and maintenance of the various tourist locations of Maharashtra. MTDC owns and maintains resorts at all key tourist centers and having more resorts is on the plan.

Maharashtra has come up with a tourism policy, which is expected to boost investment and employment in the tourism industry. The State had a tourism policy enacted in 1999 called 'Maharashtra Tourism Policy-1999' and then again in 2006 called 'Maharashtra Tourism Policy-2006'.

Besides, the State has launched 'Unlimited Maharashtra' advertisement campaign through newspapers and television channels to attract tourists during the summer vacations. The theme of the campaign is to show what Maharashtra can offer as a complete tourist experience, right from silver beaches of Konkan, rugged mountain forts in Sahyadris, wildlife sanctuaries in Vidarbha and cultural treasure of Ajanta and Ellora caves.

MTDC has an open deck tourist bus called 'Nilambari', which operates in Mumbai. MTDC has also tied up with Indian Railways. Indian Railways operates a special luxury train called the Deccan Odyssey, modelled on the Palace on Wheels to boost tourism on the Konkan route of the Indian Railways. It is a venture of the Maharashtra Government and the Ministry of Railways, Government of India. In addition to being a train that touches tourist spots, this aims to be a complete 5-star hotel on wheels, with two restaurants and a bar, a sauna, business center and other such amenities on board.

The route starts in Mumbai and travels to Ratnagiri, Sindhudurg, Goa, Belgaum, Kolhapur, Pune, Nashik, Aurangabad, Ajanta-Ellora and then back to Mumbai.

Important tourist Places:

- ◆ Mumbai
- ◆ Aurangabad (Ajanta, Ellora, etc)
- ◆ Daulatabad
- ◆ Elephanta caves
- ◆ Nagpu
- ◆ Nashik
- ◆ Pune
- ◆ Nanded
- ◆ Lonavala
- ◆ Mahabaleshwar
- ◆ Khandala
- ◆ Shirdi
- ◆ Ganapatipule
- ◆ Tadoba (Wildlife sanctuary)

16) **Manipur** - Manipur, explicitly meaning, “Jeweled Land” is an ancient kingdom situated in the north eastern-most corner of India bordering Nagaland to the north, Assam to the west, Mizoram to the south and a 358 km - long edge with Myanmar to the east. This little paradise on earth welcomes the delightful holiday makers who are enchanted by her exquisite landscape. Manipur is divided into nine districts namely, Bishnupur, Chandel, Churachandpur, Imphal-East, Imphal-West, Senapati, Tamenglong, Thoubal and Ukhrul.

Settled by a conglomerate of inhabitants comprising the ethnic groups of Meiteis, Nagas and Kuki-Chin-Mizo settlers and also other immigrant communities, Manipur demonstrates a unique sense of integration in the mainstream of Indian nationhood.

Manipur is said to be the progenitor of today’s widely popular game of POLO (originally called Sagol Kangjei). The game flourished during the reign of kings of different dynasties who ruled Manipur.



Figure 28: Tourism map of Manipur

Manipur enjoys a fascinating range of flora and fauna, a very precious gift of nature facilitating the land to be an ideal destination for tourists. The stunning combination of wet forests, temperate forests and pine forests sustain a host of rare and endemic flora and fauna. It is home to about 500 varieties of orchids of which 472 have been identified. Some of the world's rarest orchids spring from the fertile soil and hang on the trees. Denizens of the forest include the rare hoolock gibbon, spotted lingsheng (python) and slow loris amongst other rare fauna. Indigenous to Manipur's rich natural heritage is the Sangai - (State Animal) the dancing deer, a rare animal that is facing extinction, can be found on the unique vegetal floating biomass on the side of Loktak Lake. The brow-antlered deer or Sangai is a gem of the herd, which is now not found anywhere in the world except in the floating mass of vegetation at Keibul Lamjao of the Loktak Lake in Moirang.

Manipur's avifaunal wealth includes the Burmese peafowl, Blyth's Tragopan, Mrs Hume's barbacked pheasant and four different species of hornbills. Nongyeen is the State bird of Manipur. The wondrous balance of the flora and fauna abound in its environs. Almost 70 per cent of the land is under forest cover.

Imphal, the capital of Manipur is a picturesque small town although Manipuris fondly call it Imphal city. It stands 786 meter above the sea level.

Manipur has an enchanting cultural heritage. The State is reputed for its tradition of the arts and crafts. Manipur's vista of art and culture is implicitly exhibited by her illustrative dance and music along with the legends and folklore. The "Raas Leela" is a masterpiece of Indian classical dance which depicts the mystical relationship of Lord Krishna and Gopis of Braja Vrindavan, their yearning of the Lord for communion. In fact Manipur is hence known as the land of Radha and Krishna. It is Manipur, that in fact, in the best of traditions, has gifted to India's classical dance repertoire her lyrical Ras Leela dance that re-enacts the love story of Radha and Krishna.

The Lai Haraoba (Spring Festival) is also celebrated with Manipuri's graceful movements in all dance forms. The vibrant expressive tribal folk dances performed with traditionally aesthetic movements, are unique in their respective styles.

Manipur's handloom industry is also geared for the export market. It is also the largest cottage industry in the State. Each home has a loom. There is a saying that every woman of Manipur is a born weaver. The traditional skill of weaving is not only a status symbol for its womenfolk but also an indispensable aspect of the socio-economic parameters of the State. Weaving is a time-honoured occupation, fine-tuned to an art form with its intricate designs in the dazzling range of sarees, sarongs, shawls and bedspreads.

Other excellent buys are the lifan, phak, phiruk, traditional Manipuri dolls and artefacts carved from soft exotic timbers.

Promotion of Tourism in Manipur: Manipur Government's Directorate of Tourism is

responsible for promotion of tourism in the State. The local governments of each of the 6 districts work closely with the Directorate to promote and encourage tourism within their local jurisdiction.

The Manipur Government and its Directorate of Tourism organises the ten-day 'Sangai' festival with an aim to provide an impetus to the tourism industry and promote the region's cultural heritage. The festival commences every year from November 21-30. There are numerous other festivals organised and/or promoted by the government like:

- Ningol Chakouba - the social festival of Manipurians
- Yaoshang - The premier festival of Manipur Hindus - Ramjan
- KUT - the festival of Kuki-Chin-Mizo
- Gang-Ngai - Festival of Kabui Nagas
- Chumpha - festival of Tangkhul Nagas
- Cheiraoba - The Manipur NewYear
- Kang - The Ratha Jatra of Manipur
- Heikru Hitongba

Important tourist Places:

- | | |
|-------------------------------|-----------|
| • Imphal | • Lamka |
| • Shree Govindajee Temple | • Moreh |
| • Keibul Lamjao National Park | • Moirang |
| • Loktak Lake | • Kaina |
| • Sendra Island | |

- 17) **Meghalaya** - Meghalaya means "The Abode of Clouds" in Sanskrit and other Indo-Iranian languages. Meghalaya covers an area of approximately 300 kilometers in length and about 100 kilometers in breadth. This State is bounded to the north by Assam and by Bangladesh to the south. It is also known as the "abode of the gods" and has excellent views. The State offers many good hotels and lodging facilities. The capital is Shillong, known as the "Scotland of the East". Shillong is a popular hill station having the Shillong Peak, which is highest in the State and is good for trekking. There are several falls in and around Shillong.

About one third of the State is forested. The Meghalaya subtropical forest ecoregion encompasses the State; its mountain forests are distinct from the lowland tropical forests to the north and south. The forests of Meghalaya are notable for their biodiversity of mammals, birds and plants. They are thickest surviving forests in the country and therefore constitute one of the most important ecotourism circuits in India. Forests of Meghalaya were previously part of Assam, but on January 21, 1972, the districts of Khasi, Garo and Jaintia hills became the new State of Meghalaya. Meghalaya has 2 National Parks and 3 Wildlife Sanctuaries.

Meghalaya also offers many adventure tourism opportunities in the form of mountaineering, rock climbing, trekking and hiking, water sports etc. The State offers several trekking routes, some of which also afford an opportunity to encounter rare animals such as slow loris, assorted deer and bear. The Uiam Lake has a water sports complex with facilities such as rowboats, paddleboats, sailing boats, cruise-boats, water-scooters and speedboats.

Meghalaya has an estimated 500 natural limestone and sandstone caves spread over the entire State including most of the longest and deepest caves in the sub-continent. Krem Liat Prah is the longest cave, and Synrang Pamiang is the deepest cave. Both are located in the Jaintia Hills. Cavers from United Kingdom, Germany, Austria, Ireland and the United States have been visiting Meghalaya for over a decade exploring these caves. Not many of these have however been developed or promoted adequately for major tourist destinations.

Cherrapunji is one of the most popular tourist locations in North East of India. The town is well known and has guided tours of Tree Root Bridges. It lies to the south of the capital Shillong. A rather scenic 50 kilometer long road connects Cherrapunji with Shillong.

The popular waterfalls in the State are the Elephant Falls, Shadthum Falls, Weinia falls, Bishop Falls, Nohkalikai Falls, Langshiang Falls and Sweet Falls. The hot springs at Jakrem near Mawsynram are believed to have curative and medicinal properties.

Meghalaya is also known for its "Sacred Groves". These have been preserved by the traditional religious sanction since the ancient days. The Mawphlang sacred forest, also known as "Law Lyngdoh", is one of the most famous sacred forests. It is located about 25 kilometers from Shillong. It is a must visit for nature lovers.

Nongkhnun Island located in the West Khasi Hills district is the biggest river island in Meghalaya and the second biggest in Asia. It is 14 kilometers from Nongstoin. The island is formed by the bifurcation of Kynshi River into the Phanliang River and the Namliang River. Adjacent to the sandy beach the Phanliang River forms a very beautiful lake. The river then moves along and before reaching a deep gorge, forms a pretty waterfall about 60 meters high called Shadthum Fall.

The Mawlynnong village located near the India-Bangladesh border is known for its cleanliness. The travel magazine Discover India declared the village as the cleanest in Asia in 2003, and the cleanest in India in 2005³². Some of the interesting features include the presence of a Living Root Bridges and other natural phenomenon of a boulder balancing on another rock.

Meghalaya also has many natural and manmade lakes. The Uiam Lake (popularly known as Bara Pani meaning Big water) on the Guwahati-Shillong road is a major tourism attraction for tourists. Meghalaya has several parks; Thangkharang Park, the Eco-park, the Botanical Garden and Lady Hydari Park to name a few. Dawki,

³² Eco Destination, Department of Tourism, Government of Meghalaya. <<http://megtourism.gov.in/>>

which is located at about 96 kilometers from Shillong is the gateway to Bangladesh and affords a scenic view of some of the tallest mountain ranges in Meghalaya and the Bangladesh border lands.

Balpakram National Park with its pristine habitat and scenery is a major attraction. The Nokrek National Park, in Garo Hills, also has its own charm with a lot of wildlife.

Promotion of Tourism in Meghalaya: Earlier, foreign tourists required special permits to enter the areas that now constitute the State of Meghalaya. However, the restrictions were removed in 1955. Meghalaya is considered to be one of the most picturesque States in the country. It has enough tourism content to attract tourists of many different interests.

The Meghalaya Tourism Development Corporation Ltd., was created under the patronage of the Government of Meghalaya. The main objective was to promote tourism in the State and to expand the infrastructure facilities for the tourists.

The Corporation started its activities from 1st July, 1984 when the Government transferred the transport fleet of 5 Mini-coaches and the tourist accommodation facility of 20 rooms at Tourist Lodge, now called Orchid Hotel at Polo Road, Shillong for management.

There are however many problems and constraints in tourism promotion in the State. Like other north-eastern States, tourism in general has also suffered on account of years of insurgency and the resulting security concerns. Many governments had in the past issued advisories against travelling to the Northeast of India, worsening the security perception. It may however be mentioned that Meghalaya is perhaps the least affected by insurgency in the Northeast region. The current ground scenario for Shillong is one in which tourists are welcome to come and enjoy the beauty of Meghalaya. However in recent years conflicts have arisen between Garo militants and Indian Security forces.

The State has a relatively poor road and communication network specially NH 62. While some of the major circuits such as Shillong-Jowai, Shillong-Tura and Shillong-Sohra are well developed; the internal road networks are rather poor and inadequately maintained. There are few markets outside the State capital Shillong. Banking facilities are also limited and only a few establishments in the State accept credit cards. The Garo Hills region which has some of the most important tourist spots is not well connected with the rest of the State and suffers from militancy problems.

Also Criminal activities are a major problem in the State. Drugs like Ganja, cocaine, opium, etc. are sold large amounts. Local Mafias extort local businesses. Smuggling of weapons, narcotics, black market goods, etc. is a major problem in the State. The State lies in a major smuggling route between Bangladesh and India. However most of the battles happen only in the Western part of the State. The rest of the State is particularly safe with exceptions of the border areas, both State and international.

Some important tourist Places:

- ◆ Shillong
- ◆ Cherrapunji
- ◆ Nohkalikai Falls
- ◆ Mawsmi Cave
- ◆ Jakrem
- ◆ Ranikor
- ◆ Dawki
- ◆ Kshaid Dain Thlen Falls
- ◆ Diengiei Peak
- ◆ Dwarksuid pool
- ◆ Kyllang Rock
- ◆ Sacred Forest Mawphlang

- 18) Mizoram** - Mizoram is a land of rolling hills, valleys, rivers and lakes. As many as 21 major hills ranges or peaks of different heights run through the length and breadth of the State, with plains scattered here and there. Phawngpui Tlang also known as the Blue Mountain, situated in the south-eastern part of the State, is the highest peak in Mizoram at 2,210 meters (7,250 feet).

The biggest river in Mizoram is Chhimtuipui, also known as Kaladan. It originates in Chin State in Burma and passes through Saiha and Lawngtlai districts in the Southern tip of Mizoram, goes back to Burma's Rakhine State, and finally enters the Bay of Bengal at Akyab, which is a very popular port in Sittwe, Burma. The Indian government has invested millions of rupees to set up inland waterways along this river to trade with Burma. The project is known as the Kaladan Multi-modal Transit Transport Project. Although many more rivers and streams drain the hill ranges, the most important and useful rivers are the Tlawng, Tut, Tuirial and Tuivawl which flow through the northern territory and eventually join the Barak River in Cachar District. The Chhimtuipui which originates in Burma, is an important river in the south of Mizoram.

The State is rich in bird diversity, which has the potentiality to make it a major birding destination. For Mrs Hume's Pheasant *Syrnaticus humiae*, Mizoram is a stronghold. There is also a rare record of the Wild Water Buffalo from the State. There are several past records of the Sumatran rhinoceros from Mizoram, then Lushai Hills. The small population of wild elephants can be seen in Ngengpui and Dampa Sanctuaries.

The term 'Mizo' is a compound of two words: 'Mi' means People and 'Zo' means Hill. Thus Mizo connotes "hill people" and this term gives a racial and distinctive ethnic identity to the people of the State. Every major Mizo village now has an YMA (Young Mizo Association) center, dedicated to infusing society with its traditional lifestyle and customs. Some of the most colourful aspects of this revival are witnessed amongst the folk and community dances that have been handed down from one generation to the next. It is reflected in the important harvest festivals that are an intrinsic part of Mizo culture.

Promotion of Tourism in Mizoram: Mizoram is considered by many as a beautiful place due to its dramatic landscape and pleasant climate. There have been many

attempts to increase revenue through tourism but many potential tourists find the lack of amenities to be a hurdle. However, the State continues to promote itself and many projects have been initiated.

The tourism ministry continues to maintain or upgrade its tourist lodges throughout the State. Foreign tourists are required to obtain an 'inner line permit' under the special permit before visiting. The permit can be obtained from Indian missions abroad for a limited number of days or direct from Mizoram Government authorities within India.

The Department of Tourism, Government of Mizoram was bifurcated from the Department of Information and Public Relations only in 1987. Its main function has been development of tourism and its allied activities and building basic infrastructure for Tourists. The Department has a Directorate but no District office in the State. Since its inception, it has been concentrating in building tourist infrastructure for accommodation as well as recreation facilities. It has developed a number of Tourist Lodges, Highway Restaurants and Picnic spots all over the State through financial assistance from the Ministry of Tourism, Government of India.

The Department's main thrust area has been the construction of basic accommodation for Tourists visiting the State and development of recreational facilities for tourists. In addition to this, the department has been running the various Tourist Lodges and Highway restaurants in the State, meeting the demands of accommodational needs of the Government as well as the general public and the Tourists visiting the State. The Department has now completed 42 Tourist Lodges and Highway Restaurants, which are being managed by the Department.

In spite of limited Officers and Ministerial staff as well as operational staff for manning these various Tourist Lodges and Highway Restaurants, the Department has within a short period of time, achieved a commendable record. The Department with its limited allocation of funds has performed to the best of its ability in promoting Tourism. It however receives funds from the government for the development of infrastructure. It grants assistance for construction of the following:

- 1) Tourist Destination
- 2) Tourist Circuit
- 3) Rural Tourism
- 4) Heliport
- 5) Fair and Festival
- 6) Information Technology
- 7) Institute of Hotel Management
- 8) Aerosport

The Department has been running and managing the various Tourist Lodges and Highway Restaurants in the State. These facilities have been manned and managed by trained professionals from the field of Hotel Management from various Catering Colleges in India. In addition to providing employment to hotel professionals, it has also managed to provide employment opportunities to locals who have an inclination for hotel jobs and are also tourist friendly. The department has developed various tourist Lodges, Highway Restaurants and Picnic Spots in and around Mizoram. The Government of India has financed 74 schemes under different categories.

The Department has in its 23 years of existence achieved a lot, given the time and resources available. It has developed a substantial number of facilities for tourists. As far as infrastructure is concerned it has constructed 42 units, which are functioning. It has a number of projects that are at various stages of completion.

Some important tourist Places:

- ◆ Aizawl
- ◆ Hmuifang Tlang
- ◆ Reiek Tlang
- ◆ Palak Dil
- ◆ Tam Dil
- ◆ Champhai
- ◆ Murlen National Park
- ◆ Thenzawl
- ◆ Lunglei

19) **Nagaland** - Nagaland, the 16th State of the Indian Union, was established on December 1, 1963. It is divided into eleven districts: Kohima, Phek, Mokokchung, Wokha, Zunheboto, Tuensang, Mon, Dimapur, Kiphire, Longleng and Peren. It is a largely mountainous State. Agriculture is the most important economic activity in Nagaland. Principal crops include rice, corn, millets, pulses, tobacco, oilseeds, sugarcane, potatoes and fibres. Other significant economic activity includes forestry, tourism, insurance, real estate, and miscellaneous cottage industries.

Nagaland is rich in flora and fauna. About one-sixth of Nagaland is under the cover of tropical and sub-tropical evergreen forests – including palms, bamboo, and rattan as well as timber and mahogany forests. While some forest areas have been cleared for jhum cultivation, many scrub forests, high grass, reeds; secondary dogs, pangolins, porcupines, elephants, leopards, bears, many species of monkeys, sambar, harts, oxen and buffaloes thrive across the State's forests. The Great Indian Hornbill is one of the most famous birds found in the State. Blyth's Tragopan, a vulnerable species of pheasant, is also found in the State and is the State Bird of Nagaland. It is sighted

in Mount Japfü and Dzükou valley of Kohima district, Satoi range in Zunheboto district and Pfütsero in Phek district. Of the mere 2500 tragopans sighted in the world, Dzükou valley is the natural habitat of more than 1,000. Mithun (a semi domesticated Gaur) found only in the North Eastern States of India, is the State animal of Nagaland and has been adopted as the official seal of the Government of Nagaland. It is the ritually most valued species in the State.

The sixteen main tribes of Nagaland are Angami, Ao, Chakhesang, Chang, Dimasa Kachari, Khiamniungan, Konyak, Lotha, Phom, Pochury, Rengma, Sangtam, Sumi, Yimchunger, Kuki and Zeliang. The Konyaks, Angamis, Aos, Lothas, and Sumis are the largest Naga tribes; there are several smaller tribes as well. Tribe and clan traditions and loyalties play an important part in the life of Nagas. Weaving is a traditional art handed down through generations in Nagaland. Each of the tribe has its own unique designs and colours, producing shawls, shoulder bags, decorative spears, table mats, wood carvings and bamboo works. Among many tribes the design of the shawl denotes the social status of the wearer. Some of the more known shawls include Tsungkotepsu and Rongsu of the Ao tribe; Sutam, Ethasu, Longpensu of the Lothas; Supong of the Sangtams, Rongkhim and Tsungrem Khim of the Yimchungers; the Angami Lohe shawls with thick embroidered animal motifs etc.

Folk songs and dances are essential ingredients of the traditional Naga culture. The oral tradition is kept alive through the media of folk tales and songs. Naga folks songs are both romantic and historical, with songs narrating entire stories of famous ancestors and incidents. There are also seasonal songs which describe various activities done in a particular agricultural season. Tribal dances of the Nagas give an insight into the inborn Naga reticence of the people. War dances and other dances belonging to distinctive Naga tribes are a major art form in Nagaland.

The tribes of Nagaland celebrate their festivals with gusto and fervor. More than 60 per cent of the population of Nagaland depends on agriculture and therefore most of their festivals revolve around agriculture. They consider their festivals sacred and so participation in these festivals is compulsory. Nagaland is known as the land of festivals as each tribe celebrates its own festival with dedication and passion. Some of the important festivals celebrated are: Tsukhenyie by the Chakhesangs in January, Mimkut by the Kukis in January, Bushu by the Kacharis in January, Sekrenyi by the Angamis in February, Aoling by the Konyaks in April, Moatsü by the Aos in May, Tuluni by the Sumis in July, Nyaknylum by the Changs in July, Mongmong by the Sangtams in September, Tokhu Emong by the Lothas in November and Yemshe by the Pochuris in October.

Promotion of Tourism in Nagaland: The Department of Tourism, Government of Nagaland is responsible for promotion of tourism in the State. As per the directions of the government of Nagaland, domestic tourists should obtain Inner Line Permit before entering the State. Foreign tourists as of January 1, 2011 no longer require a Restricted Area Permit (RAP) / Protected Area Permit (PAP) to enter Nagaland. The new rules only require foreigners to register themselves at the local Foreigners

Registration Officer (FRO) of the district they visit within 24 hours of their arrival. However, the citizens of Pakistan, Bangladesh and China still need to apply for PAP/RAP.

In Nagaland, a wide range of hotels, Government lodges, resorts and Government approved guest houses are available. Nagaland Tourism Department provides a clean and affordable place for tourists (foreigners and domestic) and an opportunity for them to stay with Naga families to experience Naga customs and traditions and relish authentic Naga cuisine during their visit.

Hornbill Festival was launched by the Government of Nagaland in December 2000 to encourage inter-tribal interaction and to promote cultural heritage of the State. Organised by the State Tourism and Art and Culture Departments, Hornbill Festival showcases a mélange of cultural displays under one roof. This festival takes place between the 1st and the 7th of December every year.

The week long Hornbill Festival is held at Naga Heritage Village, Kisama which is about 12 km from Kohima. All the tribes of Nagaland take part in this festival. The aim of the festival is to revive and protect the rich culture of Nagaland and display its extravaganza and traditions.

The festival is named after the Hornbill, the globally respected bird and which is displayed in folklore in most of the State's tribes. The week long festival unites one and all in Nagaland and people enjoy the colourful performances, crafts, sports, food fairs, games and ceremonies. Traditional arts which include paintings, wood carvings and sculptures are also on display. Festival highlights include Traditional Naga Morungs Exhibition and sale of Arts and Crafts, Food Stalls, Herbal Medicine Stalls, Flower shows and sales, Cultural Medley - songs and dances, Fashion shows, Beauty Contest, Traditional Archery, Naga Wrestling, Indigenous Games and Musical concerts. Additional attractions include Konyak Fire Eating demonstration, Pork Fat eating competitions, Literature fest, Hornbill Global Film Fest, Hornbill Ball, Choral Panorama, North East India Drum Ensemble, Naga King Chilli eating competition, Hornbill National Rock Contest, Hornbill International Motor Rally and WW- II Vintage Car Rally.

Some important tourist Places:

Dimapur : Ruins of the Medeival kachari Kingdom, Diezephe Craft Village, rangapahar Reserve Forest, Handloom and Handicrafts Emporium, North East Zone Cultural Center.

Kohima : World War-II Cemetery, State Museum, Catholic Cathedral, Sales Emporium for souvenirs and ethnic crafts, Gurtel shop, Belho Weavers, Naga heritage Complex at Kisama - Kohima, Heritage Museum and Crafts Center at Khonoma, Trekking and Camping in Dzukou Valley, The Heritage DC's Bungalow.

Mokokchung : Longkhum Village, Mopongchuket Village, Impur - First Christian Mission Center, AKM Monument, Ungma Village, Chuchuyimlang Village, Langpanglong

Village, Molung Village, Fusen Kei and Mongzu ki caves, Longritzu Lenden Valley and Tangkum Marok Spring.

Longleng : Off Road Driving Adventurers Paradise

Mon : The Village Markets, Naganimora Village, Longwa Village, Chui Village, Langmei Village, Stone Monoliths and Local Museum at Shangnyu Village, Veda Peak and Waterfall.

Peren : Benreu Village, Mt. Pauna Tourist Village, Mount pauna and the Stone Carvings / Monoliths around it.

Phek : Pfutsero Town and Village in its peripheries, Khezakenoma Village, Ruzhazho Village, Thetsumi Village, Poruba Village, Zhavame Village, Weziho Village, Yurba Village, Suthazu Village, Chizami Village, Chakhesang Cultural Research Institute, Glory Peak, Dzudu lake and Zanibu peak (trekkers) and Shilloi Lake.

Tuensang : The Villages of Changsangmonko and Chilise, the Stones of Tsongliyangti, Chungliyangti and Tsadang.

Kiphire : The Villages caves, Stones and geysers of Mimi and Salumi, Sukhayap Cliff, Wawade Waterfall, Yimgphi Village, Stone Monolith of Siphi, Mihki, the River of Salt, Fakim Wildlife Sanctuary.

Wokha : Mount Tiyi, Totsu Cliff, Doyang River, Lagoons and Valley.

Zunheboto : Aizuto Village, Lake Aizuto, Aizuto Forest, Ghosu Bird Sanctuary, Satoi range with Pristine Wilderness, Sumi Naga Villages.

- 20) **Odisha** - Odisha proclaims a glorious historical and cultural lineage spanning 2000 years. The history and culture of Odisha is in many ways distinct from those of the northern Indian States and many generalisations that are made about Indian history do not hold good for the Odia region. Several Kingdoms, namely, Kalinga, Utkal, Udra/Odra, Kosala, Tosali and Kangoda had flourished in the region currently known as "Odisha". Odisha pronounced "ODISA", comes from the Sanskrit "ODRA DESHA" or "ODRA VISHAY". After changing hands from the Marathas, the Mughals and the British, up to 1912 it was a part of Bengal and till 1936 a part of Bihar. The State was officially born on 1st April, 1936. In 1950 it became an independent State incorporated into the union republic of India and continues to remain so.

Odisha is divided into 5 major areas:

- ◆ The Coastal Plains
- ◆ The River Valleys
- ◆ The Rolling Uplands
- ◆ The Plateaus
- ◆ The Hills and Mountains

Ancient Odisha was a confluence of myriad racial streams. History tells us that the original inhabitants of the land belonged to the Sabara tribe which had a distinct civilisation of its own. When the Aryans entered Odisha from the north-east, there was conflict between the two civilisations at the initial stage but in course of time by mutual give and take, there was a cultural amalgamation.

Odisha has a large concentration of Tribal population (62 Tribes) who mostly inhabit the jungle and hilly region with wide distribution in Koraput, Phulbani, Kalahandi, Ganjam, Keonjhar, Dhenkanal and Mayurbhanj area. The Socio-cultural life of Odisha has been greatly shaped and influenced by the long continuing tribal traditions. They enjoy their lives through dance and music. Tribal villages often vibrate with drum beats and the hills echo with resonance of music. The waterfalls, springs, hills and forests come to life with the rhythmic musical moods almost everyday. Each tribe has its rich patterns of music and dance which are variegated, specialised and artistic. This form of performing art has inspired the innovation of colourful costumes, varieties of musical instruments and excellent carvings and paintings in their houses.

Out of 62 tribes of Odisha most important tribal groups are Santal, Juang, Saora, Bonda (Bondo), Kondh, Paraja and Koya. The tribal people express their cultural identity and distinctiveness in their social organisation, language, rituals and festivals and also in their dress, ornament, art and craft. They have retained their own way of managing internal affairs of the village mainly through two institutions namely, the village council and the youth dormitory. The dormitory is the core of tribal culture and it reinforces the age-old traditions. In Odisha this institution occurs among many tribal communities in some form or other. The Juangs call it Majang and Darbar, the Kondhs call it Dindaghar, the Bhuyans call it Dhangarabasa and among the Bondos it goes by the name Ingersin. Of all the tribes the dormitory system is well organised among the Juang. Conspicuous in the village, the Mandaghar is the largest hut. It has a wall on three sides and is open in front. The wooden parts and side walls are carried with decorative symbols depicting animals. The boys hang their changu, a flat tambourine like drum which is used at the time of dancing. In front of the Mandaghar is the small open space where dance takes place almost every night after the day's work is over. The dormitory is, so to say, a school of dancing and expression of the communal art of the people. The elders of the village assemble at the dormitory house every day for every important event in their corporate life. Here they discuss matters concerning the welfare of the village, fix date and time for celebration of the village festivals, etc. In these respects the dormitory may be considered as the center of social, economic and religious life of the village.

Odisha is blessed with around 482 kilometers of coastline and has some of the most beautiful beaches in the world. The coastline is dotted with some virgin beaches like Chandipur, Konark, Puri, Gopalpur, etc. The Coastal Plains include:

- ◆ Northern Coast comprising the Subarnarekha and Budhabalanga plains
- ◆ Middle Coast comprising deltas of the Salandi, Baitarani, Brahmani and Mahanadi

- ◆ Southern Coast comprising the Rusikulya plains.



Figure 29: Tourism map of Odisha

Promotion of Tourism in Odisha: Tourism in Odisha is a major industry that has shown phenomenal growth in the past few years. Odisha Tourism department has recognised the importance of tourism promotion in economic growth, and has accordingly, undertaken several measures. These include development of infrastructure, and preservation and restoration of historical monuments, promotion of various tourist spots, and development of entertainment leisure centers in the form of amusement Parks, theme Parks, multiplexes; water sports complexes; golf courses, bowling alleys and other sports related facilities. Odisha Tourism Development Corporation has taken up the herculean task of tourism promotion in the State.

The new colourful logo of Odisha Tourism Development Corporation positions Odisha as a vibrant tourist destination which is scenic, sublime and serene. It promotes Odisha as 'The Soul of Incredible India'. Various Fairs and festivals such as 'Ekamra Utsav' at Bhubaneswar, 'Sreekhetra Utsav' at Puri, and 'Konark Festival' at Konark are organised by Odisha tourism to exhibit tourism and cultural potential of the State. The unique International Sand Art Festival at the Chandrabhaga Beach, Konark attracts many participants and visitors from worldwide.

Odisha Tourism is also participating in many leading tourism fairs and marts shows like 'Leisure Moscow' at Moscow, 'Buddhist festival' at Bangkok, 'PATA convention' at Kuala Lumpur, 'WTM' at London, and 'IATO' at Kochi, 'TTF' at Kolkata. In order to

provide complete information about Odisha, Odisha Tourism has opened up tourist information centers at various important cities in India. Tourists can buy Odisha tourism publications like brochures, maps, destination folders and Odisha tourism guide from these centers. The colourful and comprehensive website of Odisha tourism highlights a wide range of tourism products of the State and displays beautiful snapshots of temples, festivals, tourist destinations of Odisha.

Indian Railways, in association with the Odisha Tourism Development Corporation has recently included Odisha in 'Buddhist Tourism Circuit' itinerary. The Mahaparinirvan Express, that has various destinations in Bihar in its Buddhist itinerary, recently included Odisha as well in its Buddhist destination's list. The first trial run of the train that had additional Buddhist destinations in Odisha (apart from the ones in Bihar) along with Konark and Puri, as a part of its itinerary was on 20th December 2012.

The train starts from Delhi and the IRCTC Buddhist package is known as Supreme Sojourn, which is a 8 nights/9 days. The original package with a journey of 7 nights/ 8 days excluding Odisha with destinations only in Bihar is also operational simultaneously. The second scheduled run of the train with a new itinerary was on 20th January 2013.

The destinations in Odisha that have made it as a part of the train's itinerary are Dhauligiri, Lalitgiri, Ratnagiri etc. The train also has its usual halts at Bodhgaya, Sarnath, Nalanda, Rajgiri, Kushinagar and Lumbini, all parts of Bihar, on both the runs.

A Road Show was organised in Thailand, Korea and Japan during September and October of 2012, jointly by IRCTC and OTDC for the launch of the new itinerary of the Mahaparinirvan Express. The move was targeted at attracting more tourists to the Buddhist Train. The existing rates of the trains AC 1, AC 2 and AC 3 coaches are \$ 160, \$ 130 and \$ 110 respectively.

Some important tourist Places:

Natural scenery such as Chilka Lake, Asia's largest brackish water lake is an important destination. There is an important bird sanctuary for millions of birds, and is also noted for its population of Irrawaddy Dolphin (*Orcaella brevirostris*), the only known population of Irrawaddy dolphins in India. It is one of only two lagoons in the world that are home to this species.

Dolphin tourism provides an important alternative source of income for many local residents. There are four tourist associations in Satapada employing three hundred and sixty 9-HP long-tail motor boats taking tourists to a 25 km² area of the lake for dolphin watching. About 500 fishing families are involved in this business. The Dolphin Motorboat Association has 75 8-passenger motorboats for dolphin watching. Besides the Association, the Odisha Tourism Department organises "dolphin-watch" for tourists.

Notable locations within the lake are Ramba Bay at the southern end of the lake with the group of islands including: The Becon Island, The Breakfast Island and Honeymoon Island.

Other places include:

- ◆ Somolo and Dumkudi islands, located in the Central and Southern sectors of the lake, in the backdrop of scenic Khalikote hill range, are inundated remnants of the Eastern Ghats with rich flora and fauna and also known for sighting of Irrawaddy Dolphins.
- ◆ Birds' island, located in the southern sector of the lake has huge exposed hanging rocks, are painted white due to folic acid of the droppings of the birds and is known for rich algal communities and few mangrove species and also migratory birds in winter.
- ◆ Parikud is a group of composite islands in the Garh Krishnaprasad Block for nature lovers and provides an avian spectacle during winter season.
- ◆ Kalijai Temple located on an island is considered to be the abode of the Goddess Kalijai.
- ◆ Satapada village, at the new mouth of the lake, provides a beautiful view of the Lake and also views of the Dolphins. Hundreds of boats here provide tours of the lake for tourists.
- ◆ Barunkuda, a small island situated near Magarmukh, mouth of the lake, has a temple of Lord Varuna.
- ◆ Nabagraha is an ancient deity located along the outer channel.
- ◆ Chourbar Shiva Temple is located near Alupatna village, along the outer channel.

Major beaches in Odisha include Gopalpur, Puri, Chandipur and Chandrabhaga and the waterfalls of Barehipani and Joranda, Badaghagra, Sanaghagra and Khandadhar are common attractions. The hot springs at Atri, Deulajhari, Taptapani and Tarabalo also attract tourists.

The State has rich flora and fauna inhabited by lush green forest and is home to the Royal Bengal Tiger. Ecotourism is important in Odisha and notable wildlife sanctuaries include Bhitarkanika, Chandaka, Chilika, Simlipal, Tikarpada, Gahirmatha and Nandan Kanan. Locations which attract tourists because of their natural scenery include Darjeeng, Daringbadi, Barunei, Dhamra, Chandbali, Tensa, Narayani and Saptasajya.

Odisha's history dates back to 2000 BC and the State features many ancient monuments ranging from the ruins of Sisupalgarh, Lingaraj Temple and Jagannath Temple, to the World Heritage Site of the Konark Sun Temple. There is also the carved Mukteswar Temple and other such temples, the 64 Yogini Shrine and Rajarani. A number of these sites in Odisha have been subject to important archaeological finds, especially at Ratnagiri, Lalitgiri and Udayagiri which attracts tourists. Buddhist

sites are also visited in Odisha, such as the Buddhist monuments of Dhauli, Lalitgiri, Ratnagiri and Udaygiri.

21) Punjab - Punjab, located in the north west of India, is one of the smallest and the most prosperous States of India. The five rivers Sutlej, Beas, Ravi, Chenab and Jhelum gave it its name 'punj-ab' or the 'land of five waters'. These five rivers divide the State into three regions: Majha, Doaba and Malwa. Punjab is certainly a primarily agricultural State and enjoys the natural benefits of fertile soils and abundant waters.

As a civilisation, it is one of the most ancient in the world with a distinguished culture. The main language is Punjabi.

A land of ethnic and religious diversity, it is the birthplace of a number of religious movements. Some of the prominent ones include Sikhism, Buddhism and many Sufi schools of Islam.

Punjab flourished significantly during the reign of the great Mogul emperor, Babar, whose empire stretched from Delhi in the east to Kabul and Ghazni in the west. The prosperity continued under Maharaja Ranjit Singh's (1780-1838 AD) rule. But it saw a major downfall in 1947, when the partition of the nation shrunk the boundaries of Indian Punjab resulting in a great loss of land and resources. At present, the present State is just a fourth of its original area.

Post-independence, Punjab has made considerable economic progress despite the setback it suffered in 1947. It contributes nearly two thirds to the total production of food grains and a third of milk production in the country. It is the leading producer of wheat at a total production of 2 million tonnes per annum. The initiative of Green revolution (a major agricultural initiative) has been keenly taken forward by the people of Punjab. Even though Punjabis account for less than 2.5 per cent of the Indian population, they are one of the most prosperous races in India. Their per capita income is twice the national average.

Enriched with a distinct blend of rural and urban flavours, Punjab has a lot to offer to a tourist eye. It has a unique religious legacy with a host of Gurudwaras, the largest and the most prominent being The Golden Temple at Amritsar. Every year, thousands of tourists from around the world visit this holy shrine. The dome of the temple covered with pure gold presents a fascinating sight as its reflection falls in the holy waters of the sarovar. Other gurudwaras worth visiting are Sri Anandpur Sahib (the birthplace of Khalsa), Damdama Sahib and Goindwal Sahib.

Jallianwala Bagh of Amritsar is another historical spot where a number of people jumped into a well to escape the firing of a British General. The place reminds one of the horrors of the British rule and Punjab's sacrifice to the struggle for freedom of India.

Then there is the Summer Palace of Maharaja Ranjit Singh which has now been converted into a museum. It preserves the weapons dating back to the Mogul times and portraits of the ruling dynasties of Punjab.

The best times to visit Punjab are the autumn and the spring seasons. The natural landscape looks breathtaking with lush mustard fields. The rustic charm of the place and celebratory spirit of the Punjabis are sure to make for a memorable travel experience.

Promotion of Tourism in Punjab: Punjab Tourism Development Corporation (PTDC) is responsible for promotion and development of tourism in Punjab. The Punjab Heritage and Tourism Promotion Board was set up vide Government of Punjab Notification No.12/108/ 2002-3TC/1490 dated 14-8-2002 and was subsequently registered as a Public Charitable Trust on 5-12-2002 through a Deed of Declaration. After having observed the working of the Board during the last five years the Government is of the view that certain amendments need to be made in the composition of the various organs of the Board and in the powers and functions assigned to them. It is also felt that the working of the Board needs to be regulated by framing By-laws. These By-laws are called the Punjab Heritage and Tourism Promotion Board By-laws, 2008.

Punjab has been divided into 18 districts namely:

- | | |
|-------------------|--------------|
| ◆ Amritsar | ◆ Kapurthala |
| ◆ Bathinda | ◆ Ludhiana |
| ◆ Chandigarh | ◆ Moga |
| ◆ Faridkot | ◆ Muktsar |
| ◆ Fatehgarh Sahib | ◆ Rupnagar |
| ◆ Ferozpur | ◆ Sangrur |
| ◆ Gurdaspur | ◆ Sirhind |
| ◆ Hoshiarpur | ◆ Patiala |
| ◆ Jalandhar | ◆ Phagwara |

Punjab has come up with the ‘Punjab Tourism Development Master Plan, 2008-23’: UNWTO and the State Government of Punjab in India have decided to further strengthen their technical cooperation through the provision of further technical assistance to the State for the development and promotion of the tourism sector. The ongoing collaboration between UNWTO and the State Government has been further extended till the end of 2012. An agreement to this effect was signed on 26 September 2011.

In 2008, UNWTO formulated a Tourism Development Master Plan for the State for the period encompassing 2008-2023. The Master Plan recognised the potential of Punjab to become a competitive tourism destination based on its rich cultural, religious and natural heritage. The Master Plan provided suitable recommendations on improved tourism organisation and governance including tourism statistics and market research; development of a promotional brand, development of tourism circuits and a sound, effective and targeted marketing strategy; greater access and infrastructure particularly with regard to air and road transportation; enhanced

environmental conservation; tourism training and skills upgrading to provide quality tourism services; more diverse product development in terms of type and range of accommodation, development of heritage attractions and other forms of specialised tourism such as farm tourism, golf, and medical tourism; and, improved planning legislation so as to integrate tourism fully into the urban planning system and more attractive investment incentives. In addition, the Master Plan identified four demonstration pilot areas and prepared development plans for them. The Master Plan included a detailed Action plan identifying activities to be undertaken, in order of priority, as well as determination of the lead Government agencies responsible for their execution. The Master Plan also provided recommendations for an Implementation Strategy which included the creation of an Implementation Committee which would oversee the overall implementation of the Master Plan as well as other related Advisory Committees which would be responsible for executing specific activities.

In 2009, the State Government embarked upon the implementation of the Master Plan recommendations and continued to avail of (UNWTO) technical assistance particularly in the disciplines of tourism organisation and capacity building, marketing and promotion, planning and development of pilot project demonstration sites, development of a system of tourism statistics and tourism awareness raising. As a result of technical assistance from UNWTO, the following major objectives were achieved: final draft proposal for establishment of tourism authority and expanded PHTPB have been prepared; tourism statistics and research cell has been established and qualified personnel deployed; capacity building of stakeholders particularly tourism service providers like tourist guide, nature guide and hospitality sector has been initiated; and, detailed terms of reference for demonstration projects finalised.

Building on the significant progress achieved, momentum gained and interest raised amongst all stakeholders, both public and private, it has been decided to embark on a new phase of the implementation of the Master Plan focusing more on the development of rural tourism while continuing to avail of UNWTO technical expert in the field of tourism awareness, capacity building, marketing and promotion as well as in the further development of a scientific system of tourism statistics and research. It is expected that through this extended phase of the project, the State Government of Punjab will create better awareness of the tourism sector, acquire skilled capacities for planning, development and marketing of specific niche products such as rural tourism, and create opportunities for rural development and improved livelihoods for local communities. At the same time, the State Government will develop a sound system of tourism statistics which will provide valuable data and information for planning, development and marketing and promotion.

Tourist Attractions in Punjab:

- ◆ Golden Temple
- ◆ Wagah Border
- ◆ Quila Mubarak
- ◆ Gurudwara Bhabour Sahib Purana Quila
- ◆ Asafwala War Memorial
- ◆ Bhakra Nangal Dam

- ◆ Jallianwalah Bagh
- ◆ Art Gallery at Sheesh Mahal
- ◆ Sukhna Lake
- ◆ Hussaini Wala Border in Ferozpur
- ◆ Mehdianna Sahib Gurudwara and Shahpur Kandi Fort

The important travel destinations in Punjab are:

- ◆ Chandigarh
- ◆ Amritsar
- ◆ Ludhiana
- ◆ Jalandhar
- ◆ Roopnagar
- ◆ Hoshiarpur
- ◆ Kapurthala
- ◆ Faridkot
- ◆ Bhatinda
- ◆ Moga
- ◆ Sangrur
- ◆ Sirhand
- ◆ Gurdaspur
- ◆ Patiala
- ◆ Muktsar

22) **Rajasthan** - Known as “The land of kings”, it is the largest State of India by area. It is located in the northwest of India, it comprises most of the area of the large, inhospitable Thar Desert, also known as the Great Indian Desert, which parallels the Sutlej-Indus river valley along its border with Pakistan. The State is bordered by Pakistan to the west, Gujarat to the southwest, Madhya Pradesh to the southeast, Uttar Pradesh and Haryana to the northeast and Punjab to the north. Rajasthan covers 10.4 per cent of India, an area of 342,239 square kilometers (132,139 sq mi).

Jaipur is the capital and the largest city of the State. Geographical features include the Thar Desert along north-western Rajasthan and the termination of the Ghaggar River near the archaeological ruins at Kalibanga of the Indus Valley Civilisation, which are the oldest in the Indian subcontinent discovered so far.

One of the world’s oldest mountain ranges, the Aravalli Range, cradles the only hill station of Rajasthan, Mount Abu, famous for Dilwara Temples, a sacred pilgrimage for Jains. Eastern Rajasthan has the world famous Keoladeo National Park near Bharatpur, a World Heritage Site known for its bird life. It also has two national tiger reserves, Ranthambore and Sariska Tiger Reserve, and a famous temple in Khatu, Sikar district, dedicated to Khatu Shyam Ji. Rajasthan was formed on 30 March 1949, when the region known until then as Rajputana, consisting of erstwhile 18 princely States, two chiefships and the British district of Ajmer- Merwara.

Rajasthan is culturally rich and has artistic and cultural traditions which reflect the ancient Indian way of life. There is rich and varied folk culture from villages which is often depicted and is symbolic of the State. Highly cultivated classical music and dance with its own distinct style is part of the cultural tradition of Rajasthan. The music is uncomplicated and songs depict day-to-day relationships and chores, more often focused around fetching water from wells or ponds.

The Ghoomar dance from Udaipur and Kalbeliya dance of Jaisalmer have gained international recognition. Folk music is a vital part of Rajasthani culture. Kathputli, Bhopa, Chang, Teratali, Ghindr, Kachchhighori, Tejaji, etc. are the examples of the traditional Rajasthani culture. Folk songs are commonly ballads which relate heroic deeds and love stories; and religious or devotional songs known as bhajans and banis (often accompanied by musical instruments like dholak, sitar, sarangi etc.) are also sung.

Rajasthan is known for its traditional, colourful art. The block prints, tie and dye prints, Bagru prints, Sanganer prints, and Zari embroidery are major export products from Rajasthan. Handicraft items like wooden furniture and crafts, carpets and blue pottery are commonly found here. Rajasthan is a shoppers' paradise, with beautiful goods at low prices. Reflecting the colourful culture, Rajasthani clothes have a lot of mirror-work and embroidery. A Rajasthani traditional dress for females comprises an ankle-length skirt and a short top, also known as a lehenga or a chaniya choli. A piece of cloth is used to cover the head, both for protection from heat and maintenance of modesty. Rajasthani dresses are usually designed in bright colours like blue, yellow and orange.

Rajasthan attracted 14 per cent of total foreign visitors during 2009-2010 which is the fourth highest among Indian States. It is fourth also in Domestic tourist visitors. Endowed with natural beauty and a great history, tourism is a flourishing industry in Rajasthan. The palaces of Jaipur and Ajmer-Pushkar, the lakes of Udaipur, the desert forts of Jodhpur, Taragarh Fort (Star Fort) in Bundi, and Bikaner and Jaisalmer rank among the most preferred destinations in India for many tourists both Indian and foreign. Tourism accounts for eight percent of the State's domestic product. Many old and neglected palaces and forts have been converted into heritage hotels. Tourism has increased employment in the hospitality sector.

Promotion of Tourism in Rajasthan: Rajasthan Tourism Development Corporation Ltd. (RTDC) is a company registered under Companies Act, 1956 with its head quarter at Jaipur. This company is fully owned by Government of Rajasthan. RTDC MOTTO is:

R - Respect

T - Trustworthiness

D - Dedication

C - Care

RTDC acts as a catalyst to establish, develop and execute projects and schemes that accelerate tourism in the State. Managing numerous restaurants, cafeterias, motels and bars. To enhance the experience of the tourist's, the Corporation also organises package tours, fairs, festivals, and entertainment, shopping and transport services. RTDC through its well established marketing network in India and Abroad plays a vital role in promoting the tourism in impact services markets at domestic and International level.

RTDC collaborated with Indian Railways to give travellers a royal experience aboard Palace on Wheels. The train is rated as one of the ten most luxurious trains. Today, one can enjoy an experience delivered with flair and originality for its sheer luxury and dining experience. In 2009 it launched another luxury train- Royal Rajasthan on Wheels.

RTDC also has successful history of public private partnership (PPP) in Jal Mahal Tourism Project with 100 acres of land at the threshold of Jaipur City in which a multi component tourism product having hotels, convention center for above 1500 people with food courts, craft bazaar and recreational center are in course of implementation. Yet another successful PPP is done for Tijara Fort, a Nazool Property of Government of Rajasthan.

The RTDC has convenient booking offices all over the country and it offers bookings through its wide network of agents throughout the world.

For local tourism promotion the State Government has divided Rajasthan into 33 districts and seven divisions:

- ◆ Ajmer Division: Ajmer, Bhilwara, Nagaur, Tonk.
- ◆ Bharatpur Division: Bharatpur, Dholpur, Karauli, Sawai Madhopur.
- ◆ Bikaner Division: Bikaner, Churu, Sri Ganganagar, Hanumangarh.
- ◆ Jaipur Division: Jaipur, Alwar, Jhunjhunu, Sikar, Dausa.
- ◆ Jodhpur Division: Barmer, Jaisalmer, Jalore, Jodhpur, Pali, Sirohi.
- ◆ Kota Division: Baran, Bundi, Jhalawar, Kota.
- ◆ Udaipur Division: Banswara, Chittorgarh, Pratapgarh, Dungarpur, Udaipur, Rajsamand.

Rajasthan is famous for its forts, intricately carved temples, and decorated havelis, which were built by Rajput kings in pre-Muslim era Rajasthan. Rajasthan's Jaipur Jantar Mantar, Dilwara Temples, Chittorgarh Fort, Lake Palace, miniature paintings in Bundi, and numerous city palaces and havelis are an important part of the architectural heritage of India. Jaipur, the Pink City, is noted for the ancient houses made of a type of sandstone dominated by a pink hue. In Bundi, maximum houses are painted blue. At Ajmer, the white marble Bara- dari on the Anasagar lake is exquisite. Jain Temples dot Rajasthan from north to south and east to west. Dilwara Temples of Mount Abu, Ranakpur Temple dedicated to Lord Adinath in Pali District, Jain temples in the fort complexes of Chittor, Jaisalmer and Kumbhalgarh, Lodurva Jain temples, Sarun Mata Temple kotputli, Bhandasar and Karni Mata Temple of Bikaner are some of the best examples. Pushkar Lake is a sacred lake of Hinduism, and is surrounded by 52 bathing ghats.

Some important places in Rajasthan:

- ◆ Ahore - Located 110 km away from Jodhpur. A small town famous for Holi Festival, goddess temple and Haveli by Jagirdar family of Ahore. Presently running as a hotel "Havelli Heritage".

- ◆ Ajmer - Popular for the shrine of sufi saint Khwaja Moinuddin Chishti.
- ◆ Barmer - Barmer and surrounding areas offer a perfect picture of typical Rajasthani villages.
- ◆ Bikaner - Famous for its havelis, palaces and temples.
- ◆ Bundi - Popular for its forts, palaces and stepwell reservoirs known as baoris.
- ◆ Jaipur - Known as the pink city of India and the capital of Rajasthan, famous for palaces and temples.
- ◆ Jaisalmer - Famous for its golden fortress, havelis and some of the oldest Jain Temples and libraries.
- ◆ Jodhpur - Fortress-city at the edge of the Thar Desert, famous for its blue homes and architecture.
- ◆ Mount Abu - Popular hill station, famous for 11th century Dilwara Jain Temples and natural beauty. Highest peak in the Aravalli Range of Rajasthan, Guru Shikhar is just 15 km from the main town.
- ◆ Nathdwara - This town near Udaipur hosts the famous temple of Shrinathji.
- ◆ Pushkar - It has the first and one of the very few Brahma temples in the world.
- ◆ Ranakpur - Large Jain Temple complex with near 1444 pillars and exquisite marble carvings.
- ◆ Ranthambore - Situated near Sawai Madhopur, this town has one of the largest and most famous national parks in India.
- ◆ Shekhawati - Located are small towns such as Mandawa and Ramgarh with frescoed havelis between 100 years to 300 years old, and Vedic period Dhosi Hill.
- ◆ Udaipur - Known as the “Venice of India”.

23) **Sikkim** - Sikkim is promoted as not only the most beautiful place in the world but cleanest and safest too. If once the charms of the State were limited to mists, mountains and colourful butterflies, they are now complemented by tangible development and progress. With its unique culture and natural landscape, Sikkim is a picture of perfection and pristine purity.

Nestled in the Himalayas and endowed with exceptional natural resources, Sikkim is a hotspot of biodiversity and development. Though small in size, yet Sikkim has been identified world over as an important repository of germplasms of unknown dimensions. Though land-locked, Sikkim is one of the most beautiful and strategically important States in India.

Bounded by foreign nations on three sides, it shares its boundary with the sister State of West Bengal. Surrounded on three sides by precipitous mountain walls, Sikkim appears as a small rectangular Gem. Sikkim is like a stupendous stairway leading from the western border of the Tibetan Plateau down to the plains of West

Bengal. Sikkim, in the west is bound by the north-south spur of the Great Himalayan Range which includes the world's third highest peak, Khangchendzonga and down to its south is Singalila ridge. In the north it is bound by Dongkia range and also partly includes the Tibetan Plateau. In the east it is bound by the Chola range. The average steepness is about 45 degrees. Sikkim is the main catchment area for the beautiful river Teesta, which has its main source from Chho Lhamo lake in the north and is further strengthened by many streams and rivers of which Tholung, Lachung, Great Rangeet and Rangpo are important drains. It also has about 180 perennial lakes, among which Khachodpalri, Gurudongmar, Chho Lhamo and Men Moi Tso are some of the most scenic.

Pang Lhabso is one of the famous festivals of Sikkim which is a thanksgiving celebration in honour of Sikkim's presiding deity, Khangchendzonga. Dancers portray the guardian deity, its supreme commander Yabdu and the God Mahakala. It is a warrior dance and the dancers are chosen for their physical strength, quick reflexes and skill swordsmanship.

Sikkim is a multi-ethnic State. Broadly, the population can be divided into Tribal and Non- Tribal groups. The people from the plain mostly involved in Trade and services represent a marginal group. As per the 2001 census of India, the total population of the State is 5,40,493, whereas in 1991 it was 4,06,457 only. Decadal population growth has gone up for 1991-01 to 32.98 per cent as in 1981-91 it was only 28.47 per cent. The overall density of population in the State is 76 per sq. km. There are three predominant tribes in Sikkim.

- ◆ **THE LEPCHAS** - It is an established fact that the earliest inhabitants of the land were the Lepchas. The Lepchas were food gathering people who claimed they came from Mayel, a legendary kingdom on the slopes of Khangchendzonga. They lived in close harmony with nature, for she gave them all they needed – the flesh of animals, fruits, medicinal herbs, honey and fibres that could be woven in fabric. They called themselves, Rong Pa literally meaning ravine folk or the Mutanchi, meaning the beloved people of the mother earth. The Lepchas have their own script and language. Agriculture is their main occupation and cardamom, cinnamon, paddy and oranges are their main crops. The Lepcha tribe is now spread in all parts of Sikkim because of network of roads, communications, education and seeking government jobs.
- ◆ **THE BHUTIAS** - The Bhutias came to Sikkim sometime in the 15th century and are mainly descendants of the early settlers from Tibet and Bhutan. They settled in higher altitude, driving the Lepchas into the forests and lower valleys. The Bhutias are sturdy and well built with a good physique and mongolian features. The Bhutia villages are big and are arranged in tiers on undulating hills. They are followers of Buddhism and the monasteries occupy predominant place and play an important role in the socio- cultural life of the Bhutias. They prefer to live in patriarchal joint family. The Bhutia families are known as the category

of village headmen and Landlords or Kazis. The Bhutias promoted Jhooming (shifting) cultivation as they possessed plenty of cultivable lands and sowed paddy, kodo (millet), maize and other cereals. The Bhutias have imbibed the Tibetan Civilisation in regard to their dresses, ornaments, religion and scripts. Their language is Sikkimese language (Bhutia language) and they follow Buddhism.

- ◆ **THE NEPALESE** - The Nepalese comprise over 70 per cent of Sikkim's population. They began to settle down in Sikkim in the last two decades of the 19th century. Their settlement in Sikkim was encouraged by the British. The Nepali community of Sikkim is a mélange of various castes and a highly stratified society, speaking their own vernacular and having a culture of their own. They are divided into the Bahuns, Chettris, Newars, Mangers, Murmis, Rais, Limbus, Tamangs, Gurungs and scheduled caste namely Kamis, Damais and Sarkis. The New Nepali settlers were invited and brought as an agrarian force and promoters of sharecrops. They introduced the terrace farming to give the landscape an unimpeachable beauty and a sensible agricultural system which suited very much the terrain of Sikkim.

Nepali language-the lingua-franca of the State is spoken by all communities in Sikkim.

Promotion of Tourism in Sikkim : Though Indians do not require any special permit to enter Sikkim, foreigners must obtain Inner Line Permit (ILP) to visit Sikkim. The permits can be obtained from all Indian missions, Tourism Office, New Delhi, Sikkim Tourism Office, Kolkata and Sikkim Tourism Office, Siliguri on the strength of an Indian visa. The 15 days duration permit is issued on the spot without any delay provided photocopies of passport and visa details along with two passport photos of the applicants are made available then and there.

For those interested in going for trekking in the interior regions of the State, the department of Tourism issues Protected Area Permit (PAP) at Gangtok which is available for certain specified areas for groups consisting of four or more foreigners subject to the conditions that the trekking programme is arranged through a Registered Travel Agency.

Some of the destinations within Sikkim come under Restricted or Protected Categories. These areas can be accessed either with special permission from Sikkim Police, or in the case of certain destinations, the Ministry of Defence, New Delhi has to issue special written permits.

Taxis and agents not affiliated to TAAS are not allowed to take tourists to Nathula. Maruti Vans are not allowed to negotiate the road to Nathula. Only jeeps, Sumos, Maruti Gypsies and Commander vehicles are allowed. Vehicles not registered in Sikkim are not allowed to take tourists on local sight seeing or distance travel across the State. Any taxi registered anywhere, however, can bring in and take out visitors to the State. None of these rules are applicable to visitors travelling in their

own private vehicles. However, moving to North District of vehicles registered out of India needs special permission. The Tourism Department is to be contacted in this regard.

Gambling is prohibited in the State so far. Bars are open till 23.00 hours only. There is no bar in drinking in private or in hotel rooms, unless specified by a particular hotel. Drinking in restaurants not designated and licensed as bars is prohibited.

Important destinations in Sikkim³³:

Directorate of Handicraft and Handloom - Instituted with the aim of promoting and keeping alive the State's traditional arts and craft, the Directorate of Handicrafts and Handloom lies a storehouse of hand woven woolen carpets with traditional motifs, blankets, shawls in Lepcha weaves and exquisitely carved 'choktse' or table and many other gift items.

Enchey Monastery - An important seat of the Nyingma order, the Enchey Monastery is built on the site blessed by Lama Druptob Karpo, a tantric master known for his power of flying. This 200-year-old Monastery has in its premises images of Gods, Goddesses and other religious objects. Every year around January 'Chaam' or religious masked dance is performed with great fanfare for two days. It is situated adjoining the Siniolhu Tourist Lodge, 3 kms from Gangtok town.

Flower Festival - Flower exhibitions are organised round the year at the Flower Show Venue near the White Hall Complex, Gangtok. Orchid shows held during the spring tourist season is one of the most popular shows organised in the State.

Nam-nam View Point (Hurhurey Dara) - Situated in the vicinity of the Sikkim Legislative Assembly, one can have a very good walk from Nam Nam View Point to Sikkim Press. The visitors can also experience the breath taking view of a dense forest of Assam Lingey Area and lush green valley. A serene area to relish.

Do-drul Chorten (Stupa) - The Do-drul Chorten or Stupa was built by the venerable Trulshi Rimpoche, head of the Nyingma order of Tibetan Buddhism, in 1945. Inside this Stupa, there are complete mandala sets of Dorjee Phurba (Bajra Kilaya), a set of kan-gyur relics (Holy Books), complete. 'Zung' (mantras) and other religious objects. Around this Chorten, which is one of the most important stupas in Sikkim, are 108 Mani Lhakor (Prayer wheels). These prayer wheels are turned by the devout Buddhist while chanting "Hail to the jewel in the Lotus", to invoke the Boddhisattva. The Chorten is surrounded by Chorten Lakhang and Guru Lhakhang, where there are two huge statues of Guru Rimpoche (Guru Padmasambhava).

Namgyal Research Institute of Tibetology (NRIT) - The most prestigious of its kind in India-this Buddhist Institute is a treasure trove of vast collection of rare Lepcha, Tibetan and Sanskrit manuscripts, Statues and rare Thangkas (Tapestries used in

³³ Based on information gathered from the website of the Information and Public Relations Department, Government of Sikkim.

Buddhist liturgy) and has over 200 Buddhist icons and other prized objects of art. Today, it is a renowned worldwide center for study of Buddhist Philosophy and religion. Visiting hour: from 10 a.m. -4 p.m. (opened throughout the week and Govt. Holidays). Ph: 222525

Sikkim Time Corporation Ltd. (SITCO) - Situated at a distance of 1.5 kms from Gangtok town is one the first industrial units set up in Sikkim. The Sikkim Time Corporation Limited (SITCO) set up in 1977, has grown from strength to strength and now has 4 units which manufacture quality mechanical watches, semi-conductor devices, attractive Digital and Analog watches and top class watch crowns. In its 23 years of existence, besides attaining the distinction of producing over 8 million HMT mechanical watches, the unit is presently involved in marketing its own brand of fashionable digital watches having functional versatility and Analog Watches with exquisite dials and various colour options. These quality watches are reasonably priced and are available in all the leading outlets of the country. Located in the beautiful campus is a showroom in the factory premises from where the watches can be bought at ex-factory cost. Visiting hours: 9 a.m. to 5 p.m. except Sundays and National Holidays.

Saramsa Garden - About 14 kms from Gangtok is the Saramsa Garden, the home of Sikkim's many exotic orchids and other rare tropical and temperate plants. Established and maintained by the Department of Forest, it is an excellent recreation and picnic spot and a leisure spot.

Rumtek Dharma Chakra Center - About 45 minutes drive from Gangtok, 24 kms away, is the Rumtek Dharma Chakra Centre, the seat of the Kagyu order, one of the 4 major Tibetan Buddhist sects. Since the late 1960s, after the arrival of His' Holiness the 16th Gyalwa Karmapa, the Center houses some of the world's most unique religious scriptures and religious art objects. Traditional in design, it is almost a replica of the original Kagyu headquarters in Tibet.

Pal Zurmang Kagyud Monastery - About 40 mins drive from Gangtok is located the above monastery. This is another Kagyud lineage monastery of 12th Zurmang Gharwang Rimpche.

Jawaharlal Nehru Botanical Garden - 24 kms away from Gangtok is the JN Botanical Garden Rumtek situated at an altitude ranging between 1800 meters to 2200 meters established in the year 1987. It comprises of virgin temperate forest of Oaks and as many as 50 different kinds of tree species.

Water Garden - Water Garden at Martam Khola is on 31-A National Highway some 16 kms South of Gangtok. It is an ideal spot for picnic with a small swimming pool for children.

Tsomgo Lake - It is literally known as the "Source Of The Lake" in Bhutia language. Just about 40 kms away from Gangtok, the capital of the State, this serene lake is

situated at an altitude of 3780 meter. The lake is about 1 km long, oval in shape, 15 meters deep and is considered sacred by the local people. This placid lake remains frozen during the winter months upto mid-May. Between May and August it is possible to see a variety of flowers in blooms, including the rhododendrons, various species of primulas, blue and yellow poppies, irises etc. It is also an ideal habitat for the Red Panda and various species of birds.

Nathula - 56 kms away from Gangtok is a Nathula Pass at an altitude of 14200 ft. bordering between India and China in the Tibetan Plateau. It is one of the highest motorable roads and richly covered by many varieties of Alpine Flora and Fauna.

Tashi View Point - Situated along the North Sikkim Highway, it is only 8 kms from Gangtok. From this point you get a breathtaking view of Mount Khangchendzonga and Mt. Siniolchu, one of the most graceful peaks in the world.

Himalayan Zoological Park - 7 kms away from Gangtok is the Himalayan Zoological Park which covers an area of 205 hectares. This area is also known as Bulbuley. There is a paved cement path that passes by fenced open air enclosure housing the Red Pandas, barking Deer, spotted deer, bears and many other animals in a semi natural habitat.

Ganesh Tok - It is situated on a ridge and is only 7 kms from Gangtok. From this spot one gets a bird's eye view of sprawling Gangtok town down below while across the hills Mt.Khangchendzonga and Mt. Siniolchu looms over the horizon. A cafeteria serves you hot tea/coffee and snacks.

Hanuman Tok - It is 11 kms away from Gangtok town, above Ganesh Tok with a Hindu Temple where the devotees come and offer prayers. Because of its locational advantage the view of the mountains along the horizon is just magnificent, especially on a clear sunny morning.

Sa-ngor-chotshog Center - It is a Tibetan refugee monastic institution established in 1961 by His Eminence Luding Khen Rimpoche, Head of Ngorpa, sub-sect of the Sakya Order, with the blessings of H.H.Sakya Trizin and H.H.the Dalai Lama. This is the only monastery of the Sakya Order of Tibetan Buddhism in Sikkim. It is located on a beautiful hill-top just 5 kms away from Gangtok town.

Fambong La Wildlife Sanctuary - Fambong La Wildlife Sanctuary is located at a distance of 25 kms from Gangtok and has an area of 51.76 sq.km. The main vegetation is Oak, Katus, Kimbu, Champa with thick bamboo forests and ferns. The Sanctuary is also home to a large number of wild orchids, rhododendrons etc. The richly forested area is known to be home for various species of wild animals and birds. This area, located close to Gangtok, is being developed as a short duration trekking trail. The best season is October and April. A Log House with two rooms is available at Golitar and Tumin. Charges are Rs. 50/- per person per night and entry fee to the Sanctuary is Rs. 5/- per head. Apart from this Sanctuary there are others like

Kyongnosla Alpine Sanctuary, Shingbha Rhododendrons Sanctuary, Menam Wildlife Sanctuary, and Khangchendzonga National Park. For permission please contact Chief Wild Life Warden (Wild Life), Forest Secretariat, Deorali, Gangtok.

Pemayangtse Monastery - Pemayangtse Monastery is one of the oldest monasteries in the State, originally established by Lhatsun Chempo, one of the reverend Lamas to have performed the consecration ceremony of the first Chogyal (Religious Monarch) of Sikkim. This ancient Monastery belongs to the Nyingmapa sect of Tibetan Buddhism and has been considered as one of the premier monasteries in the State, having been entrusted with the task to perform all religious functions of the erstwhile Monarch. Originally, it was established as a high class monastery for “Pure Monks” (Ta-SaRg). Inside the Monastery there is a wooden structure depicting the Matha Guru’s heavenly palace (Sang-tok-palri), which is considered a masterpiece created by Late Dungzin Rimpoche. The Monastery, located on a hill top at an altitude of 6840 ft. commands a magnificent panoramic view of the Himalayan ranges and the surrounding hills and countryside. A well-furnished Tourist Lodge is located just across the Monastery on a smaller hill top. For booking, please contact Deputy Director, Hotel Mt. Pandim, P.O. Pelling, Pemayangtse, West Sikkim. Tel. No. 03595/250756

Rabdentse Ruins - This was the second capital of the erstwhile Kingdom of Sikkim after Yuksom and till the year 1814 A.D., the King of Sikkim had ruled the State from this place. Today, the ruins lie hidden from the main road at a walking distance from the Tourist Lodge and the Pemayangtse Monastery. It can be approached by following a footpath which branches off from the main road just below the pemayangtse monastery. The scenic view from the top of the ruins scanning across the deep valley to the mystic heights of Kanchendzonga ranges is something to be cherished and etched in memory.

Pelling - Pelling is fast growing to be an urban settlement due to tourist influx. Situated at an altitude of 6,800 ft, it offers a good view of the entire mountain ranges and due to this locational advantage, many hotels and lodges have mushroomed in and around Pelling offering various categories of accommodation facilities. There is a bus service which links Pelling to the West District Headquarter town of Gyalshing, situated at a distance of 10 kms from Pelling.

Sangacholing Monastery - This Monastery is situated on a ridge above Pelling and the famous Pemayangtse Monastery. Built in 1697 A.D., it is considered to be one of the oldest monasteries in the State. In order to reach this Monastery one has to be prepared to spend at least 40 minutes walking up the steep hilly slope which leads through rich forest covers.

Singshore Bridge/Uttarey the Highest Bridge in Sikkim about 25 kms from Pemayangtse. About 20 Minutes Drive is Uttarey, a base camp of Adv. Tourism for Singalila Range Trail.

Khangchendzonga Water-fall About an Hour Drive From Pelling is Khangchendzonga Water Fall.

Khacheodpalri Lake - Khacheodpalri, the Wishing Lake is considered as one of the sacred lakes of this State both by the Buddhist and the Hindus. The lake remains hidden in the rich forest cover. It is believed that birds do not permit even a single leaf to float on the lake surface. There is a motorable road from Pemayangtse right up to the lake area. For those interested in spending a night or two in the peaceful environment a trekkers' hut has been provided by the Tourism Department. The hut is presently managed by a local person and provides comfortable stay providing a taste of local cuisine which may include 'Chang' - brew made of fermented millet. There is also a pilgrim's hut, managed by the Tourism Department, which is meant to provide accommodations to the people who come on pilgrimage tours.

Yuksam - This was the first Capital of Sikkim, where according to the historical records, the first Chogyal of the kingdom of Sikkim was consecrated in 1641 A.D. by three learned lamas. The evidence of the consecration ceremony is still intact at Norbugang Chorten in the form of stone seats and a foot-print of the Head Lama on a stone. Since the history of the State began from this place, these areas are now considered sacred by the people of Sikkim. Yuksam is served by an all weather road from Pemayangtse, which is at a distance of 32 kms. From Yuksam, the trek to Dzongri and to the base camp of the famous Mt. Khangchendzonga begins. Several categories of accommodations are available in Yuksam for those desiring to spend a few days there.

Dubdi Monastery - This was the first Monastery established soon after the consecration ceremony of the first chogyal. The Monastery is located on a hill top above Yuksam surrounded by verdant forest. It can be approached by trekking only, negotiating steep slope for something like 32 to 35 minutes. It is an ideal place for lamas seeking meditational recluse.

Tashiding Monastery - This Monastery is constructed on top of a heart-shaped hill with the backdrop of the sacred Mt. Khangchendzonga. According to Buddhist scriptures, Guru Padma Sambhava (Guru Rimpoche) blessed the sacred land of Sikkim in 8th Century A. D. from the spot. The Monastery, however, was built in 18th Century A.D. by one Nadak Sempa Chempo, one of the three lamas who had performed the consecration ceremony of the first Chogyal. Tashiding is also famous for the most holy chorten known as "Thong-Wa-Hang- To" which literally means "Saviours by mere sight". It is believed that the mere act beholding is supposed to wash away all the sins of the devotees. Another important feature of Tashiding is the sacred water festival popularly known as "Bhumchu". It is a religious tradition unique to Tashiding Monastery only. Every year, on the 15th day of the first Tibetan month, the Bhumchu Ceremony is celebrated with devotees coming from far and near to get the blessing of the holy water. The sacred holy water is officially sealed for safety by the Government and the lamas of the Monastery and it is taken out once a year on the auspicious occasion, only to be put back with some fresh additions. The sacred water which is taken out partly is mixed with normal water to be distributed among thousands of devotees.

Barsey - It lies at an elevation of 10,000 ft and has motorable road access upto Hilley. An easy 4 kms trek from there takes one up to the Barsey Rhododendron Sanctuary. One can also trek from Soreng or Dentam in West Sikkim. The place provides a magnificent view of the mountains. Visitors can halt at “Guras Kunj” trekkers’ hut.

Kabi Lungchuk - This historical place is 17 kms from Gangtok on the North Sikkim Highway. This is where the historic treaty of blood brotherhood between the Lepcha Chief Te-Kung-Tek and the Bhutia Chief KheyBum-Sa was signed ritually. The spot where the ceremony took place is marked by a memorial stone pillar amidst the cover of dense forest.

Phensong Monastery - The place is situated on the gentle slope stretching from Kabi to Phodong with perhaps one of the best landscapes in the region. The Phensong Monastery, under the Nyingmapa Buddhist Order, was built in 1721 during the time of Jigme Pawo. It was gutted by fire in 1947 and rebuilt in 1948 through the efforts of the lamas. The annual festival of Chamm is performed on the 29th and 28th days of the tenth. month of Lunar calendar (Tibetan Calendar).

Seven Sisters Water Fall - It is Located near Phensong in North Sikkim. Of Late it has become a new Tourist Spot.

Phodong Monastery - One of the six major monasteries in Sikkim, Phodong monastery is located in the North approximately 38 kms from Gangtok. Four kms beyond Phodong is the recently-renovated Labrang Monastery, unique in its architectural design.

Singhik - The place offers one of the most spectacular views of Mt. Khangchendzonga and its ranges. A well-located Tourist Lodge provides accommodation for visitors. The area also has a number of interesting short nature trails for 1 to 3 days along the higher ridges of the surrounding hills.

Chungthang - Chungthang, on the confluence of Lachen and Lachung Chu and the starting point of River Teesta, has emerged as a major sub division settlement in North Sikkim. It is the nodal junction for the two passes, Lachen and Lachung. The valley is believed to have been blessed by Guru Rimpoche and one can visit the Holy Guru Lhedo to see the foot and palm prints left behind by the Patron Saint. The place, rich in biodiversity with a large variety of orchids, plants and wild life, is 95 kms from Gangtok, 23 kms from Lachung, 29 kms from Lachen, and is predominantly a Lepcha region.

Lachung - Bhutia village with a unique local self-governing body called the Zumsa which substitutes the Panchayat. Lachung has emerged as a tourist destination with the soaring popularity of Yumthang valley which is just 25 km away from Lachung. The village, spread out on either side of Lachung Chu, has managed to retain its unique culture and tradition. The Lachung Monastery on the slope opposite to the highway is a focal point of all religious functions of the local inhabitants. To get a

glimpse of the religious functions performed on auspicious occasions a visit to the Monastery should form part of the tour itinerary.

Yumthang - Yumthang, at an elevation of 11,800 ft, and 140 kms from Gangtok, is a paradise for nature lovers with a fascinating blend of flora and fauna and breathtaking scenic grandeur. The valley is also the home for Shingbha Rhododendron Sanctuary with 24 species of Rhododendrons. Yumthang “Tsa-Chu” or the hot spring on the left bank of Lachung Chu is immensely popular for its curative properties and healing power.

Namchi - Namchi, meaning Sky High, nestled among the hills at an elevation of 5500 ft, commands panoramic view of the snow-capped mountains and vast stretches of valley. It is also the HQ of the South district. The area is fast developing into a tourist destination with its immense potential for all round tourist activities. It is about 78 kms from Gangtok and 100 kms from Siliguri. Eight kms away from Namchi is Samdruptse where 135 ft tall statue of Guru Padmasambhava (Guru Rimpoche) has been installed.

Flower Festival at Namchi - Flower exhibitions are organised as an annual feature at Namchi during the month of April. The venue is at Children Park, Namchi (South Sikkim). One can see the rare species of Orchids in a riot of colours. Indeed an event to witness.

Tendong Hill - Above Damthang, overlooking South District Headquarter town Namchi, there is a small flat stretch of land at an altitude of 8530 ft. surrounded by lush green ancient forest which is popularly known as the Tendong Hill. Historically, this has been a place of recluse for the Buddhist Lamas who spend years in meditation amidst the silent scenic grandeur. Legend says that the Tendong Hill saved the Lepcha Tribe from the ravages of deluge when the whole world was flooded - legend similar to Noah’s Ark of the Bible. Even today, the Lepchas perform pujas to pay reverence to the Tendong Hill. The view from the top of the Tendong Hill is something to be cherished and enjoyed as it spans across the plains of Bengal to the majestic heights of the Himalayan Ranges. Trek to Tendong from Damthang Bazar. The nearest road head is just about two hours of casual walk. But one can also proceed to Namchi by trekking via Tendong Hill following the traditional route used in the old days.

Temi Tea Garden - The one and the only Tea Estate existing in the State produces one of the top quality teas in the International Market. The Tea Garden is spread out on a gentle hill slope originating from the Tendong Hill and provides a magnificent view for the surrounding villages. The visit to the factory could be eye opener for those wanting to know more about the tea processing methods. A night spent in an old British-built bungalow located just below the tea garden could be an enthralling experience of linking the past to the present A visit to the garden, en route to the Tendong Hill, could be a rewarding experience for those who want to combine nature and culture as they keep trekking.

Ravangla - At the base of Menam Hill is Ravangla, a small township and transit to various tourist destinations in South and West Sikkim. It is also an up-coming tourist spot, and transit point for trekkers to Menam Hill and Borong. There are accommodation and facilities and numerous short nature trails. A trek down to the sacred cave “Shar Chok Bephu”, one of the four holiest caves in Sikkim, would be a memorable experience.

Menam Hill - Menam Hill towers above Tendong Hill on the other side overlooking the Ravangla bazar settlement. Situated at an altitude of 10,300ft, the scenic view from this height is, perhaps, unmatched in this part of the world. Mt Khangchendzonga and its surrounding ranges loom above to dwarf the richly forested and rugged hills. On a clear sunny day, it is possible to see the plains of Bengal across Kalimpong and Darjeeling hills in the South, right across to the Indo-China border towards the North. A short distance away is the legendary Bhaley Dunga, a kind of rocky spur which juts out from the ridge top and remains suspended in the air above Yangang village. The trek to Menam from Ravangla takes about 4 hours and from Menam hill-top one has the option to take the gentle trek to Borong village or follow the more treacherous trails taken by the famous British Botanist, Sir Joseph Hooker, down to Yangang village.

Borong - Facing the snow-capped mountains is Borong, motorable from Ravangla or a trek via Menam. A picturesque village with beautiful landscape and magnificent view is also host to the hot-spring “Borong Tsa-Chu”. The Trek trial, originating from Namchi or Damthang to Tendong-Ravangla-Menam Borong (5 to 6 days) is one of the most interesting trials scaling all the hill tops along the route. The trek can continue to Tashiding or terminate at Borong and drive back to Ravangla.

Singchu-thang - Forty five kms. from Gangtok at an altitude of 3,500 ft. on the banks of River Tista, Shingchu-thang is ideal for White Water Sports and picturesque Picnic spot. It literally means ‘The plain over grown with dwarfish plants and shrubs’.

Sikip - Sikip is located on the banks of the river Rangeet in the South District. The drive from Gangtok to Sikip takes about five hours via Legship and it is also accessible from Siliguri and Darjeeling via Jorethang. This place is an Anglers Paradise and also has a charming natural surrounding. Together with one can also avail the facility of rafting down the Rangeet.

Phur Tsa-chu - Situated on the bank of River Rangeet is the hot spring “Phur Tsa-chu” half an hour drive from Legship and one hour drive from Jorethang. Pilgrimes of all walks of life come to dip in this hot spring during the month of January to March.

- 24) **Tamil Nadu** - Tamil Nadu is a State with several distinguished tourism genres. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Elagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvanmiyur, Tiruchendur, Rameswaram and Kanniyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad flock the tourist spots throughout the year. The spots get over-crowded during the seasons. To facilitate the tourists, Tamil Nadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, etc.

Promotion of Tourism in Tamil Nadu : Tamil Nadu Tourism comprises Tourism Department in the Secretariat, and a Commissionerate of Tourism functioning to formulate policies and implement programmes for the development of tourism sector in the State. Tamil Nadu Tourism Development Corporation is a State owned public sector undertaking to initiate novel ventures and innovate new schemes for providing demonstration effect to the private sector. In performing this role, Tamil Nadu Tourism coordinates the activities of various other Government Departments / agencies and the private sector.

As the nodal agency for development of Tourism in the State, the Tourism Department plays a crucial role in catalysing private investment, strengthening promotional and marketing efforts and providing trained manpower resources in the sector. In this context, the Secretariat Department handles the following main functions:

- i) All policy matters including:
 - a) Development Policies
 - b) Incentives
 - c) Manpower Development
 - d) Growth Strategies
- ii) Planning

- iii) Regulation:
 - a) Standards
 - b) Guidelines
- iv) Infrastructure and Product Development:
 - a) Central / State Assistance
 - b) Distribution of Tourism Products
- v) Research, Analysis, Monitoring and Evaluation
- vi) Legislation and Assembly Work
- vii) Establishment Matters
- viii) Overall Review of the Functioning of the Field Offices
- ix) VIP References
- x) Budget Co-ordination and Monitoring
- xi) Welfare, Grievances and Protocol

The Department of Tourism is responsible for the following functions:

- i) Assistance in the formulation of policies by providing feedback from the field offices
- ii) Monitoring of plan projects and assisting the plan formulation
- iii) Co-ordinating the activities of the field offices and their supervision
- iv) Inspection and Quality Control
 - a) Guide Service
 - b) Complaints and Redressal
- v) Infrastructure Development
 - a) Release of Incentives
 - b) Tourist Facilitation and Information
 - c) Field publicity, Promotion and Marketing
 - d) Hospitality Programmes
 - e) Conventions and Conferences
- vi) Human Resource Development
 - a) Institutions
 - b) Setting Standards and Guidelines
- vii) Publicity and Marketing:
 - a) Policy
 - b) Media Plan

- c) Strategies
- d) Co-ordination
- e) Supervision

viii) Assistance for Assembly work

ix) Establishment Matters of the Department of Tourism excluding the Officers and those requiring the approval of Secretary/Minister.

Tamil Nadu Tourism Development Corporation (TTDC) has been operating Hotels, Youth Hostels, Restaurants, Tours, Boat houses, Telescope houses as a forerunner for the private sector to follow as a new area of business proposition.

Tamil Nadu Tourism Policy of 2011-12 provides basic guidelines for promotion of the tourism circuit currently in the State.

Important destinations are:

Major Cities of Tamil Nadu:

- ◆ Chennai
- ◆ Coimbatore
- ◆ Tiruchirapalli
- ◆ Madurai
- ◆ Tirunelveli
- ◆ Tuticorin

UNESCO World Heritage Sites:

- ◆ The Airavatesvara Temple at Darasuram, an 11th century temple dedicated to Lord Shiva.
- ◆ The Shore Temple in Mahabalipuram, a 7th Century Pallavan monument.

The State houses a no. of heritage sites mainly composed of the ancient temples and deities of the Pallava and Chola empire scattered along various parts of Northern and Central-Eastern parts of Tamil Nadu. The following are the list of the Heritage sites in the State.

- ◆ The Chola Temples
- ◆ Group of Monuments in Mahabalipuram
- ◆ The Nilgiri Mountain Railway - The Route is a scenic beauty throughout passing through the various terrains and thickly forested areas of the Nilgiri Mountains. The route consists of the following stations:

- Mettupalayam	- Wellington
- Kaalar	- Aruvankadu
- Hillgrove	- Ketti

- Runneymede
- Kateri Road
- Coonor
- Lovedale
- Ooty

Temples and Temple Towns of Tamil Nadu:

- Chidambaram
- Srirangam
- Tiruchirapalli
- Kancheepuram
- Kanniyakumari
- Madurai
- Kumbakonam
- Rameshwaram
- Tiruchendur
- Palani
- Thiruvanamalai
- Nagore and Velankanni
- Melmaruvathur

5 Hill Stations:

- Udagamandalam
- Kodaikanal
- Yercaud
- Kolli Hills
- Coonoor

Waterfalls:

- Courtallam
- Hogenakkal falls
- Catherine falls
- Kiliyur falls
- Suruli falls
- Tirparappu waterfalls
- Tirumoorthi falls

4 Beaches:

- Marina Beach
- Elliot Beach
- Mahabalipuram Beach
- Poompuhar Beach

25) Tripura - Tripura is the third smallest State of the country and it is a landlocked State. Tripura's geography is characterised by several north-south hill ranges with intervening valleys, and plain in the western part where the capital Agartala is located.

Tripura lies in a geographically disadvantageous location in India as only one major highway connects it with the rest of the country; this hinders the economic prospects of the State. Poverty and unemployment continue to plague the State that has limited yet improving infrastructure. Most residents of Tripura are involved in agriculture and allied activities, although service sector is the largest contributor to the State's gross domestic product. Forests cover more than half the area, and provide remarkable biodiversity for a small State and also a source of livelihood for many tribes. Scheduled tribes are about 30 per cent of the population in which Kokborok-speaking Tripuri people is the major tribe; Bengali people form the ethno-linguistic majority. The mainstream Indian cultural elements led by Bengali culture coexist with tribal traditional practices.

Tourism industry in the State is growing. According to official reports, the revenue earned in the tourism sector crossed Rs. 1 crore (US\$ 182,000) for the first time in 2009-10, and surpassed Rs. 1.5 crore (US\$ 273,000) in 2010-11³⁴. There are a number of socio-religious fairs and festivals that are promoted by the State government and celebrated in the State throughout the year. Practically each tribe in the State has its own dances and festivals, which are celebrated with great devotion and enthusiasm.

Promotion of Tourism in Tripura: Tripura Tourism Development Corporation Limited (TTDC) was constituted by the Department of Tourism of the Tripura Government. TTDC is responsible for encouragement of tourism development in the State. The 11th Plan of tourism development was developed by the TTDC for 2007-12. The tourism plans of TTDC are five year plans to demarcate the projects to be taken up during stipulated time.

Some important tourist Places:

- | | |
|----------------------------------|----------------------------|
| - Agartala | - Kamalasagar (Bishalgarh) |
| - Sepahijala Wild Life Sanctuary | - Unakoti |
| - Trishna Wild Life Sanctuary | - Pilak |
| - Gomati Wildlife Sanctuary | - Debtamura (Chabi Mura) |
| - Rowa Wildlife Sanctuary | - Boxnagar |
| - Jampui Hills (Kanchanpur) | - Gunabati Group of Temple |
| - Neermahal (Rudrasagar) | - Bhuvanewari Temple |
| - Dumboor Lake (Amarpur) | |

26) Uttar Pradesh - Uttar Pradesh, the heartland of India, is known for its Heritage, Culture and bounties of Nature. It is home to some of the greatest monuments, the most ancient city in the world, the seat of Buddhism and the colours of all faiths. It is the land that gave a new meaning to etiquette and continues to redefine the true meaning of love.

³⁴ "Economic review of Tripura 2010-11", Directorate of Economics and Statistics, Planning (Statistics) Department, Government of Tripura. pp.230.

Uttar Pradesh is a favourite destination for both foreign and domestic tourists. It is a common destination for a quarter of all foreign tourists to India and all domestic tourists within India. The State is bordered by Rajasthan to the west, Haryana and Delhi to the northwest, Uttarakhand and the country of Nepal to the north, Bihar to the east, Jharkhand to the southeast, and Madhya Pradesh to the southwest.

Uttar Pradesh was home to powerful empires of ancient and medieval India, including the Magadha, Nanda, Mauryan, Sunga, Kushan, Gupta, Gurjara, Rashtrakuta, Pala and Mughal empires. The two major rivers of the State, the Ganga and Yamuna, join at Prayag and then flow as the Ganga further east. The State has several historical, natural, and religious tourist destinations, such as the Taj Mahal, Varanasi, Piprahwa, Kaushambi, Ballia, Shravasti, Kushinagar, Lucknow, Chitrakoot, Jhansi, Allahabad, Meerut and Mathura.

UP ranks high in domestic tourist arrivals with more than 71 million³⁵, owing to its rich and varied topography, vibrant culture, festivals, monuments, ancient places of worship, and viharas. Thousands gather at Allahabad to take part in the Magh Mela festival on the banks of the Ganges. This festival is organised on a larger scale every 12th year and is called the Kumbha Mela, where over 10 million Hindu pilgrims congregate in one of the largest gatherings of people in the world.

The historically important towns of Sarnath and Kushinagar are located not far from Varanasi. Gautama Buddha gave his first sermon after his enlightenment at Sarnath and died at Kushinagar; both are important pilgrimage sites for Buddhists. Also at Sarnath are the Pillars of Ashoka and the Lion Capital of Ashoka, both important archaeological artifacts with national significance. At a distance of 80 km from Varanasi, Ghazipur is famous not only for its Ganges Ghats but also for the tomb of the British potentate Lord Cornwallis, maintained by the Archeological Survey of India.

Lucknow, the capital of the State, has several beautiful historical monuments such as Bara Imambara and Chhota Imambara. It has also preserved the damaged complex of the Oudh- period British Resident's quarters, which are being restored. Uttar Pradesh gives access to three World Heritage Sites: the Taj Mahal, Agra Fort, and the nearby Fatehpur Sikri. Varanasi is an ancient city famous for its ghats. To promote tourism, the Directorate of Tourism was established in 1972 with a Director General who is an I.A.S. officer. In 1974 the Uttar Pradesh State Tourism Development Corporation was established to look after the commercial tourist activities³⁶.

UP is also known for ages for its rich culture and tradition. It is home to Ayodhya and Mathura, birthplace of Lord Rama and Lord Krishna respectively. Uttar Pradesh attracts a large number of both national and international tourists. Taj Mahal, one of the New Seven Wonders of the World in Agra is also located in Uttar Pradesh.

³⁵ "Performance of Tourist Centres in Uttar Pradesh". Uttar Pradesh Tourist Department. 8 July 2012.

³⁶ "The Tourism Development Policy". Department of Tourism, Uttar Pradesh. Retrieved 8 Jul 2012.

There are different places one can visit in Uttar Pradesh. Agra, Jhansi, Lucknow and Meerut are historical cities famous for their monuments. Mathura, Vrindavan, Gokul, Varanasi, Ayodhya and Allahabad are holy cities for Hindus and Kushinagar and Sarnath are important Buddhist places among the main four pilgrimage sites related to the life of Gautama Buddha. Noida is the most developed urban city of Uttar Pradesh.

Promotion of Tourism in Uttar Pradesh: U.P. has the largest number of Tourist destinations that are religious, cultural, historical and full of natural beauty. U.P. Tourism has published literature giving all sorts of information about these places, and this literature is available at its Head Office, and other Regional Offices, at a nominal cost. Such literature can be sent by post also, provided the interested persons/parties bear the postal charges.

U.P. Tourism arranges package tours through its registered agencies about which itinerary and tariff details are available on its website. The citizens can contact its Head Office or Regional Tourist Officer or UPTOURS (the travel division of UP Tourism Corporation) to get information and have the bookings arranged.

The U.P. Tourism Corporation Hotels at almost all important places provide comfortable accommodation at affordable rates. There is facility for advance booking also. In case tourists face any harassment of any kind at any tourist place, they can lodge their complaint at the Regional Tourist Office there or send their complaint to the Head Office by E-mail/Fax.

U.P. Tourism has set up a special Tourist Police force comprising of ex-servicemen, which will tackle the problem of harassment/exploitation by the local touts and anti-social elements.

U.P. tourism circuits have been developed by the State government. They are:

- Agra-Brij Circuit
- Awadh-Ayodhya Circuit
- Buddhist Circuit (English), (Chinese), (Japanese),(Korean)
- Registration for “Sangh for Buddhist Tourism”
- Bundelkhand Circuit
- Varanasi-Vindhya Circuit

There are a number of fairs and festivals organised by U.P. tourism like:

- Taj Mahotsav, Agra
- Buddha Mahotsav, Kushinagar
- Buddha Mahotsav, Sarnath, Shravasti
- Kaushambhi, Sankisa

- Kajari Mahotsav, Mirzapur
- Shopping Festival, NOIDA
- Ganga Water Rally Allahabad - Varanasi
- Ganga Mahotsav, Varanasi
- Ayurveda Jhansi Mahotsav, Jhansi
- Lucknow Mahotsav, Lucknow
- Buddha Mahotsav, Kapilvastu

Important places:

- ◆ Agra - Taj Mahal and several others historical monuments and gardens.
- ◆ Allahabad or Prayag - Well known for its Kumbh Mela. The place where Indian national river Ganges and Yamuna and Saraswati rivers meet. A mass Hindu pilgrimage in which Hindus gather at the Ganges river. Akbar forts, one of the most popular religious centers of ancient and modern India for Hinduism. Uttar Pradesh's administrative and education capital. The tomb of Khusrau Mirza in Khusro Bagh, Allahabad.
- ◆ Kanpur - Uttar Pradesh's commercial and Industrial hub, several historical places from Mughal, British era. Kanpur Sangrahalaya, a museum.
- ◆ Lucknow - The capital of Uttar Pradesh, Several historical places Mughal, British and ancient India.
- ◆ Mathura - The birthplace of Lord Krishna of Hinduism and Neminath of Jainism.
- ◆ Vrindavan - Pilgrimage site related to Lord Krishna.
- ◆ Ayodhya - The birthplace of Lord Vishnu's incarnation prabhu Shri Rama.
- ◆ Jhansi - Historical place, Rani Lakshmibai's battlefield against British, Jhansi Fort.
- ◆ Sarnath - Gautama Buddha first taught the Dharma, the Buddha as one of the four places of pilgrimage which his devout followers should visit. The birthplace of Shreyansanath, the eleventh Jain Tirthankar of Jainism.
- ◆ Kushinagar - It is an important Buddhist pilgrimage site, where Gautama Buddha is believed to have attained Parinirvana after his death.
- ◆ Fatehpur Sikri - Historical place for Mughal Empire's palaces and forts.
- ◆ Meerut - The historical place of the Sepoy Mutiny of 1857 or the First War of Indian Independence. Indian Historical place from Mahabharata period of ancient India to Modern Uttar Pradesh, India.
- ◆ Mirzapur Division - The hub of world's finest carpet Industries, and a very popular tourist destination for its natural beauties and one of the fastest growing regions of Uttar Pradesh.

- ◆ Ghaziabad - Historical places from ancient India to modern India and India's fastest growing Industrial city .
- ◆ Noida and Greater Noida - IT, Electronics and education hub of Northern India. India's biggest city with planned and highteck residential areas.
- ◆ Gorakhpur - The city was home to Buddhist, Hindu, Muslim, Jain and Sikh saints. The birthplace of Paramhansa Yogananda, great Hindu emperor Chandragupta Maurya.
- ◆ Jaunpur - Historical city founded by the Sultan of Delhi, Feroz Shah Tughlaq and named in memory of his father, Muhammad bin Tughluq as Jaunpur Sultanate. Mughals, Lodis and Islamic forts.
- ◆ Dudhwa National Park - Dudhwa Tiger Reserve, Birds Sanctuary, the unique Frog Temple at Oyal, Surat Bhawan Palace, Elephant Rides.
- ◆ Rehar: Several major tourist attractions can be mentioned in the towns surroundings, like Jim Corbett National Park (India) about 24 Êkm, Nainital (India) about 69 km Pilibhit Tiger Reserve - In sept 2008, Uttar Pradesh got another Tiger Reserve area in Pilibhit.

27) **Uttarakhand** - Uttarakhand offers limitless opportunities for tourism. There is something for everyone – Wildlife tours, Bird Watching, Rafting, Mountaineering, Skiing, Pilgrimage, Trekking, Camping and more. It is called the land of gods, the home of Himalayas and truly a paradise on earth, allures everyone from everywhere. The fresh air, the pure water, the chilling snow, the adverting mountains, the scenic beauty, the small villages, the simpler people and a tougher lifestyle is the highlight of Uttarakhand.

Formerly known as Uttaranchal, Uttarakhand became the 27th State of the Republic of India on November 9, 2000. In January 2007, the name of the State was officially changed from Uttaranchal, its interim name, to Uttarakhand. Traditional Hindu lore describes Uttarakhand as “Devbhumi” (Land of God), and they hold many important pilgrimage places. Just as importantly, the trouble and effort that it took the faithful to reach these places was seen as a means to help cleanse one's soul, just as beating wet clothes against a rock knocked out all the dirt.

Uttarakhand is paradise for different types of adventure activities. Like River Rafting, Trekking, Skiing, Camping, Rock Climbing, Rappelling, River Crossing. Mountaineering, Paragliding and Hot Ballooning make Uttarakhand one of the most attractive destinations for adventure sports not only in India but the world.

It is blessed with a rare bio-diversity, *inter-alia*, 175 rare species of aromatic and medicinal plants are found in the State. It has almost all major climatic zones, making it amenable to a variety of commercial opportunities in horticulture, floriculture and agriculture. It has a vast tourism potential in adventure, leisure and ecotourism.

The State is rich in mineral deposits like limestone, marble, rock phosphate, dolomite, magnesite, copper, gypsum, etc. The number of small scale industries is 25,294 providing employment to 63,599 persons. As many as 1802 heavy and medium industries with an investment of Rs. 20,000 crore employ 5 lakh persons. Most of the industries are forest- based. There are a total of 54,047 handicraft units in the State.

With levels of literacy higher than the national average, the State has abundant availability of quality human resources. Within a short span of its existence, Uttarakhand has emerged as a significant destination for investments in manufacturing industry, tourism and infrastructure. Emphasis is on stimulating all three sectors of its economy (agriculture, industry and services), to their fullest potential in tandem with the geographic profile of the State. The Government of Uttarakhand has undertaken several policy measures and incentives in order to encourage inflow of investment into the various sectors of its economy.

Promotion of Tourism in Uttarakhand: In Uttarakhand State has many opportunities in tourism so Uttarakhand tourism board is promoting it through many ways. For instance, rafting in Tons river in Dehradun district is well known. Rishikesh is famous for rafting. Uttarakhand tourism board organises every year.

Char dham Yatra covering Badrinath, Kedarnath, Yamunotri and Gangotri is another good option for tourism that has been promoted by the government. It has now also come up with a concept called 'do dham yatra' that covers Gangotri and Yamunotri.

Uttarakhand is also a very famous destination for trekking. For instance, treks to Valley of Flowers.

Uttarakhand had been divided into two divisions which are further sub-divided into Districts. They are as follows:

Garhwal Division:

- Dehradun
- Haridwar
- Chamoli
- Rudraprayag
- Tehri Garhwal
- Uttarkashi
- Pauri Garhwal

Kumaoun Division:

- Almora
- Nainital
- Pithoragarh
- U S Nagar
- Bageshwar
- Champawat

Kumbh mela (fair) is a major tourist attraction to the State. Haridwar is one of the four places in India where this takes place. Haridwar also has its big annual fair in the form of Magh mela in January-February which turns into a bigger event every 6 years in the form of Ardh Magh Mela. Kumaoni Holi, a region variant of the Hindu festival of Holi, is also very well known.

Important destinations:

- | | |
|-------------------------|-----------------------|
| - Nainital | - Lansdowne |
| - Mussoorie | - Auli |
| - Corbett National Park | - Chopta and Tungnath |
| - Rishikesh | - Mukteshwar |
| - Kedarnath | - Valley of Flowers |
| - Ranikhet | - Kanatal |
| - Badrinath | - Dhanaulti |
| - Kausani | - Pindari Glacier |
| - Haridwar | - Khirsu |
| - Binsar | - Chakrata |

28) West Bengal - West Bengal is forth most populous city in India³⁷. It is bordered by the countries of Nepal, Bhutan, and Bangladesh, and the Indian States of Odisha, Jharkhand, Bihar, Sikkim and Assam. The State capital is Kolkata (formerly Calcutta). West Bengal encompasses two broad natural regions: the Gangetic Plain in the south and the sub- Himalayan and Himalayan area in the north.

Ancient Bengal was the site of several major janapadas, including Vanga, Radha, Pundra and Suhma. In the 2nd century BC, the region was conquered by the emperor Ashoka. In the 4th century AD, it was absorbed into the Gupta Empire. From the 13th century onward, the region was ruled by several sultans, powerful Hindu States and Baro-Bhuyan landlords, until the beginning of British rule in the 18th century. The British East India Company cemented their hold on the region following the Battle of Plassey in 1757, and Calcutta served for many years as the capital of British India. The early and prolonged exposure to British administration resulted in expansion of Western education, culminating in development in science, institutional education, and social reforms of the region, including what became known as the Bengal Renaissance. A hotbed of the Indian independence movement through the early 20th century, Bengal was divided during India's independence in 1947 along religious lines into two separate entities: West Bengal—a State of India—and East Bengal — a part of the newly-created Pakistan—later becoming Bangladesh in 1971.

West Bengal is noted for its cultural activities and presence of cultural and educational institutions; the State capital Kolkata is known as the “cultural capital

³⁷ “India: Administrative Divisions (population and area)”. Census of India. Retrieved 17 April 2009.

of India”. The State’s cultural heritage, besides varied folk traditions, ranges from stalwarts in literature including Nobel-laureate Rabindranath Tagore to scores of musicians, film-makers and artists.

West Bengal celebrates all religious and cultural festivals with great spirit. The State has all the diversities of nature and the widest variety of attractions which is a tourist’s dream. From the bustling and modern city such as the Kolkata mega polis which is the State capital, to the regions of serenity such as the Himalayan terrain in the north to the wildlife of Sunderbans in the south, the State is endowed with all the diversities of nature.

Promotion of Tourism in WB : West Bengal Tourism Development Corporation (WBTDC) was set up in April, 1974, with a view to develop tourism in West Bengal. The Corporation is now running 26 tourist lodges (961 Beds) situated at different places of West Bengal. The Corporation is now running a luxury vessel having 44 berth capacity named “M.V. Chitrlekha” and another having almost same capacity named “M.V. Sarvayaya”. The Corporation has also started inter-State and intra-State conducted tours for the budget tourists. Apart from the above, the Corporation has identified few tourist spots in the State and has been trying to develop the same spots as a promotional venture, with special emphasis on Sunderban area.

- | | |
|---|--------------------------|
| - BBD Bagh (Dalhousie Square) | - Kolkata |
| - Howrah Bridge | - Darjeeling |
| - Shahid Minar | - Diamond Harbour |
| - Birla Planetarium | - Digha |
| - Victoria Memorial | - Durgapur |
| - Jorasa(n)ko Tagore House (Thakurbari) | - Jaldapara |
| - Marble Palace | - Malbazar |
| - Fort William | - Malda |
| - Bakkhali | - Rajganj Bird Sanctuary |
| - Bakreshwar | - Shantiniketan |
| - Berhampore | - Siliguri |
| - Vishnupur | |

13.4 Tourism Across Union Territories

Following is the list of Indian Union Territories and their status of tourism:

- 1) **Andaman and Nicobar Islands** - Popular as the Emerald Isles the Andaman and Nicobar Islands situated in the Bay of Bengal is one of the popular tourist’s destinations in India. The Union Territory is home to numerous aboriginal tribes and two distinct native cultures, the Negrito and the Andamans. Known to be a friendly and cheerful

lot of people the population of Andaman and Nicobar Islands enjoy festivities such as Panguni, Pongal, Shivratri, Uthiram, Janmastami etc. Some of the popular tourist spots in the Union Territory include National Memorial, Marine Museum, Naval Marine Museum, Smrithika Museum, Haddo Zoological Garden.

The Andaman and Nicobar Islands comprises of around 572 islands, out of which only 37 are inhabited. The rest are fully covered with reserve forests, with no human habitation. The Islands have been best described as “India’s best kept Secret”. The Radhanagar Beach in Havelock Island has been rated as among Asia’s finest beaches by TIME Magazine. However, we beg to differ. There are even better beaches in Andaman which are probably not as frequently visited by tourists as they are relatively unknown.

Tourists are allowed to visit only a few of these 37 islands, mainly because of the fragile ecology of the Islands and to preserve the environment. However, plans are now on the anvil to open up a few more Islands and beaches to the tourists.

Promotion of Tourism in Andaman and Nicobar: The Union Territory of Andaman and Nicobar Islands with its exotic greenery and flora has immense scope for promotion of tourism in these Islands.

The Andaman and Nicobar Administration had the vision to develop A & N Islands as an up market Island destination for eco-tourists through environmentally sustainable development of infrastructure without disturbing the natural ecosystem with the objective of generating reverse, creating more employment opportunities and synergies socio-economic development of the Islands. The Andaman tropical evergreen rain forests, beautiful silver sandy beaches, serpentine mangrove-lined creeks, marine life abounding in rare species of plants, animals, corals etc. provide an immemorial experience to the tourists. The environment lover finds absolute peace and tranquility in the lap of Mother Nature. There is tremendous scope for enjoying nature in the beach resorts, water sports and adventure water sports, adventure tourism like trekking, island camping, nature trail, scuba diving etc. With this vision the Administration has framed a policy guideline of GOI to form the basis for promoting tourism in A & N Islands. The Administration is focusing on the following issues.

- 1) Promotion of high value low volume eco-friendly and environmentally sustainable tourism.
- 2) Undertaking tourism activities, which are not harmful to the ecosystem.
- 3) To implement the master plan proposed by the UNDP/WTO report for sustainable development of tourism in Andaman.
- 4) Playing the role of facilitator and encouraging private sector investment in development of tourism infrastructure.
- 5) Gradual privatisation of management of existing tourism infrastructure.

- 6) Development of new tourism activities/products.
- 7) Marketing A & N Islands as a tourist destination at national and international level.

Tourist Accommodation

- ◆ There are altogether 31 Guest Houses/Tourist Complexes in the Govt. sectors spread all over the Islands.
- ◆ In addition, in the private sector, there are about 90 hotels/guest houses in the islands.
- ◆ Almost all the accommodation available is restricted to areas in and around Port Blair itself and a limited accommodation only is available at places other than Port Blair and these are budget-type hotels.

The tourists (both domestic and foreign) who have visited this Island are principally leisure seekers. Due to the earthquake and tsunami waves that hit the Island on 26th December 2004 only 32389 tourists visited during 2005, but during 2006 and 2007 the tourists were again attracted to visit these Island to experience the joy of virgin beaches, exclusivity snorkeling, Scuba diving, Limestone caves, Coral etc, other attraction is light and sound programme at cellular jail³⁸. Ninety five per cent of tourist to Andaman and Nicobar Islands are domestic and largely from the leave travel concession (LTC) segment i.e. Family tourist. Their average length of stay on the Island is between four to five days.

Due to the shorter duration of their tour the domestic tourists are often concentrated in the Port Blair area and do not spread out to other Islands like the International tourists. Foreign tourists are largely from the back-packer category and both these groups contribute very little to the Island revenue.

The domestic tourist inflow peaks in December and April that coincide with the holiday months in educational institutions whereas the international tourists are more thinly spread throughout the year but a longer proportion prefers the survey and mild winter month. On average an international tourist stays on this Islands for between 15 to 20 days.

- Cellular Jail
- Carbyns Cove Beach
- Baratang
- Barren Island
- Havelock Island
- Mount Harriot
- North Bay Island

³⁸ Andaman and Nicobar Tourism website.< <https://www.andamantourism.gov.in/>>

- 2) **Chandigarh** - Chandigarh is a city and Union Territory in India that serves as the capital of two States, Haryana and Punjab. The name Chandigarh translates as “The Fort of Chandi”. The name is derived from an ancient temple called Chandi Mandir, devoted to the Hindu goddess Chandi, near the city.

The city of Chandigarh was the first planned city in India post independence in 1947 (pre- independence planned cities include Dispur in Assam, New Delhi in Delhi, Jaipur in Rajasthan, etc.) and is known internationally for its architecture and urban design. As the capital of the States of Punjab and Haryana, and the Union Territory of Chandigarh it is a prestigious city.

Promotion of Tourism in Chandigarh: Tourism in Chandigarh is taken care of by the Department of Tourism, Chandigarh.

Chandigarh Industrial and Tourism Development Corpn. Ltd.

Chandigarh has three Institutes providing hotel and Tourism education to the students of North India. The Institutes are offering 3 year degree and One-year specialised diploma programmes. These institutes are :

- ◆ Chandigarh Institute of Hotel Management
- ◆ Dr. Ambedkar Institute of Hotel Management
- ◆ University Institute of Hotel Management and Tourism (UIHMT)

These Institutes are offering courses well supported by National Council for Hotel Management, Catering and Nutrition, New Delhi.

Places of visit in Chandigarh:

Capital Complex - This complex consists of the famous Secretariat, the High Court and the Legislative Assembly. These buildings are the hallmark of high profile architectural creation. In the center is situated the official emblem of Chandigarh, ‘The Open Hand’. This place is a major attraction for the tourists. The other places of monumental attraction are Tower of Shadows, Geometric Hill and Martyr’s Memorial.

Rock Garden - The rock garden is very famous because the place is designed uniquely with urban and industrial waste materials. The artwork is simply magnificent made of broken bangles, chinaware, tubes, coal, etc. exhibiting village life, animals, human figures and other abstract shapes and forms.

Rose Garden - The largest rose garden of Asia named the Zakir Hussain Rose Garden is located in Chandigarh. The best season to visit this place is during the end of February when the Rose Festival is celebrated.

Government Museum and Art Gallery - This has a superb exhibit of Gandhara stone sculptures. Besides the place also is a storehouse of modern paintings and arts.

International Dolls Museum - This museum has a wonderful collection of puppets and dolls from various countries of the world.

Sector 17 Plaza - This is the right place for the shopping freaks.

- 3) **Dadra Nagar Haveli** - Lying in close proximity to the west coast of India Dadra and Nagar Haveli is home to a mass of shy and simple Adivasis. Evolving as an important hub for tourists, this Union Territory houses numerous tourist attractions like The Tribal Cultural Museum, Khanvel, The Vanganga Lake and Island Garden.

Endowed with nature's munificence, it's a land of spell-binding beauty, green forests, winding rivers, unimaginable waterfronts, gentle streams, distant mountain ranges and a gorgeous kaleidoscope of flora and fauna. Owing to its serenity and quaint sylvan surroundings, this Territory is a heaven for those who hunt around for a tranquil holiday.

Dadra and Nagar Haveli now with capital city Silvassa, in Western India, was ruled by the Marathas till 1779. The 72 villages it comprises were offered to the Portuguese following a friendship treaty. Portuguese rule over the Union Territory lasted until August 2, 1954, and traces of it can still be found.

In 1961, Dadra and Nagar Haveli became a part of India and since then, it has been administered as a Union Territory, with Silvassa as its capital.

The Union Territory is dotted with ruins from its glorious past. One of Dadra and Nagar Havelis major tourist attractions is in Silvassa - the Church of Our Lady of Piety. The Bindrabin temple, also at Silvassa, is another famous tourist attraction.

The Vanganga Lake and Island Garden has quaint wooden bridges, thatched huts, paddle boats and jogging paths. It is a sought-after location for Bollywood, to film song sequences. Dudhni offers the large waterfront of the Damanganga River, with stunning views of the Madhuban Dam. At Kauncha, unwind at the Himai Van Health Resort.

Promotion of Tourism in Dadra and Nagar Haveli: Nature gifted Dadra and Nagar Haveli and capital city Silvassa with a picturesque and pristine landscape, and every effort has been made to preserve this. Department of Tourism is slowly but steadily achieving the target of sustainable tourism promotion in the State.

Littering is strictly prohibited in the place. Garbage cans are provided at all tourist hubs in Silvassa and all over Dadra and Nagar Haveli, to prevent littering and most of the handicrafts and tourist-related shops use shopping bags made of re-cycled paper. The construction of most tourist accommodation in Silvassa as well as other places in Dadra and Nagar Haveli is sympathetic to the environment, using local materials for walls, Mangalore-style terracotta tiles for roofing and landscaping that goes with the location.

A Nature Education Center has been established in Vasona, which is roughly 12 km away from Silvassa. The center covers an area of 39 ha. along the banks of the Damanganga River, with a spectacular view of the Madhuban Dam.

The tourism department of Dadra and Nagar Haveli follows internationally-accepted principles of ecotourism, which stand for development with minimal impact on the ecosystem, in such a way as to generate income for the local people.

Fifty three per cent of the Union Territory is under forest cover (40 per cent designated as “reserved forest”) and the main attractions developed have been parks and gardens. This means the terrain of Silvassa as well as the Union Territory of Dadra and Nagar Haveli is liberally strewn with rolling meadows, terraced gardens, meandering rivers, large waterfronts, cascading waterfalls, gurgling streams, and a kaleidoscope of flora and fauna. Stay in rustic cottages or tents on the banks of the river, or opt for the comfortable suites of the Tourist Complexes in Silvassa and all over Dadra and Nagar Haveli.

The Department has divided the tourism interest areas/destinations to fall under different holiday themes. They are:

- ◆ Ecotourism
- ◆ Agri-Tourism
- ◆ Tribal Culture
- ◆ Water Sports
- ◆ Wildlife

The Department of Tourism has four different tourist complexes in the Union Territory namely, Tourist Complex Dudhani, Tourist Complex Kauncha, Tourist Complex Luhari and Tapovan Tourist Complex Bindrabin. There is also a houseboat facility at Dudhani.

Destinations to visit:

- ◆ Silvassa
- ◆ Dadra
- ◆ Dudhni
- ◆ Luhari
- ◆ Khanvel
- ◆ Satmalia
- ◆ Vasona
- ◆ Kauncha

- 4) **Daman and Diu** - For over 450 years, the coastal enclaves of Daman and Diu on the Arabian Sea coast were part of Portuguese India, along with Goa and Dadra and

Nagar Haveli. Goa, Daman and Diu were incorporated into the Republic of India on 19 December 1961 by military conquest. Portugal did not recognise the Indian annexation of these territories until 1974.

The territory of “Goa, Daman and Diu” were administered as a single Union Territory until 1987, when Goa was granted Statehood, leaving Daman and Diu as a separate Union Territory. Each enclave constitutes one of the Union Territory’s two districts. Daman and Diu are approximately 640 kilometers away from each other.

The two districts in the Union Territory are:

- ◆ Diu District, an area of 40 km². The main settlement is the town of Diu.
- ◆ Daman District, an area of 72 km². The main settlement is the city of Daman.

Promotion of Tourism in Daman and Diu:

Places to visit in Daman -

Beaches:

- ◆ Jampore Beach
- ◆ Devka Beach Churches
- ◆ Church of Bom Jesus
- ◆ Chapel of Our Lady of Rosary
- ◆ Church of Our Lady of Remedies
- ◆ Church of Our Lady of Angustias

Other:

- ◆ Mirasol Resort and Water Park
- ◆ Vaibhav Water Park
- ◆ Daman Ganga Tourist Complex
- ◆ Fort of St. Jerome
- ◆ Fort of Moti Daman
- ◆ Light House

Places to visit in Diu -

Beaches:

- ◆ Nagoa Beach
- ◆ Ghoghla Beach
- ◆ Jallandhar Beach

Temples:

- ◆ Gangeshwar Temple

Churches:

- ◆ St. Paul’s Church
- ◆ St. Francis of Assisi
- ◆ St. Thomas Church

Museums:

- ◆ Sea Shell Museum

Other:

- ◆ INS Khukri Memorial
- ◆ Fortim-do-Mar
- ◆ Hoka Trees
- ◆ Diu Fort
- ◆ Water Sports in Diu

- 5) **Lakshadweep** - Lakshadweep, is a group of islands in the Laccadive Sea, 200 to 440 kilometers off the South Western coast of India. The archipelago is a Union Territory and is governed by the Union Government of India. They were also known as Laccadive Islands. Lakshadweep comes from “Lakshadweepa”, which means “one hundred thousand islands” in Sanskrit as well as many Indian languages like Hindi, Malayalam, Kannada, Telugu and others. The islands form the smallest Union Territory of India: their total surface area is just 32 km². The lagoon area covers about 4,200 km², the territorial waters area 20,000 km² and the exclusive economic zone area 400,000 km². The region forms a single Indian district with ten sub divisions. Kavaratti serves as the capital of the Union Territory and the region comes under the jurisdiction of Kerala High Court. The islands are the northernmost of the Lakshadweep-Maldives-Chagos group of islands, which are the tops of a vast undersea mountain range, the Chagos-Laccadive Ridge.

Ten of the islands are inhabited. As per the 2011 Indian census the population of the Union Territory is 64,429. The majority of the indigenous population is Muslim and most of them belong to the Shafi School of the Sunni Sect. The islanders are ethnically similar to the Malayali people of the nearest Indian State of Kerala. The islands are served by an airport on Agatti island. The main occupation of the people is fishing and coconut cultivation, with tuna being the main item of export.

Due to its isolation and scenic appeal, Lakshadweep was already known as a tourist attraction for Indians since 1974. This brings in significant revenue, which is likely to increase. Since such a small region cannot support industries, the government is actively promoting tourism as a means of income in Bangaram and Kadmat islands. Bangaram is projected as a major destination for international tourism. Marine fauna are plentiful. Water sports activities such as scuba diving, wind surfing, snorkelling, surfing, kayaking, canoeing, water skiing, yachting and night-voyages into the sea are quite popular activities among tourists. Tourists flock to these islands throughout the year except during the South-west monsoon months when seas are extremely rough.

Promotion of Tourism in Lakshadweep: The Tourism sector is one of the newly developed sectors in Lakshadweep. From 1956 to 1962 there was no ship nor any

mechanised vessels operating between the Islands and mainland to carry even the local passengers. It was in the year 1962 that a small ship 'M.V. Sea fox' having a capacity to carry just 12 pax was introduced. There was no building nor any infrastructure available to carryout tourism activities in this Union Territory. In the year 1974 a full-fledged all-weather ship. M.V. Amindivi, joined the fleet changed the very face of journey in the Islands. Thereafter, two more all-weather M.V. Bharatseema and M.V. Tipu Sultan during 1988 created a favourable condition for the movement of tourists. Two small ships M.V. Minicoy & M.V. Amindivi joined the fleet recently and has helped the movement of tourists further.

In 1974, one of the uninhabited islands, Bangaram, was opened for International Tourism. The Hotel Corporation of India was looking after the affairs of Bangaram island resort up to 1982. After the Hotel Corporation of India wound up their business the SPORTS (Society for Promotion of Nature Tourism and Sports) was directly dealing with the tourist activities both Indian and foreign.

The Casino Group of hotels, Cochin entered the field of Lakshadweep Tourism through a lease deed dated 22nd October 1988 with SPORTS for operating the Bangaram Island Resort. Encouraged by the Bangaram experiment, the Lakshadweep administration has gone ahead with tourism promotion in the Islands of Kavaratti, Kadmat, Kalpeni and Minicoy were opened for domestic tourists in 1983.

The policy of the Administration for the promotion of tourism in the islands is designed on the basis of the recommendation of the Island Development Authority. Since the carrying capacity of these tiny islands has to be kept in mind, any activities related with Tourism has to be carried out with utmost care. Therefore the domestic tourists are brought by ship and the night halt of tourists are arranged in such a way that they are boarded from the islands before night taking into account carrying capacity of the islands and shortage of essential items including drinking water. This experiment of day tourism has been found quite successful.

The dispersed Island situations and small size of Islands put unavoidable constraints to physical development. Islands are forced to support independent infrastructure and amenities and import almost all requirements to develop such facilities besides items of daily need. However, Lakshadweep has used the situation as an asset rather than a constraint through promotion of quality tourism. To enhance tourism that has significant positive social impact and negative environment impact, and extreme low volume and high value added specialised tourism in the basic thrust to make tourism development environmentally sustainable. The policy thrust is very much evident from the fact that only 3587 tourists visited the islands during the finicial year 1998-99.

In pursuance of the above policy, an environment impact assessment of 9th five-year Plan of Lakshadweep Administration for the period 1997-2002 was conducted. While environmental impact assessment of projects is now a well-established practice, environmental impact assessment of policies or plans is a relatively new concept. It was for the first time in the country that the Five Year Plan was subjected to an

environmental impact assessment. In the environmental analysis of the Department of tourism, it has been observed that preservation of the environment is the cherished goal of Lakshadweep. In fact, environment is the basic raw material for tourism for these islands.

The policies and guidelines prepared by the Union Territory of Lakshadweep to promote sustainable tourism can be categorised into four groups.

- 1) Impacts on physical environment
- 2) Impacts on ecological environment
- 3) Impacts on human use values, and
- 4) Impacts on quality of life values.

In order to not adversely affect the physical environment, emphasis of the administration is to promote tourism only in those islands that can sustain it keeping in view the concept of carrying capacity. The facilities are developed in such a way that they do not result in loss of bio-diversity. No development is permitted in a geologically unstable zone. Adequate buffer zone has been provided between development and existing shoreline. The construction of high-rise structures is banned. The policy is to allow structures that are in harmony with nature. It is ensured that construction materials and methods are compatible with environment and height, shape and location of building merge with the natural vegetation.

The Bangaram Island Resort, Bangaram, the Lakshadweep Institute of Water Sports, Kadmat and the Twenty Bedded Tourist home, Agatti are presently operated by private entrepreneurs on lease. The Twenty Bedded Tourist Home at Minicoy has started functioning. The Twelve Bedded Tourist Home at Kadmat is presently run by SPORTS on lease. The tourist huts in the tourist focal Islands of Kavaratti, Kadmat, Kalpeni and Minicoy are looked after by SPORTS. Apart from these huts three private cottages at Minicoy are operated by local entrepreneurs.

Taking into account all the aspects involved the Administrative set up of the department of Tourism has been reorganised and strengthened. The department, till 1989 was functioning with miniscule manpower and had just one U.D. Clerk and an Ex-officio Director as staff. In 1990, the Department was strengthened with the posting of Tourism Officers and other necessary ministerial staff.

The objectives and policies with regard to tourism promotion are looked after by the Tourism Department and a Society named Society for Promotion of Nature Tourism and Sports (SPORTS). SPORTS has been recognised as a nodal agency for the promotion of tourism in Lakshadweep. It has got its staff trained in various disciplines of water sports. SPORTS has also been running restaurants for the tourists in every tourist focal Island as individual restaurants are very few in the island.

All tourism development schemes are first analysed from an environmental impact point of view and only if they meet the norms in this regard implementation is taken up. Following are broad EIA (Environment Impact Assessment) norms.

- 1) All proposed construction should have thatched roof or tiled sloping roof.
- 2) Only bio toilets to be installed as far as possible.
- 3) Rain water harvesting to be set up to conserve fresh water.
- 4) Use of Pump Sets should be minimised; the pump set in any case should have a cut off mechanism to ensure that water below the minimum safe level is not drawn.
- 5) Waste disposal system like incinerators for non-recyclable/non-biodegradable waste should be installed and a system of returning all non-biodegradable waste must be in position.
- 6) Minimum cutting of trees/greenery and maximum plantation of trees, plants, shrubs and creepers.
- 7) Carrying capacity study of the island before taking up development in any uninhabited island.
- 8) A regular system to educate tourists about the environment fragility of the ecosystem.

Following actions of the Administration reflect our commitment to ecology and sustainable tourism:

- 1) Lakshadweep Tourism Department's efforts to promote eco-friendly tourism were appreciated at the international tourism Bourse held in Berlin, Germany.
- 2) Most of our tourist accommodations have thatched huts and tiled roofs.
- 3) All the tourism properties have largely PVC solar streetlights. Tourists are encouraged to live in harmony with nature.
- 4) Use of compact fluorescent lamps.
- 5) Electric power supplied by solar plants during the day.
- 6) The islanders are educated to adopt eco-friendly ways like burning coconut husks to tackle mosquitos and pests instead of pesticide and protect the environment and ecology.
- 7) Bio-mass gasifier is proposed to be set up at Kavaratti on an experimental basis to utilise coconut waste and eventually generate electricity at a cheaper rate and also save the environment from pollution.
- 8) A film is shown to the tourist once they board the ship on way to Lakshadweep islands informing them about the island, its environment, the coral reefs and its management, the ban on picking up of corals, plastics etc. and ways to keep the islands clean and enjoy the beauty without disturbing or destroying it.
- 9) Being a restricted area entry is allowed only after issue of permits and therefore the overcrowding in the islands is easily taken care of.

- 10) The boats, vessels and ships of Lakshadweep Administration especially of Lakshadweep tourism carry the names of Island territories having great ecological value. Some of the names are MV Thinnakara MT Suheli. Thinnakara and Suheli are uninhabited islands in Lakshadweep archipelago and are known for their outstanding beauty and bio-diversity. Naming the vessels as above carries the message of ecology for all the tourists as well as islanders.
- 11) Fishing in Lakshadweep is carried out by pole and line method only. It is acknowledged all over the world that Pole and line method is the most Eco friendly method of fishing of tuna in which only mother fishes are caught and young ones as also mother marine creatures are spared, which are unnecessarily destroyed in other fishing methods.
- 12) Islanders are being trained in Scuba diving so that they not only know about marine wealth but also contribute in maintaining the ecology of the islands and works as eyes and ears of the Administration.
- 13) Administration has initiated steps to document the bio-diversity of the Island with the help of M.S. Swaminathan foundation and local staff.
- 14) Lakshadweep Building Development Board has been constituted to import and provide construction materials so that local material is not collected from the Island as that would damage the ecology

Destinations in Lakshadweep:

Kavaratti - The administrative headquarter; Kavaratti is the most developed island. Fifty Two mosques are spread out over the island including the most beautiful Ujra mosque. It has an ornately carved ceiling believed to be carved from a piece of driftwood.

The Lagoon is ideal for water sports, swimming and there are sandy beaches for sun basking. Enjoy marine life exhibits at the Marine Aquarium, and a vast collection of specimens at the Museum. View the exotic underwater world without getting yourself wet, from the glass-bottomed boats. Hire water sports crafts like Kayaks and Sailing Yachts.

Kalpeni - Kalpeni has the largest lagoon among Lakshadweep islands. The lagoon is relatively shallow and ideal for all kinds of water sports. A peculiar feature of Kalpeni atoll is the huge storm bank of coral debris along the eastern and southeastern shoreline. The islanders are torchbearers in the field of education. It is here that girls started going to school when any formal type of education was taboo to other islanders. Kalpeni with the small islets Tilakkam, Pitti and the uninhabited Cheriya with sparkling lagoon in between them are known for its scenic beauty. Koomel, the gently curving bay offers tourists facilities like bath huts, change rooms etc. You can swim, or engage yourself in water sports. Kayaks, SailBoats, Pedal Boats are available on hire.

Apart from regular day tourists, the island can accommodate staying tourists in four tourist cottages managed privately by the islanders.

Minicoy - Southernmost island of the group, Minicoy, is geographically isolated from other islands. Perhaps due to this, the culture here is a mix of Maldivian and South Indian. The language spoken is Mahl, a form of Divehi, the language spoken in Maldives. It is a cousin of Indo-Persian languages whose script is written from right to left.

Minicoy, often called Women's Island for the dominating position enjoyed by ladies in the society has a culture distinct from other islands. Here the village life has been democratic perhaps even before the words Democracy and Panchayat were known to them. It has a cluster of 10 villages each presided by a "Bodukaka". The island has a rich tradition of performing arts. Lava dance, the most attractive among them, is performed on festive occasions. A visit to the tuna canning factory, the lighthouse built by the British in 1885, and a long drive through dense coconut groves and winding village roads are part of the tour apart from the pleasures of one of the largest lagoons.

Traditionally the people of Minicoy are seamen working in international shipping companies. The pole and line tuna fishing was practiced here even before it was officially introduced. The men folk of the island are known for their carpentry and maritime skills and women are well known for their culinary and housekeeping skills.

The island is a part of the Coral Reef package with facilities to accommodate staying tourists as well as day tourists. A new twenty-bedded tourist resort has started functioning. The island is included in the Swaying Palms package.

Kadmat - Kadmat is a haven of solitude with its fine lagoon of even depth, a long stretch of shoreline ideal for swimming and well secluded tourist huts. Apart from the shallow lagoon on the west that forms an ideal spot for water sports, there is also a narrow lagoon on the east. This is the only island in the group which has a lagoon on both sides. Thick green coconut palm leaves form a natural canopy over the whole area protecting you from sunlight.

The island has the finest diving spots in India. Considering the potential for water sports, a full-fledged Water Sports Institute and a Dive School with well-trained instructors have been set up in the island. Dive Package tours and regular staying package tours are arranged to the island. It can accommodate only 48 tourists at a time. Due to its exclusivity the island is increasingly becoming a heaven for honeymooners. Kadmat is the only island apart from Bangaram and Agatti where international tourists are allowed. Visit the island in the Marine Awareness programme. Special Dive packages are also arranged to the island by M/s Laccadives, Mumbai, India.

Agatti - Get into one of the most beautiful lagoons from here. A virtual gateway to the islands, Agatti has the only airport on the island. A twenty-bedded tourist resort has been set up here. Unlike other islands it is the only island where one can stay as long or as short as one wishes- an advantage given by the Indian Airlines flight operated from Kochi. Uninhabited islands of Bangaram, Thinnakara, Parali-I and Parali-II are just a hop away. Land in these tiny islands and enjoy an exclusive day excursion.

Bangaram - Bangaram is an island that does justice to all that romantic imaginations. This teardrop shaped piece of land is encircled by creamy sand. Even in the hottest part of the day, you will not feel the heat as luxuriant coconut trees shade you from Sun's rays. For a perfect outing, there are three uninhabited islands in the same atoll, Tinnakara, Parali-I and Parali-II. The deep, warm, clear waters of Indian Ocean with its myriad flora and fauna are an irresistible invitation to the scuba diving fraternity of the world. The exquisite coral formation including the black coral formations, the variety and number of coral fishes - the angel, the clown, the butterfly, the surgeon not to mention awesome - looking but harmless sharks, manta rays, sting rays moray eels and turtles make diving here an addictive experience, enough to make impressive any divers' logbook with the stamp of the Diving School at Bangaram.

A hop away from Agatti airport by a speedboat, the Bangaram Island Resort caters to high- end international tourists. This 60-bed resort is well equipped with water sports equipment and has Lakshadweep's first Dive School.

- 6) **National Capital Territory, Delhi** - The NCT is the political hub of India. Every political activity in the country traces its roots here. This was true even of the mythological era. The Pandavas of the Mahabharata had their capital at Indraprastha, which is believed to have been geographically located in today's Delhi. The capital city of India also called New Delhi and locally Dilli is the main arrival point for overseas tourists.

Delhi is the second most populous metropolis in India after Mumbai and the largest city in terms of area. With a population of 16.3 million in 2011, the city is also the eighth most populous metropolis in the world. The NCT and its urban region have been given the special status of National Capital Region (NCR) under the Constitution of India's 69th amendment Act of 1991. The NCR includes the neighbouring cities of Baghpat, Gurgaon, Sonapat, Faridabad, Ghaziabad, Noida, Greater Noida and other nearby towns, and has nearly 22.2 million residents.

Although technically a federally administered Union Territory, the political administration of the NCT of Delhi today more closely resembles that of a State of India with its own Legislature, High Court and an Executive Council of Ministers headed by a Chief Minister. New Delhi is jointly administered by the federal Government of India and the local Government of Delhi, and is the capital of the NCT of Delhi.

Delhi is known to have been continuously inhabited since the 6th century BC, and through most of its history, it has served as a capital of various kingdoms and empires. It has been captured, sacked and rebuilt several times, particularly during the medieval period, and therefore the modern conurbation of Delhi is a cluster of a number of cities spread across the metropolitan region. Delhi is believed to have been the site of Indraprastha, the legendary capital of the Pandavas during the times of the Mahabharata. Delhi re-emerged as a major political, cultural and commercial city along the trade routes between northwest India and the Gangetic plain during the period of the Delhi sultanates.

In 1639 AD, the Mughal emperor Shahjahan built a new walled city in Delhi which served as the capital of the Mughal Empire from 1649 until the Rebellion of 1857. The British captured Delhi in 1857 and the city replaced Kolkata as the seat of British government in India in 1911. A new capital city, New Delhi, was built to the south of the old city during the 1920s. When the British left India in 1947, New Delhi became the national capital and seat of government. Today Delhi contains many important historical monuments, buildings and features.

The Archaeological Survey of India recognises 1200 heritage buildings and 175 monuments as national heritage sites³⁹. In the Old City, the Mughals and the Turkic rulers constructed several architecturally significant buildings, such as the Jama Masjid - India's largest mosque and the Red Fort. Three World Heritage Sites - the Red Fort, Qutab Minar and Humayun's Tomb - are located in Delhi.

Other monuments include the India Gate, the Jantar Mantar - an 18th century astronomical observatory - and the Purana Qila - a 16th century fortress. The Laxminarayan temple, Akshardham temple, the Bahá'í Lotus temple and the ISKCON temple are examples of modern architecture. Raj Ghat and associated memorials houses memorials of Mahatma Gandhi and other notable personalities. New Delhi houses several government buildings and official residences reminiscent of British colonial architecture, including the Rashtrapati Bhavan, the Secretariat, Rajpath, the Parliament of India and Vijay Chowk. Safdarjung's Tomb is an example of the Mughal gardens style. Some regal havelis (palatial residences) are in the Old City.

Chandni Chowk, a 17th century market, is one of the most popular shopping areas in Delhi for jewellery and Zari sarees. Delhi's arts and crafts include, Zardozi - an embroidery done with gold thread - and Meenakari - the art of enamelling.

Over the centuries, Delhi has become known for its composite culture, and a festival that symbolises this is the Phool Walon Ki Sair, which takes place in September. Flowers and pankhe - fans embroidered with flowers - are offered to the shrine of 13th century Sufi saint Khwaja Bakhtiyar Kaki and the Yogmaya temple, both situated in Mehrauli. On Independence Day, the Prime Minister addresses the nation from the Red Fort. Most Delhiites celebrate the day by flying kites, which are considered a symbol of freedom. The Republic Day Parade is a large cultural and military parade showcasing India's cultural diversity and military strength at the Rajpath.

³⁹ "Promote lesser-known monuments of Delhi'-Delhi-Cities", The Times of India, 27 February 2009).

Qutub Festival is a cultural event during which performances of musicians and dancers from all over India are showcased at night, with the Qutub Minar as a backdrop. There are also numerous convention and cultural centers in the city that host a number of cultural activities such as dance, music, plays, performing arts, painting and sculpting exhibitions and so on. Other events such as Kite Flying Festival, International Mango Festival and Vasant Panchami (the Spring Festival) are held every year in Delhi. The Auto Expo, Asia's largest auto show, is held in Delhi biannually. So is the annual Trade Fair. The World Book Fair, held biannually at the Pragati Maidan, is the second largest exhibition of books in the world. Delhi is often regarded as the "Book Capital" of India because of high readership.

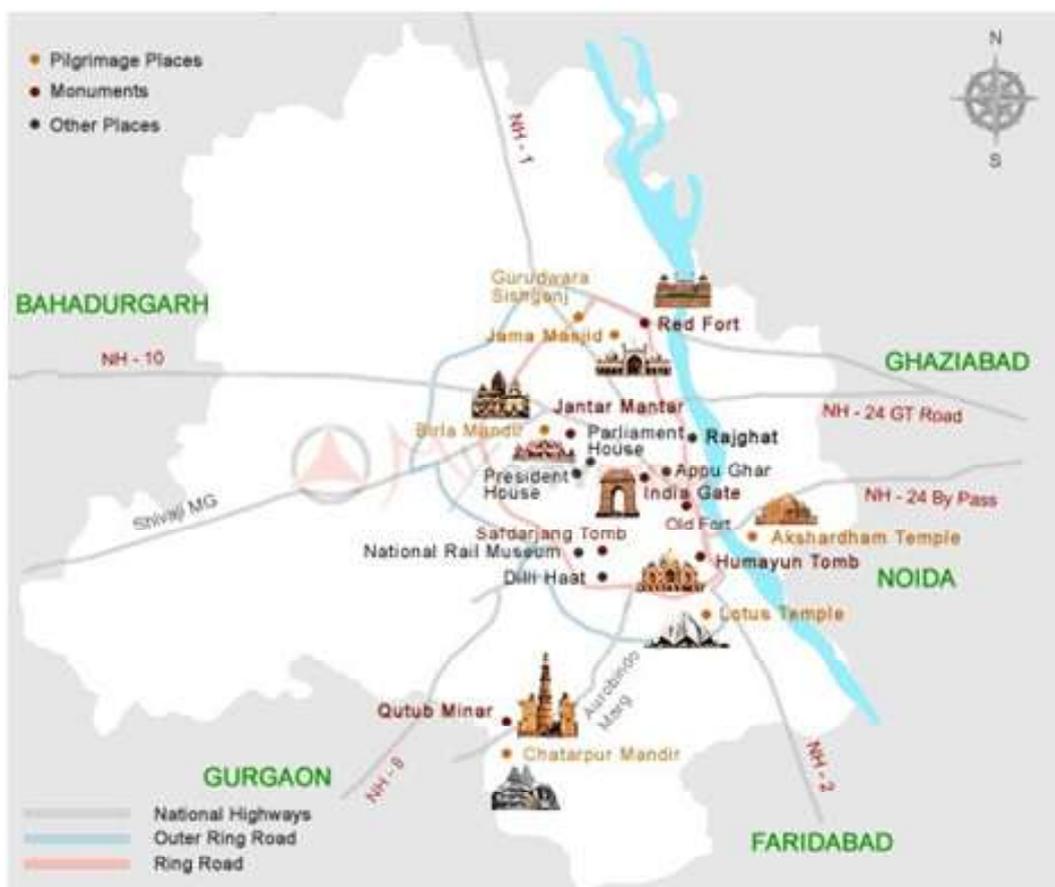


Figure 30: Delhi tourism map

Promotion of Tourism in Delhi : Delhi Tourism and Transportation Development Corporation (DTTDC) is an undertaking of the Government of Delhi, established in December 1975 for the purpose of promoting tourism and related services in the city of Delhi. It has an authorised share capital of Rs. 10.00 crores and a paid up capital of Rs. 6.28 crores⁴⁰. It is involved in several other activities, some of which do not fall under the core activity of promotion of tourism, such as the selling of liquor. This particular activity, however, provides the corporation with revenue that can be utilised in tourism or other related development activities in Delhi.

⁴⁰ Delhi Government website. <<https://delhi.gov.in/>>

Besides the core activity of promotion of tourism, the Corporation directly sells liquor all over Delhi, which is one of the few activities that provides net profit to the corporation. The sale of liquor is carried out through liquor shops, which number over one hundred, and includes the direct selling of Indian Made Foreign Liquor (IMFL) and Countrymade Liquor (CL).

The Corporation also constructs flyovers as part of the development of infrastructure for easy commuting by tourists in Delhi. The revenue for the construction of some of the flyovers in Delhi has been generated from a share of profit that the Corporation earns from the sale of Countrymade Liquor (CL). The Corporation charges a flat rate of profit, a margin of Rs. 6 per bottle of country liquor, of which a share of Rs. 5/- has been fixed as a contribution towards the construction of flyovers. The construction is carried out by the Engineering Division of the Corporation.

The main activities of DTDC can be divided into the following heads:

◆ **Publicity literature**

The Corporation promotes tourism whether or not the activities provide any short-term benefits in terms of revenue. The gains from the promotion of these activities is reviewed regularly as part of a longer term strategy. The use of published literature for publicity and the promotion of tourism is limited to the publication of the following:

- ◆ Tourism Map of Delhi
- ◆ Eicher City Guide
- ◆ CD-ROM on Delhi to provide vital information for the tourist
- ◆ Annual Calendar and Diary
- ◆ First Mini Booklet for Distribution in inbound flight
- ◆ Tourist facilitation

A large number of tourists arrive at the capital of Delhi every year. Activities provided to tourists regarding include:

- 1) Package Tours - There are day tours within delhi as well as trips for a few days in and around Delhi.
- 2) Travel Services - Travel services in the form of international air ticketing and foreign exchange banking.
- 3) Tourist Transport - Taxi services are also provided by the transport division.
- 4) Hop-On/Hop-Off Bus service www.hohodelhi.com | HOHO DELHI - Known as HoHoDelhi, provides sightseeing service to tourists who are willing to explore Delhi with a more flexible schedule. These tours are conducted in specially designed buses which move continuously along a route, allowing tourists to board or alight at any of the pick up/drop off points.

- ◆ Other tourist activities

The Corporation provides several other activities for tourists. They are:

- ◆ Garden of Five Senses - a beautiful landscaped park near Saket Metro Station and 2 km from Qutub Minar.
- ◆ Azad Hind Gram - a rural tourist complex with amphitheater and a museum in the memory of the freedom fighter Subhas Chandra Bose.
- ◆ Four Coffee Homes - run by the Catering Division of DTTDC are located at prime locations in Delhi.
- ◆ Dilli Haat - a market providing items for sale directly by the craftsmen from different parts of the country at one place, recognised as an art, crafts and cultural center of Delhi, which was visited by approximately 16 lakhs visitors in 2001. Work on Delhi's second Dilli Haat, in Pitampura, close to Pitampura TV Tower and spread over 3 hectares, began in 2008.
- ◆ Exhibition and Conference.
- ◆ Musical Fountain - located at Ajmal Khan Park with water cascades synchronized to coloured lights, each show lasts 20 minutes.
- ◆ Sound and Light show (Son-et-lumiere) - takes place at the Old Fort, Delhi and projects the Fort's history realistically through weekly one hour shows in Hindi and English covering the history of Delhi over a period of 5000 years. Another show is organised everyday at the Red Fort.
- ◆ Other activities include boating at nearby lakes and arranging for parasailing and mountaineering activities in India.
- ◆ Tourism Training - The Indian Institute of Tourism and Travel Management (Delhi Chapter) provides long term courses as well as short-term diploma programmes in Tourism and Travel Management on a continuous basis, which assists development of tourism by transferring knowledge in areas of tour and tourism.

DTTDC has several projects planned:

- ◆ Garden of Five Senses, Saidul Ajaib, near Saket
- ◆ Development of Four Dilli Haats
- ◆ Water Sports Tourism Complex at Bhaalswa Lake
- ◆ Establishment of Wayside Amenities at N.H.-8
- ◆ Development of a Mini India Heritage Complex
- ◆ Restoration of denotified monuments
- ◆ Refurbishment of monuments

- ◆ Tourist reception centers
- ◆ Meet and Assist Services
- ◆ Radio Cabs
- ◆ Photo Identity Cards
- ◆ Illumination of Monuments
- ◆ Development of Lakes
- ◆ Use of Information Technology-Helpline/call center
- ◆ 52 Episode tele-serial on tourism
- ◆ Handy Audio reach kit
- ◆ Computer kiosks with WLL phones

Places of interest:

- | | |
|--------------------------|-----------------------------------|
| ◆ Lutyens' Delhi | ◆ Rashtrapati Bhawan |
| ◆ India Gate and Rajpath | ◆ Connaught Place |
| ◆ Sansad Bhavan | ◆ Lodhi Gardens Mughal monuments: |
| ◆ Humayun's Tomb | ◆ Salimgarh Fort |
| ◆ Purana Quila | ◆ Chandni Chowk |
| ◆ Red Fort | ◆ Safdarjung's Tomb |

Earlier monuments:

- ◆ Qutub Minar
- ◆ Tughlaqabad

Hauz Khas Places of worship:

- | | |
|----------------------------------|-----------------|
| ◆ Akshardham Temple | ◆ ISKCON Temple |
| ◆ Laxminarayan Temple | ◆ Jama Masjid |
| ◆ Cathedral Church of Redemption | ◆ Lotus Temple |
| ◆ Gurdwara Bangla Sahib | |

St. James' Church Museums:

- ◆ National Agricultural Science Museum
- ◆ Air Force Museum
- ◆ Archaeological Survey of India, Museum
- ◆ Craft Museum
- ◆ Gandhi Museum
- ◆ Ghalib Museum and Library
- ◆ Indira Gandhi Memorial
- ◆ Malliah Memorial Theatre Craft Museum

- ◆ National Gallery of Modern Art
- ◆ National Children's Museum
- ◆ National Museum of Natural History
- ◆ National Philatelic Museum
- ◆ National Police Museum
- ◆ National Science Center Museum
- ◆ National Rail Museum
- ◆ Nehru Museum and Planetarium
- ◆ Sangeet Natak Academy
- ◆ Sanskriti Kendra Terracotta and Metal Museum
- ◆ Shankar's International Dolls Museum Musical
- ◆ Tibet House Museum

Zakir Hussain Museum Other attractions:

- | | |
|---------------------|---------------------------------------|
| ◆ Jantar Mantar | ◆ Raj Ghat |
| ◆ Lodhi Gardens | ◆ Shanti Vana |
| ◆ Nizamuddin Dargah | ◆ Parikrama, the revolving restaurant |

- 7) **Puducherry** - The Union Territory of Puducherry comprises of four coastal regions viz- Puducherry, Karaikal, Mahe and Yanam. Puducherry and Karaikal are situated on the East Coasts in Tamil Nadu, Yanam in Andhra Pradesh and Mahe on the West Coast in Kerala.

Puducherry is the Capital of this Union Territory. It is on the east coast about 162 kms south of Chennai (Madras) located on the Coromandel Coast of the Bay of Bengal. There are no hills or forests in this region. The main soil types in this region are red ferralitic, black clay and coastal alluvial.

Main languages spoken in the region are Tamil, Telugu and Malayalam. English and French are other languages, which are spoken by a considerable number of people. Puducherry has a wealth of heritage buildings of both French and Tamil architectural styles. The grid patterned layout of town divides the town into two distinct settlements. The French section is on the east of the canal that bisects the town while the Tamil section is essentially on the western side. Being a small laid back place, puducherry is pleasant to explore on foot. We have put together four walks covering the best of puducherry.

Quiet beaches and peaceful resorts to the north and south balance the town's bustling, yet easy going life. It is not only an attraction on its own but is also a good base to explore other rich destinations in Tamil Nadu. There are various day trips: Auroville, the international City of Unity; the imposing Gingee Fort, the holy temple towns of Kanchipuram, Tiruvannamalai and Chidambaram, the heritage sculptures

and magnificent rock temples of Mamallapuram, and the cool and lush hill stations of Yercaud and Kodaikanal. Puducherry has a special ambience, not felt anywhere else in India. It is a blend of spiritual aura, French colonial heritage, Tamil culture and the cosmopolitan flair of many nationalities in a small but varied town. The inherent ambience of Pondy, as it is fondly called, becomes most evident in the oldest part of the town which flanks the seashore boulevard. Colonial buildings, some which trace back to the 18th century, line along a grid of straight.

Puducherry is best accessible by road from Chennai, Bangalore and even from Kerala. For the shopper puducherry has a lot to offer and is fast becoming a favourite shopping destination of the southern metropolitan cities. It is known for its traditional doll-making and textiles and silks. But it is also the birthplace of several world class brands in leather, pottery, aromatics, fashion and handmade paper. These excellent products came to renown solely by their superb quality. A new trend is the proliferation of exquisite decor boutiques and export-quality antique furniture galleries.

As per the Department of Tourism website, the tourism statistics of Puducherry are as follows⁴¹:

Year	Domestic Tourist	Growth %	Foreign Tourist	Growth %	Total
1999	4,49,429	(+) 10.42%	22,983	(+) 24.22%	4,72,412
2000	5,27,274	(+) 17.32%	23,878	(+) 3.89%	5,51,152
2001	4,76,804	(-) 9.57%	22,115	(-) 7.38%	4,98,919
2002	4,80,522	(+) 0.78%	20,094	(-) 9.13%	5,00,616
2003	5,00,139	(+) 4.08%	25,559	(+) 27.19%	5,25,698
2004	5,58,445	(+) 11.66%	32,053	(+) 25.40%	5,90,498
2005	5,74,011	(+) 2.78%	36,009	(+) 12.34%	6,10,020
2006	6,52,245	(+) 13.69%	46,273	(+) 28.50%	6,98,518
2007	7,98,528	(+) 22.43%	57,682	(+)24.66%	8,56,210

The provided statistics do not cover the “Day Visitors”, which is a minimum 25,000-30,000 per day (Commercial /Shopping /Weekend visit/Students).

Promotion of Tourism in Puducherry : Department of Tourism, Puducherry and the Puducherry Tourism Development Corporation (PTDC) offer a number of opportunities for investment and PPP incentives in Puducherry tourism. PTDC offers a slew of incentives for investors in tourism infrastructure. Investment opportunities exist to develop star and heritage hotels, amusement parks, multiplexes, food courts, beach resorts, ecotourism, health spas, art and craft villages and other tourism related products.

⁴¹ <http://tourism.puducherry.gov.in/statistics.html>

Incentives include investment subsidies and exemption from luxury tax. Special incentives are also offered for heritage hotels.

The following are the key areas earmarked for promotion by the Government of Puducherry. All these have the potential to offer good returns on your investment.

- ◆ Heritage and Star Hotels
- ◆ Food courts and restaurants
- ◆ Amusement parks
- ◆ Arts and Crafts village
- ◆ Boutiques
- ◆ Ecotourism
- ◆ Beach resorts
- ◆ Yacht and Boat Marinas
- ◆ Health centers and spas
- ◆ Convention centers
- ◆ Entertainment multiplex

The Puducherry Industrial Promotion Development and Investment Corporation Ltd.(PIPDIC) is also promoting investments in the field of tourism.

Destinations in Puducherry:

- ◆ Sri Aurobindo Ashram
- ◆ Auroville
- ◆ Beach Road
- ◆ Botanical Garden
- ◆ Ousteri Wetland and National Park
- ◆ Bharathi Park

13.5 Unesco Heritage Sites in India

Properties inscribed on the World Heritage List of UNESCO World Heritage Sites are:

I) Cultural

- ◆ Agra Fort (1983)
- ◆ Ajanta Caves (1983)
- ◆ Buddhist Monuments at Sanchi (1989)
- ◆ Champaner-Pavagadh Archaeological Park (2004)
- ◆ Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)

- ◆ Churches and Convents of Goa (1986)
- ◆ Elephanta Caves (1987)
- ◆ Ellora Caves (1983)
- ◆ Fatehpur Sikri (1986)
- ◆ Great Living Chola Temples (1987)
- ◆ Group of Monuments at Hampi (1986)
- ◆ Group of Monuments at Mahabalipuram (1984)
- ◆ Group of Monuments at Pattadakal (1987)
- ◆ Humayun's Tomb, Delhi (1993)
- ◆ Khajuraho Group of Monuments (1986)
- ◆ Mahabodhi Temple Complex at Bodh Gaya (2002)
- ◆ Mountain Railways of India (1999)
- ◆ Qutb Minar and its Monuments, Delhi (1993)
- ◆ Red Fort Complex (2007)
- ◆ Rock Shelters of Bhimbetka (2003)
- ◆ Sun Temple, Konârak (1984)
- ◆ Taj Mahal (1983)
- ◆ The Jantar Mantar, Jaipur (2010)
- ◆ Historic City of Ahmedabad (2017)
- ◆ The Victorian and Art Deco Ensemble of Mumbai (2018)
- ◆ Jaipur (2019)

II) Natural

- ◆ Kaziranga National Park (1985)
- ◆ Keoladeo National Park (1985)
- ◆ Manas Wildlife Sanctuary (1985)
- ◆ Nanda Devi and Valley of Flowers National Parks (1988)
- ◆ Sundarbans National Park (1987)
- ◆ Western Ghats (2012)

III) Properties submitted on the Tentative List

- ◆ Temples at Bishnupur, West Bengal (1998)
- ◆ Buddhist Monastery Complex, Alchi, Leh, known as Alchi Chos-kor (1998)
- ◆ Golconda Fort, Hyderabad, Andhra Pradesh (1998)

- ◆ Dholavira: a Harappan City, Gujarat, Disstt, Kachchh (1998)
- ◆ Rani-ki-Vav (The Queen's Stepwell) at Patan, Gujarat (1998)
- ◆ Mattanchery Palace, Ernakulam, Kerala (1998)
- ◆ Tomb of Sher Shah Suri, Sasaram, Bihar (1998)
- ◆ Group of Monuments at Mandu, Madhya Pradesh (1998)
- ◆ Ancient Buddhist Site, Sarnath, Varanasi, Uttar Pradesh (1998)
- ◆ Hemis Gompa (1998)
- ◆ Sri Harimandir Sahib, Amritsar, Punjab (2004)
- ◆ River Island of Majuli in midstream of Brahmaputra River in Assam (2004)
- ◆ The Matheran Light Railway (extension to the Mountain Railways of India) (2005)
- ◆ Namdapha National Park (2006)
- ◆ Wild Ass Sanctuary, Little Rann of Kutch (2006)
- ◆ Kangchendzonga National Park (2006)
- ◆ Urban and Architectural Work of Le Corbusier in Chandigarh (2006)
- ◆ The Kangra Valley Railway - Extension to the Mountain Railways of India (2009)
- ◆ Churchgate - Extension to Mumbai CST (2009)
- ◆ The Maharaja Railways of India (2009)
- ◆ Oak Grove School (2009)
- ◆ Excavated Remains at Nalanda (2009)
- ◆ Great Himalayan National Park (2009)
- ◆ Bhitarkanika Conservation Area (2009)
- ◆ Neora Valley National Park (2009)
- ◆ Desert National Park (2009)
- ◆ Silk Road Sites in India (2010)
- ◆ Santiniketan (2010)
- ◆ The Qutub Shahi Monuments of Hyderabad Golconda Fort, Qutub Shahi Tombs, Charminar (2010)
- ◆ Mughal Gardens in Kashmir (2010)
- ◆ Hill Forts of Rajasthan (2010)
- ◆ Historic city of Ahmedabad (2011)
- ◆ The Victorian and Art Deco Ensemble of Mumbai (2012)

- ◆ Delhi - A Heritage City (2012)
- ◆ Apatani Cultural Landscape at Arunachal Pradesh, India (2014)
- ◆ Archaeological remains of Lothal at Gujarat (2014)
- ◆ Bahá'í House of Worship at New Delhi (2014)
- ◆ Cellular Jail at Andaman Islands, India (2014)
- ◆ Chettinad, Village Clusters of the Tamil Merchants at Chettinad (2014)
- ◆ Chilika Lake at Odisha (2014)
- ◆ Monuments and forts of the Deccan Sultanate at Karnataka (Gulbarga, Bidar, Bijapur) and Telangana (Hyderabad), India (2014)
- ◆ Ekamra Kshetra - The Temple City at Bhubaneswar, Odisha, India (2014)
- ◆ Iconic Saree Weaving Clusters of India (2014)
- ◆ Padmanabhapuram Palace at Tamil Nadu (2014)
- ◆ Sacred Ensembles of the Hoysala at Karnataka (2014)
- ◆ Monuments of Srirangapatna Island Town at Karnataka (2014)
- ◆ Narcondam Island at Andaman and Nicobar islands, India (2014)
- ◆ The Neolithic Settlement of Burzahom at Jammu & Kashmir, India (2014)
- ◆ Thembang Fortified Village at Arunachal Pradesh, India (2014)
- ◆ The Glorious Kakatiya Temples and Gateways at Warangal District, India (2014)
- ◆ Sites of Satyagraha, India's non-violent freedom movement (2014)
- ◆ Moidams - the Mound-Burial system of the Ahom Dynasty at Assam, India (2014)
- ◆ Sri Ranganathaswamy Temple, Srirangam at Tamil Nadu, India (2014)
- ◆ Dholavira: A Harappan City at Gujarat, India (2014)
- ◆ Mountain Railways of India (Extension) at Maharashtra, India (2014)
- ◆ Sites along the Uttarapath, Badshahi Sadak, Sadak-e-Azam, Grand Trunk Road (2015)
- ◆ Evolution of Temple Architecture - Aihole-Badami-Pattadakal at Aihole, Badami and Pattadakal in Karnataka, India (2015)
- ◆ Cold Desert Cultural Landscape of India at Ladakh (2015)
- ◆ Keibul Lamjao Conservation Area at Manipur (2016)
- ◆ Garo Hills at Meghalaya (2018)
- ◆ Orchha at Madhya Pradesh (2019)



Figure 31: Map of World Heritage Sites in India (Maps of India)

MUST-SEE THREATENED TOURIST SPOTS IN INDIA

Contents

14.1	Introduction	393
14.2	Threatened Heritage Tourism Spots	394
14.3	Threatened Nature Tourism Spots	404
14.4	Threatened Religious Tourism Spots	419
14.5	Threatened Cultural Tourism Spots	425
14.6	Ramasar Sites In India	437

14.1 Introduction

We have already seen in our previous units how some tourist destinations are severely impacted by either high influx of tourism or due to a few combination factors. We have already studied how, in India, many places like Ajanta-Ellora, Elephanta, Ladakh and Jaisalmer are under severe threat due to excessive pressure from the tourism industry.

This does not, however, call for discouragement of tourism as a solution in all cases. Tourism is an indispensable source of revenue for any State. Tourist expenditure generates multiple effects with extensive outreach along its value chain. Adding to the demand for a variety of goods and services, tourism offers potential to exploit synergies across a large number of sectors such as agriculture, horticulture, poultry, handicrafts, transport, construction, etc., basically such sectors where growth of income has favourable impact on poverty alleviation.

Tourism inflow enhances the performance of the tourism sector by encouraging it. It encourages promotion in an environmentally and culturally sustainable as well as socially inclusive manner. This would be reflected in:

- ◆ Increase in the duration of stay
- ◆ Distribution of income and benefits from tourism, and
- ◆ Enhancement of management of natural and cultural heritage sites. This results in:
- ◆ integrated development of high-priority tourism infrastructure in high potential tourism circuits,

- ◆ enhanced connectivity and improved environment, utilities and tourist services,
- ◆ improvement of institutional and regulatory frameworks that will ensure coordinated efforts of multiple agencies,
- ◆ promotion of environmentally and culturally sustainable and socially inclusive tourism development,
- ◆ encouragement of private sector and community participation in tourism, and
- ◆ capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of women and disadvantaged groups.

Hence, though the problem may be universal, the solution is not. Solution has to be local. The Ministry of Tourism has been aggressively marketing 'Indian Culture' to attract international tourists. Its 'Incredible India' campaign - promoting India as everything from a healthcare destination to a source of amazing heritage and wildlife - has won many plaudits. However, the rapid expansion of tourism, especially on the scale envisaged by some within the industry, has the potential to have a negative impact on both heritage sites and the environment - thereby undermining the very attractions tourists are flocking to visit. Apart from the case studies examined in previous units, here are a few more places that are under the radar of immediate attention.

14.2 Threatened Heritage Tourism Spots

- a) **Rakhigarhi, Haryana** - Although mostly unexplored, this site has the potential to uncover secrets about one of the world's great ancient civilisations. At first glance, one might not think much of Rakhigarhi, a muddy village in northwest India. But closer inspection reveals its origins as home to the great Indus civilisation more than 5,000 years ago, with evidence of paved roads, drainage and rainwater collection systems, terracotta bricks and statues, and advanced metal working tools. Consisting of large ancient mounds, many as high as 50 feet and as wide as three football fields, Rakhigarhi is today one of the oldest and largest Indus sites in the world, easily rivaling Harappa and Mohenjodaro. While only small portions have been excavated, the findings have yielded tremendous discoveries.

The site is 224 hectares, the largest in the country. This estimation places Rakhigarhi bigger than Mohenjodaro in size. In size, dimensions, strategic location and unique significance of the settlement, Rakhigarhi matches Harappa and Mohenjodaro at every level. Three layers of Early, Mature and Late phases of Indus Valley civilisation have been found at Rakhigarhi. What has so far been found indicates that Rakhigarhi settlement witnessed all the three phases. The site's antiquities, drainage system and signs of small-scale industry are in continuity with other Indus sites. But the major portion of this site has not been excavated yet.

However, the site of such vast potential is plagued by insufficient management. The Archeological Survey of India excavated the place for a few years starting from 1997. Much of the findings were donated to the National Museum. After partial excavations a decade ago, Rakhigari was abandoned in 2004 and has since been plowed under. The excavation was stopped because of a CBI investigation on the misuse of funds. Currently, the muddy site is used for the drying and harvesting of buffalo dung, which local communities use as cooking fuel. Pottery and bone fragments can be found mixed in with the gravel at the site, while the majority of its ancient structures remain buried. There are currently no markers denoting its importance to visitors.

With New Delhi located just three hours to the southeast, urban development is encroaching on Rakhigarhi, threatening to further bury the unexplored mounds. For years, both residents and non-residents have dug into the mounds to procure artifacts, which can be sold on the international antiquities market.



Figure 1: Remains of a middle-aged Harappan woman kept at National Museum, Delhi, brought from Rakhigarhi

What is the solution?

If preserved and excavated, Rakhigarhi can teach the world about the Indus, whose ancient history rivals the Egyptians, Mesopotamians and Mayans in terms of global significance. Easily accessible from India's capital, the site also has potential as a major ecotourism site, which would create jobs, diversify industry in the villages around Rakhigarhi, and enable key improvements in the areas of sewage and drainage,

sanitation and solid waste management, roads and electrical improvements, and other forms of infrastructure.

In May 2012, the Global Heritage Fund declared Rakhigarhi one of the 10 most endangered heritage sites in Asia. A study by the Sunday Times, found that the site is not being looked after, the iron boundary wall is broken, and villagers sell the artifacts they dig out of the site and parts of the site are now being encroached by private houses.

The governmental insensitivity and lack of interest, coupled with local peoples looting and encroachment is the basic reason for the decay of such important excavation sites in India.



Figure 2: Moulds at Rakhigarhi encroached by villagers

- b) **Maluti Temples** - Maluti, a small village located on the border of Jharkhand and Bengal, is famous for 108 ancient temples that date back to the 18th century and earlier. The temples, made of terracotta, have great historical and religious significance, and contain Pala structures that have helped date the site archaeologically. The Kings of the Pala dynasty were devotees of the goddess Mowlakshi, and there are also temples devoted to the gods Shiva, Durga, Kali and Vishnu.

Today, only 72 temples remain intact, but they offer a unique economic opportunity to the village of Maluti.

In a 2010 report titled *Saving Our Vanishing Heritage*, Global Heritage Fund identified Maluti's Temples as one of 12 worldwide sites nearest ("On the Verge") of irreparable loss and damage, citing insufficient management as primary cause.

With regards to the temples' architecture, it is noticed that in the existing temples no particular style, like Nagara, Vesar or Dravida, have been followed. The specialist artisans who were obviously from Bengal had given shape to numerous designs while constructing these temples.

The temples of Maluti have never been properly maintained, a problem which has lead to the crumbling and decay of exquisitely-carved stones, as well as uncontrolled growth of destructive vegetation. The terracotta used to build the temples has alkalisied as a result of poor drainage, posing serious concern. Seepage of rainwater through cracks and fissures has also weakened the foundation and stability of the temples.



Figure 3: Maluti temple ruins

What is the solution?

With proper restoration and maintenance, the temples have the potential to be a major source of economy in the small town of Maluti. But with no such plan in place, the temples are fast deteriorating beyond repair.

This sorry state of affairs is true not just for the site but also for the local village surrounding the area. Maluti village is surrounded by Adivasi (Santhals) villages from both Jharkhand and West Bengal. The village is oval shaped with a diameter of 700 meters on the wider side and 400 meters on the narrower side. The population

of the village has been dwindling and is presently just a little above 3000. However, half of the population lives elsewhere in the country or abroad. Most of them come back during the Kalipuja (Diwali) time. The male female ratio in the village is 52:48. The Rajas of Maluti were upper class Brahmins but the rest of the population consists of tribal Santhal population (Adivasis) and other backward castes. Since the village is on the border of West Bengal the common language is Bengali and the people follow the customs, practices and festivals of Bengal. However, most of the people understand and speak Hindi also.

There is no electricity in Maluti village. This is one of the major reasons for its backwardness. It has a very rudimentary village dispensary with a lone paramedic. The residents have to travel 16 km to Rampur Hat to get even any basic treatment. There is no system of waste disposal or piped water supply. The principal source of water for washing and irrigation is rain water ponds. Drinking water is obtained from hand pumps and tube wells. There is no system for purification of the water. However, the literacy rate is surprisingly high, with 90 per cent of the population having at least basic education. A Middle School was set up in Maluti in 1875 but the number of students in this school has gone down drastically after Hindi was introduced as the medium of instruction some time back. The students go to the schools in nearby villages in West Bengal where Bengali is the first language. The nearest colleges are in Rampur Hat and Mallarpur.

At present Maluti remains quite isolated by and large from modern developmental activity. Conservation and development have to be very cautiously implemented in Maluti. Propositions have to be made for appropriate efforts for sustainable development of the village without compromising its unique identity.

- c) **Hampi, Karnataka** - Hampi is a UNESCO World Heritage Site located near Hospet in Karnataka. For about 200 plus years (1336 AD-1565 AD) four dynasties ruled Vijayanagar.

History of Vijayanagar had been a saga of resistance against the northern Sultanates as well as building of its spectacular capital in Hampi.

The capital was one major trading center. Anything from horses to gems was traded in Hampi. Art and architecture found its special place in Hampi. The rulers were great patrons of art and religion. Most of the kings associated names of their favourite gods with their names. Some of the kings were renowned for their ambitious projects.

King Krishnadeva Raya (1509-1529 AD) of the Tuluva Dynasty stands tall among the rest. During his regime the empire saw its peak. By this time Vijayanagara Empire covered the whole of south India and beyond. The Krishna Temple that you can visit in Hampi was commissioned by him to commemorate the victory over the Gajapathi kings of Utkala (in present day Odisha State).

The warring Deccan Sultanates could finally join together to defeat the Vijayanagara army at Talarikota, a place north of Hampi. Vijayanagar army suffered heavy losses.

The capital city was plundered, its population massacred. Treasure hunters ransacked its palaces and temples for months. Kings lost, capital fallen, population fled, Hampi turned into a ghost city. For centuries Hampi remained as a neglected place. This erstwhile metropolitan with more than half a million population slowly turned into a jungle where wild animals roamed freely. The area came under many kings from time to time with the flow of history. But it was no longer considered strategic and hence neglected.

During the colonial period, Hampi evoked some curiosity among the western archeologists. Robert Sewell's (1845-1925), seminal work aptly titled as *A Forgotten Empire :Vijayanagar* was a major attempt to narrate the empire that was. In 1917 A.H. Longhurst's *Hampi Ruins Described and Illustrated* became the first travel guide for the visitors to Hampi. UNESCO's World Heritage Site was conferred to Hampi in 1986.

Currently Hampi's monuments - hundreds of them - are popular among tourists, pilgrims and the area is one of the exotic locations for Bollywood and local film shootings.

The 236 km⁴² of the Hampi World Heritage Site (WHS) encompasses several monuments and a sprawling natural heritage covering over 28 villages and one urban settlement (Kamalapura) and supporting a total of 59,941 inhabitants¹. The presence of these human settlements makes Hampi a living heritage site.

It implies that people living in these settlements are an essential part of the site and therefore anything and everything rooted by local communities adds to the cultural significance of the place. In other words, apart from the tangible heritage, the oral traditions and expressions including language, performing arts, social practices, rituals and festive events as well as knowledge and traditional practices together form an inalienable part of the heritage that needs to be, to begin with, recognised and then conserved. Needless to say, beyond what may be ascribed as intangible heritage, people living in these settlements also have their day to day needs and imperatives in terms of basic infrastructure, services, health, education and other social amenities.

It is the presence of this local population that adds life to the otherwise silent monuments. Hampi's sacred landscape is embedded within its living culture encompassing living temples associated with bazaar and settlements which behave in a manner similar to during the Vijayanagara Period. Local communities are therefore a means to maintain the 'soul' of the area by revealing the intrinsic values of a living heritage place.

In July 2011, the Archaeological Survey of India (ASI) removed some 250 families housed in "illegal encroachments" along the 700-meter-long colonnaded pavilion of

¹ Old Census of 2001.

the 16th century Virupaksha temple, otherwise known as “Hampi Bazaar”. The evictions, announced less than 24 hours before the demolition of some of these stalls and homes was set to begin, triggered an ongoing debate about the ASI’s handling of residents living illegally on a UNESCO World Heritage Site.

While many continue to support the ASI’s decision, arguing that the bazaar residents were doing more harm than good - accusations include drug trafficking, cobbling building materials out of the site’s ruins, and diverting revenues away from the State of Karnataka with seasonal traders coming in from other provinces - others have lamented the abrupt loss of Hampi’s “living heritage”.



Figure 4: Encroachments removed near Hampi

What is the solution?

Many archeologists have slammed the move as callous, as the local population was not involved in the decision-making process. Many have said that evictions were really no solution as there is only a limited range of paradigms for managing heritage sites, expertise of which the ASI otherwise lacks.

Experts have went on to write that, ‘some sites, like the bazaar prior to 2010, are neglected, unprotected and open to illegal encroachment and inhabitation, while, other sites, like the bazaar today, are ‘protected’ – cleared of all encumbrances

such as previous inhabitants, set in pleasant garden compounds, and surrounded by walls and gates. Though Hampi Bazaar is not the only site to fall victim to one or both of these flawed approaches, it is one of outstanding national importance and international repute. And it aptly demonstrates why such an unyielding policy was not necessary'².

In 2010, Global Heritage Fund won a UNESCO-Asia Pacific Heritage Award for its preservation of Hampi's 15th century Chandramauleshwar Temple, the jury called the project a "benchmark for conservation practice at archaeological sites in India". It specifically praised the public-private partnership between the Government of Karnataka and Hampi Foundation, GHF's key partners in the project, as a "worthy model for future conservation projects" within the site and across the region.

While strong arguments have been made in support of the ASI, which is faced with the difficult task of policing a World Heritage Site, perhaps the most salient point made by people who oppose ASI's eviction move is the argument in favour of a "living heritage" approach at Hampi, in which past structures of different types are rehabilitated according to accepted conservation standards, yet adapted for everyday use.

They say that "Hampi should have seen studies to explore ways to rehabilitate the bazaar to accommodate modern shops and facilities, while at the same time respecting the historical fabric of the colonnades. After all, this street was originally intended as a setting for bustling activity."

- d) **Taj Mahal** - In 2010, a new Indian government survey revealed that the Taj Mahal, the nation's best-known monument, was again facing a major threat from pollution. The report, compiled by India's National Environment Engineering Research Institute, showed that measures taken after previous scares that the 17th century tomb was being irreparably damaged by air and water pollution are failing.

The survey, commissioned by the Ministry of Environment, found that pollution levels in the city of Agra, where the Taj Mahal is located, had risen significantly over recent years as a result of growth in industry, traffic and population.

Taj Mahal had been in news during the last decade for increased threat posed from pollution. Concerns were that environmental pollution on the banks of Yamuna River including acid rain due to the Mathura Oil Refinery, is eroding the white marble from which the structure is made of. The Supreme Court of India had issued strong directives to curb such pollution. The pollution had been turning the Taj Mahal yellow. To help control the pollution, the Indian government had set up the Taj Trapezium Zone (TTZ), a 10,400 km³ (4,000 sq mi) area around the monument where strict emission standards were in place. Vehicles are now banned from within 500 meters of the monument and an LED display gives a running count of air pollution.

² Fritz and Michell.

³ Tapper, James, 'Taj Mahal could collapse within five years because wooden foundations are rotting', Daily Mail, UK, 5 October 2011.

Concerns for the tomb's structural integrity have recently been raised again because of a decline in the water level of the Yamuna river which is decreasing at a rate of 5 feet a year. In 2010, cracks appeared in parts of the tomb, and the minarets which surround the monument were showing signs of tilting, as the wooden foundation of the tomb may be rotting due to lack of water. Some people predict that the tomb may collapse within 5 years.

The £90 m government programme, launched between 1998 and 2000 after the monument's famous white marble was seen to be turning yellow, has had some impact, according to the NEERI Report, but there are many other problems plaguing the Taj.

The new report found that emissions of nitrogen oxide and particulates, for example, had reached levels higher than those that prompted a supreme court intervention to force authorities to act a decade ago.

Taj Mahal is also threatened by dropping water tables and pollution from the river Yamuna, which runs alongside the structure. The levels are much lower than they were when it was built and there is a serious risk that the whole construction will be destabilised as its foundations are made of wood and need to be kept moist to avoid subsiding.

What is the solution?

The report confirmed that an increasing demand for water in Agra had meant a drop in the underground water level by four meters over recent years. The water is heavily polluted due to the continuing discharge of effluents from industry and to rubbish clogging drains around the monument.

The effects of the pollution have led to repeated attempts to use a clay pack treatment to maintain the shimmering, pristine appearance of the marble. The report added that measures such as a natural gas pipeline laid to supply clean fuel to industries in Agra, street-widening projects, the construction of a bypass, the replacement of diesel-run rickshaws by cleaner vehicles, heavy investment in a refinery to reduce emissions and an improved power supply that has meant less reliance on dirty diesel generators have had a positive impact, but could only mitigate the threat.

Agra lies downstream of Delhi, and water from the Yamuna river reaches the city heavily contaminated by chemical and human waste. A recent £30 m effort to clean the Yamuna has largely failed. In Agra, untreated sewage and solid waste is discharged directly into the river, the report said, while an upstream barrage has dramatically reduced its flow.

Each year hundreds of thousands of foreigners pay around £10 each to view the Taj Mahal, built by the Mughal emperor Shah Jahan as a mausoleum for his third wife, Mumtaz Mahal, who died having the couples 14th child. Officials off record, however,

have told various press reporters that “collusion between a land mafia and dishonest bureaucrats” has meant the misuse of much of the money designated to protect the site and its surroundings.



Figure 5: Polluted River Yamuna near Taj Mahal

To save the Taj, Yamuna needs an urgent and massive clean up. This is probably the only viable way out.

- e) **Khajuraho** - The Khajuraho Group of Monuments in Khajuraho, a town in the Indian State of Madhya Pradesh, located in Chhatarpur District, is one of the most popular tourist destinations in India. Khajuraho has the largest group of medieval Hindu and Jain temples, famous for their erotic sculptures by Chandela kings. The Khajuraho Group of Monuments has been listed as a UNESCO World Heritage Site, and is considered to be one of the “seven wonders” of India.

The Khajuraho temple complex offers a professional light and sound show every evening. The first show is in English language and the second one in Hindi. The show is about an hour long and covers the history, philosophy and the art of sculpting of these temples. It is held in the open lawns in the temple complex.

The Khajuraho Dance Festival, held every year in the first week of February (1st to 7th), is an opportunity for visitors to experience various classical Indian dances set against the backdrop of the Chitragupta or Vishwanath Temples.

However, even these globally recognised sites are not immune. These groups of temples are slowly disappearing behind hotels, shops and residential houses.

What is the solution?

In the World Heritage Site of Khajuraho, mounds, believed to contain ancient shrines, are being neglected even as the work on discovering remains has ground to a halt as these mounds are not being made available to the Archaeological Survey of India (ASI). A few buildings had come up over the Dhaurar mound about three decades back. Even now, the remains of 3.5-meter-high rock temple can be observed. Another mound was destroyed and a pathway created for bullock-carts. This despite the fact that a structure was found during the excavation of the Satdhara mound in 1981-82.

The Bija Mandal temple, regarded as the largest shrine in Khajuraho at present, was discovered about a decade back during excavation of a large mound. Of the 85 temples originally built by the Chandelas, who ruled between the 9th and the 11th centuries, only about 25 exist. However, according to official sources, a demand for necessary land to undertake excavation has been pending for several years with the revenue department. These mounds are spread in an area of over five-six km around Khajuraho and Jatcara villages.

Besides the Bija Mandal, Khajaru, Baniani, Satkuan, Jakhnaura and Madia Pachare mounds are located in Jatcara area, while 11 mounds, including Bhainsa Lakhori, Batasa, Khartia, Bakharia, Khakra, Sirmaura, Sirani, Bagichi, Satdhara and Dhaurar mounds are located in Khajuraho village.

The mounds, 2-3.5 m in height within an area of 100-1,500 m², could lose their existence due to growing population and encroachment if nearby land was not renovated. Meanwhile, lack of resources with the ASI and the condition imposed by the Madhya Pradesh Government to provide land at market price was also a problem⁴. Such lapses and non-coordination within governmental departments and lack of funds is the main reason for neglect of the site.

14.3 Threatened Nature Tourism Spots

- a) **Manas National Park** - Manas National Park is a UNESCO Natural World Heritage site, a Project Tiger Reserve, an Elephant Reserve and a Biosphere Reserve in Assam. Located in the Himalayan foothills, it is contiguous with the Royal Manas National Park in Bhutan. The park is known for its rare and endangered endemic wildlife such as the Assam Roofed Turtle, Hispid Hare, Golden Langur and Pygmy Hog. Manas is famous for its population of the Wild water buffalo.

⁴ Sources said Rs. 28 lakh were deposited for 1.12 hectare land in Ghantai temple area in October 2003. The revenue department did not provide the land but demanded Rs. 44,000 more in 2006 for it. In November 2003, Rs. 73 lakh was deposited for 18.24 hectare near Vaman and Jabari temple. Far from providing the land, the revenue department demanded Rs. 1.33 crore in March 2006 creating a problem for the ASI. In 2003, Rs.2.20 crore was deposited for 25 hectare land near the western group of temples. The land was acquired after fulfilling additional demand for Rs. 70 lakh and about 150 houses had to be vacated in the area. A demand for diverting traffic from Bamitha highway to by-pass road and to close the concerned gate was made to the Chhatarpur district administration. The efforts have not been successful.

It was declared a sanctuary on October 01, 1928 and was designated a World Heritage site in December 1985. Manas is Assam's one of the two Tiger projects. The scenic beauty and rare wealth of wild life combine with this unique world heritage site to offer one of the most enthralling experiences.

The tract of Brahmaputra Valley came under the occupation of the British East India Company following the "Yandaboo" treaty in 1826 A.D. At that time the forest department in ASSAM was not constituted. The petty Revenue officers only levied some taxes on various forest products in an unorganised manner. As a corrective measure 1850 A.D., the collector of Kamrup suggested to the commissioner of ASSAM that a tax should be levied on timber felled instead of letting the timber trade remain uncontrolled and leaving the ordinary fixed officers to levy the unauthorised ceases as they were in the habitat of doing at that time. The tax proposed was 2 ½ annas for each.

In addition the collector also proposed to establish at the same time a check on the felling of young trees as to ensure natural replenishment of Forest. During 1852 the board of revenue replaced this system and introduced a system of farming of certain areas of tracks to the highest bidder for a period of not exceeding 5 years at a time.

In 1868-69, a general forest map of the lower provinces in Bengal was prepared. Thereafter, the first Forest officer in Assam was appointed in the same year. Special examination with a view of selecting forest officers was also introduced. Experimental timber plantation work was started in the provinces in 1870-71. Constitutions of Reserve Forests started around 1874-75 and thus began the conservation history of Assam's wilderness.



Figure 6: Manas National Park map

In 1985 the United Nations Educational, Scientific and Cultural Organisation (UNESCO) designated Manas along with Kaziranga National Park as a World Heritage Site. The Kaziranga National Park lay on Assam's alluvial floodplains along the Brahmaputra River, while Manas National Park hugged the foothills of the Bhutanese Himalayas. Yet these two parks, just 100 miles apart, and once joined by dense forest, were to experience very different fates over the following 25 years. Where Kaziranga has thrived, and its population of flagship rhinos quintupled, poachers have wiped out Manas' own rhino population and its habitat has been pillaged. This tale of two parks offers an important lesson on how to maintain healthy ecosystems: the welfare of local people, their engagement, and the alignment of political will across geographical scales are often critical to a park's long-term success.

Trouble began early on in the Manas world heritage site. In 1989 armed gunmen from the Bodo ethnic group, who had been fighting for a separate province for decades, attacked Manas' recently constructed office and residential quarters for the local park rangers. Further park facilities were attacked in the coming months and years, with regular cases of murder, kidnapping, and extortion of rangers, who were understandably hesitant about patrolling the park. As the law and order situation deteriorated, local poachers wiped out the 80-odd population of rhinos by 1995. Tiger and elephant poaching were also reported. Herbivores fell prey as well, especially swamp deer, whose population dropped from 450 in 19927 to less than 20 animals at present. The normal habitat management activities such as controlled burning of grasslands, desilting of water bodies, and prevention of livestock grazing could not be carried out, and the overall habitat quality deteriorated.

The downfall of Manas therefore traced a predictable pattern of succession: the alienation of local communities, followed by breakdown of government machinery, local extinction of sensitive species, and finally an irreversible change in the landscape and permanent loss of the knowledge needed to guide future treatment and corrective measures.

What is the solution?

The first question asked by everyone is that 'Was Manas simply the victim of this concurrent struggle for independence?'. The answer lies in a comparison with Kaziranga National Park, which also suffered from proximity to insurgent groups like the Bodo. In the early 1990s, Kaziranga's mega fauna were also heavily poached but, by the turn of the millennium, signature populations had not only stabilised, they were well on their way to doubling.

Kaziranga had several natural advantages over Manas. The park started with larger animal populations, and thus could better absorb heavy poaching. Terrain also played a part: animals like rhinos and pygmy hogs are specialist grazers and, in the Manas hills, grasslands were small and compact compared to Kaziranga, making the work of poachers easier. This was true as well for the Manas' Bengal florican, an endangered bustard (related to the crane) that uses select grassland pockets for breeding. The lack of habitat management in Manas also reduced viable grazing land due to rapid

forest encroachment. Heavy monsoon rains in the Beki River routinely cut the park from access and ecotourism slumped as a result.

On the sociocultural side, the Assam-centered politics effectively ignored the troubles in Manas, whereas the proximity of Kaziranga to the capital and its importance as the pride of Assam compelled the government to provide special funds and manpower. But could Manas' fate have been avoided?

At each stage these distinct challenges could likely have been overcome, but Manas did not effectively factor local politics and communities into its plan. Space for politics in natural resource conservation is fundamental to its long-term success.

By contrast, Kaziranga Park continued to allow communal grazing in buffer areas. It also had the advantage of relative ethnic homogeneity in surrounding villages, which by and large did not support the insurgent groups. Its recovery has been impressive: With the end of the insurgency in 1997, poaching numbers of animals like the rhino have been reduced to single digits, with the exception of 2007. Once the animal populations stabilised and the patrolling and monitoring mechanisms were in place, the park authorities could concentrate on habitat management activities. The park area was also doubled to include some of the adjoining forests and riverine areas. Though this increase required relocating a few fringe villages and acquiring lands from private plantations, the process generally occurred quite amicably. Camera-trap studies by research organisations indicated that Kaziranga habitat supports one of the highest tiger densities in the world. Recognising this, the park's status was upgraded to a tiger reserve, which meant more funds and special focus on tigers and their prey within the management plan. At present, the park holds the world's largest population of wild tigers and, with its substantial force of field staff and ground infrastructure, has become an international model for park management.

As for the Manas National Park, the path has been rocky, but there are signs of lessons learned. One significant development was the 2005 creation of the Bodoland Territorial Areas District, an autonomous district council vested with legislative and financial powers under the Indian Constitution and elected to power. This brought with it the signing of a peace accord, and the newly elected political representatives have prioritised the protection of Manas. Primary infrastructure such as all-weather approach roads and bridges to the park were constructed, and anti-poaching camps were reconstructed. Patrolling and wildlife monitoring has been taken up on a priority basis and scientific studies to ascertain the status of key species have been undertaken with the help of research organisations.

Preliminary investigations revealed that tigers, elephants, gaurs and the Asiatic wild buffalo were present in low numbers, whereas populations of rhino and swamp deer were nearly wiped out. A comprehensive rhino reintroduction plan was devised in 2005 that suggested reintroducing rhinos to Manas from Kaziranga and other national parks. Currently, there are 22 rhinos that have been reintroduced under this programme.

The highlight of the recovery, though, has been the unique way in which the participation of local youth has been actively sought for the management of Manas and its buffer regions. The past sociopolitical situation in the region had forced many of the uneducated youth toward poaching and petty timber felling – the easy, perhaps only, means available to earn money. After the formation of a stable local government, these youth were employed as conservation volunteers on a monthly stipend and ration. They assisted the forest department in surveillance and patrolling activities. With the help of national and international nongovernmental organisations (NGOs), some of the youth were also trained to act as nature guides for small ecotourism enterprises. At present, there are more than 1,400 such conservation volunteers supported by the Bodoland Territorial Areas District government in at least 10 different locations spanning a total area of more than 2,840 km². Through this initiative, the local people now have a stake in protecting the park and a sense of pride in having such a biodiversity-rich area nearby. Indirectly, the recovery of Manas has also generated broad environmental awareness and kept the local, semi-educated population employed. Previously, there was seldom any work besides farming, which is seasonally specific and provides low wages. This local engagement combined with a more stable and amenable government has helped stave off and reverse the decline of Manas National Park.

Provision of effective tourism facilities, visitor information and interpretation is also a priority for the park management. A sustainable financing mechanism needs to be ensured to provide the necessary financial resources for the long term management of the property. The surrounding buffer zones are managed on a multiple use basis, and a balance is required between conservation and resource extraction in the management of these areas. Involvement of local communities who live and make use of the areas adjacent to the reserve in protection efforts for the property is essential, and a key management objective is to enhance their engagement and awareness in the interest of the preservation of the property. There is potential to extend the property to coincide with the boundaries of the national park of which it forms the core. The establishment of a transboundary world heritage property across the Indian and Bhutanese Manas Tiger Conservation Landscape would enable greater coordination and cooperation in the management of habitat and wildlife populations and would strengthen protection as well.

- b) **Great Himalayan National Park** - The Himalayas have been a source of awe and inspiration for millennia to countless individuals. They are the largest, tallest and geologically youngest mountains on our planet. In India, they are the *Dehvbumi* - the home of the gods. The Himalayas are also one of the most fragile mountain regions of the world and hold an enormous repository of biological diversity which is increasingly under pressure from human activities.

The unique ecological aspects of the Western Himalaya led to the creation of the Great Himalayan National Park (GHNP) in the Kullu district of India's mountain State of Himachal Pradesh. These features include biodiversity, sparse human populations, inaccessibility, little tourism, and a local economy based on traditional livelihoods.

GHNP is a major source of water for the rural and urban centers of the region with four major rivers of the area originating from the glaciers in the Park. It is also a source of sustenance and livelihood for the local community living close to GHNP. In addition to lumber, the forest environment provides local people with Non-Timber Forest Produce (NTFP) such as honey, fruit nuts, bark of birch and yew, flowers and fuel wood.

Globally, as well as locally, the Great Himalayan National Park has a very high public profile. The international community regards it as a pilot site where the community based Biodiversity Conservation approach is being tested. The local people in the Ecozone (or Buffer Zone adjacent to the park) of GHNP recognise the fact that they have overexploited the medicinal herbs and NTFPs, and their sheep and goats have overgrazed the pastures.

In 1980, the Himachal Wildlife Project (HWP) surveyed the upper Beas region to help establish the boundaries of the park. An area comprising the watersheds of Jiwa, Sainj and Tirthan rivers became the Great Himalayan National Park in 1984. Starting from an altitude of 1,700 meters above mean sea level, the highest peak within the Park approaches almost 5,800 meters. The area of the National Park at the moment is 754.4 km² and it is naturally protected on the northern, eastern and southern boundaries by permanent snow or steep ridges. To facilitate conservation a 5 km wide buffer area, extending from the western periphery of the Park, has been classified as the Ecodevelopment Project Area (EPA) or Ecozone. The EPA has an area of 326.6 km² (including 61 km² of Tirthan wildlife sanctuary) with about 120 small villages, comprising 1600 households with a population of about 16,000. Since, the Indian Wildlife Protection Act, 1972 does not permit any habitation in the National Park, an area of 90 km² in Sainj valley encompassing the two villages of Shakti and Marore has been classified as Sainj Wildlife Sanctuary (WLS). These two villages, although technically “outside” the National Park, are physically located between two parts of GHNP. Thus the total area under the National Park administration is 1,171km².

The GHNP is at the junction of the world’s two major faunal regions: the oriental to the south and palaeractic to the north. The temperate forest flora-fauna of GHNP represents the western most extension of the Sino-Japanese Region. The high altitude ecosystem of the Northwest Himalaya has common plant elements with the adjacent Western and Central Asiatic region. As a result of its 4,100 m elevation range the Park has a diversity of zones with their representative flora and fauna, such as alpine, glacial, temperate, and subtropical forests. These biogeographic elements are result of geological evolution of Himalaya which continues today from the action of plate tectonics and continental drift. Over 100 million years ago, the Indian sub-continent broke off from the large, southern landmass, Gondwanaland and moved north. It eventually slammed into the northern land mass, Laurasia, and formed the gigantic folded mountains of the Himalaya. Due to this union of Gondwanaland and Asiatic landmasses, exchange of flora and fauna was possible and this ultimately led to the unique biogeographical features in the region.

Creation of GHNP:

It took twenty years from inception to inauguration for GHNP to be realised as part of the Indian National Park system. The following is a brief timeline:

- 1980** : Preliminary Park survey of the watersheds of Tirthan, Sainj, and Jiwanal in Banjar area of Kullu district 1983: Continued Park survey, the Banjar area of Kullu district.
- 1984** : Notification by the State of Himachal Pradesh of the intention to create the Great Himalayan National Park with a buffer zone.
- 1987** : First Management Plan of the Great Himalayan National Park.
- 1988** : Settlement Proceedings and settling of rights of local communities.
- 1992** : The Himachal Wildlife Project re-assesses wildlife abundance, livestock grazing, and herb collection and reviewed the existing management plan.
- 1994** : The Government of HP revised the Notification of intention to include the Sainj Wildlife Sanctuary and the upper Parvati watershed.
- 1994-1999**: Conservation of Biodiversity Project (CoB), the Wildlife Institute of India, Dehradun conducts research to assist in the management of the Park.
- 1999** : Declaration of Award upon Completion of Settlement Proceedings. Monetary compensation for individuals who had rights of forest produce in the park area, including a package for providing alternative income generation activities to everybody living in the Ecodevelopment Project Area or Ecozone.

Final Notification of the Great Himalayan National Park. The GHNP becomes the latest and newest National Park of India.

The Conservation of Biodiversity (CoB) Project completed on 31st December, 1999.

The Great Himalayan National Park was selected as one of the first national parks in India to demonstrate the approach of linking biodiversity conservation with local social and economic development broadly known as eco-development. International assistance funded the five year Conservation of Biodiversity (CoB) Project which started in late 1994. The CoB Project at GHNP addressed some of the concerns:

- 1) Conservation of biodiversity in a “megadiversity” country
- 2) Conservation of Himalayan ecosystem in danger of fragmentation and degradation
- 3) Help prepare future projects to address additional critical biodiversity issues
- 4) Developing linkages between conservation and development

The Park remains untouched by any road network and thus provides a unique opportunity for sound conservation efforts. Until the 1960s human pressure on the Sainj-Tirthan area grew very slowly. People in the area were primarily living at a subsistence level with very limited export of natural resources beyond the area. More recently, the State government's commitment to rapid economic and social development of the area put great pressures on the environment. To overcome the Kullu mountain region's inaccessibility, road and transport infrastructure became a first priority. In the late 1960s, local roads were steadily improved to make automotive traffic possible. These roads enabled regular bus service, allowing villagers from remote areas easy access to major towns for markets and labour.

As roads and transportation improved, the State government began the expansion of market agriculture. This work centered in the main Kullu valley at first and was then extended into the Sainj-Tirthan area in the late 1960s. The growing markets for cash crops, especially fruit, allowed a major opportunity to "modernise" the agricultural economy.

The promise of rural economic development needs to be balanced against the danger of adverse environmental impacts, which could ultimately undermine any economic gains made. For the village economy, these new markets created new prosperity. Unfortunately, it was not all equitable. Urban traders were major beneficiaries of the new income, and the larger landowners were able to profit from planting orchards. The landless Scheduled Castes, at the bottom of the economy, benefited only in the form of wage labour.

The Indian Forest Department's modern policies are consistent with the overall development priorities of the State. The value of the forest is recognised not only in the physical field such as conservation of soil and moisture, prevention of erosion and increase in rainfall etc., but also in the economic field such as development of agriculture, industry and communication.

In response to environmental criticisms, commercial logging was banned statewide in 1978 with the Forest Department reorienting their work toward reforestation and conservation. Reforestation had begun almost at the beginning of the Forest Department's existence, over a century before, but its priorities were very different from villagers' interests. From very early on, the Forest Department had planted commercial species in Reserved and Protected Forests, at the expense of fodder trees.

Research in GHNP saw domestic grazing as largely destructive of wildlife and habitats, reducing the amount and diversity of shrubs and ground vegetation and causing severe alteration of the natural forest flora. In most areas this reduces the suitability of the habitat for wildlife. The upward spring migration of flocks to high meadows (or thatches) probably disrupts nesting habitats of pheasants and other species. It was estimated that up to 1999, about 20,000 to 30,000 sheep and goats migrated into the area each season.

The second major pressure on GHNP's species diversity is the collection of medicinal herbs, as well as other forest products, including the commercially valuable morel

mushroom. Until the 1960s there was no significant commercial market for the major herbs, and no one anticipated that this would become a critical issue for the Park.

Beginning in the 1960s the commercial market expanded enormously, giving local people a major new source of income. Before 1999, a survey indicates that 70-85 per cent of households earned cash income from collecting and selling herbs. The collecting season was restricted to only two months, 15 August to 15 October. But with the temptations of the booming market, collectors expanded their work to the entire season, from April to November. This has resulted in depletion of several species of herbs and medicinal flora (e.g., local names: karu, muskabala, dhoop, guchhi). The system of trade begins with many local shopkeepers, who buy from the gatherers. The herbs are shipped from these towns to Amritsar, Delhi, Bombay, and beyond. Nearly 40 species are collected. About 2000 to 4000 persons entered the area to collect herbs each season.

Hunting of birds and mammals, another important source of the natural wealth, also underwent basic restrictions. In the years immediately after Independence many local shikaris (hunters) obtained licenses for snaring musk deer and hawks. Monal, Western tragopan and koklas pheasants were killed for their crest feathers which were used for hats. Falcons were sold to Pathan traders. Poachers also took their toll on deer and ungulates used for food and commercial products.

Prior to GHNP's protection, skyrocketing prices on international markets, parallel to the explosion of some medicinal herb prices, rapidly outstripped the capacity of officials to control or even monitor the harvest. The most dangerous case was the market for the musk pod of male musk deer, which were hunted close to extinction in the area in the 1970s. The first GHNP wildlife survey reported that the price for musk pods had spiraled upward in the 1970s. The price for brown and black bear skins as well as the bile of black bear had also escalated over 100 fold. The actual hunters continued to be mostly local men, but there were some outsiders too. In 1982 most hunting was banned in Himachal including GHNP.



Figure 7: GHNP

What is the solution?

Local people are the key for managing biological diversity in the Park. Providing alternative forms of income generation to compensate for the reduction in livelihood as a result of conservation efforts is essential for the local communities. Communities are being organised into smaller groups to participate in alternative income generation activities.

Poverty is the main constraint to sustainable conservation. Women are the poorest of the poor, and they are being empowered by organising them into Women's Saving and Credit Groups (WSCGs). Each WSCG comprises about 12 to 16 poor women who mostly depended for their livelihood upon the biodiversity of the Park. The GHNP and SAHARA, a non-governmental organisation (NGO), is organising these women to save their own money and then make credit available to the needy group members for investment in income generation activities.

The link between GHNP and the local community must address livelihood issues of those who were directly or indirectly depending upon the resources of the Park. Major interventions as Alternative Income Sources include:

Ecotourism: The local people who previously were dependent upon the Park are being organised for training as cultural and nature guides, cooks, camp organisers and porters. Ecotourism activity is expected to provide employment as porters, cooks and guides for 100 males belonging to the WSCGs for about 50 days in a year.

Vermicomposting: This process creates a rich organic fertiliser by the transformation of plant waste by worms. An income generating vermicomposting site requires an investment which is affordable by most of the poor members of the WSCGs and GHNP is already an immediate customer for vermicompost for its nurseries. About 100 sites have already been established.

Organic Farming: Vermicomposting is in fact the first step towards an expanded organic farming programme. The WSCGs are now using the surplus vermicompost to fertilise their fields. Long-term use is expected to produce quality fruits, vegetables and cereals. Already there is a substantial reduction in the use of chemical fertilisers and pesticides in the ecozone.

Medicinal Plant Cultivation: From 1990-2000, GHNP established ten major nurseries for medicinal plants. The Park is providing forest land for medicinal plant cultivation. Any WSCG can enter in a contract with the Park to cultivate the already enclosed forest land for medicinal plant cultivation. About 22,500 plants are planted on one hectare (approx. 2 acres) which makes medicinal plant cultivation a viable economic opportunity. All the produce goes to the groups. GHNP is helping with the marketing and sales with the assistance of a local NGO.

Seed Oil Extraction: Earlier the seed fruits such as hill apricots, walnuts and almonds were being bought by the local traders at a low cost for oil production. Now the WSCGs

are setting up their own oil extractors to realise greater economic benefit from these high quality oils.

Crafts/Souvenirs: Training workshops are being organised to make hemp or grass-based handicrafts and souvenirs. The GHNP has organised sale of such material through departmental shops as well as various local fairs and exhibitions.

Employment: The GHNP gives priority to WSCGs members for employment in its ten medicinal plant nurseries, construction work, repairs, etc.

Recent Conservational efforts:

Efforts to conserve forests and wildlife are gradually shifting away from a law enforcement and use-restrictions approach (of the 1980s and 90s), towards community participation emphasizing equitable and sustainable use of natural resources by local people. This change in approach is particularly important in remote rural areas of Himachal Pradesh, where biodiversity is concentrated, where poverty tends to be all pervasive, and where the outreach of government development programmes is often limited. This has meant a new emphasis on finding ways of deriving new economic opportunities from biological resources that will lead to increase in land productivity as well as provide alternative sources of livelihood.

In India, efforts to link protected area management with local social and economic development programmes are referred to as ecodevelopment, i.e., ecologically sustained development. Although the concept of ecodevelopment has been under discussion in India for more than a decade, practical steps towards developing and testing workable approaches in the field have begun only recently. Efforts are focusing on two areas:

- 1) community participation, with the objective of promoting sustainable use of land and other resources, as well as on-farm and off-farm income generating activities which are not harmful to the environment.
- 2) limiting rural development, with the participation of local people, for the purpose of reconciling genuine human needs with the specific aims of protected area management.

A strategy of active involvement of the local people in biodiversity conservation demands enhancing the productivity of village lands. The Great Himalayan National Park ecozone area is a huge repository of local knowledge about the uses of the medicinal herbs. They know the medicinal plants very well. Livelihood options in the post-settlement period include vermicomposting, medicinal herb cultivation, and handicraft development. There are good opportunities to support a people-oriented medicinal herb propagation programme outside the Park. This has great potential, but requires significant development (proper market tie-ups, value additions, etc.).

Fund-Raising:

The problem and study of the biological diversity of the unique ecosystems of the Park requires resources and support. Towards that end the Biodiversity Conservation Society

(BiodCS) for the Great Himalayan National Park was formed through which funds can be raised from various sources.

Biodiversity Conservation Society (BiodCS)

The Biodiversity Conservation Society (BiodCS) has the overall responsibility for the management of the Great Himalayan National Park. The BiodCS provides fund advances, empowerment, flexible administrative procedures, and governing board structure. These help provide continuity of Park funding across fiscal years, eliminates most bureaucratic delays, renders managerial autonomy at the Park level, and ensures the flexibility required for a process-oriented approach. The Director, Great Himalayan National Park, who is the member-secretary of the Governing Board of the BiodCS, is responsible for the management, along with assumption of responsibility and accountability for production of outputs, achievement of the Park's objective and for the use of the Park management funds.

The BiodCS honors and expands the legacy of private philanthropy that will help sustain the Park. Whether it is small donations from school children or larger contributions from individuals or corporations, the BiodCS allows the GHNP management to fund community development programmes, as well as education, science, and interpretation programmes for the Park.

The Director, Great Himalayan National Park is member-secretary of this governing body and does all the works concerning management, financial and administrative works duly approved by the governing body.

Success Story

Valley of Flowers and Nanda Devi National Park, Uttarakhand-

Nestled high in West Himalaya, India's Valley of Flowers National Park is renowned for its meadows of endemic flowers and outstanding natural beauty. This richly diverse area is also home to rare and endangered animals, including the Asiatic black bear, snow leopard, brown bear and blue sheep. The gentle landscape of the Valley of Flowers National Park complements the rugged mountain wilderness of Nanda Devi National Park. Together they encompass a unique transition zone between the mountain ranges of the Zaskar and Great Himalaya, praised by mountaineers and botanists for over a century and in Hindu mythology for much longer.

The Nanda Devi and Valley of Flowers National Parks are exceptionally beautiful high- altitude West Himalayan landscapes with outstanding biodiversity. They are a UNESCO World Heritage Site⁵.

Nanda Devi is India's second highest mountain which is approached through the Rishi Ganga gorge, one of the deepest in the world. The Valley of Flowers National Park, with its gentler landscape, breath-taking beautiful meadows of alpine flowers and ease of access, complements the rugged, inaccessible, high mountain wilderness

Contd...

⁵ Date of Inscription: 1988; Extension: 2005.

of Nanda Devi. Apart from some community-based ecotourism to small portions of these parks, there has been no anthropogenic pressure in this area since 1983. The story before 1983, was however, bleak.

Nanda Devi National Park covers an area of 630.33 km² and together with Valley of Flowers National Park is encompassed in the Nanda Devi Biosphere Reserve totaling a protected area of 2,236.74 km², which is surrounded by a buffer zone of 5,148.57 km². This Reserve has been a part of the UNESCO World Network of Biosphere Reserves since 2004.

Importance of the area -

The Nanda Devi Biosphere Reserve is a control site for the maintenance of natural processes, and is of high significance for long-term ecological monitoring in the Himalayas.

Both parks (Nanda Devi National Park and Valley of Flowers National Park) contain high diversity and density of flora and fauna of the west Himalayan biogeographic zone, with significant populations of globally threatened species including the snow leopard, Himalayan musk deer and numerous plant species. Covering a vast area, these two parks are surrounded by a large buffer zone of 514,857 ha which encompasses a wide range of elevation and habitats. This entire area, located within the Western Himalayas Endemic Bird Area (EBA), supports significant populations of mountain ungulates and galliformes that are prey to carnivores such as the snow leopard.

The Nanda Devi National Park is renowned for its remote mountain wilderness, dominated by India's second highest mountain at 7,817 m and protected on all sides by spectacular topographical features including glaciers, moraines and alpine meadows. This spectacular landscape is complemented by the Valley of Flowers, an outstandingly beautiful high- altitude Himalayan valley. Its 'gentle' landscape, breath-taking beautiful meadows of alpine flowers and ease of access has been acknowledged by renowned explorers, mountaineers and botanists in literature for over a century and in Hindu mythology for much longer.

The Nanda Devi National Park, with its wide range of high altitude habitats, holds significant populations of flora and fauna including a number of threatened mammals, notably snow leopard and Himalayan musk deer, as well as a large population of bharal, or blue sheep. Abundance estimates for wild ungulates, galliformes and carnivores within the Nanda Devi National Park are higher than those in similar protected areas in the western Himalayas. The Valley of Flowers is internationally important on account of its diverse alpine flora, representative of the West Himalaya biogeographic zone. The rich diversity of species reflects the valley's location within a transition zone between the Zaskar and Great Himalaya ranges to the north and south, respectively, and between the Eastern and Western Himalaya flora. A number of plant species are globally threatened, several have not been

Contd...

recorded from elsewhere in Uttarakhand and two have not been recorded in Nanda Devi National Park. The diversity of threatened species of medicinal plants is higher than has been recorded in other Indian Himalayan protected areas. The entire Nanda Devi Biosphere Reserve lies within the Western Himalayas Endemic Bird Area (EBA). Seven restricted-range bird species are endemic to this part of the EBA.

The story before 1983-

The park lies in Chamoli district, within the Garhwal Himalaya. It comprises the catchment area of the Rishi Ganga, an eastern tributary of Dhauliganga which flows into the Alaknanda River at Joshimath. The area is a vast glacial basin, divided by a series of parallel, north-south oriented ridges. These rise up to the encircling mountain rim along which are about a dozen peaks, the better known including Dunagiri, Changbang and Nanda Devi East.

Established as a national park with effect from 6 November 1982 as per Notification No. 3912/14-3-35-80 of 6 September 1982, the intention having been declared under Notification No. 2130/14-3-35-80 of 18 August 1980.

Commonly referred to as 'Handa Devi Sanctuary', the name was changed to Sanjay Gandhi National Park at the time of notification. This met with local opposition and the site was gazetted as Handa Devi National Park.

After the opening of the Nanda Devi Sanctuary in 1974 to foreign climbers, trekkers, and locals, the fragile ecosystem was soon compromised by firewood cutting, garbage, and grazing. Serious environmental problems were noted as early as 1977, and the sanctuary was closed in 1983. Currently, Nanda Devi forms the core of the Nanda Devi Biosphere Reserve (which includes Nanda Devi National Park), declared by the Indian government in 1982. In 1988, Nanda Devi National Park was declared a UNESCO World Heritage Site, "of outstanding cultural or natural importance to the common heritage of humankind." The entire sanctuary, and hence the main summit (and interior approaches to the nearby peaks) are off-limits to locals and to climbing expeditions though a one-time exception was made in 1993 for a 40-member team from the Indian Army Corps of Engineers to check the state of recovery and to remove garbage left by prior expeditions. Nanda Devi East remains open from the east side, leading to the standard south ridge route.

Protection and management requirements-

The Nanda Devi and Valley of Flowers National Parks are naturally well protected due to their remoteness and limited access. Both the parks were unexplored until the 1930s and have not been subjected to anthropogenic pressures since 1983 with the exception of some well regulated community-based ecotourism to small portions of the parks.

The integrity of the place is further enhanced by the fact that both the parks form the core zones of the Nanda Devi Biosphere Reserve and are encircled by a large

buffer zone of 514,857 ha. The Kedarnath Wildlife Sanctuary and the Reserved Forest Divisions located west, south and east of the Biosphere Reserve provide additional buffers to this Biosphere Reserve. The local communities residing in the buffer zones of the Nanda Devi Biosphere Reserve actively participate in the conservation programmes of the Forest Department.

The Nanda Devi and Valley of Flowers National Parks are naturally well protected due to their inaccessibility. The State Forest Department undertakes regular monitoring of the limited routes that provide access to these parks. Both parks are subject to very low levels of human use, with only some community-based ecotourism that is regulated and facilitated by the park management. There has been no livestock grazing inside these parks since 1983. Mountaineering and adventure-based activities inside Nanda Devi National Park have been banned since 1983 due to garbage accumulation and environmental degradation by such activities in the past. The status of flora, fauna and their habitats inside Nanda Devi National Park has been monitored through scientific expeditions carried out once in every ten years since 1993. Results of the surveys and time series analysis of remote sensing data indicate substantial improvement in the status of flora, fauna and their habitats inside Nanda Devi National Park. Similarly, studies and annual surveys in Valley of Flowers National Park indicate the maintenance of the status of the flora, fauna and habitats. Both the National Parks and the Reserved Forests in the buffer zone of the Nanda Devi Biosphere Reserve are well protected and managed as per wildlife management and working plans respectively.



Figure 8: Nanda Devi and Valley of Flowers

Contd...

The long-term protection of the Nanda Devi and Valley of Flowers National Parks is dependent on the maintenance of the high levels of protection and current low levels of anthropogenic pressures within the parks. Regular monitoring of the status of wildlife and their habitats in these parks is critical and needs to be continued. Tourist or pilgrim management, and development activities such as hydro power projects and infrastructure inside the buffer zone of the Nanda Devi Biosphere Reserve are the existing and potential threats that need to be addressed.

The park encompasses the **Nanda Devi Sanctuary**, a glacial basin surrounded by a ring of peaks between 6,000 meters (19,700 ft) and 7,500 m (24,600 ft) high, and drained by the Rishi Ganga through the Rishi Ganga Gorge, a steep, almost impassable defile. The entire park lies at an elevation of more than 3,500 m (11,500 ft) above mean sea level.

The Sanctuary can be divided into two parts, Inner and Outer. Together, they are surrounded by the main Sanctuary Wall, which forms a roughly square outline, with high, continuous ridges on the north, east, and south sides. On the west side, less high but still imposing ridges drop from the north and south toward the Rishi Ganga Gorge, which drains the Sanctuary towards the west.

The Inner Sanctuary occupies roughly the eastern two-thirds of the total area, and contains Nanda Devi itself and the two major glaciers flanking the peak, the Uttari (north) Rishi Glacier and the Dakshni (south) Rishi Glacier. These are fed by the smaller Uttari Nanda Devi and Dakshni Nanda Devi Glaciers respectively.

The Outer Sanctuary occupies the western third of the total Sanctuary, and is separated from the Inner Sanctuary by high ridges, through which flows the Rishi Ganga. It is split in two by the Rishi Ganga; on the north side lies the Ramani Glacier, flowing down from the slopes of Dunagiri and Changabang, and on the south lies the Trisul Glacier, flowing from the peak of the same name. This portion of the Sanctuary is accessible to the outside. The first serious climbing expedition to pass through the Outer Sanctuary was that of T.

G. Longstaff, who climbed Trisul I in 1907 via the eponymous glacier.

14.4 Threatened Religious Tourism Spots

- a) **Varanasi Ghats** - Varanasi has nearly 100 ghats, steps leading to the banks of River Ganges. Many of the ghats were built when the city was under Maratha control. Most of the ghats are bathing ghats, while others are used as cremation sites. Many ghats are associated with legends or mythologies while many ghats are privately owned. The former Kashi Naresh owns Shivala or Kali ghat. Morning boat ride on the Ganges across the ghats is a popular visitors attraction.

After the cremation the bones and ashes of the deceased are thrown into the Ganges. Even those who are not cremated near the Ganges have their ashes placed there. In

the past thousands of uncremated bodies were thrown into the Ganges during cholera epidemics, spreading the disease.

Today only bones and ashes are supposed to be scattered in the river. However, those who cannot afford the large amount of wood needed to incinerate the entire body, leave behind a lot of half burned body parts. To get rid of the body parts special snapping turtles are bred and released in the river that are taught to consume dead human flesh but not bother swimmers and bathers. These turtles consume about a pound of flesh a day and can reach a size of 70 pounds.

In the early 1990s, the government built an electric crematorium at Harishchandra Ghat, in part to reduce the amount of half-burned bodies floating down the river. Even after the system was introduced most people still preferred the traditional method of cremation.

The 18th century Balaji Ghat, situated along the river Ganges in Varanasi, is among the over 60 endangered cultural heritage sites in the world that are in dire need of preservation, according to World Monuments Fund (WMF), a private foundation. The Ghat has been declared one of the 100 most endangered heritage sites of the world by the foundation.

The 18th century ghat falls between the famous Manikarnika and Panchganga ghats.

It is commonly known as the Mangala Gauri Ghat. The main building of the temple on the ghat was a structure of wood and stones which suffered severe damage over the years. Its inclusion in the list is supposed to support a plan to restore the building for use as a cultural center.



Figure 10: Balaji Ghat in recent times

The Balaji Ghat complex was originally a seven-storey building with a traditional architectural form. It included a temple of Shri Balaji, a garden, a well, an assembly hall, living areas, courtyards, etc. The well-connected stone staircases formed a remarkable architecture ensemble.

It is also associated with Shehnai Maestro Ustad Bismillah Khan. The building was nominated to the World Monuments Fund by Indian National Trust for Art and Cultural Heritage (INTACH).

Collapse of the main building of Balaji Ghat, likely from decay of the wood, points to inadequate conservation, maintenance as well as poor heritage protection.

What is the solution?

In addition to promoting community pride, heritage preservation can have a positive impact on local populations during difficult economic times by providing employment and development of well-managed tourism. On these lines, many organisations like WMF and INTACH have come forward for the conservation and restoration of Balaji Ghat as well as other important Ghats in Varanasi.

The World Monuments Watch of WMF is a call to action on behalf of endangered cultural heritage sites across the globe. And while these sites are historic, they are also very much of the present integral parts of the lives of the people who come into contact with them every day. American Express, a founding sponsor of the World Monuments Watch, is expected to contribute \$5 million in support of the programme over the next five years.

- b) **Gangotri Glacier and Gaumukh** - Gangotri, the origin of the River Ganges and seat of the goddess Ganga, is one of the four sites in the Char Dham pilgrimage circuit. The river is called Bhagirathi at the source and acquires the name *Ganga* (the Ganges) from Devprayag onwards where it meets the Alaknanda. The origin of the holy river is at Gaumukh, set in the Gangotri Glacier, and is a 19 km trek from Gangotri.

Gangotri Glacier is located in Uttarkashi District, Uttarakhand, India in a region bordering China. This glacier, source of the Ganges, is one of the largest in the Himalayas with an estimated volume of over 27 cubic kilometers. The glacier is about 30 kilometers long (19 miles) and 2 to 4 km wide. Around the glacier are the peaks of the Gangotri Group, including several peaks notable for extremely challenging climbing routes, such as Shivling, Thalay Sagar, Meru and Bhagirathi III. It flows roughly northwest, originating in a cirque below Chaukhamba, the highest peak of the group.

The terminus of the Gangotri Glacier is said to resemble a cow's mouth, and the place is called Gaumukh. Gaumukh, which is about 19 km from the town of Gangotri, is the precise source of the Bhagirathi river, an important tributary of the Ganges. Gaumukh is situated near the base of Shivling; in between lies the Tapovan meadow.

The Gangotri glacier is a traditional Hindu pilgrimage site. Devout Hindus consider bathing in the icy waters near Gangotri town to be a holy ritual, and many make the trek to Gaumukh and Tapovan.

In recent times, it has been pointed out that the retreat of the glacier has slowed significantly.

What is the solution?

NASA, in conjunction with Scientists from United States Geological Survey (USGS) and the National Snow and Ice Data Center (NSIDC), is developing a global inventory of all the world's glaciers to help researchers track each glacier's history. According to them, the Gangotri glacier, currently 30.2 km long and between 0.5 to 2.5 km wide, is one of the largest in the Himalayas.

This glacier has been constantly receding since measurements began in 1780. Data for 61 years show that the total recession of Gangotri glacier is 1147 m, with the average rate of 19 m per year⁶. However, over the last 25 years of the 20th century it has retreated more than 850 meters (34 meters per year), and 76 meters between 1996 and 1999 (25 meters per year)⁷.

River Ganga and Gangotri Glacier is highly polluted during the month of "Sawan (Month of Rain) July" or Kawad Mela. Devotees come in thousands to show thy respect towards Ganga and take Holy water to pour on Lingams.

Pilgrimage to Gangotri is an age-old tradition, but tourism as a modern phenomenon was introduced in the seventh decade of the last century. Unfortunately, tourism has developed in an unplanned manner, resulting in haphazard building construction, drainage systems, and garbage heaps in Gangotri region. There is no infrastructure in place except for a single tourist bungalow situated at Bhojbasa. The unavailability of any alternative fuel source has resulted in the destruction of Birch forests and Juniper bushes. In fact, this beautiful Himalayan region has been ruined in the name of tourism and pilgrimage with more than a hundred thousand individuals visiting Gaumukh annually. In only a few short years of unplanned development, Gangotri itself has become yet another congested Himalayan town and Bhojbasa and Gaumukh into a cold desert.

Thus in reality, this area which was described as one of the best high altitude tourism destinations for tourists and pilgrims has become one of the most exploited by senseless mass tourism. Indeed, modern day consumerism is devouring the ecology of the region and ravaging the landscape. Juniper and Bhojpatra have been and continue to be cut for fuel and energy and garbage litters the path all the way to Gaumukh. Even the areas around the tea stalls are surrounded by rubbish heaps which create a distraction for the eye and soul. However most importantly, the destruction of the slow growing high altitude Birch forest and Juniper bushes in the Bhojbasa area is inflicting long term ecological damage to the otherwise arid heights.

⁶ Ajay K. Naithani, H. C. Nainwal, K. K. Sati and C. Prasad: Geomorphological evidences of retreat of the Gangotri glacier and its characteristics. *Current Science*, 2001, Vol. 80, No. 1, 87-94.

⁷ Sharma, M. C. and Owen, L. A., *J. Quat. Sci. Rev.*, 1996, 15, 335-365.



Figure 11: Gaumukh then and now

Moreover, the number of pilgrims and tourists to Gaumukh is increasing every year yet guest facilities remain slim. This is creating chaos during the tourist / pilgrimage season. The emerging middle class trend to avail of summer holidays and go to the Himalayas en masse is emerging as another new threat. This is forcing huge crowds to the Himalayan heights in general and Gaumukh in particular. These huge crowds and their use-and-abuse mentality are killing the very essence of ancient Hindu pilgrimage. Recently however, the forest department has decided to limit entrance to the Gangotri National Park to 150 tourists/ pilgrims per day.

- c) **Amarnath Cave** - The Amarnath cave has been a place of worship since times immemorial. The temple is a popular yatra destination for some Hindus. Pilgrims visit the holy site during the 45-day season around the festival of Shravani Mela in July-August, coinciding with the Hindu holy month of Shraavana.

The beginning of the annual pilgrimage, called Amarnath Yatra is marked by 'pratham puja' to invoke the blessings of Shri Amarnathji. En route to the cave, various non-profit organisations set up food supply and resting tents called *pandals* which are available for free to the pilgrims. Near the shrine, hundreds of tents which are erected by locals can be hired for a night's stay. Helicopter services from base camp to Panjtarni (6 km from the cave) are also available from various private operators.

Devotees travel on foot, either from Srinagar or from Pahalgam. The latter journey takes approximately 5 days. State Road Transport Corporation and Private Transport

Operators provide the regular services from Jammu to Pahalgam and Baltal. Also privately hired taxis are available from Jammu.



Figure 12: Long line of yatris proceeding towards Amarnath Cave

The shorter northern route is just about 16 km long, but has a very steep gradient and is quite difficult to climb. It starts from Baltal and passes through Domial, Barari and Sangam to reach the cave. The northern route is along the Amarnath valley and all along the route one can see the river Amaravathi (It is more like a tributary of Chenab) which originates from Amarnath Glacier.

Environmentalists have expressed concern that the number of people participating in the Amarnath Yatra is having a negative impact on the area's ecology and some have expressed support for government regulated limits on the number of pilgrims permitted to make the trek.

What is the solution?

The Jammu Kashmir government has been stressing that apprehensions about damage to the environment due to the Amarnath Yatra are far-fetched. Authorities assert that all necessary precautions are being taken to preserve the fragile ecology of the area. Authorities have also released press conferences detailing the measures being taken to ensure that wildlife habitat is not disturbed in the area.

Sources within the government have revealed that approx. Rs. 2 crores were spent on environment friendly modern toilets alone in the year 2008⁸. Since 2008, significant and adequate measures have been taken up with respect to health and hygiene measures like ban on polythene, maintenance of parking areas, regulation of 'langers' and shops and cleaning of camps and tracks upto the cave.

The proposal to build a road from Baltal upto the cave has been rejected by the government on grounds of fragile a environment. It has however stressed that there was need for a concrete road from Brari Marg to Domail which will prove to be environment friendly as it will reduce the dust in the air due to increased vehicular traffic.

14.5 Threatened Cultural Tourism Spots

a) **Folk Arts of India** - The folk and tribal arts of India are very ethnic and simple, and yet colourful and vibrant enough to speak volumes about the country's rich heritage. Art forms in India have been exquisite and explicit. Folk art forms include various schools of art like the Mughal school, Rajsthani school, etc. Each school has its distinct style of colour combinations or figures and its features. Other popular folk art forms include Madhubani paintings from Bihar, and warli paintings from Maharashtra. Tanjore paintings from southern India incorporate real gold into their paintings. Some famous folk and tribal arts of India include:

- ◆ Tanjore Art - Tanjore, Tamil Nadu
- ◆ Madhubani Painting - Also known as Mithila painting from Bihar
- ◆ Warli Folk Painting - Mountainous and coastal areas of Maharashtra-Gujarat border and surrounding area
- ◆ Pattachitra Painting - Odisha
- ◆ Rajasthani Miniature Painting - Rajasthan
- ◆ Kalamezhuthu - Ritual Art, Kerala

Unfortunately, most of these art forms are dying a slow death. They are on the verge of extinction due to lack of patronage and revenue to artisans.

What is the solution?

There are many kinds of ritualistic folk art like **Patachitra**, **Pichuai**, **Alpana**, **Kolam** etc. Decorative wood carving, embroidery, basket work, earthen ware etc. Are among the typical utilitarian folk art. These are made by rural artists without any formal training, and most of these designs are repeated by generation after generation. For example, there is hardly any change in the motif of terracotta toys. Those were also made in **Harappa** five thousand years before.

Some folk artists attempt to experiment with new forms from time to time and create an individualistic type of folk art. These artists develop a new style within

⁸ PTI, 'Amarnath Yatra not a threat to the environment', Times of India, May 19, 2008.

the old format. These innovations are to be found in the motif of **Madhubani** painting, **Kantha** design and **Kalighat Pata Chitra**.

While most tribes and traditional folk artist communities are assimilated into the familiar kind of civilised life, they still continue to practice their art. Unfortunately though, market and economic forces have ensured that the numbers of these artists are dwindling. A lot of effort is being made by various NGOs and the Government of India to preserve and protect these arts and to promote them. Several scholars in India and across the world have studied these arts and some valuable scholarship is available on them. A noted art historian, Dr. Jyotindra Jain, has contributed greatly to this cause.

The folk spirit has a tremendous role to play in the development of art and in the overall consciousness of indigenous cultures. The Taj Mahal, the Ajanta and Ellora caves have become world famous. The Taj Mahal is one of the New Seven Wonders of the World.

- b) **Handicrafts of India** - Handicrafts commonly refer to hand-made artisanic crafts or artisanry. Skilled people create varied kinds of items starting from consumer goods to decorative pieces out of paper, wood, clay, shells, rock, stone, metal etc. with the help of simple tools. These kinds of items are called handicrafts owing to the fact that these crafted items are solely hand-made without the usage of any machine.

The country of India is known for its ethnicity. Handicrafts form the gateway to this ethnic nation. So far as art and culture is concerned, India features amongst the culturally rich countries in the world. The country is fortunate enough to possess some highly skilled artisans. They have increased the fame of Indian handicrafts around the globe. Till now, many rural people earn their livelihood from their creative pieces of art.

Many handicrafters use natural, even entirely indigenous, materials while others may prefer modern, non-traditional materials, and even upcycle industrial materials. The individual artisanship of a handcrafted item is the paramount criterion; those made by mass production or machines are not handicraft goods.

Seen as developing the skills and creative interests of students, generally and sometimes towards a particular craft or trade, handicrafts are often integrated into educational systems, both informally and formally. Most crafts require the development of skill and the application of patience, but can be learned by virtually anyone.

Like folk art, handicraft output often has cultural and/or religious significance, and increasingly may have a political message as well, as in craftivism. Many crafts become very popular for brief periods of time (a few months, or a few years), spreading rapidly among the crafting population as everyone emulates the first examples, then their popularity wanes until a later resurgence.

What is the solution?

Handicrafts are promoted in India to a large extent by the government. Handcrafts can be bought from the State based Government handicrafts shops. However, the type of handicrafts varies from one State to another. Besides these, there are numerous handicraft emporiums in almost every big city and town. Some of the famous handicrafts shops all over India are:

- ◆ Dilli Haat in Delhi
- ◆ Kala Madhyam in Bangalore
- ◆ MESH in Hyderabad and Delhi
- ◆ Khazana in Taj Group of Hotels
- ◆ Ekamra Haat in Bhubaneswar
- ◆ Rajasthali in Jaipur

India is the manufacturer of varied kinds of handicrafts, which gained its popularity even in the international market. The most known form of handicrafts in India, are discussed below:

Bamboo Handicrafts: Being a producer of bamboo, handicrafts made from bamboo are one of the eco-friendly crafts in India. The varied items made from bamboo are baskets, dolls, toys, chalani, furniture, mats, wall-hangings, umbrella handles, crossbows, khorahi, kula, dukula, kathi, jewellery boxes and many more. Bamboo Handicrafts are mostly made in West Bengal, Assam and Tripura.

Cane Handicrafts: Cane products, a famous form of Indian handicraft include utilitarian objects like trays, baskets, stylish furniture etc. Vellore district of Tamil Nadu is famous for cane handicrafts in India.

Bell Metal Handicrafts: The hard form of bronze, which is usually used to make bells, is referred to as bell metal. This kind of hard alloy is used to make crafts like vermilion boxes, bowls, candle stands, donari (pendants) and many more. These bell metal crafts are mostly prevalent in Madhya Pradesh, Bihar, Assam and Manipur. In Madhya Pradesh, this form of handicraft is even regarded as “tribal craft”.

Bone and Horn Handicrafts: Originating in the State of Odisha, the bone and horn handicrafts are famous for creating birds or animal figures, which seems alive. For example, a bird seems like twittering. Besides this, goods like pen stands, ornaments, cigarette cases, table lamps, pepper and salt sets, chess sets, napkin rings, laughing Buddha etc. are prepared in Odisha, Karnataka, Kerala and Uttar Pradesh.

Brass Handicrafts: Durability of brass items added on to the fame of brassware. Items made of brass like crawling Krishna, Lord Ganesha’s figure in different postures, vases, table tops, perforated lamps, ornament boxes, hukkas, toys, wine glasses, plates, fruit bowls and many more are extensively used in many Indian houses till now. These artisans are famously known as “Kansaris”. The manufacturing of brassware is mainly done in Rajasthan.

Clay Handicrafts or Pottery: With its origination during the Indus Valley Civilisation, clay craft or pottery is said to be one of the most primitive forms of handicrafts in

India. People engaged in pottery are called “Kumhaars”. Besides its world famous Terracotta form, pottery has got different forms like Red Ware, Grey Ware and Black Ware. Uttar Pradesh is known for its painted black wares. Besides this, Krishnanagar in West Bengal, Bikaner, Lucknow, Pune and Himachal Pradesh even prepare clay ware. Items like clay pots, decorative items, jewellery etc. are widely used all over the country.

Dhokra Handicrafts: Dhokra, the oldest form of handicraft is known for its traditional simplicity. This tribal handicraft originated in Madhya Pradesh. The other States involved in this are West Bengal, Bihar and Odisha. Dhokra is famous for its unique items portraying folk characters. Dhokra jewellery, candle stands, pen stands, ashtrays and varied kinds of showpieces are available at every handicraft shop.

Jute Handicrafts: Jute craftsmen have created a worldwide niche in the field of jute handicrafts. The huge range of jute crafts includes bags, office stationeries, bangles and other jewellery, footwear, wall-hangings and many more. West Bengal, Assam and Bihar, being the leading jute producers, lead the jute handicrafts market in India.

Paper Handicrafts: Vibrant coloured papers are combined together to form varied crafts like kites, masks, decorative flowers, lamp shades, puppets, hand-fans etc. Papier Mache, developed in the Mughal Era is even a famous form of paper handicraft in India. This craft industry is mainly located in Delhi, Rajghir, Patna, Gaya, Awadh, Ahmedabad and Allahabad. Besides that, paper crafters are found in the outskirts of almost every major town.

Rock Handicrafts: Prevalence of rock carving, one of the primitive rock art can be seen in the States of Rajasthan, Jaipur, Odisha and Nagpur. Rajasthan, Jaipur and Madhya Pradesh are famous for marble stone carvings. Green coloured stone art is the specialty of Madhya Pradesh, whereas, Patharkatti is the unique rock craft of Gaya. Age-old temples of Odisha are the world famous examples of rock craft in India. Numerous utensils, decorative pieces, stone jewellery and statues are made from rocks.

Shell Handicraft: From time immemorial, shell handicrafts are one of the demandable crafts in India. Shell Handicraft can be made out of three types of shells like conch shell, tortoise shell and sea shell. Different kinds of goods like bangles, forks, decorative bowls, lockets, spoons, buttons, curtains, chandeliers, mirror frames, table mats etc. are the products of shell crafting. Generally, the places located on the sea shore like Gulf of Mannar, Goa, Odisha etc. are the places for shell handicraft.

Silver Filigree or Meenakari or Tarakashi Handicrafts: Silver filigree or Tarakashi is a creative form of handicraft created from the twisted threads of silver or gold. Silver filigree can be of three distinctive types, Meenakari, Khulla Jaal and Flowers and Leaves. The most famous works of silver filigree include paandans, tea trays, trinket boxes, earrings, necklaces, bracelets and varied other jewellery. Besides

Cuttack in Odisha, Karimnagar in the State of Andhra Pradesh is known for its silver filigree work.

Weaving or Embroidery Handicrafts: Weaving mainly refers to the process of cloth production by two thread sets known as weft and warp crossed with each other. This traditional form of handicraft is mostly found in the States of Gujarat, Madhya Pradesh and Rajasthan. Bandhanis, the famous form of weaving, are created in Jamnagar and Rajkot. Bihar and Karnataka are known for their embroidery work.

Wood Handicrafts: Wood craft was prevalent in India even before stone sculpture came into existence. Varied goods are created by the skilled craftsmen by shaping a piece of wood. Gujarat, Jammu and Kashmir, Karnataka, Kerala and Uttar Pradesh are known for their unique form of woodwork. Axes, toys, utensils, decorative pieces, jewellery and many more designer household goods like lamp shades, candle stands, vermilion boxes, jewellery boxes, bangle holders etc. are some of the common wood crafts used in almost every Indian house.

Apart from the ones discussed above, the other handicrafts prevalent in India are:

- ◆ Enamel Handicrafts
- ◆ Glass Handicrafts
- ◆ Ivory Handicrafts
- ◆ Kiritams Handicrafts
- ◆ Lac Handicrafts
- ◆ Lace or Zari Handicrafts
- ◆ Leather Handicrafts
- ◆ Marble Handicrafts
- ◆ Metal Handicrafts
- ◆ Painting
- ◆ Stone Handicrafts
- ◆ Tilla Juttis

Ministry of Textiles has been promoting handicrafts tradition in India for a long time. Development Commissioner for Handlooms was set up as an attached non-participating office on 20th November, 1975 under the Ministry of Commerce . At present it is functioning under the Ministry of Textiles.

25 Weavers' Service Centres in 20 States are functioning under the administrative control of the Office of the Development Commissioner for Handlooms as Field Units to look after the needs of the handloom weavers like their skill upgradation, design development etc. Five Indian Institutes of Handloom Technology situated in five States are functioning to conduct Diploma in Handloom Technology and Post Diploma in Textile Chemistry to cater to the needs of the Textile Sector.

Further, the department has set up an Enforcement Office with its regional offices at Chennai and Ahmedabad to protect the handloom sector from the clutches of the powerloom sector through the implementation of Handlooms (Reservation of articles for production) Act, 1985. National Handloom Development Corporation, Lucknow has also been set up to provide input support through procurement and distribution of yarn, Dyes, Chemicals and marketing of handloom fabrics.

- c) **Performing arts in India** - In India, religion, philosophy and myth cannot be divorced from their art forms. Dance and music are tied inextricably to ceremonies of any kind. Weddings, births, coronations, entering a new house or town, welcoming a guest, religious processions, harvest time, any or all of these are occasions for song and dance.

Music and dance are probably the most elemental art forms, spontaneously expressing the entire gamut of human emotions and experiences. There are tribal belts throughout India, and although each tribe has its own distinctive music and dances, they all share a similar form, with men and women forming separate rows with linked arms and executing intricate leg movements in a gradually increasing tempo that builds up to a crescendo of vigour.

The folk music and dances of agricultural communities celebrate the rhythms of daily life, the turn of the seasons, the highlights of the agricultural calendar, religious festivals and important events that punctuate the flow of life, such as births and marriages. While folk music and dance share common themes and concerns, there is a wide variety of forms. Along the entire Himalayan region, from Kashmir to Darjeeling, folk dancers link arms and sway gracefully in undulating movements, celebrate the sowing of the wheat crop; few can resist the infectious beat of the *dholak*, the two-sided drum, and pairs of dancers take turns to execute complex acrobatic movements in the center of a circle of abandoned dancers. Women perform the *Giddha*, also characterised by its spontaneous energy. Rajasthani women, their faces covered with flowing veils, are swirls of colour as they pirouette in the *Ghoomar* dance, while their counterparts in Gujarat perform the famous *Garba*, dancing in a circle with batons. Their men perform the *Dandiya Raas*, a more vigorous version of the same dance, leaping and crouching in twirling patterns. In the fishing communities of Maharashtra, men and women link arms and dance together and the women climb on to the men's shoulders to form pyramids. The women's *Lavani* dance from this area is notable for its unabashed sensuality. There are also several forms of dance-drama or folk theatre, such as the *Nautanki* of Rajasthan, Uttar Pradesh and Bihar, the *Bhavai* of Gujarat, the irreverent *Tamasha* of Maharashtra, the Bengali *Jatra*, the spectacular *Yakshagana* of Karnataka and *Theyyam* of Kerala, all of which narrate legends of local heroes, kings and deities. Martial art forms throughout the country have been stylised to quasi dance forms, notable among which are the martial dances of the North-eastern hill tribes, the *Lazim* dances of Maharashtra, the *Kalaripayattu* of Kerala, and the highly stylised masked *Chhau dances* of Odisha, West Bengal and Bihar.

Together these dances have formed a vast reservoir from which the classical dances have drawn sustenance. There are seven major classical dance styles – *Bharatnatyam* from Tamil Nadu and Karnataka, *Kathakali*, a classical dance-drama from Kerala, *Manipuri* from Manipur, *Kathak* from Uttar Pradesh, *Odissi* from Odisha, and *Kuchipudi* from Andhra Pradesh and *Sattriya* from Assam which has recently been included in the fold of Classical Dances. In their present format, their history

cannot be traced back to over two to three hundred years, but they all have links with the ancient and medieval literary, sculptural and musical traditions of India and of their particular regions. They all adhere to the canons of classical dance laid down in the *Natya Shastra*, a second century C.E. text ascribed to the sage Bharata, to whom it was supposedly revealed by the Creator, Brahma.

Sanskrit literature of medieval times describes several forms of group dances such as *Hallisaka*, *Rasaka*, *Dand Rasaka* and *Charchari*. The *Natya Shastra* defines group dances of women as a preliminary dance performed in prelude to a drama.

Folk theatre and dance-drama were the common roots of both classical dance and theatre, the traditions of both of which were elaborated upon the *Natyashastra*. Kalidasa is India's most famous poet and dramatist, and his plays are still performed today. Nawab Wajid Ali Shah, the last ruler of Awadh, was a noted playwright and staged elaborate dramas at his court.

In traditional theatre forms there are special styles of dance portraying the entry on to the stage or platform, narrative and descriptive roles. The best example of descriptive acting is the *Bidapat naach*. In this traditional theatre form, emphasis is not on beauty but on acting itself and narrative and descriptive skills. Dance as a narrative art is the base of theatre form which can be seen in the traditional theatre form of *Bhavai* of Gujarat. In this form, quick or slow foot movement is a means of narration. The art of making the entry by dancing has been perfected in the traditional Kashmiri theatre form, *Bhand Jashn*. The way each character walks and enters the platform, identifies him. In *Koodiyaattam* and *Ankia Naat*, the entry by dancing itself is complicated and artistic. In the forms, the tempo and basic posture and gesture identifies the role of the character.

In traditional theatre forms there are certain conventions of presentations depending upon and changing according to the form and size of the stage or the platform and other available situations. There is no formal setup governing the entry or exit of the actors. Depending on the situation or context, the actors enter into the stage and enact their role without being formally introduced. After a particular event or incident is over, all the artists make an exit, or all of them sit down on the sides of the stage or near the backdrop, conveying the change of a scene. There is also no such thing as episodes. There is always continuity in its theme, structure and presentation. There is also a scope for improvisation and incorporation of new references leading to subtle extension in the story-line. There is direct and intimate communication between the actors and the audience.

Another form of performing art apart from Music, dance and theater is the use of puppets. Ancient Hindu philosophers have paid the greatest tribute to puppeteers. They have likened God Almighty to a puppeteer and the entire universe to a puppet stage. *Srimad Bhagavata*, the great epic depicting the story of Lord Krishna in his childhood says that with three strings-*Satta*, *Raja* and *Tama*, the God manipulates each object in the universe as a marionette. In Sanskrit terminology *Puttalika* and *Puttika* means 'little sons'.

India is said to be the home of puppets, which are here known as 'katputli'. Unfortunately, it is yet to awaken to its unlimited possibilities. The earliest reference to the art of puppetry is found in Tamil classic '*Silappadikaaram*' written around the 1st or 2nd century B.C. *Natyashastra*, the masterly treatise on dramaturgy written sometime during 2nd century BC to 2nd century AD., does not refer to the art of puppetry but the producer-cum-director of the human theatre has been termed as '*Sutradhar*' meaning the holder of strings. The word might have found its place in theatre-terminology long before *Natyashastra* was written but it must come from marionette theatre. Puppetry, therefore, must have originated in India more than 500 years before Christ.

Almost all types of puppets are found in India. Puppetry throughout the ages has held an important place in traditional entertainment. Puppetry has been successfully used to motivate emotionally and physically handicapped students to develop their mental and physical faculties.

Stories adapted from puranic literature, local myths and legends usually form the content of traditional puppet theatre in India which, in turn, imbibes elements of all creative expressions like painting, sculpture, music, dance, drama, etc. The presentation of puppet programmes involves the creative efforts of many people working together.

- ◆ String Puppets
- ◆ Shadow Puppets
- ◆ Rod Puppets
- ◆ Glove Puppets

In modern times, educationists all over the world have realised the potential of puppetry as a medium for communication. Many institutions and individuals in India are involving students and teachers in the use of puppetry for communicating educational concepts. However, as an artform, the importance of puppetry is diminishing.

What is the solution?

Ministry of Culture has set up various bodies to study research and work towards the revival and upliftment of various art forms and performing arts in India.

The National Policy of Education (1986) recognised the need of education to be culture- based. The role of education in developing democratic citizenship was recognised. Knowledge of culture plays a prominent role in democratic thinking : a democratic citizen is known for his ability to shift truth from false and he/she is more receptive to new ideas. True education also brings clarity of thought, compassion and concern for mankind and is a basis for human rights.

The importance of in-service teachers training was also stressed. Change in educational system can only be brought about if the teachers have been trained and prepared to understand and recognise the need for a changes in the methodologies of teaching. Since the teacher training is limited to nine months, it cannot possibly produce teachers well-versed in crafts. Therefore trained craftsmen though not fully educated in the formal way, should be associated with the trained teachers in the teaching of crafts to the pupils. Educational visits to museums, monuments and historical sites are arranged to expose students to the rich Indian cultural heritage.

Ministry of Culture has set up a Center for Cultural Resources and Training (CCRT). The main function of the center is to conduct a variety of training programmes for in-service teachers drawn from all parts of the country. The training provides an understanding and appreciation of the philosophy, aesthetics and beauty inherent in Indian art and culture and focusses on formulating methodologies for incorporating a culture component in curriculum teaching.

This training also stresses the role of culture in science and technology, housing, agriculture, sports, etc. An important component of training is to create awareness amongst students and teachers of their role in solving environmental pollution problems and conservation and preservation of the natural and cultural heritage.

CCRT also organises various educational activities for school students, teachers and children belonging to governmental and non-governmental organisations under its Community and Extension Feedback Programmes which includes, educational tours to monuments, museums, art galleries, craft centers, zoological parks and gardens, camps on conservation of natural and cultural heritage, camps on learning crafts. These educational activities emphasize the need for the intellectual and aesthetic development of the students.

- d) **Chitrakathi people of Paithan and Pinguli** - Paithan (formerly Pratihthana) is a small city 56 km south of present-day Aurangabad on the Godavari River in Maharashtra. Pinguli is a small village in Maharashtra. The Chitrakathi are those people who acquired proficiency in narrating puranic episodes through visual illustrations and hence derived their name. Traditional Chitarkathi tribes like Thakars perform the art of storytelling through paintings. Chitrakathi is a rare folk art practised in Pinguli, a village near Kudal in the Sindhudurg district of Maharashtra. Performed by a nomadic clans, Chitrakathi dates back to 17th century.

The Chitrakathi is a style, normally used by the story-tellers of Maharashtra (Paithan and Pinguli) and some parts of Andhra Pradesh to tell a story by showing to the audience large- sized pictures. This practice played a very significant and interesting role during the period between the 17th and 18th centuries. A time when neither cinema nor theatre were known.

Paithan and Pinguli in the 17th century were the main places of a peculiar folk style of painting, with remarkable originality and boldness of brush-work. The paintings

very likely originated as mementos for pilgrims. The big size of pictures were usually used to depict a visual story to the pilgrims. The style in any case is a fusion of the art of the miniaturist with that of the temple muralist and the angularities of the drawing indicate a kinship with not too distant Ellora. The pictures are drawn on hand-made paper and the backside of one picture is stuck to another in such a way that two seem to be front and back. The Kelkar Museum in Pune, Maharashtra possesses variety of Chitrakatha paintings. Without much patronage, this beautiful art form, which is a unique amalgamation of painting and theater is dying.

What is the solution?

“Chitra” means picture and “katha” means story and the exponent called Chitrakathi is the person who narrates the story with the aid of some visual support. “Broadly speaking, Chitrakatha is identified in three forms, viz., leather shadow puppets, stringed wooden puppets and picture stories.

- e) **Mubarakpur** - Mubarakpur, the village of weavers, is known for making pure silk Banarsi sarees with zari work. The village reportedly has a population of one lakh. Ninety per cent of the working population is stated to be engaged in the task of weaving sarees of pure silk and zari. Altogether, there are about 20,000 families of weavers in Mubarakpur. Thus, this village as well as certain nearby villages are known as weavers’ villages.

Many group of weavers in Mubarakpur were only working on handlooms although in nearby villages weavers had adopted power looms too. The villagers of Mubarakpur however, have continued to use handlooms as the quality of weaving on hand looms is superior to that on power looms. About 4,000 sarees are produced daily in Mubarakpur.

The state of education and health facilities is bad in Mubarakpur. There is no college in Mubarakpur after Intermediate. The Health Center set up by the government have only one or two doctors. There are no maternity facilities or even a lady doctor in the area. The Health Center does not have medicines in stock. The residents of Mubarakpur have to go to Azamgarh for treatment for any ailment. It was expressed that they would very much welcome any steps to improve the standard of education and health in the area.

The problems plaguing handloom industry is another major concern as the art of weaving Benarsi sarees is gradually becoming extinct, primarily because of decline in demand as cheaper options are available in the market. The sarees with synthetic mix and those woven on power looms were produced en masse and cost much less. On the other hand, silk yarn and zari had become increasingly expensive.

What is the solution?

The authorities along with non-governmental agencies must facilitate research and development efforts for weavers, along with developing overall infrastructure for the residents. Including electricity, education, sanitation and healthcare.

- f) **Hariharpur** - Hariharpur, a heritage village, is 2 hours away from Benaras. Here, practically every family has a tradition of a musical lineage. Some of the legendary artists such as Pt. Chhanulal Mishra (Padma Bhushan), the late Pt. Samta Prasad, Pt. Sarda Maharaj, relatives of Pt. Birju Maharaj (Padma Vibhushan) are from Hariharpur.

The interesting feature of the Mishras of this village is that all of them are descendents of some or other famous musician and are carrying on the tradition of learning music. All the boys learn music from their fathers, uncles or grandfathers. They learn to play tabla and sarangi and to sing classical numbers as well as folk music. The boys start learning music at a very early age. The girls are not given any formal training in music. However, they pick up the knowledge and the art of music on account of the constant exposure to the same. The young musicians here perform with proficiency and some of them would be good enough even for a performance in the cities. However, what is very necessary is that this musical tradition of Hariharpur is kept alive. It has an old musical lineage of the Benaras Gharana of singing, tabla, and sarangi, and if steps are not taken urgently to revive and nourish this tradition, it will fade into oblivion. As it is, since there is no proper training being given to them and the lure of the outside world is there to draw them away from their traditions, many of them are leaving Hariharpur and seeking other and more profitable work outside.

What is the solution?

Exploration avenues to impart training to the budding musicians here along with developing necessary infrastructure. Most artists here, despite having so much talent are living from hand to mouth. They do not get adequate opportunities to showcase their talent and make good money from it. They get to perform only occasionally and are paid a pittance for their performance.

Many artists have also complained that though most of them would like to learn music from better sources and also get proper education yet they could not do so for lack of funds. There is shortage of good teachers as well as shortage of musical instruments.

According to a demographic study conducted by an organisation in 2010⁹, it was found that although among the 50 plus age group, most of the men were high school pass yet the younger generation did not have many persons who had passed high school. In other words, level of education had declined. This can be attributed to scarcity of funds. During interactions with the people of Hariharpur, they said that they were finding it increasingly hard to make both ends meet and hence, could not pursue education as they had to run around for earning a living. They stated that they go to different towns for performing. However, they could not save much from their performances as the cost of transportation had gone up on account of the increase in petrol and diesel prices.

⁹ Indian Trust for Rural Heritage and Development, Project Hariharpur.

The village gets only a few hours of electricity in the day, no piped water, a primary school which is practically non-functional, and there is no proper road to the village, only a Kachha track. The residents said that there is no water supply system in the village and that each household has its individual boring system. It was reported that the ground water table was quite good and that they had their own tube wells for irrigating their farms. They also reported that the soil was fertile and they managed to grow two to three crops in a year. However, they were unable to make much money from agriculture as their landholdings had become very small over the years on account of successive divisions of land as the families grew in size. The villagers also mentioned that the electricity supply in the village was highly unreliable and that there was no electricity for several hours during the day. There were also no roads in the village and one had to walk through shrubs, grass and slush to go from one place to the other. The Brahmin houses are generally made of bricks with tile roofs. However, they were of poor quality and sparsely equipped.

Efforts need to be made to improve infrastructure for proper living and education. One organisation called The Indian Trust for Rural Heritage and Development are working towards necessary effort to improve the infrastructure in Hariharpur. This would involve building provisions for indoor and outdoor performances, museum, and training academy and managing the same. A holistic approach would involve developing basic infrastructure like roads, primary school, primary health care center, adult education center, vocational center, etc.

- g) Nizamabad, Uttar Pradesh** - The village of Nizamabad is famous for its black pottery and practically all the households in this village earn their living only by making black pottery. This village is also densely populated and the houses are located close together. A noteworthy feature of this village is its pathways that are paved with interlocking bricks.

Clay for the pottery is procured from the nearby ponds by the villagers. This clay is mixed with the excreta of goats and then formed into different shapes on the traditional potter's wheel. Presently, the potter's wheel is operated with electricity as and when power is available. Otherwise, it is operated manually. Thereafter, designs are etched or painted on the various objects and glossy look is given by using natural products. The objects are eventually baked in clay ovens which are heated with the help of cakes of cow dung etc. The clay ovens are covered to obtain the black colour. If the ovens are left uncovered, the objects acquire a reddish colour. A silver shine is given to the etched designs by using mercury etc. The other colours used by them are also obtained from natural products. The remarkable feature about this craft is that there is virtually no cost of production for these articles as the same are made entirely from materials available freely in the surroundings. Nevertheless, the potters are living in poor conditions because evidently they are paid only a pittance for their products.

What is the solution?

The potters generally do not go out to sell their goods but traders come from Mumbai, Delhi and other cities to make bulk purchases from them. The main problem faced by the potters in production of their goods is that the clay ovens used by them does not have any temperature control. For lack of uniformity of temperature, very often the objects made by them are not of the desired quality. Due to uneven temperatures the objects start leaking when water / liquid is poured in them. The potters requested NGOs and authorities to examine the possibility of making temperature controlled ovens available to them.

The educational and health facilities are also are highly inadequate and need to be upgraded and augmented.

14.6 Ramasar Sites in India

The Convention on Wetlands of International Importance, called the Ramsar Convention, is an intergovernmental treaty that provides the framework for national action and international cooperation for the conservation and wise use of wetlands and their resources. The Ramsar Convention is the only global environmental treaty that deals with a particular ecosystem. The treaty was adopted in the Iranian city of Ramsar in 1971 and the Convention's member countries cover all geographic regions of the planet.

The Convention's mission is "the conservation and wise use of all wetlands through local and national actions and international cooperation, as a contribution towards achieving sustainable development throughout the world".

Wetlands are highly interesting and important ecosystems of our country. Realising this, India became a contracting party to the Ramsar Convention in 1981. But since then only 27 wetlands in the country have been internationally designated as Ramsar sites. The list of Ramsar Sites (related to wetland) in India comprises Indian wetlands deemed to be of "international importance" under the Ramsar Convention.

According to WWF-India, wetlands are one of the most threatened of all ecosystems in India. Loss of vegetation, salinisation, excessive inundation, water pollution, invasive species, excessive development and road building, have all damaged the country's wetlands.

List of Ramsar Sites in India

Name	Area (km ²)
Ashtamudi Wetland, Kerala (19/08/02)	614
Bhitarkanika Mangroves, Orissa (19/08/02)	650
Bhoj Wetland, Madhya Pradesh (19/08/02)	32
Chandra Taal, Himachal Pradesh (08/11/05)	.49

Chilika Lake, Orissa (01/10/81)	1165
Deepor Beel, Assam (19/08/02)	40
East Calcutta Wetlands, West Bengal (19/08/02)	125
Harike Wetland, Punjab (23/03/90)	41
Hokersar Wetland, Jammu and Kashmir (08/11/05)	13.75
Kanjli Wetland, Punjab (22/01/02)	1.83
Keoladeo National Park, Rajasthan (01/10/81)	28.73
Kolleru Lake, Andhra Pradesh (19/08/02)	901
Loktak Lake, Manipur (23/03/90)	266
Nalsarovar Bird Sanctuary, Gujarat (24/09/12)	123
Point Calimere Wildlife and Bird Sanctuary, Tamil Nadu (19/08/02)	385
Pong Dam Lake, Himachal Pradesh (19/08/02)	156.62
Renuka Wetland, Himachal Pradesh (08/11/05)	.2
Ropar, Punjab (22/01/02)	13.65
Rudrasagar Lake, Tripura (08/11/05)	2.4
Sambhar Lake, Rajasthan (23/03/90)	240
Sasthamkotta Lake, Kerala (19/08/02)	3.73
Surinsar-Mansar Lakes, Jammu and Kashmir (08/11/05)	3.5
Thrissur Kole Wetlands, Kerala, (08/11/05)	546.25
Tsomoriri, Jammu and Kashmir (19/08/02)	120
Upper Ganga River (Brijghat to Narora Stretch), Uttar Pradesh (08/11/05)	265.9
Vembanad-Kol Wetland, Kerala (19/08/02)	1512.5
Wular Lake, Jammu and Kashmir (23/03/90)	189

UNIT 15

NATIONAL AND STATE LEVEL POLICIES TO PROMOTE TOURISM

Contents

15.1	Introduction	439
15.2	Emergence of Tourism Planning in India	442
15.3	Governmental Agencies for Promotion of Tourism in India	444
15.4	Importance of Human Resource Development in Tourism Development	449
15.5	National Tourism Policies	452
15.6	Recent Initiatives at National Level in Promotion of Tourism	461
15.7	National Tourism Promotion Campaign	463
15.8	Tourism Products in India	465
15.9	State Tourism Promotion Campaigns	468

15.1 Introduction

The importance of tourism is fully recognised by the national governments throughout the world. It is a well accepted fact that revenue generated from tourism can bring numerous socio-economic benefits to a country or locality, by generating foreign exchange, creating local employment and also in raising environmental awareness. However, a surprising number of countries are neither fully exploiting this capacity nor managing current tourism potential effectively. This is evident from the low priority generally assigned to tourism planning and coordination. It is also evident from the fact that many protected areas are deteriorating rapidly as a result of over-visitation and insufficient investment in protected area management.

A general failure to acknowledge the importance of tourism and environment, and lack of coordination and cooperation between those responsible for these areas, are much to blame. Thus although the tourism industry is often represented at ministerial level, its interests are frequently not fully integrated with those of the various ministries, or are considered much less important. The same applies to the environment.

Ideally of course, every country should have either a ministry whose responsibility is to protect the environment, or a strong bias in favour of environmental conservation

running through every department. In reality, responsibility for environmental issues is often shared by a number of different bodies. In the USA, for example, four agencies with separate mandates representing two departments manage protected wilderness areas (the US Park Service, the Fish and Wildlife Service, and the Bureau of Land Management from the Department of the Interior and the Forest Service in the Department of Agriculture). Moreover, until recently, the USA did not have a unified tourism policy, but allowed individual departments or agencies to manage as they saw fit.

In India, however, the situation is very promising. Separate Ministries for Tourism and Environment exist that act as nodal agencies for promotion and development of tourism in different circuits as well as act towards protection and conservation of environmental quality in the country. The ministries have in the past made many significant efforts in their respective fields.

If tourism is to become sustainable however, efforts must be made to improve the links between nature conservation, local community development, and the tourist industry. One way in which this could be achieved is through an integrated and regional approach to planning.

While formulating any national plans, two main objectives are kept in mind:

- to express in quantitative terms the model of the country to which society aspires and to give coherence to the different sectoral plans (e.g. agriculture, education, housing, tourism).
- To include a national overall development plan that encompass the activities of the different sectors and provide a general framework for the country's harmonious development.

Within a national plan, the national tourism plan should define a general methodological framework, the macro-economic parameters within which tourism will develop, sectoral policy guidelines, and goals that public investment must attain in this sector. The overall development plan of a country should recognise that tourism can play an important role in national development, especially at the regional (sub-country) level, due to its ability to generate employment and foreign exchange, and on account of the opportunities it provides for the recreation and education of the domestic population.

For example, the National Development Plan (NDP) of the Mexican Government for the period 1989-1994 considers the need to "modernise" tourism in relation to the "National Agreement for Economic Recovery and Stability of Prices" (which is one of the seven main chapters of the NDP)¹.

The plan states that, in order to generate more employment and foreign exchange, and to compete more efficiently in the world market, tourism services must be modernised and the tourism infrastructure fostered. It also asserts that the tourism sector must contribute to national economic development, and that the advancement of a "touristic

¹ Poder Ejecutivo Federal, 1989.

culture” is required, so that all Mexican citizens are aware of the importance of the tourism activity for the country. To attain these goals, specific strategies are being implemented. For example, immigration and customs formalities have been relaxed to promote more foreign tourism. But at the same time domestic tourism is being promoted so that the impacts of foreign tourism seasonality are minimised. More generally, ties between tourism and other sectors of the economy, including private enterprise, are being strengthened and public trust funds created to promote development and investment in tourism.

According to the ‘GLOBE 90’ conference, the governmental role in promoting sustainable tourism is significant. GLOBE 90 was a major international conference and trade fair on environment and sustainable development held in Vancouver, Canada, in March 1990, and from which an action strategy for sustainable tourism development emerged. The following list of actions that governments should carry out for promoting and implementing sustainable tourism development were among the recommendations made at the Conference²:

- ◆ Ensure that all government departments involved in tourism are briefed on the concept of sustainable development. The respective Ministers (e.g. Environment, Natural Resources) should collaborate to achieve sustainable tourism development.
- ◆ Ensure that national and local tourism development agreements stress a policy of sustainable tourism development.
- ◆ Include tourism in land-use planning.
- ◆ Undertake area and sector-specific research into the environmental, cultural and economic effects of tourism.
- ◆ Support the development of economic models for tourism to help define appropriate levels and types of tourism for natural and urban areas.
- ◆ Assist and support lower levels of governments in developing tourism strategies and conservation strategies and in integrating the two.
- ◆ Develop standards and regulations for environmental and cultural impact assessments, and monitoring of existing and proposed tourism developments, and ensure that carrying capacities defined for tourism destinations reflect sustainable levels of development and are monitored and adjusted appropriately.
- ◆ Apply sectoral and/or regional environmental accounting systems to the tourism industry.
- ◆ Create tourism advisory boards that involve all stakeholders (the public, indigenous populations, industry, NGOs, etc.), and design and implement public consultation techniques and processes to involve all stakeholders in tourism-related decisions.
- ◆ Ensure that tourism interests are represented at major caucus planning meetings that affect the environment and the economy.

² GLOBE 90 Conference Recommendations, Canada, 1990.

- ◆ Design and implement educational and awareness programmes to sensitise people to sustainable tourism development issues.
- ◆ Develop design and construction standards to ensure that tourism development projects do not disrupt local culture and natural environments.
- ◆ Enforce regulations relating to illegal trade in historic objects and crafts; unofficial archaeological research and desecration of sacred sites.
- ◆ Regulate and control tourism in environmentally and culturally sensitive areas.

The degree of planning centralisation must also be considered while formulating a national tourism policy. This will depend mostly on the size of the country and the management of resources available. Thus for smaller countries, or countries with limited finances, it may be more economical and practical to centralise the planning process at the national level. Bigger and richer countries can draw up sub-national planning strategies, with the back-up of a national coordinating mechanism.

WWF has also come up with a set of recommendations for national governments in promoting tourism-related activities. These set of recommendations specifically pertain to ecotourism development aspect and hence shall be dealt with in detail in coming Course 4.

Although India had a good amount of tourism activity when it became independent over 70 years ago, tourism as a subject did not figure in the Constitution of India, except for some of its components being mentioned in the Central or State lists. Only since the past decade has tourism been taken seriously. Tourism ministry is trying to come up with measures to improve infrastructure by supporting the development of tourism circuits, taking up the clean India campaign and investing in skill development of people employed in travel trade.

Government has allocated Rs.1,210 crore for 2012-13 aside from the marketing spend for all other activities including infrastructure development³. The ministry is also likely to hire a private media planning company for devising its strategy for a print-online-television- radio campaign. Advertising India has also become the top priority for the Tourism Ministry. Efforts are now to make tourism India's main economic and political agenda taking all State governments, Union Territory administrations and stakeholders on board and establish India as a round the year destination.

15.2 Emergence of Tourism Planning in India

The Rail network in India placed the needs for recreation within the reach of an increasingly large number of people who had leisure time and the means to enjoy it. **Indian Railways** is an Indian state-owned enterprise, owned and operated by the government of India through the Ministry of Railways. It is one of the world's largest railway networks comprising 115,000 km of track over a route of 65,000 km and 7,500

³ Ruchika Chitravanshi, 'Incredible India goes for the kill, but industry wants action', Business Standard, Nov 16, 2012.

stations. **Indian Railway Catering and Tourism Corporation** is a subsidiary of the Indian Railways that handles the catering, tourism and online ticketing operations of the railways.

IRCTC was set up by the Ministry of Railways with the basic purpose of hiving off the entire catering and tourism activity of the railways to the new Corporation so as to professionalise and upgrade these services with public-private participation. Rail based Tourism in India is being promoted with railways as a specific vehicle for achieving high growth in coordination with State agencies, tour operators, travel agents and the hospitality industry. A dynamic marketing strategy in association with public and private agencies, tour operators, transporters, hoteliers and local tour promoters is on the anvil. Indian Railways span global volumes in hospitality and catering sectors with services provided to 13 million passengers every day.

The objectives of IRCTC are:

- 1) To be a customer friendly company through constant innovation, technology driven and human resource development.
- 2) Optimise resources, increase manpower productivity through quality product vending and innovative marketing strategies.
- 3) Upgrade and consolidate catering services in the organised sector.
- 4) Expand areas of core competencies, enhance business opportunities through efficient public-private partnerships to maximise generation of resources.
- 5) Imbibe strong and ethical work culture through teamwork, build and reposition Indian Railways in the emerging services sector.
- 6) Evolve high standards of business ethics, quality management and effective cost control measures.
- 7) Concern for the environment and heritage.

Railway Tourism has seen excellent growth in India. Right from IRCTC's inception, railways has undertaken dynamic marketing strategy with major tour operators and State Tourism as partners for providing exclusive tour packages across the country. IRCTC arranges for full train charters, coaches as well as reserved berth programmes through regular trains for tourism purposes.

IRCTC also organises budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destinations across India is Bharat Darshan. Luxury tourism packages are also available, that involve special luxury trains such as:

- ◆ Palace on Wheels
- ◆ Royal Orient Express
- ◆ Golden Chariot
- ◆ Deccan Odyssey

- ◆ Royal Rajasthan on Wheels
- ◆ Buddhist Circuit Train and IRCTC is a partner in the Maharajas' Express operation.

Apart from conventional tourism, IRCTC also offers adventure tourism packages that include water sports, adventure and wildlife treks, etc. A provision for customising tours as per specific requirements is also an added attraction.

In the field of aviation, government owned Air India came into existence with the enactment of Air Corporations Act on 1st August 1963, when the entire air transport industry in India was nationalised. At the time of nationalisation, Air India operated four weekly flights on the India/UK route and three flights fortnightly on the India/Nairobi route.

Today, it has an extended network of air routes linking all the five continents of the globe. Air India organises special programmes to give wide publicity for projecting India. Indian Airlines soon began to establish an air transport network, with a view to link the remotest places in India. Today, Indian Airlines has expanded its wings to nearby countries as well. They have introduced many schemes and offers like the Discover India package, etc. Leave Travel Concessions are encouraged in domestic tourism. Concessions for the youth and students also promoted travel within the country.

In 2007, the Government of India announced that Indian Airlines would be merged into Air India. As part of the merger process, a new company called the National Aviation Company of India Limited (now called Air India Limited) was established, into which both Air India (along with Air India Express) and Indian Airlines (along with Alliance Air) were merged. Once the merger was completed, the airline called Air India continued to operate with its fleet of over 130 aircraft, which is expanding. Apart from Air India, there are numerous private aviation companies, both of Indian as well as foreign origin, plying in India at both domestic and international level.

In terms of hospitality industry, the major initiative of the government was the establishment of ITDC. In the early 1960's The ITDC (India Tourism Development Corporation) was started to provide western comforts to International visitors. The ITDC played a major role as a catalyst in developing a modern superstructure (e.g., The Ashoka group of hotels) for International tourists. The government set up infrastructure to promote tourism by establishing Air India and tourism promotion offices in London and Frankfurt. The tourism cell in the Ministry of Aviation was upgraded into a department. The private sector was invited to establish luxury facilities for the high spending tourist. The first pioneer in this field was Mohan Singh Oberoi, who began his career in the hotel business with the Clarks Hotel in Shimla and the Grand Hotel in Kolkata.

15.3 Governmental Agencies for Promotion of Tourism in India

Tourism in India is witnessing widespread growth on the back of increasing inbound tourism by the burgeoning Indian middle class, rising inflow of foreign tourists and successful government campaigns for promoting 'Incredible India'. Infrastructure development holds the key to India's sustained growth in the Tourism sector.

India currently ranks 34th overall in the list of the world's attractive destinations, according to the Travel and Tourism Competitiveness Report 2017 by the World Economic Forum (WEF).

India has been making consistent efforts to develop quality tourism infrastructure at tourist destinations and circuits. The Ministry of Tourism, is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/Union Territories and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister of State for Tourism (Independent Charge).

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one subordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects.

The scope of functions of the Ministry mainly consist of the following:

- i) All Policy Matters, including:
 - ◆ Development Policies
 - ◆ Incentives
 - ◆ External Assistance
 - ◆ Manpower Development
 - ◆ Promotion and Marketing
 - ◆ Investment Facilitation
- ii) Planning of schemes, policies and strategies
- iii) Co-ordination with other Ministries, Departments, State/Union Territory Governments.
- iv) Regulation of:
 - ◆ Standards
 - ◆ Guidelines
- v) Infrastructure and Product Development
- vi) Guidelines for promotion of Human Resource by setting up:
 - ◆ Institutions
 - ◆ Setting Standards and Guidelines

vii) Publicity and Marketing:

- ◆ Policy
- ◆ Strategies
- ◆ Co-ordination

viii) Research, Analysis, Monitoring and Evaluation

ix) International Co-operation and External Assistance

- ◆ International Bodies
- ◆ Bilateral Agreements
- ◆ External Assistance
- ◆ Foreign Technical Collaboration

x) Legislation and Parliamentary Work

- ◆ Establishment matters
- ◆ Vigilance matters
- ◆ Implementation of official language policy
- ◆ Budget co-ordination and related matters
- ◆ Plan coordination and monitoring

The Functions of Attached Office viz. Directorate General of Tourism are as under:

- i) Assistance in the formulation of policies by providing feedback from the field offices.
- ii) Monitoring of Plan Projects and assisting in the Plan formulation.
- iii) Coordinating the activities of field offices and their supervision.
- iv) Regulation:
 - ◆ Approval and classification of hotels and restaurants.
 - ◆ Approval of travel agents, inbound tour operators and tourist transport operators, etc.
- v) Inspection and Quality Control
 - ◆ Guide service
 - ◆ Complaints and redressal
- vi) Infrastructure Development:
 - ◆ Release of incentives
 - ◆ Tourist facilitation and information
 - ◆ Field publicity, promotion and marketing
 - ◆ Hospitality programmes
 - ◆ Conventions and conferences

vii) Assistance for Parliamentary work

viii) Establishment matters of Directorate General of Tourism

The Ministry of Tourism has under its charge the following autonomous institutions:

1) **India Tourism Development Corporation (ITDC)** - ITDC is a public sector undertaking that came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are:

- ◆ To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants;
- ◆ To provide transport, entertainment, shopping and conventional services;
- ◆ To produce, distribute, tourist publicity material;
- ◆ To render consultancy-cum-managerial services in India and abroad;
- ◆ To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- ◆ To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc.

The Ashok Institute of Hospitality and Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound and Light Shows.

Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Center at Shastri Bhawan, New Delhi.

2) **Indian Institute of Tourism and Travel Management (IITTM)** - IITTM is an autonomous organisation of the Ministry of Tourism and is one of the premier institutes in the country offering education, training, research and consultancy in sustainable management of tourism, travel and other allied sectors. The stakeholders' realisation

that the country is in need of such professionals who can provide an excellent standard of products and services, resulted in the creation of IITTM in 1983 at New Delhi. It is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience.

Over the years, the Institute has established a distinguished identity of its own. With its focus in meeting the changing needs of the tourism industry, it has played a pioneering role in the propagation and professionalisation of tourism education. The Ministry of Tourism, Government of India has also entrusted the institute to conduct regional level guide training programmes for all the regions of the country. Presently the institute is functioning at five places namely, Gwalior, Bhubaneswar, New Delhi, Goa and Nellore.

- 3) **National Institute of Water Sports (NIWS)** - NIWS has been set up in Goa by the Ministry of Tourism as an 'apex' body for training, education, consultancy and research to usher in an era of leisure-water sporting segment in the country. The institute set up in Goa in 1990 promotes water sports active throughout the country. The institute establishes quality norms for the adventure sports industry and certifies water sports professionals in the field of power boat handling and life-saving.

It is the first Institute of this nature in South East Asia covering the entire range of water sport disciplines such as life-saving, boat handling, sailing, windsurfing, water skiing, scuba diving, river rafting and kayaking. Since inception, 20 courses have been developed for water sport professionals, managers and the tourists, particularly those visiting Goa.

The Institute is envisaged to function as a model for similar initiatives/ entrepreneurs with regard to faculty and staff, training infrastructure, water sport equipment and specialised repair and berthing facilities. Plans are being conceived to expand the activities to encompass other adventure sporting items so as to transform it into an 'Institute of Adventure Sports'.

- 4) **National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management** - National Council for Hotel Management and Catering Technology and its affiliated Institutes were established with the view to impart Hospitality, knowledge, skills, concepts and techniques in the right environment for the students to learn and emerge as global Hospitality Service providers.

In 1961, four regional institutes at Delhi, Mumbai, Kolkata and Chennai were established. Today, NCHMCT is one of the largest network of 51 hotel management institutes in the world that have been established with great academic tradition enriched by their faculty, administrators and of course, the students. The NCHMCT conducts 11 full time courses of different durations and intensity from two year full time MSc. in Hospitality and Hotel Administration to trade specific short courses ranging from about a year to 6 to 8 week duration. The NCHMCT has a partnership with the Indira Gandhi National Open University for award of degree.

The established objectives of the Council are -

- ◆ Advise the Government on coordinated development of hotel management and catering education.
 - ◆ Serve as a technical storehouse for use in training, affiliate institutions and prescribe courses of study.
 - ◆ Standardise courses and infrastructures requirements.
 - ◆ Prescribe educational and other qualifications, experiences etc. for the members of staff in the affiliated institutions and introduce faculty development programmes.
 - ◆ To give certification and accreditation at the national level.
- 5) Indian Institute of skiing and mountaineering (IIS&M) - IIS&M in Gulmarg was setup in 1968 for developing adventure sports activities like mountaineering, skiing, trekking etc.

15.4 Importance of Human Resource Development in Tourism Development

The success of any industry depends to a great extent on the quality of human resource and, tourism is not an exception. Tourism is a labour intensive industry which provides employment to skilled, semi-skilled and unskilled workers directly and indirectly. Recognising this fact, the Ministry of Tourism has evolved many schemes and steps towards strengthening a progressive labour force with dynamic management.

Ministry of Tourism has recognised that dynamic management, responsive government and responsible society are the pillars of the tourism industry. Traditionally, employment has been seen as an area that is reactive to changes in the wide business environment. There is a widely accepted assumption that the role of people within organisations is required to change and develop in response to developments in markets, products and technology. Most of the large tourism companies recognised this assumption and have started organising work and supporting human resource functions such as training and development. This is possible only when the external labour market permits employers to adapt to these changing dimensions.

Globalisation of business firms has a number of implications for human resource management. A major consequence in tourism industry is the issue of matching employee's skills with changing industry requirements. The traditional practice of employee's learning the majority of skills on the job and gradually progressing to senior positions is threatened by the rapid technological changes and the need to respond to the changing service requirements. Employees at the operational and managerial levels are now required to be more flexible and adaptive to constant change. Globalisation has major Implications for work and employment in tourism and these include:

- ◆ The need for different skills and competencies is the employees to be able to deal with use of technology.

- ◆ Dealing with employment related consequences of mergers and strategic alliances.
- ◆ Issues of relocation of employees and social and cultural sensitiveness of those working away from home.
- ◆ New forms of tourism, utilising natural and cultural environment creates a demand for indigenous employees, who could deliver better quality and original products and services.
- ◆ Meeting the needs of well experienced tourists who are more experienced and demand higher quality of products and services.

These pressures of globalisation in tourism have significant implications for work and employment, especially for human resources development and dealing with cultural aspects.

In India there is a tremendous shortage of trained manpower in the tourism and hospitality sector. Tourism sector on an average requires manpower of about 20,000 per year. Against such a requirement the actual trained output from government institutions is only 5000 per year⁴. When we consider all other private institutions, the total available trained manpower does not exceed 10,000 in a year. Thus there is a need to develop required human resource in various segments of the tourism industry, as a consequence of the rapid growth in tourism, changing technology and markets at both national and international level.

The main problems involving human resource development in the tourism sector are -

- ◆ Scarcity of qualified manpower.
- ◆ Shortage of tourism training infrastructure and qualified trainers.
- ◆ Bad working conditions in tourism sector.
- ◆ Bad strategies and policies for human resource development.

Tourism Industry has undergone a sea change with respect to human resource development and in response to emerging trends for successful tourism in the country. Both the governments and private sector have realised that hospitality with professional service is the core of tourism. For the industry, the tourists are the ultimate service activity and extending quality service ensures continued clientele. Providing world-class service will always require training, education, increased investment and development of work culture, change in attitudes and new methods of motivating manpower in the industry for continued growth.

Thus this type of pressure of globalisation in tourism has significant implications for work and employment especially in human resource development. Hence necessity for trained manpower has become top priority in the agenda of tourism plans over the years.

The Government has recognised tourism as a vehicle for economic development and a generator of employment for skilled, semiskilled and unskilled teeming millions not only in popular tourist destinations but also in the remotest areas of hinterland.

⁴ Based on information gathered from Ministry of Tourism website.

The National Tourism policy emphasis the necessity of professional excellence in Human Resource Development and envisages the following programmes:

- ◆ Strengthening the Institutional set up for Human Resource Development and setting up of Advanced Institutes of Hotel Management and Culinary Institute.
- ◆ Qualitative improvement and modernisation of existing training Institutions.
- ◆ Setting up of food craft institutes in each State.
- ◆ Improve the standards through accreditation and quality control.
- ◆ Setting up a National Tourism Documentation center equipped with modern technology systems to function as a repository of research findings and publications on tourism.
- ◆ Encouraging participation of the private sector in human resource development and encouraging them to set up independent training facilities.

The governments have been taking the initiative of setting up a number of institutes all over the country. As we have seen before, the institutes of Hotel Management Catering Technology and Applied Nutrition were set up in New Delhi, Mumbai, Chennai and Kolkata. In order to meet the training requirements at craft levels in specific disciplines, 14 Food Crafts Institutes were set up at different places in the country. In order to harness the resources, the Ministry of Tourism established National Council of Hotel Management and Catering Technology in 1984.

The establishment of National Council for Hotel Management and Catering Technology has helped in expanding and modernising the capabilities of hotel and catering education programmes. In order to strengthen the existing training infrastructure, National Culinary Institute and Advanced Hotel Management Institute are also proposed in the 9th five year plan. The intake of candidates for the 3 years diploma course in Hotel Management is about 2000 and efforts are being made to increase the capacity. This diploma course in Hotel Management and catering Technology has been recognised by All India Council of Technical Education.

All the Hotel Management and food craft Institutes are registered under countries Registration Act, 1860 and have separate board of Governors consisting of representatives of the industry. The Institutes of Hotel Management and Catering Technology and Applied Nutrition, National Council for Hotel Management are funded by Central Government through grants-in-aids.

Apart from NCHMCT, the IITM, NIWS, IIS&M, etc are some strong initiatives by the government in strengthening the tourism resource pool in the country.

Some other Human Resource Development initiatives are the 'Training of Guides'. Training of Guides is a very basic component of the tourism services. Inadequate number of trained guides creates a lot of problems for tourists, especially for international tourists. Realising this urgent need, quality training is provided by Ministry of Tourism through its

tourism office or Indian Institutes of Travel and Tourism Management. The State Governments are also providing training programmes at State level.

The Government of India Tourism office assesses the requirement of fresh guides in the region from time to time. It conducts training courses in coordination with Indian Institutes of Tourism Travel Management, refresher courses and orientation programmes for custom, immigration officers and various other service providers like taxi-drivers. Thus strengthening of guide training for grass root level workers has been given an emphasis to improve the quality of service in respect of guides in India.

15.5 National Tourism Policies

In 1982, the Indian Government presented its first tourism policy. In retrospect one could argue that the novelty of the subject, its low priority and the belief in its potential as a social engineering tool (in keeping with Indian public ideology at that time), contributed to a rather simplistic piece of work. It took the government until 2002 to present an updated policy document.

The first public milestone in the history of tourism in India was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. This federal organisation was meant to develop tourist infrastructure and services. On a State level, similar Corporations were established, while their budgets were small and the scales of their operations were limited. Moreover the tourist services they offered were generally considered substandard and indifferent during initial stages.

Both the TDCs (the ITDC especially) and private entrepreneurs set up luxury hotels in the metropolitan, international entry and exit points. These hotels accommodated foreign visitors as well as the local elite, who patronised such hotels throughout the year. Most of the present Indian tourist destinations, however, were developed through a slow process which started with the arrival of rather 'adventurous' backpacker tourists and their interaction with local communities.

The gradual, 'spontaneous' proliferation of various kinds of tourist services along the backpacker trail has opened up areas for tourists and paved the way for other forms of tourism development. The local populations involved in opening up their towns and villages showed great adaptation and flexibility in identifying and trying ways of catering to the needs and tastes of (foreign) visitors. In collaboration with these visitors, they created enclaves which were more exotic than India and yet produced exactly the right mixture of goods and services from home: peculiar places which were both island-like and thoroughly Indian. In their efforts they were neither supported nor guided by the Indian Government. Tourism development was a largely unplanned exercise.

Some examples of such unplanned but effective growth was witnessed in the States of Kerala, Rajasthan and Goa. A few years later, States like Kerala, Jammu and Kashmir, Goa and Himachal Pradesh came up with much more consistent tourism plans, especially those which were made a part of formal State Five Year Plans as early as the 1970s.

These States were already attracting a relatively large number of foreign tourist arrivals. Yet, a lot was still largely left to the private sector and to a comparatively unrestricted market. While there have been slight modifications in policy, this basic condition has not changed much until the present day.

The first significant policy initiatives were initiated in the early 1980s. With the prospect of hosting the Asian Games of 1982, the Indian Government had to start thinking about accommodating, transporting and entertaining the large number of visitors attracted by the event. This awakened a serious public interest in tourism, which was enhanced by the fact that tourism was India's largest net earner of foreign currency. The public interest was translated into the Tourism Policy of 1982 which provided an action plan based on the development of so-called tourism circuits.

What is a Tourist Circuit?

A tourist circuit consists of a number of tourist sights which are geographically and/or thematically grouped together with the idea that the value of their sum is more than an adding up of the values of the parts. Rather than being the result of an in-depth analysis and marketing study, the circuit idea was born out of the feeling that 'the Golden Triangle' destinations of Delhi-Jaipur-Agra and the Bombay-Goa shopping-and-beach circuits were grossly oversold. In order to lure away the tourists from these overcrowded 'circuits', into the myriad of other potentially popular destinations in India, the concept of alternative *circuits* - rather than alternative *places* that could be grouped together by tourists themselves - was somehow thought imperative.

The tourism policies in India are as under:

1) National Tourism Policy, 1982

The 1980s witnessed the era of liberalisation. The process of liberating the Indian economy from the shibboleths of 'license-permit Raj' culminated in the initiation of the structural adjustment programme in 1992.

Tourism was regarded and recognised as a development tool in the early 1980s. In concrete terms the circuit concept was centered around the establishment of contels (condominium hotels) in undeveloped and possibly 'backward' villages and hamlets. Such contels, including the necessary tourist infrastructure, were to be constructed by the government.

Contels were to be managed as a co-operative venture, an integral part of village life, making use of local resources such as skills, artisans, building materials and the like, and offering tourists a balance of rustic charm and basic comfort.

The Tourism Policy, 1982 was a mere aggressive statement in marketing than a prospective plan for development. Its main thrust was aimed at presenting India to the foreigners as the ultimate holiday resort. With a view to reach this destination, the following measures were suggested by the Policy:

- 1) To take full advantage of the national heritage in arriving at a popular campaign for attracting tourists;
- 2) To promote tourist resorts and make India a destination of holiday resorts;
- 3) To grant the status of an export industry to tourism;
- 4) To adopt a selective approach to develop few tourist circuits; and
- 5) To invite private sector participation into the sector.

The Planning Commission recognised tourism as an industry by June, 1982.

The measures suggested in the policy included:

- ◆ granting Export Industry status to tourism,
- ◆ adopting a selective approach for developing tourist circuits,
- ◆ inviting private sector participation, and utilisation of national heritage for attracting tourists, etc. The objectives defined were to so develop tourism that:
 - i) It becomes a unifying force nationally and internationally fostering better understanding through travel.
 - ii) It helps to preserve, retain and enrich our world-view and life-style, our cultural expressions and heritage in all its manifestations. The prosperity that tourism brings must cause accretion and strength rather than damage to our social and cultural values and depletion of our natural resources. In tourism, India must present itself on its own terms-not as an echo or imitation of other countries, other cultures and other lifestyles.
 - iii) It brings socio-economic benefits to the community and the State in terms of employment opportunities, income generation, revenue generation for the States, foreign exchange earnings and, in general, causes human habitat improvement.
 - iv) It gives a direction and opportunity to the youth of the country, both through international and domestic tourism, to understand the aspirations and viewpoints of others and thus to bring about a greater national integration and cohesion.
 - v) It also offers opportunities to the youth of the country not only for employment but also for taking up activities of nation building character like sports, adventure and the like. Thus, as a programme for the moulding of the youth of the country, tourism is of inestimable value.

The policy recognised the importance of international tourism in earning foreign exchange and accorded high priority to its development. As regards domestic tourism it was stated that domestic tourists travelling within their country form the bulk of world tourist traffic. For the large number of people who travel on pilgrimage or as tourists for other motivations, the facilities provided were minimal. Hence, it was

the Government's endeavour to substantially improve and expand facilities for domestic tourists.

As regards to the relevance of Cultural Tourism it was acknowledged that various surveys and studies have confirmed that the biggest element in attracting international tourists to India is our archaeological and monumental wealth. Although the maintenance and upkeep of the monuments is the responsibility of the Archaeological Survey of India and the State Departments of Archaeology, it was proposed to provide adequate tourist facilities at the major centers of cultural interest in a planned manner. This was to be done in coordination with the other concerned agencies including the State Governments. The intention has been to fully exploit the rich heritage of archaeological monuments, religious centers dear to the followers of various religions of the world as well as the rich heritage in the field of performing arts, the variety of which could itself be the sole objective of the tourist's visit to India.

It was mentioned that tourism would be a common endeavour not only of the Center and State Sectors but of the Private Sector also, along with other agencies like educational and cultural organisations etc. While evaluating the economic impact it was stated that while the overall impact of tourism on a national scale may be difficult to measure as it is a pervasive activity rather than a tangible commodity, it can be more easily assessed in specific situations where the parameters can be more precisely defined.

The plan of action suggested in the tourism policy included involvement of the youth of the country in national integration and to make tourism a vehicle for achieving this objective. Youth hostel activity was given significant importance in the plan of action. It was felt that this will facilitate the youth from different parts of the country exchanging views and ideas, getting themselves exposed to the various parts of the country and thus bring about greater understanding between youths of all parts of the country, apart from catalysing international understanding through the youth movement.

It was also suggested that "every endeavour will be made to secure fiscal and other incentives from the concerned Ministries of Government in order to make investment in the tourism industry worthwhile. In this process an endeavour will also be made to highlight the fact that in the context of the country needing substantial foreign exchange for its developmental activities, tourism industry will constitute a major agency/ industry for the acquisition of foreign exchange. In this context an endeavour will also have to be made to obtain, for tourism industry, the status of an export-oriented industry."

2) Development of Tourism Sector in 1990s

A comprehensive tourism policy highlighting the importance of tourism and the objectives of tourism development for the country was promulgated by the

Government in 1982. The policy envisaged developing many attractions in India for tourism through well-planned, well-defined and fully-integrated national programmes. It specified the responsibility for tourism development as a common endeavour of all agencies vitally concerned with tourism at Central and State levels, including public and private sector enterprises; airlines, railways and road transport systems; municipal and local bodies as well as cultural and educational institutions. It further provided an action plan based on a “travel circuit” concept to maximise the benefits of tourism. The plan proposed to achieve intensive development of selected circuits, dispel the tendency of concentration in a few urban centers, encourage the diversification of tourist attractions and open economically-backward areas which have many tourist attractions.

Tourism was recognised as an industry by 1986 and became eligible for incentives and facilities, including tax incentives, subsidies, priorities in the sanctioning of loans by State financial institutions and preferences in providing electricity, water and sewerage connections.

Many other incentives came based on the report submitted by the National Committee on Tourism in 1988. It was one of the most comprehensive reports on tourism development in India. The report carried forward the underlying thread of 1982 Tourism Policy, i.e., the need for a national consensus on the role and tourism development in the country. Some of the important recommendations in the Report included -

- 1) Tourism Plans to be integrated with over all plans of the country and with Area Development Plans.
- 2) The setting up of a standing committee of Tourism Ministers for an integrated approach to tourism development and also to effectively motivate the State Governments.
- 3) The need for re-arranging the existing organisational structure of Department of Tourism and the need for an apex body called the National Tourism Board.

The report thus had the guiding force for subsequent revision of the Tourism Policy. In 1991 tourism was also declared as a priority sector for foreign investment.

National Action Plan for Tourism, 1992 - A National Action Plan for Tourism was drawn up in 1992 and it envisaged an increase in the percentage share of tourist arrivals in India from 0.4 to 1 per cent of world arrivals within a period of five years⁵. Employment in the tourism sector was also expected to double by the turn of the century. The basic strategy for increasing the tourist flow included improvements of infrastructure facilities in identified circuits and destinations, development of special tourism areas, diversification of tourism products, development of pilgrim tourism and a package of incentives for attracting private investment to the tourism sector.

⁵ National Action Plan, 1992.

National Action Plan for Tourism was presented to the Parliament in May 1992. It outlined the importance of the industry in the global context and in the national context, its effect on employment generation, foreign exchange earnings etc. it recognised the great potential, which existed in the country for the development of tourism and the tremendous scope for accelerated growth.

Following were some of the main objectives of the National Action Plan of 1992:

- i) Socio-economic development of the area.
- ii) Increase in the employment opportunities.
- iii) Preservation of national heritage and environment.
- iv) Optimisation of foreign exchange earnings through international tourism.
- v) Increase in India's share of world tourism.

The National Action Plan, 1992 summarised following recommendations:

- i) Creation of Special Tourism Areas as notified zones for intensive investment and development.
- ii) Starting the Scheme for giving Assistance for Special Tourism Areas (ASTA) for providing finances for tourism and tourism related industry in specified areas/circuits.
- iii) Special category of Heritage Hotels/Health Resorts to be created and provided.
 - a) Technical/consultancy help
 - b) Loans for financial institutions
 - c) Interest subsidy
 - d) Marketing and operational expertise.
- iv) Tourism trains to be started on important tourist routes based on the success of Palace- on-wheels.
- v) River cruises to be operated in specified circuits.
- vi) Revamping of foreign offices to make them more accountable in terms of specified targets.
- vii) Information revolution; information system to be revamped to provide positive projection of India in all leading markets.
- viii) Special airline/hotel packages for selected tourist destinations.
- ix) Provision of information counter for airlines, trains, hotels, tourist information at major international airports.

In order to take advantage of the liberalised economic regime and the developments taking place around the world, a new National Tourism Policy was drafted and the same was discussed during the Tourism Ministers Conference in September 2001.

3) National Tourism Policy, 2002

In 2002, the Government of India announced a New Tourism Policy to give a boost to the tourism sector. The policy is built around the 7-S Mantra:

- ◆ Swaagat (welcome),
- ◆ Soochana (information),
- ◆ Suvidhaa (facilitation),
- ◆ Surakshaa (security),
- ◆ Sahyog (cooperation),
- ◆ Sanrachnaa (infrastructure) and
- ◆ Safaai (cleanliness)

Some of the salient features of the Tourism Policy are:

- ◆ The policy proposes the inclusion of tourism in the concurrent list of the Constitution to enable both the Central and State governments to participate in the development of the sector.
- ◆ No approval required for foreign equity of up to 51 per cent in tourism projects. NRI investment up to 100 per cent allowed.
- ◆ Automatic approval for Technology agreements in the hotel industry, subject to the fulfillment of certain specified parameters.
- ◆ Concession rates on customs duty of 25 per cent for goods that are required for initial setting up, or for substantial expansion of hotels.
- ◆ Fifty per cent of profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax. The remaining profits are also exempt if reinvested in a tourism related project.

Apart from this, the government has taken several other measures for the promotion of tourism. A multi-pronged approach has been adopted, which includes new mechanisms for speedy implementation of tourism projects, development of integrated tourism circuits and rural destinations, special capacity building in the unorganised hospitality sector and new marketing strategy.

The 2002 policy identifies domestic tourism, inbound tourism and outbound tourism and seeks to provide adequate focus on domestic tourism along with inbound tourism. The Policy emphasizes the poverty alleviation and employment generation aspects of tourism. We can list the emphasis areas of the policy as detailed further:

- ◆ The preservation and protection of national resources, environment and ecology is included as one of the objectives of tourism development.
- ◆ The Policy recognises that tourism should become a major avenue for the people of India and other countries to see, feel and admire its magnificent attractions and achievements.

- ◆ The Policy recognises the information gap in understanding the economic and social significance of tourism and creation of awareness about benefits of tourism.
- ◆ A comprehensive definition of tourism product is now included in the Policy.
- ◆ The Policy recognises the roles of Central and State Governments, Public Sector Undertakings and Private Sector in the development of tourism which are clearly differentiated.
- ◆ The involvement of Panchayat Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourist facilities for domestic tourists is recognised in the policy i.e., community participation in tourism development.
- ◆ Diversification of the tourism product to supplement the main stream of cultural tourism is recognised.
- ◆ Sustainable development of tourism within the carrying capacity of the area is advocated.
- ◆ Need for improving facilitation services is recognised which includes upgradation of airports, air services to remote areas with small aircrafts, railway links to major tourist centers, special tourist trains, road transport facilities and improvement of amenities like internal roads, electricity, water supply etc., in tourist destinations.
- ◆ The need for a package of physical and financial incentives for the establishment of new enterprises and their wider spread is realised.
- ◆ Foreign collaborations and investment in the private sector are encouraged.
- ◆ The need for imposing plan restrictions and educating the people to reduce the adverse impacts of tourism development has been highlighted.
- ◆ The adoption of new technology in the tourism sector is emphasized.
- ◆ Creation of Tourism Development Fund.
- ◆ Tourism development authority.
- ◆ Construction of Paryatan Bhavan to bring all facilities to the tourists under one roof.

The Action Plan for implementation of the policies lay emphasis on the creation of awareness, ensuring effective coordination by setting up of a Tourism Board Industry and Trade involving Panchayati Raj Institutions for the creation of tourism facilities, focus on the development of ecotourism in the North East, implementing integrated, intensive development of tourist destinations on the basis of carrying capacity and local aspirations, providing a package of assistance and facilitation services to domestic and foreign investors etc.

Most of the concrete public tourism studies seem to reaffirm and support existing policy perspectives. Various schemes under the policy are:

Scheme for Product/Infrastructure and Destination Development

The focus under this scheme is on improving the existing products and developing new tourism products to world class standards. For infrastructure and product development, the Ministry of Tourism has been providing Central Financial Assistance to the State Governments during the 9th Five Year Plan which resulted in strengthening of the infrastructure and product development in the country. The scheme has been restructured during the 10th Five Year Plan to meet the present day infrastructure requirements. The past experience had been that a large number of small projects had been funded under the Scheme, spreading the resources very thinly, which at times had not created the desired impact. The focus in the Tenth Plan has been to fund large projects of infrastructure or product development in an integrated manner.

Under the revised scheme, the destinations are carefully selected based on the tourism potential. Master planning of these destinations is undertaken so as to develop them in an integrated holistic manner. The master plan is supposed to tie up all backward and forward linkages, including environmental considerations. Realising the importance of destination development, the total outlay for this sector has been increased substantially. Important tourist destinations in each State, in consultation with the State Governments, are taken up for development. This includes activities ranging from preparation of master plans to implementation of the master plans. The destinations are selected in consultation with the State/Union Territory Governments.

Scheme for Integrated Development of Tourist Circuits

Under this Central Financial Assistance scheme the Ministry of Tourism Government of India has been extending assistance to States for development of tourism infrastructure. Experience has shown that in the past, funds under the CFA have been used to fund a large number of small isolated projects spread throughout the length and breadth of the country, resulting in the resources being spread very thinly. Therefore, in order to provide a quick and substantial impact, during the 10th Five Year Plan, this new scheme of Integrated Development of Tourist Circuits has been taken up. The objective of the scheme is to identify tourist circuits in the country on an annual basis, and develop them to international standards. The aim is to provide all infrastructure facilities required by the tourists within these circuits.

The Ministry of Tourism aims at convergence of resources and expertise through coordinated action with States/Union Territories and private sector.

Scheme for Assistance of Large Revenue Generating Projects.

It is recognised that the development of tourism infrastructure projects requires a very large investment that may not be possible out of the budgetary resources of the Government of India alone. In order to remove these shortcomings and to bring in private sector, corporate and institutional resources as well as techno-managerial efficiencies, it is proposed to promote large revenue generating projects for development of tourism infrastructure in public private partnerships and in partnerships with other Government / Semi-Government agencies.

Large revenue generating project, which can be admissible for assistance under this scheme, should be a project, which is also a tourist attraction, or used by tourists and generates revenue through a levy of fee or user charges on the visitors. Projects like Tourist trains, Cruise vessels, Cruise Terminals, Convention Centers, Golf Courses etc. would qualify for assistance. However, this is only an illustrative list.

Hotel and Restaurant components will not be eligible for assistance under the scheme either on a stand-alone basis or as an integral part of some other project. Besides hotel and restaurants, procurement of vehicles and sports facilities like stadiums will also not be eligible for assistance under the scheme.

Scheme for Support to Public Private Partnerships in Infrastructure (Viability Gap Funding)

Development of infrastructure requires large investments that cannot be undertaken out of public financing alone. Thus, in order to attract private capital as well as techno-managerial efficiencies associated with it, the government is committed to promote Public Private Partnerships (PPPs) in infrastructure development. This scheme has been put into effect for providing financial support, to bridge the viability gap of infrastructure projects undertaken through Public Private Partnerships.

Scheme for Marketing Development Assistance (MDA)

The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government of India, provides financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators etc., whose turnover include foreign exchange earnings also) for undertaking the following tourism promotional activities abroad:

- 1) Sales-cum-study tour
- 2) Participation in fairs/exhibitions
- 3) Publicity through printed material

15.6 Recent Initiatives at National Level in Promotion of Tourism

During the 11th Five Year Plan (2007-2012) Ministry of Tourism proposed to continue supporting creation of world class infrastructure in the country so that existing tourism products can be further improved and expanded to meet new market requirements and enhance the competitiveness of India as a tourist destination. In consultation with the State Governments and Union Territories, the Ministry of Tourism have identified several tourist circuits and destinations for integrated development. During the current financial year the Ministry has sanctioned so far Rs. 323.00 crore for various projects throughout the country. This is an all-time record and will facilitate timely execution of projects during the working season.

Some of the important infrastructure projects which have been sanctioned in the current financial year are:

Heritage Destinations/Circuits

- ◆ MOT has recently sanctioned Rs. 8.00 crore for the project of illumination/lighting of monuments in Rajasthan.
- ◆ The tourist facilities at Sanchi and adjoining tourist places in Madhya Pradesh are being improved at a cost of Rs. 4.64 crore. Tourist facilitation centre, public amenities, parking and landscaping and beautification of approach roads will be done.
- ◆ The project of Development of Mahanadi Central Heritage (Rs. 3.94 crore) has been sanctioned. In this project jetties, river bank, nature trail, picnic area, etc. will be developed at various places along the river to enhance the experience of visitors to these destinations.
- ◆ An Indian Freedom Circuit on Mahatama's Park in West Bengal is being developed at a cost of Rs. 2.27 crore.
- ◆ The project Bijapur-Bidar-Gulbarg Circuit sanctioned at a cost of Rs. 6.40 crore.
- ◆ Art and Craft village at Goregaon film city has been sanctioned for an amount of Rs. 3.86 crore.
- ◆ Revitalisation of Gandhi Thidal and Craft Bazar, Puducherry sanctioned recently for an amount of Rs. 2.67 crore.
- ◆ The project of Development of Srirangam Tamil Nadu (Rs. 3.72 lakh) has been sanctioned.
- ◆ Development of Vellore fort area at a cost of Rs. 0.89 crore.
- ◆ Sound and Talatal Ghar, Sivasagar in Assam (Rs. 1.58 crore.) has been sanctioned.

Beach and Sea Tourism

- MOT has sanctioned a project of Rs. 5.00 crore for development and beautification of Beach Promenade in Puducherry.
- Another project for development of walkway along the bank of river Arasalar and Vanjiiar in Karaikal, Puducherry (Rs. 4.78 crore)
- The project of Development of Marina beach in Tamil Nadu has been sanctioned (Rs. 4.92 crore).

Ecotourism

- 10) A project of Ecotourism for development of Horsley Hill in Chittoor Distt. of Andhra Pradesh has been sanctioned.
- 11) The project of development of Satkosi in Orissa (Rs. 4.25 crore) has been sanctioned in which Interpretation Center, Landscaping, Elephant camps, Trekking park, Watch Towers and parking facilities, etc. are proposed to be developed.

- 12) MOT has sanctioned a project for development of Ecotourism in Morni-Pinjore Hills and Sultanpur National Park in Haryana for which Rs. 2.63 crore have been sanctioned.
- 13) The project of Integrated Development of Tribal Circuit with special focus on Ecotourism in Spiti in Himachal Pradesh has been approved for Rs. 6.98 crore.
- 14) Development of Wayanad in Kerala for an amount of Rs. 2.01 crore.
- 15) Development of Tourist Circuit (Western Assam Circuit) Dhubari-Mahamaya-Barpeta-Hajo has been sanctioned for an amount of Rs. 4.97 crore.
- 16) Development of Mechuka Destination (Rs. 4.41 crore in Arunachal Pradesh).
- 17) Development of Tourist Destination at Khensa at a cost of Rs. 4.58 crore in Nagaland.
- 18) Circuit-Udhyamandalam-Madumalai-Anaimalai, Tamil Nadu at a cost of Rs. 4.39 crore.

Projects for NE Region

- The INA Memorial Complex at Moirang in Manipur is being renovated and tourist facilities are being developed (Rs. 82 lakhs).
- Tourism infrastructure is being developed near Pakhai Wildlife Sanctuary in Arunachal Pradesh (Rs. 5.00 crore).
- Gayaker Sinyi Lake at Itanagar is being developed at a cost of Rs. 5.00 crore.
- Tourist infrastructure is being developed in Nathula-Memmencho-Kuppu tourist circuit in Sikkim (Rs. 4.54 crore).
- MOT has sanctioned a project for development of Tizu Kukha as Adventure Destination in Nagaland (Rs. 4.99 crore)
- Projects for Jammu and Kashmir

MOT has sanctioned a project for development of tourism infrastructure in Leh (Rs. 4.95 crore), Bungus Valley (Rs. 2.31 crore), Kargil (Rs. 4.84 crore), Poonch (Rs. 4.50 crore), various villages around Sonmarg (Rs. 1.08 crore), development of Gurez and Telail Valley (Rs. 3.66 crore), Patnitop (Rs. 2.83 crore), Dandi Pora (Rs. 3.45 crore), Anantnag (Rs. 2.1 crore), Shri Amarnath Yatra Marg (Rs. 7.00 crore), Bhaderwah (Rs. 4.12 crore), Kishtwar (Rs. 2.81 crore), Wullar Lake (Rs. 2.06 crore) and Rajouri (Rs. 4.34 crore). Tourist Information Center, Public amenities, approach roads, shelters, signages, etc. will be developed in these projects so that tourists who are visiting Jammu and Kashmir should have trouble free experience of the beauty and bounty of the region.

15.7 National Tourism Promotion Campaign

Before 2002, the Indian government regularly formulated policies and prepared pamphlets and brochures for the promotion of tourism, however, it did not support tourism in a concerted fashion. However, in 2002, the tourism ministry made a conscious effort to bring in more professionalism in its attempts to promote tourism. It formulated an integrated communication strategy with the aim of promoting India as a destination of

choice for the discerning traveller. The tourism ministry engaged the services of advertising and marketing firm Ogilvy and Mather (India) (O&M) to create a new campaign to increase tourist inflows into the country.

- 1) **Incredible India** - The first marketing initiative of its kind, Incredible India was conceptualised in 2002 by V. Sunil (while he was Creative Director, O&M Delhi), and Amitabh Kant, Joint Secretary, Ministry of Tourism⁶. The primary objective of this branding exercise was to create a distinctive identity for the country. This resulted in the iconic “Incredible India” logo, where the exclamation mark that formed the “I” of India was used to great effect across all communications. The campaign successfully established India as a high-end tourist destination, generating a 16 per cent increase in tourist traffic in the first year.

The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality, etc. The campaign was conducted globally and received appreciation from tourism industry observers and travellers alike. However, the campaign also came in for criticism from some quarters. Some observers felt that it had failed to cover several aspects of India which would have been attractive to the average tourist.

In 2009, Tourism Ministry unveiled plans to extend the Incredible India campaign to the domestic tourism sector as well. USD 12 million out of a total budget of USD 200 million was allocated in 2009 for the purpose of promoting domestic tourism⁷.

- 2) **Athithidevo Bhava** - In 2008, the Ministry of Tourism launched a campaign, targeted at the local population to educate them regarding good behaviour and etiquette when dealing with foreign tourists. Indian actor Aamir Khan was commissioned to endorse the campaign which was titled ‘Atithidevo Bhava’, Sanskrit for ‘Guests are like God’. Atithidevo Bhava aimed at creating awareness about the effects of tourism and sensitising the local population about preservation of India’s heritage, culture, cleanliness and hospitality. It also attempted to re-instil a sense of responsibility towards tourists and re-enforce the confidence of foreign tourists towards India as a preferred holiday destination. The concept was designed to complement the ‘Incredible India’ Campaign.
- 3) **Recent Initiatives** - Almost a decade after its launch in 2002, the ‘Incredible India’ campaign has turned a new chapter – this time targeting the international and domestic tourists in two separate adverts. For Indian travellers, the message is “Go Beyond”. It is not just the tour operators and hotel chains but also the tourism ministry, which seems to have taken note of the rapid growth of India’s domestic tourism story.

The ‘Incredible India’ campaign, as an integrated marketing communication effort by the Government of India in 2002, was conducted globally to promote India as a

⁶ Kant, Amitabh, ‘*Branding India: An Incredible Story*’, 2009.

⁷ Based on MoT website information.

tourist destination to attract the tourists by showing different aspects of Indian culture and history like yoga, spirituality etc. It received a lot of appreciation from tourism industry observers and travellers. No doubt, some arguments were also raised against this campaign but the achievements after the implementation of the Incredible India campaign are praiseworthy.

Launched at the recently concluded World Travel Market, 2012 in London, the new 'Incredible India' campaign has been created by Ogilvy and Mather. The creative agency had launched the campaign for the first time. The core message of Incredible India remains but the overall campaign has evolved. India stole the limelight at the World Tourism Mart 2011 in London by winning two global awards - World's Leading Destination and World's Leading Tourist Board, Incredible India.

Some Achievements

- India as a destination was the winner of 2005 PATA (Pacific Asia Travel Association) Grand Award in the Heritage category for its "Ajanta Ellora Conservation and Tourism Development project".
- India was winner of 2005 PATA Gold Award in Print media category for its "Incredible Taj" ads.
- Incredible India Campaign was winner of 2004 PATA Gold Award.
- Incredible India Campaign was also HIGHEST RECALLED AD WORLD WIDE as per Travel & Leisure magazine.
- The Incredible India International Television Commercial for 2008 has won the Grand prix Award.
- Conde Nast Traveller, UK in its Readers Travel Awards 2008 ranked India among the top 2 most favoured countries in the world, consecutively for the second year.
- India received the award for the leading destination at the Asia World Travel Awards 2008-"Asia and Indian Ocean" Ceremony, in Shanghai, China.
- The Incredible India "Find the Incredible You" campaign released globally by the Ministry of Tourism during 2018-19 was again awarded the PATA Gold Award 2019 in the "Marketing - Primary Government Destination" category.

15.8 Tourism Products in India

India's Tourism Policy (2002) has accorded great importance for tourism product development and diversification to increase the numbers of domestic and international tourists. It goes without saying that India's ancient civilisation, cultural diversity, unmatched heritage sites and other cultural manifestations have allured the tourists through ages and would continue to be its prime USP. But, the tourist motivation and purpose of holidaying are undergoing fast changes and that makes it imperative to create new tourism product offerings to satisfy the new tourist class. The environmental consciousness among a large section of travellers, many are even transforming it as

their lifestyle preferences, pose a lot of opportunities and challenges to create environment-friendly products and practices. They are also strongly inclined for such tourism practices optimally contributing to local economy and therefore travel trends can no longer be taken as fads.

To address fast changing tourist consumer preferences, India is also in the race for creating and re-creating diverse tourist attraction portfolios but that understandably should position around its core competence of cultural endowments. The continental characteristics as being manifested in the diverse geography, culture, people and way of living would enable India's endeavours much easier to position it as one of the most vibrant tourism destinations globally. Some of the latest tourism product development initiatives being pursued in this direction have been listed below to have a perspective of the country's diversity and potential.

Rural Tourism: India is a country of villages and showcasing the rich rural life, art, culture and heritage in villages in a responsible manner would be mutually beneficial since tourism and conservation complement each other. Rural tourism schemes in India envisage encouraging and promoting the villages that have inherent strengths in art and craft, handloom, and textiles.

The main purpose is to benefit the local community economically and socially, diversifying the local development opportunities as well as enable interaction between tourists and local population for a mutually enriching experience. The promotion of rural tourism is also aimed to arrest the migration from rural to urban areas.

Golf Tourism: Golf is considered to be a game of the rich and is quite popular in advanced countries. A potentially viable market segment is also emerging in the country. Recognising the potential to develop golf as a niche tourism product for attracting both international and domestic tourism, Ministry of Tourism took many bold initiatives to identify and strengthen the development. In January 2011, MoT organised a workshop in New Delhi on "Promotion of Golf Tourism" to evolve a road map for formulating strategies for development and promotion of golf tourism in India.

Adventure Tourism: The urge for adventure is there in every human-being. Perhaps due to this innate nature of man that adventure tourism is one of the most popular niche segments of tourism industry. It is both a leisure pastime and serious hobby and entails in general travelling to remote areas and exotic places to indulge in learning and experiencing through activities with offering of higher risk and thrills. Owing to India's enormous geo-physical diversity, it has taken a big shape over the years. Adventure tourism is very much a part of India's tourism policy and almost every State has a definite programme to identify and promote its adventure tourism potential.

Camping Sites: Promotion of Camping sites has been encouraged with adequate acknowledgement of its adverse effects on the environment. Besides providing unique rewarding experiences, responsible conduct of camping can be a major source for both additional economic opportunities in remote areas as well as an instrument of conservation.

Medical Tourism: Medical tourism or health tourism is often described as a rapidly growing segment in the country. India is adequately equipped with state-of-the-art hospital infrastructure and facilities to treat many critical illnesses. By now, India has been able to establish as a favourite destination for many complex surgeries like cosmetic surgery, joint replacement surgery, cardiac surgery and the like at very low cost in comparison to the developed countries. This indeed gives great momentum for the hospitals in particular and tourism in general. Many specialised hospitals and tour operators have already come up to promote medical tourism.

Wellness Tourism: The core of wellness tourism in India is the ancient medical system of Ayurveda combined with the system of Yoga. Indeed, many States in the country have already taken great strides to promote wellness as a tourist product. Wellness tourism may be described as travelling for the purpose of revitalising one's health and spiritual well-being especially through alternative healing practices.

Ecotourism: India is often termed as a hotspot of bio-diversity and this rich natural heritage is unparalleled in many ways. Such valuable resource base gives impetus for the practice of variety of alternate tourism forms and many of which are already in existence. The national parks, wildlife sanctuaries, biosphere reserves and a multitude of other natural settings are indeed avenues for not only learning and experiencing the nature's splendour and life systems but also a major source for a great variety of adventure offerings. If planned and practiced in mutually complementing manner, ecotourism would be an important instrument for ecological conservation and source of livelihood for people living in those areas. India has some successful examples of such complementarity of nature and tourism to further experiment with and Thenmala Ecotourism Project in Kerala is an interesting case in point.

Highway Tourism: Highways are like veins in the symbolic body of a country. Even in the most ancient times, the kings have well envisaged the importance of highways and constructed numerous inns and wells to facilitate the travellers. In modern times too, initiatives have been taken to develop tourism infrastructure along the highways so that it caters for the travellers and provides income and employment opportunities along the hinterland. Haryana has been pioneering this concept in successful fashion.

Rail Tourism: Indian Railway Catering and Tourism Corporation (IRCTC), a public sector enterprise under Indian Railway, promotes rail tourism in India. From luxury trains to steam locomotive trains, hill charters and Char Dham trains; it offers the tourists with attractive options and at reasonable costs. Maharaja Express, Mahaparinirvan Express (Buddhist circuits), Bharat Darshan and Bharat Tirth are some of its famous train journeys. It also has provisions for charters and exclusive tour packages. Besides IRCTC initiatives, state-level corporations and private operators also operate tourist trains. Indeed, the world famous Palace on Wheels and Deccan Odyssey are part of successful rail tourism initiatives in the world.

Helicopter Tourism: In India, there are plenty of exotic places but reaching them is an uphill task. Viewing this, the States and Union Territories with the help of central financial

assistance, identifies such places where helipads could be constructed to harness the tourism potential.

Cruise Tourism: The Ministry of Tourism has sanctioned various projects for the development of Cruise Terminals and related infrastructure in Goa, Maharashtra, Kerala and Tamil Nadu at the major ports for Rs.135.72 Crore under the Scheme for ‘Assistance to Central Agencies for Tourism Infrastructure Development.

Some emerging Tourism Products promoted by Tourism Ministry

- ◆ Monsoon magic : focus from the month of April to October.
- ◆ Rural and village tourism: the tourism industry is laying special focuses on infrastructural development in various rural destinations in India.
- ◆ Medical tourism :The Indian Healthcare Delivery is estimated at US \$ 18.7 billion.

The industry is growing about 13 per cent annually.

- ◆ Wellness and spa tourism : luxurious world class health spas are mushrooming across the country.
- ◆ Luxury tourism : Examples are Palace on Wheels, Palaces of country etc.
- ◆ Adventure tourism : with emphasis on ecotourism.
- ◆ MICE : convention centers coming up in the metro cities

15.9 State Tourism Promotion Campaigns

We have already seen in Block 2, major initiatives by different States and Union Territories in promotion of tourism within their local area. Most States have, just like the ‘Incredible India’ campaign, launched their local taglines for promotion of tourism within their States. Some important tourism campaign taglines are listed below:

Andhra Pradesh	- The Essence of Incredible India
Arunachal Pradesh	- The Land of Dawnlit Mountains
Bihar	- Blissful Bihar
Chattisgarh	- Full of Surprises
Dadra and Nagar Haveli	- The Land of Natural Beauty
Goa	- Go Goa/A Perfect Holiday Destination
Gujarat	- Vibrant Gujarat
Haryana	- A Pioneer in Highway Tourism
Himachal Pradesh	- Unforgettable Himachal
Jammu and Kashmir	- Chalo Kashmir
Jharkhand	- A New Experience
Karnataka	- One State. Many Worlds.

Kerala	- God's Own Country
Lakshadweep	- 99% fun and 1% land
Madhya Pradesh	- The Heart of Incredible India
Maharashtra	- Unlimited
Manipur	- Jewel of India
Meghalaya	- Half Way to Heaven
Nagaland	- Land of Festivals
Orissa	- The Soul of Incredible India
Puducherry	- Give Time a Break
Punjab	- India Begins Here
Rajasthan	- The Incredible State of India
Sikkim	- Small But Beautiful
Tamil Nadu	- Enchanting Tamil Nadu
Tripura	- Visit Agartala
Uttar Pradesh	- Amazing Heritage Grand Experiences
Uttarakhand	- Exploring Uttarakhand
West Bengal	- Beautiful Bengal

ROLE OF GOVERNMENTAL AND NON-GOVERNMENTAL AGENCIES IN PROMOTING TOURISM IN INDIA

Contents

16.1	Introduction	470
16.2	Potential Stakeholders in Tourism Activities	471
16.3	NGO Participation in Tourism Development	474
16.4	Case Studies: NGO Partnerships in Tourism Management	477
16.5	Public Private Partnership in Tourism	485
16.6	Case Studies: PPP in Tourism Management	488

16.1 Introduction

The Government of India has realised the true potential of the tourism industry and it is promoting it to a great extent. Government's role in tourism development in the country can be witnessed at multiple levels. The starting point for the tourism development process is the formulation of the Nation Tourism Policy. This policy represents the basic foundation from which more specific goals, strategies, objectives and plans are developed. Thus, all other planning efforts are to be complementary to the national tourism policy. The government runs campaigns such as 'Incredible India' and the various individual campaigns run by the State governments, assent and adhere to the national policy. Such campaigns have, in fact, created greater awareness about the tourist destinations in India. Government is playing a key role in endorsing the travel and hospitality industry.

All tourism plans, at national as well as State levels, should ideally be given time spans and should be reviewed and modified at the expiration of their time spans and update them with the changing trends of times. This makes any tourism plan formulation and implementation a continuous and dynamic process. Tourism policies on the other hand, tend to be broad-scaled and even vague, and many a times, they are usually valid for a greater number of years. However, the life span of a tourism plan does not usually exceed five years. Such identification, differentiation and updating of plans and policies is the function of the government (be it Central or State, as the case may be). Hence, the

role of government is crucial in development of tourism sector at local, national as well as international levels.

Non-governmental organisations (NGOs) have also become influential development actors in the “sustainable” activities including tourism. NGO involvement in sustainability concerns within the tourism sector, is normally limited to socio-economic aspects rather than issues that are of an environmental nature. Furthermore NGOs, while considered important development agencies are generally vulnerable and non-sustainable themselves as an organisation due to financial and human resource constraints, lack of coordination and the inability to influence State policy on a sustained basis. Nevertheless, non-governmental organisations and agencies play an ideal tourism stakeholder role in the educational and planning/policy realms in tourism sector.

16.2 Potential Stakeholders In Tourism Activities

Tourism activity and its associated infrastructure assists in the economic and social development of communities, regions and nations internationally and locally. Despite the wide and well documented range of potential benefits that arise from tourism, it has been observed that these are often shared inequitably across the various stakeholder groups. Developing initiatives that are capable of achieving all stakeholder goals and objectives may be difficult if not impossible. This may be the case in certain circumstances, because the interests of all parties are not given equal consideration, with broader social and environmental goals being traded off against economic concerns.

However, before analysing the stakes of all parties, it is inevitable to first recognise the potential stakeholders in any tourism destination. Identification of critical stakeholders is necessary not only in the context of tourism planning but also management of tourism destinations and responsibility and responsiveness of threats and challenges, whether environmental or otherwise. A range of stakeholders should inform about planning processes, if these processes are to be consistent with best practice principles.

Each destination has its own unique groups or individuals with an interest in tourism or related aspects of the destination. Some critical stakeholder groups are:

- a) **Communities** - Successfully planning for tourism development requires the active support and involvement of the local community. It is important to recognise that host communities have a stake in ensuring that tourism does not compromise their quality of life. This can include issues such as over-crowding at traditionally local venues, rapid changes in social values, increased demand that raises the price of consumer commodities, and degradation of the natural environment. In addition, land tenure, indigenous people’s rights, poverty, and lack of access to basic services are core community issues, which exist globally and may significantly impact the viability of tourism development. Some community groups that can be potential stakeholders are:

- ◆ Local community groups;

- ◆ Native and cultural groups;
- ◆ Traditional leaders;
- ◆ Private sector employees;
- ◆ Property and building owners (might live in the community or might be outsiders);
- ◆ Tenants

b) **Public sector** - Participation of governmental and public sector is not only essential but also inevitable in tourism development. Public sector is involved with creation of an institutional framework for tourism development as well as formulation and implementation of policies that aim at increasing the sustainability and attractiveness of tourism destinations. Public sector involvement is also essential in improving the development and management of tourism destinations. It is the public sector that pitches in initial investment in tourism and community infrastructure.

Development of small and medium enterprises (SMEs) in tourism sector is also essential. Public sector can play a big role in development of SMEs in a locality. It can also provide incentives for education and employment increase in the destination areas. Some actors who constitute public sector are:

- ◆ Municipal authorities;
- ◆ Regional authorities (e.g., planning areas, conservation authorities, coastal zone, regional parks, authorities);
- ◆ National (and State, Province, County, Departments or equivalent) Ministries responsible for tourism and its key assets;
- ◆ Other ministries and agencies in areas affecting tourism (e.g. transport, natural resources, environment, culture, infrastructure, planning, health, etc);
- ◆ Agencies with an interest in the planning or maintenance of specific attractions (e.g., parks, protected areas, museums, marketplaces, cultural sites and events).

c) **Private sector** - Private sector is essential for the improvement in Quality Standards in Tourism Services. It facilitates in improvement of the overall quality of products and services within the tourism industry (all tourism-related accommodation, restaurants, tour guides, tour operators, and other tourism-related service providers) and raises the levels of demand nationally, regionally and internationally. It promotes competitiveness within the industry and provides valuable and reliable information on quality standards for the tourist and the travel industry. Some actors in private sector pertaining to tourism planning and management are:

- ◆ Tour operators and travel agents;
- ◆ Accommodation, restaurants and attractions and their associations;
- ◆ Transportation and other service providers;

- ◆ Guides, interpreters and outfitters;
 - ◆ Suppliers to the industry;
 - ◆ Tourism and trade organisations;
 - ◆ Business development organisations.
- d) **NGOs** - NGOs have become influential development actors in the developing world over the last two decades and are becoming increasingly involved in sustainable activities. There are various NGOs working at local and grassroots level with the aim of optimum development of tourism destinations while providing maximum benefits to local communities as well as providing optimal and strong conservation orientations. Types of actors in NGO sector are:
- ◆ Environmental groups (in the destination and outside but with an interest);
 - ◆ Conservation groups (e.g., wetlands, native species, parks, cultural heritage);
 - ◆ Other interest groups (e.g., hunters, fishermen, sports and adventure associations).
- e) **Tourists** - Tourists are the endpoint of any tourism planning or management strategy. They are the final target group towards whom any destination is slated to be catered and promoted. Hence the importance of tourists as stakeholders is undoubted. Following could be the different tourist group types:
- ◆ Individual and group tourists
 - ◆ Organisations representing tourists' interests at the point(s) of origin;
 - ◆ International tourism bodies.

Local knowledge of community as well as destination is necessary to identify all stakeholders. As a general rule, anyone or any group who believe that they are involved or affected can be considered a stakeholder. Common and essential features in stakeholders are as follows:

- 1) All relevant stakeholders need to have a capacity to provide input into the process.
- 2) The groups need to be willing to listen to other points of view, with a view to gaining a basic understanding of the perspectives of other stakeholders.
- 3) The interactive processes should be iterative, with a view to facilitating ongoing dialogue where parties discuss potential directions.
- 4) An element of centralised coordination is required since information flows should occur between the various stakeholders.

All said and done, the presence of effective stakeholder networks alone is not necessarily sufficient to bring about positive outcomes. The determination of appropriate approaches, strategies and practices for dealing with complex business networks, is a growing area of interest in the management field and the marketing field. Similar principles should be applied to the implementation of tourism policy.

16.3 NGO Participation in Tourism Development

Non-governmental organisation (NGO) is an officially comprised organisation created by authorised persons that operates autonomously from any government. The phrase originated from the United Nations (UN), and is in general used to pass on to organisations that do not form a structural part of the government and are not conservative *for-profit* businesses. In the cases in which NGOs are subsidised entirely or incompletely by governments, the NGO maintains its non-governmental position by not including government representatives from connection in the group. The phrase is generally applied only to organisations that follow some wider societal plan that has political aspects, but that are not visibly political organisations such as political parties. Disparate the term “intergovernmental organisation”, the term “non-governmental organisation” has no usually approved legal definition.

NGOs can be classified as per their orientation and level of co-operation. Some NGO types are:

- ◆ Charitable Orientation
- ◆ Service orientation
- ◆ Participatory
- ◆ Empowering orientation

NGO types as per the Co-operation are:

- ◆ Community-Based Organisation
- ◆ City Wide Organisation
- ◆ National NGOs
- ◆ International NGOs

Non-governmental organisations need strong relationships with the public to meet their goals. Foundations and charities use classy public relation campaigns to hoist funds and employ standard lobbying practices with governments. Significant groups may be of political importance because of their capability to manipulate social and political outcomes. A system of morals was recognised in 2002 by The World Association of Non-Governmental Organisations (WANGO).

The development of a sense of ownership and responsibility regarding sustainable tourism in host communities is a key issue for managers and planners. Neither of these elements is easily achieved in the short term without a strong focus on awareness building, engagement of community and ultimately, empowerment of the individual so he/she can recognise and understand the direct and indirect benefits of a sustainable approach to tourism and how to become involved. The key is a participatory approach which empowers the local community and the tourism industry so they can develop an appreciation and knowledge regarding local and individual issues and costs associated with developing tourism. That way the awareness and responsibility can be an outcome

of the planning process. NGO play a vital role in this planning process as key actors, functioning as a point of interface between planners/ legislators and the host community. NGOs can be an effective and vital link between stakeholder communities and other stakeholders of the tourism sector. They can also provide unbiased and just support to local communities for optimal utilisation of tourism resources while effectively providing solutions for conservation of natural and social resources.

NGOs, while acting as stakeholders in tourism can perform the following functions:

- ◆ Ensure that the interests of all stakeholders are taken into account
- ◆ Initiating consumer societies
- ◆ In cooperation with academics, journalists, regulators, NGOs can contribute to the development of policies and plans for the coastal tourism industry
- ◆ Assist the government in developing a standard for responsible tourism
- ◆ Assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism
- ◆ Attract funding from donor agencies to develop specific community-based tourism projects
- ◆ Assist communities and community groups in organising themselves, preparing themselves for tourism and implementing tourism projects
- ◆ Assist the government in conducting tourism and environmental awareness programmes among communities and the tourism industry at large
- ◆ Liaise between the private sector and communities to generate more community involvement in the tourism sector and stronger private sector commitment, deliver education, training and bridging courses to local communities.

Tourism has been widely used as a development tool for boosting national, regional and local economies worldwide. Recently numerous negative impacts associated with tourism, especially mass tourism have been recognised. Sustainability of the local culture, social structure, economic well-being and way of life are common goals that are inherently interconnected with the health of the natural resource base.

The tourism industry is natural resource based and is but one competing for use or demand on these resources. Local extractive demands or subsistence use also competes with the resource needs of the tourism sector. Importance of natural resources and their use is well recognised. NGOs play a vital role in orchestrating the perceptions and opinions of the local population toward the tourism development in the area and tourists alike. NGOs in charge, themselves need to recognise the opinions of local communities towards the NGOs themselves.

The trend generally is that in the communities adjacent to the natural areas, nearly the maximum number of people and communities support the preservation of natural resources and have a positive view of tourism and NGOs. However, in areas where there

is extreme poverty or insurgency, the trend is the opposite. Comparison of the approaches in such different areas is also an interesting area of study. What experts generally find is that though NGOs may illustrate divergent policies or schemes in different areas, however, the common feature remains the emphasis on local participation in tourism development and resource sustainability.

NGOs role in building awareness within host community groups

NGOs contribute in building a sense of ownership (and with it an onus of responsibility) in the host community. There is a need for a continuous engagement of local community stakeholders, through a series of actions, in order to develop responsibility in sustainable tourism development.

Besides local stakeholders, there are a number of other agencies that can have an influence on local decision making, e.g. national government authorities and educational institutions, tour operators (outgoing and incoming), transportation and other tourism related companies serving the destination, the media, the tourist market and the tourists themselves.

Building awareness regarding sustainable tourism practice requires a strategic approach if long term attitudinal change and engagement is to be achieved. The challenge is how to quantify such change given its intangible nature. Information is the key for effective community involvement in tourism planning processes. The following aspects are considered essential for informed decision-making:

- 1) **Availability of information:** If people are aware of information relating to sustainable tourism practice or a specific management model, they will be more likely to try to gain access to it;
- 2) **Access to information:** Making it as easy as possible for people to gain access to generic information will ensure a greater sense of interest in the process;
- 3) **Analysis of information:** The information available has to be presented in a variety of forms depending upon the audience and in languages that are easily understood and relevant;
- 4) **Application of information:** Understanding how the information on sustainable tourism is used by communities and agencies ensures it can be relevant. This element also identifies the potential for ongoing education and training so understanding is improved;
- 5) **Advocacy of information:** The aim of any ownership is the advocacy that is generated amongst stakeholders. Having passionate people within the community that can pro-actively sustain the management process is essential; as they have the potential to not only inspire others, but feed back into the awareness building process due to their contact with the broader stakeholder groups;

Contd...

- 6) **Action on the information:** The awareness of and desire to make a difference requires action if any results are to be achieved. Those promoting sustainable tourism practice intend ultimately to have an impact upon the actual behaviour of both visitors and stakeholders in sustaining the tourism asset and community / environmental resource. Through building awareness, a sense of responsibility leading to greater understanding and ultimately action, individuals can begin to make a difference in the development of sustainable tourism practice.

16.4 Case Studies: NGO Partnerships in Tourism Management

1) Parambikulam Tiger Reserve

Western Ghats is one of the world's 34 biodiversity hotspots. While considering the abundance of Wildlife and the adorable beauty of Nature, Parambikulam Wildlife Sanctuary is perhaps the most attractive piece of wilderness in the entire stretch of Western Ghats. Thus it is popularly revered as 'Nature's own abode'. It has a total area of 285 km².

During the 19th century, the forests of Parambikulam were in two broad administrative units viz., Sungam Forest Reserve and Parambikulam Forest Reserve. In 1886, the first ever plan to manage the Sungam Forest Reserve was written. Heavy exploitation of forests for valuable timber started then. Teak planting began in Parambikulam during 1921 and in 1983 was the last plantation raised. Sungam Forest Reserve was administratively the Sungam Range of erstwhile Nemmara Forest Division and Parambikulam Forest Reserve was the Parambikulam Range. One of the major milestones was the introduction of the tramway in 1907. It was designed to exploit the forests and remove valuable timber to Chalakkudy where from it could be transported by road. However, the Special Financial Committee abolished it in 1951. Based on P. Narayanan Nair's plan, a special Teak Plantation Division was constituted from Parambikulam Forest Reserve in 1962. By then the Sungam Forest Reserve was declared as Parambikulam Wildlife Sanctuary (30 sq. miles) under the administrative control of State Wildlife Preservation Officer, Peermedu. Later in 1973, the Teak Plantation Division was dissolved and merged with the already notified sanctuary and a total area of 271 km² under the dual control of DFO, TP division and DFO, Nemmara.

Parambikulam Wildlife Sanctuary is the most protected ecological piece of Anamalai sub unit of Western Ghats, surrounded on all sides by protected areas and sanctuaries of Kerala and Tamil Nadu, the sanctuary is endowed with a peninsular flora and fauna which are excellently conserved due to total protection and minimal human interferences. The sanctuary being a major ecological continuum from Peechhi to Eravikulam through Anamalai aids the large viable populations of wildlife. It is the home ground for different races of indigenous people who are as well an integral part of the prevailing harmonious ecosystem. The thick, opulent habitat of the sanctuary with ample water supply makes it an abode for wildlife and thereby for

tourists who can have treasured memories of animal sightings and that of being in the lap of mother nature.

For effective management of the sanctuary, the area has been divided into three major zones viz., core zone, buffer zone and tourism zone. The zones are made based on the parameters such as biodiversity indices, improvement in vegetation profile and ease of management.

The objective of carving out the Tourism Zone of Parambikulam Reserve is to provide educational experience regarding nature and wildlife conservation to the discerning tourists. Also to provide livelihood opportunities to the dependent tribal communities through Ecotourism activities organised by local tribal community based Eco Development Committees.

After the Supreme Court ban on tourism in core areas, tourism activities reserves came to a standstill. The only road leading to Parambikulam is through the core areas of Anamalai Tiger Reserve and as a result Parambikulam turned out of bound for tourists. This posed a major challenge for the communities as well as the Forest department. Officials of forest department, watchers and guides were traditionally the tribal forest protectors from the community itself. The major chunk of salaries received by them was from the income that came out of the tourism operations. However, after the tourism ban, this revenue was suddenly halted.

It was then, when the Forest Department decided to not only involve full support of the community but also to manage resources from other funds.

With full support they and all the tribals worked together for forest protection activities. Wildlife Warden also has been actively conducting workshops and discussions with the tribals to update them from time to time.

Parambikulam has been practicing tribal development through community based ecotourism and over 250 tribals have turned beneficiaries of it. Acting as guides and helpers for visiting tourists, the tribals were able to have a dignified life in the sanctuary, which won reputation for forest management through tribal cooperation. Residents of tribal hamlets in Chungam Colony, Kadavu Colony, PAP Colony, Ancham Colony, Earth Colony, Pooppara Colony and Kuriyarkutty Colony were effectively rehabilitated as part of the ecotourism project after the tiger reserve project came into force. Though the tiger project had forced the tribal residents to sell off their domestic animals like cows and buffalos and even prevented them from engaging in poultry management, the tribals turned a happy lot with getting steady income and dignified life through taking part in the tourism activities.

Parambikulam Tiger Reserve, which successfully practiced comprehensive forest management through community based ecotourism involving tribals, is emerging as India's best protected area by fulfilling all guidelines in this regard from Union Ministry of Environment and Forests. The reserve in Palakkad district of Kerala,

which shares border with Anamalai Tiger Reserve in Coimbatore district, is winning the rare recognition by competing with other top performing protected reserves Periyar Tiger Reserve, Kanha National Park, Gir National park and Corbet National Park.

According to ministry sources, Parambikulam's unique achievement was declared officially at the United Nation's 11th Convention on Biological Diversity. In India, there are more than 800 protected areas and they include national parks, wildlife sanctuaries, tiger reserves, biosphere reserves, reserve forests, coral reefs and mangrove forests. Among them, Parambikulam has won the unique achievement by minimising man-animal conflict apart from increasing its biological wealth. Furthermore, it is one of the few tiger reserves having a clear buffer zone outside the access restricted core area to conduct tourism activities.

Ever since the Joint Forest and Participatory Management was introduced, the Parambikulam Tiger Reserve has not witnessed even a single incident of poaching since 2004 and since 2007 there has not been a single incident of forest fire.

Employment opportunities for 234 tribal people, benefitting over 260 families, has resulted in the reserve becoming the first domestic cattle-free protected forest area.

Tribal people have become part of the Social Tiger Protection Force and are effectively combating forest and wildlife-related offences. There are seven eco-development committees serving the restricted and regulated ecotourism needs and looking after the livelihood of tribal people. There are 13 ecotourism packages being made available to tourists by the Department through tribal people.

Plastic waste has reduced tremendously and remaining waste is recycled and made into keychains embedded with PTR related images and slogans. They are sold as souvenirs for the tourists. Tourism is regulated carefully avoiding disturbance to wildlife by banning the entry of private vehicles. Four new vehicles with 18 seats each have been inducted for taking the tourists around the reserve.

2) Thekkady Tiger Trail, Periyar Tiger Reserve in Kerala

This was part of the India-Eco-Development Programme that was initiated by the Ministry of Environment and Forests in seven States. Here, the local people were involved in the illegal extraction of Cinnamon bark and sandalwood. Since they had an intimate knowledge of the forest, they were involved in ecotourism and turned into true protectors of the forests. The purpose was to reduce the negative impact of local people on the sanctuaries and to involve the encroachers in conservation rather than exploitation.

In Kerala, the Tourism department had taken a proactive role to promote ecotourism. A separate ecotourism wing had been created, which gave policy support for the development of ecotourism destinations throughout the State. The tourism traffic

to Kerala shows an increasing trend over past few years¹. In the year 2001, 2.09 lakhs of foreign tourists and 50 lakhs of domestic tourists visited Kerala. The annual revenue from tourism industry in Kerala was approximately 4000 crores at that time². The Government planned to increase earnings from tourism by 10 per cent and create at least 10,000 new employment opportunities every year. A major part of tourists to Kerala are visiting the Protected Areas. In Periyar Tiger Reserve alone, more than 2,38,047 tourists visited in 1991-92, of which foreign tourists accounted for 8.4 per cent³.

In 1998, Periyar Wildlife Sanctuary launched the 'Thekkady Tiger Trail'⁴. The ecotourism activities introduced were Bamboo Rafting, Day trekking along a specific tiger trail, Tribal Heritage, Bamboo Grove, Jungle Inn and Wild Adventures. Other than Thekkady, all other sanctuaries are practically unknown to tourists.

Tourist visitation to Thekkady ⁵			
Year	Number of Visitors		
	Domestic	Foreign	Total
1999-00	320973	24347	345320
2000-01	303895	37038	340933
2001-02	357690	26026	383716
2002-03	420960	31831	452791

As a first step, the local communities who depended on the forest for their livelihood were organised into eco-development communities (EDCs). The economic needs of these people, numbering approximately two hundred and fifty thousand, had to be addressed by finding viable and innovative livelihood alternatives for them. Since the smugglers had pledged to protect the forests that they had exploited in the past, the forest department withdrew all the cases against them.

Some of the EDCs formed were the Ex-Vayana bark collectors. These formed a committee in 1998. They are responsible for the bamboo raft enterprise now (initiated 2002 by a group of twenty three smugglers). Another EDC is The Tribal Trekkers EDC (a group of twenty youths). Periyar Tiger Samrakshan (PETS) is also present in the area.

¹ GOK. 1999. Ecotourism in Kerala. Department of Public Relations, Government of Kerala, P87.

² Thomas, K V. 2002. Kerala Tourism - Noothana Saraniyilekku. Janapatham. October 2002. Department of Public Relations, Government of Kerala: 4-5.

³ Manoharan, T. R. 1996. Economics of Protected Areas - A case study of Periyar Tiger Reserve. PhD Thesis. Forest Research Institute, Dehradun.

⁴ Why Ecotourism has to be included in the syllabus of BSc Forestry Programme of Kerala Agricultural University, India. Animon. M. M. Ecoclub.com. E-paper Series, Nr 6, March 2003.

⁵ Tourism Statistics, Department of Tourism, Government of Kerala, 2003.

The committees also help the forest department in conducting the census of the animals. Four previously uncensored species of birds have been added to the checklist and the number of animals has increased significantly.

Tours and treks are conducted not more than a couple of times a week. At the peak season, trekking is limited to twice a week. Under the present scheme, a maximum of five tourists are escorted by five guides and an armed guard. The tourists are accommodated in tents in the interior of the forest.

A crash course on nature conservation and its related issues is given to the ecotourists and detailed study is given to the trekkers. There are further opportunities for education in the Rajiv Gandhi Center for Nature Education and Research, as well as at The Tribal Heritage Center and the Bamboo Grove.

The project had invested in a welfare fund for twenty two trekkers and their families. Other improvements remain to be made. A significant portion of the earnings from the bamboo rafts and other activities goes to a community development fund from which members withdraw a monthly wage of Rupees Three thousand five hundred. Similarly the Vazhachal Forest Division of Periyar Tiger Reserve earned an annual income of 8.46 lakhs rupees, with 1090 man-days of work⁶. The Forest Protection Committees of the tribes also helped reduce pollution created by the tourists.

This project was the recipient of the Ministry of Tourism Excellence in ecotourism award in 2000⁷. The significance of the enterprise is huge where potential and existing poachers were transformed into forest protectors. However, it might also be noticed that at present relatively few families are being benefited compared with the number in the area. This might have repercussions later. The government has identified Environmental Impact Assessment and Carrying Capacity studies as a must for the success of ecotourism.

In Sabarimala, which also forms a part of the Periyar Tiger Reserve in Kerala, the number of pilgrims has exceeded the carrying capacity, which has had a negative impact on the species composition and structure of flora and distribution of fauna⁸. Plastic traces have been detected in the droppings of wildlife⁹. The negative impacts of unscientifically planned ecotourism on wildlife and their distribution pattern in Vazhachal Forest Division was reported by Animon (1996)¹⁰.

⁶ KFWD. 2002. Kerala Forest and Wildlife Newsletter. June 2002. Kerala Forest Department, India. P 4.

⁷ Leading Edge (2000) Volume II, Issue 3 -4. February. New Delhi, India.

⁸ Animon, M. M. 2001. Comparison of savanna grasslands and similar habitats converted with Eucalyptus in Periyar Tiger Reserve, Research Report, Kerala Forest Department, Thekkady, P. 50.

⁹ Animon, M. M. 2002. Phytosociological studies of Poongavanam area of Periyar Tiger Reserve, Research Report, Kerala Forest Department, Thekkady. P. 80.

¹⁰ Animon, M. M. 1996. Habitat utilisation of animals and their parasitic burden with special reference to the elephants in Vazhachal Forest Division, Kerala, India. M. Sc. Forestry Thesis. College of Forestry, Kerala, India: 101-103.

Thus, within the same Tiger Reserve we can see examples of variably successful initiatives of sustainable tourism with the help of community participation.

3) Kaziranga National Park

The Park is an extremely popular tourism destination. In 1987-88, it received sixty five thousand tourists. In 1995-96, the foreign tourists alone were over three thousand. The revenue from ecotourism in 1999-2000 was about three million¹¹.

The park has given employment opportunities to the local people as the youth there are engaged as guides and their vehicles are used for transport. On the other hand, all the gate money is deposited into the government revenue. The people of the fringe villages claim that they are in no way benefited from the park. They are losing crops and livestock to the wild animals and they are prohibited from fishing or grazing. At present the visitors are still below the carrying capacity though crowding is occurring in the more popular sites.

Some NGOs have made a few suggestions regarding more effective management of ecotourism in the national park. Some suggestions include use of Burhapur for elephant rides, stretches of the Brahmaputra for boating and trekking in the North Karbi Anglong Sanctuary and Karbi plateau to deflect the tourists. For short package tours suggested itinerary includes excursions to nearby sites like Garampani and Nambir wildlife sanctuary. For long package tours it is suggested visits to sanctuaries as far as Orang National Park and Sessa Orchid Sanctuary in Arunachal Pradesh can be taken up. It is also recommended to promote activities like rafting, visits to tribal villages and cultural programmes in the long package tour. In addition, a boundary drive from Kohona to Dhanbari, Laudubi and Agratoli is also suggested. This would also serve to supplement patrolling. At present logging is banned in the area rendering twelve hundred domesticated elephants and their mahouts unemployed. These may be employed during the tourist season.

Monsoon and high flood of the year 1998 was one of the worst for Kaziranga in recent history. Prolonged three different waves of flood had done considerable damage to infrastructure. But, during flood, all the staff and officers were stressed beyond the capacity to manage the flood related activity— rescue marooned wild animal, round the clock duty on the National Highway to facilitate safe movement of wild animal to higher ground of Karbi Along, to prevent miscreants from taking advantage of the situation and poaching deer for meat.

Post flood management was not less of a challenge. Infrastructure had to be rebuilt to avoid any escalation of poaching incidents. Roads, patrolling paths, bridges, camps were equally important for tourism management as tourism season was fast approaching. Acquiring finance, supervision and execution of huge quantities of work within a very short period was part of the challenge. Fortunately, efforts were carried out with the help of local NGOs.

¹¹ Kaziranga-Wildlife in Assam by Anwaruddin Choudhury.

In 1998, WWF-Tiger Conservation Programme (TCP) had announced an award of Rupees 2,00,000/- to Kaziranga for “Special award for team work in handling exigencies” during and after the tiring period of flood. Post this, a society called “Kaziranga National Park Staff Welfare Society”(KNPSWS) was born on 10th March 1999 with the money received as award and monthly contribution from the officers and staff members.

4) Western Ghats, Karnataka

In the 90s and early 2000s, local people were being displaced for large dams to be built in the area. The forests and homes of these people were threatened with submergence. There was increasing poverty and threat to remaining forests due to increasing population pressure of these displaced people. The forest was visibly reducing.

In 1987-88, a Bangalore based NGO, The Adventure, organised a ‘Save the Western Ghat’s People March’. It was a failure. There was a realisation that the cooperation of the local inhabitants is needed for any measure of success.

The Adventure then convinced The Institute for Adventure Applications to offer a variety of courses on the Western Ghats. The Institute is a university located on three hundred hectares of forest and land along the Sharavati River. It has 35,000 members, 40 branches. It is supported by the Karnataka government and the school system. The Adventure worked with the departments of tourism, forestry, environment, women and child welfare on this. They also tried to impart education through street theatre. Attempts were made to provide alternative vocational skills to the local; inhabitants like candle making, gathering natural spices, honey, etc.

The villagers began to trust the enterprise and were willing to welcome foreign tourists and students. In 1991, a Canadian ecotourism trek company came.

The profits from the trek were used to fund tree programmes, and for underprivileged children.

5) Rural conservation in Kokkrebellur, Mandya, Karnataka¹²

This region attracts ten per cent of the global population of pelican species. It is one of the five nesting spots in India for the endangered spot-billed pelican. The pelicans number only 2000 and are a globally threatened species. With deteriorating habitat due to increasing population, the birds started vanishing. People were cutting branches of trees as the pressure on natural resources increased, and the baby chicks were falling out of their nests where they would be eaten by dogs and crows or die of natural injuries. Lakes in the area began getting silted and polluted making fishing difficult for the birds.

¹² S. Nair, Civil Society, September 2006.

An NGO called Mysore Amateur Naturalists (MAN) took the initiative and started Project Pelican in 1994. They started a grassroots action group, 'Hejjarle Balaga' from the youth of the village. They also started a conservation pen for orphaned chicks called 'Pakshi Paalana Kendra', which looks after sick and injured birds and releases them in the wild to join their siblings after four months.

The efforts include organising nature camps and educational programmes for school children. Regular health clinics for the villagers are organised. Reforestation is also encouraged. The quality and fish yield of the water is protected through irrigation tanks and lakes.

The State government has also got involved. They paid an annual incentive to the villagers for growing tamarind trees in their backyards. Instead of damaging the trees while removing branches and harvesting imli, they are discouraged from pruning the trees as this harms the nests. They are also discouraged from harvesting imlis.

The State government also encouraged rural tourism here. There are concerns though, that this would incur attention of monkeys and dogs that would be attracted by tourist food waste. These animals would then prey on the birds. The birds would be scared away by the noise of the tourists. Approach roads have been improved by cutting the trees harbouring birds to do that. There are plans to construct a watchtower that could hamper the movement of the birds. Thus, the entire point of the whole exercise, the conservation of birds, would be hampered.

6) Manas-Manas Maozegendri Ecotourism Society

During the turbulent period of Bodo Mass Movement for demanding Bodoland there was rampant poaching of wild animals and felling of trees in Manas National Park. In those days there was no trumpeting of elephants, barking of deer, roars of tigers and chirping of birds in jubilation. But still the pristine beauty of Manas was not totally tarnished and there were wild denizens to keep their generation.

Meanwhile, some of the local youths and activists of All Bodo Students Union did not lose their heart and decided to launch efforts to restore the former glory of Manas. Through an issue in their local unit of Chapaguri Koklabari Anchalik Committee of All Bodo Students Union and consequently they raised the demand in the meeting of their District Committee (BDC/ABSU) to urge their Central Leadership to place the issue of conserving Manas National Park and make it an International Tourists Spot at the negotiating table while the latter were negotiating with the State and the Central Government to resolve the Bodo Issue. Consequently, while the Bodo Accord was done on 10th February 2003 the issue of Restoration of MNP and making it an International Tourists Spot was incorporated as one of the special packages.

Being enthusiastic with this success story local ABSU youths did a lot more to conserve MNP and under the initiative of CKAC/ABSU Manas Maozigendri Ecotourism Society was formed on 13th December 2003 and entrusted to look after Conservation and Ecotourism issues in and around Manas.

Manas Chowki Ecotourism Society (MCETS) is a local based NGO which constitutes - 12 Executives and 100 General Members set up on 30th Oct, 2011. The active members of MCETS (NGO) confined mainly to Conservation of Forest and Wildlife in Batabari and Kumarikata Forest Range under Baksa Forest Division, Baksa District. In the initial stage, it was confined to mass development work among the local people through motivation programmes.

MCETS gained tremendous moral support and popularity among the local people through motivational classes to envisage the activities into a mass conservation movement through community participation. In course of time the ethnic, religious and cultural diversity and bio-diversity in the region transformed Chowki Paglanadya Ecotourism Center to an ideal tourist destination by attracting student community, research scholars, and naturalist and nature lovers at large to this rendezvous of nature. We believe, together we can make a difference.

WAVE ECOTOURISM is another non-governmental group expressly formed to promote ecotourism and protect nature in the easternmost part of India. Its headquarters is at Rangagora, adjacent to the Dibru-Saikhowa National Park and Biosphere Reserve. It was formed in 2007 by a number of nature activists in the vicinity of the Park. Right from its inception Wave Ecotourism is making an all-out effort to promote ecotourism in these areas and create a tourist industry of international standard. Besides Dibru-Saikhowa – the main spot, it has extended its area of operation to a number of spots in Upper Assam and Arunachal Pradesh. Wave Ecotourism achieves great success within a very short span of time. After Dibru-Saikhowa Wave Ecotourism has started recently their full ecotourism activities at Sundubi lake of Kamrup District. At present Wave Ecotourism has two ecocamps i.e., Rangagora (Dibru- Saikhowa) Eco-Camp and Chandubi Eco-Camp (Kamrup) with food and lodging accommodation.

16.5 Public Private Partnership in Tourism

Tourism Infrastructure development in India still remains the most impending factor in realising the high potential of the tourism sector. Some concerns that plague the tourism sector are:

- ◆ Inadequate quality accommodation
- ◆ Road infrastructure
- ◆ Air connectivity to non metropolitan cities and towns
- ◆ Lack of basic amenities at tourist centers
- ◆ Lack of developed tourist circuits
- ◆ Lack of safety and proper infrastructure to develop adventure tourism
- ◆ Slow progress in development of tourist trains

To overcome some of such infrastructural handicaps, the government, and especially the Ministry of Tourism, have come up with a scheme to develop and support Public Private Partnerships in tourism infrastructure development. The basic areas where Private sector is generally interested in investing are largely interconnected to many areas of tourism infrastructure. Some such areas are:

Sector-Influenced Investments

- ◆ Air Service
- ◆ Road Network
- ◆ Public Transportation
- ◆ Vibrant Urban Centers
- ◆ City center development, clubs, convention centers, etc.
- ◆ Safety / Security of areas
- ◆ Beaches and cruise tourism related activities
- ◆ Public Park Systems
- ◆ Historical Sites
- ◆ Museums
- ◆ Cultural Arts
- ◆ Festivals / Events management
- ◆ Sports Facilities
- ◆ Convention Centers
- ◆ Zoos / Aquaria
- ◆ Hotels
- ◆ Restaurants
- ◆ Destination Shopping
- ◆ Theme/Amusement Parks
- ◆ Sports Facilities
- ◆ Golf Courses
- ◆ Nightlife
- ◆ Gaming, recreation parlors and casinos

Scheme for support to Public Private Partnership in Infrastructure Development - Recognising the potential of private sector in these areas, Ministry of tourism has introduced a 'Scheme for support to Public Private Partnership in Infrastructure Development' (Viability Gap undoing). The features of the Scheme are as follows:

- ◆ The Scheme is for Financial Support to Public Private Partnerships (PPPs) in Infrastructure. It will be a Plan Scheme to be administered by the Ministry of Finance. Suitable budgetary provisions will be made in the Annual Plans on a year-to-year basis.

- ◆ Empowered Committee means a Committee under the Chairmanship of Secretary (Economic Affairs) and including Secretary Planning Commission, Secretary (Expenditure) and the Secretary of the line Ministry dealing with the subject.
- ◆ Empowered Institution means an institution, company or inter-ministerial group designated by the Government for the purposes of this scheme.
- ◆ Lead Financial Institution means the financial institution (FI) that is funding the PPP project, and in case there is a consortium of FIs, the FI designated as such by the consortium.
- ◆ Private Sector Company means a company in which 51 per cent or more of the subscribed and paid up equity is owned and controlled by a private entity.
- ◆ Project Term means the duration of the contract or concession agreement for the PPP project.
- ◆ Public Private Partnership (PPP) Project means a project based on a contract or concession agreement, between a Government or statutory entity on the one side and a private sector company on the other side, for delivering an infrastructure service on payment of user charges.
- ◆ Total Project Cost means the lower of the total capital cost of the PPP Project: (a) as estimated by the government/statutory entity that owns the project, (b) as sanctioned by the Lead Financial Institution, and (c) as actually expended; but does not in any case include the cost of land incurred by the government/statutory entity.
- ◆ Viability Gap Funding or Grant means a grant one-time or deferred, provided under this Scheme with the objective of making a project commercially viable.

Tourism Finance Corporation of India Ltd. - Apart from formulating the Scheme for support to Public Private Partnership in Infrastructure Development of Tourism Ministry, there are a few government organisations that work towards strengthening of PPPs in the tourism industry in India.

Yunus Committee set up in 1988, under the aegis of Planning Commission recommended the need of an All-India Financial Institution for providing financial assistance to tourism sector in the country. In accordance with the above recommendation, IFCI Limited, other All-India Financial Institutions, Investment Institutions and Nationalized Banks promoted a public limited company under the name of “Tourism Finance Corporation of India Ltd (TFCI)” to function as a specialised All-India Financial Institution to cater to the financial needs of the tourism industry.

TFCI was incorporated to function as a specialised All-India Development Financial Institution to cater to the financial needs of tourism industry. TFCI was incorporated as a Public Limited Company under the Companies Act, 1956 on 27th January 1989 and became operational with effect from 1st February 1989 on receipt of Certificate of the Commencement of Business from the Registrar of Companies. TFCI has been notified as a

Public Financial Institution under section 4A of the Companies Act, 1956, vide Notification No S.O 7(E) dated the 3rd January 1990 issued by the Ministry of Industry, Department of Company Affairs. TFCI's Registered office is situated at 13th Floor, IFCI Tower, 61, Nehru Place, New Delhi - 110 019.

Initiative of the Ministry of Shipping, Road Transport and Highways - Though the country has 12 major ports and 185 minor ports with a 7,500-km-long coastline, the cruise industry failed to attract much attention due to lack of necessary infrastructure, government policy and taxation. Realising this, the Ministry of Shipping, Road Transport and Highways is planning to develop infrastructures at major ports, exclusively for cruise shipping, through public private partnership (PPP).

The decision came in the wake of the Union Cabinet's approval of the Cruise Shipping Policy of India. The Cabinet is also likely to approve three more waterways as national waterways, which would further boost cruise tourism. Currently there are three national waterways in the country.

The cruise tourism sector is a fast emerging and a marketable product, growing at the rate of 12 per cent per annum globally. While cruise tourism annually generates around \$15 billion worldwide, with a passenger base of over 10 million, India's share is only 2 per cent.

The policy is expected to boost infrastructure prospects but also have attractive tax concessions for cruise ship operators. To facilitate immigration, it would be ensured that immigration formalities are completed in less than an hour from cruise passengers disembarking from the ship.

As part of the cruise shipping development programme, the shipping ministry is planning to develop Chennai, Mumbai, Goa and Cochin ports, followed by ports in New Mangalore, Marmugao, Kolkata, Andaman and Nicobar and Tuticorin.

16.6 Case Studies: PPP in Tourism Management

1) Coastal tourism in Goa

The Goa government is planning to chalk out its path ahead for building tourism-related infrastructure and facilities using PPP model. Goa Tourism Development Corporation (GTDC) is planning to spearhead the initiative and involve stakes from the private sector.

The focus would be on tourism infrastructure development projects. Private lobby is asking for a marina and a convention center. This is expected to be developed in centers like Panaji and Colva. PPP investments shall also be in areas of development of theme parks and adventure sports. According to GTDC, for this the private sector has access to capital and human resources and it enjoys flexibility. Private entrepreneurs can sustain these projects and ensure their continuity.

The Goa Chamber of Commerce and Industry's (GCCCI) committee on tourism is actively lobbying for a PPP venture in Goa. It is working closely with GTDC to initiate PPP commitments in the State.

2) Puducherry

Projects like oceanarium, trade and convention centers, multiplex complexes, science city, five star resort hotels and theme parks are being contemplated on the PPP mode in Puducherry.

Procedures are being streamlined to help investors. The Union Territory Government offers capital subsidy of Rs. 1 crore to the star category hotels and tourism related projects in addition to the incentive of exemption of luxury tax.

Further, the Ministry of Tourism has agreed in principle to sanction Rs. 120 crore for undertaking tourism projects under centrally sponsored schemes. Puducherry has maintained a steady annual growth of 6 per cent in tourist arrivals.

The "Peaceful Pondicherry - Give Time a Break" campaign going on for the last 10 years has yielded good results. The number of hotel rooms increased from 1000 during the start of the millennium to 4000 currently. The tourist arrivals also increased from five lakhs in 2000 to 12 lakhs in 2012.

3) Himachal Hat, Himachal Pradesh - In June 2010

Himachal Pradesh rolled out Himachal Hat, its first PPP tourism project, and "Har Gaon Ki Kahani" (every village has a story), another innovative scheme, to bring diversification in the tourism sector and link it with culture, livelihood and some of the untold legends of the hills.

This novel experiment in the PPP mode has been very successful. Himachal has attracted both domestic and international tourists and their numbers are increasing. Himachal Pradesh Tourism Development Corporation is planning to bring in more such projects. Since this was a demonstrative project, there is scope for more such ventures in the State.

The Himachal Hat was set up with an investment of Rs. 23 lakh, at 'Destination', a private luxurious resort on the Shimla-Kalka National Highway. Himachal Pradesh has, since created a tourism circuit falling within 'Himachal Hat' wherein tourists can travel in Haryana, Himachal and Punjab. The tourism ministry in Himachal is also giving a lot of attention to creating better tourism infrastructure like air connectivity and roads.

**COURSE 3:
TOURISM AND THE ENVIRONMENT**

LINKAGES BETWEEN TOURISM AND ENVIRONMENTAL LAW

Contents

17.1	Introduction	493
17.2	Relationship Between Tourism and Environment	494
17.3	Relationship Between Tourism and Society	500
17.4	Tourism Carrying Capacity	505
17.5	Some Solutions	514

17.1 Introduction

The need to preserve the world's inherent assets for future generations is becoming an essential goal, not only for travel and tourism but also for all other industries that use the earth's natural resources. However, as tourism is one of the world's fastest growing sectors, it has a multitude of impacts, both positive and negative, on the environment.

This Unit discusses the relationship between tourism, environment and socio-cultural quality. The tourism sector has the potential to either contribute to environmental improvement or alternatively, to destroy the assets on which tourism is built. However, governed by immediate profit motives, many players in this industry, even knowingly, ignore this aspect. It is well known that the provision of facilities associated with tourism development transform the natural environment. This process can modify and even eradicate the original source of attraction. There is also a recognition of the fact that tourism must strive to develop as a socially responsible industry. More specifically, it must move pro-actively rather than simply responding to various pressures as they arise. Community demands for active participation in the setting of the tourism agenda and its priorities for tourism development and management cannot be ignored. This has to be acknowledged as a fact by the sector.

During the 1960s, and even much of the 1970s, tourism was developed primarily based on economic objectives, with limited regard in many areas for environmental and socio-cultural impacts. Because of the much manifested negative impacts resulting from that earlier development, concern in the 1980s and 1990s focused on prevention and control of environmental and socio-cultural impacts, along with achieving economic objectives.

The surge of interest in environmental issues in recent years has led to a critical assessment of the role which tourism plays. From the Lake District in England to Acropolis in Athens, from the hills of Chamba to the shores of Puri, tourism has taken its toll. The result has been pollution, danger to wildlife, deforestation, strain on local resources, damage to historical monuments and negative effects on local culture. Though attempts have been made to prevent this kind of damage, the lure of tourism revenue has proved too strong.

The reason why much of the development has resulted in undesirable outcomes is quite simple to understand. A region whose comparative advantage depends on outstanding natural beauty may attract too many tourists, leading to congestion, overcrowding, pollution and the destruction of the environment which formed the basis for the area's competitiveness. Similarly, this can occur and has occurred with ancient buildings, monuments and waterways. Where property rights are well defined, the private markets have attempted to solve such problems by charging a price, thus, excluding those unwilling to pay and using some of the income to maintain their assets. However, substantial parts of the tourism products are based on common property such as scenery, coastlines, mountains and society, etc. So, they become properties/objects used by all but nobody is responsible for their upkeep. This is where planning becomes inevitable so as to sustain these public properties and to check that the natural and cultural resources of a region are not destroyed.

In this Unit, we will analyse how environmental and socio-cultural issues are paramount for the development of tourism and what approach of planning should be adopted to maximise returns. We shall also analyse the impact of such issues on the tourism sector. The social effects of various environmental policies, and more specifically impact control measures that can be applied to achieve environmentally and socially integrated tourism development shall be discussed.

17.2 Relationship Between Tourism And Environment

One of the most controversial and 'active' subjects today is environment. And, tourism is intrinsically related to the environment. The development and upgradation of the tourist sector depend on a clean environment, free from all hazards. Tourism and Environment are intrinsically related to each other.

There are two aspects of the relation between tourism and environment. Firstly, tourism depends heavily on an unspoiled natural environment. The world over, location of scenic beauty and unspoiled natural splendour have replaced heritage monuments in tourism trends. Therefore, if tourism is to survive, protection of these natural environments becomes a pre-requisite. Secondly, the developmental sprawl of the tourism sector is also responsible for the rapid degradation of the environment on which the tourism sector itself is heavily dependent upon. For instance, providing amenities of potable water and other infrastructure to tourists often become a cause for environmental degradation. Unrestrained commercialisation has harmed many a fragile ecosystem. The Earth Summit in Rio, among other things, discussed the issue of "sustainable tourism"

i.e. tourism without harm to the environment, within the context of overall sustainable development. In India, an environmental impact assessment is now being insisted upon as a pre-requisite for all major tourism projects.

Like any commercial venture, investment in the industry has to be commensurate with profitability. But unlike most other industries, tourism is essentially based on a good environment, and should therefore, naturally be more concerned about its proper protection, preservation and further development, in its own interest, if not out of altruistic motives.

Tourism depends heavily on an authentic socio-cultural environment and an unspoilt natural environment. A discerning observer of the world tourism scene would sense a certain change that is gradually taking place in the order of preferences of the: international and domestic tourist.

Heritage monuments have yielded places to locations which afford opportunities for leisure in an atmosphere of scenic beauty and cultural novelty. In India, we suffer from what can only be termed as an embarrassment of riches in this regard. The upsurge witnessed in tourism demands vast infrastructural facilities like hotels, restaurants and roads, which affect the environment. Even when care is taken to minimise this adverse impact, tourists by their very numbers and behaviour, create certain problems.

Environmentally-responsible tourism is a new concept the world over. Its formal enunciation emanates from the 1989 Hague Declaration on Tourism, which advocates rational management of tourism so that it contributes to the protection and preservation of the natural and cultural environment. Even at the Earth Summit in Brazil, June (1992), the issue of 'sustainable tourism' was discussed within the context of overall sustainable development.

In India, an environmental impact assessment is now being insisted upon as a pre-requisite for all major tourism projects. Some areas, such as the Aravallis, have been declared as being eco-sensitive, and commercial development in and around national parks and wildlife sanctuaries is being strictly regulated.

Unrestrained commercialisation has eroded the stability of our coastline. Interference with natural sand-dunes would undermine the eco-system of the locality. This complex eco-system is nature's defence line against tidal waves and land erosion by the sea. Even if beach resorts are built in such a way as to aesthetically blend with the surroundings, the problem does not end there. Beach resorts require enormous quantities of sweet water to cater to the lifestyles of tourists.

Over-exploitation of underground water creates an imbalance, disturbing the saline aquifers of the sea-bed, resulting in an increase of salinity, making well water in coastal villages undrinkable, and sterilising fields to a point where agriculture is seriously affected. Availability of water is also a major problem in the hill stations. Overcrowding and indiscriminate construction, particularly in our Himalayan hill-stations, not only

create ugly blots on the landscape, but also give rise to problems of sewage and solid waste disposal.

Another crucial issue is that of energy consumption. Tourist facilities should be so designed as to be energy efficient, taking advantage of sun in hill-stations and wind directions and breezes on the plains and coastal areas, to reduce heating, cooling and the air-conditioning requirements to the barest minimum. They would have to think of ways of using natural light as a preferred means to artificial lighting, solar heating to geysers, and often solar cookers to electric ovens. Non-conventional sources of energy and water conservation have to be, in the future, the hallmark of all tourist projects.

A large number of tourists, both international and domestic, are attracted to national parks and sanctuaries which afford them glimpses of wildlife. Mountains, jungles, rivers and lakes also allow for the new-fangled 'adventure tourism', hiking, skiing and other similar activities. All this is very well, and certainly deserves to be encouraged, since quite apart from the income generated by tourism, it also increases public awareness about nature and all its beauties. The mistake is when people confuse wildlife and adventure tourism with picnics.

More than just the architecture of the buildings, it is the tourist activities that must blend into the surroundings. Underlying everything we do must be empathy for wildlife and a respect for its habitat. We find empty bottles, empty cans and plastic bags not only marring the beauty but also threatening animals who have been known to choke and die from trying to eat the food off discarded plastic wrappers or containers. Urgent and stringent steps need to be taken to integrate tourism in a more environmentally supportive way. For instance, environmentally viable options such as battery-operated vehicles cutting down both on noise and harmful emissions are proposed instead of having conventional vehicles. However, the economic viability of such options also needs to be worked upon.

In every case it is necessary, to do a detailed study about the carrying capacity of any tourist location, be it a hill-station or a beach resort or a wildlife sanctuary. By 'carrying capacity', it means the load of people that a particular area can take. The carrying capacity would further determine the optimum number of people required to sustain it both economically as well as environmentally.

Tourism Carrying Capacity - "Tourism Carrying Capacity" is defined by the World Tourism Organisation as "The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction".

Another definition was provided by Middleton and Hawkins Chamberlain in 1997. They define it as 'the level of human activity an area can accommodate without the area deteriorating, the resident community being adversely affected or the quality of visitors experience declining'.

Tourism carrying capacity is now an antiquated approach to managing visitors in tourist places, especially in heritage sites and protected areas which evolved out of the fields of range, habitat and wildlife management.

Some environmental aspects most impacted by the tourism sector which need urgent redressal are as follows:

- 1) **Impact on Ecosystem and Biodiversity** - An ecosystem is a geographic area including all the living organisms (people, plants, animals and microorganisms), their physical surroundings (such as soil, water and air), and the natural cycles that sustain them. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and seagrass beds. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers.

Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists as they chase wild animals in their trucks and aircraft. This puts high pressure on animal habits and behaviours and tends to bring about behavioural changes. In some cases, as in Kenya, it has led to animals becoming so disturbed that at times they neglect their young or fail to mate.

In marine areas (around coastal waters, reefs, beach and shoreline, offshore waters, uplands and lagoons), many tourist activities occur in or around fragile ecosystems. Anchoring, snorkelling, sport fishing and scuba diving, yachting and cruising are some of the activities that can cause direct degradation of marine ecosystems such as coral reefs, and subsequent impacts on coastal protection and fisheries.

- 2) **Deforestation** - Roads, hotels, tourist huts, and trekking trails require a large barren area which makes felling of trees in mountains inevitable. The improper and unplanned encroachment has led to just 4% of forest land available for natural habitats and various plants and animals. Extermination of habitat has led to the extinction of rare species like Musk deer, Snow leopard and Barasingha, etc. In the past, such issues have led to the need to close down the Nanda Devi Sanctuary for trekkers and shepherds.

For instance, increasing construction at Gangotri is causing great loss to a number of plant species like Chir, Fir, Birch, etc. The Gangotri region of the Himalayas is home to one of the largest glacier systems in the world. The Gangotri Glacier is the source of the Ganges River which supplies water to over 400 million people in South Asia. This life-giving glacier is in danger as NASA images now show that the Gangotri glacier has retreated at an alarming rate of 850 meters in the last 25 years.

Global warming and changes in local climate are thought to be major causes for the accelerated loss of the Himalayan glaciers.



Prior unrestricted access to the Gangotri area by pilgrims and tourists has deforested the alpine highlands. Deforestation has caused changes in the local climate reducing snowfall in the region. The Indian Government has restricted the number of tourists and pilgrims in the area, but the environmental damage remains.

- 3) Climate change - Misuse and mismanagement of various habitat types have led to change in micro and macro climate which results in frequent flooding of rivers like Jhelum, Sindh and Chenab. Drought conditions have also increased in the hills. Snowfields are also shrinking.

The impacts of climate change on tourism are likely to manifest themselves in a number of different ways according to local conditions. Many of these impacts develop indirectly through increased stresses placed on environmental systems. The most serious impacts result from the effects of sea level rise on small island States. The Maldives, for instance, which are an increasingly popular tourist destination, are particularly vulnerable to sea level rise.

In the future, climate change is expected to increase the risk of illness in several parts of the world and consequently discourage tourism. More frequent periods of extreme heat will cause discomfort in many resorts of the Eastern Mediterranean, where the number of days above 40°C is estimated to increase. Decreasing cloud cover in Australia will increase exposure to the sun's harmful rays and diseases like malaria are likely to re-emerge in Spain.

- 4) Litter - Lack of sewerage and waste disposal facilities has led to an increase in solid waste like glass, bottles, polythene, vegetables which leads to the choking of water bodies as all the waste is disposed off there in the end.

One example is littering in Dal Lake in Kashmir. Locals as well as tourists alike have been disturbed by the levels of pollution caused due to littering in the world famous Dal Lake. Some NGOs and local bodies have organised many clean up drives in the water body.

- 5) Pollution - Pollution is one of the major causes of concern for the environment. Pollution not only spoils the immediate environment causing long term adverse impacts, but also spoils the chances of a sustainable tourism business in the area. Unfortunately, the tourism industry itself generates a massive trigger for causing pollution. For instance, noise pollution is increasing in hills because of an increase in individual motor vehicles. Air and water pollution also increases with the influx of tourists in any area. Due to such factors, there is a change in the water quality. There is an increase in the silt content; as well as temperature changes take place.

Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause animals to alter their natural activity patterns.

Goa is one such place which is affected by massive pollution levels generated due to tourism industry. Tourism is the number one industry in Goa as far as positive impact on Goa's economy is concerned. It is for this reason that tourism in Goa has to be taken seriously. Taking tourism seriously means finding ways and means to attract more tourists to Goa. According to the State Department of Tourism, it is the "backbone of the Goan economy" as about 40% of Goa's population directly or indirectly derives its livelihood from tourism activities. A study conducted by the Goa Institute of Management says the large-scale growth of tourism is leading to increased pressure '*on both society and the environment*' which can create a negative impact on tourism itself.

Traffic congestion, air pollution and marine pollution have been plaguing Goa for a long time. Impacts of tourism on the marine part of the coastal zone has led to loss

of mangroves, reduced fish catch and species due to unscientific fishing practices, loss of swamping grounds and introduction of anthropogenic materials, erosion due to construction activities and siltation. Impact of tourism on the sandy parts which form home to many organisms and protect the coast from the forces of the ocean is depleting because the sand is used for construction purposes.

- 6) Natural calamities - High- density multi-storeyed hotels, constructions of buildings and road networks in flood and earthquake prone areas have elevated risks for snow avalanches, earthquakes, flash floods, rock slides.

Odisha is one such place where tourism and natural calamities are impacting each other. Odisha's weather conditions suggest that it is reeling under climatic chaos. For more than a decade now, the State has experienced contrasting extreme weather conditions claiming many lives: from heat waves to cyclones, from droughts to floods. They have not only become more frequent, but have hit areas that were never considered vulnerable. As a result, Odisha's economy has been ripped apart. Agriculture, which is considered as the State's backbone, has been worst hit due to such changes in the microclimate and natural calamities.

Coastal erosion has increased substantially, endangering natural protective features such as mangroves and barrier islands, and exacerbating flood risk. Consequently, many coastal communities dependent on these and fisheries will have to suffer. Deltas and low-lying coastal areas have been inundated by sea level rise. Increased rainfall during the monsoons has increased the frequency of floods. Areas already prone to floods have suffered more. Both religious and resort-based coastal tourism have also suffered.

It is important to note that all this climate chaos implies displacement of large numbers of people leading to rapid urbanisation, straining resources and putting more pressure on civic amenities.

Disasters have a long-term impact, as people are forced to spend more of their earnings on basics like building homes and agriculture. The already stressed ecosystem is made even more fragile with each disaster. And the poor living on the margins of subsistence are forced into greater penury. With each disaster, their capacity to rebuild is reduced.

17.3 Relationship Between Tourism and Society

The tourism industry is the fastest growing economic sector in India. This industry comprises of various commercial organisations who coordinate with potential tourists and arrange for their holidays and visits to places of interest. It is a service sector. The potential tourists attract a huge number of both foreign and domestic tourists travelling for professional as well as holiday purpose. Outdoor, sightseeing and leisure tourism are the most preferred form of tourism if you are travelling in India. Mountaineering, surfing, safaris, monuments and architectures, luxury hotels and resorts are all sorts of activities which are looked forward to by the tourists.

Tourism occupies an important place in society and this course deals with the many roles it plays and purposes served. Some social aspects most impacted by the tourism sector which need urgent redressal are as follows:

- 1) Employment - Development of tourism is likely to generate local empowerment and induce people into raising sensitivity for hosting the country's political, environmental and social climate while supporting human rights and labour agreements.

The Indian tourism industry is lessening the gap of unemployment by creating jobs, both through direct employment within the tourism industry as it is a labour intensive industry and indirectly in sectors such as retail and transportation. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals. It even encourages the preservation of traditional customs and handicraft.

- 2) Community development - A community, by definition, implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. Community based tourism is tourism in which local residents (often rural, poor and economically marginalised) invite tourists to visit their communities with the provision of overnight accommodation.

The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole. Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom.

As such, in tourism, it is ideal that the local communities are involved as primary stakeholders in any tourism-based activity. In this way, the community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community-based conservation of these resources. The community may choose to partner with a private sector partner to provide capital, clients, marketing, tourist accommodation or other expertise. Subject to agreement to the ideals of supporting community development and conservation, and to planning the tourism development in partnership with the community, this partner may or may not own part of the tourism enterprise.

Tourism plays an increasingly important role in the development of communities throughout the destinations across the world. The benefits of tourism include both tangible (e.g. job creation, State and local tax revenue, etc.) and less tangible (e.g. social structure, quality-of-life, etc.) community effects. In addition, tourism can, and often does, result in less desirable effects on the economic, social, and environmental fabrics of communities. These benefits and costs provide ample opportunity for creative public policy debate.

- 3) Crime - Tourism can be both a trigger and a victim of crime. In many cases, tourism sector development in an area can also cause reduction in the crime rate. A country with a high rate of crime is likely to attract fewer tourists because they would be concerned about their security. Countries which rely heavily on the tourism revenues are serious about the security of people visiting them. For example, there is a special Tourist Police in some countries like Egypt and Thailand. Even India is now proposing to have a special wing of security force for tourists exclusively.

India is going to have separate Tourism Police in all the States. The Indian Tourism Ministry has recently mooted the proposal of having a full-fledged tourist police force to look after the security of tourists in India. Operated by former army personnel, the new force will be labelled as Tourist Security Organisation. Guidelines in this regard have already been sent to the different State governments and Union Territories, as law and order is a State subject, and hence, the onus of providing security and controlling the law and order situation is the responsibility of the local State/UT government within their jurisdiction.

The proposal was first suggested in 2008, after certain untoward incidents took place involving foreign nationals, especially in Goa. The Scarlett Keeling case of February 2008 in which the victim was drugged, raped, and murdered in Goa was especially crucial. The Ministry has since advised all the hotels, run by both Government and private owners, to strengthen up the security. The 2008 terror attack in Mumbai also hastened the need for a separate security cover to instil confidence in the tourists in India.

Several States have already deployed or are planning to deploy tourist police, like Karnataka, Maharashtra, Himachal Pradesh, Jammu and Kashmir, Uttar Pradesh, Kerala, Goa, Rajasthan, Delhi, Punjab, Odisha Andhra Pradesh and Madhya Pradesh.

At the same time, issues such as drugs tourism, sex tourism and alcohol-related crime and disorder among holidaymakers, have highlighted crimes and rule-breaking more generally committed by tourists. To date, however, this tourism-crime nexus has received little media and scholarly attention. The growth of tourism is often associated with increases in the level of certain types of crime. The tourism-intensive Surfers Paradise neighbourhood of the Gold Coast, Australia, for example, records significantly higher levels of criminal activity than adjacent suburbs, especially in tourist peak seasons. Given such evidence, it is tempting to conclude that the growth in tourism is causing the growth in illegal behaviour. As with the demonstration effect, the linkage is actually far more complicated, since, again, the growth of tourism may be associated with a broader process of modernisation and development that could be the real underlying source of social instability and hence, criminal behaviour. Yet, many times, tourism lends itself to being set up as the scapegoat, since this places the guilt on 'others' and diverts scrutiny away from more fundamental problems in the society. In addition, some tourism-related crimes are very visible and highly publicised, thus, resulting in a disproportionate emphasis on tourism as the reason for such activity.

Another perspective is that tourism growth is usually accompanied by growth in the resident population, so that the actual number of crimes might be increasing without any actual growth in the per capita crime rate. With these provisos in mind, the link between tourism and crime can be discussed in a rational manner, first with respect to tourism in general and then with reference to specific types of tourism that entail or foster a criminal connection. A distinction can also be made between criminal acts directed towards the tourists and those committed by tourists.

The general connection is largely founded on the observation that tourists are often wealthier than the local people, and that the two groups come into close contact with one another. As a result, tourists offer a tempting and convenient target for that small minority of the local population that is determined to acquire some of this wealth for themselves, or who wish to exploit the tourists in some other way. At one end of the spectrum where the element of illegality is vague or borderline are locals who engage in overpricing or begging. Escalating towards the other end of the spectrum are unambiguously criminal activities involving theft, assault and murder.

In this general perspective, it is the tourist, who is usually the victim. However, criminal acts can also be committed by the tourists themselves, either against the locals or other tourists. Where certain forms of tourism either foster or entail criminal activities, it is the tourist who is usually seen as the lead player in initiating or engaging in some kind of illegal behaviour. The most obvious example invokes forms of tourism, such as those involving certain types of related activity, which are defined as illegal by destination authorities. In other cases, the tourism activity is not inherently illegal, but a strong criminal association may exist. Gambling is one of the best examples of this indirect relationship, given the involvement of organised crime elements, prostitutes and participants who may engage in criminal activity to feed their gaming addictions. Finally, there are tourist activities that can degenerate into criminal behaviour because of the presence of alcohol (e.g. Australia's 'Schoolies Week'), rivalry situations (e.g. English soccer hooligans travelling to France during the 1998 World Cup) or some other crime stimulant.

- 4) Loss of cultural identity - Conventional tourism can cause change or loss of local identity and values and brings about several closely related influences such as **commercialisation of local culture**. Tourism can turn local culture into commodities when religious traditions, local customs and festivals are reduced to conform to tourist expectations and resulting in what has been called "reconstructed ethnicity".

Destinations risk standardisation in the process of satisfying tourists desires: while landscape, accommodation, food and drinks, etc., must meet the tourists desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things. Additionally, **adaptation to tourist demands may cause the local community to lose their values and cultural traditions**. Tourists may want souvenirs, arts, crafts, cultural manifestations. In many tourist destinations, craftsmen have responded to the

growing demand and have made changes in the design of their products to make them more in line with the new customers' tastes. The interest shown by tourists can contribute to the sense of self-worth of the artists and help conserve a cultural tradition. Cultural erosion may occur in the process of commercialising cultural goods.

- 5) Land use planning - Often tourism fails to integrate its structures with the natural features and indigenous architecture of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design.

A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas and waste disposal.

- 6) Migration - Migration of unskilled labour from neighbouring States to tourist areas may cause undue and unplanned development as well as sprawl in the locality.
- 7) Impact on youth - Youth shying away from their traditional professions such as arts, crafts, fisheries is proving to be a slow death for many traditional industries. Many youngsters are dropping out of school to earn quick money by looking at other prospective avenues of this industry. With no alternatives, their parents either lease out the family business or employ outsiders to manage the business. Moreover, due to a lack of professional training, many low-paid tourism-jobs go to local people while higher-paying and more prestigious managerial jobs go to foreigners or "urbanised" nationals. This adds to the frustration of the local youth.
- 8) Price hike - Increase in prices during peak season make essential commodities unaffordable to a common man.
- 9) Discrimination - Indifferent attitude by public transporters towards the locals. Preference is given to foreigners by both the local governments as well as economic institutions and shops. Because tourism involves movement of people to different geographical locations and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels of prosperity. The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism when anti-tourist attitudes begin to grow among local people. Cultural clashes may further arise through Economic inequality. This happens as tourists spend more than the locals do.

Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. As an example, we can see the case of Catalunya in Spain. Catalunya has always been a worldwide force in the tourism industry. However, it has promoted a kind of tourism based on sun, fun and drinking. The kind of people that come to the country are

only looking for those clichés and do not care about the local values. These are people who, in their own country, would never shout in the street, drink alcohol all day or break all shopping windows they would find on their way “home”. In Lloret de Mar, in the Costa Brava, the situation is now untenable.

17.4 Tourism Carrying Capacity

In the previous sections, we spoke about ‘tourism carrying capacity’. Let us examine this term in detail. John Eberlee in an IDRC Report on Managing Tourism with a Sustainable Carrying Capacity (12th June, 1998) mentioned that “for tourism managers, one of the most challenging tasks is to estimate the carrying capacity of an attraction of destination – in other words, how many tourists are too many (www.idrc.ca/reports).” Indeed, the issue of carrying capacity is not just a major challenge but today it is also the most debated issue in tourism development. It is debated from many points of views i.e. the views of the industry, NGOs, tourism activists, host populations, etc. Divergent views have been expressed, in this regard, which are very often contradictory.

Carrying capacity as a concept has been there in the field of civil engineering for a long time. In its simplest term, it means determining the maximum capacity which a building, an infrastructure or a facility could sustain as regards the number of its users. The concept was applied by urban planners, architects, builders or engineers for constructing structures and was mainly applied in terms of physical carrying capacity. However, the concept is no more confined to its above mentioned usages alone. Many other disciplines started applying this concept as per their specific requirements and areas. Today, besides the physical carrying capacity, we talk of ecological carrying capacity, socio-cultural carrying capacity and economic carrying capacity and all these are extremely relevant in the field of tourism.

In the 1980s, the term carrying capacity emerged out of the discussions on the negative impacts of tourism. The activities and processes that constitute tourism were homogenised and reduced to the volume of tourism. Mathematical and sociological models were developed, and geographers attempted to measure the carrying capacity. Was it visible? Was it related to population density? Was it related to infrastructure? Was it related to the size of the local economy? Was it dependent on the resource base, tradition and culture? Was it related to an ecosystem? The debate has never conclusively been able to demonstrate the best method of establishing and measuring carrying capacity, although modern tourism was certainly growing beyond its carrying capacity in many destinations. However, in the process of the debate, a number of interesting issues have emerged:

- i) Tourism data, which is increasingly used to demonstrate its importance, is often incompatible, inconsistent and not necessarily credible, even when it is put out by the WTO. Therefore, do we see tourism as a means to an end? For example, Governments want to use tourism for economic benefits and are concerned about volumes of arrival and expenditure. Communities want conservation, access to their leisure and recreational spaces and free use of their tourism resources. For them, sharing their resources with tourists becomes a carrying capacity issue.

Secondly, hospitality as a tradition and hospitality as an industry also view carrying capacity as an issue. To make accommodation, food and drink into commodities becomes an issue of what goes beyond the capacity of a destination.

- ii) Tourism planning and development requires trade-offs. This is a matter of allocating resources between users whose competing demands can create shortages. Land prices, goods and services can become expensive. All this leads to the emergence of a carrying capacity issue. Tourism development often involves conflicting objectives. How do we build sustainable tourism and at the same time register growth, employment, and income and distribute it to the vulnerable sections of the resident population? How do we impose the costs of externalities on enterprises as they partake of the benefits? Well, another carrying capacity issue has emerged if we have to find the answers to these questions.
- iii) Goals for effective tourism development for less developed countries are always concerned with the key issues of community participation and carrying capacity. What exactly does the term mean and has it been replaced by sustainability? According to the Lanzarote Charter of 1995, any destination must ensure that its tourism growth meets its socio-economic objectives and environmental needs and constraints. This must be done in consonance with the prevailing value system and cultural integrity and satisfy the perceptions of the local population regarding their needs and how they are to be satisfied.

The UNEP has adopted a definition of sustainable development in the following way:

Sustainable development is improving the quality of human life while living within the carrying capacity of supporting eco-systems. (WTO, 1995).

- iv) Tourism which had been considered a soft option in the past decades, is no longer so. It has become a very complex sector requiring a greater degree of expertise and professionalism. At least three disciplines converge to give us an understanding of sustainable tourism. Economics, which attempts to maximise welfare within the existing capital-labour-technology stock; Ecology, which considers the ecological subsystem on which the economic system acts and Sociology, that identifies human beings as the key actors, who reflect their social structures when adapting their resource base to their current and future needs. Thus, tourism should not infringe these three disciplinary requirements in its development.

Carrying capacity has, therefore, emerged as a central principle. Broadly, it determines the maximum use of any destination or site without eroding its environment (visible), resources (economic, scientific, social), community (structures and their interdependence), economy (both distributive and profit-oriented), and culture (individual, social, group, performative, artistic), and the value system, which has emerged from all these qualities that are interlinked.

The principle of carrying capacity, therefore, implies a limitation while at the same time becoming a criterion of sustainability. Carrying capacity, at all levels, defines how

much tourism is permissible for positive gains and the point at which what was a gainful activity turns into a negative one. This is not so easy to establish as the theory suggests. The more composite the concept becomes, the more difficult it is to pin down.

Carrying capacity according to the WTO includes several elements:

- 1) **Physical** - related to space and its role in the touristic experience. The point at which a site can be viewed as overcrowded or congested and therefore requiring some management and control.
- 2) **Ecological** - again based on the volume beyond which unacceptable ecological changes will occur either from the establishment of infrastructure, services and facilities and tourists.
- 3) **Cultural** - representing the point at which man-made, social and historical resources begin to deteriorate or transform due to visitor pressure.
- 4) **Tourist satisfaction index** - the point at which the tourist begins to find a visit unacceptable due to all of the above reasons and becomes dissatisfied.
- 5) **Residents' social tolerance** - the point at which the residents begin to become hostile to the demonstration effect of tourism.

The pro-tourism advocates do not see carrying capacity as being an absolute criterion. Through planning and management, it can become elastic and accommodate higher levels of visitation and activity. Zoning, rostering, reclamation, seasonality and tourist behaviour can all play a role in expanding capacity. Tourism Policy should determine how carrying capacity is to function as a guideline. Today successful tourism development has to be concerned with a proper understanding of carrying capacity and the policy support to develop methodologies to estimate the perfect balance between tourism and all the elements that go into its practice.

Carrying capacity operates in a dynamic system of change. In nature, the timing is precise, through a seasonal cycle conditioned by the food and survival chains that link species together. Human behaviour often does not conform to the pace of nature. Thorough research and investigation are required before any changes are effected in the carrying capacity of a destination. To be economically and socially sustainable, tourism has to be environmentally and culturally sensitive.

This requires longer time frames and space frames that have been considered by tourism planners. Zoning, clustering, integration, interdependence, pricing and closure that are the traditional methods to provide accessibility, elasticity, diversity and a cost-benefit analysis to determine carrying capacity have obviously not performed the function of sustainability.

Some points that have emerged while critically examining tourism carrying capacity are:

- 1) It is the most limiting factor that determines the 'true' carrying capacity, which may not necessarily be biodiversity concerns. A destination may receive fewer tourists than the environment can support but more than its local population accepts. Allowing tourism flows up to the environmental carrying capacity while exceeding cultural or social limits would likely not be good tourism management.
- 2) Human values and perceptions change over time. Additional tourists might be welcome if more of their expenditures benefited local people. Due to natural fluctuations in eco-system functions etc. biodiversity constraints can also suddenly become more limiting. Managing tourism flows based on outdated or static carrying capacity figures is therefore not efficient.
- 3) Investments can be made in order to increase a site's carrying capacity (i.e. in wastewater recycling, establishment of green corridors for wildlife, tourist awareness campaigns etc.) Technological innovations or more efficient use of resources may also ease environmental limitations. The carrying capacity is subsequently a function of available financial, technological, human and natural capital. The environmental carrying capacity concept alone is therefore of limited interest in terms of identifying the 'optimal' level of tourism where net tourism benefits are maximised (investing large sums in order to increase the carrying capacity marginally will for example often not make economic sense).

In fact, there can be various potential determinants of tourism carrying capacity. Some of these are as follows:

- ◆ Socio-economic environment: economic multipliers,
- ◆ Socio-cultural environment: relative visitor density, and
- ◆ Ecological and socio-psychological environmental related land use intensity.

In relation to tourism, the determinants of carrying capacity are also including areas like psychological carrying capacity, social carrying capacity, economic carrying capacity, environmental carrying capacity, etc. The entire issue is a complex one as each determinant affects the other and has a multiplier effect not only in terms of impacts but also in terms of the destination lifecycle and destination capacity. For example, some experts have noted that while discussing the tourism carrying capacity of a historical city, the economic carrying capacity of a historic city relates to rise in property values, changes in land use, invasion of tourism-oriented shops, etc. All this cannot be compartmentalised only in relation to the economic impact or economic carrying capacity as it changes social relations, social behaviour and affects the society as a whole. The economic carrying capacity can be said to refer to the threshold point which provides the highest level of benefit or earning retention to the system. Hence, the determinants of the economic carrying capacity can be related to economic activities like investment of foreign capital, labour conditions, imports, foreign exchange rates and earnings, inflation, rise in property values, profits and wages, leakages in the economy, etc. Each of these can have a positive or negative bearing on the destination depending on the type and nature of tourism development that is taking place.

Economic dis-benefits will lead to adverse socio-economic conditions which can be characterised as follows:

- ◆ low-paid jobs and economic hardship for some, leading to social polarisation,
- ◆ competing migrant labour associated with resident hostility and aggression,
- ◆ social tensions between the have and have-nots,
- ◆ antagonism towards the outside entrepreneurs and vendors by the locals,
- ◆ perceived economic dis-benefits by the locals,
- ◆ high leakage of earnings from the system due to repatriation of profit/wage and imports of luxury goods, an inefficiency and effectiveness of the system in general.

Tourist numbers, in terms of arrivals, are closely related to the economic carrying capacity. There are many destinations in the world where tourist arrivals outnumber the resident population during the tourist season. All locals do not thrive on tourism income and the stress which this influx of tourists creates on the infrastructure very often creates hardship for the locals. Overcrowding of the destination and overuse of the infrastructure ultimately affects the destination lifecycle as the tourists also shy away from a degraded destination.

The tourist-host interaction affects the socio-cultural environment in terms of lifestyles, beliefs, values, language, customs, traditions and even ideologies. There are no set parameters to measure these impacts but the erosion of values, imitation of tourist behaviour, etc. puts a strain on the sociocultural capacity of the destination.

Similarly, carrying capacity in relation to the ecological factors is determined keeping in view or analysing the effects of tourism activity on the eco-system of the destination as a whole. For example, how many visitors can a national park have at a time? How much of the area of the national park is to be opened to the visitors? How many vehicles can be allowed inside the park? are questions that can be answered after taking into consideration various determinants in a national park. At times, even identifying these determinants is not an easy task because a lot depends on the visitors' behaviour and sensitivity.

Important parameters have to be considered by the multi-stakeholder process in which governments and industry which have always had a voice in decision making have to hear the voice of the communities and the sub-groups within communities to create sustainable safeguards. Physical and built environments have an important role in creating comfort zones for the resident population and cannot be transformed in ways that are detrimental to this need of the community. How do we get an assurance that all tourism participants will adopt an ethical, sound and conservative approach to nature, culture, economy and community?

In recent discussions on Fair Trade in Tourism, which has emerged as an industry-government community interface on ethical tourism behaviour, neither tourists nor the big players have been able to give such an undertaking. They have by-passed the issue

of fair trade by introducing certification, a process designed and managed by them. Similarly, governments have not distributed tourism and developmental projects with equity. The private sector and foreign investment have flowed to developed areas, regardless of the carrying capacity. In backward regions, tourism, like the plantation economy before it, has come in on very unfair trade terms. The determinants have been an ensured return on investment rather than the cost to be borne for carrying capacity. Local communities continue to bear these costs.

For local people to assume leadership for tourism projects is an ideal situation. Government, business and financial institutions do not create their capacity to undertake such a task. Universities and NGOs have attempted to increase their awareness of both good and bad practice in tourism. The bad is downplayed and the good is promoted to ensure that economic goals are achieved at any cost. In a country like India, where tourism does not figure either at State or federal government level, but all decision making and policy formulation are centralised, carrying capacity is very much a casualty.

Guidelines for carrying capacity promote a scientific assessment, monitoring and mediation to respond to changes in products, markets and destinations. However, which science is being promoted? Today capacity building and need based development have been replaced by marketing and management. The principles of these new disciplines are not based on host community perceptions. They are developed through the case study method and then universalised. In the case of carrying capacity however, the specific is more crucial than the universal.

Social and Psychological aspirations are often difficult to judge. When we talk of trade-offs, in carrying capacity there are also these judgments that defy rationality and logic. In the case of tourism, these judgments can be very misleading. Beyond a point of development, that which was tolerable becomes intolerable. Let us look at the example of cremation grounds becoming a tourist attraction.

The argument of the western tourist gaze is that any event that takes place in the public domain can be turned into a product. Since our cremation of the dead is in the public domain rather than a funeral parlour or church, it is open to tourism. How can we determine what is the carrying capacity of a cremation ground? How many tourists can be taken to the crematorium? Why are they interested in the Ghats and not crematoriums? Is there a carrying capacity to be determined to maintain a touristic image or stereotype of another culture? Can one, therefore, say that there is no carrying capacity for participation in a funeral?

While there is a growing clamour in many countries to leave tourism policy implementation to the private sector, since the current conventional wisdom is blindly supportive of market mechanisms, the above illustration shows how difficult it is for commerce to grow in harmony with humanism rather than the other way around. According to Butler, "the nature of tourism to some degree determines the nature and pattern of growth and, unless checked and controlled, will inevitably create a set of problems". The free play of the market, as in the case of Mussoorie, Shimla, Manali and Goa have led to

exceeding capacity limits. Pilgrim tourism, in many cases, has led to overreaching the capacity, through encouragement of policy makers.

Ministry of Tourism in close collaboration with Ministry of Culture and Archaeological Survey of India (ASI) launched “Adopt a Heritage Project” to provide world class tourist facilities at the various natural/cultural heritage sites, monuments and other tourist sites. The project plans to entrust heritage sites/monuments and other tourist sites to private sector companies, public sector companies and individuals for the development of various tourist amenities. MoUs have been signed for developing tourist amenities at the following sites:

- i) Area surrounding Gangotri Temple & Trail to Gaumukh, Uttarakhand
- ii) Mt. Stok Kangri Trek, Ladakh, Jammu and Kashmir
- iii) Red Fort, New Delhi
- iv) Gandikota Fort, Andhra Pradesh
- v) Surajkund, Haryana
- vi) Jantar Mantar, Delhi
- vii) Qutub Minar, Delhi
- viii) Ajanta Caves, Maharashtra
- ix) Leh Palace, Jammu & Kashmir
- x) Hampi (Hazara Rama Temple), Karnataka

The tourism ministry, along with the culture ministry and the Archaeological Survey of India, which manages these sites, had shortlisted 24 companies for the adoption of 76 sites and monuments around the country.

The complete list of monuments up for adoption is exhaustive, including many of India’s most-visited heritage palaces, tombs, minars, forts, caves, temples, stupas, step-wells, parks and even natural sites like Ladakh’s Pangong Lake and the Sundarbans National Park in West Bengal¹.

In September of 2017, the tourism ministry initiated the first phase of Adopt a Heritage by opening bids for 93 Archaeological Survey of India-ticketed monuments. Seven companies were shortlisted to adopt 14 sites. These included Delhi’s Jantar Mantar (to be adopted by SBI Foundation), Odisha’s Sun temple (to be adopted by TK International Ltd), as well as the Qutub Minar, the Hampi temples in Karnataka, Maharashtra’s Ajanta Caves and Leh Palace in Kashmir, all of which are to be adopted by Yatra Online Pvt Ltd. In February, Letters of Intent were given to another 17 shortlisted companies for the adoption of 62 monuments².

¹ List of Potential Sites for Adoption that can be accessed at <http://www.adoptaheritage.in/pdf/indicative_list.pdf>

² ‘Adopt a Heritage’: Should India let private companies manage tourism at top monuments? Article published by the Scroll dt. Mar 29, 2018.

Let us look at the Maha Kumbh Mela as an illustration of the issue of capacity and the cost of the overreaching numbers that participate in the Kumbh experience. Preparations for the promotion of the Kumbh began a year in advance in a public-private partnership. Eight crore pilgrims took dips in Prayagraj (Allahabad), which is a place of merging of three rivers, within a few days since the Mela commenced on 27th January 2013³. On 10th February 2013, a stampede at the railway station killed 36 and injured at least 39.

Though the crowd was immense, there were more facilities like cyber cafes, mobile phones, and satellite dishes; Ariel cameras and cable T.V. crews from around the world, Akharas with decorated arches; naga sadhus braving the cold waters; special trains with additional carrying capacity; thousands of small boats to ferry tourists, commandos patrolling the area to ward off terrorism and aggressive marketing by corporates promoting new products and web sites. Even many film promotions were held at the maha kumbh.

An estimated 15 million participated in the Kumbh in 1989⁴. In 2001, the figure was four times as many⁵. In fact, in 2001, more than 40 million gathered on the busiest of its 55 days⁶. Authorities had estimated that the Kumbh Mela of 2001 had attracted between 30 and 70 million people. In 2001, a tour operator had set up 74 tents with five- star comforts for high profile tourists. Such was the estimate of high spending demand.

For the 2001 Maha Kumbh, planning for the mega month- long carnival began with the setting up of a Master Plan by August 2000. The implementation of the plans depended on the course of the river at the time of the Mela. The area was carved into 11 sectors, following the basic administrative principle to cater for such a large gathering. Sector magistrates, with the help of five Mela officers, were put in charge. 24 agencies, including the Public Works, Water, Municipality and Development authority, health, transport, power, food, tourism and culture, came together. The first step was to map the area, then contact the previous administrators of the mela whose experience could be tapped. The process of land acquisition was next and then budgeting for the expenditure of 120 crores which led to the provision of support staff and communications. Despite the money and planning, pilgrims and sadhus alike were demanding additional facilities. At no point was there any interaction with the local community. It was an administration driven plan.

The social elite had several camps to choose from at varying rates, to cater to the curiosity of the anglophiles about an event that became the media focus for a whole week. The backpackers had also grown older and were now used to a certain standard of living. The well-heeled and choosy travellers had Akharas, hotels and campsites to choose from. The aftermath of this massive human celebration will have to be assessed, but it is clear that the planning effort was focused on creating the basic infrastructure,

³ According to BBC reports, an estimated 30 million people visited the Maha Kumbh Mela on 10 February 2013 and an estimated 100 million are expected to visit the place during the festival spread over 55 days.

⁴ The Hindu, 28 August 2001.

⁵ The Guardian, 01 June 2001.

⁶ India's Hindu Kumbh Mela festival begins in Prayag, a 14 January 2013 article from BBC News.

and not the impact of so many people. The carrying capacity for the Kumbh is not determined. It enlarges with the demand.

Whilst these measures are indicative of the concern for upgrading tourist sites in line with the increasing sophistication and mobility of 175 million domestic tourists, it does not reflect the concern for carrying capacity. Thankfully this was worked out in a better way during the preparation of the 2013 Maha Kumbh.

When the Vaishno Devi shrine was upgraded, it led to a stampede of tourists who could access the site much more comfortably than before. Today, a permit system has been imposed to control the numbers. In contrast, the Tirupati temple has introduced tickets ranging from cheap to very high prices to create a demand-supply match. Facilitation can, therefore, be instrumental in overreaching the capacity of the destination and controls have to be set up. Tourists do not like these controls but they do feel the enhanced comforts and facilities to be in place.

Various methodologies have been proposed and debated upon and in some cases, pilot tests carried out in relation to measure the carrying capacities, whether they are physical, social, economic or psychological. For example, econometric models based on input variables like visitor numbers and tolerance levels of the resource system and host population were used in some cases. In the case of environmental carrying capacity, scientific measures have been adopted. However, there have been extensive debates as regards the feasibility as well as the outcome of such methodologies. The industry looks upon this concept from the market point of view and many researchers in this area confine tourism carrying capacity to the market-driven approach, meaning thereby, the threshold “when the visitor number approaches a point beyond which the destination fails to provide quality visitor experience⁷.”

In the free market model, carrying capacity is consumer-led rather than resource or community-led and it is here that problems may emerge. For example, let us take a situation where monuments are closed on Mondays. Tourists may be in the town or city or site only for that day when all monuments are shut. On the other hand, in season, the souvenir sellers and catering establishments will also not have any business on the closed day. In attempting to balance the use and overuse of sites, scientific analysis will also have to take into account such problems and not only numbers. Some Mass Tourism has reached predatory dimensions, the time has now come for all participants to pay serious attention to carrying capacity as the conceptual principle that will determine the future of tourism. We are likely to see a much more careful application of the limitations of carrying capacity when giving permission for the development of tourism projects. However, local participation is critical if the concept is to become useful as a tool for sustainable tourism.

The Codes of Conduct and Charters for Sustainable development indicate that there is no place on earth where tourism is not taking place; that there is no ideal site; no

⁷ S C Plog : Leisure Travel: Making it a growth market, New York, 1991.

perfect tourist; no ethical businessman/woman; no government that looks to tourism as a tool for equity. Given that various trends and agendas exist, carrying capacity requires a local agency to inform and create tourism that fulfils the aspirations of different stakeholders.

17.5 Some Solutions

The main objective of the tourism industry should be to develop and promote new forms of tourism, which will bring the greatest possible benefit to all the participants - travellers, the host population and the tourist business, without causing intolerable ecological and social damage. Without taking due care of each element of the environment and society, no long term benefit can be achieved but only irreparable damage to the peculiar culture and biodiversity of a tourist destination.

Some possible solutions for better integration of socio-environmental factors with tourism that can push the tourism industry towards a sustainable development approach can be:

- ◆ Increasing regulatory pressure
- ◆ Growing awareness of cost savings from sensible resource consumption
- ◆ Tourism professionals and operators recognise that environmental quality is essential for a competitive product
- ◆ The awareness by governments and operators that the growth of tourism can have a negative impact on the environment
- ◆ A growing awareness of communities about their potential to influence tourism policy?

Sound environmental management of tourism facilities and especially hotels (water and energy saving measures, waste minimisation, use of environmentally friendly material, etc.) can decrease the environmental impact of tourism. Planning helps to make choices between the conflicting interests of industry and tourism, in order to find ways to make them compatible. By planning tourism development at an early stage, damages and expensive mistakes can be prevented, thereby avoiding the gradual deterioration of environmental assets significant to tourism.

TOURISM AND INFRASTRUCTURE DEVELOPMENT

Contents

18.1	Introduction	515
18.2	Sustainable Tourism Infrastructure	516
18.3	Types of Basic Infrastructure	518
18.4	Socio-cultural Aspects of Tourism Infrastructure Management	522
18.5	Tourism Infrastructure Investments	523

18.1 Introduction

Tourism involves activities of persons traveling to and staying in places outside their usual environment for leisure, business and other purposes. Tourism Infrastructure demands for goods and services, and the establishments which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishments whose products are mainly sold to visitors, though, they do not form a major share of tourist consumption. Several infrastructure sectors like power, telecommunication, water supply, roads and some production sectors like travel items, sports equipment, photographic materials, medicines and cosmetics are included in this category along with Tourism Infrastructure.

The infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, electricity, water supply, drainage, sewerage, solid waste disposal systems and services. Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also come under the ambit of Tourism Infrastructure. Planning for sustainable development of Tourism Infrastructure, therefore, involves the integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner.

The basic requirements for the development of Tourism Infrastructure are -

- 1) Accommodation - Accommodation includes:
 - ◆ Hotels/inns/resorts
 - ◆ Forest lodges

- ◆ Tented accommodation
 - ◆ Tourist complexes / tourist lodges
 - ◆ Wayside amenities
 - ◆ Restaurants
 - ◆ Tourist reception centres
 - ◆ Pilgrim sheds / dormitories, etc. at pilgrimage centres
- 2) Tourist transport - Tourist transport includes road facilities, mini-buses, jeeps, elephants (in case of elephant safaris), etc. Cruise boats, ferry launchers, etc. for water transport. Tourist coaches in selected circuits and Special tourist trains also form a part of the transport infrastructure.
- 3) Ancillary infrastructure - Ancillary infrastructure includes all other infrastructural development that is directly or indirectly in connection with the tourism sector. This can include transport facilities like roadways, airports, ports, railways, etc. It can also include Utilities like power, telecommunication, water supply, drainage, sewerage, solid waste disposal systems, services and so on. Commercial construction such as accommodation facilities, recreational joints, restaurants, shopping facilities, etc. are also a part of such ancillary infrastructures.

18.2 Sustainable Tourism Infrastructure

The success of any sector depends on strong infrastructural development in the field. Sustainable survival of any industry depends on the ability to provide vital infrastructure and services, in shortage of which, the worst quality-deprivation and environmental problems are experienced. Along with the many social and economic benefits of tourism, comes a plethora of environmental ills, some of staggering proportion. A poorly managed and sustainable infrastructure deprived destination causes immense long-term damage as it is not able to manage the ecological footprint of tourists viably.

The term 'infrastructure' refers to the physical and organisational structures needed for the operation of a society or an enterprise. The term also includes all the services and facilities necessary for a sector of economy to function. Tourism infrastructure refers to the technical or physical structures that support not only the business but also the other stakeholders, most importantly, the catered faction, i.e. the tourists, as well as the catering faction, i.e. the local communities. Such services and facilities include roads, railways, seaways, airways, hotels and other accommodation, sewage system, electric grids, water supply, telecommunication, public transport etc. Such physical components are often a series of interrelated systems providing commodities and services essential to enable, sustain, or enhance societal living conditions in any area.

The very logic of the global rise of tourism is founded on the availability of powerful, centralised, and inexpensive infrastructure. Tourism destinations are intensive centres of recreational as well as social activity and the central feature in the economical

technology of leisure business. Global acceleration in tourism infrastructure can be ascribed to a number of technological innovations, none more profound in their impact than the rise and spread of fossil fuel resources, products, systems and tools.

However, such a huge dependency on infrastructure services for tourism's economic development can also be one of the major catalysts in environmental challenges that the world faces today. For instance, transportation is one of the basic pillars of tourism infrastructure. Fuels are the backbone of facilitating this infrastructure since they are needed for the intense social and economic activities taking place within any tourist circuit. All basic communication infrastructures, both traditional (such as roads, rail, air and seaports) and advanced (such as telecommunications), have been nurtured in a world of near absolute fossil fuel dependency, which is also one of the major concerns for environmentalists all over the globe.

Any developmental activity is plagued by such a chain of paradoxes. On one hand where infrastructure caters to not just economic but also overall development, on the other hand, it also caters to various hazardous environmental and health hazards of monstrous volume. In such a tricky situation where one cannot do away with the basic infrastructure, the best possible way of tackling the Goliath is by managing tourism infrastructure to the optimum.

Optimal utilisation of tourism infrastructure would imply that the infrastructure must be managed in a way that facilitates a destination or circuit progressively towards the goal of sustainable travel experience. Attention must be paid to technological and governmental policy which enables planning for sustainable architecture and other such initiatives. In theory, such a concept would simply mean that management of urban infrastructure must lead to the development of sustainable communities by ensuring that infrastructural knowledge makes improvements that do not deplete natural resources. Consequently, the transition and mass adoption of renewable resources features heavily in sustainable infrastructures.

Generally speaking, the following could be considered sustainable infrastructure:

- 1) Public transport system
- 2) Energy demand management initiatives that facilitate distributed generation
- 3) High efficiency buildings or eco-resorts and other imposing development constraints such as discouraging non-green buildings and non-energy efficient landscaping
- 4) Connected green spaces and wildlife corridors
- 5) Low impact development practices
- 6) Conservation of water and land resources
- 7) Encouraging policies on efficient hazardous waste management and disaster management

18.3 Types of Basic Infrastructure

Basic infrastructure includes both the fixed structures as well as the services provided. When we talk about the basic services in infrastructure, it should be deemed to include the control systems, software required to operate, manage and monitor the systems, as well as any accessory buildings, plants, or vehicles that are an essential part of the system. Also included are fleets of vehicles operating according to schedules such as public transit buses and garbage collection, as well as basic energy or communications facilities that are not usually part of a physical network, such as oil refineries, radio and television broadcasting facilities, etc.

Listed in the following pages are a few physical urban infrastructures. Physical infrastructure refers to fixed and capital assets that either facilitate habitation and employment or serve the function of conveyance or channelling of people, vehicles, fluids, energy, or information, and which take the form either of a network or of a critical node used by vehicles, or used for the transmission of electromagnetic waves. Such infrastructure is also theoretically called Hard infrastructure.

Some Hard Infrastructure¹:

1) Transportation infrastructure

- ◆ Road and highway networks, including structures like tunnels, bridges, underpasses, subways, signage and markings, electrical systems like street lights and traffic lights, edge treatments like curbs, footpaths, sidewalks and landscaping as well as specialised facilities such as road maintenance depots and rest areas
- ◆ Mass transit systems like metro train, subways, trams, trolleys, buses and other modes of public transport
- ◆ Railway network including structures and terminal facilities like rail yards, stations, level crossings, signalling and communications systems
- ◆ Canals and navigable waterways requiring continuous maintenance (dredging, etc.)
- ◆ Seaports and lighthouses
- ◆ Airport, air navigational systems and intra-airport transfer facilities
- ◆ Pedestrian walkways, footpaths, etc.
- ◆ Ferries

2) Energy infrastructure

- ◆ Electrical power network, including power generation plant/unit, electrical grid, substations and distribution units.

¹ The hard infrastructure includes all physical structures such as roads and bridges, ports, airlines, railway, power, telecom while the soft infrastructure includes education, health, tourism, etc.

- ◆ Natural gas pipelines, storage and distribution terminals, as well as the local distribution network. Some definitions may include the gas wells, as well as the fleets of ships and trucks transporting liquefied gas.
 - ◆ Petroleum pipelines, including associated storage and distribution terminals. Some definitions may include the oil wells, refineries, as well as the fleets of tanker ships and trucks.
 - ◆ Specialised coal handling facilities for washing, storing, and transporting coal.
- 3) Water and Sewage infrastructure
- ◆ Drinking water supply including the system of pipes, storage reservoirs, pumps, valves, filtration and treatment equipment and meters, including buildings and structures to house the equipment, used for the collection, treatment and distribution of drinking water
 - ◆ Drainage systems (storm sewers, ditches, etc.)
 - ◆ Sewage collection, disposal and treatment units
 - ◆ Irrigation systems and canals/reservoirs
 - ◆ Major flood control systems and pumping stations
 - ◆ Other disaster and damage control technologies and structures
 - ◆ Coastal management structures such as seawalls, breakwaters, groynes, floodgates as well as the use of soft engineering techniques such as beach nourishment, sand dune stabilisation and the protection of coastal wetlands and mangroves/forests
- 4) Communications infrastructure
- ◆ Postal and telegraph services
 - ◆ Telephone and telecommunication networks and telephone exchange systems
 - ◆ Mobile phone networks and towers
 - ◆ TV and radio broadcast and transmission stations, including the regulations and standards governing broadcasting
 - ◆ Cable TV, physical networks including receiving stations and cable distribution networks
 - ◆ The Internet, including the internet backbone, core routers and server farms, local internet service providers as well as the protocols and other basic software required for the system to function
 - ◆ Satellite communication
 - ◆ Underground and undersea cables
- 5) Solid waste management infrastructure
- ◆ Waste collection and recycling units

- ◆ Solid waste landfills
 - ◆ Solid waste incinerators
 - ◆ Hazardous waste disposal facilities
- 6) Earth monitoring and measurement networks
- ◆ Meteorological monitoring networks
 - ◆ Tidal monitoring networks
 - ◆ Stream Gauge or similar systems like pluviometric monitoring networks
 - ◆ Seismometer networks
 - ◆ Earth observation satellites
 - ◆ Geodetic benchmarks
 - ◆ GPS
 - ◆ Spatial Data Infrastructure

Some types of soft infrastructure

Soft Infrastructure refers to all the institutions, which are required to maintain the health, cultural and social standards of a Country, State or sometimes even a company or sector/ industry. In the context of tourism business, soft infrastructure would include both physical assets such as highly specialised buildings and equipment, as well as non-physical assets such as the body of rules and regulations governing the various systems, the financing of these systems, as well as the systems and organisations by which highly skilled and specialised professionals are trained, advance in their careers by acquiring experience, and are disciplined if required by professional associations (professional training, accreditation and discipline).

Unlike hard infrastructure, the essence of soft infrastructure is the delivery of specialised services to people. Unlike much of the service sector of the economy, the delivery of those services depends on highly developed systems and large specialised facilities or institutions that share many of the characteristics of hard infrastructure.

1) Governance infrastructure

- ◆ The system of government and law enforcement, including the political, legislative, law enforcement, justice and penal systems, as well as specialised facilities (government offices, courthouses, prisons, etc.), and specialised systems for collecting, storing and disseminating data, laws and regulation
- ◆ Emergency services, such as police, ambulance, fire brigade, etc., including specialised vehicles, buildings, communications and dispatching systems
- ◆ Military infrastructure, including bases, arms depots, training facilities, command centres, communication facilities, major weapons systems, specialised arms manufacturing, strategic reserves, etc.

2) Economic infrastructure

- ◆ The financial system, banking and financial institutions, exchanges, money supplies and reserves, accounting standards and regulations, e-banking systems, etc.
- ◆ Major business logistical facilities and systems, including warehouses, logistics and management facilities, etc.
- ◆ Manufacturing infrastructure, including industrial and SEZs, mines and processing plants for basic materials used as inputs in industry, specialised energy, transportation and water infrastructure used by industry, plus the public safety, zoning and environmental laws and regulations that govern and limit industrial activity, and standard organisations.
- ◆ Agricultural, animal husbandry, forestry and fisheries infrastructure, including specialised food and livestock transportation and storage facilities, agricultural price support systems (including agricultural insurance), agricultural health standards, food inspections, agricultural research centres and schools, the system of licensing and quota management, enforcement systems against poaching, forest wardens, and fire fighting

3) Social infrastructure

- ◆ The health care system, including hospitals, the financing of health care, including health insurance, the systems for regulation and testing of medications and medical procedures, the system for training, inspection and professional discipline of doctors and other medical professionals, public health monitoring and regulations, as well as coordination of measures taken during public health emergencies such as epidemics
- ◆ The educational and research system, including elementary and secondary schools, universities, institutions, specialised colleges, research institutions, the systems for financing and accrediting educational institutions
- ◆ Social welfare systems, including both government support and private charity for the poor, for people in distress or victims of abuse
- ◆ Community and local development services such as training in traditional arts, crafts and knowledge enhancement

4) Cultural, sports and recreational infrastructure

- ◆ Sports and recreational infrastructure, such as parks, sports facilities, the system of sports leagues and associations
- ◆ Cultural infrastructure, such as concert halls, community centres, shopping malls, museums, libraries, theatres, studios, and specialised training facilities
- ◆ Business travel and tourism infrastructure, including both man-made and natural attractions, convention centres, hotels, restaurants and other services that cater mainly to tourists and business travellers, as well as the systems for informing and attracting tourists, and travel insurance

18.4 Socio-cultural Aspects of Tourism Infrastructure Management

Tourism offers an important form of economic activity, it must be seen as only one component of a larger series of development initiatives within any economic system. That is not to say that tourism in selected circumstances cannot be the major source of income and jobs in a community or region, but rather that the impact and role of tourism will vary. International tourism can be interpreted as a channel of globalisation, which reveals its fundamental characteristics: polarisation on a global scale and the historicity of spatial disparities. Tourism is also one of the possible trajectories for the integration of places into the global sphere. Revealed and constructed by tourism, some places in the world have achieved a position in the global hierarchy. Tourism and heritage are often linked to show the correlations with UNESCO's World Heritage list and the number of international tourist visitors.

The potential economic benefits of tourism development include:

- 1) Increased resources for the protection and conservation of natural and cultural heritage resources;
- 2) Increased income and improved standard of living from tourist expenditures;
- 3) Increased induced income from tourism expenditures;
- 4) New employment opportunities;
- 5) Increased community visibility leading to other economic development opportunities;
- 6) New induced employment opportunities;
- 7) Increased tax base;
- 8) Improved infrastructure and facilities;
- 9) Development of local handicrafts.

Potential costs of tourism include:

- 1) Seasonal (un)employment;
- 2) Low status/paying jobs;
- 3) Inflation;
- 4) Increased costs (land, housing, food and services);
- 5) Pollution and destruction;
- 6) Increased traffic/congestion;
- 7) Negative impacts on cultural and natural heritage resources (which could affect tourism revenue over time);
- 8) Increased crime and corruption;
- 9) Increased taxes;

- 10) Leakage of revenues and external domination;
- 11) Over-dependence on tourism as a prime economic activity.

Strategies focusing on economic benefits and local community involvement include:

- 1) Expansion of employment and local wages via commitments to local jobs, training up locals for employment.
- 2) Expansion of business opportunities for the poor. These may be businesses / entrepreneurs that sell inputs such as food, fuel, or building materials to tourism operations.
- 3) They may be businesses that offer products directly to tourists, such as guiding, crafts, tea shops etc.
- 4) Support can vary from marketing and technical support (e.g. by nearby mainstream operators), to shifts in procurement strategy, or direct financial and training inputs.
- 5) Development of collective community income. This may be from equity dividends, lease fee, revenue share, or donations, usually established in partnership with tourism operators or government institutions.

Strategies to enhance other (non-cash) livelihood benefits generally focus on:

- 1) Capacity building, training and empowerment.
- 2) Mitigation of the environmental impact of tourism on the poor and management of competing demands for access to natural resources between tourism and local people.
- 3) Improved social and cultural impacts of tourism.
- 4) Improved access to services and infrastructure: health care, radio access, security, water supplies, transport.

18.5 Tourism Infrastructure Investments

Tourism infrastructure can get a boost from Public- Private Partnerships. The Ministry of Tourism is involved in the augmentation of quality tourism infrastructure throughout the country. More than fifty% of the Ministry's expenditure on Plan schemes is incurred for the development of quality tourism infrastructure at various tourist destinations and circuits in the States/ Union Territories.

Financial limitations of the central government for providing world- class infrastructure has made it impossible to meet India Infrastructure needs at each and every village and cities in India. So many schemes have been introduced to tackle such situations. So the government of India's Infrastructure development policy aims at engaging major financial contributions from private partners for meeting India's Infrastructure needs in urban as well as rural India.

'India Infrastructure Investment' is an ambitious reform programme, involving a paradigm shift of stance from insulated to an open market economy. The Indian economy is now feeling the heat of basic infrastructure constraints, both physical and human. Until very recently, the bulk of infrastructure was in the government sector. Public sector in India, operating in a protected set up has been largely subsidised by the Government. There is one area where there is a need for private sector and foreign investment to come in. Infrastructure projects have long gestation periods, and many social implications. Thus, India Infrastructure Investment schemes should be attractive. Clearly, there is a wide gap between the potential demand for infrastructure for high growth and the available supply. This is the challenge placed before the economy, i.e. before the public and private sector and foreign investors. This can also be seen as an opportunity for a widening market and enhanced production.

Scope for India Infrastructure Investment exists in -

- ◆ Roads
- ◆ Highway construction.
- ◆ Four-Lane National Highways of 35000 km.
- ◆ Highway en-route activities like restaurants, motels, and rest / parking areas as may be decided by the implementing agency
- ◆ Ports
- ◆ Leasing out of existing port assets
- ◆ Construction or operation of container terminals
- ◆ Construction or operation of break-bulk, multipurpose and specialised cargo berths
- ◆ Warehousing, container freight stations, storage facilities and tank farms
- ◆ Cranage and handling equipment
- ◆ Dry- docking and ship repair frailties
- ◆ Leasing of equipment and floating craft from the private sector
- ◆ Pilotages
- ◆ Captive facilities for port-based industries
- ◆ Civil Aviation
- ◆ Construction of world- class international airports in five cities, permitting upto100% foreign equity investment announced.

Important private sector aided airport projects in Kochi, Bangalore etc. are already announced. Other private sector aided airports planned include Ahmedabad airport, Amritsar airport upgradation, Chennai cargo complex, new international terminal and a second runway for Delhi airport, runway extension and international block for Jaipur airport. Other proposed areas for investment include:

- ◆ Green-field airports.

- ◆ Construction of terminal / facilities and Ground handling.
- ◆ Real estate.
- ◆ Malls, business and entertainment facilities.

Planning in tourism is also about momentum and events without heavy fixed infrastructures as in:

- ◆ Arts and crafts festivals are common occurrences. These festivals, lasting for a day, a weekend or a week, are a combination of art, entertainment, and concessions, and are often held outdoors along a seashore, riverfront, in a city park, or on a pedestrian mall. The artists at these festivals generate income by selling their works. The festivals themselves, though often non-profit, generate revenues through concession sales. The revenues cover the cost of opening and operating the festival. It is important that festivals of this nature operate in an efficient manner to cover their costs.
- ◆ Information for analysis of infrastructure ecological settlement can include the following:
 - 1) Geological Survey: topographic maps, geologic quadrangles, hydrologic atlases, surface water discharge records, groundwater availability maps and water quality data.
 - 2) Soil conservation, soil survey maps.
 - 3) Agricultural and Conservation Service: aerial photographs.
 - 4) Environmental Service: wildlife habitats, and endangered and threatened species, recreation facilities and visitation.
 - 5) Sea, climate and coastal services: climatic conditions and surveys.
 - 6) Statistics and demographics: regional and local demographics.
 - 7) On or off-post conditions”.
- ◆ Off-post conditions include geographic location, regional and local transportation systems, local land use, regional and local socio-economic conditions, local laws and regulations, climate, and public and private sector recreation facilities and programs.
- ◆ On-post conditions include elements of both the natural and manmade environment such as geology, soils, topography, hydrology, vegetation, fish and wildlife, aesthetic qualities, archaeological and historic sites, circulation, utilities, existing recreation facilities, pollution, and dangerous or hazardous areas.

The process could follow the principles:

Principle 1: Define the local and regional approach in concrete terms. Start with an inventory of the state of play and a collective diagnosis to define the issues and a shared

vision of the territory and the project. The local approach puts the principle into action, starting with the identification of the human resources concerned here and over there.

Principle 2: Tap into the human resources. Upstream, they are the source of knowledge (Southern and Northern expertise), the intercultural approach, exchanges, cooperation and partnerships. Downstream, they are the strategy's beneficiaries: inhabitants, institutional and economic players, and consumers. They are naturally vital to the entire sustainable development process.

Principle 3: Put sustainable development into practice at the local and global space (level), time (pace), cultural, social, economic and environmental considerations tie in with or overlap the considerations of the responsible tourism players industry wide.

Principle 4: Consider all types of tourism objectively conventional, mass tourism and quality tourism could evolve, converge and improve their local and global sustainable development results. The cross-cutting nature of tourism facilitates the model value of voluntary engagements by the profession.

Principle 5: Polish the model value. This is vital to ownership in the territories and the pilot operations and beyond. Its tools are qualitative and quantitative evaluation, credibility and compelling examples and knowledge sharing through information and training. In all cases, exemplarity stems from a clear and pragmatic vision of the possible.

Principle 6: Be pragmatic. Defining the strategy means, first and foremost, to grasp the opportunities, be responsive and prioritise effectiveness. Pragmatism is the principle of common sense underlying the local and regional approach.

UNIT 19

TOURISM AND GLOBAL ENVIRONMENT

Contents

19.1	Introduction	527
19.2	Tourism and Land Degradation	528
19.3	Tourism and Climate Change	531
19.4	Tourism and Biodiversity Loss	540
19.5	Tourism and Pollution	554

19.1 Introduction

Tourism is beneficial for a nation's overall economy, and an especially interesting source of income for developing countries, because it provides an effective transfer of income from wealthy to poor nations. However, negative impacts of tourism are possible, especially in terms of environmental degradation. Sustainable tourism can overcome this conflict because it provides for effective resource management so that income can be generated with less negative impact on an area's environmental and cultural integrity. Ecotourism, in particular, relies on travellers' positive attitudes towards isolated landscapes, wildlife and cultures. Travellers can enjoy the experiences and locals can benefit from empowerment and financial revenues.

The United Nations World Tourism Organization (UNWTO) estimates that internationally there were just 25 million tourist arrivals in 1950. 68 years later this number has increased to 1.4 billion international arrivals per year. This is a 56-fold increase. Even though a global activity of this scale can be assumed to have a substantial impact on the environment, its consequences have never been assessed and quantified. In this unit, five major aspects of the leisure-related alteration of the environment are investigated:

- 1) Tourism and Land Degradation - the change of land cover and land use due to tourism activities shall be examined
- 2) Tourism and Climate Change - the use of energy and its associated impacts, as well as climate change patterns arising due to tourism, shall be examined
- 3) Tourism and Global Warming - the changes in the Earth's average surface temperature due to the effects of greenhouse gases emitted due to tourism related activities shall be examined

- 4) Tourism and Biodiversity Loss - the exchange of biota over geographical barriers and the extinction of wild species due to tourism activities shall be examined
- 5) Tourism and Pollution - increase in pollution levels due to tourist activities are examined.

19.2 Tourism And Land Degradation

Land degradation leads to a significant reduction in the productive capacity of land. Human activities contributing to land degradation include unsustainable agricultural land use, poor soil and water management practices, deforestation, removal of natural vegetation, frequent use of heavy machinery, overgrazing, improper crop rotation and poor irrigation practices. Natural disasters, including drought, floods and landslides also contribute.

Sustainable land management aims to combine satisfactory production levels with the preservation of resources over time. Ecotourism can play a key role in SLM by raising travellers' awareness about environment-related issues in order to minimise the impact of their presence on the territory, and by creating additional job opportunities for local communities. Income from ecotourism also can provide local communities with incentives to take up more SLM practices and shift their attention away from unsustainable practices. Ecotourism attracts positive attention from policy makers, which ensures small-scale development and provides revenues for reinvestment.

However, there are potential concerns with ecotourism activities. From an environmental point of view, it could be argued that tourism in certain areas is not truly sustainable, while from an economic standpoint, revenues must actually reach the local communities to make a difference on a small-scale level.

Sustainable tourism and ecotourism have the potential to provide effective solutions to problems created by less responsible forms of tourism. They can contribute to sustainable land management by generating direct revenues, sustainable production and the sale of local products and by involving tourists in responsible agricultural activities. The State should be a reliable partner in implementing these approaches, and context-specific policies are needed to regulate the sector, ensure that communities are involved and integrate tourism as much as possible into existing economic activities, rather than using it as a substitute for them.

Land Degradation: Land degradation is a process in which the value of the biophysical environment is affected by one or more combinations of human-induced processes acting upon the land. Coupled and coupled with environmental degradation, it is the gradual destruction or reduction of the quality and quantity of human activities, animal activities or natural means, for example, water causes soil erosion, wind, etc. It is viewed as any change or disturbance to the land perceived to be deleterious or undesirable. Natural hazards are excluded as a cause, however, human activities can indirectly affect phenomena such as floods and bush fires.

Desertification, soil erosion and droughts are the direct effects of land degradation caused due to human activities, especially tourism. Integrated planning and management of land resources is the subject of Chapter 10 of Agenda 21¹, which deals with the cross-sectoral aspects of decision-making for the sustainable use and development of natural resources, including the soils, minerals, water and biota that land comprises. This broad integrative view of land resources, which are essential for life-support systems and the productive capacity of the environment, is the basis of Agenda 21's and the Commission on Sustainable Development's consideration of land issues.

Expanding human requirements and economic activities are placing ever-increasing pressures on land resources, creating competition and conflicts and resulting in suboptimal use of resources. By examining all uses of land in an integrated manner, it makes it possible to minimise conflicts, to make the most efficient trade-offs and to link social and economic development with environmental protection and enhancement, thus helping to achieve the objectives of sustainable development². The Food and Agriculture Organisation of the United Nations (FAO) is the task manager for Chapter 10 of Agenda 21.

Deserts are among the "fragile ecosystems" addressed by Agenda 21, and "combating desertification and drought" is the subject of Chapter 12. Desertification includes land degradation in arid, semi-arid and dry sub humid areas resulting from various factors, including climatic variations and human activities. Desertification affects as much as one-sixth of the world's population, 70% of all drylands, and one-quarter of the total land area of the world. It results in widespread poverty as well as in the degradation of billion hectares of rangeland and cropland.

In addition to addressing desertification and drought in Agenda 21, the UN Conference on Environment and Development (Earth Summit) also called upon the United Nations General Assembly to establish an Intergovernmental Negotiating Committee (INCD) to prepare, by June 1994, an international convention to combat desertification in those countries experiencing serious drought and/or desertification, particularly in Africa.

In December 1992, the General Assembly agreed³ and hence, The United Nations Convention to Combat Desertification (UNCCD) came into being. The Convention was adopted in Paris on 17 June 1994 and opened for signature there on 14-15 October 1994. It entered into force on 26 December 1996. The year 2006 was declared by the United Nations General Assembly, in its resolution⁴ - The International Year of Deserts and Desertification.

¹ Agenda 21 is a part of the UN Conference on Environment and Development (UNCED) held in Rio de Janeiro, Brazil, in 1992. It is an action agenda for the UN, other multilateral organisations, and individual governments around the world that can be executed at local, national and global levels. The "21" in Agenda 21 refers to the 21st century. It has been affirmed and modified at subsequent UN conferences.

² Agenda 21, para 10.1

³ Resolution 47/188

⁴ Resolution A/RES/58/211.

The UN Commission on Sustainable Development (CSD) identified six priorities for future work, including:

- ◆ prevention and/or mitigation of land degradation;
- ◆ access to land and security of tenure;
- ◆ critical sectors and issues (such as biodiversity, drylands, rehabilitation of mining areas, wetlands and coastal zones, coral reefs, natural disasters, and rural-urban and land management interactions);
- ◆ access to information and stakeholder participation;
- ◆ international cooperation, including that for capacity-building, information-sharing, and technology transfer; and
- ◆ minerals, metals and rehabilitation of land degraded by mining in the context of sustainable development.

Some important international agreements in this regard are:

- ◆ the UN Convention to Combat Desertification (CCD),
- ◆ the UN Convention on Biological Diversity (CBD),
- ◆ the UN Framework Convention on Climate Change (UNFCCC) and its Kyoto Protocol,
- ◆ the Habitat Agenda adopted by the UN Conference on Human Settlements in 1996.

One example of land degradation caused due to tourism activities can be seen in the Coquimbo Region of Chile. The region is in a semi-arid part of the country. The area has been heavily degraded and losses of nearly 50% on wheat yields and 23% on goat rearing are attributed to land degradation. Land degradation has been caused by uncontrolled and unregulated tourism related activities. Here, not only tourism has impacted the land adversely, but now reverse impact is being observed. Land degradation is now also impacting tourism, a major income producer of the region and also most other environmental services.

This region of Chile is an area of 40,707 sq. km with a population of 504,387. Agricultural land is held in three types of tenure; modern irrigated lands (3% of land area), large traditional estates and communal holdings. The irrigated sector has problems with unsustainable water use and salinization, but the most serious land degradation is found both in the traditional estates and in the communal areas. The greatest pressure is on the communal lands where poverty and land degradation combine. Goat herding is the main animal raising activity. Wheat is the major grain crop. Tourists and cultural services are an important local source of revenue.

In a study conducted in a five year span ranging from 2000 to 2005, over 208,000 tourists visited the region in 2005 and of these, over 31,000 visited areas of ecological interest. However, tourist arrivals had decreased to almost half by the end of 2004 due to degradation in green cover caused by sprawl of tourist infrastructure, especially lodges and resorts. Tourist expenditure was estimated at \$300 per visit for a total of \$62,400,000

in 2001. Estimates were made of the possible reductions in tourist income, as a consequence of continued land degradation and the loss of eco-system and natural heritage visitors. The range of losses to the tourist industries estimated to be approximately \$8 million of potential revenue.

19.3 Tourism and Climate Change

Tourism and travel also contribute to climate change through the emission of Greenhouse Gases (GHG). Tourism and travel account for approximately five% of global carbon dioxide emissions⁵. The transport of tourists to and within destinations accounts for 75% of all carbon dioxide emissions by the tourism sector, with air travel making up about 40% of the total.

No binding emission reduction targets or mitigation policies have so far been formulated specifically for tourism⁶.

Impacts of mitigation policies on tourist mobility: National or international mitigation policies - that is policies that seek to reduce GHG emissions - may have an impact on tourist flows (Simpson et al. 2008a; Gössling et al. 2008b). They are likely to lead to an increase in transport costs and may foster environmental attitudes that lead tourists to change their travel patterns (e.g., shift transport mode or destination choices). There has been substantial recent media coverage on this topic, specifically as it relates to air travel.

International Organisations -

1) United Nations World Tourism Organisation

It's the United Nations agency which encourages the promotion of responsible, sustainable and universally accessible tourism. It has 155 member states including India.

According to UNWTO's definition, tourism refers to "*the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited*". This definition thus includes international and domestic tourism, and overnight and day trips for all purposes of visit (leisure, business and other).

UNWTO generates -

- ◆ market knowledge

⁵ Source: UNWTO-UNEP-WMO, *Climate Change and Tourism: Responding to Global Challenges*, June 2008. This figure, along with those quoted from the same source in paragraph 1.4, has been reconciled with the Intergovernmental Panel on Climate Change (IPCC) *Special Report on Aviation and the Global Atmosphere* in 1999 and *Fourth Assessment Report* in 2007. The contributions to GHG emissions quoted are based on transport plus accommodation and activities at destination, whether for business or for leisure travel.

⁶ Climate Change and Tourism Policy in OECD countries.

- ◆ promotes competitive and sustainable tourism policies and instruments
- ◆ fosters tourism education and training, and
- ◆ Works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

In 1999, by the General Assembly of the World Tourism Organisation, the Global Code of Ethics for Tourism was adopted. It is not legally binding on member states but features a voluntary implementation mechanism. It is a comprehensive set of principles designed to guide key-players in tourism development, addressed to governments, the travel industry, communities and tourists alike⁷.

Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies

Article 2: Tourism as a vehicle for individual and collective fulfilment

Article 3: Tourism, a factor of sustainable development

Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

Article 5: Tourism, a beneficial activity for host countries and communities

Article 6: Obligations of stakeholders in tourism development

Article 7: Right to tourism

Article 8: Liberty of tourist movements

Article 9: Rights of the workers and entrepreneurs in the tourism industry

Article 10: Implementation of the principles of the Global Code of Ethics for Tourism

2) World Committee on Tourism Ethics⁸

It was established by the General Assembly of WTO in 2003. Its objectives are -

- a) Promotion of the Global Code of Ethics for Tourism
- b) Evaluation and monitoring of the implementation of the Code of Ethics; and
- c) Conciliation for the settlement of differences concerning the application or interpretation of the Code.

Implementation - India has not been a part of any of the following:

- ◆ Translation of the Code by 43 countries into their national or local languages.
- ◆ 114-member states have incorporated the GCET into their legislative texts, some had used the same principles as a basis for establishing national laws and regulations or for designing policies and master plans for assuring the sustainable and responsible development of tourism.

⁷ <http://ethics.unwto.org/en/content/global-code-ethics-tourism>.

⁸ <http://ethics.unwto.org/sites/all/files/docpdf/unga2010statusreportgceta-65-275en.pdf>

- ◆ The GCET has been given effect by countries through their respective institutional bodies such as tourism ministries/national administrations or related bodies.
- ◆ Majority of countries have also included relevant provisions of the Code in contractual instruments, specific codes of conduct or professional rules.
- ◆ Educational institutions offering tourism programmes have also been involved in baseline surveys with the purpose of gathering more information on the incorporation of the Code's principles into academic curricula and/or into the general work programmes of education centres.
- ◆ Private sector has also been targeted to enquire whether private sector tourism stakeholders include in their social accountability, schemes or any provision related to environmental, social and economic responsibility, to local community development or to improving understanding between cultures.

Policy measures for international Air transportation prepared by UNWTO⁹

Possible policy mechanisms that could effectively deal with aviation emissions while ensuring the continued responsible evolution of the tourism sector, on the basis of:

Application of the UNFCCC principle of Common But Differentiated Responsibilities (CBDR) amongst countries (and reconciliation of the divergence between CBDR and principles in the Chicago Convention of non-discrimination amongst operators), perhaps through some form of air route classification.

- ◆ Open access for air transport to global carbon markets, to be counted as compliance against any target for the sector
- ◆ Earmarking of all revenues from levies and trading of emissions permits to GHG mitigation activities yielding measurable, reportable and verifiable mitigation results, including specified allotments to related aviation and tourism projects, and financial and other incentives for the earliest possible global introduction of sustainable aviation biofuels
- ◆ Avoidance of air transport and tourism market distortion, and minimization of "carbon leakage" through rerouting of air services
- ◆ Coherence with strategies to reduce emissions in tourism destinations, to reduce poverty and to promote development in developing, and particularly in least developed, countries
- ◆ Continued recognition of the key role of ICAO, with full support for its extensive activities in the fields of airframe and engine technology, air traffic management and operational approaches, and endorsement of the parallel IATA strategy
- ◆ Address of economic instruments in partnership by all intergovernmental parties representing directly affected sectors, in close consultation with NGOs and both public and private enterprise.

⁹ Trade and Climate Change UNWTO - UNEP Report, 2008 https://www.wto.org/english/res_e/booksp_e/trade_climate_change_e.pdf .

3) International Civil Aviation Organisation (ICAO)

Article 2 of the Kyoto Protocol states that the responsibility for limiting and reducing GHG emissions from international aviation lies with ICAO (a UN body) for industrialised countries while emissions from domestic flights are included in national greenhouse gas inventories of countries and part of national emission reduction targets. (India not part of both).

4) International Air Transport Association (IATA)

In parallel to the work of ICAO, IATA has pursued a policy based on a four-pillar strategy of technology, operations, infrastructure and economic instruments. It is an approach under which aviation's emissions would be capped and accounted for globally, not by States.

5) World Travel and Tourism Council (WTTC)

WTTC (2010) also suggested a wide range of measures for government -

- ◆ Mainstreaming the tourism sector into national climate change policies and plans to enable the growth of a low-carbon future. Integrating mitigation and adaptation measures into national climate resilience plans, tourism planning, and destination management.
- ◆ Using tax schemes and grants to incentivise mitigation and adaptation action, such as retro-fitting and eco building, pilot schemes for testing/ embedding new technologies, and research and development.
- ◆ Establishing clear goals and an implementation framework for the reduction of national tourism sector emissions, noting that policies stand the most chance of success when worked out in partnership with all key stakeholders.
- ◆ Collaborating with industry to set measurable targets and appropriate timelines for CO₂ reductions by sector and size of business - in accordance with national conditions and broader international obligations.
- ◆ Offering fiscal incentives (e.g. tax relief, grants, matching funding, benefits in kind) that promote energy efficiency improvements.
- ◆ Developing taxation processes that offer incentives and reward good corporate behaviour and the achievement of agreed targets.
- ◆ Replacing usage of Fossil fuels with renewable sources of energy.

6) United Nations Environment Program (UNEP)

The UNEP has been promoting tourism sustainability for a long time through its Tourism and Environment Programme, with the aim of facilitating local efforts by tourism stakeholders to “mainstream” climate change, i.e. to integrate climate change into their broader institutional, industry, sectoral, policy and national goals and programmes.

International Conferences and Declarations on Climate Change and Tourism.

1) Kyoto Protocol

The Kyoto Protocol has, to date, 176 member Parties. Under the Protocol, 36 States, consisting of highly industrialised countries and countries undergoing the process of transition to a market economy, have legally binding emission limitation and reduction commitments. Under the Kyoto Protocol, GHG reduction targets apply only to industrialised countries and only to their emissions from domestic aviation. Thus, only emissions from some 22% of the world air transport. India is a part of it.

The particular treatment of international aviation in the Kyoto Protocol produces substantial constraints, particularly as far as market-based measures are concerned, because:

- a) ICAO's geographic and policy ambit reflects its membership of 190 States, well beyond the 39 ratifying Annex I countries;
- b) there are significant barriers to applying a Kyoto Annex I/non-Annex I industrialised/ other country type concept in relation to equality of treatment and certain other provisions in aviation's Chicago Convention (notably Articles 11 and 15);
- c) international aviation is unable to benefit from application of the Kyoto provisions regarding Joint Implementation (JI, Article 6), the Clean Development Mechanism (CDM, Article 12) and Emissions Trading (ET, Article 17).

2) Post-Kyoto Framework

A post-Kyoto agreement, as with the Kyoto Protocol, is likely to be premised upon the UNFCCC principle of Common But Differentiated Responsibilities (CBDR) according to the level of economic development of different groups of countries.

CBDR provides a gateway for such features of Kyoto as the CDM and ET, and should, therefore, be of substantial benefit to both aviation and tourism.

In the case of international aviation, application of CBDR requires reconciliation of the divergence between CBDR and principles in aviation's Chicago Convention of non-discrimination amongst operators. It should also avoid air transport and tourism market distortion, and minimise carbon leakage through rerouting of air services.

The AEA proposal (and perhaps the evolving IATA position) accommodates CBDR given the differentiated target setting for different "Blocs".

Whatever form of CBDR is finally adopted, it will need to be linked to open access for air transport to global carbon markets such as Kyoto's Clean Development Mechanism and Emissions Trading, to be counted as compliance against any target for the sector.

3) Nations Framework Convention on Climate Change

This treaty objective was stabilising GHG concentrations in the atmosphere to prevent “dangerous interference with the climate system” guided by the recommendations made by the Intergovernmental Panel on Climate Change (IPCC).

4) Djerba Declaration, 2003

First International Conference on Climate Change and Tourism:

- ◆ All governments concerned with the contribution of tourism to sustainable development, to subscribe to all relevant intergovernmental and multilateral agreements, especially the Kyoto Protocol, and other conventions and similar declarations concerning climate change and related resolutions.
- ◆ Further study and research of the reciprocal implications between tourism and climate change, including in the case of cultural and archaeological sites. UN, international, financial and bilateral agencies to support the governments of developing countries.
- ◆ Encouraging more energy efficient and cleaner technologies and logistics by the tourism industry, including transport companies, hoteliers, tour operators, travel agents and tourist guides.
- ◆ Encouraging the use of renewable energy sources in tourism and transport companies.
- ◆ Spreading Consumer awareness regarding consumption behaviour and make more climate friendly tourism choices.

5) Davos Declaration, 2007

Second International Conference on Climate Change and Tourism.

A report to provide an extensive review of current impacts and analyse options for possible actions, with the aim of responding in a timely and balanced way to climate change imperatives in the tourism sector. The Davos Declaration provided firm recommendations and a clear commitment for action to respond to the climate change challenge, including the urgent adoption of a range of sustainable tourism policies.

- ◆ Incorporation of tourism in the implementation of existing commitments under the UNFCCC, Kyoto protocol and post-2012 climate change framework.
- ◆ Provide financial, technical and training support to tourism destinations and operators in developing countries.
- ◆ Implementation of new methods of mitigation, adaptation, technology and financing to achieve MDG.
- ◆ Environment awareness programmes for tourism stakeholders - private and public sector and consumers.

- ◆ Collaborate in international strategies, policies and action plans to reduce GHG.
 - ◆ Emissions in the transport (in cooperation with ICAO and other aviation organisations).
 - ◆ Promote and undertake investments in energy-efficiency tourism programmes and use of renewable energy resources, with the aim of reducing the carbon footprint of the entire tourism sector.
 - ◆ Strive to conserve biodiversity, natural eco-systems and landscapes in ways which strengthen resilience to climate change and ensure a long-term sustainable use of the environmental resource base of tourism.
 - ◆ Tourists should also be encouraged to opt for environmentally-friendly activities.
- 6) London Summit, 2007
- ◆ Economically efficient policy measures.
 - ◆ Reinforce the principle of common and differentiated responsibilities (as included in the UNFCCC).
 - ◆ Assist developing countries where the tourism sector is particularly vulnerable to the adverse effect of climate change, in order to allow them to meet the related costs of adaptation.
 - ◆ The private sector should proportionally contribute to the costs that imply preventing, mitigating and adapting to climate change.
- 7) Declaration of the leaders the major economies forum on Energy and Climate
- Major Economies reaffirmed to -
- ◆ Future cooperation on climate change, consistent with equity and common but differentiated responsibilities and respective capabilities.
 - ◆ Developing countries will promptly undertake actions whose projected effects on emissions represent a meaningful deviation from business as usual in the midterm, in the context of sustainable development, supported by financing, technology, and capacity-building.
 - ◆ Taking steps nationally and internationally, including under the Convention, to reduce emissions from deforestation and forest degradation and to enhance removals of greenhouse gas emissions by forests, including providing enhanced support to developing countries for such purposes.
 - ◆ Financial resources for mitigation and adaptation will need to be scaled up urgently and substantially and should involve mobilizing resources to support developing countries. Financing to address climate change will derive from multiple sources, including both public and private funds and carbon markets.

8) United Nations Climate Change Conference in Bali, Indonesia, 2007

The Conference included COP 13 of UNFCCC and COP/MOP 3 of the Kyoto protocol. Discussions centered mainly on a negotiating process to finalise a post-2012 regime, including finalising the Adaptation Fund under the Protocol to fund projects in developing countries to help people cope with the impacts of climate change over the next four years, and a decision on reducing emissions from deforestation in developing countries.

9) Copenhagen Climate Change Conference, 2009

- ◆ COP/15 of UNFCCC and COP/5 of the Kyoto protocol took place. India was a part of it.
- ◆ Negotiation on infrastructure needed for effective global climate change cooperation.
- ◆ Improvement of the CDM of the Kyoto protocol.
- ◆ Produced the Copenhagen Accord.
- ◆ Financial assistance by developed countries to developing countries to reduce GHG and adapt to inevitable effects of climate change.
- ◆ Measurement, reporting and verification of developing countries actions including a reference to “international consultation and analysis”.

10) Doha Climate Change Conference 2012

The 18th session of the Conference of the Parties to the UNFCCC and the 8th session of the Conference of the Parties serving as the Meeting of the Parties to the Kyoto Protocol opened on Monday, 26 November and continued until Saturday, 8 December 2012 at the Qatar National Convention Centre in Doha, Qatar. It dealt with capacity building under the Kyoto protocol for developing countries by Improving Implementation and report on the effectiveness and sustainability of capacity building programmes.

11) The Ninh Binh Declaration on Spiritual Tourism for Sustainable Development. UNWTO, 2013

The Ninh Binh Declaration on Spiritual Tourism will serve as a reference document for advancing spiritual tourism around the world through:

- ◆ Strengthening policy framework, responsible business operations and research on spiritual tourism in close cooperation with local communities;
- ◆ Creating adequate conditions for responsible and sustainable use of living cultural assets;
- ◆ Encouraging education, training and specially-tailored capacity-building to empower communities with tourism and hospitality management skills;

- ◆ Promoting socio-economic advancement of vulnerable groups through spiritual tourism development, in particular of indigenous people, ethnic minorities, women, youth and people with disabilities;
- ◆ Cooperating at a regional level to preserve and exchange concepts of human wellbeing to ensure the survival of ancestral traditions;
- ◆ Supporting efforts to facilitate the networking of spiritual tourism destinations worldwide.

12) Phnom Penh Declaration on Community Development through Tourism. PATA, UNESCO, UNWTO, 2014

The Phnom Penh Declaration recognises the principles and guidelines for community development through tourism, and the work of community based tourism and its stakeholders to sustain communities and their unique attributes, conserve and protect the natural environment and cultural resources, foster knowledge exchange, and promote local socio-economic development, capacity building, empowerment, and poverty reduction.

13) Nassau Declaration on Tourism as a key sector for Development in Island States.. SIDS, UNWTO, 2014

The purpose of the conference was to share knowledge and lessons learned for tourism in island states, especially Small Island Developing States (SIDS), and to highlight priorities for strengthening the impact of tourism on their local economies and communities.

14) San Marino Declaration on Accessible Tourism. DPOs and UNWTO / San Marino Republic, 2014

This was the first UNWTO Conference on Accessible Tourism in Europe and it addressed how to advance quality, sustainability and competitiveness in accessible tourism with a special focus on cultural heritage and the use of smart technologies. The San Marino Declaration on Accessible Tourism was adopted unanimously, calling for all stakeholders to ensure universal accessibility in all the components of the tourism value chain.

15) Bethlehem Declaration on Religious Tourism as a Means of Fostering Socio-Economic Development of Host

Travel and Tourism for religious purposes have been closely interconnected since ancient times. The Conference was structured around four key topics:

- ◆ Global trends shaping religious tourism and the development of competitive products and experiences;
- ◆ Challenges and opportunities for the development and promotion of religious tourism routes;

- ◆ Innovative approaches to tourism management at religious sites, balancing heritage preservation and tourism development; and
 - ◆ Promoting the participation of host communities and enhancing the socio-economic benefits of religious tourism at local level.
- 16) UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership Siem Reap, Cambodia, 4-6 February 2015, UNWTO, Madrid.

The Ministerial Dialogue of the Conference focused on how tourism and culture administrations can work together to develop a governance framework for sustainable cultural tourism, which contributes to the socio-economic development of host communities, promotes cross-cultural exchanges, and generates resources for heritage conservation. Ministers at the Conference stressed the importance of creating common institutional structures to plan and manage cultural tourism, ensure community engagement and empowerment and cooperation with the private sector.

17) Paris Agreement

The achievement of the Paris Agreement requires decarbonization in all economic sectors. Tourism sector characterised by rapid emission growth is expected to double its 2010 emissions by 2030, especially due to the increase of air and land transport, and accommodation capacity. Climate change will especially impact coastal areas, and hence coastal tourism. The tourism sector needs to reduce its carbon footprint to facilitate the temperature target under the Paris Agreement¹⁰.

19.4 Tourism and Biodiversity Loss

Understanding of environmental impacts is crucial for the future of tourism. Wildlife, forests, mountains, islands and beaches, etc. are the natural resources that bear the impact of tourism. There is an ongoing debate on whether wildlife should be open to tourism or not. This debate is centered around the impacts of tourism on wildlife (both positive and negative). For a long time, the emphasis remained on economic aspects as far as the understanding of tourism impacts was concerned. It was gradually realised that more important is to analyse the impacts on the tourism resources, nature and environment being the prominent ones. Any devastation of natural resources would ultimately lead to the devastation of all economic gains, leave aside tourism alone. If one destination declined because of environmental exploitation, the tourists, in the short run will move to another one. However, such a situation is not sustainable in the long run.

Biodiversity is the degree of variation of life forms within a given species, ecosystem, biome, or an entire planet. Biodiversity is a measure of the health of ecosystems.

¹⁰ Tonazzini, D., Fosse, J., Morales, E., González, A., Klarwein, S., Moukaddem, K., Louveau, O. (2019) Blue Tourism. Towards a sustainable coastal and maritime tourism in world marine regions. Edited by eco-union. Barcelona.

Biodiversity is in part a function of climate. In terrestrial habitats, tropical regions are typically rich whereas polar regions support fewer species. “Biodiversity” is most commonly used to replace the more clearly defined and long established terms, species diversity and species richness. Biologists most often define biodiversity as the “totality of genes, species, and ecosystems of a region”. An advantage of this definition is that it seems to describe most circumstances and presents a unified view of the traditional three levels at which biological variety has been identified:

- ◆ species diversity
- ◆ ecosystem diversity
- ◆ genetic diversity

Biodiversity management as such is a vast subject in itself. In reference to the tourism business, biodiversity management will mean management of wildlife. Wildlife traditionally refers to non-domesticated vertebrates, but has come to broadly refer to all wild plants, animals and other organisms. Wildlife can be found in all ecosystems. Deserts, forests, rain forests, plains, grasslands, other areas including the most developed urban sites, all have distinct forms of wildlife. While the term in popular culture usually refers to animals that are untouched by human factors, most scientists agree that wildlife around is impacted by human activities.

Wildlife management is a complex job. A comprehensive set of issues to be addressed in the formulation of any strategy or action plan. Any strategy has to be a multi-pronged one protecting, both, the animal and its habitat and ensuring continuity of any species. Let us now discuss some of the important components of wildlife management.

- ◆ **Survey and documentation:** There has to be a major sustained effort to survey and document different forms of wildlife. In India, many institutions and universities are involved in this task.
- ◆ **Conservation projects:** Several conservation projects have been launched by the government for both in-situ and ex-situ conservation of wildlife.
- ◆ **Legislations and enactment:** Conservation efforts have to be supplemented by acts and legislations. Wildlife (Protection) Act, 1972 and Prevention of Cruelty to Animals, 1960 are two notable examples.
- ◆ **International conventions:** The conservation of wildlife has to be an international effort. India is a signatory to many global conventions on wildlife.
- ◆ **Wildlife tourism:** As a policy matter has to be carefully regulated.
- ◆ **Education and awareness generation:** Every effort should be made to educate the masses about the importance of wildlife conservation.
- ◆ **NGO and people’s involvement:** The efforts of the government should be amply substantiated by people’s support.

Management of wildlife is a multi-faceted job. Merely enacting legislations or setting up national parks is not a solution. Any approach to wildlife conservation has to be a total approach where all elements, animals, plants, microorganisms, their habitats, etc. have to be incorporated. Sometimes international agreements also need to be arrived at in this regard.

Conservational Efforts: Conservation and protection of wild animals have been there in the informal domain since time immemorial. One can cite the Ashthom inscriptions in this regard in ancient India, besides numerous other literary texts. However, it was only with the coming of the British and later in the post- colonial India that formal acts aimed at direct or indirect management of wildlife were taken up. Let us now have a look at the efforts made in the direction.

A) Pre-Independence Period

Wildlife conservation and management have been in the Indian way of life and ethos for a long period of time now. In ancient times, the concept of '*aranya*' with all its concomitants was a respected concept. Many animals were deified in the evolving religions and many gods and goddesses themselves came to be associated with wild animals. Indian mythology is replete with stories associated with the importance of preserving life forms. There was, however, no formal policy of conservation or preservation. The *first recorded game laws* promulgated by Kautilya in the 3rd century B.C. were an attempt to regulate the hunting of wildlife. It was assumed that if forests were preserved, wildlife would flourish. The notion of '*hunting reserves*' of the ancient times or '*shikargah*' of the medieval times, however, also flourished side by side. When the British took over, the balance between the natural regeneration of forest cover and human consumption started breaking.

With the conversion of the forests into an industrial resource, ruthless decimation of forest cover took place. No wonder, wildlife suffered tremendously. Side by side the state forests, private forests also co-existed which were basically a hunting domain for the big zamindars and the royal houses. The Colonial forest policies also tried to nationalise the exploitation of the forest resources. The only change in relation to wildlife policy during the colonial regime was the amendment of the Indian Forest Act, 1927 and the introduction of the Indian Game Act, 1935. Done with the intentions to give a legal status of wildlife conservation, this was not an effective piece of legislation.

B) Post-Independence Period

The post-independence phase was hardly different initially. However, one major qualitative change was the abolition of proprietary rights in forest and removal of the colonial totalitarian controls. The use of forest resources continued unabated. Forest development had to pave way for agriculture and other development projects. Industries (particularly forest based), irrigation schemes, power projects, mining leases, etc. were promoted at the cost of forest cover. The first step towards wildlife preservation was taken with the constitution of Indian Board for Wildlife in 1952. This body was only an

advisory body to the government on matters related to wildlife. Thereafter, there was a huge gap. Forests continued to be exploited and wild animals continued to suffer. Many animals like cheetah, mountain quail, and pink-headed duck became extinct. Others like Asiatic lion (Gir forests of Gujarat), Hangul (Kashmir), brown antlered deer (Manipur), etc. became regionally confined. Still others like tigers, Gangetic gharial, marsh mugger, Great Indian bustard and white winged wood duck massively dwindled in numbers. This is in addition to many species which became extinct without being noticed. No major policy decision, however, was taken. Only very general programmes, (centrally sponsored) were initiated. It was only in 1972 that the Wildlife Protection Act was enacted to protect the rapid rate of decline of wildlife.

Almost simultaneously in 1973-74, “Assistance for Development of National Parks and Sanctuaries” was implemented as a part of the fourth five year plan. The plan allocations for wildlife conservation went up from 664 lakhs in the fifth five year plan to Rs.1244 lakhs in the sixth plan.

1981-82 saw the introduction of a central scheme for **assistance for development of selected zoos**. Under this, financial and technical support are provided to selected zoos in the country. **Wildlife Exhibitions** also started around the same time. These efforts climaxed in the establishment of the Wildlife Institute of India in 1982. But as yet, a clear positive policy aimed at wildlife conservation did not take shape. It was only with the formulation of an action plan in 1983 that some broad guidelines were laid in this regard. By and large, the general governmental philosophy had been *“Take Care of the Forests and Wildlife is Taken Care of Automatically”*.

Let us now discuss some of the milestones in the evolution of wildlife policy. Milestones in Policy Evolution:

Indian Board for Wildlife (1952) was formed to advise the Government on wildlife matters. It is the apex advisory body and has been reconstituted over a period of time. At present, it is headed by the prime minister and consists of 10 non-officials, 5 NGOs, 2 MPs and 30 official members.

Wildlife (Protection) Act, 1972 was enacted to govern all aspects of wildlife conservation and protection of endangered species. It was adopted by all States excluding Jammu and Kashmir which has its own Act. It attempts a three-tiered protection of wildlife:

- ◆ protecting the survival interests of the animals, e.g., hunting prohibited.
- ◆ protecting the habitat, e.g., national parks, sanctuaries, game reserves, etc.
- ◆ protecting trade and commerce in wild animals and trophies.

WPA has certain peculiar features:

- a) Wildlife is defined in a very technical sense. Under the provisions of the Act, wildlife includes any animal, bees, butterflies, crustacean, fish and moths; and aquatic on land vegetation which forms part of any habitat.

- b) It divided animals into five schedules. Schedule 1 animals are treated as the most prized animals, to be protected at any cost.
- c) It calls for control of poaching and illegal trade in wildlife products. Some are:
 - ◆ Wildlife Advisory Committee, 1996
 - ◆ National Wildlife Action Plan, 1983
 - ◆ Development of National Parks and Sanctuaries
 - ◆ Wildlife Protection Act, 1972 (amended 1991)
 - ◆ Prevention of Cruelty to Animals Act, 1960
 - ◆ Indian Board for Wildlife, 1952 (reconstituted)
- d) Provides for captive breeding programmes for endangered species of wildlife as also for wildlife education and interpretation.
- e) Provides for development of zoos.
- f) Conservation of rhinos in Assam and protection of tiger, elephant, etc.
- g) Provides for penal liabilities for different categories of offenders.

The act also envisages an administrative infrastructure. Under the provisions following persons have to be appointed:

- ◆ A Director of Wildlife Preservation at the centre assisted by 4 Regional Deputy Directors to be posted at Kolkata, Bombay, Delhi and Chennai.
- ◆ At the state level - A Chief Wildlife Warden assisted by Wildlife Wardens. The Act also enjoins all the States and Union Territories to appoint Wildlife Advisory Board.

The Wildlife (Protection) Act, 1972 was amended in 1991 to make it more effective in terms of penalties, procedures and legal protection to forest and wildlife staff. An inter-state committee has also been set up to review the Wildlife (Protection) Act, 1972 and other laws. A comprehensive idea of WPA, 1972 and the amendment can be had from the Appendix.

National Wildlife Action Plan (NWAP) resulted from the deliberations of the Indian Board for Wildlife in October, 1982. It laid a broad framework on which wildlife policy could be based.

NWAP is in tune with “World Conservation Strategy”, the “World Charter for Nature” and the “Bali Action Plan”. As has already been said, its genesis is traced to Prime Minister’s statement in the 15th meeting of Indian Board for Wildlife. The action plan aims to preserve and conserve our rich heritage. It comprises:

- ◆ Establishment of representative network of protected areas,
- ◆ Management of Protected Areas and habitat restoration,
- ◆ Wildlife protection in multiple use areas,

- ◆ Rehabilitation of endangered and threatened species,
- ◆ Captive breeding programmes,
- ◆ Wildlife education and interpretation,
- ◆ Research and monitoring,
- ◆ Domestic legislations and International Conventions,
- ◆ National Conservation Strategy,
- ◆ Collaboration with voluntary organisations/bodies.

The action plan thus provides only the framework of strategy and the programme for wildlife conservation. Though it is basically a set of guidelines, its importance lies in the fact that for the first time wildlife issues have been addressed positively and independent of a general forest policy. Given the fact that an inter-state committee is looking into the functioning of Wildlife (Protection) Act, 1972 (amended in 1991) and other related areas, the action plan will be of great help to it in the formulation of a comprehensive wildlife policy.

Wildlife Advisory Committee was constituted on 17th October 1996 to advise on various aspects of wildlife conservation and related matters.

Apart from the policy matters and legislations, there are various other ways through which the government seeks to promote wildlife conservation and protection. Let us discuss the major ones.

- ◆ **National Co-ordination Committee** has been formed under the chairmanship of Additional Inspector General of Forests (Wildlife) to promote effective inter-departmental co-ordination for the control of illegal trade in wildlife and wildlife products.
- ◆ **Eco-development in and around National Parks and Sanctuaries:** The centre has been aiding States for pursuing programmes of Eco-development around National Parks and Sanctuaries including tiger reserves to achieve ecologically sustainable economic development of these areas and to reduce the biotic pressure on protected areas to ensure conservation of eco-systems.
- ◆ **Regulation of EXIM Policy** trade and commerce is strictly regulated under the Wildlife (Protection) Act, 1972 within our country. External trade is governed by the export policy which is stringent in relation to wildlife. Only a very limited number of common animals and their derivatives are allowed to enter the export market.
- ◆ **Wildlife Education and Training** through a network of forest colleges as well as Wildlife Institute of India forms an integral component of wildlife conservation as are the zoos and botanical gardens.
- ◆ **Awareness generation and promoting public participation in wildlife conservation** is achieved through a variety of ways. Wildlife Week is celebrated every year. Awards

and Fellowships like Rajiv Gandhi award and Salim Ali/Kailash Sankhla Fellowships are instituted by the Ministry of Environment and Forests for giving recognition to eminent officers and fieldworkers for exemplary work in the field of wildlife conservation and research. A Task Force has been set up by the Indian Board of Wildlife to draw up a report for eliciting public support. Audio Visuals on wildlife play an important role in mobilising public opinion for the cause.

At the same time for purposes of tourism in wildlife areas various methods are adopted to promote responsible tourism:

- ◆ sensitising the tourism as well as tour operators,
- ◆ training programmes for forest guards,
- ◆ timings in national parks and sanctuaries, etc.

India has a strong network of institutions mapping various life forms and undertaking taxonomic studies. The three premier institutions in this regard are:

- a) Botanical Survey of India
- b) Zoological Survey of India
- c) Forest Survey of India

Now let us discuss these organisations briefly.

- a) The Botanical Survey of India was established in 1890 with the objectives of surveying and identifying the land resources. It has its headquarters in Kolkata and there are nine circles located in different geographical regions of the country.
- b) The Zoological Survey of India established in 1916 has its headquarters at Kolkata. It has 16 regional stations established in different parts of the country. Its main objective is exploration and survey of faunal biodiversity of the country.
- c) The Forest Survey of India was established in 1981 and has its headquarters at Dehradun. Its four regional offices are at Bangalore, Kolkata, Nagpur and Shimla. Its objectives are to prepare a State of forest report and national forest vegetation map every two years, prepare thematic maps using remote sensing data, collect, store and retrieve necessary forest related data for national and State level planning and to create a computer based national basic forest inventory system.

In addition to these three organisations, the National Institute of Oceanography and several other specialised institutions and universities further strengthen India's survey and documentation capabilities. At the same time, we must acknowledge that documentation related to wildlife tourism is not weak but fragmented also.

Many conservation projects have been launched with the aim of long-term survival of wildlife.

- I) In-Situ Conservation

In-situ conservation aims at the conservation of wild species in respective habitats and eco- systems. Some aspects of in-situ conservation are National Parks and Sanctuaries, Biosphere Reserves, Specific animal projects such as Project Tiger and Project Elephant, Special programmes for fragile eco-systems, Zoological gardens, Botanical gardens, etc. Protected area network such as National parks and sanctuaries are components of in-situ conservation. Any area where special protection is offered to wildlife is called a protected area. Let us understand the connotation of certain terms.

- i) **National Park** is an area dedicated to conserve the environment, natural and historical objects and to conserve the wildlife therein, and at the same time, to provide for enjoyment from them for compromising with the long-term survival of the park. In such parks, all private rights are non-existent and the forestry operations and other usages such as grazing of animals are prohibited.
- ii) **Wildlife Sanctuary** is a sanctuary where killing, hunting, shooting or capturing of any species of birds and mammals is prohibited except with prior authorised permission. Private ownership rights and forestry and other usages may be permitted to the extent that they do not adversely affect wildlife.
- iii) Reserves and areas demarcated for the protection of wildlife:
 - a) **Biosphere Reserves:** The Biosphere Reserve programme is a pioneering effort towards conservation of biodiversity. The Biosphere Reserves set up so far not only aim to protect the representative eco-systems but also serve as laboratories for evolving alternative models of development. Eighteen Biosphere Reserves have been set up so far.
 - b) **Specific Animal Projects:** The government of India has launched specific conservation projects for individual endangered species. Over the past projects like Hangul (1970), Lion (1972), Tiger (1973), Crocodiles (1974-75), Brown- antlered Deer (1981) and Elephant were launched. Let us now discuss some of the major projects.
 - ◆ **The Gir Lion Project** is located in Gir forests of Gujarat. It was launched by the Government of Gujarat in 1972. Apart from conservation of the lions in their natural habitat, it also provided for the social upliftment of the pastoral maldhari tribes, whose cattle frequented the lion habitat.
 - ◆ **The Crocodile Breeding Project** was undertaken from the 1st of April, 1975 for all three types of crocodile species found in India, based on the advice of an FAO expert. (Three species are Gharial, Saltwater crocodile and Mugger or freshwater crocodile).
 - ◆ **Project Tiger:** This centrally sponsored scheme was launched on 1st April, 1973 to ensure a viable population of tigers in India. For scientific, economic, aesthetic, cultural and ecological values. It also aimed at the preservation for, all times to come, areas of such biological importance as a national

heritage for the benefit, education, and employment of the people. At present, there are 50 Tiger Reserves in several States of our country, covering an area of 72,749 Sq. Km.

- ◆ **Project Elephant** was launched in 1991-92 to assist States having free ranging populations in wild elephants to ensure long term survival of identified viable populations of elephants in their natural habitats. States are being given financial, technical and scientific assistance to achieve the objectives of the project.

iv) **Specific Programmes for fragile ecosystems** - There are programmes also for such ecosystems like Coral reefs, Mangroves and wetlands. Let us first familiarise ourselves with such ecosystems.

- a) **Wetlands** which include a wide range of inland, coastal and marine habitats share the characteristic of both wet and dry environments. They exhibit enormous diversity based on their genesis, geographical location, hydrological regimes and substrate factors, and include marshes, flood plains, tidal marshes, swamps, etc. Wetlands are important.
- b) **Mangroves** are salt tolerant forest ecosystems found mainly in tropical and sub-tropical intertidal regions of the world. They are reservoirs of a large number of plant and animal species.
- c) **Coral Reefs** are shallow-water tropical marine eco-systems, characterised by a remarkably high biomass production and a rich floral and faunal diversity.

Realising the importance of these fragile eco-systems, the government has constituted a National Committee on Wetlands, Mangroves and Coral Reef, to advise it on policy guidelines for implementing programmes on conservation, management and research of these ecosystems. Based on the recommendations of this committee many specific schemes have been launched for Mangroves, Coral Reefs and Wetlands, for intensive conservation and management. State level Steering Committees have also been set up to facilitate these objectives.

II) Ex-Situ Conservation

Ex-situ conservation involves conservation of species outside their respective habitats and eco-systems. This includes zoological and botanical gardens.

- i) **Zoological Gardens:** Zoos are primarily dry facilities where animals are confined within enclosures and displayed to the public, and in which they may also be bred. Such facilities include zoos, safari parks, animal theme parks, aviaries, butterfly zoos, aquariums and reptile centres, as well as wildlife sanctuaries and nature reserves where visitors are allowed. There are more than 275 centres of ex-situ wildlife preservation in the form of zoos, deer parks, safari parks and aquariums.

The Central Zoo Authority of India (CZA) is the Governing Authority of all Zoos in India, and is an associate member of the World Association of Zoos and Aquariums (WAZA). The Central Zoo Authority supports, oversees, monitors and co-ordinates the management and development of zoos in the country. The zoological parks are essentially looked upon as centres of education and recreation and have played an important role in conservation of species such as Manipur Thamin Deer and White-winged Wood Duck.

- ii) **Botanical Gardens:** There are more than 70 Botanical Gardens including 33 University Botanic Gardens. Several schemes have been launched to assist the botanical gardens.

The urge to conserve wildlife resources and prevent gene-erosion manifests itself in the enactment of various legislations. The Wildlife Protection Act (1972) is the supreme legislation in relation to the protection of wildlife. The Wildlife Act has already been discussed upon in the earlier Sections of this Unit. Besides, there are other legislations, though not so direct, as well to aid the cause of wildlife conservation. The various forest Acts (Indian Forest Act 1927, Forest Conservation Act, 1980), Environment Protection Act, the Acts related to biodiversity as also the legal status of national parks, sanctuaries and conservation projects are also of paramount importance in the preservation of wildlife.

The Prevention of Cruelty to Animals Act, 1968 and the Animal Welfare Board have their own role to play in wildlife management.

India is a party to many International conventions on wildlife conservation. Depending upon the nature of conventions/agreements, whether they are in the form of hard laws or soft laws, they definitely help to create a moral pressure or at times an obligation to take necessary action. It also speaks of a global effort to come to terms with an alarming problem. The worldwide concern for wildlife resulted in the formation of the International Union for Conservation of Natural Resources (IUCN) and its appendage, the Survival Service Commission which supplies up to date information about every species in danger of extinction. The World Wide Fund for Nature (WWF) affiliated to IUCN is closely associated with conservation problems. Let us discuss some of the international conventions to which India is a signatory or a party.

- ◆ **CITES:** This convention came into force on the 1st of July 1975, as a result of Inter-governmental Conference between 10 countries. India became a signatory to this in 1976. It draws upon the technical resources of IUCN and is funded by UNEP. The aim of the convention is to establish worldwide control over trade in endangered species and their products. For this purpose, the endangered species have been listed under three appendices depending upon the agreed degree of protection required. The export and import of live specimens or any derivatives are either prohibited or subjected to a uniform licensing procedure recognised by all countries. Under the convention, each country has to create its own 'Management' and 'Scientific Authorities' for the enforcement of the control measures on trade. In India, the Inspector General of Forests and the Directorate of Wildlife Preservation were

designated as the management authority, whereas the Botanical Survey of India, the Zoological Survey of India and the Central Marine Fisheries were together called as the scientific authority for the purpose of CITES.

- ◆ India is also a signatory to the **Convention on Wetlands of International Importance**, especially as Waterfowl Habitat, generally referred to as **Ramsar Convention (1971)**. The six wetlands designated by India under the Convention are Chilka (Odisha), Keoladeo Ghana National Park (Rajasthan), Sambhar (Rajasthan), Wullar (Jammu and Kashmir), Loktak (Manipur) and Hariko (Punjab). The Ramsar Convention calls upon its signatories to formulate and implement plans to promote the wise use of wetlands in their territories and to ensure that the ecological character of these habitats is preserved.
- ◆ **Convention on Biodiversity (CBD):** The Biodiversity Treaty was signed at the Earth Summit in Rio de Janeiro in June 1992. Pursuant to the ratification of the Convention on Biological Diversity (CBO) by India on 18th of February, 1994, several steps have been initiated to meet the commitments under the Convention as also to realise the opportunities offered by it. Those efforts aim at bringing the legislative, administrative and policy regimes in tune with the objectives of the convention. A National Action Plan on biological diversity is under finalisation.
- ◆ **Siberian Crane Experiment:** India is a signatory to the Memorandum of Understanding (MoU) concerning the conservation of the Siberian Crane. In addition to India, countries such as Afghanistan, Azerbaijan, Iran, Kazakhstan, Pakistan, Russian Federation, Turkmenistan and Uzbekistan and Wild Bird Society of Japan are also signatories to the Convention.

In addition to all this, India is also a signatory to the International Convention for Regulation of Whaling (1946) and Convention on Conservation of Migratory Species of Wild Animals (1979).

WILDLIFE TOURISM IN INDIA - Wildlife Tourism is a crucial element in wildlife protection. It is the tourists who can be a potential force of wildlife conservation and conversely it is also tourists who can adversely affect a wilderness area through excessive pressure on the fragile ecosystem. It is up to the developer and the tourists to the wilderness to decide which path they want to pursue. Although the term 'ecotourism' is used often, this cannot become a reality without the active participation of the tourists. A lot many precautions are regularly taken, yet when 'development' reaches wilderness, it brings along with it many imbalances to the wildlife. Impacts on wildlife resulting from development can be classified into two general categories:

- 1) Impacts resulting from increased human use of the area,
- 2) Impacts resulting from different levels of surface - disturbing activities, such as, road construction or mineral development.

Human presence brings along with them vehicles, vehicular pollution and noise, boats, planes and general disturbance. For example, animals who normally forage along the river corridor during the summer would move to other areas if the presence of additional humans, boats or planes disturbed them. Also, animal life is likely to be destroyed to protect human life.

However, it takes time, some years for any impact to be noticeable. For example, poaching and hunting have led to the extinction of Indian Cheetah, but it took a long time for the impact to be noticeable. Development in general, has an adverse impact on most species of wildlife by displacing them from their habitat. Moreover, the clamouring for the development of tourist related facilities in itself present significant threats to fish, wildlife and wilderness value. One tends to forget that it is the wilderness, which is allowing us to experience itself and go overboard on the mission of development.

Take the example of the now fragile environment of Annapurna region of Nepal. Annapurna Conservation Area is Nepal's largest protected area covering 7,629 km² (2,946 sq mi) in the Annapurna range of the Himalayas across the Manang, Mustang, Kaski, Myagdi, and Lamjung districts. The area ranges in altitude from 790 m (2,590 ft) to the peak of Annapurna I at 8,091 m (26,545 ft).

Ever since mountaineering and trekking became a popular Western pastime in the 1970s and 1980s, the Annapurna range has been a focus for many of the estimated 2,00,000 annual visitors that Nepal receives, most of whom come from Europe, Canada and Japan. One-third of these visitors were estimated to trek into the area each year, outnumbering the local population by a ratio of two-to-one (Annapurna Conservation Area Project, 1993). What they have left behind in a fragile environment, which can barely sustain its own local inhabitants, is a world increasingly blighted by their presence.

In January 1994, a conservationist with the Annapurna Conservation Area Project pointed out that:

“70,000 visitors a year may not seem a lot of people compared with the number of tourists to other places. But for an environment like the Annapurnas, with its delicate ecological balance between human presence and natural resources, it is rapidly becoming 70,000 visitors too many”.

The negative environmental impact is obvious to any sensitive visitor to the area. The poor, native villages scattered along the main valley to the mountains have now been complemented by numerous guesthouses and lodges, which continue to be built every year. These are almost entirely constructed of wood from the surrounding forests, and the need to feed and heat thousands of visitors has led to further encroachments on scarce resources.

The resulting soil erosion is evidenced in the large swathes of terrain that have literally been washed away by the heavy monsoon rains. The statistics make a disturbing reading: 96% of Nepal's energy comes from the forests. Current figures show that these are

disappearing at the rate of 3% every year. One hectare of cleared forest loses 30-75 tons of topsoil annually. In Nepal as a whole, approximately 4,00,000 hectares are cleared each year, resulting in devastating landslides and floods as water sweeps off the unprotected mountains. The lodges in one small village along the major Annapurna trekking route consume one hectare of virgin rhododendron forest each tourist season to service the needs of their foreign visitors.

The strain on local systems of waste management and disposal has also proved overwhelming. Litter lies in scattered piles on the outskirts of villages or strewn along the banks of rivers. Trekkers and mountaineers bring many non-biodegradable items into the valley such as beer cans, tins and wrappers. It has been calculated that if the number of plastic bottles imported into the area each year was placed end to end they would reach the peak of the highest mountain in the Annapurnas.

It has been observed that opening up protected areas to tourists results in waste garbage generation in such areas, and over a period of time, the waste starts piling up and eventually it degrades the ecosystem in the concerned protected area. It is pertinent to mention that unsuspecting wild animals may start consuming them while on the search of food. It has been observed that in a number of cases, wild animals were observed feeding on plastic waste. Annapurna Region's fragile eco-system supports both wildlife and humans and its imbalance is affecting both.

Similar cases are being observed world over. For example, according to some conservationists, the tourist carrying capacity for some of the fragile park ecosystems in Zimbabwe has already been exceeded. Studies have shown soil compaction caused by trampling and vehicles in several parks, which has led to increased water runoff, erosion and changes in vegetation. Excessive trampling of vegetation by walking, photographic and hunting safaris may affect plant diversity and lead to the loss of several species. As in several of the Kenyan national parks, observable changes have also been noted in animal behaviour. Loss of ground cover, changes in water quality and increased noise have disrupted mating and feeding habits. Some animals have begun to rely upon food supplements acquired through campsite raids. This is already evident among the honey badger, hyena and elephant populations at the Mana Pools National Park in Northern Zimbabwe. Whether due to increased familiarity with humans or irritation due to their presence, attacks by crocodiles, hippopotami and buffalo along the Zambezi River has also been witnessed in recent years. In several cases, this has led to the shooting of animals, which have become too persistent. One bull elephant in Mana Pools recently had to be shot due to its habit of overturning cars in search of oranges.

Ecological damage is often difficult to reverse. This is evident in Victoria Falls, whose unique rainforest, watered by the spray from the Zambezi River, is said by some botanists to be in a state of almost irreparable damage due to excessive trampling of vegetation by the thousands of visitors who frequent the area. Yet as tourism becomes bigger and bigger a business, and as the government is pressured to issue more licences for more operators, safari companies, canoe enthusiasts, etc. the lure of quick money for an economy desperate for foreign currency is a temptation that is difficult to resist. Perhaps

some of the negative consequences of unregulated wildlife tourism in Eastern Africa can provide an instructive warning.

Thus, tourism concerning wildlife should be planned in such a way that it aids the cause of wildlife conservation and generates interest in their long-term survival. The government has already laid down certain guidelines in this regard. There is a need to promote 'ecotourism' taking into account the carrying capacity of the area and fragility of the eco-system concerned. There are all round efforts being made, both at the government and the non-government level, to educate the people about the importance of wildlife conservation. However, there is a need to make such programmes more broad-based and people-oriented. As such it is almost imperative to give greater support to grass root organisations.

The **World Tourism Organisation** has published "**Guidelines for the Sustainable Development and Management of Tourism in National Parks and Protected Areas**". In order to "disseminate sustainable practices in the development and management of eco- tourism" WTO continues to organise seminars.

There are various voluntary organisations involved in conservation of wildlife in India. While for reasons of space, it is not possible to discuss all of them here, let us focus ourselves on three major organisations:

- ◆ Bombay Natural History Society
- ◆ The Wildlife Preservation Society of India, Dehradun
- ◆ World Wide Fund for Nature - India

Sustainable tourism would be an umbrella concept, covering environmental, social and economic integrity and wellbeing of natural and cultural resources in perpetuity. Eco-tourism, as a subset, refers to tourism that is located in relatively undisturbed natural settings and areas, from the pristine to the less degenerated, and which should be a tool for the conservation and sustainable development of local communities. Nature tourism need not have the above restrictions. It would include white water rafting, mountain biking, hunting, etc. even where the use for tourism is neither wise nor sustainable.

Adventure tourism was a commercial label for nature tourism. Accordingly, the term "eco- lodge" was seen as an industry label used to identify a nature dependent tourist lodge that respected the philosophy of ecotourism. It would be different from ski and fishing or mountain lodges and luxury retreats.

If ecotourism is to come of age in India, we have to take a stock of our resources, see the threats and conflicts in its conservation and protection and manage the demand for its viewing by tourists as well as the legitimate demands of the resident population for a share in the decision making, planning and implementation of projects which bring them into the centre of the activity rather than leaving them on the periphery. Site- specific and Issue- specific evaluation and documentation along with private public interface and Regulatory measures will create value for our wildlife and natural habitats.

Wildlife policies and acts have evolved over a long period of time. There has also been an attitudinal change in the notion of wildlife management. From the assumption that forest policies can take care of wildlife, India has now evolved a comprehensive and multi-pronged strategy of wildlife conservation.

Wildlife management is a comprehensive exercise. Survey, Conservation Projects, Legislations, International Conventions, Education and Awareness - all form an integral part of the government's wildlife strategy. There is also a need to involve people more actively in any such programme of forest conservation.

Wildlife tourism has both positive as well as negative impacts. In order to minimise the negative impacts, it is necessary that the tourists, as well as those who package wildlife tours, should be sensitised to the issues involved in wildlife management.

19.5 Tourism and Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

◆ Air pollution

Transport by air, road, and rail is continuously increasing in response to the rising number reported that the number of international air passengers worldwide rose from 88 million in 1972 to 344 million in 1994¹¹. One consequence of such an increase in air transport is that tourism now accounts for more than 80% of air travel and is, therefore, responsible for an important share of air emissions¹². One study estimated that a single transatlantic return flight emits almost half the CO₂ emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly. As per Improved Efficiency - 2018 Airline Industry Statistics, airlines carried 4.4 billion passengers on scheduled services, an increase of 6.9% over 2017, representing an additional 284 million trips by air.

Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

◆ Noise Pollution

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as

¹¹ IATA

¹² Mayer Hillman, *Town & Country Planning* magazine, September 2006.

snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause animals to alter their natural activity patterns.

◆ Water Pollution

Human activities like tourism are among the major causes of water pollution. Factors such as cruise tourism and discharge of untreated sewage to water bodies from so called local 'eco-resorts' are a major cause of water pollution. In many areas, pilgrims, especially in India, consider taking a dip in rivers such as Ganga and Yamuna as holy. Immersion of dead bodies in such rivers also tends to pollute them. In other places, adventure and water sports may many a time pose danger to the ecology of the water body they are commercially dependent on. For instance, a large number of motor boats in a lake or beach or cruise liners in a port may pollute it.

One example of how tourism and pollution adversely impact each other can be seen in the Mediterranean regions. Many Mediterranean countries are dependent on tourism as a major source of revenue. Mass tourism in the Mediterranean is a very big issue of late. The Mediterranean has been identified by WWF as one of the most important regions in the world for its outstanding biodiversity features. It is one of the cradles of civilisation, with a rich natural and cultural heritage. The Mediterranean Sea is the region with the highest percentage of endemic species - species living only in this part of the world - just after the tropical seas: 20% of all marine species can only be found in this basin. Very endangered species dwell in its waters: the monk seal, the loggerhead and the green turtle as well as several species of cetaceans.

Tourism is the largest industry in the world with impacts to match. Because tourism occurs in environmentally fragile areas rich in biodiversity, its impact on the environment is significant. Nowhere in the world is this more evident than the Mediterranean basin. In fact, large-scale mass tourism is one of the main forces behind the ecological loss and destruction in the region, particularly in coastal and marine areas that still maintain high natural value and are important to safeguard biodiversity. Through inappropriate practice and development, once pristine locations have been damaged, sometimes beyond repair.

The Mediterranean region is the leading tourist destination. Tourism is mainly concentrated in the coastal areas which receive 30% of international tourist arrivals. The most widely used tourism development model used in the region is based on seaside summer holidays and the attainment of quantitative goals. Of the total 46,000 km of coastline, 25,000 km is urbanised and have already exceeded a critical limit.

International tourist arrivals (excluding domestic arrivals) in 1999 totalled 219.6 million (4.7% increase over 1998). Projections show that this figure could reach 350 million by 2020. Eighty Four percent of the tourists in the Mediterranean come from Europe, mostly from northern and western countries. Germany is the largest market followed by the

United Kingdom, France and Italy. Spain, France, Italy, and Greece receive almost 80% of Mediterranean tourism.

The Mediterranean receives 1/3 of the income of international tourism. Over the last three years, 2/3 of the income returned to the hands of less than 10 tour operators from northern Europe¹³.

The Mediterranean is under threat, due to the inappropriate practice and development associated with mass tourism. With current development models based on quantity, the projected growth of tourism development in the region will continue to damage landscapes, cause soil erosion, put pressure on endangered species, further strain available water resources, increase waste and pollution discharges into the sea and lead to cultural disruption.

Construction related to tourism development (hotels, airports, roads, vacation homes) causes the greatest negative impact on the fragile coastal and marine ecosystems in the Mediterranean. Loss of biodiversity and landscape attractiveness already affects a number of tourist destinations throughout the region. The projected growth will continue to degrade these regions, as well as destroy what are now almost untouched areas. Intensive tourism development and resultant water pollution on coastal fringes have already caused major damage to coastal ecosystems. For example, three-quarters of the sand dunes on the Mediterranean coastline from Spain to Sicily have disappeared mainly as a result of urbanisation linked to tourism development.

In Italy, over 43% of the coastline is completely urbanised mainly linked to tourism development, 28% is partially urbanised and less than 29% is still free of construction. In addition, there are only 6 stretches of coast over 20 km that have no construction and only 33 stretches between 10 and 20 km without construction.

As a major cause of the loss of natural habitat, tourism has a very direct negative impact on biodiversity, directly affecting rare and endangered species. Over 500 plant species in the Mediterranean are threatened with extinction and are under intense pressure from tourism development in some overbuilt destinations. In Zakynthos (Greece), sea turtles have had their coastal nesting grounds disturbed and destroyed by tourism development and tourist behaviour.

Tourism's impact on the critically endangered Mediterranean monk seal has been particularly devastating. The biggest impact has been from the loss of its habitat. The monk seal needs suitable cave and beach habitats in order to breed successfully - areas that are exploited by the tourism industry. Already the impact of tourism has played a major role in the decline and extinction of Mediterranean monk seal populations in several key areas including France and Corsica, Spain and the Balearic Islands, Croatia, Italy and Sardinia, and Tunisia. Without dramatic changes, the current tourism pressure will likely drive the species to extinction.

¹³ UN World Tourism Organisation report.

Freshwater concerns are reaching crisis levels in some Mediterranean countries as demand outstrips supply and desertification advances throughout the southern regions. During the summer months, water supplies are exacerbated by tourist flows for use in hotels, swimming pools and golf courses. For example, an average Spanish city dweller uses approximately 250 litres of water per day, while the average tourist uses 440 litres. This number increases to 880 litres if the tourist uses accommodations with swimming pools and golf courses.

Periodic water shortages already exist in many regions and are likely to spread and increase. This not only is an environmental threat but poses many problems for the tourism industry itself as the shortages could lead to structural problems in the long term. Throughout the region, water use conflicts are spreading and worsening, particularly between rival coastal and country areas where competing interests vie for the limited resources.

Pollution and wastes: The Mediterranean Sea receives 10 billion tonnes of industrial and urban waste per year with little or no purification. The production of wastewater and solid waste in tourist areas often exceeds the carrying capacity of local infrastructures due to the high seasonal demand. Pollution also negatively affects water quality in beach areas and drinking water supplies. The human health implications can be severe. The cause and effect for tourism is also great, as tourism contributes to all forms of pollution (water, waste and atmosphere) and is adversely affected by the impact of pollution on the natural resources they rely upon.

Social and cultural impacts: While tourism provides certain economic benefits to a region at least in the short term, it also causes disturbance to the local way of life as well as to social structures, and can adversely affect traditional practices that contribute to the conservation and sustainable use of biodiversity. It utilises the physical environment for profits that are mainly directed out of the country, creating adverse impacts on livelihoods and lack of benefit sharing with the local people who will bear tourism related costs to both the human and natural environment. Additional resource use conflicts occur between tourism and local populations as they compete for limited resources of water, sanitation, energy and land uses.

Continued international concern over the management of coastal areas has led to examining the potential use of remote sensing and GIS methods for regional environmental impact studies. WWF has conducted a periodical analysis to measure tourism growth and assess changing tourism trends. The goal of this WWF analysis is to gauge the current trend of tourism activity in the Mediterranean region and illustrate the impact of this activity in key areas important to biodiversity. The WWF analysis was an attempt to estimate tourism activity in the Mediterranean coastal regions in 2005. It used multitemporal satellite data, measuring light intensity during the winter and summer seasons. The ratio between these two values, representing the seasonal light difference, has been considered as an indicator of tourism activity.

Overall, the analysis shows increasing tourism activity throughout the Mediterranean region in 2005. According to the report, some areas will continue to experience very high tourism activity like the C'ete d'Azur in France and the Costa Brava in Spain, while others areas will stabilise or possibly even decrease as in the case of Balearic Islands and the northern Adriatic coast of Italy. Most other areas will undergo dramatic growth in the level of tourism activity during the ten year period. Growth in Eastern Mediterranean and North African countries is higher- often double- than in the traditional western Mediterranean destinations. Countries, such as Turkey, Croatia, Morocco, Tunisia and Greece, tend to present far more dynamic growth patterns than the more mature destinations with tourism activity spreading along their coastlines.

Overlaying biological data from a previous WWF analysis identifying the most important coastal and marine areas for biodiversity resulted in a projection of tourism activity in the following key areas:

- ◆ Alboran Coast (Spain and Morocco)
- ◆ Liguro-Proen al coast (France, Italy, Monaco)
- ◆ Corso-Sardinian coast (France, Italy)
- ◆ Southern Tyrrhenian coast (Italy)
- ◆ Dalmatian coast (Croatia)
- ◆ Eastern Ionian coast and islands (Albania, Greece)
- ◆ Aegean Sea and Anatolian coast (Greece, Turkey)
- ◆ Cilician coast (Turkey) and Cyprus coast
- ◆ Gulf of Gabes (Tunisia)
- ◆ Algero-Tunisian coast (Algeria, Tunisia)

This projected tourism activity in the most ecologically important areas in the region was to further degrade already developed areas and cause drastic transformations of the coastal and marine ecosystems in untouched areas. Furthermore, by 2020, approximately 350 million tourist arrivals will visit the Mediterranean, representing about 22% of all tourists worldwide. The ten Balkan countries are forecast to receive 79 million tourists in the year 2020 (4.6% growth rate over period1995-2020). The leading tourist destinations will be Greece, Turkey and Croatia.

Under the current tourism development patterns, these predicted trends have, unfortunately, come true. In many areas, as predicted, implied degradation and even and even outright destruction of most of the valuable natural and cultural areas of the region has already taken place.

UNIT 20

SOCIAL IMPACTS OF TOURISM

Contents

20.1	Introduction	559
20.2	Changes in Land Use Patterns	560
20.3	Scarcity of Natural Resources (Water and other Resources)	565
20.4	Heritage Conservation	567
20.5	Employment and Job Scarcity	572

20.1 Introduction

We are well aware of the economic benefits of tourism. We have also seen, however, that there is not a simple linear relationship between the growth of tourism and of the economic benefits for the whole community. For instance, in the initial stages, tourism may create more jobs for locals while increased demand for food leads to intensification of agriculture. Hence, there is a deep and intrinsic relationship between tourism and society and both have their impacts, both positive and negative, on each other.

Tourism is based upon the economic and social processes and changes that are occurring in the environment of the societies where tourists come from, its development in destinations focuses on the use of natural and cultural resources which generates impacts. The society and the environment are often referred to as the key components of tourism because they are the bedrock for any tourism development. The society comprises of the home environment and the destination environment, this is because the relationship between tourism and the environment is concerned not just with the destinations that tourists go to but also the societies where they come from. The society in which tourism occurs is the key component in tourism development.

The attributes of society and environment can either be viewed as natural and/or cultural. Tourism development takes place where the natural/cultural environments are attractive and desirable. Rocks, mountains, streams, beaches, flora and fauna to mention but a few, are examples of natural environments that attract large number of tourists. The cultural environment entails the part of the environment that is man-made and developed. The material components of the cultural environment (or the society) are

purpose-built structures and sites, caves, historical buildings, architectural features and ancient monuments. The non-material components of the cultural environment are the culture of the people which entails the folklores, dance and carnivals.

The community a tourist visits is often termed the host community/ local communities. The host society is the town or city that welcomes visitors and provides them with the desired services. Host communities are the people who live in the vicinity of the tourist attraction and are either directly or indirectly involved with, and / or affected by the tourism activities. Tourism involves some elements of interaction between the tourist and the destination environment. The consequences of these interactions are often referred to as the “impacts of tourism”. Most people think of tourism in terms of economic impacts, jobs and taxes. The actual range of impacts from tourism is broad and often influences areas beyond those commonly associated with tourism. Leaders as well as residents who understand the potential impacts of tourism can integrate this industry into their community in the most positive way.

Local communities affect tourists by giving them knowledge of their culture and way of life. Tourists’ impact on the local populations can be, first of all, economic by generating income, developing resources, sharing knowledge and experience, etc. Whenever a new tourist destination is developed, one should always bear in mind this co-interaction.

In order to decrease the negative effects on local societies, we can check the following points when arranging a tourism activity in a region or taking part in it¹:

- ◆ Are local people involved in the tourism industry as employees?
- ◆ Does the organisation cooperate with the local businesses?
- ◆ Does it have a respectful attitude to the local culture?
- ◆ Is there respect for nature and how is it protected?
- ◆ How much economic benefit will the local population get from tourism?
- ◆ Are tour operators concerned about ecological hotels, transport and restaurants?

We can see that it is a great challenge to make a profitable business running tourism in an area without some negative effect on the local communities. It is possible for the tourism industry to cooperate with other industries and bring benefits to both the tourism organisations and local businesses. The first step to achieve it is to understand the needs and desires of both the host community and the tourists.

20.2 Changes In Land Use Patterns

Land-use and land-cover change is a general term for the human modification of the Earth’s terrestrial surface. Though humans have been modifying land to obtain food and other essentials for thousands of years, current rates, extents and intensities of Land use changes are far greater than ever in history, driving unprecedented changes in ecosystems

¹ Davis A Fennel, ‘Tourism Ethics (Aspects of Tourism)’, 1999.

and environmental processes at local, regional and global scales. These changes encompass the greatest environmental concerns of human populations today, including climate change, biodiversity loss and the pollution of water, soils and air.

Additionally, apart from environmental concerns of changes in land use, the social impact of this phenomenon is also of equal concern. For instance, at many destinations tourism is the main source of income for the local residents. Land use and cropping patterns have also been affected. For example, in many cases agriculture land is converted for making resorts; exotic vegetables are grown to meet tourist requirements, etc. Tourism's local benefits, when well-planned and managed, could improve standards of living of residents.

On the other hand, tax revenues generated by tourism could be used to improve community facilities like schools, hospitals, roads, and watershed management and energy requirements, etc. Improvements in infrastructure could open new opportunities for local residents. Other economic sectors like agriculture and fisheries and crafts could be stimulated. Conservation of local heritage, nature, arts and crafts can be paid for by tourism. However, for these benefits to be realised, self-determination by the largest number of local residents is required. Yet, in tourism, short term dynamics are more usual than the participative process, which can be painstakingly slow. Co-determination of the indigenous and immigrant communities is a prerequisite if tourism is to realise its benefits. The role that local inhabitants wish to play, active or passive, has to be discussed with them at every stage.



Figure 1: Heritage village of Pragpur, HP

There are some problems in translating the ideal into the real situation. Take the case of Pragpur, India's first heritage village. It is a pretty, medieval village located in the verdant Kangra Valley in Himachal Pradesh. Prag in Sanskrit translates to pollen. In a way, it aptly describes the area of Pragpur which in spring is afire with blossoms. The core area of Pragpur has been notified as a "Heritage Village", and, along with the nearby village of Garli, the surrounding area is a Heritage Zone by the Himachal Pradesh Government in December 1997. Located at an elevation of 2000 feet above sea level, heritage village Pragpur is ideally suited to explore the Kangra valley. The area has several streams that drain into the river Beas. Many places of historic, religious and cultural importance are within easy reach. With its equitable climate, easy access, safe passage and rich flora and fauna, Pragpur and its surroundings offer an ideal location for village tourism. The ambience of the heritage zone of Garli-Pragpur is zealously protected by the local residents. In their endeavour that Garli-Pragpur retains its unique character, panchayats preserve their heritage buildings. Several heritage structures are now being restored using original techniques but with modern facilities to facilitate tourists.

Independent local entrepreneurship was initiated by an independent family which has turned their family home Judge's Court into a heritage hotel, with a capacity of 16 beds. The Kangra Valley is somewhat awkward to access, requiring a mixed mode of travel, although it is not too distant from Delhi. The Department of Tourism of Himachal Pradesh has adopted Lori, a harvest festival of the agricultural North as a local festival, where the residents participate in competitions relating to Lori traditions. The Gram Sabha distributes prizes. The Mahila Mandal organises the festival. The rest of the year the local guide, a retired public sector employee takes visitors on a heritage walk through the village, which is indeed very unique. Local women provide handicrafts for the souvenir shop run by the guide.



Figure 2: Judge's Court, Pragpur

Even in the early stages of its tourism development, the tourism debate in Pragpur had already started. According to locals, the family owning the Judge's Court was sensitive to local opinion and taking tourism in small steps into the community. The benefits to the community have been the adoption of the village by the State Bank of India, which has picked up the electricity bill for the small community resident in the village. In return, they are hosted by the Judge's Court on their visits for their work. At the moment, the project is very limited although it is extensively promoted to package and high spending domestic tourists, as it is well within the visible carrying capacity of the village. In the event that the project expands, the repair, conservation and maintenance will require collaboration with professional companies. At that stage, local access to many public areas will be controlled.

Conflicts are likely to arise if awareness and participation do not go hand in hand. There is already an obstruction to extending the cobbled road since trucks cannot access the go downs of local traders. The village tank has been closed to local use for bathing and washing. Alternative resources, though are provided, are not adequate. The Khadi and village industries project is slowing down due to inaccessibility to production materials as the cobbled roads have led to ban of small vehicles in many areas of the village and heavy vehicles within the near vicinity of the village. The sector that is likely to benefit is the transport sector, and the number of taxis has already doubled. This is also due to proximity of the village to other tourist areas in Kangra Valley, especially to the famous shrines of Chintapurni Devi, Jwalamukhi temple and Chamunda Devi temple, all of which are considered to be 'Shakti Pith Sites'. Traditional cuisine also requires presentation if it is not to be replaced by Chinese and continental cuisines which international tourists prefer.

Another such example is the district of Palakkad in Kerala. The district has twenty one Agraharams (Vedic Villages), many of which have gained the legal status of 'Heritage Village'. By a 'Vedic Village' here, we do not mean resorts or spas that use such a tag line. Vedic Village, here, means an Agraharam where traditional activity was in engaging in the learning and analysis of the Vedas. In olden days, Agraharams were understood as home to the Priestly class, though it may not be so in today's time. Nowadays, people, irrespective of their caste might be living in Vedic Villages, but the traditional architecture and design of houses are maintained as well as the main activity still remains as spiritual learning of scriptures. Agraharams have lines of houses on either side of the road and the temple to the village, god at the centre, thus resembling a garland around the temple. According to the traditional Hindu practice of architecture and town-planning, an Agraharam is held to be two rows of houses running north-south on either side of a road, at one end of which would be a temple (generally dedicated to Shiva) and at the other end will be another temple (mostly of Vishnu).

Kalpathy Village, located on the banks of Kalpathy river, was one of the first Vedic Village in Palakkad to be declared as a 'Heritage Village' in the State of Kerala. Kalpathy is an early Tamil Brahmin settlement, very famous for Kalpathi Ratholsavam or the Temple car festival held annually at the Sri Visalakshi Sametha Sri Viswanatha Swamy

temple where the deity is Lord Siva (Lord Viswanatha). Hence, Kalpathy is also known as Dakshin Kasi or the 'Varanasi of the South'. In this village, homes are built mostly of thatched roofing.



Figure 3: Heritage village of Kalpathy

In the recent past, many new housing colonies have sprung up in and around Kalpathy. The pressure of modern aspirations and altered lifestyle is taking its toll on the heritage value of Kalpathy. Old buildings are slowly yielding way to new concrete structures. To preserve whatever is left, the State Tourism Department had taken up the Kalpathy Heritage Walk scheme. A Rs. 2 core project, aimed at restoring old structures, is underway. A regulatory guideline issued in this regard says, 'no development, redevelopment, construction including additions, alterations, repairs, renovations, replacement of special and architectural features, demolition of any part or whole thereof in respect of any object or buildings in the area should be allowed except with the prior written recommendation of the Art and Heritage Commission constituted by the government under Rule 154 of the Kerala Municipality Building Rule, 1999, in order to conserve the heritage character of the Kalpathy area and its environment.'

Traditionally, Indian villages have been given their legal status on the basis of the prevailing land tenure system. Two types of villages were described: the "joint" and the "severally". The first type is found in the North-West Frontier Province, the Punjab and the United Provinces, and the second in Peninsular and Central India. The latter type also existed in Bengal and Bihar before the permanent settlement in 1793. The "joint" type may be further subdivided into the pattidari and the zamindari sub-types, in both of which, the village lands are the joint property of an organised proprietary body. In a "joint" village, there are two classes of men, one with proprietary rights, the other without them, power resting exclusively with the former. In the "severally" or roytwari

village, a type which prevails over the greater part of India, the unit of land revenue is not the village, but the holding of each land-holder, which is separately assessed, and each land-holder is individually responsible for its payment. There is no waste land held in common which can be divided if required for cultivation, though there may be common rights of use in the waste, e.g., for grazing and for collecting fuel. In South India, there are two types of villages. The most prevalent is the mirasi village, where the land is owned in small amounts by a number of separate patrilineal joint families.

The other type is the inami village, which dates from the Maharatta conquest (1674-1799) when the Maharatta kings made grants of whole villages to individual families of Tamil Brahmans, to immigrant Maharattas and to religious institutions. In the Inami village, the “Brahman village”, land is owned by several families in a Brahman street called an agraharam. In Odisha, the “Brahman settlement”, called a sasan, was established by different kings, particularly the Gajapati Rajas. In North Bihar, there are two types of land called brahmottar, gifted to the Brahman, and devottar, gifted to the temple. Though a lot has changed with the changing times, still a lot depends on these lively villages which present the better half of India. Each Village has a unique identity, with the best coming out in their own ways. Travellers find these Indian villages extremely fascinating since they introduce them to a completely different way of living. Trapped in their hectic city life, travellers find the solace of villages in India completely refreshing. Away from their tensions, these travellers just love to spend some quiet moments amidst natural beauty and a new set of people and culture.

The relation between land and people has an important bearing on the economic life of the village, but such a fluid category of alliance can do little with the cultural personality of a village. What counts in the village culture is the wisdom tradition, the value system, and the local ontology that has been handed down from times immemorial. A complex system of cultural structures is identified with art and architecture, religion and specialised knowledge, human behaviour, environmental conditions and so on. Taking a holistic view, the “heritage village” rendition. It is a repository of the wisdom tradition, a microcosm of India’s Cosmo centric culture.

20.3 Scarcity of Natural Resources (Water and Other Resources)

Tourism has been found to be both beneficial as well as harmful for local economies. The debate goes on whether it is a blight or a blessing? Experiences of destinations vary in this regard. However, experience has shown that if tourism is not developed and managed properly negative impacts will take over and kill the destination in the long run. The Governments, tourism industry, NGOs and host population, all have a major role in mitigating the negative impacts and promoting the real benefits of tourism.

Natural resources are vital resources that are found naturally within environments that exist relatively undisturbed by mankind, in a natural form. A natural resource is often characterised by amounts of biodiversity and geodiversity existent in various ecosystems. Humans have been struggling to gain control of vital resources since the beginning of

time, but in a new era, we are faced with their scarcity as we are running out of places to go. All destinations are faced with a limited set of options when responding to needs that arise due to lack of such natural resources. Natural resources are essential for our survival while most are also used for satisfying our wants. Every man-made product is composed of natural resources at its fundamental level. A natural resource may exist as a separate entity such as fresh water, and air, as well as a living organism such as a fish, or it may exist in an alternate form which must be processed to obtain the resource such as metal ores, oil and most forms of energy.

Let us look at Calvia, a municipality on the west coast of Mallorca Islands in the Mediterranean, a part of the metropolitan area of Palma, Spain. Calvia has a resident population of 36,000 and hosts 1.5 million tourists every year, 80% of which come in the summer. The largest numbers are from Germany and U.K. With the rise of mass tourism in the sixties, the constant construction of hotels began and there was excessive exploitation of natural resources. Towards the end of the eighties the results of uncontrolled tourism development had become visible and negative reactions from the residents and tourists had become common. Tourist demand declined. The municipality of Calvia launched the Agenda- 21 in 1995. They planned a long-term strategy to integrate tourism and local development to protect the environment. A Citizens Forum of 300 people was directly involved in launching 40 initiatives and projects to implement this vision. In 1998, an evaluation process was started to measure the success of the projects in achieving the aims of Agenda 21.

Calvia was a rural area with a poor community. There was out- migration in search of livelihood. A floating population of 1500-3000 came for seasonal work. The coast was uninhabited. Today the resident population has doubled and 50% are under 30. They are born into the world of tourism. They have responded positively to setting aside 1660 hectares of land for no urbanisation where 40,000 hotel rooms could have been built. The plan envisages a cap on construction. Demolitions of hotels, efforts to recycle and the winter campaign to extend the season have all been supported to avoid the social problems associated with seasonal work, congestion and waste of resources. Eight Hundred activities, free of cost and using local skills and traditions, have been provided to attract tourists so that families remain in the municipality, children go to school and natural resources are protected. The industry and unions have devised and supported the programme and a 15% raise in taxes has met the cost to the municipality. The proposal reflects the fact that the municipality lives off tourism.

Clavians like mass tourism because the circuit is from the hotel to the beach, back to the hotel, to the discotheque and back to the hotel. The Tour Operator provides buses for transport. They have created a totally artificial destination for tourists, a seashore village as imagined by British tourists! There is nothing genuine about the village and the tourists like the familiar names, places and activities. If we were to take a lesson from Clavia, then we should first impose a set of rules and regulations, like Coastal Zone regulations, use of solar energy, limited height of buildings, recycling water and waste, for investors, whether foreign chains or national hotel companies.

There is not much resistance from the investor since it is a norm in Europe. Environmental impact assessment has to be done at the cost of the investor. Such concern is never primary for an investor in a developing country. Many destinations around the world have not heard of or used the positive inputs of Agenda 21. For example, waste continues to be dumped into the sea. To want more tourists at any cost is an incorrect long-term vision. The illustration of Clavia indicates that only a destination that has a secure economic return from tourism is likely to take a radical step like the implementation of Agenda 21 to enhance the favourable returns from tourism as an economic activity.

Another example from Bermuda will help to understand the link between economic benefit and Agenda 21. Tourism has made Bermuda one of the most affluent countries. Tourist arrivals number 500,000. The regulatory framework restricts households to one car; no car rentals are allowed; the number of ships in the harbour is restricted; whales, dolphins, marine turtles and corals are legally protected; neon signs are prohibited and a building code specifies height of buildings as well as the architectural style. National Park and nature reserves allow entry of tourists on foot.

It is quite unrealistic to imagine that the Indian investor or tourist is going to voluntarily impose such constraints on themselves. When the ASI raised fees to archaeological monuments for conservation, tourists and the industry protested against this. They still view pricing as the only tool for economic benefits from tourism.

Let us look at the case of Mexico. Tekax is a region including a city and villages in the Yutacan peninsula. It was badly damaged by a hurricane in 1988. During reconstruction, the ruins of a Mayan city were found. It was agreed that while this was a find of enormous tourism potential, the local population had to be involved in its development to get economic benefit from the discovery. Certain steps were taken in this regard. For example:

- ◆ the local businessmen and the community were asked to identify how they would like to develop and use the site for tourism,
- ◆ a plan for protection and education of local people was developed,
- ◆ improved agriculture and water management schemes were implemented, and
- ◆ a small hotel, designed, built and managed by the local community was set up.

Similar cases studies including MEDNET in Malta and Campfire in Zimbabwe help villages to develop tourism projects and benefit from them. Indigenous peoples in Australia are being trained to run tourist businesses and to run interpretation centers at National Parks and Nature Reserves.

20.4 Heritage Conservation

The heritage in many areas of the world is under threat. The passage of time and the effects of harsh climates render already-fragile places of culture and tradition ever more vulnerable. When coupled with neglect, poor maintenance, inadequate financial support, unregulated urban development, and the exponential growth of tourism, the very survival of the region's most special places is at risk.

Archaeological sites, historic monuments, traditional towns and villages, cultural landscapes, handicrafts, rituals, traditional music and performing arts are all endangered. How has this happened? And what can be done to rescue the disappearing cultural heritage of any specific region?

Both the physical heritage and intangible expressions of the region's history and culture are widely acknowledged to be of immeasurable value to its citizens. The heritage of a destination is also of immense interest and appeal to visitors. It is on the basis of this appeal that the region's tourism industry is founded and flourishes. While the value of the heritage resources of the cultures of the region, most often is the prime deciding factor in its demand as a tourist destination. However, this recognition is not always, or even frequently, translated into action to safeguard the heritage from decay, degradation or over-use. All too frequently, tourism itself has been the unwitting agent responsible for accelerating the demise of the region's heritage.

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents, at the same time, one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

Heritage tourism or cultural tourism is oriented towards the cultural heritage of the location where tourism is occurring. It is meant to gain an appreciation of the past or something we have got in legacy. It is one of the oldest forms of travel, and overlaps heritages of all kinds - colonial heritage, urban renewal, religious tourism, genealogy, industrial heritage, and ethnicity. Heritage tourism sites are many. However, to understand the nuances of heritage tourism, one needs to understand what is heritage.

Heritage is something that has been valued by the human mind and has been passed on from one generation to the other. Heritage encompasses both tangible as well as intangible products. Most of the time conservators try to protect our heritage against the natural process of deterioration. Next to the inevitable natural causes of decay, natural hazards such as earthquakes, floods, landslides, wildfires, tsunamis and tropical cyclones exact a heavy toll in terms of direct loss and irreparable damage to our cultural legacy. For instance, the consequences of the tsunami in Asia in 2004 and the Katrina hurricane during the 2005 Atlantic season had horrifying effects because of the huge losses they caused to human lives and ecology of the region. However, manmade disasters can even outdo natural disasters in the detrimental effects on humanity's collective memory of the past. Theft, war, civil disorder, terrorism, neglect and vandalism are human factors in the accidental or wilful destruction of our heritage. Of these threats, armed conflict remains particularly intractable and disturbing. Regrettably, of late we have experienced

more than once how shocking the effects of a violent struggle can be on the heritage of countries such as the former Yugoslavia, Afghanistan and Iraq.

Destinations affected by such natural and manmade consequences attracts a lot of human curiosity. Heritage tourism is difficult to segregate from other elements of tourism. Tourists interested in other areas, like adventure, religion and leisure also visit different heritage sites; for instance, tourists in India may club their religious visits with heritage visits to popular destinations such as Taj Mahal, Humayun's Tomb, Red Fort, Sarnath, Kaziranga, Tirupati, Varanasi, Rameshwaram or Ajanta. In India, for instance, UNESCO has identified 27 heritage sites, and has collaborated with state government authorities to develop several thematic itineraries, like linking Buddhist holy places, legends of Shiva, yoga and ayurvedic healing, etc.

The Union Government launched the National Heritage City Development and Augmentation Yojana (HRIDAY) scheme on 21st January 2015 for the development of heritage cities. This scheme aimed to preserve and revitalise heritage cities of India to reflect their unique character. The scheme further encourages development of an aesthetically appealing, accessible, informative and secured environment in heritage cities. This scheme is implemented by the Ministry of Housing and Urban Affairs. The Scheme supports development of core heritage linked civic infrastructure projects which includes revitalization of urban infrastructure for areas around heritage, religious, cultural and tourism assets of the cities. These initiatives include development of water supply, sanitation, drainage, waste management, approach roads, footpaths, street lights, tourist conveniences, electricity wiring, landscaping and such citizen services.

I) Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict

The Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict was adopted on 14 May 1954 at a conference in The Hague held under the auspices of UNESCO. This Convention was a response to the wide-scale destruction of cultural heritage during World War II and sought to ensure that cultural property, both movable and immovable, was safeguarded and respected as the common heritage of humankind. Cultural property and cultural institutions, as long as they were not put to military purposes, were to be protected in armed conflicts. The Convention's definition of cultural property is broad, including significant architectural monuments, art works, books or manuscripts of artistic or historical significance, museums, large libraries, archives, archaeological sites and historic buildings. The Convention was strengthened by the 1977 Additional Protocols of the Geneva Convention, relating to the protection of victims of international armed conflicts.

The Hague Convention has been violated in such instances as the Turkish bombardment of Paphos, Cyprus, in 1974, and military operations in and around the archaeological site of Tyre during the 1982-83 conflict between Israel and the Palestine Liberation Organisation in Lebanon. During the Iran-Iraq war of the 1980s, Iran reported Iraqi shelling of cultural and historic sites in Abadan and Shush. Iraq refused to mark its own sites with flags

containing the emblem designated by the Convention 'because this emblem may be seen by aeroplanes not only by the missiles and artillery, which attack the Iraqi towns with no exception'. The most blatant violations of the Hague Convention occurred during the clashes in former Yugoslavia when even the Convention symbol, the Blue Shield placed on historic buildings for protection, was actually being used as a target for violence in 'cultural warfare and terrorism'.

II) UNESCO World Heritage Convention

United Nations Educational, Scientific and Cultural Organisation was established as a specialised agency of UNO in 1945. Article I (2) (c) of the Constitution of UNESCO entrusted UNESCO the task of maintaining, increasing and diffusing knowledge by assuring the conservation and protection of the world's inheritance of books, works of art and monuments of history and science and recommending to the nations concerned the necessary international conventions. In 1972, under the auspices of UNESCO the international community of states adopted the Convention Concerning the Protection of World Cultural and Natural Heritage establishing a system of collective protection on a permanent and scientific basis. The convention is more popularly known as the World Heritage Convention.

By virtue of Article 8 of the World Heritage Convention, a World Heritage Committee (WHC) was established for the protection of the cultural and natural heritage of outstanding universal value. WHC is to be composed of 15-21 State parties ensuring equitable representation of regions and cultures of the world. In an advisory capacity, representative of International Center for the Study of the Preservation and Restoration of Cultural Property, International Council of Monuments and Sites, International Union for Conservation of Nature and Natural Resources (IUCN) and other inter- governmental bodies or NGOs with similar objectives may attend the meetings of WHC. The State members shall choose as their representatives, persons qualified in the field of the cultural or natural heritage.

Article 11 of the convention calls for the establishment of a World Heritage List. Every State party is to submit an inventory of property forming part of the cultural and natural heritage situated in its territory and suitable for inclusion in the list. WHC is also to maintain 'List of World Heritage in Danger'. Article 15 also calls for the establishment of a 'World Heritage Fund', whose resources shall come from compulsory and voluntary contribution, donations, fund raising events etc.

Some important facts about heritage sites are listed below²:

- 1) 1,121 sites are currently listed in the UNESCO World Heritage Site List.
- 2) Of these, 869 are cultural, 213 are natural and 39 are mixed properties.
- 3) The countries have been divided by the World Heritage Committee into five geographic zones: Africa, Arab States, Asia-Pacific, Europe and North America, and Latin America and the Caribbean.

² World Heritage List webpage accessed at <https://whc.unesco.org/en/list/&order=year>

While each World Heritage Site remains part of the legal territory of the State wherein the site is located, UNESCO considers it in the interest of the international community to preserve each site. UNESCO has also come up with a List of World Heritage in Danger. According to Article 11.4 of the convention, UNESCO, through the WHC may place threatened World Heritage Sites whose conservation require major operations and for which “assistance has been requested”. The list of World Heritage in Danger, popularly known as The Threatened Heritage List aims to draw attention to destinations that could be all but destroyed for future generations if something does not change soon. At the same time as supporting local communities, if things are not managed properly the negatives can soon outweigh the positives creating major environmental and cultural issues.

Apart from the World Heritage Convention, there is another UNESCO convention adopted in 1970, that attempts to curb illicit import, export and trading of cultural properties. The convention is called The UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property.

III) UNIDROIT

The UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects was adopted in Rome in 1995. It is an international treaty on the subject of cultural property protection. It attempts to fill gaps of the 1970 UNESCO convention (UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property) which lies at its core. The UNIDROIT Convention aims to reduce the illegal traffic of cultural property by obligating buyers to check the legitimacy of their purchase. Though looting and illicit trade in art objects are often associated with archaeological objects, the uncovered treasures, the substantial looting of the libraries, archives and museums are also common.

The UNIDROIT Convention follows the key terminology of the 1970 UNESCO Convention. Although the term “cultural property” is replaced by a more comprehensive term “cultural objects”, the list of their categories remains the same. However, the UNIDROIT Convention places it to the annex which makes it easier to change if it is required. The notion “illicit export” is replaced by “illegal export”, the term which underlines the reference to the law prohibition rather than forbiddance in general. Two conventions are “at once compatible and complementary”.³

When discussing the effectiveness of these treaties, it is important to note that they provide the often poor countries of origin with legal instruments to claim the return of their stolen heritage. Of late, an increasing number of courts have sustained these claims⁵. Still, complicated conflict of law issues inevitably arise due to the wide variety of legal norms and the cross-border nature of most cultural property claims. Whether international law really changes the illegal trade in the market countries depends on the willingness of the nation states to implement these rules and regulations.

³ *The 1995 UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects. An overview*, International Institute for the Unification of Private Law.

20.5 Employment and Job Scarcity

Tourism is one of the largest employers in the world. Although tourism generated employment lies mostly in the unorganized sector, the kind of livelihood opportunities presented by the sector is immense. One of the fastest growing industries in India is the Tourism Industry. Hence, there is a need for separate personnel to look after the needs of the tourists, manage the tourists' enquiries and complaints and ensure that the language barrier does not hamper the enjoyment or security.

Job scarcity is an economic term that refers to the number of workers who are not formally employed. It must be noted as being different from the unemployment rate because for the person to be classified as unemployed, he/she has to fit the formal definition of unemployment namely:

- ◆ Did not work in the 7 days prior to today
- ◆ Wants to work and are available to start work within 2 weeks from today
- ◆ Has taken active steps to look for work or start some form of self-employment in the 4 weeks prior to the interview.

Under tourism sector, jobs are created in the sum total of industries, such as construction and infrastructure, transportation, accommodation, food and beverage services, recreation and entertainment, travel agencies, tour operators and a large share of handicraft activities, culture and heritage, etc. Direct and indirect tourism employment, including jobs indirectly supported and induced by the industry, significantly contributes to overall employment in India. Capital investment, especially in transport and for the dissemination of information and communication technologies (ICT) are also factors that affect the future of tourism.

However, due to a lack of professional training, many low-paid tourism-jobs go to local people while higher-paying and more prestigious managerial jobs go to foreigners or "urbanised" nationals. To take care of this worrying trend, efficient and innovative use of Information and Communication Technologies (ICT) by capacity building organisations like governmental organisations, NGOs and educational/skill building institutions may offer a more equitable distribution of the benefits arising from tourism between the various actors, especially if micro and small tourism enterprises fully adopt ICT services, after extensive training. Inadequate tourism training and the scarcity of skills and technological abilities also undermine the competitiveness of the sector. This situation limits enterprise and job creation in the sector, inducing large companies to be focused on the productivity levels of a few competent and well-trained employees.

Tourism and travel are labour intensive. Regulatory reforms towards greater flexibility are likely to lead to reductions in unemployment. Large companies are more able to respond to the measures fixed by national or local bureaucracy; it is not the same for SME enterprises, which may be created for specific niches, products and services for the tourist and traveller. Tourism in its actual form, may not create potential sustainable jobs as expected, i.e. a need to change tourism policies to increase employment is required.

UNIT 21

CULTURAL AND DEMOGRAPHIC CHANGES DUE TO TOURISM

Contents

21.1	Introduction	573
21.2	Demographic Changes and Effect on Tourism	574
21.3	Intermingling of Cultures	580
21.4	Impact on Traditional Knowledge	582
21.5	Impact on Traditional Arts	584
21.6	Impact on Traditional Crafts	585
21.7	Migration	594

21.1 Introduction

Tourism is impacted by demographic changes as well as many other factors such as climate change, energy prices and the development of infrastructure or transport links. Such factors impact on trends in tourism and reflect in the supply and demand or popularity of any destination. Any tourism policy aimed at supporting tourism as a system in the interest of society and at managing the relevant areas, only can be considered as an ideally viable policy. Accordingly, there are also correlations with other areas of politics. In this context, an urgent requirement is the examination of the direct and indirect effects of demographic change, in terms of their relevance for tourism policy.

Culture and demography are an intricate part of any destination. A culture may be defined as customs, arts, social institutions, achievements and other manifestations of collective human intellect of a particular region, nation, people, or other social group. It includes the attitudes and behavioural characteristics of a particular social group. Demography describes the composition (size, distribution and structure) and development of human populations. The dimensions which are taken into account include gender, education, place of residence and income, or a combination thereof. Demographic change represents the changes in these population features.

21.2 Demographic Changes and Effect on Tourism

Demography is one of the external factors that shape tourism demand and development. The structure of societies is continuously changing, and for both public and private organisations working in the tourism field it is relevant to study these changes in order to anticipate and react upon them in the most competitive way. Translated into the marketing area, demographic changes are likely to impact the patterns of travel demand, including frequency, length of stay, products, and consequently on the communication strategies of National Tourism Organisations and private companies alike. The overall objective of analysing demographic changes, with respect to tourism market, is to see how these changes are impacting and will impact on tourism demand in specific generating markets, and how consequently destinations and companies can benefit from and adapt to such trends in order to become increasingly competitive in the market place.

Tourism is responsible for changes in the demography of a region. A popular tourist destination tends to have more population springing up, mostly of semi- skilled and low skilled workers who earn their livelihood on a daily wages basis.

Tourism enterprises are increasingly considered as providing an alternative to migration and a vehicle to alleviate poverty in developing economies by creating jobs. Likewise, tourists are staying longer in places – blurring the distinction between tourism and migration. What is the difference between a migrant and a tourist? Traditional definitions say a tourist is someone who spends less than a year in a place. Instead of looking at time spent, what if we paid attention to the impact – in the community and in the traveller? The blurry line between itinerants (migrants going back and forth) and long-term tourists create an interesting spectrum of intentions that affect their destinations in many different ways. While itinerants are typically creating value, tourists are moving the local economy with their money. However none has a real commitment to the local culture and may alter the fabric of local cultures without intent. Whether a homogenisation process kicks in, eventually diluting ancient cultural manifestations or the external agents (itinerant/ tourist) are integrated into a new cultural framework, is a serious matter.

Demographic changes presumably include indirect job creation due to multiplier effects and linkages with other economic sectors but comparing tourist to tourist and one country to another, the variations can be enormous depending on (among others):

- ◆ the amount of money spent by each visitor per day
- ◆ the length of the tourist visit (where 2 of the other conference topics come in: 1) difference between slow travel and migration and 2) role of foreign residents.)
- ◆ the rate at which tourism income actually filters through in the form of job creation: tourism is intrinsically labour-intensive, yet there can be a major effect of external profit outflows in the case of corporate or medium-scale private ownership (international or on a regional level to another region or capital city etc.).

Other important questions about this job creation would include:

- ◆ how much the tourist jobs actually pay (and are they full-time or part-time)
- ◆ how permanent the jobs are
- ◆ and even how desirable the jobs are (for example low-paid manual labour that would leave the moment better jobs are available in other sectors)

Demographic changes can be explained by a few examples. For instance, in Mexico many rural ecotourism projects were being started in communities with high rates of outward migration for economic reasons. Obviously a major aim is to create income and jobs, yet often there are failures within one or more of the aspects of potential demand, actual attractions, a functional organisational structure, accessibility and getting the message out to the potential visitors (to name just a few variables). For rural tourism to create jobs, you need certain basic conditions and then it requires a lot of hard work, a real interest in tourism and commitment. In southern Mexico, some communities are changing their structure for ecotourism management away from appointing all the ecotourism workers for terms of a year or two (sometimes regardless of their interest) to actually inviting interested individuals from the community (including youth that might be considering migration) to participate and thereby creating potential for a more permanent job creation.

On the other hand, one must take into account the vulnerability of tourism to external events (Nepal or the Mexican States of Oaxaca and Chiapas are examples where political problems suddenly caused a major drop in tourism). This should be a warning for over-dependence on tourism. Successful community tourism projects seem to regard tourism a bit like one of their several crops, and all those active in tourism still have their fields to fall back on during temporary problems.

In many tourism destinations, the tourism season is coinciding with the major time of agriculture activity e.g. the harvesting season. In various parts of India problems are arising from this. Former farmers who have found an engagement in tourism business have to / want to continue their farming activity and thus, often are dependent on external workers. This means:

- ◆ New workforce is needed for maintaining agriculture, i.e. a kind of multiplier effect is established. Money from tourism can trickle down.
- ◆ Small scale farmers become agrarian entrepreneurs, but they have to arrange with that.

Study demographic changes, tourism is examined from different perspectives comprising demand, supply and the labour market. The development of tourist demand is, above all, relevant to the tourism industry, destinations and marketers. Developments on the supply side relate, in part, to the public sector (road and rail infrastructure, cycle paths, water parks and townscapes) and in part, to the private sector (hotel and restaurant industry and leisure facilities). Developments in terms of employment within the tourism

industry impact on the decision-making of politicians, the administration and trade and industry. However, tourism is not only impacted by demographic changes. Many other factors also impact on trends in tourism reflected in supply and demand (e.g. climate change, energy prices and the development of transport links). As part of this project, we, therefore, have not analysed what tourism overall will look like by 2020 but have focused on the impact of demographic change on the development of tourism.

Tourism policies are aimed at supporting tourism as a system, in the interest of society and at managing the relevant areas. Accordingly, there are also correlations with other areas of politics. In this context, an urgent requirement is the examination of the direct and indirect effects of demographic change in terms of their relevance for tourism policy. Demographic change can affect different aspects of tourism. It impacts directly on tourist demand (volume and structure) and the tourism labour market (number of workers and their qualifications) and has an indirect effect on jobs within the tourism industry and tourism services (type and quality of sector-specific and enhancing infrastructure). These aspects are also known as direct and indirect interfaces with tourism. The nature of the impact on the volume and structure of tourism, booking and travel behaviour as well as the quality of the offering and tourism-related services is determined wherever an interface exists.

Demographic change can affect different aspects of tourism. It impacts directly on tourist demand (volume and structure) and the tourism labour market (number of workers and their qualifications) and has an indirect effect on jobs within the tourism industry and tourism services (type and quality of sector-specific and enhancing infrastructure). These aspects are also known as direct and indirect interfaces with tourism. The nature of the impact on the volume and structure of tourism, booking and travel behaviour as well as the quality of the offering and tourism-related services is determined wherever an interface exists.

Demographics have a dramatic impact upon tourism in many ways and vice versa. It will impact the types of tourists that will travel, where they originate from, where they travel to, the types of accommodation they require and the activities they engage in while away. It is estimated that the population growth will generate substantial expansion in overseas travel. Fertility and life expectancy are two of the biggest factors affecting global demographics. Life expectancy has been increasing year on year for decades in most of the world and this is a trend that is projected to continue. This trend intersects with declining fertility across much of the world. These declines in fertility are heavily influenced by many of the developments that have extended life expectancy across the globe. Infrastructural and medical developments that prolong lifespan - especially in developing countries - tend to improve infant mortality rates and this brings down fertility levels.

Other key issues are changes to work patterns and social values that increasingly bring women into the workplace, downplaying social mores that assign a higher value to male children and so on. As these values begin to converge, so do the demographic factors they engender.

The final important factor is Migration. This influences tourism in two ways, through Migration Led Tourism (MLT) and Tourism Led Migration (TLM). TLM is generally migration that takes place to fill vacancies in the tourism industry of a nation or region; for instance, young people from eastern and central Europe migrating to Western Europe. MLT is tourism generated by migration of any type, often people visiting friends or relatives in their new homes, or migrants returning to their place of birth to do the same.

It is important to bear in mind that not all demographic changes will necessarily hold repercussions for tourism. A recent report by the German Federal Ministry of Economics and Technology found that demographic alterations are likely to have an impact on tourism only if they 'arise in those groups (e.g. older people, children, the less affluent, single parents etc.) which represent a sizeable volume, will be considerably larger or smaller in volume and whose behaviour differs from other groups'.

Rising affluence around the globe has implications for attitudes towards work and leisure. As income rises it tends to be accompanied by a shift in values from work to leisure as more people are able to afford things they want without having to put so much emphasis on employment. This trend is visible in Europe, where there has been a decline in working hours since the 1970s as well as in Latin America and the Caribbean. It is even beginning to appear in the United States of America and East Asia which have traditionally worked considerably longer hours. Of course, the effect of increased prosperity does not remain simple. Beyond a certain level of prosperity, people may cease to feel the full benefits of improvements. People in the developed West have begun to display increasing dissatisfaction with their lifestyles, particularly in the United States where incomes have stagnated while cost of living has risen resulting in a real terms decline in standards of living for many. The economic downturn of 2008/2009 is liable to have only exacerbated this feeling. Economic constraints are liable to impact upon people's holiday choices for several years to come.

Related to this feeling of dissatisfaction is a common feeling that time pressures are becoming excessive and the modern world too complicated despite the fact that the majority of contemporary westerners now have significantly more leisure time than ever before. As a result, 'Value for Time' has become and will remain an increasingly important priority in people's decision making processes, leading on to more experience intensive holidays, often of a shorter duration. The recession will only have hardened the cash-poor, time-poor equation in people's minds further promoting the trend in shorter city break style holidays particularly as much of future tourism will originate from Asia. This should provide growth in the budget but also the traditional sightseeing categories.

There are major challenges and opportunities for tourism inherent in the demographic changes that lie ahead. Fundamentally, these involve population growth and age structure change driven by differential fertility rates and vastly improved health care. Some of the implications of these for tourism are considered below.

Population and ageing

- ◆ Tourists from developing countries are likely to be younger with very distinctive needs from the older tourists from more traditional source markets.
- ◆ This could force a stark choice for tourism destinations in their marketing, communications and product development. Do you choose to attract older or younger tourists? Or try to attract both and run the risk of not satisfying either segment?
- ◆ For the transport and accommodation, the tension between designing products and services for older and younger tourists may not be so stark. Design that takes into account the needs of older tourists (for example providing greater ease of use) might simply come to be seen as examples of good design for all.
- ◆ There may be a radical challenge in current assumptions about the implications of ageing for tourism needs and wants. For example, we may see younger tourists who are still working full time looking for time to relax on holiday, whilst older tourists who generally have more time on their hands go on holiday to try new activities.

Life expectancy

- ◆ Increased life expectancy will mean there are larger numbers of older tourists from existing markets in developed countries. The needs of these consumers may be many such as the need for proximity to medical care (this is important given the forecast increase in conditions such as obesity and allergies in future).
- ◆ Fortunately, developments in telemedicine should help facilitate travel and tourism for older (and younger) tourists with chronic medical conditions – but access to reliable information and communications technology will be expected by these tourists in future.
- ◆ Older tourists will have a ‘younger’ outlook than previous generations of older tourists and may well be more adventurous wanting to try new things.
- ◆ Despite this, greater numbers of these older tourists will have minor disabilities (such as difficulties climbing stairs etc.). Both the accommodation and transport sectors of the industry need to take account of this in terms of design and staff training.

Household composition and family structures

- ◆ Overall, as households and families become more diverse - more multi-generational, more singles, more ‘second’ families and so on - the whole of the tourism sector will have to respond to this diversity.
- ◆ Marketing and communications will have to address new needs and wants that result from these emerging family and household structures. For example, communications will have to demonstrate an understanding of the diverse needs of those travelling in multi-generation parties.

- ◆ Accommodation providers also need to respond to this new demographic diversity through more flexible accommodation (especially adjoining rooms designed for the needs of three generations).
- ◆ Accommodation pricing might also seek to tap into (rather than alienate) the growing singles markets. This might involve more attractive pricing for single people or improved childcare and babysitting for single parents in hotels and resorts.

Population location

- ◆ The changing distribution of the population across the globe (along with changes in the economic centre of power) will see an increase in the importance of global and outbound tourists.
- ◆ This requires all elements of the industry to be sensitive to the cultural and religious needs of these tourists.
- ◆ Among urban dwellers in developed markets the experience of urban life might create a demand for rural tourism experiences (for a change of scene and a change of pace).

Migration

- ◆ In the recent past, migration into developing tourist centers has increased significantly.
- ◆ This will give a strong boost to the migration led tourism markets.
- ◆ These tourists will have a diverse set of needs depending on their circumstances. Most economic migrants will be relatively poor and dependent on low cost forms of travel such as budget airlines or coach travel.
- ◆ However, there will be a significant minority of relatively wealthy migrants (and their families) working in the great financial centers or whose children are located in major metropolitan cities for their education. These tourists will have very different needs and may use premium travel options and stay in premium accommodation.

Other issues

- ◆ The attractions of leisure, tourism and travel remain strong. Tourism and holidays will remain a high priority for consumers in developed markets and will increase as a priority for consumers in emerging markets.
- ◆ The faster growth of tourism in less affluent and less experienced emerging markets will not only boost budget travel but also more traditional tourism activities (like sightseeing and shopping).
- ◆ Given that younger consumers are more concerned about international development issues and global poverty, the tourism industry should do all it can to communicate the development benefits of tourism.

- ◆ Finally, all of these factors combined, suggest an increasing fragmentation of tastes and markets in the future. This trend is already well established in developed markets, but it will also spread to emerging markets as they become more prosperous. This will make accurate segmentation and accurately targeted marketing and communications even more important, and ever more challenging.

21.3 Intermingling of Cultures

Tourism is a controversial activity, not just in terms of environment or climate change, but also in that there are other consequences of tourism for, say, indigenous peoples. Again, it is important to provide a balanced view, taking into account the evidence and the burgeoning literature. It is important, too, to recognise that as tourism matures as a subject area there are new approaches to studying and analysing tourism to complement the more traditional ways of thinking.

Because tourism involves movement of people to different geographical locations and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels of prosperity. The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism when anti-tourist attitudes begin to grow among local people.

Cultural clashes may arise due to three basic reasons:

- ◆ *Economic inequality* - between locals and tourists who are spending more than they usually do at home.
- ◆ *Irritation due to tourist behaviour* - Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. As an example, we can see the case of Goa. Goa has always been a worldwide force in the tourism industry. However, it has promoted a kind of tourism based on sun, fun and drinking. The kind of people that come to the State are only looking for those clichés and do not care about the local values.
- ◆ *Job level friction* - due to a lack of professional training, many low-paid tourism-jobs go to local people while higher-paying and more prestigious managerial jobs go to foreigners or “urbanised” nationals.

Due to the unprecedented access to cultures, a much wider audience than ever before has a gateway to see, hear and experience phenomena that were never accessible previously. Misrepresentation, stereotyping and the risk of loss of cultural and intellectual property rights are the consequences of unmonitored access. There are a number of negative impacts globalisation has had on cultural diversity, including the influence multinational corporations have on promoting a consumer culture, exploitation of workers and markets and influencing societal values. This increased availability of commercial media and products can “drown out” local cultural influences.

Loss of individualism and group identity occur when globalisation encourages a 'Western ideal of individualism'. This promotes a homogeneous set of values and beliefs. The adoption of Western Culture and ideologies is seen as many computer-mediated technologies are developed, marketed and processed via western markets. The dominant population and culture of the day determine the next greatest technology along with the next commercialised gadget that will be offered up to the masses and longed for by those who are at arm's reach of financially obtaining these devices. The present education, legal and power structures reflect western ideas and philosophies. These western ideas are easily assimilated into other cultures and paradigms with far reaching effects.

Globalisation allows further colonisation which impacts intellectual property and cultural rights. Global access to information has opened the gateway to acquiring cultural property and information. Many view that 'if it is out there it is free for the taking', which includes cultural signs, songs, dance, rituals and other cultural artifacts. These icons of a culture are viewed as a living heritage and are an integral part of identity. Using images, reselling them and misrepresenting these rights are considered property theft and a heinous crime against communities. It is difficult to monitor or control what is out on the Internet and therefore difficult to prevent and prosecute appropriately.

The technological global mecca can be empowering for various cultures as it allows self-representation and information sharing on a whole new level. Technology provides a medium where the depiction of images and portrayals of self-identity can provide the means in which tourism can be established. Global media centers allow cultures a distinctive voice to promote awareness and provide public knowledge and understanding of their stories and identities. It also allows for the communication of their relevant accounts and commentaries on issues that are important in preserving the culture and knowledge acquisition of cultural ways - allowing them to retain their diversity. Being in charge of their own media production companies allows control of their artifacts, signs and symbols that are regarded as cultural property. When cultures are in control of their own public images they are better equipped to manage and represent their images appropriately without misrepresentation.

Global technology has provided the opportunity to redefine collective identity along with identifying a place for distinctive cultures. Global social, political and economic networks, combined with common goals, will no doubt enable the emerging empowerment among cultural peoples (Smith, 2000). This is far more advantageous than individual communities or groups coming forward to raise global or local concerns. Global positioning of cultural groups allows social and political power that has previously not been seen.

Utilising global networking provides the opportunity to problem-solve and strategies with other cultures that are experiencing similar challenges in acclimatising to technological change. It can become a platform to mobilise ideas, viewpoints, campaigns and strategies to protect and cultivate interests and garner political power. Global technology can become a stage for public support and public awareness leading to public acceptance. Relationships are a key component of communities and communication

technology thereby provides the ability to foster and strengthen relationships over the miles, creating what is commonly known as a global village. These efforts allow cultures to remain intact.

Global awareness provides many benefits, including a spotlight on government policies, access to education, living conditions, and injustices, which promotes economic pressure from foreign countries to promote national change. Cultural awareness leads to empathy, understanding and tolerance, while global markets can lead to employment, economic and educational opportunities.

21.4 Impact on Traditional Knowledge

At its best, tourism can generate the financial resources needed to invest in the rehabilitation of historic buildings and conservation areas. Tourism can help to revive dying or lost traditions, arts and cultural practices and can provide the impetus for artisans to continue their traditional crafts. Tourism can also provide new livelihood opportunities for large numbers of people in local communities. Unfortunately, these positive impacts are often negated by the unintentional destructive impacts of tourism that rob a community of its ancestral heirlooms, undermine traditional cultural values and alter the physical character of a tourism destination through inappropriate development and infrastructure.

In order to ensure that future generations are able to access their authentic heritage and, at the same time, to provide reason and motivation for visitors to continue to want to visit the region, all stakeholders must work together effectively to safeguard the wide range of heritage resources that exist across the region. Tourism can - indeed, tourism must - become a partner and a driving force for the conservation of the tangible and intangible cultural and natural heritage. If tourism does not contribute to the preservation of the region's environments, cultures and traditions, then there will be no place for tourism in the future development of the region.

It is important to recognise and demonstrate that cooperation among local and business stakeholders as it is only then that any region can succeed in developing a community's tourism potential while safeguarding the cultural and natural heritage resources on which that tourism is based.

Tourism must become a positive force for heritage conservation as well as contributing to the improvement of the quality of life of the destination's inhabitants. By heritage, we understand the body of skills and knowledge, which have ensured human survival and have been codified in beliefs and values that give meaning to the life of individuals, groups and communities. From hunting- gathering, to horticulture, there are important shared characteristics. The carrying capacity ensured small groups of people, often separated by geographical barriers, but meeting for annual ceremonies and gatherings. This ensured the group social and economic integrity. In the process of acculturation during feudalism and colonialism, new social networks emerged leading to new

relationships and survival strategies, in which knowledge and skills were adapted and upgraded.

As a result of globalisation, many indigenous groups are being more widely exploited through the tourism industry. The increasing ease of access to these cultures by Western tourists allows for a greater interaction between the two which is not necessarily equal. Western tourists often view indigenous groups as quaint relics of the past that they can observe and report back on to their friends at home. Inevitably there is the acquisition of souvenirs which Western tourists put on display as examples of the primitive encounter they have returned from. Even though there is interest in the culture of these indigenous groups, there is rarely a sense of equality. The tourist often sees themselves as superior and worthy of being served.

The countries in which this type of tourism occurs (i.e. many African nations) often alter their policies to encourage the influx of tourist dollars to their countries. Many indigenous groups are moved from their traditional territories in order to allow the Western tourist the greatest possible Safari experience. The efforts of Western conservation organisations have convinced many African nations to alter their conservation policies to the point where there is a direct impact on the abilities of indigenous groups to continue providing for their people in their traditional ways.

A positive spin off is the greater opportunity for employment in the service industry for locals. Again, though, this tends to perpetuate the inequity in status between the tourist and the local employee. As well, the main economic beneficiaries of the tourism industry in these nations are not necessarily the local indigenous workers but the wealthy elite. Even the displays of cultural practices (i.e. dances) may not be accurate reflections of traditions as they may be altered for the entertainment of the tourists. Also, this use of tradition for entertainment simply commercialises the local culture to the point where its significance may be compromised.

One of the main segments of indigenous society that are specifically targeted by multinational corporations are the young. Adolescents are far more susceptible to targeted consumerism and, as a result, may find that western consumer ideals may be more appealing to them than their own cultural traditions. They are easier to convert because their personal identity is not as set as that of an adult in their community. With this, comes an erosion of cultural hierarchy as the sense of identity becomes more of a personal, individual choice, rather than a societal one. Many indigenous see globalisation as a threat to the traditional family structure, creating a disconnect from cultural traditions.

Multinational corporations view indigenous land as a valuable commodity to be bought, sold, and exploited. This has had a great impact on local environments as traditional land use is being pushed aside in favour of specific uses designed to maximise the profits for larger entities. This conflicts with the view held by many indigenous groups that the land is the anchor that connects them to their culture. This exploitation has pushed many indigenous groups even further to the margins of society.

The fear for many indigenous groups is that this global pressure on their culture is only going to lead to the erosion of their traditional values to the point that the diversity of culture in the world will be slowly whittled away to the point that there will be only one large homogeneous culture worldwide. The consumeristic nature of globalisation is often contrary to traditional indigenous values. Globalisation does not take into consideration cultural and socioeconomic circumstances. Instead, it looks to further the interests of the larger, more influential countries and corporations which are the impetus behind its spread.

21.5 Impact On Traditional Arts

Tourist art traditions do not only modify ethnic traditions of cultural expression, but also change the perceptions of the host ethnic group that produce them. Through the arts, the ethnic group itself becomes an object of tourism. Although many groups are able to separate their own identity as a cultural basis, from the material symbols they create to play upon the tourist stereotypes, this is not the case for all communities. Strong influences over a period of time can modify cultural self-perception. Ethnic groups can begin to measure themselves or to find meaning in symbols that are imposed from the outside. For example, Israel has started a Boombamela, after 25,000 Israelis visited the Kumbh. They represent Indian “spirituality” outside its location and context. A Mediterranean beach replaces the sacred Ganges. Just as the Kumbh sets up camps to attract high tourist numbers while promoting spirituality at the Kumbh, so the Kumbh has been appropriated and transferred to a site where the mela aspect gains more meaning than the spiritual.

Tourism arts have other features that are special in the guest-host relationship. This is the export of tourist arts which can be called indirect tourism. For instance, this transfer of a bamboo fan or a rice cleaning sieve, into other uses as determined by the tourist, creates ethnic confusion as well as stereotype of a rural culture in much the same way that films do. Travelogues and audio-visual advertisements also play the same role in transforming the meaning of, for example, Kerala’s Elephant March from a ritual of significance into a pageant. The producers get this feedback of their touristic “ethnic” image and they often begin to make the meaningless transformation to the souvenir trade for economic gain. For example, the marble or stone representation of the Taj Mahal is never seen as a “monument of love”, which in any case is a transformation of a grave into something romantic. It is seen as a representation not of the inlay art and skill of the artisans of Agra, but a symbol of having seen one of the wonders of the world with one’s own eyes and carrying a replica back, small enough to be transported by air. How many know that the local superstition deems it bad luck to have a replica of the Taj in your home? Would this taboo be respected? How serious would the conflict be in the mind of the tourist? And how serious is the belief for the one who is mass-producing the artifact?

However, on the plus side, there is the power of art to be appreciated across cultural boundaries, particularly in metropolitan areas and this could be a source of empowerment

for the host community. This can only happen when in the form of a souvenir of a cultural experience, the aesthetic appeal and value system of the host society is also carried away, as for instance, a Madhubani painting. Does the tourist see it as “folk” and therefore, consider it to be of a lower order in aesthetic appreciation, or does it reflect the values imbibed through the tales told in the genre and the status of women as the promoters and conservers of the art?

Perhaps to answer the questions we have raised for understanding the complexity of the issue of tourist arts and crafts we could look at the major types of arts, the conditions under which they have become connected with tourism and the cultural, temporal and socio-economic impetus behind their emergence. For example, how has ‘Mummy’ become a word in all Indian languages replacing the original .Ma.? Have tourists and hosts been brought into a unified belief system through the process of modernisation? Has the preference given to the English language, also the language of tourism, created a new dynamic in creating both a new and a common consciousness?

Let us follow this dynamic beyond the linguistic model. The source of arts and crafts is the Local/Ethnic society. Its meaning is provided by functional tradition which is generally based on a transfer of values from the religious to the secular, whilst retaining the heroic or role-model aspect of the religious, as for example in the Cham dances of Ladakhi Monasteries. The Tourist society then transforms the masks into a commercial tradition, where the iconography is lost and the local colour transforms a ritual object into an object of art or decoration. The same can be said of American Indian and African sculptures, which are then bought for their value as novelties.

In India, cultural traditions such as classical and folk music, dances, plays, crafts and handicrafts have been promoted by tourism and vice versa. For instance, The Neemrana Fort in Rajasthan is one of the popular heritage hotels in India. For the promotion of the hotel as well as provision of entertainment of the guests they organise programmes staging various classical or folk arts such as music and dances. This helps the guests, who are mainly from foreign countries, to get a flavour of Indian cultural/ traditional arts, helps in promotion of the hotel as well as provides opportunities to artists from different fields to showcase their talent.

21.6 Impact on Traditional Crafts

From Paleolithic times, archaeology has affirmed the use of symbols to reflect the social order. However, the phenomenal increase in the production and use of symbolic objects is directly related to the increase in urbanisation. People of the river valley civilisations not only produced symbolic representations for religious and political usage; they also created distinctive pottery, seals and bricks. Terracotta beads and bangles adorned the common people while the elite used copper, bronze and gold. The archaeological findings at many sites of different periods, have demonstrated the production of many items like, semi-precious stones, bone arrow heads, ivory khol sticks, copper implements and painted pottery.

As urban civilisations declined and wasted away, their production systems also declined. The craftsmen shifted from the creation of articles for use to articles for adornment. There were two categories of artistic production:

- ◆ the first for religious significance, and
- ◆ the second to establish the power and status of the elite.

This, however, does not indicate that the common people did not use symbolic representation. With the decline in urbanisation, the village-like structure of the remains of excavated cities has shown the impact on art and craft production due to the loss of patronage, the displacement of the artisan and the shift to urban centers where the demand was greater.

For the self-sufficient village economy, the artisan played an important role. Tool making, household utensils, clothing, footwear, agricultural implements, etc. were in demand by the local community. The artisan bartered skills with food and other requirements. Crafts emerged from the transformation of symbolic and ritualistic objects into decorative articles for festivals and other rite-of-passage celebrations. Custom extended the decorative motifs to daily needs. A tradition developed where certain myths and mythological representations became identified with particular locations, castes and communities.

There also emerged the emporium trade across international trade routes. For instance, Surat in Gujarat has sometimes been called as the “most celebrated emporium in the whole of the Orient.” It had a population of 1,00,000 including Mongols, Moors, Hindus and Christians, and as many nationalities that you can think of, who were either settled in the town or had business in the port. Most notable amongst Surat’s buildings were two Caravanserais. Another building worthy of mention was the public bath. Every evening in the square before the Fort a fair is held where everything can be bought. Choice merchandise is carried to Surat across lands and seas making it the richest emporium in the world. Apart from luxury items and spices, cotton cloth in a variety of forms and weaves was much in demand.

During the Mughal period, the Emperor, the Royal family and the nobility gained monopolies in trade to increase their wealth, since land was not as profitable as trade.

The items were not only Arab horses and luxuries, but common articles like lime and salt. This interest in commerce gave Gujarat a special position in the economic sphere due to its importance in the overseas trade. A significant part of this trade was cotton piece goods that were exported through Machlipattam. The backbone of this wealth creation came from village artisans and craftsmen.

In the developing countries, after agriculture, handicrafts have often been described as “the second largest source of income”. This is true for India as well, since its handicraft industry contributes significantly to employment generation as well as the export sector. In fact, handicraft exports stood at US\$ 2.45 billion during April-November 2019, and

have increased at the rate of 6.44% between 2018-19. Of course, there are always issues regarding the sharing benefits out of these proceeds- given the tussle between the artisans/crafts persons, the middlemen and the owners of export businesses. The same question, it may be interesting to note, is also pertinent for understanding the impacts of tourism on artisans and crafts as well as considering their linkages with tourism. India exported handicrafts worth over 128 billion Indian rupees in fiscal year 2019. This was an increase compared to the previous year where it stood at approximately 118 billion rupees. This indicated a growth of over nine percent¹.

Tourists may not necessarily be the producers of arts or crafts. They buy and hence, influence them. The explorer would look for the real, the cultural tourist for something authentic whereas a mass tourist would ask for a souvenir or memento to take back home. Can we describe the arts and handicrafts that the tourists buy, gaze or consume as tourist arts? Well, to an extent yes. The explosion in demand for original craft prices - functional and decorative - has reached beyond the tourist-exposure which has fuelled ethnic art trade. These activities of crafts (also termed as arts many times), production and exchange go on, independent of tourism and tourist interaction and yet intermediaries influence their production. Today, different typologies are there for various art forms, like:

- ◆ Tribal art : produced by tribals for own consumption
- ◆ Ethnic art : produced by tribals for use of others
- ◆ Mainstream art of others : an art form where the theme is authentic ethnic but the style may be different.

Tourist crafts are a part of the merchandising of “local colour”. This indicates the commodification of local culture as a part of the promotion of the “natural resources” of a destination that are used to attract tourists. Their essential attributes are that they should be handmade, using local materials, should be a part of the basket of goods used locally, and should be produced by users and artisans on the spot. It is the last attribute that gives to tourist arts their authenticity. Their transformation into souvenirs is the function of the market economy that uses the existence of an integrated system of meaning (culture) by means of which a community establishes the nature of reality, and transforms it into a commodity.

Economists and Planners see culture as a resource. Sociologists and anthropologists see culture as a reaffirmation of the beliefs and relationships of a social group with regard to its reality. Thus, people are turned into cultural extensions of the media promotion of tourism because they are identified by their tourist arts and not vice-versa.

Tourism crafts based on ethnic practices are now beginning to change the relationship between tourism, ethnicity and arts. They are, in fact, a part of the relationship between

¹ India's handicrafts exports from FY 2011 to FY 2019, by value (in billion Indian rupees) accessed from < <https://www.statista.com/statistics/624202/export-value-of-handicrafts-india/> & Indian Brand Equity Foundation <https://www.ibef.org/exports/handicrafts-industry-india.aspx>

material symbols, outsiders demand and the defence and reformulation of ethnic identity. The production of tourist crafts is also playing a role in creating uniformity in the attitude towards tourism, material heritage and museums. This is happening particularly among the middle classes – the major participants in mass tourism. In inter-cultural interaction, arts and crafts have also become conveyers of meaning. There are also certain social issues that have emerged with the growth of tourism and the demand for objects of art to take back as souvenirs:

- ◆ have the arts become “totems” of touristic identity?
- ◆ do they affect the front-stage and back-stage behaviour of the hosts who produce them?
- ◆ do they modify the self-perceptions of ethnic groups through externally imposed views?
- ◆ does the transfer of ethnic images from the periphery to the metropolis create ethnic stereotypes in the same way as other mediums of representation?
- ◆ Do handmade items have greater authenticity?

They reintegrate the front and back stage presences with modernity. These artefacts are valued because they belong to a tradition that is ancient and still alive somewhere in the world, but has travelled to another society in a synthetic way.

Thus, we can see that the appeal of touristic arts lies in the manner in which they represent, to national and international audiences, a definable ethnicity. Ethnicity is defined broadly as a perceived difference in the culture of the tourist and the host. Crafts and arts represent the two worlds: that of local consumption as well as of export, through tourism and to a wider market. In both its forms, touristic and export art can draw upon local tradition as well as foreign genres as, for example, the emergence of the ashtray, made from so many materials, all of which have local use but not in the form in which they are transported as souvenirs. This is the result of acculturation, which then reaffirms its strength by modifying traditional art as well. The emergence of flora and fauna as decorative motifs that have replaced traditional design have been the result of outside contact, design influence and the souvenir and export market. For example, how has a tabiz or a mangalsutra transformed into a decorative pendant, and why has it been accepted as such by both sides and how it then legitimise itself as a touristic piece of art, authentic and ethnic, being produced and sold by those who in the ritual of tradition have no right to pass it on?

For a consideration of the issues raised by touristic arts and crafts we have to look at three factors:

- 1) The formal and aesthetic sources as well as the material and technical procedures
- 2) The national or international “other” with its own dominant tradition
- 3) The synergetic tradition, the audience and the local society as well as the dominant local or distant society that will interpret its ethnicity and authenticity.

The process of change and transformation passes from an isolated tradition through the evolution of cultural changes to modern pluralism. This happens when functional traditional art is first replicated commercially and transformed into a novelty or a souvenir that is then reintegrated into the ethnic artistic tradition and becomes a form of popular or assimilated art. In the case where there is a continuity of traditional aesthetics and the role of the traditional artists remains central, so that the artist is able to separate the sacred art from the secular, giving to the novelty its authenticity by using the traditional procedures, materials and designs, then it could be considered an authentic handmade piece for a buyer who is knowledgeable and cares for the reality that has created the artistic inspiration. For example, tourist Tangkhas made in Nepal fall in both categories, i.e., touristic arts as well as pieces of art created for the knowledgeable buyer.

Before we go ahead, let us try to understand the souvenirs and souvenir purchasing behaviour. While the tourism product is intangible “the souvenir is a tangible symbol and reminder of an experience that differs from daily routine and that otherwise would remain intangible, such as memories of people, places and events”². When you travel and buy a souvenir, you not only retain it as a valued possession but you are equally enthusiastic to display and talk about your possession. Similarly, you buy souvenirs for a variety of reasons:

- ◆ to be given as a gift back home to your friends, relatives or may be your boss,
- ◆ to keep your memories fresh about the place you visited,
- ◆ to possess a unique object of art,
- ◆ to demonstrate your care of an ethnic art object,
- ◆ to add to your collection of arts,
- ◆ to boast in your social circle about your trip, and so on. Again, souvenirs can be of many types:
 - ◆ Pictorial (photographs, postcard images, paintings, etc.)
 - ◆ Handmade crafts (all beads, jewellery to metal wares, pottery, etc.)
 - ◆ Textiles, wall hangings,
 - ◆ Indigenous products (herbs, honey, etc.),
 - ◆ Replicas (of sculpture, monuments, etc.),
 - ◆ Natural items (sandal wood, etc.),
 - ◆ Artificial items (curios, etc.) and so on.

Why tourists buy and what they buy as souvenirs are closely linked to their attitudes and purchase behaviour. All these three aspects have an impact on tourist arts (both on forms and production process). Not much research has gone into this area – particularly in the context of India.

² Luella F, Anderson and Mary Ann Littrell : “Souvenir Purchase Behaviour of Women Tourists”, Annals of Tourism Research (ATR), Vol.22, No.2, 1995.

Another interesting case worth citing here are the findings of Millie R. Creighton on Japanese Craft Tourism³ regarding domestic tourism:

“Today, throughout the spring and summer months, many Japanese women - predominantly those who are fairly affluent, urban dwellers - pay large amounts of money to travel to the mountains of Shinshu in order to study silk cultivation and silk weaving as a leisure hobby pursuit. Here in this remote area of the Japan Alps, a former Tokyo company employee and his wife who renounced Japan’s modern middle-class urban lifestyle, found a way to make what they consider a fulfilling livelihood based on the current popular tourist interest in Japanese “traditions”. They host week-long residential weaving workshops on “tetsumugi” (hand weaving) for vacationing Japanese women. Women participating in the craft vacations usually sign up through city culture centers or through travel agencies, which also arrange their domestic trips to workshops. The workshops have become very popular; many participants reported that they had to wait several years to get in.”

Though, tourist arts are a dynamic mode of communication; however, all tourism is not ethnic tourism nor are all souvenirs ethnic. At the same time, there is criticism that designs become repetitive and stereotyped. Also, not all arts and crafts are made for tourist consumption, though tourists may attempt to buy what is made for local consumption. The movement from Tradition to Replica to Souvenir art is a complex process, which simplifies the functional element of the art. There is also the assimilation of external influences and genres, which are incorporated into popular art and then reformed for tourists. The movement from real to authentic to memento also reflects the changing nature of tourism from the explorer and cultural tourist to the mass tourist. The changes in the transportation of tourists and the new anthropology of the authentic are once again demanding the genuine article. In the process the producer of the souvenir is also remaking himself or herself but not always in a meaningful mould.

Much tourist art is not a “degenerate” version of a traditional form but something entirely new ... it has at least some value, if only economic, and far from displacing some higher art form, it adds something that would not exist at all but for tourist demand.

Tourist crafts can even serve the “basis for cultural revival” and if “art traditions do become defunct, tourism is seldom to blame” as the reasons lie elsewhere for the demise. For example, the indigenous artisans and craftsmen, today, are more threatened because of the globalisation impact on the production processes and local economy rather than tourism.

The end of colonialism in many countries led to the revival of craft production. For example, after India became independent, a new thrust was given to handicrafts to ensure the survival of artisans and village crafts persons. These became an important

³ Creighton, Millie. (1998). Pre-industrial dreaming in post-industrial Japan: Department stores and the commoditization of community traditions. Japan Forum.

⁴ Animals of Tourism Research, Vol.22, 1995.

export item for India in its new model of development. All over the world, hand made products were being sold at a premium price. The quality and diversity of Indian handicrafts had caught the attention of exporters. The government of India, in its part, has set up the Export Promotion Council for Handicrafts (EPCH) to spearhead the promotion of handicraft exports. The EPCH has, over the years, helped in setting up design and marketing outlets throughout the country. It also aided in setting up Sona of India shops in the major hard currency countries. Under EPCH's work, Indian handicraft exports have shown an increase of 3560.89 crores- from 23029.36 crores to 26590.20 crores- basically, an increase of 15.46% in rupees terms. In dollar terms, the exports have shown the increase of US \$ 230.36 million i.e. the exports increased by 6.44% over the similar period in 2017- 2018

Festivals of India have provided great opportunities for showcasing the production of handicrafts made by award winning artists in the main markets. National-level accolades that have also been awarded subsequently to recognise the contribution of these artisans to the national economy. The EPCH council, on its part, has helped in successfully conducting fairs and festivals for promoting these artists. Furthermore, it has also set up centres for agro-produce, photo and picture framing, technology, and the like.

Another example of the diverse range of activities promoted by EPCH is lace-work; and the body has recently set up the International Trade Lace Centre (ILTC) in Narsapuram, Andhra Pradesh. This has been done under the Comprehensive Handicrafts Cluster Development Scheme (CHCDS) of the Ministry of Textiles to help craftsmen, artisans, producers and exporters in the state's East Godavari and West Godavari districts.

The Council aims to offer help for developing new designs, to adopt production techniques of lace products, and to market and export through exhibitions and craft bazaar. The centre will enable the producing and exporting community to interact with foreign experts, designers and buyers on product development and exports.

The 48th edition of the Indian Handicrafts and Gifts Fair (IHGF) was organized in October, 2019. The Fair witnessed overseas buyers from 110 countries to source home, lifestyle, fashion, furniture and textiles products from around 3200 Indian exhibitors. The Textiles Secretary while speaking at the inaugural ceremony of the Fair observed that the skills of Indian artisans and the crafts heritage of India has the potential to achieve greater growth for not only the sector but for the artisans and the exporters.

In spite of these efforts, in many areas today, artisans still have to spread their wares on pavements to find a market. Another problem herein is that the exporters involved in the trade need not be the producers. They may be the link between the producer and the market who reap benefits as middlemen.

As shown by the recent trends, India has been working towards adopting a new approach to give the crafts persons direct access to the market. This has been quite successful in the domestic market, where textiles and handicrafts are finding a middle-class clientele.

Crafts complexes and experiments like the Dilli Haat, which involves co-operatives and craft unions, are also contributing to creating this direct interface.

With the emphasis on tourism, Government support for the souvenir industry is growing, with the setting up of Craft villages, Fairs and Festivals like the Suraj Kund Crafts Mela. Here the projection is on the master crafts persons or National Award winners. Every year there is a theme state, which is also projected for its arts and crafts. The products are limited with an eye on the domestic consumer.

The products for the export market are qualitatively different. NGOs have also played a role in shifting the design and use of artisan production from local use to market value addition. **Urmul** and **Dastakar** are examples of such efforts. Apart from dalit craft and art, we also see the emergence of tribal production being marketed in urban centers. We must evaluate whether this shift has been of real benefit to the artisanship of the communities and then judge the role of tourism in its conservation. Since Tourism is often considered an invisible export, it is assumed that because tourists spend 26% of their total budget in India on shopping, the major benefit flows to the handicraft sector.

As the pride of heritage becomes more saleable, the United Nations promoted, by declaring 1993 the Year of Indigenous People, the use of tourism not only to preserve but also to make heritage profitable for those who have been ignored in the tumult of development. Indigenous tourism, according to **Valene Smith (Tourism and Indigenous Peoples, ed. Butler and Hinch)** has four elements: **Habitat, Heritage, History and Handicrafts**. This is to be described as a cultural tourism form, reflecting the man-nature relationship. At tourism sites around the world, the relationship will vary, since the 4H's will be operating within a specific cultural context.

The native handicraft industry has responded to tourism-increased demand, both domestic and international. There is not only increased output but an array of new items, which are based on the culture and lifestyle of the tourist rather than custom and tradition. However, there is always a constraint. Handicrafts depend on the unique raw materials that each region provides its crafts persons. Traditional skills relate to these unique mediums and the forms are also determined by survival needs and the inspiration is from belief systems. The North East with its Bamboo forests has always been the home of basketry. Horticulturists who needed storage utensils refined pottery. Textiles, weaving and silver ornaments appear among trading communities. Extinction of raw materials or animals from which certain materials were drawn can also put a constraint on handicrafts, as for example, the ban on ivory to save the elephant population of the world. Urban designers have put crafts to multiple uses and created non-indigenous arts, which is considered both a conservation movement as well as value addition in the market sense. Commercialisation has led to the transformation of ceremonial objects into items of jewellery and adornment. Pottery in the form of glasses and ashtrays is another form of adaptation to the "carry away" market. Coconut shells have also replaced pottery since they are more durable. Bastar burial items have become tribal sculptures. Warli motifs adorn textiles, sculptures and doorknobs. A new form of value addition has emerged

through tourism. This is the use of minimal raw materials with the maximum of skilled labour to give a product of high value and marketability. As a result, handicraft prices have risen as they have become miniaturised. Tourism has given this exposure to crafts persons as well as non-indigenous markets. However, tourism creates its own constraints. For example, crafts should be such that they can be easily carried by air; they should be durable and priced according to their size; they must be certified as handmade and authentic.

The trinket form of craft production is to be seen wherever tourist buses stop. At every tourist spot, there are shacks selling the “wholesale” version of traditional trinkets. Crafts persons perform at these locations, by stringing, printing and weaving to give a touch of authenticity to what is being bought by the tourist. They can be photographed by the tourists for greater satisfaction.

Handicrafts have always been the source of income, in cash or in kind, for the artisan. With the entry of the merchant, they began to enter the wider field of trade. Whereas they were traded as luxuries in the old days, today they are being wholesaled through the demand of tourists and the export market. The issue of cultural integrity has become an important aspect of the social impact of tourism and the craft industry is most affected. Since tourism is the industry of “difference”, the problem of authenticity can affect the marketability of the very commercialisation and miniaturisation that tourism had demanded at an earlier stage. The pressure of tourism to maintain maximum diversity while at the same time to standardise and homogenise are paradoxical tendencies, which are likely to affect the handicraft industry. This does not simply degrade the quality of the product; it causes changes, which are often meaningless. When tourist tastes change, the markets for these meaningless productions also change.

Artisans and Crafts-persons share certain characteristics which neither Tourism nor the Export markets have been able to improve.

In certain cases, a project based approach is undertaken either by the global agencies, national governments or NGO's to help artisans produce for the handicraft market and tourists. For example, the **United Nations Development Programme (UNDP)** and the Australian government through its **Agency for International Development (Aus AID)** joined hands for a project that would “provide artisans in Shanti Niketan and Bishnupur” in India, “an opportunity to promote their art and culture through marketing, creation of crafts museum and tourism”. Another scheme, started by the Indian government., is the Ambedkar Hastkalp Yojana initiated under the National Handicraft Development Programme, which aims at community empowerment and mobilisation of artisans into self-help groups and societies.. This Yojana not only provides for a design workshop and several integrated projects aimed at design and market intelligence, but also aims at giving support for human resource development, infrastructure and technology support, healthcare, and more.

21.7 Migration

Growth in migration and tourism are two of the most significant manifestations of globalisation. Migration makes important social and economic contributions to destination countries, culturally enriching their societies, enhancing tourism products and providing labour for the travel, tourism, hospitality and catering sectors. Migration in itself is also a clear generator of tourism demand, with the increasingly two-way flow of expatriates visiting their countries of origin, and, in turn, their relatives and friends visiting relations based in new host countries.

Migrants' remittances and income from tourism can be powerful instruments for enhancing tourism-related projects and investments in basic infrastructures at the community level in the countries of origin of expatriates, thereby having a real impact on poverty reduction. It is important to examine the linkages between migration and tourism, in order to assess the impact of migratory flows on tourism, and to investigate the opportunities resulting from the relationship between these two global phenomena.

A number of changes have occurred in recent years, in the forms of production and consumption, which have resulted in changes in migration and consumption and in the relationship between these. The main changes can be expressed in terms of global-local relationships in production, shifts to various forms of more flexible production (requiring changes in both capital accumulation and the labour process), and the development of more flexible and internationalised forms of consumption, resulting in both the intensification of, and the emergence of new forms of, tourism and migration flows. While to some extent, a response to changes in the nature of capital accumulation processes these new forms of mobility are also the outcome of changes in the cultural construction of leisure time and spaces. Moreover, the demographic and social changes brought about by these population flows contribute to reshaping the conditions for both production and consumption.

The growth of tourism has, of course, long been interdependent with that of particular forms of migration. Quite apart from the fact that tourism itself constitutes a form of migration, of varying duration, it has generated two distinctive flows of migration. First, there is labour migration to provide the services demanded by tourists, particularly in areas of mass tourism where rapid and substantial growth in tourist numbers may have outstripped the capacities of local labour markets. The resultant labour migration generally assumes one of three forms:

- ◆ Unskilled labour to provide consumer and collective services at relatively low costs, which are essential for the competitiveness of resorts operating in highly competitive cost-led markets.
- ◆ Skilled managerial workers providing specialist skills that may not be available in the local labour market; intra-company labour transfers often structure their mobility.
- ◆ Migration to establish small-scale businesses, often serving niche markets (typically expatriate ones), and/or being motivated by life style considerations.

These migration flows are integral to the restructuring of labour markets in the recipient areas as they try to maintain competitiveness in the increasingly competitive international market for tourism services. It is not simply a matter of absolute labour supply, or of the role of migration in mediating labour costs, but also of particular types of skilled labour, in response to technology- and demand-led changes in production.

Secondly, consumption-led migration systems may develop symbiotic relationships with tourism flows, as part of the re-definition of the practices of consumption. This may assume several forms, depending on the duration of the migration, motivations and property relationships. The two migration streams are linked by the concepts of search spaces, informing decision-making. Some of the main components of consumption-led migration are:

- ◆ Investment in second homes, which implies a degree of commitment to the destination area (both for vacations and, possibly, for more permanent migration in the longer term). This also implies particularly property relationships with the civil authorities and the private sector in the destination area, which differentiate this from long-stay tourism.
- ◆ The growth of seasonal migration, for which there is a continuum stretching from long-stay tourism to genuine dual residence between the destination area and the area of origin.
- ◆ Permanent migration which typically occurs at the retirement or early retirement stage of the life course.
- ◆ Non-tourism led migration where the migrants are attracted by the quality of life in the destination area but are economically engaged in metropolitan economies to which they are linked by tele-working arrangements or some form of long-distance commuting. They may have links to tourism through both the informing of search spaces and reliance on some of the services (such as air transport) developed for the latter.

While some of these migration streams and their relationships to tourism have long historical roots, that can be traced back to at least the Grand Tour, others are of more recent genesis. They have all, however, been subject to significant changes in recent decades which have transformed their scale, geographical scan and their inter-relationships with tourism. The salient changes are inherently related to the emergence of new forms of production and consumption:

- ◆ growth in and globalisation of tourism markets;
- ◆ the internationalisation of tourism capital;
- ◆ changes in leisure time and post-working lives, which are related
- ◆ to the reorganisation of the labour process;
- ◆ the demographic ageing of populations;

- ◆ changes to family structures;
- ◆ revolutionary changes in transport and communications systems;
- ◆ territorial and social changes in the distribution of work- and non-work related income; and
- ◆ the social reconstruction of valued living and working environments, which is informed by deeper cultural changes and facilitated by new forms of communications.

Because of the above changes, there has been an increase in the scale of tourism-related migration, and an internationalisation of the patterns of mobility. This has yielded a series of social, cultural, economic and political issues for the individual migrants, for the host communities and for local, national and supra-national states, which hitherto have been little researched. Amongst these are:

- ◆ the economic impacts of the redistribution of consumer expenditure, incomes and remittances;
- ◆ the reorganisation of labour markets;
- ◆ new social and spatial divisions of labour;
- ◆ the recasting of host-guest relationships, along new lines of gendered, racialised and class cleavages;
- ◆ nationality and citizenship rights;
- ◆ the demands on the collective services provided by local, sub-national and national states;
- ◆ the implications of tourism-related migration on the physical environment;
- ◆ the role of tourism-related migration in regional development, particularly with respect to innovation and entrepreneurship practices in rural regions; and
- ◆ issues of tourism-related migration within the context of sustainable development.

While geographers are concerned with the underlying processes of economic restructuring and cultural change which inform the redefinition of tourism-migration relationships, they are also interested in the extent and ways in which their impacts are contingent on economic, social, political and environmental conditions in particular localities. In turn, these local conditions inform the unfolding processes of globalisation.

UNIT 22

CRIME, TRAFFICKING AND TOURISM

Contents

22.1	Introduction	597
22.2	Security of Tourists	599
22.3	Drug Tourism	604
22.4	Sex Tourism	608
22.5	Tourism and Human Rights	610
22.6	Disease Exchange and Tourism	613

22.1 Introduction

Tourism is an interactive relationship among tourists, local businesses, host governments and communities. Growth in tourism, however, has also led to increased opportunities for, and incidences of, crime. Indeed, a long-established relationship exists between increases in crime and tourism; major economic crimes (e.g., robbery, burglary) in some highly popular tourism venues have a “similar season to tourism”, for several reasons. First, tourists are lucrative targets, since they typically carry large sums of money and other valuables. Second, tourists are vulnerable because they are more likely to be relaxed, unaware and off guard- and sometimes careless-while on vacation. Finally, tourists are often less likely to report crimes or to testify against suspects, wishing to avoid problems or a return trip. Tourist crimes generally involve one of several scenarios:

- ◆ The tourist is an accidental victim, in the wrong place at the wrong time, targeted as an easy mark.
- ◆ The location is conducive to crime, due to its nightlife, hedonistic culture and myriad potential victims.
- ◆ The industry itself provides victims, as tourists are more prone to taking risks while on vacation, and less likely to observe safety precautions. Furthermore, as tourists’ numbers grow, so too can local hostility toward tourists, thereby increasing the chances that they will be cheated, robbed, or assaulted.
- ◆ Terrorist or other groups may specifically target tourists, singling them out for hostage- taking or even murder.

- ◆ Crimes against tourists can impede tourism by significantly damaging a location's image. Therefore, the most important prerequisite for a successful tourist industry is a reputation for having crime under control and guaranteeing tourists' safety. Furthermore, media coverage of crimes against tourists often tends to be out of proportion to the actual risk, having a profound effect on public perception of safety at particular locations.
- ◆ Although theft is the most common crime against tourists, they are vulnerable to other crimes as well, including physical and sexual assault, credit card fraud, and scams (e.g., being sold "bargain basement" antiques or imitations of expensive watches). In areas with many adult entertainment venues, tourists tend to congregate and be disproportionately targeted by offenders. Furthermore, crimes against tourists tend to occur in areas with higher overall crime rates.

Tourists may unwittingly contribute to the problem through excessive and dangerous practices in sport and leisure activities, driving, gaming, and drinking – some of which is routine "vacation behaviour". They may also contribute to their victimisation by carrying and flashing large sums of money; visiting dangerous locations, or walking in isolated areas or dark alleys, especially at night; leaving valuable items in public view; and looking like a tourist (e.g., driving a rental car, carrying a backpack, carrying a camera, consulting a map, appearing lost).

As mentioned, tourists cluster in particular locations. Hotels, motels, downtown centers, shopping malls, bars, restaurants, tourist attractions, beaches and airports are all potential points of encounter for victims and offenders. Some communities have determined that the greatest number of tourist crimes occur when tourists leave airports and major highways, becoming lost in inner-city neighbourhoods. Venues such as bars and nightclubs can encourage heavy drinking and a sense of freedom from normal constraints. Because tourists often are obvious by their dress, carry items easily disposed of once stolen, and are temporary visitors (and thus unable to put much pressure on police to act against criminals, or unlikely to appear as a prosecution witness), tourist zones allow pickpockets, swindlers, thieves, gang members, and robbers to commit crimes they might not otherwise attempt or be able to accomplish. Tourist clustering also affords terrorists opportunities to commit acts against large numbers of people. Some tourist areas are also popular retirement areas, so the potential for crimes against the elderly increases significantly.

The physical characteristics of tourist locations may also contribute to crime. For example, a visitor staying in an older motel with a dimly lit parking lot, and no private security officers or video monitoring, might be at risk. Moreover, tourist areas are characterised by anonymity and a high turnover of population, allowing offenders to conceal themselves, particularly when the police have to deal with massive increases in traffic volume and other routine work unrelated to crime. In addition, many popular tourist locations are renowned for their scenic, isolated nature, inviting adventuresome tourists to explore remote surroundings.

22.2 Security of Tourists

According to the World Travel and Tourism Council, tourism generated 16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and it supported 42.673 million jobs, forming 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore (US\$450 billion) by 2028 (which will take up 9.9% of GDP). Credit must be given to the Ministry of Tourism (the main governmental department in charge of the tourism sector of the country), which has made widespread effects in stepping up its promotional activities in important as well as potential source markets overseas and made several initiatives for overall growth of the sector in the recent years. One such programme is the Incredible India, the government's flagship scheme for promoting international tourists in the country. However, every destination has its shortcomings; and tourism- especially international tourism- in India is affected by seasonality. It is, therefore, prone to the problem of demand and supply. The Ministry's strategy to overcome this aspect of "seasonality" of Indian Tourism is to promote India as a 365 days destination, offering year round experiences, by selecting products which are unique to the destination and thereby creating opportunities for the tourists to visit the country all-round the year.

We should also remember that there is one concern that has been present for travellers since ancient times: the matter of security. There are several problems related to crimes against tourists. Some of them include:

- ◆ prostitution,
- ◆ pickpocketing;
- ◆ confidence schemes (fraud);
- ◆ fencing of stolen property;
- ◆ organised crime and gang activities;
- ◆ offenses relating to casino gambling;
- ◆ crimes involving the elderly,
- ◆ burglary of holiday homes;
- ◆ robberies at bars and other businesses;
- ◆ terrorism against tourists; and
- ◆ mass-transit crimes (e.g., at bus or airport terminals; on subways or trains).

Safety and Security of tourists should be of utmost concern to everyone. All stakeholders including Center, State Governments and other agencies should be fully involved in this task. Security concerns are bound to cause an adverse impact on the flow of foreign tourists to any country. There is a need for an investment friendly industrial policy for tourism sector.

The issue of security, we need to understand, is a somewhat complex one. It is primarily a function of three variables: individual circumstances, areas of travel and personal perceptions. These are explained in detail below:

- 1) **Individual Circumstances:** Generally speaking, a woman is more at risk than a man, a single person is more at risk than a group of tourists, and a tourist is more at risk than a local; these are things that one can do little about, other than recognise them as risk factors and adjust the expectations and preparations accordingly. Other factors are more under our control. People who appear confident, pay attention to their surroundings, and move briskly and purposefully are less likely to attract trouble than those who seem nervous, inattentive or aimless.
- 2) **Areas of Travel:** Some parts of the world are inherently more risky than others. These locations (and their boundaries) change with the political winds, so apprise yourself of the current situation before venturing into any regions that you do not know to be politically stable. The consular offices of major governments are good sources of current information in this regard. Tourists must do a basic research and analysis before planning the travel.
- 3) **Personal Perceptions:** Different people exhibit different levels of risk tolerance. Some are comfortable in (or give little thought to) quite risky situations; others see dragons around every corner.

Additionally, there are powerful political and commercial forces that find advantage in frightened people, and we live in times when increased communication capabilities and decreased analysis skills make this an even greater concern than it has historically been. Few people, these days, take the trouble to educate themselves as to the true nature of any risks presented by the various scenarios that are being “sold” to them.

Apart from tourist self, local agencies are also actively coming up with Tourist Security Forces in various countries. Such forces are already in place across various States in India. Well established Tourist forces are in operation in Delhi, Chandigarh and Goa.

Being safe on holiday is an expected requirement. Places that develop an unsafe reputation can be substituted by alternative destinations that are perceived as safer for tourists. Beyond the obviously unsafe places in the world, where governments advise against travel, individuals must make up their own minds about where to go on holiday. One of the distinctive features of the tourism industry is that one cannot ‘test-drive’ a holiday beforehand. Judgements about where to travel are often made on the basis of imperfect knowledge and generalisation, and tourists learn about destinations from brochures, adverts and the media.

Tourists typically think about what the destination has to offer in terms of accommodation, its environment and things to do (Crompton, 1979; Krippendorf, 1987) and many of the tourists do not consider the issue of crime when we are planning the next holiday (Brunt et al., 2000). Whilst it is true that only a minority of tourists suffer criminal victimisation

while on holiday, it is important to explore variations in the crime experiences of different tourist types. Crime patterns vary according to factors such as the nature of tourism, its scale, the type of development, the season, as well as variations relating to the tourists themselves and issues associated with their behaviour. Clearly, when considering issues of tourist victimisation, a number of methodological issues are evident. Prominently, there are the questions of how we measure crime, and how to quantify the extent of tourism, with many researchers relying on the discretionary behaviour of victims and police, individuals' willingness to report crimes and policing policy changes. All these factors can have a considerable effect on rates of offending and victimisation. It is highly likely that tourists face different considerations compared with locals in deciding whether or not to report crimes, and that the police will also take into account whether or not the complainant is a tourist when they make decisions about recording marginal cases. Some tourist victims may be unwilling to report a crime for fear of 'secondary victimisation'.

This relates to further suffering of victims through prolonging or aggravating the victim's trauma by the attitudes or behaviour of unsympathetic or disbelieving law enforcement and other criminal justice authorities. Clearly, some 'types' of victims are potentially more vulnerable to secondary victimisation than others and, as such, crimes against these kinds of people are likely to be under-reported.

There is a considerable body of research to demonstrate relatively high crime rates in tourist areas and this has been discussed in the previous two chapters. By 'high' what is often meant is the extent to which crime rates in 'tourist areas' differ from areas where tourism is less common, and hence comparisons between tourist and resident levels of victimisation are analysed.

In broad terms, younger people tended to be crime victims more frequently than the older tourists, especially for crimes against the person and of those relating to their accommodation. Middle-aged persons were more prone to being victims of car crime, and males, in absolute terms, were generally more susceptible to crime than females. Females, though, were more prone than males to becoming victims of crimes against the person, especially theft. The number of hours spent out of the accommodation proportionately affects victimisation. The more time spent out of the accommodation, the higher the incidence of crimes against the person and crimes related to the dwelling.

Case Study of the Caribbean Islands - The Caribbean is the most tourism dependent region in the world. Tourist arrivals in the Caribbean have increased from 6.9 million in 1980 to 21.8 million in 2004, while cruise passenger arrivals in what is undoubtedly the world's busiest cruising area have risen from 3.6 million to 20 million during the same period. Gross visitor expenditure, which is vital for the region's balance of payments, reached an estimated US\$ 21 billion in 2004, as compared with US\$ 3.8 billion in 1980. The Caribbean Tourism Organisation (CTO) estimates that tourism generates about 750,000 direct and indirect jobs in the region and that in some countries tourism's share of the GDP is as high as 70%¹.

By its very nature, tourism is a global and intensely competitive industry. Although inherently vulnerable to economic crises, natural disasters and outbreaks of warfare and epidemics, international tourism has shown remarkable resilience in recovering from the adverse effects of such negative, but short-term, factors. However, not only does the consumer have to spend a relatively large amount of his/her disposable income to buy the tourism product, but he also perceives it in a subjective and experiential manner. As a result, tourism is highly sensitive to perceptions of danger and lack of safety and security. It is in this context that lack of safety and security and incidences of crime represent a more serious threat to travel and tourism than any other negative factor.

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. For instance, in the weeks following the September 11th attacks in New York and Washington, passengers abandoned airports in numbers as the effects of these attacks extended beyond U.S. borders with grave ramifications for many airlines. Gulf Wars, the war in Afghanistan and the terrorist attacks in Bali, have increasingly served to place tremendous and crucial importance on issues of traveller safety.

The changing attitudes of travellers in the wake of these attacks were reflected in the manner in which a number of independent travellers dealt with the fear of insecurity, especially in the Caribbean. Some of them even got involved in “home swapping”, using home exchange programmes which allowed them to “stay at home” - someone else’s home - providing a sense of security because the vacation base is a non-tourist location. The Caribbean’s enviable perception as being a relatively safe region is among its major assets as a tourist destination. It is a factor that has served the region well and is expected to remain with us in the future.

However, off late, since there is an emerging consensus that crime - which raises safety issues - is a growing concern among tourism stakeholders who fear the potential damage that it may inflict on the perception of safety and, by extension, the industry. Of even greater concern than crime is the issue of visitor harassment, which also impacts on the tourist’s sense of safety. It may be claimed that, although varying in severity, it is a widespread phenomenon. There is also a general agreement that urgent action is needed to contain it.

In considering visitor harassment, it is important to avoid getting bogged down in the finer nuances of the debate on what constitutes harassment in the Caribbean socio-cultural context. Ultimately, what matters is the visitor’s perception of it. Unfortunately, the findings of ongoing visitor surveys in certain key countries point to consistently high ratios of perceived harassment, with all the negative aspects that such unhappy experiences are normally associated with.

¹ Johnson John Rose, Communications Officer, Caribbean Tourism Organisation.

Fortunately, tourism officials understand that tourism is undergoing a major paradigm shift; that the old concept that tourism security is a necessary evil that does not add to the bottom line and that a lack of proper safety and security will jeopardise tourism's future. Therefore, several countries in the region have taken measures to combat crime, particularly as it relates to the tourism sector.

Plans to establish "Tourist Police" in various Caribbean countries have emerged. These officers will concentrate on providing security for visitors to some island and will be visible in areas which tourists frequent. Other countries, like Jamaica, have introduced similar programmes to deal with safety and security issues in tourist areas.

In the absence of an adequate provision of official State police protection, or as supplementary security measures, often encouraged and supported by police forces, the tourist industry has taken various private security initiatives. These include providing private security for resort compounds and extending to a collective and more systematic form of policing entire precincts, such as neighbourhood watches. It is now necessary and useful to evaluate the effectiveness of these private security arrangements and determine how existing systems can be enhanced, or whether new ones should be introduced. It is also necessary to define how best such private security initiatives should be combined with the activities of official law enforcement agencies within the framework of an integrated crime prevention strategy and visitor protection programme.

Regional co-ordination and co-operation - In addition to co-ordination and co-operation at the national level, there is a need for extending and strengthening regional co-ordination and co-operation among all parties involved in ensuring tourism surety by combating crime and protecting both residents and visitors, as well as destination's reputation. In this regard, the initiatives of the Association of Caribbean Commissioners of Police (ACCP) to focus discussion on the subject of safety and security in the tourism industry is a commendable step in the right direction. However, if the ACCP initiatives and actions are to have a positive and lasting impact, they must benefit from effective co-ordination and co-operation, including the sharing of information and harmonising of strategies. They must also be fully supported by other principal partners, including the governments, the tourism industry and the community at large.

Role of industry is undeniable that the tourism industry has a right to defend itself as well as to have a legitimate expectation that the State will do all it can to ensure safety and security. It is, therefore, in the industry's own interest to co-ordinate its efforts and co-operate fully with the other main partners, i.e. the government, law enforcement agencies and the wider community. It must recognise that when the environment is safe, the visitor is also safe and that if the travel and tourism industry emphasizes security it will have a good chance of surviving.

Tourists as Offenders

It is worth noting that tourists may be the perpetrators, as well as the victims, of crime. The “tourist culture” can lessen tourists’ sense of responsibility. They may riot at sporting events, for example, or cause disturbances on aircraft. They may also solicit prostitutes, buy illegal drugs, or smuggle goods out of the country. Furthermore, terrorists may pretend to be tourists, many a time to target legitimate ones.

Recent years have seen growing media and political attention to the issue of tourism and crime in a number of countries. This has raised concerns about crimes against tourists. At the same time, issues such as drugs tourism, sex tourism and alcohol-related crime and disorder among holidaymakers, have highlighted crimes and rule-breaking more generally committed by tourists. To date, however, this tourism-crime nexus has received little scholarly attention. Tourism and Crime nexus needs to involve a critical examination of a range of topics, including criminal offending against tourists, tourists as offenders, and policy- responses to tourist crime. It must focus on a number of subjects including tourism and property crime, the tourist as the victim, the ‘naming and shaming’ of specific ‘danger travel spots’, the governance of safety in ‘stateless’ spaces, cooperation between justice authorities in different jurisdictions, drugs tourism, plus a range of other relevant issues.

22.3 Drug Tourism

Drug tourism is travel for the purpose of obtaining or using drugs for personal use that are unavailable or illegal in one’s home jurisdiction. Drug tourism can be also defined as the phenomenon by which one’s travel experience involves the consumption and usage of drugs that are considered to be illegal or illegitimate in either the visited destination or the tourist’s country of origin. This would include crossing a national border to obtain drugs over the counter that are not sold in one’s own country, or travelling to another country in order to obtain or use narcotics that are illegal in one’s own country, or even travelling from one Province/County/State to another in order to buy alcohol or tobacco more easily.

Drug tourism has many legal implications, and persons engaging in it sometimes risk prosecution for drug smuggling or other drug-related charges in their home jurisdictions or in the jurisdictions they are visiting, especially if they bring their purchases home rather than using them abroad. The act of travelling for the purpose of buying or using drugs is itself a criminal offense in some jurisdictions.

In Europe, the Netherlands, and especially the Dutch capital, Amsterdam, is a popular destination for drug tourists, due to the liberal attitude of the Dutch toward cannabis use and possession. Another Dutch city which was visited frequently by drug tourists is Maastricht because of its position close to the borders of Germany and Belgium but sale to tourists is now prohibited thereby restricting sales of cannabis to members and restricted to Dutch residents over 18 years of age by way of a membership card. Drug tourism thrives because legislation controlling the sale, possession, and use of drugs

varies dramatically from one jurisdiction to another. In recent years, drugs tourism is increasingly clamped down on in the Netherlands. In May 2011, the Dutch government announced that tourists are to be banned from Dutch coffee shops, starting in the southern provinces at the end of 2011, and the rest of the country by 2012.

Drug Policy of Netherlands

The drug policy of the Netherlands officially has four major objectives:

- ◆ To prevent recreational drug use and to treat and rehabilitate recreational drug users.
- ◆ To reduce harm to users.
- ◆ To diminish public nuisance by drug users (the disturbance of public order and safety in the neighbourhood).
- ◆ To combat the production and trafficking of recreational drugs.

By contrast, most other countries take the point of view that recreational drug use is detrimental to society and must, therefore, be outlawed. This has caused friction between the Netherlands and other countries about the policy for cannabis, most notably with France and Germany. As of 2004, Belgium seems to be moving toward the Dutch model and a few local German legislators are calling for experiments based on the Dutch model. Switzerland has had long and heated parliamentary debates about whether to follow the Dutch model on cannabis, most recently deciding against it in 2004; currently, a ballot initiative is in the works on the question.

In the last few years, drug tourism and certain strains of cannabis with higher concentrations of THC have challenged the former policy in the Netherlands and led to a more restrictive approach; for example, a ban on selling cannabis to tourists in coffee shops suggested to start late 2011. In October 2011, the Dutch government proposed a new law to the Dutch parliament, that will put cannabis with 15% THC or more onto the list of hard drugs. If the law comes into effect, it would prohibit “coffee shops” from selling cannabis of that potency. The government finds motivation from its experts’ assertions, that cannabis of that strength has an “unacceptable risk” associated with its usage. Today, about 80% of the “coffee shops” sell, among their products, such kind of cannabis.

While the legalisation of cannabis remains controversial, the introduction of heroin-assisted treatment in 1998 has been lauded for considerably improving the health and social situation of opiate-dependent patients in the Netherlands.

The Netherlands is a party to the 1961 Single Convention on Narcotic Drugs, the 1971 Convention on Psychotropic Substances, and the 1988 United Nations Convention Against Illicit Traffic in Narcotic Drugs and Psychotropic Substances. The 1961 convention prohibits cultivation and trade of naturally-occurring drugs such as cannabis; the 1971 treaty bans the manufacture and trafficking of synthetic drugs such as barbiturates and amphetamines; and the 1988 convention requires states to criminalise illicit drug possession:

Subject to its constitutional principles and the basic concepts of its legal system, each Party shall adopt such measures as may be necessary to establish as a criminal offence under its domestic law, when committed intentionally, the possession, purchase or cultivation of narcotic drugs or psychotropic substances for personal consumption contrary to the provisions of the 1961 Convention, the 1961 Convention as amended or the 1971 Convention.

The International Narcotics Control Board typically interprets this provision to mean that States must prosecute drug possession offenses. The conventions clearly state that controlled substances are to be restricted to scientific and medical uses.

The Dutch policy of keeping anti-drug laws on the books while limiting enforcement of certain offences is supposed to be carefully designed to reduce harm while still complying with the letter of international drug control treaties. This is necessary in order to avoid criticism from the International Narcotics Board, which historically has taken a dim view of any moves to relax official drug policy. In their annual report, the Board has criticized many governments, including Canada, for permitting the medicinal use of cannabis, Australia for providing injecting rooms and the United Kingdom for proposing to downgrade the classification of cannabis.

Tourism has positive and negative impacts on the destination country. Tourism can bring money to economically depressed regions, and poor nations can develop quickly to become popular destinations. Services such as the internet, health care standards and communication increase due to the demand of the foreign traveller with hard currency. But along with these changes, there are a number of negative impacts. Loss of culture and traditions, and coarsening of intercultural relations are some issues that commonly arise. Tourists may come with money in their pockets to spend on having fun at parties or getting high, but the money may not, in fact, go to local communities. Package deals, internationally owned and run hotels, convenience stores and foreign- owned tour companies rarely filter money down to the local level, and the result is that poverty is maintained.

If the tourism in a region is largely based on drugs, there will undoubtedly be an increase in criminal activities. The local population will have an influx of drug producers, dealers and sellers who may instil feelings of fear and crime into the local area. Drug abuse among local populations may also increase.

South America and Cocaine Tourism - Visitors to South America are typically well aware of the regions cocaine-producing claim to fame. This area has been the site of coca and cocaine production for many years and unfortunately, there is a percentage of tourists who are simply coming to countries such as Colombia to sample the drug. Anecdotes suggest that drugs are very easy to find, that they are sold by everyone, used by everyone and are very good quality. But these anecdotes often do not describe the negatives – that they have been taken advantage of, that violence is commonplace and abuse, bingeing and overdosing is common.

Despite South America being the largest producer of cocaine worldwide, the drug is, in fact, illegal to use or possess. Colombia has been fighting the war on drugs for many years and the risks involved in purchasing drugs are high. Sentencing for drug offences in many of the countries such as Colombia is severe. Tourists could be used as an example of successful policies against drug use. Individuals should never consider that they may be above local law enforcement if they engage in illegal activities.

South East Asia Drug Tourism - Many of the hordes of young tourists that visit South East Asia come for the beaches, the unique culture and for the apparent ease of getting drugs. Stories prevail in colleges and universities across America, Australia and England about getting stoned on marijuana on the beaches in Thailand, taking magic mushrooms while floating down the river in Vang Vieng, Laos and of methamphetamine (especially yaba), and opium that is available across the region. Mushrooms and marijuana are also widely available in the Gilis of Lombok, Indonesia.

Among these stories are bad experiences, overdoses, accidents, coerced bribes, imprisonment and the occasional death. The enormous full-moon parties which have developed from a few dozen people to thousands and thousands have also increased negative outcomes.

What is often forgotten when taking drugs in these countries is that the use of these drugs is not allowed. Marijuana, mushrooms, amphetamines, opium and heroin are all illegal in these countries and the punishments for using or being caught with the drugs are severe. Individuals caught in possession of drugs can face jail time, big fines or worse. In some areas such as Koh Phangan, where the Full Moon Parties are held every month in Thailand, there are many stories of police setting up tourists by selling the drugs to them and then forcing them to pay big fines or face jail time. Similar stories have come out of Laos.

Drug Tourism in India

Drug consumption is one topic that is a taboo, yet a part of our culture. Tracing its history to the marijuana offered to Lord Shiva, to trade on the Chinese Silk Route as well as the East India Company, drugs have been a part of the recreational/economic activities of the sub-continent. Given such trends, the practice of drug tourism has also found its ground in the country. Currently, places like Himachal Pradesh(famous for hashish of Malan), Kodaikannal(for its magic mushrooms) and Idduki(for gold) in Kerala, with Rajasthan(Bhang and Opium) and Goa(psychedelic drugs) are famous drug tourist destinations that have attracted travellers from India as well as abroad.

The major law governing the sale and use of drugs is the Narcotic Drugs and Psychotropic Substances Act, 1985 which banned the cultivation, trade, import or local consumption of any kind of narcotics or psychotropic substances with the goal of reducing drug trafficking in the country. Since then, the Act has been amended thrice in order to make the punishments stiffer; boiling down to making consumption of drugs a cognizable and non-bailable offence. On the other side, it also permitted the use of morphine for medical

purposes in order to provide easy access for the same to doctors and hospitals. However, the existing laws against other drugs still persists; accompanied with the imposition of significant fines and criminal punishment with the aim of deterring such activities amongst the people.

However, drug tourism is still very much prevalent in India. The rave parties in Goa and around the countries, the constant cases of suicides and deaths due to the consumption of such substances within the Indians as well as foreigners and the priority given by law enforcement agencies to this issue, especially in states like Punjab, is evidence to that. The major downfall of drug tourism is that it affects the health of the local citizens, especially the youth. Awareness regarding overdose and health complications have been on the rise in recent years due to the work of NGOs and, in recent times, governmental agencies. A part of this has been focused on sensitisation of tourists, especially the youth (since they seem to form the largest proportion of drug tourists) to be responsible while travelling. However, more work needs to be done in this area in order to bring the menace to an end.

22.4 Sex Tourism

Sex tourism is to travel to engage in sexual activity, particularly with prostitutes. The World Tourism Organisation defines sex tourism as “trips organised from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination”.² Attractions for sex tourists can include reduced costs for services in the destination country, along with either legal prostitution or indifferent law enforcement, and access to child prostitution.

Several countries have become preferred destinations for sex tourists. These include Latvia, Brazil, Costa Rica, the Dominican Republic, Kenya, the Netherlands, the Philippines, Colombia and Thailand. Sex tourism by women also exists. The main destinations for female sex tourism are Brazil, Southern Europe (mainly Portugal, Greece, Turkey, Croatia, Montenegro and Spain), the Caribbean (led by Jamaica, Barbados and the Dominican Republic), parts of Africa (Tunisia, Gambia, Kenya), Indonesia. Other destinations include Morocco, El Salvador, México, Ecuador, Peru and Fiji.

If sex tourism is the dark side of tourism, then child sex tourism represents the line in the sand that should never be crossed. While sex tourism involving adults provokes a variety of opinions and positions³, child prostitution involving tourists is highly condemned.

The last 20 years have seen vocal campaigns against child sex tourism, resulting in changes in national legislation in many countries, statements and taskforces from the

² “WTO Statement on The Prevention of Organised Sex Tourism”. *Adopted by the General Assembly of the World Tourism Organisation at its eleventh session - Cairo (Egypt), 17-22 October 1995 (Resolution A/RES/ 338 (XI))*. Cairo (Egypt): World Tourism Organisation.

³ Cohen, 1982; Oppermann, 1998; Kempadoo et al., 2005; O’Connell-Davidson and Stnchez Taylor, 2005; Stnchez Taylor, 2006; Day, 2007; Eades, 2009.

World Tourism Organisation, the inauguration of World Congresses against the Commercial Sexual Exploitation of Children and a universal determination to stamp out a crime and a moral outrage.

Despite the public outcry and changes in legislation, however, child sex tourism continues and, in some ways, the moral indignation that the subject arouses obscures certain aspects of the situations in which children caught up in prostitution live and work. There is still a dearth of information about how children meet clients, what is expected of them and their paths in and out of prostitution. Their clients are even more unknown and there is very little research (as opposed to anecdotal) evidence that discusses their motivations, their modus operandi or their choices about which countries they will visit.

At both national and international levels, legislation to protect children, although much heralded, has proved inadequate, and left unanswered important questions about enforcement and practical help for the children affected. In Thailand, for instance, a small community of people force their children into prostitution. Generally, prostitution as it is, is widespread in Thailand. These children work as prostitutes in order to support their parents and themselves. Though there are laws to ban child prostitution, there is a big lacuna between legislations, their implementation and the lived realities of the children.

Despite Thailand's reputation as a sexual paradise where 'anything' goes, all prostitution is illegal. The laws against it are rarely enforced, however, with police turning a blind eye and, in many cases, according to a recent US State Department's Human Rights Report, being actively involved (Bureau of Democracy, Human Rights and Labour, 2008). Prostitution here, was long regulated, taxed and implicitly condoned by the Thai authorities before becoming criminalised in 1960 as part of a wider plan to rid the country of 'undesirables' such as beggars and prostitutes. Undoubtedly, if rather uncomfortably, for many in Thailand, there is evidence of long-standing patterns of prostitution and varying degrees of exploitation. What is less clear is the exact extent of child prostitution before 1960 although it would be reasonable to believe that it was relatively common.

While the overwhelming majority of prostitutes were Thai women and girls with Thai clients, as early as the 1920s there was evidence of international involvement in the Thai sex industry and of both foreign women working in Thai brothels and of Thai women having foreign clients. In 1933, the League of Nations reported back on the organised brothels of Thailand claiming that Thai, Chinese, Annamese and even Russian women were selling sex in Thailand.

India, being a developing country, has also not been able to escape from this problem. According to estimates by the Ministry of Women and Child Department, almost 20,000 women and children were victims of human trafficking in India in the year of 2016. The state of West Bengal recorded the highest number of victims in 2016; whose reason has often been delegated to the porous border it shares with Nepal and Bangladesh. Rajasthan had the second largest number of trafficked children and Maharashtra (containing the

commercial capital of the entire country Mumbai, which is also famous for its Red-Light District) had the second largest number of trafficked women. However, the country has also taken several initiatives to bring an end to trafficking. Article 23 of the Constitution of India explicitly bans human trafficking. The Suppression of Immoral Traffic in Women and Girls Act, 1956 was also passed by the Indian Government with the aim of making trafficking for prostitution illegal and put forward legal action against people involved in trafficking in any capacity. This Act was amended into the Immoral Traffic (Prevention) Act, 1986, which makes anti-trafficking laws friendlier to the victim and creates a system for their rehabilitation as well as protection from being trafficked again. India is also a signatory of the UN Convention against Transnational organised crime and its Anti-trafficking protocol; in line with which it brought certain amendments in the IPC for creating new provisions to address this problem.

UNICEF notes that sexual activity is often seen as a private matter, making communities reluctant to act and intervene in cases of sexual exploitation. These attitudes make children far more vulnerable to sexual exploitation. Most exploitation of children takes place as a result of their absorption into the adult sex trade where they are exploited by local people and sex tourists. The Internet provides an efficient global networking tool for individuals to share information on destinations and procurement.

Human rights organisations warn that sex tourism contributes to human trafficking and child prostitution. The U.N. opposes sex tourism citing health, social and cultural consequences for both tourists home countries and destination countries, especially in situations exploiting gender, age, social and economic inequalities in sex tourism destinations.

22.5 Tourism and Human Rights

Many in the tourism industry are increasingly embracing the sustainability agenda. This includes some of the smallest and largest tour operators, hotel groups and travel trade associations. The next challenge is for the industry to recognise that true sustainability means taking a human rights approach to tourism. A human rights approach means recognising and addressing the multiple human rights impacts and issues associated with tourism. It also makes business sense on several levels. This includes risk management, competitive advantage, social sustainability, and business leadership and ethics. Furthermore, the United Nations has now clarified and elaborated on the universal business responsibility to respect human rights in the UN Guiding Principles on Business and Human Rights (UNGP).

Human rights are basic principles aimed at ensuring equality and dignity for all. The 1948 Universal Declaration of Human Rights (UDHR) embodies the international consensus on human rights and forms the cornerstone of today's human rights law. Such law places obligations on States to respect, protect and fulfil the human rights of individual citizens. These include civil and political rights, such as the right to association and to participate in civil society, as well as socioeconomic rights, such as the right to housing and to health.

The duty of States to protect the rights of its citizens includes guarding against violations by businesses. Such protection is usually provided through domestic legislation. Thus, although most international human rights standards are not directly legally binding on companies, companies can violate human rights law by breaching domestic legislation designed to protect rights. On the other hand, companies may still be accused of committing, or being complicit in, violations of international human rights standards if national-level legislation that should protect against abuse is weak or unenforced.

A range of opportunities, frameworks and initiatives for working towards effective management of human rights risks and implementation of the business responsibility to respect human rights have been recognised by the industry. Along with clarifying the universal corporate responsibility to respect human rights, the UNGP makes a strong business case for taking a rights-based approach in order to manage risks associated with corporate complicity in human rights abuse. Guiding Principles 11-24 of the same provides specific guidance on businesses' human rights responsibilities, processes of due diligence and access to remedy.

The UNGPs are gradually being incorporated into government policies and hard law, while tourism to date has escaped the same levels of human rights scrutiny as other sectors: effective engagement in UNGPs sooner rather than later will enable tourism sector stakeholders to keep up with policy changes and 'know and show' that they are working to enact their responsibility to respect human rights. The UN Working Group on Business and Human Rights exists to support dissemination and implementation of the UNGPs, including sector specific and cross-sector learning. In brief, UNGP basically protects, respects, and provides remedy' Framework for:

- ◆ State Duty to Protect human rights
- ◆ Corporate Responsibility to Respect human rights
- ◆ Access to Remedy for victims of business-related abuse

The key human rights issues in tourism businesses can include:

- ◆ Labour conditions and a living wage
- ◆ Land rights and forced displacement
- ◆ The rights of indigenous peoples
- ◆ The right to water and sanitation
- ◆ The right to life and health
- ◆ The right to dignity and privacy
- ◆ Economic exploitation
- ◆ Cultural exploitation
- ◆ Child labour
- ◆ Sexual exploitation
- ◆ The right to participate

Apart from UNGP, there are several other global initiatives on business and human rights, Businesses from a vast range of sectors all over the world are increasingly engaging in the human rights agenda, giving rise to a variety of initiatives and schemes. These include:

- ◆ **Human rights policies** - Over 280 companies now have a human rights policy, according to the Institute of Business and Human Rights.
- ◆ **ISO 26000** - This new standard for social responsibility produced by the International Standards Organisation (ISO) includes human rights as one of seven core aspects of social responsibility.
- ◆ **The Global Reporting Initiative** - The GRI aims to produce a comprehensive sustainability reporting framework. The recently updated guidelines, 'G3.1', include expanded information for reporting on human rights, local community impacts, and gender.
- ◆ **UN Global Compact** - The largest global corporate responsibility initiative with 5000 corporate members. Six of the Compact's ten core principles are based on human rights.
- ◆ **SEDEX (Supplier Ethical Data Exchange)** - A membership organisation for businesses committed to improving the ethical performance of their supply chains.
- ◆ **FTSE4Good and Dow Jones Sustainability Index** - Both have strict human rights entry criteria. FTSE4Good criteria include a statement of commitment to Core ILO labour standards, board-level responsibility for human rights issues and global communication of company human rights policy, including in local languages.

India, as a developing country, has faced its own share of problems related to tourism and human rights issue. India, being one of the fastest growing economies, is also a country with immensely rich cultural heritage and natural beauty. Due to both of these factors, the country has a successful tourism industry that has witnessed exponential growth in the last few years. However, one down-fall of this economically focused approach is that the human rights of the people engaged in the sector or affected by its activities are often not given enough attention or brushed aside. One example of this can be found in an area called Bekal in the southern state of Kerala. This area became India's first Special Tourism Area in the 1990s; and the Bekal Tourism Corporation (a governmental agency formed to spearhead this development) has since acquired 250 acres of land for six resorts. However, the Corporation has also been accused of violating coastal regulations, acquiring land through illicit methods and not providing accountability to the local communities. These local communities were specifically faced with threats of eviction and coerced into selling their land, often at lower prices. Problems of rehabilitations, reduction in access to water and sanitation, mismanagement of the communities' interests by the Corporation all followed these developments. In doing so, it has been said that BRDC and developers have allegedly violated various national laws, including the Coastal Regulation Zone (CRZ) notification, the Wetland Conservation Act and the Environment Protection Act.

22.6 Disease Exchange and Tourism

There are many factors affecting where people choose to take their holidays. There are factors to do with the destination itself, such as climate and the occurrence of natural disasters. The personal preference of people also tends to have an effect, as well as their demographic group. For example, a group of 20 something students will want a very different holiday compared to a retired couple. One factor that affects people's choices and that is constantly hitting the headlines is disease. Diseases such as malaria, yellow fever, and more recently bird flu and swine flu, not only make travelling difficult and expensive, but also scare people away from visiting certain areas. The most recent example of such a case in India is the outbreak of the Nipah virus (a zoonotic virus, generally associated with fruit bats) in Kerala in the year of 2018 which not only caused several deaths, but also went on to affect the tourism industry of the state for more than 2 years.

Vaccinations are a must when travelling to certain places on holiday. The list of those available/ needed seems endless. This may put people off wanting to go to certain places on holiday because of the extra prices involved. They are not cheap to get and if several are needed it adds a considerable amount onto the price of one's holiday already. However, tourism statistics show that generally, people who are likely to travel to areas requiring vaccinations are adventure tourists or back packers who look for offbeat destinations. Hence, most of the time, it is possible that they would not mind the extra effort taken to acquire vaccinations. However, such destinations surely do not attract families, especially with children or elderly people. Some of the vaccinations can leave one feeling sick for a few days. Many are also required to be taken in doses and just as a single injection course. For instance, anti-Rabies is a course of three injections over 27 days and can leave arms feeling dead and people feeling sick. This is not something that families with children would desire while planning a holiday.

A few Case Studies of how disease outbreak has affected tourism is mentioned below.

- 1) **Bird Flu** - A disease that has affected people worldwide in the past decade is "bird flu" or avian influenza. In 2005/2006, a major outbreak of the flu, which is similar to that of humans, hit Asia and Europe, resulting in the cull of millions of birds, and the deaths of around 100 people. The deadliest virus strain regarding humans is the H5N1 strain, which jumps from birds to humans, but has not yet mutated to jump from human-to-human. Those that caught the disease had very close contact with infected birds. However, the result of the outbreak had several effects with regards to tourism, particularly in South-Eastern Europe. In January 2005, the village of Kusadasi, Turkey was found to have birds suffering from the disease. This scared off many tourists, and many cancelled holiday reservations as the country was placed under quarantine. There was a 7.4% drop in the number of tourists visiting Turkey in the first two months of 2006⁴. Even though the flu is not a great threat to humans

⁴ Ministry of Culture and Tourism, Turkey

at the moment, and trials are being conducted between the various Health Protection Agencies and WHO, media coverage and scaremongering making it seem like a pandemic was imminent, was enough to make the few villages affected in Turkey to send everyone in to a panic, and make a country which relies on tourism and where tourism was growing at a rate of 10% annually, suffer badly. The Turkish Authorities aimed to calm people by stating “predominantly, this is a disease of birds”, but this did not stop many cancelling their holidays to Greece and Turkey badly affecting the tourism industry.

- 2) **Swine Flu** - Swine Flu has had an impact on the tourism industry worldwide. Apart from the originating country, Mexico, the tourism industry has also been hit in other countries of the world. Swine Flu has been identified as a pandemic with the WHO confirming it to be in alert level Phase 5, i.e. it is spreading rapidly by way of person- to-person contact. Effects of swine flu on tourism were made worse by the travel restrictions advised by WHO and other health authorities.

Mexico and USA were the two countries most hit in their travel industry than the rest of the world. Repercussions were also felt in Australia since any bottleneck to airlines is most disadvantageous to Australia as it is far away from most countries of the northern hemisphere. In Mexico, hotels, airlines and tourist attractions like art galleries, museums, theatres and cinemas also suffered from losses. Business travel was also affected after the outbreak of swine flu. The National Business Travel Association (NBTA) of USA published a survey which stated that 61% of business travellers cancelled their trips to Mexico as a result of the pandemic. The Indian tourism industry was also adversely affected by Swine Flu, especially in the tourism peak period starting from October of each year.

However, not all impacts of disease outbreak on tourism are bleak. There are a handful of situations where an old disease outbreak has converted a place into a tourist destination. There have been cases where dark tourism destinations have emerged due to disease outbreaks in the past in that area. One such place is mentioned in the following paras:

Bubonic Plague in Eyam - Most of the information that has been provided so far has shown the negative impact of disease on tourism; however, Eyam, a small village in Derbyshire, England, shows that this is not always the case. In this area, people are attracted to learn about the bubonic plague that arrived at the house of the village tailor George Vicars, via a parcel of cloth from London at the end of August in 1665. Because of the interesting history of this event, most of the tourism that occurs in Eyam is educational tourism, consisting of many school parties going on school trips.

Eyam village is best known for being the “plague village” that chose to isolate itself when the plague was discovered there in August 1665, rather than let the infection spread. The plague had been brought to the village in a flea-infested bundle of cloth that was delivered to tailor George Viccars from London. Within a week he was dead and was buried on 7 September 1665. After the initial deaths, the townspeople introduced a number of precautions to slow the spread of the illness from May 1666. These included the arrangement that families were to bury their own dead and the relocation of church

services from the parish church of St. Lawrence to Cucklett Delph to allow villagers to separate themselves, reducing the risk of infection. Perhaps the best-known decision was to quarantine the entire village to prevent further spread of the disease. The plague raged in the village for 14 months and it is stated that it killed at least 260 villagers with only 83 villagers surviving out of a population of 350⁵. The church in Eyam has a record of 273 individuals who were victims of the plague.



Figure 1: The cottage of George Viccars in Eyam known as 'Plague Cottage'

Now, in Eyam, on the last Sunday of August, every year, Plague Sunday happens. It allows people to learn more about the disease, and reflect on those who died from the disease. Historical tours take place around the village and people visit the graves of those who died. There is also an opportunity to go and visit George Viccars' house, where the bubonic plague first started.

In conclusion, disease has a serious impact on the tourist industries of the places it strikes. Usually, disease deters people from visiting, and as a result, the industry suffers. This can be due to the extra costs incurred due to vaccination prices, or by the fear of contracting a disease whilst on holiday. The demographic groups that are most affected by the threat of disease tend to be older generations and families. Backpackers, young couples or groups may be attracted to such places through the excitement of the unknown. Some diseases are prevalent all year round, others have nearly caused worldwide pandemics, but all have some effect on the tourist industries of the countries they affect.

⁵ "Living with the plague". *Local Legends*. BBC. Though this figure has been challenged on a number of occasions with alternative figures of 430 survivors from a population of around 800 being given.

Most of the effects of diseases are negative. This may not even be because the disease is that bad, but because the media just scares people away. However, in some circumstances areas have benefited from the outbreak of a disease. Eyam is now a unique tourist attraction because of the plague, and some hotels and campsites in the UK benefit from the threat of rabies in other countries.

All in all, disease always has an effect on where it strikes, but this can be negative or positive, depending on the circumstances. However, most of the time, the effect is resoundingly negative.

UNIT 23

NATURAL DISASTERS AND TOURISM

Contents

23.1	Introduction	617
23.2	Impact of Natural Disasters on Tourism	621
23.3	Responses to Natural Disasters	624
23.4	Some Disaster-prone Destinations	631
23.5	Dark Tourism and Natural Disasters	643

23.1 Introduction

The term 'disaster' has been taken from a French word '*Desastre*' (French '*des*' means bad and '*astre*' means star) meaning bad evil star. A disaster, whether natural or human-induced, is an event which results in widespread human loss. It can be natural or a man-made event that results in a serious disruption of the functioning of society, which results in unprecedented threat, loss and damage to human life, property and/or environment in a defined area.

A disaster is a natural or man-made (or technological) negative event that has come to fruition, resulting in an event of substantial extent causing significant physical damage or destruction, loss of life, or drastic change to the environment. It may be defined as any tragic event with great loss, stemming from events such as earthquakes, floods, catastrophic accidents, fires, or explosions. It is a phenomenon that causes huge damage to life, property and destroys the social and cultural life of people.

Disasters are as old as human history but the dramatic increase and the damage caused by them in the recent past have become a cause of national and international concern. Over the past decade, the number of natural and man-made disasters has climbed inexorably. From 1994 to 1998, reported disasters average was 428 per year but from 1999 to 2003, this figure went up to an average of 707 disaster events per year showing an increase of about 60% over the previous years. The biggest rise was in countries of low human development, which suffered an increase of 142%. The scenario in India is no different from the global context. The super cyclone of Odisha (1999), the Gujarat earthquake (2001) and the recent Tsunami (2004) affected millions across the country leaving behind a trail of heavy loss of life, property and livelihood.

There are 2 types of disasters categorized on the basis of origin, namely, Natural and Man-made disasters. Natural disasters are an event that is caused by a natural hazard and leads to human, material, economic and environmental losses. They are beyond the control of human beings. Some examples of natural disasters are - the 2001 earthquake in Bhuj, Gujarat, the 2004 Indian Ocean Tsunami, the 2008 earthquake in China, the 2007 cyclone in Myanmar.

Natural Disasters are sub-categorised as under -

- a) **Wind-related** - For instance, Cyclones, Storm, Tornado, Storm surge, Hurricane, Tidal waves and so on.
- b) **Water-related** - Floods, Cloud burst, Tsunami, Excessive rains, Droughts, etc.
- c) **Earth-related** - Earthquakes, Avalanches, Landslides, Violent volcanic eruptions, etc.

It is also important to know that natural phenomena are extreme climatological, hydrological, or geological, processes that do not pose any threat to persons or property. A massive earthquake in an unpopulated area, for example, is a natural phenomenon, *not a hazard*. It is when these natural phenomena interact with the man-made environment or fragile areas which causes widespread damage.

India has been traditionally vulnerable to natural disasters on account of its unique geo-climatic conditions. Floods, droughts, cyclones, earthquakes and landslides have been recurrent phenomena. About 60% of the landmass is prone to earthquakes of various intensities; over 40 million hectares is prone to floods; about 8% of the total area is prone to cyclones and 68% of the area is susceptible to drought. In the decade 1990-2000, an average of about 4344 people lost their lives and about 30 million people were affected by disasters every year. The loss in terms of private, community and public assets has been astronomical.

A natural disaster is a consequence when a natural calamity affects humans and/or the built environment. Human vulnerability, and often lack of appropriate emergency management, leads to financial, environmental, or human impact. The resulting loss depends on the capacity of the population to support or resist the disaster: their resilience. This understanding is concentrated in the formulation: "disasters occur when hazards meet vulnerability". A natural hazard will hence, never result in a natural disaster in areas without vulnerability. At the global level, there has been considerable concern over natural disasters. Even as substantial scientific and material progress is made, the loss of lives and property due to disasters has not decreased. In fact, the human toll and economic losses have mounted. It was in this background that the United Nations General Assembly, in 1989, declared the decade 1990- 2000 as the International Decade for Natural Disaster Reduction with the objective to reduce loss of lives and property and restrict socio-economic damage through concerted international action, especially in developing countries.

Various disasters like earthquake, landslides, volcanic eruptions, flood and cyclones are natural hazards that kill thousands of people and destroy billions of dollars of habitat and property each year. The rapid growth of the world's population and its increased concentration, often in hazardous environment, has escalated both the frequency and severity of natural disasters. With the tropical climate and unstable landforms, coupled with deforestation, unplanned growth proliferation and non-engineered constructions which make the disaster-prone areas more vulnerable, tardy communication, poor or no budgetary allocation for disaster prevention, developing countries suffer more or less chronically from natural disasters. Asia tops the list of casualties due to natural disasters.

Among various natural hazards, earthquakes, landslides, floods and cyclones are the major disasters adversely affecting very large areas and population in the Indian sub-continent. These natural disasters are of (i) geophysical origin such as earthquakes, volcanic eruptions, landslides and (ii) climatic origin such as drought, flood, cyclone, locust, forest fire. Though it may not be possible to control nature and to stop the development of natural phenomena, the efforts could be made to avoid disasters and alleviate their effects on human lives, infrastructure and property. Rising frequency, amplitude and number of natural disasters and attendant problem coupled with loss of human lives prompted the General Assembly of the United Nations to proclaim the 1990s as the International Decade for Natural Disaster Reduction (IDNDR) through a resolution 44/236 of December 22, 1989, to focus on all issues related to natural disaster reduction. In spite of IDNDR, there had been a string of major disasters throughout the decade. Nevertheless, by establishing the rich disaster management related traditions and by spreading public awareness the IDNDR provided the required stimulus for disaster reduction. It is almost impossible to prevent the occurrence of natural disasters and their damages.

Some important definitions -

Emergencies, Disasters and Catastrophes are not gradients, they are separate, distinct problems that require distinct strategies of response.

- 1) **Hazard** - A hazard can be defined as a threatening event. It is a situation which poses a level of threat to life, health, property, or environment. It is a dangerous condition or events that threaten or have the potential for causing injury to life or damage to property or the environment.

Hazards are part of the environment in which we live. Unfortunately, it is impossible to live in a totally hazard-free environment since each day one inevitably faces some degree of personal risk from road accidents, fire, theft, floods, etc. They can be categorized in various ways but, based on the origin, hazards worldwide are basically grouped in two broad headings, i.e. **Natural Hazards** (hazards with meteorological, geological or even biological origin) and **Unnatural Hazards** (hazards with human- caused or technological origin).

Some authors classify hazards according to the triggering reason:

- 1) *voluntary* hazards (e.g. smoking, paragliding) and

2) *involuntary* hazards (e.g. fire, earthquake)

Others classify hazards into three classes according to their nature:

- ◆ *Technological* hazards are those accidental failures of design or management affecting large-scale structures and transport systems or industrial activities that present life-threatening risks to the local community (Smith 1996).
- ◆ *Natural* hazards result from those elements of the physical environment harmful to Man and caused by forces extraneous to him (Burton et al. in Smith 1996).
- ◆ *Human-induced natural* hazards are those that are caused by the human modification of the environment.

II) **Threat** - Threats are expected/foreseen unpleasant consequences posed by hazards. Threats are classified by the type of loss they cause, i.e. *direct* (or primary) losses and *indirect* (or secondary) losses. They are also categorised according to their potential effects:

- a) hazards with *social or human* effects,
- b) hazards with *physical* effects and
- c) hazards with *economic* effects.

III) **Disasters** - A disaster can be defined as an emergency of such severity and magnitude that the resultant combination of deaths, injuries, illness, and property damage cannot be effectively managed with routine procedures or resources. These events can be caused by nature, equipment malfunction, human error, or biological hazards and disease.

Disasters are events distinguished from everyday emergencies by four factors:

- a) Organisations are forced into more and different kinds of interactions than normal;
- b) Organisations lose some of their normal autonomy;
- c) Performance standards change, and;
- d) More coordinated public sector/private sector relationships are required.

Disasters are accompanied by loss of livelihood and property causing devastating impacts on socio-economic conditions. India is one of the most vulnerable developing countries to suffer from various disasters like-flood, drought, cyclone, landslide, earthquake, forest fire, volcanic eruptions, riots, terrorist attacks etc.

IV) **Catastrophe** - Catastrophes are distinct from disasters. In a catastrophe, most or all of the community built structure is heavily impacted; Local officials are unable to undertake their usual work roles; Most, if not all, of the everyday community functions are sharply and simultaneously interrupted, and; Help from nearby communities cannot be provided.

23.2 Impact of Natural Disasters on Tourism

Natural disasters are a basic part of the workings of nature and therefore, cannot be done away with. Natural disasters and tourism are two elements that play significant roles in the world today and will continue to clash in the future. It is assumed that natural disasters and tourism are on opposite sides of the spectrum and therefore, are obviously, mutually exclusive rather than complementary. However, the question is, what happens when these two elements intersect. In this era of disasters, the events of the Indian Ocean Tsunami, Hurricanes Katrina and Wilma, the Kashmir earthquake among others, have reinforced the fact that no destination is immune from the possibility of a disaster or crisis. Surprisingly, many businesses have no plan and are completely unprepared to deal with either one of these. Tourist accommodations encounter crises of varying proportions on a daily basis. Some are of low- level significance and can be handled internally, with a minimal amount of communication, written or verbal. Some are so serious, that advanced planning and preparation are not only prudent, but also necessary to ensure quick action under stress.

Furthermore, the subject of disasters and crises in tourism systems is greatly understudied. Tourism destinations in every corner of the globe face the virtual certainty of experiencing a disaster of one form or another at some point in their history. Despite this, few destinations have properly developed disaster management plans in place to help them cope with such eventualities. Among the reasons for this, is the limited amount of systematic research that has been carried out in the field.

The lack of interest and research is surprising considering that crisis management, disaster recovery and organisational continuity are critical competencies for managers in both the public and private sector. Crisis and disaster management should be a core competency for tourism destination managers. Not only is destination recovery and restoration under- researched, but it is a critically important element in tourism planning. Having a crisis management team may be expected of established and large companies in the tourism industry; however, a tourism system is typically made up of many small businesses, which may rely on industry organisations.

There is a very close link between tourism and natural disasters as in the event of a natural disaster tourism is significantly disrupted and in most cases the industry is destroyed, then requires development and adjustment. Tourism is an important part of countries' economy and in less economically developed countries such as those affected by the tsunami, where the local economy greatly relies upon the industry's services for the livelihood of its population. The massive effect a natural disaster can have on tourism is related to the negative multiplier effect, which involves the impact of the event spreading through the economy.

Indirect losses of natural disasters, or losses resulting from the consequences of physical destruction, have not been measured, studied, and modelled to the same extent as direct losses (the monetised losses of physical destruction). Evidence to date suggests

that the proportion of indirect impacts increases in larger disasters, and thus may constitute a larger fraction of total losses and damage in large disasters than in smaller disasters.

By their nature, indirect losses are harder to measure than losses stemming directly from physical damage. For example, a ruptured power line is readily observed and the cost of its repair evaluated. Far less obvious are losses such as those of industries that are forced to close down because they lack critical power supplies, firms with power that lose business because suppliers or buyers lacked power, and firms that lose business because employees of firms affected by the power outage have reduced incomes and consequently spent less. Compared to a natural disaster's direct effects, indirect losses are more difficult to identify and measure, and are generally spread over a much wider area.

Additionally, there are almost no programmes or processes in place to draw upon in measuring indirect losses. Two exceptions to this observation are business interruption insurance and unemployment insurance. The usefulness of these data are limited, as many firms do not carry business interruption insurance, and that many indirect effects may not qualify for reimbursement under such insurance. Similarly, unemployment insurance data do not adequately reflect employment and income losses that may occur in the wake of a natural disaster. For many, proving eligibility can be troublesome; for others, the key impact is not unemployment per se but reduced work and income that does not qualify for programme assistance. In both situations, the coverage problem is exacerbated by the complexity of extracting the information from existing sources. Business interruption reimbursements may be lumped with other types of insurance payments. In the case of unemployment insurance, it may be difficult to separate claims attributable to the disaster and claims that would have arisen as a consequence of typical business and economic cycles.

Limited available sources of data and the often high cost of primary data collection have led to attempts to measure indirect losses using statistical models of the type that have long been utilised for economic forecasting and economic impact analysis. A modelling approach is also potentially able to project expected future outcomes over a period of years, and estimate indirect losses associated with a particular actual event. The forward-looking capability is critical for developing simulation models for planning mitigation and emergency responses.

Types of Indirect Losses

In the short-term, disasters can produce indirect losses and gains. Losses include:

- ◆ Induced losses in sales, wages, and/or profits due to loss of function. The inability to operate may derive from either direct physical damage to commercial structures or from infrastructure failure.
- ◆ Input/output losses to firms forward-linked or backward-linked in production to businesses closed as a result of direct physical damage or infrastructure failure.

Slowdowns or shutdowns are induced by reductions in demands for inputs and supplies of outputs from damaged firms.

- ◆ Spending reductions from the income losses triggered by firm closures or cutbacks – so-called multiplier or ripple effects. Employees of the firms experiencing reduced production and sales suffer income losses and subsequently curtail their own expenditures, initiating a new round of firm cutbacks.

In addition, disasters may generate short-term gains from:

- ◆ Changes in future production, employment, and income and/or changes in these flows outside the damaged area (and the ripple effects thereof). Current production outside the immediate area of impact or future production within the affected region may compensate for initial disaster-induced losses.
- ◆ Income gains outside the impact area to owners of commodities inflated in price by disaster-induced shortages. Both agricultural commodities lost in a disaster and construction materials demanded during reconstruction are particularly likely to generate these windfall profits outside the region.
- ◆ Positive economic stimuli of jobs and production generated from cleaning up and rebuilding and the multiplier effect of those increases.

Disasters also have longer-term indirect impacts: altered migration flows, changes in development and housing values resulting from changes in insurance costs, reduced consumption (if borrowing occurred to repair and replace damaged structures and goods), and altered government expenditures that derive from new patterns of migration and development.

From a very broad temporal and spatial perspective, the *net* indirect economic impacts of disasters may be zero. Though, this may seem counter-intuitive, measured over the entire economy, the negative and positive effects may cancel out. Still, precisely because the winners and losers are different groups of individuals and businesses, redistribution indirect impacts of disasters are not zero.

These are three key reasons for identifying and measuring the indirect impacts of disasters:

- 1) to inform plans for assistance to disaster victims;
- 2) to value mitigation measures; and
- 3) to plan emergency response programmes.

Indirect losses of concern to (1) and (3) are losses that occur in the immediate region of impact near the time of the event. To the extent that mitigation costs are to be borne primarily by persons and firms in the immediate area of potential impact, then region-specific net loss savings are the pertinent impacts. Even if the mitigation is federally funded, region-specific savings may still be more relevant than total savings. Assuming federal aid to immediate victims continues, there is a legitimate societal interest in preventing those immediate losses. The valuation of mitigation measures should logically include long-run regional impacts, but the substantial passage of time between disaster and impact renders measurement of these phenomena particularly formidable.

23.3 Responses to Natural Disasters

It is a sad truth for those who live in popular vacation destinations and depend on tourist income, hence, when natural disasters hit and money is badly needed, there is a sharp decline in tourists, thereby adversely affecting the livelihood of thousands. Not only do natural disasters cause physical damage that renders tourist attractions and accommodations unusable - temporarily or permanently - they also create an impression in the minds of potential tourists that the area is unsafe, at worst, and just not a fun place to visit, at best.

It is, however, possible to reduce the impact of disasters and make the destinations up and running again, by adopting suitable disaster management strategies. Management of disasters involve various steps including disaster mitigation and preparedness. Disaster mitigation mainly addresses the following: minimise the potential risks by developing disaster early warning strategies, prepare and implement developmental plans to provide resilience to such disasters, mobilise resources including communication and tele-medicine services to help in rehabilitation and post-disaster reduction. The different phases of disaster management are enumerated as follows:

- 1) **Response and relief** - Immediate measure taken up in anticipation of or during disaster to ensure that the effects are minimised. These are normally carried out simultaneously after a disaster.
- 2) **Rehabilitation and reconstruction** - These initiatives are taken up by the government, NGO's and various other agencies which would help the affected community to come back to normal. Roads, power supply, communication and medical facilities are restored.
- 3) **Mitigation** - Any action taken to minimise the extent of a disaster is known as mitigation. Mitigation can take place before, after or during disaster.
- 4) **Preparedness** - It involves measures that enable governments, communities and individuals to respond rapidly to disaster situations and cope with them effectively.

Disaster management occupies an important place in this country's policy framework as it is the poor and the under-privileged who are worst affected on account of calamities/ disasters. The steps being taken by the Government emanate from the approach outlined above. The approach has been translated into a National Disaster Framework covering institutional mechanisms, disaster prevention strategy, early warning system, disaster mitigation, preparedness and response and human resource development. The expected inputs, areas of intervention and agencies to be involved at the National, State and District levels have been identified and listed in the roadmap. This roadmap has been shared with all the State Governments and Union Territory Administrations. Ministries and Departments of Government of India, and the State Governments/UT Administrations have been advised to develop their respective roadmaps, taking the national roadmap as a broad guideline. There is, therefore, now a common strategy underpinning the action being taken by all the participating organisations/stakeholders.

At the national level, the Ministry of Home Affairs is the nodal Ministry for all matters concerning disaster management. The Central Relief Commissioner (CRC) in the Ministry of Home Affairs is the nodal officer to coordinate relief operations for natural disasters. The CRC receives information relating to forecasting/warning of a natural calamity from India Meteorological Department (IMD) or from Central Water Commission of Ministry of Water Resources on a continuing basis. The Ministries/Departments/Organisations concerned with the primary and secondary functions relating to the management of disasters include: India Meteorological Department, Central Water Commission, Ministry of Home Affairs, Ministry of Defence, Ministry of Finance, Ministry of Rural Development, Ministry of Urban Development, Department of Communications, Ministry of Health, Ministry of Water Resources, Ministry of Petroleum, Department of Agriculture & Cooperation, Ministry of Power, Department of Civil Supplies, Ministry of Railways, Ministry of Information and Broadcasting, Planning Commission, Cabinet Secretariat, Department of Surface Transport, Ministry of Social Justice, Department of Women and Child Development, Ministry of Environment and Forest, Department of Food. Each Ministry/Department/Organisation nominates their nodal officer to the Crisis Management Group chaired by Central Relief Commissioner. The nodal officer is responsible for preparing the sectoral Action Plan/Emergency Support Function Plan for managing disasters.

What is Disaster Management - Disaster management is the discipline of dealing with and avoiding risks. In general, it is the continuous process by which all individuals, groups and communities manage hazards in an effort to avoid or minimise the impact of the disasters resulting from the hazards.

It is almost impossible to fully control the damage caused by the disaster, but it is possible to minimise to some extent by these ways -

- 1) By early warning given by the MET department through radio, TV.
- 2) The police control room, fire control officers, the nearby RED-cross office and other rescue teams should be informed.
- 3) Spread awareness about disasters and tips to handle them.
- 4) Space technology plays a very important role in efficient mitigation of disasters.
- 5) Major loss of life and property can be avoided with careful planning along with an effective warning and evacuation procedure.
- 6) We should cooperate with the rescue teams. It is our moral and social duty that we should help in arranging relief camps for those who have suffered.

Management of a disaster occurs after the catastrophe has taken place. Management of Disaster is often differentiated from Disaster Risk Reduction (DRR). DRR can take place in the following ways:

- a) **Preparedness** - This protective process embraces measures which enable governments, communities and individuals to respond rapidly to disaster situations to cope with them effectively. Preparedness includes the formulation of viable

emergency plans, the development of warning systems, the maintenance of inventories and the training of personnel. It may also embrace search and rescue measures as well as evacuation plans for areas that may be at risk from a recurring disaster. Preparedness, therefore, encompasses those measures taken before a disaster event which are aimed at minimising loss of life, disruption of critical services, and damage when the disaster occurs.

- b) **Mitigation** - Mitigation embraces measures taken to reduce both the effect of the hazard and the vulnerable conditions to it in order to reduce the scale of a future disaster. Therefore mitigation activities can be focused on the hazard itself or the elements exposed to the threat. Examples of mitigation measures which are hazard-specific include water management in drought prone areas, relocating people away from the hazard prone areas and by strengthening structures to reduce damage when a hazard occurs. In addition to these physical measures, mitigation should also aim at reducing the economic and social vulnerabilities of potential disasters.
- c) **Response** - The response phase includes the mobilisation of the necessary emergency services and first responders in the disaster area. This is likely to include the first wave of core emergency services, such as firefighters, police and ambulance crews. When conducted as a military operation, it is termed Disaster Relief Operation (DRO) and can be a follow-up to a Non-combatant evacuation operation (NEO). They may be supported by a number of secondary emergency services, such as specialist rescue teams.

A well-rehearsed emergency plan developed as part of the preparedness phase enables efficient coordination of rescue. Where required, search and rescue efforts commence at an early stage. The response phase of an emergency may commence with search and rescue but in all cases, the focus will quickly turn to fulfilling the basic humanitarian needs of the affected population. This assistance may be provided by national or international agencies and organisations.

Effective coordination of disaster assistance is often crucial, particularly when many organisations respond and local emergency management agency (LEMA) capacity has been exceeded by the demand or diminished by the disaster itself.

On a personal level, the response can take the shape either of a shelter in place or an evacuation. In a shelter-in-place scenario, a family would be prepared to fend for themselves in their home for many days without any form of outside support. In an evacuation, a family leaves the area by automobile or other modes of transportation, taking with them the maximum amount of supplies they can carry, possibly including a tent for shelter. If mechanical transportation is not available, evacuation on foot would ideally include carrying at least three days of supplies and rain-tight bedding, a tarpaulin and a bedroll of blankets being the minimum.

- d) **Recovery** - The recovery phase starts after the immediate threat to human life has subsided. During reconstruction, it is recommended to consider the location or construction material of the property. The most extreme home confinement scenarios

include war, famine and severe epidemics and may last a year or more. Then recovery will take place inside the home. Planners for these events usually buy bulk foods and appropriate storage and preparation equipment and eat the food as part of normal life. A simple balanced diet can be constructed from vitamin pills, whole-meal wheat, beans, dried milk, corn and cooking oil.

When it comes to managing disasters, let us examine a few natural disaster responses, based on the nature of a specific disaster:

- a) **Floods** - Flood is a natural as well as man-made disaster which affects human habitation over large areas causing loss of lives and property. It is the temporary inundation of large regions as a result of long period of heavy rainfall from overflowing rivers, from sudden melting of snow, cyclone, storm surge or dam collapse.

Floods cause great distress as they damage crops, property and also life. Homes are destroyed making people homeless. It also erodes soil. Moreover, it may also lead to famine as the crops are destroyed and the soil gets eroded.

Flood Preparedness -

- 1) Always listen to the radio or TV for warning or advice
- 2) Move to safer places, away from flood prone areas
- 3) Always keep some stock of edibles and first aid
- 4) Disconnect all electric appliances
- 5) Big reservoirs should be built on major rivers

- b) **Drought** - A drought is a long period of very dry weather. It is an insidious natural hazard. Drought is a climatic anomaly characterised by deficient supply of moisture resulting either from subnormal rainfall, erratic rainfall distribution, higher water need or a combination of all the factors. Most of the droughts are generally associated with arid or semi-arid climates but it can also occur in areas of adequate rainfall, late arrival or early departure of monsoon.

In India, Odisha, Chhattisgarh, Jharkhand, internal parts of Karnataka and Maharashtra, Gujarat, Rajasthan, parts of Punjab, Haryana, Uttar Pradesh and Tamil Nadu are the most drought prone areas of India.

Coping with droughts - Drought leads to failure of crops, this gives rise to poverty, unemployment, and shortage of food. It also adversely affects the agro-based industry. So there is urgency to reduce or minimise the impact of drought. Some common ways are helpful in reducing the impact of drought:

- 1) Water shortage areas should be identified.
- 2) Rainwater harvesting should be encouraged.
- 3) Afforestation should be encouraged.

- 4) In the urban areas, misuse and wastage of water should be stopped.
 - 5) Interlink all the major rivers of the country.
- c) **Earthquake** - Tremors and vibrations in the crust of the earth is called earthquake. An earthquake (also known as a quake, tremor or temblor) is the result of a sudden release of energy in the Earth's crust, that creates seismic waves. Earthquakes are measured with a seismometer, a device which also records is known as a seismograph. The moment the magnitude (or the related and mostly obsolete Richter magnitude) of an earthquake is conventionally reported, with magnitude 3 or lower, earthquakes being mostly imperceptible and magnitude 7 causing serious damage over large areas. The intensity of shaking is measured on the modified Mercalli scale.

Causes of Earthquakes

- 1) **Crustal Instability:** The tectonic forces are generally the main cause of earthquakes. They lead to sudden movements of the crustal blocks. Thus, a majority of earthquakes are associated with areas of crustal instability and such earthquakes are called 'Tectonic Earthquakes'.
- 2) **Volcanic Eruptions:** Volcanic eruptions also cause many earthquakes. They accompany most of the explosive eruptions. Such earthquakes are said to be of 'Volcanic Origin'.

Impacts of Earthquakes

- 1) Changes in the earth's crust may lead to a number of indirect effects such as landslides, avalanches, tsunamis even as in 2004 Indian Ocean and blocking of course of rivers and subsequent flooding when the blockage is removed by accumulated water.
 - 2) Means of transport are interrupted, due to the damage to roads and twisting of railway lines.
 - 3) It may damage large dams, power installations and even nuclear power plants.
 - 4) The earthquakes may also damage underground wires, pipelines and water systems.
 - 5) It interrupts the socio-economic conditions of the affected area and also hinders its development.
 - 6) Moreover, it causes huge loss of life and property and also the environment of the place.
 - 7) Direct effects are seen as the changes in the earth's surface.
 - 8) The daily life and routine of the people get affected for a long period of time.
- d) **Cyclones** - Cyclones are violent storms, often of vast extent. These are associated with turbulent weather conditions with high- velocity winds, cloudiness and rainfall. Tropical cyclones are known by different names in different regions. They are called

depression in the Bay of Bengal, hurricanes in Caribbean Sea, willy-willy in Australia, typhoons in China and tornadoes in USA and West Africa.

Most damage from cyclones is caused by the strong winds, torrential rains and high storm tides.

During intense cyclones, stay alert and stay awake, stay inside your home, be alert for any sudden increase or decrease in water flow. Do not go outside or to a beach during a lull in the storm.

- e) **Volcanoes** - A volcano is an opening in the crust of the earth through which lava comes out and spreads over settlements, roads and cultivated areas, destroying houses and making land unsuitable for cultivation. Steam from volcanic eruption may lead to heavy rainfall causing landslides, mudflows and floods. Many poisonous gases come out at the time of a volcanic eruption and cause environmental pollution.
- f) **Landslides** - A usually rapid movement of rocks down a slope. It may be caused by an earthquake but is generally the result of rain soaking the ground. It is very common in mountainous regions along eroding river banks and coastlines.
- g) **Avalanches** - An avalanche is a mass of snow which comes loose from a steep mountain slope and hurtles down to the valley below. It can be huge and frightening, sweeping away trees and burying houses. Avalanches are a danger in any mountainous area which has slopes and heavy snow.

They are worse on bare slopes, with no trees to hold back the snow. In some countries, new forests are being planted to reduce the danger. Snow bridges are built over roads and railways to protect them.

Disaster Risk Management (or simply Disaster Management) includes the sum total of all activities, programmes and measures which can be taken up before, during and after a disaster with the purpose to avoid a disaster, reduce its impact or recover from its losses. The three key stages of activities that are taken up within disaster risk management are:

- a) **Before a disaster (pre-disaster)** - Activities taken to reduce human and property losses caused by a potential hazard. For example, carrying out awareness campaigns, strengthening the existing weak structures, preparation of the disaster management plans at household and community level etc. Such risk reduction measures taken under this stage are termed as mitigation and preparedness activities.
- b) **During a disaster (disaster occurrence)** - Initiatives taken to ensure that the needs and provisions of victims are met and suffering is minimised. Activities taken under this stage are called emergency response activities.
- c) **After a disaster (post-disaster)** - Initiatives taken in response to a disaster with a purpose to achieve early recovery and rehabilitation of affected communities, immediately after a disaster strikes. These are called response and recovery activities.

Practical issues in disaster management - Nature creates disasters, but human action escalates it. With preventive action, occurrences like hurricanes need not translate into disasters. A recent hurricane caused damage in Grenada, a Caribbean country, equal to 200% of its GDP. But an even stronger hurricane (category 5) hit Bermuda, and caused only modest damage. Why? Because low-income Grenada had makeshift housing that collapsed, whereas high-income Bermuda had hurricane-proof buildings.

Prevention is better than cure. Yet, neither citizens nor governments give priority to disaster prevention. When a tsunami or earthquake strikes, citizens and donors respond with swiftness and generosity. But once the tragedy ceases to dominate newspaper headlines, public interest drops steeply. Many countries are hit repeatedly by disasters, donors give repeated aid, but neither pays much attention to prevention.

A recent World Bank publication titled 'Hazards of Nature, Risks to Development', estimates that \$ 1 of spending on prevention can prevent \$ 40 of damage. Why, then, is there so little interest in preventive projects? Many people say that if prevention succeeds, nothing will happen. There are no blazing headlines, no tragic horror stories, and therefore no sensation to fuel economy. Moreover, many countries and communities believe that they will get aid anyway, so why invest in prevention? Many of them view preventive investment as a cost, not a benefit.

What sort of preventive action works best? Experience in India and abroad suggest a few lessons.

- ◆ Develop emergency plans and early warning systems for vulnerable areas. Make sure early warnings reach and are understood by vulnerable people.
- ◆ Ensure community participation in disaster planning. Without community participation, technical fixes will not work.
- ◆ Prepare and disseminate manuals that identify which actors should perform which functions in the event of a disaster.
- ◆ Stock emergency supplies (water purification tablets, plastic sheets, first aid kits) in risk-prone communities.
- ◆ Build public buildings like schools and health centers in locations most likely to survive a disaster (such as high ground in a flood-prone area). In Mozambique, schools were not located on high ground, so floods swept away as many schools as had been built the previous five years.
- ◆ After a disaster, rebuild houses and infrastructure strong enough to withstand future disasters: nature tends to hit the same places repeatedly.
- ◆ Institute building codes tailored to the disaster risk in different areas. Educate people on the advantages of following building codes.
- ◆ Ensure that infrastructure and buildings in risk-prone areas are well maintained.
- ◆ Create emergency shelters (especially in cyclone-prone areas) and ensure that these have the water supply and sanitation to serve big crowds that will arrive during a disaster.

The Latur earthquake in Maharashtra and Kutch earthquake in Gujarat demonstrated that illiterate villagers could build quake-proof houses if given simple instructions. Briefly, they need to use reinforced concrete for the four corners of a house, and also three rings of reinforcement at the top, middle and bottom of the outer walls. However, villagers yet to be hit by quakes are reluctant to retrofit their buildings.

Turkey has instituted compulsory national insurance in quake-prone areas. But this will not work in poor countries. The poorest people in shanty towns face so many risks that they give no priority to natural disaster risk. They will not build according to codes, will not subscribe to insurance, and will not stay away from hazard-prone areas.

The indirect solution here is to have policies that raise incomes. Only the non-poor find it worthwhile to invest in preventive action. So, poverty reduction can translate into disaster reduction.

23.4 Some Disaster-prone Destinations

There are several case studies which show the varying effect a natural disaster has on tourism. The following case studies provide information regarding the areas' location, tourist industry, natural disaster and the industry after the event. Let us examine a few such destinations:

- 1) **2004 Indian Ocean Tsunami** - The official Death Toll of the Indian Ocean Tsunami that left a devastating impact in 2004, was 10,136. The tsunami was triggered by an earthquake on December 26, 2004 near the Indonesian Island of Sumatra. The earthquake registered 9.0 on Richter scale. An estimated 10,136 people died, 5,832 reported missing and lakhs of people were rendered homeless according to the official reports given by Indian government. The worst affected region in India was the Andaman and Nicobar group of islands with a death toll exceeding 7000. Tsunami affected 2,260 km of Indian coastline. On the mainland, Tamil Nadu was worst affected, with a concentration of 500-1000 m of the coastline. The Indian military was pressed into service to help in emergency rescue and relief efforts. There was an overwhelming response by the Indians to help people who were affected. India, in fact, even managed to offer limited assistance to Indonesia, Sri Lanka and Maldives.

One of the few coastal areas to evacuate ahead of the tsunami was on the Indonesian island of Simeulue, very close to the epicentre. Island folklore recounted an earthquake and tsunami in 1907, and the islanders fled to inland hills after the initial shaking, yet before the tsunami struck. On Maikhao beach in northern Phuket, Thailand, it is reported that a 10-year-old British tourist who had studied tsunami in geography at school had recognised the warning signs of the receding ocean and frothing bubbles. She and her parents warned others on the beach, which was evacuated safely. A similar story of a tourist and biology teacher from Scotland recognising the signs of tsunami and warning for evacuation has been reported from Kamala Bay, north of Phuket.



Figure 1: Areas in Thailand affected most in Tsunami

Anthropologists had initially expected the aboriginal population of the Andaman Islands to be badly affected by the tsunami and even feared the already depopulated Onge tribe could have been wiped out. Of the six native tribes only the Nicobarese, who had converted to Christianity and taken up agriculture in place of their previous hunter-gatherer lifestyle, and mainland settlers suffered significant losses. Many of the aboriginal tribes evacuated and suffered fewer casualties. Oral traditions developed from previous earthquakes helped the aboriginal tribes escape the tsunami. For example, the folklore of the Onges talks of “huge shaking of ground followed by high wall of water”. Almost all of the Onge people seemed to have survived the tsunami.

In addition to the large number of local residents, up to 9,000 foreign tourists (mostly Europeans) enjoying the peak holiday travel season were among the dead or missing, especially people from the Nordic countries. The European nations hardest hit may have been Sweden, whose death toll was 543¹.

While local economies were devastated, the overall impact on the national economies was minor. The two main occupations affected by the tsunami were fishing and tourism. Even though only coastal regions were directly affected by the waters of the tsunami, the indirect effects have spread to inland provinces as well. Since the media coverage of the event was so extensive, many tourists cancelled vacations and trips to that part of the world, even though their travel destinations may not have been affected. This ripple effect could especially be felt in the inland provinces of Thailand, such as Krabi, which acted as a starting point for many other tourist destinations in Thailand. Countries in the region appealed to tourists to return, pointing out that most tourist infrastructure is undamaged. However, tourists were reluctant to do so for psychological reasons. Even beach resorts in parts of Thailand which were completely untouched by the tsunami were hit by cancellations.

The tsunami had two main effects on tourism:

- creating the image the area was unsafe
- physical damage to the area (leaving most tourist resorts in ruins.)

¹ “Sweden aide quits over bar furore”, BBC News. 1 November 2007.

This natural disaster had a significant impact, especially on Thailand's tourism industry. At the time of the tsunami, the United Nations Development Fund estimated the tourism related job losses in Thailand to be 120,000 and considering the negative multiplier effect the United Nations Development Fund expected this figure would in theory increase to 500,000. Thailand's tourism steeply declined following the Tsunami, as tourism relies on infrastructure, food, transportation, electricity, water and other services – all of which were wiped out due to the disaster. But since the disaster, Thailand's tourism is slowly rising, and there is now a different type of tourist visiting the area but unfortunately for Thailand, according to several news articles taken from The Times and the BBC news, the new average tourist goes on cheap package deals to take advantage of the cheap resorts and is unwilling to spend money on diving, excursions and other services the destination has to offer.



Figure 2: Aerial view of Sikkim landslide and flood

2012, Landslide in Sikkim, India - Landslides triggered by heavy rains claimed many lives, including those of Indo-Tibetan Border Police (ITBP) and Border Roads Organisation (BRO) personnel in Sikkim. The rains also triggered flood situation in Assam and Arunachal Pradesh. About 4,000 tourists were affected by landslide near Gangtok and Tsongmo Lake in 2012. The tourists were stuck after boulders fell on the main Jawaharlal Nehru Road, the link between Gangtok and Tsongmo Lake. This is also the same road that leads to Nathula where the India-China border trade takes place. Tourists are taking shelter provided by the army at their bases. The alternative route via Rongli and Rhenock will be used to evacuate the tourists if the situation becomes worse. Tsongmo Lake or Changu Lake is a glacial lake in East Sikkim, India, some 40 kilometres away from Gangtok.

In Assam, flood situation deteriorated with 15 districts reeling under its impact, as large parts of Dibru-Saikhowa and Kaziranga National Parks and Pobitora Wildlife Sanctuary submerged. The surging waters of the swollen rain-fed Brahmaputra and its tributaries overran fresh areas, affecting an estimated five lakh people in Dibrugarh, Sonitpur, Tinsukia, Golaghat,

- 1) **2010, Ladakh Flash-floods** - The disaster occurred on 6 August 2010, across a large part of Ladakh, a region of the northernmost Indian State of Jammu and Kashmir. Seventy one towns and villages were damaged, including the main town in the area, Leh. At least 255 people are reported to have died, six of whom were foreign tourists, after a cloudburst and heavy overnight rains triggered flash floods, mudslides, and debris flows. More than 200 people were reported missing in the initial aftermath of the storm and thousands more were rendered homeless after the flooding caused extensive damage to property and infrastructure.



Figure 3: Tourists and residents rescued in Leh

The rains occurred at night and surprised everyone. In Leh, many buildings were destroyed including hospitals, the bus terminal, radio station transmitter, telephone exchange and mobile-phone towers. BSNL communication systems were fully destroyed. Communications were later restored by the Indian Army. The local bus station was severely damaged and some of the buses were carried more than a mile by the mud. The city's airport was damaged but was rapidly repaired to allow relief flights the following day. The village of Choglamsar on the outskirts of the city was particularly badly hit.

In neighbouring valleys, large numbers of smaller villages which lay under the main rainfall band were also heavily damaged, with large numbers of casualties. As in Leh, much of the destruction was caused by debris flows coming from the rocky sidewalls of the valleys, not by the flooding itself. Notable impacts occurred in Sobu, Phyang, Nimmu, Nyeh and Basgo villages. In total, almost 1500 homes in 71 settlements across the area were reported to have been damaged.

- 2) **2004 and 2005 Atlantic Hurricane Season** - In 2004, the hurricane season saw some major hurricanes and tropical storms hitting the Caribbean or the US. In 2004, Hurricane Charley became the second-costliest hurricane in United States history, at the time, after striking Florida, leaving \$14 billion in damage. Later in August, Hurricane Frances became the third costliest U.S. hurricane, primarily due to the impact in Florida. The most significant storm in terms of intensity and damage was Hurricane Ivan. It was a hurricane that devastated multiple countries adjacent to the Caribbean Sea, before entering the Gulf of Mexico and bringing a catastrophic impact to the Gulf Coast of the United States.

Collectively, the storms of this season caused at least 3,258 deaths and \$50 billion in damage, making it the costliest Atlantic hurricane season at the time, until the following season. Additionally, 2004 was also the deadliest Atlantic hurricane season since 1998. With 6 hurricanes reaching at least Category 3 intensity, 2004 also had the most major hurricanes since 1964. However, that record would also be surpassed in 2005, with 7 major hurricanes that year. In the spring of 2005, four names were retired, which were Charley, Frances, Ivan, and Jeanne - tying the then-record most names with 1955 and 1995 - but surpassed with five in 2005. Hurricane Jeanne in October killed 1,500 people and made homeless thousands in Puerto Rico, Haiti and the Dominican Republic. Tourism in these areas are often concentrated in the coastal zone and the sea has had potentially devastating effects on the industry and those employed in it, as well as other coastal communities. Development in the coastal zones in these countries still looks increasingly vulnerable to natural forces - whether that development is for tourism or fisheries.

- 3) **2011 Earthquake off the Pacific coast of Tohoku** - Also called Great East Japan Earthquake, was registered 9.03 on the Richter scale and was an undersea megathrust earthquake off the coast of Japan that occurred on 11 March 2011. The epicentre is approximately 70 kilometres (43 mi) east of the Oshika Peninsula of Tōhoku and the hypocentre is at an underwater depth of approximately 30 km (19 mi). It was the most powerful known earthquake ever to have hit Japan, and the fifth most powerful earthquake in the world, since modern record-keeping began in 1900.

The earthquake triggered powerful tsunami waves that reached heights of up to 40.5 meters (133 ft) in Miyako in Tōhoku's Iwate Prefecture, and which, in the Sendai area, travelled up to 10 km (6 mi) inland. The earthquake moved Honshu (the main island of Japan) 2.4 m (8 ft) east and shifted the Earth on its axis by estimates of between 10 cm (4 in) and 25 cm (10 in). The tsunami caused nuclear

accidents, primarily the level 7 meltdowns at three reactors in the Fukushima Daiichi Nuclear Power Plant complex, and the associated evacuation zones affecting hundreds of thousands of residents. Many electrical generators were taken down, and at least three nuclear reactors suffered explosions due to hydrogen gas that had built up within their outer containment buildings after cooling system failure. Residents within a 20 km (12 mi) radius of the Fukushima Daiichi Nuclear Power Plant and a 10 km (6.2 mi) radius of the Fukushima Daini Nuclear Power Plant were evacuated.

As of 16 March 2012, aftershocks continued, totalling 1887 events and aftershocks. Thousands of lives were lost when entire towns were devastated. The tsunami propagated throughout the Pacific Ocean region reaching the entire Pacific coast of North and South America from Alaska to Chile. Warnings were issued and evacuations carried out in many countries bordering the Pacific. However, while the tsunami affected many of these places, the extent was minor.

The degree and extent of damage caused by the earthquake and resulting tsunami were enormous, with most of the damage being caused by the tsunami. Tourism industry was badly affected. All of Japan's ports were briefly closed after the earthquake, though the ones in Tokyo and southwards soon re-opened. Fifteen ports were located in the disaster zone.

The Port of Tokyo suffered slight damage; the effects of the quake included visible smoke rising from a building in the port, with parts of the port areas being flooded, including soil liquefaction in Tokyo Disneyland's parking lot. Japan's transport network suffered severe disruptions. Many sections of Tōhoku Expressway serving northern Japan were damaged. The expressway did not reopen to general public use until 24 March 2011. All railway services were suspended in Tokyo, with an estimated 20,000 people stranded at major stations across the city. In the hours after the earthquake, some train services were resumed. Most Tokyo area train lines resumed full service by the next day – 12 March. Twenty thousand stranded visitors spent the night of 11-12 March inside Tokyo Disneyland.

A tsunami wave flooded Sendai Airport at 15:55 JST, about 1 hour after the initial quake, causing severe damage. Narita and Haneda Airport both briefly suspended operations after the quake, but suffered little damage and reopened within 24 hours. Eleven airliners bound for Narita were diverted to nearby Yokota Air Base. Various train services around Japan were also cancelled, with JR East suspending all services for the rest of the day. Four trains on coastal lines were reported as being out of contact with operators; one, a four-car train on the Senseki Line, was found to have derailed, and its occupants were rescued shortly after 8 am the next morning.

The rolling blackouts brought on by the crises at the nuclear power plants in Fukushima had a profound effect on the rail networks around Tokyo starting on 14 March. Major railways began running trains at 10-20 minute intervals, rather than the usual 3-5

minute intervals, operating some lines only at rush hour and completely shutting down others; notably, the Tokaido Main Line, Yokosuka Line, Sobu Main Line and Chûô-Sôbu Line were all stopped for the day. This led to near-paralysis within the capital, with long lines at train stations and many people unable to come to work or get home. Railway operators gradually increased capacity over the next few days, until running at approximately 80% capacity by 17 March and relieving the worst of the passenger congestion.

Cellular and landline phone service suffered major disruptions in the affected area. Internet services were largely unaffected in areas where basic infrastructure remained, despite the earthquake having damaged portions of several undersea cable systems landing in the affected regions; these systems were able to reroute around affected segments onto redundant links. Within Japan, only a few websites were initially unreachable.

- 4) **2011, Hawaii (Aftermath of Japan Earthquake)** - Hawaii, always a popular vacation spot, was rocked by the aftermath of the earthquakes in Japan, enduring a tsunami that resulted in an extended closure of popular Kona Village Resort for repairs, and the temporary closure of the Four Seasons Resort (both on the Big Island). Though some tourist attractions were sure to be affected, most of Hawaii's Big Island, as well as the smaller islands of the State, were operational and ready to provide tourists with the same beach-cantered vacation. However, most tourists cancelled their vacation bookings due to the disaster threat. Travel deals did not do much to rebound the situation. The hotels and resorts slashed prices heavily and offered many lucrative packages but in vain.

In some cases, natural disasters can actually increase tourism. In a strange way, places affected by natural disasters can become tourist hot zones as a place to visit. They often become places of educational and historical interest and many people visit as full holidays, or as a part of another holiday in a proximate area. Let us look at some such destinations:

- 1) **Boscastle, Cornwall, England** - An example of a natural disaster hit area turned tourism destination is the small Cornish village of Boscastle. The village witnessed the worst ever flash flood in its history on August 16th 2004. A recorded 200.4mm of rain fell in just twenty four hours causing a 3m torrent to flow through the village. Over 100 residents were airlifted to safety but there were no fatalities. One Hundred Sixteen cars were swept through the village into the harbour (36 of which have still not been found!). It caused millions of pounds worth of damage to property, businesses and the surrounding vicinity. Subsequently, £800,000 has now been spent on flood defences in Boscastle to protect from any similar events.

After the flooding, Boscastle was obviously subjected to a lot of media attention. The event was reported throughout the flooding and ever since. This attraction has not only increased public knowledge of the village; increasing tourist interest, but has also attracted more bizarre goings-on. For example, a leading news channel reported as follows - *there have been things like a "Boscastle changing rooms special"*

and a “sea side parish” programme involving Boscastle’s own priest. And obviously, people of Boscastle encouraged such publicity because it was “necessary to encourage visitors back”².



Figure 4: Boscastle during the flooding

One year after the 2004 floods, tourism began to resurface in the area. So many people were visiting the small village that Bread and Breakfast owners were struggling to find adequate accommodation for the visitors who were staying overnight. However, many reports suggested that although Boscastle was again beginning to thrive, many visitors were not staying overnight. Hotel owners have accounted that the day time businesses were doing well but the B&B side was struggling more. Thus, many of these visitors to the village can be classed as day tourists to Boscastle. Many people are also visiting Boscastle from other surrounding areas. For example, day visits to the village from other Cornish villages or towns such as Camelford, Padstow, Rock and Wadebridge are very popular.

Clearly, increase of knowledge of this small Cornish settlement has increased income of the settlement. Although day visits may not count as much as



² Flood management case study - Boscastle, Cornwall, BBC. < <https://www.bbc.co.uk/bitesize/guides/zg4tfrd/revision/5> >

overnight tourism, it is clearly helping the village and contributing in the way in which tourism does. Boscastle is a good example of how a place affected by natural disaster can receive a positive impact afterwards as a place of tourist attraction.

Mt. Vesuvius, Italy - A significant example of a tourist site developing from an area of natural disaster would be Mt. Vesuvius, located 9 kms east of Naples in Italy.

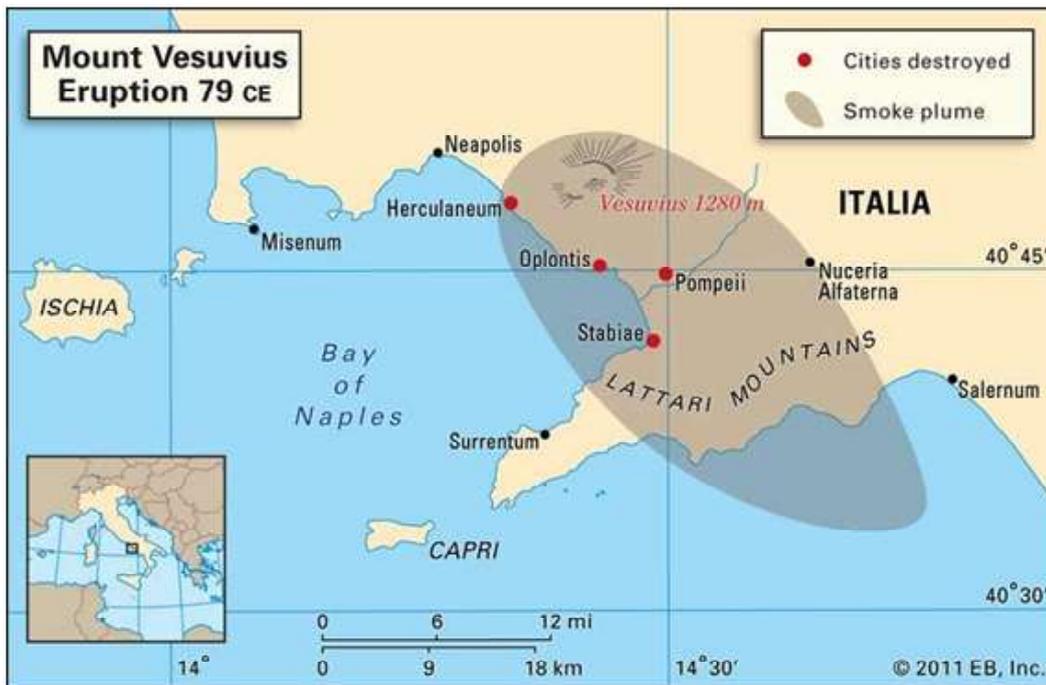


Figure 5: Mt. Vesuvius³

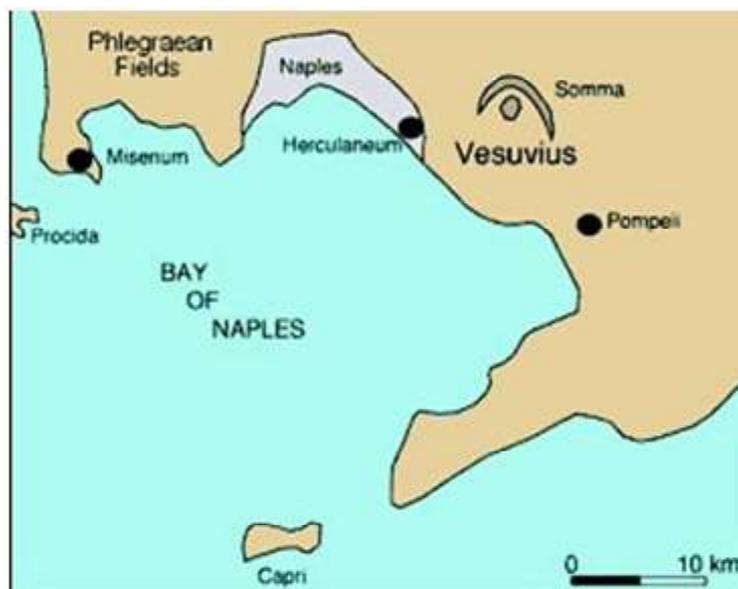


Figure 6:

³ www.geosc.psu.edu

The 1,281m high mountain famously erupted in AD 79. This eruption destroyed the proximate Roman cities of Pompeii and Herculaneum (named after the God Hercules as the Romans believed Mount Vesuvius to be sacred to him.) The mountain was formed by the collision of the Eurasian and the African tectonic plates and thus was susceptible to volcanic eruption.



Figure 7: Charlotte Edwards, *The Sun*, UK Aug 2019.

During the AD79 eruption, 1cubic mile of ash and rock fell to the south of the mountain in just nineteen hours. Three meters of this fell directly on to the city of Pompeii. It is not known exactly how many people lived in Pompeii, although it is thought to be

between 10,000 and 25,000. 1,150 human remains have been found in and around Pompeii although this is thought to be a small percentage of those actually killed.

The eruption has greatly influenced tourism in the area today. The area around Vesuvius was declared a national park on 5th June 1995. Tourists can reach Vesuvius' summit by road and then on foot. These visits are historical and educational forms of tourism. Visitors would mostly come as a complete holiday destination as opposed to day visits witnessed in Boscastle. People are also attracted to the area due to its vast archaeological sites. As the city of Pompeii was never rebuilt, people can see the city as it would have been over 2500 years ago. Tourists can participate in guided tours to see a number of different locations of interest: ancient ruins such as Oplantis and the Ruins of Pompeii, historical sites such as The Forum and religious sites such as The Madonna of the Rosary. In conclusion, Pompeii is very diverse in terms of the attractions available and is clearly an area of tourist interest after a natural disaster.

2) **Soufriere Hills, Montserrat** - The eruption of the Soufriere Hills in Montserrat is an example of how natural disasters can positively affect tourism, and illustrates the changes in the industry which take place due to natural disasters.

Montserrat is a Caribbean island in the Caribbean Sea, south east of Puerto Rico. It is a volcanic island, mostly mountainous, subjected to severe hurricanes (June-November) and volcanic eruptions.

The Soufriere Hills volcano erupted in 1997, burying streets and buildings around the island and wiping out the capital city of Plymouth. Also destroyed by the eruption were the island's airport and the ferry terminal. This had an obvious impact on the tourism of Montserrat, which was once thriving, yet not as popular as Antigua or Barbados. Prior to the eruption, Montserrat's tourism relied mainly on villa rental and tourists returning year after year.



Figure 8: Montserrat in the eruption, The Montserrat Reporter.

The effect of the eruption on the island's tourism industry varied. There was an initial slump in the industry but ten years after the volcanic eruption the island has a new £10million airport and is determined to recover from the disaster in the 1990s. Instead of ignoring the events that took place, Montserrat's tourist board decided to embrace its history. The island offers tourists the chance to walk around the streets of Plymouth with a police officer to explore the ruins of the once busy capital of the island. Also available is a new volcano observatory to provide visitors with a different view of the Caribbean island and emphasize the island's natural assets.

Montserrat illustrates the way in which the tourism industry can change and adapt in the event of a natural disaster, and in this case, although the tourist industry is not as thriving as before, it is slowly increasing and working with the natural disasters it is subjected to.

To sum up, the unpredictability of natural disasters surely have disastrous effects on the tourism industry. However sometimes, specifically after some significant number of years have passed, such disasters may prove to be harbingers of dark tourism at the same destination. Media attention and public discussions create visibility and popularity. In general, natural disasters have the effect of initially decreasing tourism but destinations affected can, with a little bit of smart tourism management, change and allow the industry to adapt to involve the disaster. As countries rely so much on tourism, there is a need to regenerate their trade and deal with natural disasters in order to survive. This is especially true in the case of Least developed or developing countries. Unfortunately, it is often these countries which find it most difficult to recuperate, due to the massive financial and physical devastation as well as heavy reliance on the industry for their economy and livelihood.

Covid - 19- Our persistent desire of economic progress and the amount of collective human energy invested into increasing gross domestic product (GDP), came to a standstill as yet another zoonotic virus, a result of our continued exploitation of wildlife, jumped from animals and began circulating amongst humans. Coronavirus Diseases 2019 (Covid-19) rapidly strangled China and its socio-economic systems, before ravaging the rest of the world. Humanities consistent deterioration of wildlife and biodiversity in exchange for economic growth and [a flawed idea of] prosperity has created ideal ecological conditions for cross-species pathogen transmissions. With increasingly reduced forest cover, more species of animals are forced to live in tighter spaces, thus increasing the risk of zoonosis amongst wildlife. Wild & often illegal animals, sold alongside farmed animals in certain markets around the world, further increase the risk of zoonosis amongst humans.

The coronavirus pandemic has brought world economies to a grinding halt and has adversely affected various sectors. With more than half of the globe under lockdown, one of the sectors to take a massive hit is the tourism industry. According to the World Travel & Tourism Council (WTTC), the tourism sector accounts for one in ten jobs across the globe but due to the coronavirus crisis, as much as 75% of it under threat. With most

of the world under lockdown and borders closed, it does not seem that international travel will start in its full potential anytime soon. Extended shutdowns can further be detrimental to the tourism industry as it would reduce consumer confidence, causing people to travel less, thereby increasing job losses and the risk of airlines going bankrupt.



Source: WTTTC

However, with the tourism industry on a hiatus and posed to start afresh, it has an opportunity to reinvent itself and incorporate greater sustainability and ecological sensitivity.

23.5 Dark Tourism and Natural Disasters

It was assumed that natural disasters and tourism are on opposite sides of the spectrum and therefore, are mutually exclusive rather than complementary. Natural disasters and tourism conjure up entirely different images. When thinking of tourism, images that come to mind are vacationers, fun, relaxation, sightseeing, and beautiful surroundings. Natural disasters, on the other hand, bring to mind images of destruction, death and tragedy. For many people, areas affected by natural disasters do not conjure up images of ideal vacation destinations. It appears that these two elements are on opposite ends of the spectrum and therefore, are mutually exclusive rather than complementary. Often it seems that tourism and the benefits derived from it become “victim” of natural disasters.

As discussed in the previous section, sometimes, a possibility exists of a positive relationship between natural disasters and tourism. Natural disaster can become tourist hot spot zones for people to visit. Over the past years, climate change has created a lot of intense weather events. In some cases, natural disasters can increase tourism and can often be seen as a blessing in disguise. Everywhere in the world, destinations will be definitely affected by these changes and it is up to people to decide if they want to be “winners” or “losers” in the tourism sector.

There is an increasing number of death-related visitor attractions, where authorities are very often trading them under the disguise of remembrance, education and entertainment. These calamities cities fascinate people excitement to consume real death. Without a doubt, the exploitation of disaster tourism travel to sites of death, ruins of Hurricane Katrina in New Orleans to enjoy the beach in the Louisiana coast where oil spillage occurs or even visiting Mount Merapi closest village has become very popular. Thus, the term dark tourism has become very popular. Dark tourism is about ‘visitations to places where tragedies or historically noteworthy death has occurred and that continue to impact our lives’.

Poor countries often exploit tourism as a means of economic salvation. Dark tourism literature is usually diverse and fragile and therefore, understanding disaster tourists regarding their consumption of dark tourism is often very difficult. This tourism segment has not been questioned but only consumed. The essay demonstrated the consumer behaviour together with socio-cultural aspects of death; which will then lead to a better understanding of consumer motives within the dark tourism. People have become aware of the appearance of new trends in consumer behaviour, for example, the need for authenticity.

Despite increasing academic and media attention paid to dark tourism - the act of travel to sites of death, disaster and the seemingly macabre - understanding of the concept remains limited, particularly from a consumption perspective. That is, the academic literature present nowadays focuses primarily on the supply of dark tourism. Less attention, however, has been paid to the consumption of 'dark' touristic experiences and the mediation of such experiences in relation to modern-day mortality. While appraising dark tourism consumption within society, especially within a context of contemporary perspectives of death, the fundamental interrelationships between visitors and sites that offer a representation of death or a disaster. Secondly, in a contemporary secular age where ordinary and normal death is sequestered behind medical and professional façades, yet abnormal and extraordinary death is recreated for popular consumption, dark tourism plays a mediating role between life and death. Ultimately, therefore, the dark tourism is a (new) mediating institution within secularised death sequestered societies, which not only provides a physical place to link the living with the dead, but also allows the Self to construct contemporary meanings of mortality, and to reflect and contemplate both life and death through consuming the idea of a significant majority of persons affected by a catastrophe or dead.

By motivating tourists to visit these places, disaster tourism is encouraging the economy. Most of the time, this type of tourism is seen as bad, as it involves people to travel for pure curiosity without the aim to help locals directly. Authorities in countries affected by disaster, find disaster tourism very beneficial as it helps local people to rebuild their lives. By visiting these calamities places, tourists get an idea of the true reality about these affected areas. Disaster tourists can turn their visit into a positive life changing experience by not being a passive tourist but instead getting down to business in improving affected people's everyday life. By helping rescue teams to rehabilitate locals, tourists will understand the importance of humanity and will take the best out of this experience.

Disaster tourism is usually seen as an unforgivable voyeurism rather than a history lesson. It all depends on what tourists see and what they feel when showing up in disaster places where people are still suffering. Disaster tourism is not always directed towards dark motives, but instead can rebuild the country's economic situation. In contrast, there are a lot of motives why this tourism segment should not be encouraged, one of them is voyeurism, and locals may feel uncomfortable to see strangers staring at their tragedy.

According to the World Tourism Organisation, climate change is due to global warming and this will bring key changes in the tourism industry. Global warming will, therefore, change the tourism industry forever. To conclude, the tourism industry is, without a doubt, changing and it is up to authorities to bring a positive impact from these changes. Many destinations could develop other types of tourism like disaster, grief or dark tourism. Solutions are always there as long as local people and authorities work together to overcome difficulties caused by climate change.

UNIT 24

MAN-MADE DISASTERS AND TOURISM

Contents

24.1	Introduction	646
24.2	Impact of Man-made Disasters on Tourism	650
24.3	Responses to Man-made Disasters	653
24.4	Dark Tourism and Man-made Disasters	661
24.5	Tourism Promoted Social Solidarity in Disaster Management	665

24.1 Introduction

Man-made disasters are caused by human activities such as nuclear explosion, chemical and biological weapons, industrial pollution, war, accidents etc. For this reason, they are also known as *human induced disasters*. Some serious destructions caused by humans, which affects human beings and the socio-economic conditions of that area. For example, the 1984 Bhopal Gas Tragedy, train derailments, serial blasts in Mumbai in 2008 (26/11) etc.

Man-made disasters cover a wide range of events created largely due to accidents, negligence or sometimes even by human design, which result in huge loss of lives and property every year in South Asia. These include road, rail, river, marine and aviation accidents, oil spill, building and bridge collapse, bomb blast, industrial and chemical accidents etc. These also include the threats of nuclear, biological and chemical disasters.

Now let us move on to accessing some man-made disasters.

- a) **Nuclear disaster** - It is the worst type of man-made disaster. Nuclear radiation shows its impact for a long period of time. Nuclear energy can be used both for peaceful as well as destructive purposes. Our world has already suffered from the disaster of atom bombs e.g. Hiroshima and Nagasaki. These are called the weapons of mass destruction (WMD).
- b) **Chemical disaster** - Excessive use of chemicals or their misuse can cause much destruction. It is also caused by industrial accidents. In Bhopal, the leakage of the deadly poisonous gas called Methyl Iso Cyanate (MIC) occurred in the Union Carbide

factory in December 1984. Due to chemical leakage, thousands of humans and animals were affected.

It also caused serious damage to the health by disrupting their body functions and causing genetic changes which can lead to the mal-formation of future generations, complete recovery is not possible.

- c) **Biological disaster** - It spreads through the organism that is developed in the form of bacteria or germs. It can be used to kill innocent human beings.

One such example is the Anthrax germ. In October 2001, there was a danger of Anthrax germ being used as a biological weapon.

- d) **Building and bridge collapse** - Building collapses are frequent in India. It is often believed that in our country, construction is often hastily done, with little regard for safety regulations, particularly in the western part of the country. In a tragic incident, at least eight labourers died when a building collapsed in the town of Allahabad, in the northern Indian State of Uttar Pradesh on 10 January 2007. Dozens of workers were trapped in the rubble of the multi-storeyed building which was under construction. The Army was called to help with the rescue work. In another incident, a four-storied building collapsed in Surat on 10 May 2007 but there were no casualties as the fire brigade evacuated the occupants in time. The Surat Municipal Corporation started an investigation into the collapse of the building, constructed in the early 1980s, and preliminary investigations revealed that the structural engineering of the building was not up to the mark; additionally, two large hoardings atop the building may have also exerted pressure on its foundation, leading to its collapse. At least 26 people were killed and 15 others injured when a seven-storied building collapsed in Borivali, Mumbai on the night of 18 July. Mumbai authorities routinely demolish shoddy buildings ahead of the monsoon rains but this building was not listed as dangerous. At least 20 people, including eight children, were killed and 21 others were injured when a portion of a four- storey building named 'Dutt Niwas' in south Mumbai collapsed in the wee hours of 13 August 2007. Rescue efforts were hampered by narrow lanes leading to the site as well as rains. Many residents on the higher floors of the building survived while those on the lower floors were not so fortunate and were trapped under the rubble. The tenants of the building, which was 70 to 75 years old, had been asked by Maharashtra Housing and Area Development Authority to evacuate in 2007 due to its dilapidated condition. However, the people had ignored the advice and were living in the building and thus paid a heavy price.
- e) **War** - War is a conflict between relatively large groups of people, which involves physical force inflicted by the use of weapons. Warfare has destroyed entire cultures, countries, economies and inflicted great suffering on humanity. Other terms for war can include armed conflict, hostilities and police action. Acts of war are normally excluded from insurance contracts and disaster planning. Another such unfortunate event is *riots*.

- f) **Riots** - Riot is a form of civil disorder characterised often by what is thought of as disorganised groups lashing out in a sudden and intense rash of violence against authority, property or people. While individuals may attempt to lead or control a riot, riots are thought to be typically chaotic and exhibit herd behaviour, and usually generated by civil unrest.

Riots often occur in reaction to a perceived grievance or out of dissent. Historically, riots have occurred due to poor working or living conditions, government, oppression, taxation or conscription, conflicts between ethnic groups, food supply or religions, the outcome of a sporting event or frustration with legal channels through which to air grievances.

Riots typically involve vandalism and the destruction of private and public property. The specific property to be targeted varies depending on the riot and the inclinations of those involved. Targets can include shops, cars, restaurants, state-owned institutions, and religious buildings.

- g) **Civil disorder** - Civil disorder is a broad term that is typically used by law enforcement to describe forms of disturbance. Although civil disorder does not necessarily escalate to a disaster in all cases, the event may escalate into general chaos. Rioting has many causes, from low minimum wage to racial segregation. An example of riots were those in the Watts neighbourhood of Los Angeles, California in 1965 and 1992. The 1992 riots, which started at the intersections of Florence and Normandie streets, started immediately after the Rodney King verdict was announced on live TV. Approximately 50 people died in the 1992 riots.
- h) **Industrial hazards** - Industrial disasters occur in a commercial context, such as mining accidents. They often have an environmental impact. The Bhopal disaster is the world's worst industrial disaster to date, and the Chernobyl disaster is regarded as the worst nuclear accident in history. Hazards may have longer-term and more dispersed effects, such as dioxin and DDT poisoning.
- i) **Fire** - Bush fires, forest fires, and mine fires are generally started by lightning. If so, then such forest fires are basically termed natural disasters. But many a time fires are started also by human negligence or arson. They can burn thousands of square kilometres. If a fire intensifies enough to produce its own winds and "weather", it will form into a firestorm. A good example of a mine fire is the one near Centralia, Pennsylvania. Started in 1962, it ruined the town and continues to burn today. Some of the biggest city-related fires are The Great Chicago Fire, The Peshtigo Fire (both of 1871) and the Great Fire of London in 1666. Casualties resulting from fires, regardless of their source or initial cause, can be aggravated by inadequate emergency preparedness. Such hazards as a lack of accessible emergency exits, poorly marked escape routes, or improperly maintained fire extinguishers or sprinkler systems may result in many more deaths and injuries than might occur with such protections.

- j) **Arson** - Arson is the criminal intent of setting a fire with intent to cause damage. The definition of arson was originally limited to setting fire to buildings, but was later expanded to include other objects, such as bridges, vehicles and private property. Arson is the greatest cause of fires in data repositories. Sometimes, human-induced fires can be accidental: failing machinery such as a kitchen stove is a major cause of accidental fires.
- k) **Mismanagement of Hazardous materials or negligence in their handling** - One of the biggest threats posed by mismanagement of hazardous materials is that of radiation contamination. When nuclear weapons are detonated or nuclear containment systems are otherwise compromised, airborne radioactive particles (nuclear fallout) can scatter and irradiate large areas. Not only is it deadly, but it also has a long-term effect on the next generation for those who are contaminated. Ionising radiation is hazardous to living things, and in such a case, much of the affected area could be unsafe for human habitation. During World War II, United States troops dropped atomic bombs on the Japanese cities of Hiroshima and Nagasaki. As a result, the radiation fallout contaminated the cities' water supplies, food sources, and half of the populations of each city were stricken with disease. The Soviet republics of Ukraine and Belarus are part of a scenario like this after a reactor at the Chernobyl nuclear power plant suffered a meltdown in 1986. To this day, several small towns and the city of Chernobyl remain abandoned and uninhabitable due to fallout. In the 1970s, a similar threat scared millions of Americans when a failure occurred at the Three Mile Island Nuclear Power Plant in Pennsylvania. The incident was fortunately resolved, and the area retained little contamination. A number of military accidents involving nuclear weapons have also resulted in radioactive contamination, for example, the 1966 Palomares B-52 crash and the 1968 Thule Air Base B-52 crash.
- l) **Terrorism** - Terrorism is a controversial term with multiple definitions. One definition means a violent action targeting civilians exclusively. Another definition is the use or threatened use of violence for the purpose of creating fear in order to achieve a political, religious, or ideological goal. Under the second definition, the targets of terrorist acts can be anyone, including civilians, government officials, military personnel, or people serving the interests of governments. In the early 21st century, terrorism has been considered by some as a constant threat to all people of the world, significant examples being 26/11 (New York) and 26/12 (Mumbai).
- m) **Aviation crashes and train derailments** - An aviation incident is an occurrence other than an accident, associated with the operation of an aircraft, which affects or could affect the safety of operations, passengers or pilots. The category of the vehicle can range from a helicopter, an airliner, or a space shuttle. One of the more devastating events occurred in 1977 on the island of Tenerife of the Canary Islands, when miscommunications between and amongst air traffic control and an aircrew caused two fully loaded jets to collide on the runway, killing over 500 passengers.

A railroad disaster is an occurrence associated with the operation of a passenger train which results in substantial loss of life. Usually, accidents with freight (goods) trains are not considered disasters, unless they cause substantial loss of life or property. One of the more devastating rail disasters occurred in 2004 in Sri Lanka when 1,700 people died in the Queen of the Sea train accident. Other notable rail disasters are the 1989 Ufa accident in Russia which killed 574, and the 1917 Modane train accident in France which killed 54.

- n) **Space Disasters** - Space disasters, either during operations or training, have killed around 20 astronauts and cosmonauts, and a much larger number of ground crew and civilians. These disasters include either malfunctions on the ground, during launch, or in orbit with technology, or of natural forces. Not all space disasters result in human fatalities, for example, unmanned orbiting satellites that drop to the Earth can incinerate and send debris spewing across the sky. One of the worst manned space disasters, the Space Shuttle Challenger explosion of 1986, cost all of the lives on board. The shuttle exploded several seconds after taking off from the launch pad in Cape Canaveral, Florida. Another example is the Space Shuttle Columbia, which disintegrated during a landing attempt over Texas in 2003, with a loss of all 7 astronauts on board. The debris field extended from as far as eastern New Mexico to Mississippi. An example of a space disaster killing nearby residents occurred on February 15, 1996, in Sichuan Province, China, when a Long March 3B rocket crashed during takeoff. The Nedelin catastrophe in 1960 also killed 126 when an R-16 ICBM exploded on the launch pad.

24.2 Impact of Man-made Disasters on Tourism

Man-made disasters have two types of major effects on State personal income:

- They destroy property,
- They disrupt the flow of income in the economy by typically reducing it in the short term and by hindering its boost for a long time.

Tourism and other types of consumer spending may be cancelled or postponed in the face of a disaster.

A man-made hazard is a threat having an element of human intent, negligence, error or involving a failure of a system. Man-made disasters are the result of man-made hazards for which adequate emergency management measures have not been adopted.

Mankind has frequently created catastrophes that devastate the environment and take lives. The 10 worst man-made disasters of all time are difficult to determine with so many blunders. However, excluding the loss of life resulting from war, terrorism or transportation disaster, this list includes the incidents that have had the most effect on people and the environment.

- 1) London's Killer Fog - With the advent of industry, London's population was accustomed to seeing foggy, pollution laden air. In 1952 however, this pollution took a tragic turn. This winter, the weather was cold and residents burned more coal in their

fireplaces to alleviate the chill. The smoke laced with sulphur dioxide, nitrogen oxides and soot, and left London encased in a black cloud of near total darkness and killed over 12,000 people.

- 2) The Al-Mishraq Fire - Another of the 10 worst man-made disasters of all time was the Al-Mishraq fire on June 24, 2003. This fire at an Iraqi sulphur plant burned for about a month releasing sulphur dioxide into the atmosphere. Sulphur dioxide can kill people by causing respiratory problems and also creates acid rain which destroys crops.
- 3) The Nuclear Power Plant Explosion in Chernobyl, Russia - On April 26th 1986, the Chernobyl Plant in the Ukrainian Soviet Socialist Republic had a major meltdown which resulted in the atmospheric release of radioactive material four hundred times more radioactive than Hiroshima. Since the accident, there have been countless children with birth defects, a sickening increase of cancer sufferers and many other health issues as well. It is estimated that the disaster could result in nearly 100,000 fatal cancers, and the area will not be safe for any activity, including farming for up to 200 years.
- 4) The Kuwait Oil Fires - The Gulf War oil spill is the largest oil spill in history making it one of the 10 worst man-made disasters of all time. In 1991, following the invasion of Kuwait, Hussein sent men in to blow up the Kuwait oil wells. They managed to set over 600 ablaze and these burned for over seven months. The oil spill that resulted from the fires caused considerable environmental damage.
- 5) The Destruction of the Aral Sea - The Aral Sea was one of the four largest lakes at one point in time. However, in the 1960s, the Soviet Union diverted the waters from the rivers that fed the lake to irrigation projects. The sea has now shrunk by 90% and the salt and sandstorms that the devastation created kill plant life and have negative consequences for hundreds of miles around.
- 6) The Exxon Valdez Oil Spill - On March 24, 1989, the American oil tanker the Exxon Valdez collided with the Bligh Reef. This created an oil spill with far-reaching consequences in the Prince William Sound in Alaska. Over 11 million gallons of oil spilled over nearly 500 miles polluting the coastline. Over a quarter million birds were killed and countless other wildlife. Over 11,000 people aided in the cleanup process.
- 7) Dioxin Pollution - On July 10, 1976, in Meda, Italy, a reactor in the ICMESA chemical company exploded. This led to a toxic cloud of dioxin being released into the atmosphere. Dioxin is one of the most toxic chemicals known to man. While no one died as a direct result of the accident, many children were affected by the serious skin disease chloracne from the accident.
- 8) The Love Canal - In the 1940s, a strange smell enveloped the area around the Love Canal near Niagara Falls. Residents also began to notice an odd seepage leaking into their yards and people began to fall ill. In addition, many women began to have miscarriages and give birth to babies with birth defects. Upon inspection, it was

discovered that there was over 21,000 tons of toxic industrial waste buried below the surface of the town by a local company.

- 9) The Union Carbide Gas Leak - On the night of December 2, 1984, the Union Carbide pesticide plant in Bhopal, India, began to leak methyl isocyanate gas and other poisonous toxins into the atmosphere. Over 500,000 were exposed and there were up to 15,000 deaths at that time. In addition, more than 20,000 people have died since the accident from gas-related diseases.
- 10) The Three Mile Island Nuclear Explosion - In Harrisburg, PA on March 28, 1979, the Three Mile Island nuclear reactor experienced a partial core meltdown. While little radiation was released from the accident thanks to a working containment system, this accident became the rallying call for fears about the nuclear power industry. Livestock deaths, premature deaths and birth defects have been attributed to the nuclear meltdown.

Man can have a devastating effect on the environment and the 10 worst man-made disasters of all time have had a negative effect on the environment for decades afterwards. Frequently, these disasters are related to poor industrial oversight within developing countries. However, even with regulation, a catastrophe can strike.

Tourism industry is greatly affected by such types of disasters. When it comes to adverse effects of man-made disasters on tourism, the types and kinds are not relevant, and causation boils down to wealth, power control and the resultant arrogance in every case. Some are ecological with an unknown long term effect on planet earth, a few were put into place for a profit motive, some in the name of religion, some out of prejudice and bias, some because of lack of knowledge of technological consequences and a few resulted from arrogance and stupidity.

Tourism in destinations around the world frequently face challenges related to political, social, and environmental crises, and these factors that destination managers and tourism planners do not have control over, often play a critical part in influencing consumer choice. Air travel after 9-11, the 2009 H1N1 influenza outbreak, chemical disasters and political instability and security concerns in many parts of the world have all given tourism businesses added headaches to deal with.

Disasters present challenges to the tourism industry not only because of their negative impact on visitor numbers, but also due to travellers' potential positive or negative impact on recovering destinations. Sometimes, disaster can lead to humanitarian travellers. For instance, many travellers started to think about volunteering after the 2004 Indian Ocean Tsunami. Similarly, the 2010 earthquake in Haiti sparked interest in voluntourism¹. The presence of untrained volunteers, however, can hinder relief operations and voluntourism tours making a profit from these disasters can be considered unethical. Secondly, such volunteerism is not garnered in case of many man-made disasters because of political and social fears, as well as the fear of the drastic aftermath.

¹ Jim Kavanagh, Haiti quake sparks interest in 'voluntourism,' CNN, 2010. <https://edition.cnn.com/2010/TRAVEL/03/04/voluntourism.haiti/index.html>

Tourism constitutes a major part of the sustainable development of many places that have been hit by disasters, and thus should be able to play an important role in relief efforts. Tourism can draw attention to the destruction caused by these disasters and attract more support for these places. Tourists spending money at the site of a disaster can give the affected economy a boost - but this should occur after the relief efforts have been completed and the local tourism stakeholders are back on their feet.

24.3 Responses to Man-made Disasters

Developing countries suffer the greatest costs when a disaster hits more than 95% of all deaths caused by disasters occur in developing countries, and losses due to natural disasters are 20 times greater (as a percentage of GDP) in developing countries than in industrialised countries.²

In such cases, it is very essential to have a proper process of disaster management. Also known as Emergency Management, Disaster management is a strategic process, and not a tactical process, thus, it usually resides at the Executive level in an organisation. It normally has no direct power, but serves as an advisory or coordinating function to ensure that all parts of an organisation are focused on the common goal. Effective Emergency Management relies on a thorough integration of emergency plans at all levels of the organisation, and an understanding that the lowest levels of the organisation are responsible for managing the emergency and getting additional resources and assistance from the upper levels.

Disaster management involves not just post event repose but also pre-disaster planning, preparedness, monitoring including relief management capability prediction and early warning damage assessment and relief management. The various steps of disaster management are:

A) Preparedness

A set of warning systems should be thought of, so that people are warned to take safety measures. Thus, more loss of life and property can be avoided. The warning systems may include: radio, television, loudspeakers, personal messages, beating of drums, bells, etc. The people must be educated to cope with a disaster. They should be taught to keep a survival kit. On the practical side, mock drill training and practice should be undertaken.

B) Prevention

- 1) The land use has to be so planned as to reduce the loss of life and property.
- 2) Buildings should not be constructed in risk zones.
- 3) Mobilising support of different co-ordinating agencies such as the local government, voluntary organisation, the insurance companies, etc., to ensure co-ordination at the time of a disaster.

² RSOE EDIS: Emergency and Disaster Information Service, An up-to-the-minute worldwide map showing current disasters. <http://hisz.rsos.hu/alertmap/index2.php>

- 4) All buildings should be earthquake and landslide resistant.
- 5) The local community should be involved in making and implementing safety norms.

C) Response

- 1) People should be informed of the disaster in time to avoid its serious consequences.
- 2) Emergency contact and operation centers should be opened.
- 3) Help the injured and the needy.
- 4) Involve local people at all levels of activities.
- 5) Temporary shelters should be provided for the affected.
- 6) Medical camps should be set up.
- 7) Rescue teams should be deployed to look for those who are missing.

D) Rehabilitation

- ◆ Essential services such as providing drinking water, transport, electricity, etc., should be restored.
- ◆ The people should be taught how to follow health and safety measures.
- ◆ The victims should be provided with temporary accommodation, financial assistance and employment opportunities.
- ◆ Those who have lost their family members should be consoled.
- ◆ If there is a danger of epidemics, vaccination programmes should be undertaken.

Disasters disrupt progress and destroy the hard-earned fruits of painstaking developmental efforts, often pushing nations, in quest for progress, back by several decades. Thus, efficient management of disasters, rather than a mere response to their occurrence has, in recent times, received increased attention both within India and abroad. This is as much a result of the recognition of the increasing frequency and intensity of disasters as it is an acknowledgement that good governance, in a caring and civilised society, needs to deal effectively with the devastating impact of disasters.

Disaster Management is the body of policy and administrative decisions and operational activities which pertain to various stages (pre-disaster, disaster occurrence and post-disaster) of disaster at all levels. Disaster management aims to reduce, or avoid, the potential losses from hazards, assure prompt and appropriate assistance to victims of disaster, and achieve rapid and effective recovery.

India is vulnerable, in varying degrees, to a large number of natural as well as man-made disasters. 58.6% of the landmass is prone to earthquakes of moderate to very high intensity; over 40 million hectares (12% of land) is prone to floods and river erosion; of the 7,516 km long coastline, close to 5,700 km is prone to cyclones and tsunamis; 68% of the cultivable area is vulnerable to drought and hilly areas are at risk from landslides

and avalanches³. Vulnerability to disasters/emergencies of Chemical, Biological, Radiological and Nuclear (CBRN) origin also exists. Heightened vulnerabilities to disaster risks can be related to expanding population, urbanisation and industrialisation, development within high-risk zones, environmental degradation and climate change.

In the context of human vulnerability to disasters, the economically and socially weaker segments of the population are the ones that are most seriously affected. Within the vulnerable groups, elderly persons, women, children - especially women rendered destitute and children orphaned on account of disasters and the differently abled persons are exposed to higher risks.

In the past, India's disaster management has been a top-down approach, yet that is shifting to a bottom-up approach.

The Ministry of Home Affairs is responsible for all disaster management. The Central Relief Commissioner (CRC) in the Ministry of Home Affairs is responsible for all coordination of relief efforts for natural disasters. From this point, there are a handful of ministries, organisations and departments that have a direct or indirect role in disaster management, ranging from the Ministry of the Railways to the Department of Food. Each of these groups nominates an officer for the Crisis Management Group who is led by the Central Relief Commissioner. Each member and their respective group is responsible for **disaster** relief within their given roles. The National Crisis Management Committee (NCCM): heads all the other secretaries of all the ministries and departments. This committee gives oversight to the Crisis Management Group. The Secretary of the Ministry of Home Affairs is responsible for making sure that all pertinent information is brought to the NCCM.

Overall, disaster management in India has made great strides in dealing with problems that may occur in a natural disaster. With the occurrence of natural disasters in India being so frequent, it is clear that clear and precise contingency plans are needed in India. The Indian government has seemingly been able to take major steps in providing efficient disaster management. One paradigm shift that has occurred within the Indian natural disaster management is the focus on mitigation and prevention efforts that help development outside of emergency management, while still making disaster relief efficient. This shift seems to speak to the idea that in both disaster management and development, long-term results are far more valuable than short-term gains.

Indian Perspective - The role of emergency management in India falls to the National Disaster Management Authority of India, a government agency subordinate to the Ministry of Home Affairs. In recent years, there has been a shift in emphasis from response and recovery to strategic risk management and reduction, and from a government-cantered approach to decentralised community participation.

The Ministry of Science and Technology supports an internal agency that facilitates research by bringing the academic knowledge and expertise of earth scientists to emergency management.

³ National Policy on Disaster Management, 2009.

A group representing a public/private has recently been formed by the Government of India. It is funded primarily by a large India-based computer company and aimed at improving the general response of communities to emergencies, in addition to those incidents which might be described as disasters.

Some of the groups' early efforts involve the provision of emergency management training for first responders (a first in India), the creation of a single emergency telephone number, and the establishment of standards for EMS staff, equipment, and training. It operates in three States, though efforts are being made in making this a nation-wide effective group.

The Government of India has adopted mitigation and prevention as its developmental strategy. The 10th five year plan exclusively deals with this approach. This plan lays stress on the fact that development cannot be sustainable without mitigation being built into the developmental process. According to this plan, each State is supposed to prepare a plan scheme for disaster mitigation in accordance with this approach. In other words, it can be said that mitigation is institutionalised into developmental planning under this plan. A Mitigation Fund is also proposed via means of a memorandum submitted to the 12th Finance Commission after consultation with the States. The Financial Commission has been mandated to look after mitigation and prevention apart from its existing mandate of looking at relief and rehabilitation.

Law and Policy in India - The Government of India has taken several initiatives for strengthening disaster reduction strategies. The Government of India constituted an Expert Group to examine the related issues and evolve recommendations for improving preparedness and prevention with respect to natural disasters caused by earthquakes, floods and cyclones. The legal and policy instruments that are in place in India are as follows:

I) Disaster Management Act, 2005

The Government of India (GOI), in recognition of the importance of Disaster Management as a national priority, has set up a High-Powered Committee (HPC) in August 1999 and also a national committee after the 2001 Gujarat earthquake, for making recommendations on the preparation of Disaster Management plans and suggestions for effective mitigation. The Tenth Five-Year Plan Document also had, for the first time, a detailed chapter on Disaster Management. Similarly, the Twelfth Finance Commission of India was also mandated to review the financial arrangements for Disaster Management.

Following this, on 23 December 2005, the Government of India enacted the Disaster Management Act, which was a direct response to the Indian Ocean Tsunami of 26th December 2004. The Government of India enacted Disaster Management Act, 2005, a law on disaster management (Act 53 of 2005 on 23rd December, 2005) to provide the statutory legitimacy for the required institutional mechanisms at the National, State and District levels for drawing up and monitoring the implementation of disaster

management plans, ensuring measures by the arms of the Government for prevention and mitigating effects of disasters and for undertaking a holistic, coordinated and prompt response to any disaster situation.

The DM Act, 2005 recognises that sometimes the development patterns that do not recognise disaster risk and vulnerability in the specific geographic areas may induce disasters. The proactive approach in the DM Act 2005 to address disaster risk and vulnerability through pre-disaster preparedness and mitigation activities also envisions accountability and multi stakeholder participation, including coordination of the activities of the NGOs at various levels. Sections 38 (2)(a), 22(2)(j) and 30(2)(xix) of the Act mandate every State Government, for collaboration with stakeholder agencies including NGOs for the purpose of improving the effectiveness of DM.

Similarly, the Act mandates NGOs to act in an equitable and non-discriminatory manner for the purpose of assisting or protecting the disaster affected communities or for providing relief to the affected communities or while dealing with any effects of threatening disaster situations and has fixed the responsibility to monitor this on State Executive Committee and DDMA's of the State vide Sections 24(j) and 34 (l) respectively. The above provisions ensure that the concerned DM interventions being addressed are supported and facilitated by the civil society organisations working at the grass roots and also takes care of the ground realities.

II) National Disaster Management Authority (NDMA)

The Disaster Management Act, 2005 envisaged the creation of the National Disaster Management Authority (NDMA), headed by the Prime Minister of India, and State Disaster Management Authorities (SDMAs) headed by respective Chief Ministers of the States, to spearhead and implement a holistic and integrated approach to Disaster Management in India. Similarly, District Disaster Management Authorities (DDMA's) were established under the Chairmanship of the District Collectors, Deputy Commissioners or District Magistrates respectively and were co-chaired by the elected representative of the respective District. In order to ensure a holistic approach involving the concerned ministries and/or departments, mainstreaming of disaster management into their plans as well as drawing up of department wise plans for disaster management has been made mandatory.

The institutional framework for DM envisages policy formulation and preparation of Guidelines and Plans by National Disaster Management Authority at the national level and implementation of the same through State, District and sub-district level government departments and agencies. The Disaster Management Act, 2005 provides for the specific roles for Local Bodies in DM including Panchayati Raj Institutions (PRIs) as well as Urban Local Bodies (ULBs) such as Municipalities and Municipal Councils.

NDMA as the apex body is mandated to lay down the policies, plans and guidelines for Disaster Management to ensure timely and effective response to disasters. Towards this, it has the following responsibilities -

- ◆ Lay down policies on disaster management;
- ◆ Approve the National Plan;
- ◆ Approve plans prepared by the Ministries or Departments of the Government of India in accordance with the National Plan;
- ◆ Lay down guidelines to be followed by the State Authorities in drawing up the State Plan;
- ◆ Lay down guidelines to be followed by the different Ministries or Departments of the Government of India for the purpose of integrating the measures for prevention of disaster or the mitigation of its effects in their development plans and projects;
- ◆ Coordinate the enforcement and implementation of the policy and plan for disaster management;
- ◆ Recommend provision of funds for the purpose of mitigation;
- ◆ Provide such support to other countries affected by major disasters as may be determined by the Central Government;
- ◆ Take such other measures for the prevention of disaster, or the mitigation, or preparedness and capacity building for dealing with the threatening disaster situation or disaster as it may consider necessary;
- ◆ Lay down broad policies and guidelines for the functioning of the National Institute of Disaster Management.

III) National Disaster Response Force (NDRF)

As per the Disaster Management Act, 2005, the Central Government provides the overall coordination of emergency response in disaster situations, in close cooperation with National Disaster Management Authority; emergency response has been made the responsibility of the National Disaster Response Force (NDRF). The Disaster Management Act, 2005 has mandated constitution of NDRF, a Specialist Response Force, for the purpose of specialised response to natural and man-made disasters. This Force will function under the National Disaster Management Authority which has been vested with its control, direction and general superintendence. This will be a multi-disciplinary, multi-skilled, high-tech force for all types of disasters capable of insertion by air, sea and land. All the eight battalions of National Disaster Response Force (NDRF) are equipped and trained for all natural disasters including four battalions in combating nuclear, biological and chemical disasters.

IV) National Policy on Disaster Management, 2009

Disaster management occupies an important place in this country's policy framework as it is the poor and the under-privileged who are worst affected on account of calamities/disasters. The steps being taken by the Government emanate this approach. The approach was translated into a National Disaster Framework [a roadmap] covering institutional mechanisms, disaster prevention strategy, early

warning system, disaster mitigation, preparedness and response and human resource development. The expected inputs, areas of intervention and agencies to be involved at the National, State and District levels were identified and listed in the roadmap. This roadmap was shared with all the State Governments and Union Territory Administrations. Ministries and Departments of Government of India, and the State Governments/Union Territory Administrations were advised to develop their respective roadmaps taking the national roadmap as a broad guideline.

The Expert Group appointed by the Government of India examined the status of work being carried out in these areas, namely:

- ◆ Monitoring of Hazards
- ◆ Vulnerability Assessment
- ◆ Prediction and Forecasting
- ◆ Retrofitting of Existing Unsafe Structures and Buildings
- ◆ Hazard Mapping
- ◆ Disaster Risk Assessment and Mapping
- ◆ Preparation of Building Guidelines

After assessing Gaps in the above and filling them as much as possible the Report covered the following issues:

- ◆ Identification of various hazard prone areas
- ◆ Vulnerability and Risk Assessment of Buildings
- ◆ Disaster damage scenarios,
- ◆ Technical Guidelines for Hazard Resistant Construction of Buildings
- ◆ Upgrading of Hazard Resistance of Existing Housing Stock by Retrofitting, and
- ◆ Techno-Legal Regime to be adopted

Based on the findings as above, the Group recommended strategies to be adopted and an Action Plan for consideration of the Government. The Group felt strongly that these need to be urgently considered for **evolving a national policy** keeping in view of the Government of India's commitment to the Yokohama Strategy for Natural Disaster Reduction. The Groups recommendations and proposed Action Plan highlighted certain issues, namely:

- ◆ The first and the foremost is to restructure the National Policy on disaster management reflecting the holistic approach involving **prevention, mitigation and preparedness** in the **pre-disaster phase** with appropriate additional funding, along with the so far existent policy of the **post-disaster relief and rehabilitation** under crisis management.
- ◆ **Creation of awareness** for disaster reduction is urgently needed amongst policy makers, decision makers, administrators, professionals (architects, engineers and

others at various levels) financial institutions (banks, insurance, house financing institutions) and NGOs and voluntary organisations.

- ◆ **Creating awareness for improving preparedness amongst the communities**, using media, school education, and the network of the building centre.
 - ◆ **Appropriate amendments** in the legislative and regulatory instruments (State laws, master plans, development area plan rules, building regulations and bye-laws of local bodies) along with **strengthening of the enforcement mechanisms** at different levels.
 - ◆ **Capacity building at local and regional levels** for undertaking rapid-assessment surveys and investigations of the nature and extent of damage in post disaster situations.
 - ◆ **Conducting micro-zonation surveys of large urban areas** falling in the disaster prone regions and preparing appropriate preparedness and mitigation plans on an urgent basis.
 - ◆ **To ensure use of disaster resistant construction techniques in all housing and other buildings** to be undertaken under the Central and State schemes.
 - ◆ **Making mandatory, the use of disaster resistant codes and guidelines** related to disaster resistant construction in the houses and buildings in all sectors of the society by law and through incentives and disincentives.
 - ◆ **To create a suitable institutional mechanism at National/State level to advise and help the existing disaster relief set up in formulation and updating of short and long range action plans** for the preparedness, mitigation and prevention of natural disasters. (the mechanisms suggested are the establishment of a National Scientific and Technical Committee at Central level and Natural Disaster Mitigation Centers at State levels).
 - ◆ **To promote the study of natural disaster prevention, mitigation and preparedness as subjects in architecture and engineering** curricula.
 - ◆ **To create a detailed database** on hazard occurrences, damage caused to buildings and infrastructure and the economic losses suffered and ensure its accessibility to interested researchers for effective analysis of costs of disasters and benefits of mitigative actions.
 - ◆ **To devise appropriate policy instrument and funding support** for urgent disaster preparedness and prevention actions in high risk areas including upgrading the resistance of existing housing and related structures and systems.
 - ◆ **To include R&D work in disaster preparedness, mitigation and prevention as a thrust area** so that adequate funds are earmarked for the schemes of R&D organisations as well as the concerned Central Ministries and State Governments.
- Based on this, the National Policy for Disaster Management was enacted in 2009.

24.4 Dark Tourism and Man-made Disasters

In 'dark tourism', the popularity of sites and attractions that are focused on death, suffering or the macabre. Here, a look at some of the world's most popular dark tourism destinations.

1) World Trade Center Site, New York

Millions of visitors make the pilgrimage to the site where the World Trade Center stood before its destruction on September 11, 2001. The site is now home to the 9/11 Memorial, with a museum set to open later this year.

The National September 11 Memorial and Museum (branded as 9/11 Memorial and 9/11 Memorial Museum) is the principal memorial and museum commemorating the September 11 attacks of 2001, which killed approximately 3,000 people, and the World Trade Center bombing of 1993, which killed six. The memorial is located at the World Trade Center site, on the former location of the Twin Towers, which were destroyed during the attacks. The World Trade Center Memorial Foundation was renamed the National September 11 Memorial and Museum at the World Trade Center in 2007.

The winner of the World Trade Center Site Memorial Competition was American architect Michael Arad of Handel Architects, a New York- and San Francisco-based firm. Arad worked with landscape architecture firm Peter Walker and Partners on the design which calls for a forest of trees with two square pools in the centre, where the Twin Towers once stood.

In August 2006, the World Trade Center Memorial Foundation and the Port Authority of New York and New Jersey began heavy construction on the memorial and museum. The design is consistent with the original Daniel Libeskind master plan that called for the memorial to be 30 feet below street level (originally 70 feet) in a piazza. The design was the only finalist to throw out Libeskind's requirement that buildings overhang the footprints.

A memorial was planned in the immediate aftermath of the attacks and destruction of the World Trade Center to remember both the victims and those involved in rescue. The National September 11 Memorial and Museum at the World Trade Center is a non-profit corporation with the mission to raise funds for, programme, own and operate the memorial and museum at the World Trade Center site. On September 11, 2011, a dedication ceremony was held at the memorial, commemorating the tenth anniversary of the attacks. The memorial officially opened to the public on September 12, 2011, while the museum has yet to open. Three months after opening, the memorial had been seen by over 1 million visitors. In 2012, Tuesday's Children, a non-profit family service organisation that has made a commitment to individuals directly impacted by 9/11 and to those who have lost loved ones to terrorism around the globe, has partnered with the 9/11 Memorial to offer private tours to family members of 9/11 victims and First Responders.

The catastrophic structural failure of the Twin Towers on 9/11 has been indelibly imprinted into the collective consciousness. However, in the decade since the atrocity, the trauma scape of Ground Zero has evolved into a place where tensions in the practice of memory and mourning have become apparent, especially in relation to the aesthetics and touristic consumption of death and disaster. Thus, the attachment of reverence to the space through a mixture of media alchemy and Hollywood simulacra means that touristic consumption of tragedy at Ground Zero, referred to as 'dark tourism', is perceived, to some at least, to be of questionable social value.

2) World War One Battlefields, Ypres, Belgium

Ypres is a Belgian municipality located in the Flemish province of West Flanders. Though Ieper is the Dutch and only official name, the French Ypres is most commonly used in English for its role in World War I, when Belgian maps were still named Flemish cities only by their French names. The municipality comprises the city of Ypres and the villages of Boezinge, Brielen, Dikkebus, Elverdinge, Hollebeke, Sint-Jan, Vlamertinge, Voormezele, Zillebeke, and Zuidschote. Together, they count some 34,900 inhabitants.

During World War I, Ypres was the center of intense and sustained battles between the German and the Allied forces. During the war, because it was hard to pronounce in English, British troops nicknamed the city "Wipers". The area around Ypres saw some of the fiercest fighting of World War I. The town is now home to the Menin Gate, commemorating soldiers who have no grave, and the In Flanders Fields Museum – thousands visit every year.

War graves, both of the Allied side and the Central Powers, cover the landscape around Ypres. The largest number of dead are at Langemark German war cemetery and Tyne Cot Commonwealth war cemetery. The countryside around Ypres is featured in the famous poem by John McCrae, In Flanders Fields.

3) Auschwitz-Birkenau, Oswiecim, Poland

Auschwitz concentration camp was a network of concentration and extermination camps built and operated by the Third Reich in Polish areas annexed by Nazi Germany during World War II. It was the largest of the Nazi concentration camps, consisting of Auschwitz I (the Stammlager or base camp); Auschwitz II-Birkenau (the Vernichtungslager or extermination camp); Auschwitz III-Monowitz, also known as Buna-Monowitz (a labour camp); and 45 satellite camps.

Auschwitz had, for a long time, been a German name for Oświęcim, the town by and around which the camps were located; the name "Auschwitz" was made the official name again by the Nazis after they invaded Poland in September 1939. Birkenau, the German translation of Brzezinka (= "birch forest"), referred originally to a small Polish village that was destroyed by the Nazis to make way for the camp.

Auschwitz II-Birkenau was designated by Reichsführer-SS Heinrich Himmler, the Third Reich's Minister of the Interior, as the place of the "final solution of the Jewish

question in Europe”. From early 1942 until late 1944, transport trains delivered Jews to the camp’s gas chambers from all over German-occupied Europe. The camp’s first commandant, Rudolf Höss, testified after the war at the Nuremberg Trials that up to three million people had died there (2.5 million gassed, and 500,000 from disease and starvation). Today the accepted figure is 1.3 million, around 90% of them Jewish. Others deported to Auschwitz included 150,000 Poles, 23,000 Roma and Sinti, 15,000 Soviet prisoners of war, some 400 Jehovah’s Witnesses and tens of thousands of people of diverse nationalities. Those not killed in the gas chambers died of starvation, forced labour, infectious diseases, individual executions, and medical experiments.

On January 27, 1945, Auschwitz was liberated by Soviet troops, a day commemorated around the world as International Holocaust Remembrance Day. In 1947, Poland founded a museum on the site of Auschwitz I and II, which by 2010 had seen 29 million visitors - 1,300,000 annually - pass through the iron gates crowned with the infamous motto, Arbeit macht frei (“work makes [you] free”).

The remaining parts of this World War Two concentration camp are preserved in memory of the 1.1 million people who died here. It’s now a major tourist attraction, with visitors from around the world, with a museum, guided tours and the largest art collection of its kind in the world.

4) Old Melbourne Gaol, Melbourne, Australia

Old Melbourne Gaol is one of Melbourne’s most popular tourist attractions thanks to its dark past – it was the place of execution for 135 prisoners, including Ned Kelly. It is a museum and former prison located in Russell Street, Melbourne, Victoria, Australia. It consists of a bluestone building and courtyard, and is located next to the old City Police Watch House and City Courts buildings. It was first constructed starting in 1839, and during its operation as a prison between 1845 and 1924, it held and executed some of Australia’s most notorious criminals, including bushranger Ned Kelly and serial killer Frederick Bailey Deeming. In total, 133 people were executed by hanging. Though it was used briefly during World War II, it formally ceased operating as a prison in 1924; with parts of the Gaol being incorporated into the RMIT University, and the rest becoming a museum.

The three-storey museum displays information and memorabilia of the prisoners and staff, including death masks of the executed criminals. At one time, the museum displayed Ned Kelly’s skull, before it was stolen in 1978; as well as the pencil used by wrongly convicted Colin Campbell Ross to protest his innocence in writing, before being executed. Paranormal enthusiasts claim the museum is haunted, with claims of ghostly apparitions and unexplained voices near cells.

5) Titanic Museum, Belfast, Ireland

Titanic Belfast is a visitor attraction and a monument to Belfast’s maritime heritage on the site of the former Harland and Wolff shipyard in the city’s Titanic Quarter. It tells the stories of the ill-fated RMS Titanic, which sank on her maiden voyage in

1912, and her sister ships RMS Olympic and HMHS Britannic. The building contains more than 12,000 square meters (130,000 sq ft) of floor space, most of which is occupied by a series of galleries, plus private function rooms and community facilities.

6) Choeung Ek, Phnom Penh, Cambodia

The best known of Cambodia's 'Killing Fields', Choeung Ek stands as a grisly reminder of the horrors inflicted by the Khmer Rouge, bones and teeth still littered across the site. The site of a former orchard and mass grave of victims of the Khmer Rouge - killed between 1975 and 1979 - about 17 km south of Phnom Penh, Cambodia, is where the Khmer Rouge regime executed over one million people between 1975 and 1979. Mass graves containing 8,895 bodies were discovered at Choeung Ek after the fall of the Khmer Rouge regime. Many of the dead were former political prisoners who were kept by the Khmer Rouge in their Tuol Sleng detention center.

Today, Choeung Ek is a memorial, marked by a Buddhist stupa. The stupa has acrylic glass sides and is filled with more than 5,000 human skulls. Some of the lower levels are opened during the day so that the skulls can be seen directly. Many have been shattered or smashed in.

Tourists are encouraged by the Cambodian government to visit Choeung Ek. Apart from the stupa, there are pits from which the bodies were exhumed. Human bones still litter the site.

On May 3, 2005, the Municipality of Phnom Penh announced that they had entered into a 30-year agreement with JC Royal Co. to develop the memorial at Choeung Ek. As part of the agreement, they are not to disturb the remains still present in the field.

7) Hiroshima Peace Museum, Hiroshima, Japan

Over one million people every year visit the Hiroshima Peace Memorial Museum, which displays the belongings of those killed by the atomic bomb dropped there in 1945. It is divided into sections telling the story of Hiroshima until the bomb, and the damage inflicted by it.

The Hiroshima Peace Memorial Museum is located in Hiroshima Peace Memorial Park, in central Hiroshima, Japan. It was established in August 1955 with the Hiroshima Peace Memorial Hall (now the International Conference Center Hiroshima). The museum exhibit presents the facts of the atomic bombing, with the aims of contributing to the abolition of nuclear weapons throughout the world, and of promoting world peace. It is the most popular of Hiroshima's destinations for school field-trips from all over Japan and for international visitors, too. Fifty-three million people had visited the museum from its opening in 1955 through 2005. The number of visitors is over one million per year. The architect of the main building was Kenzo Tange.

8) York Dungeon, York, England

York Dungeon is a tourist attraction in York, England. York Dungeon depicts the history of the dungeon using actor led shows, special effects and displays of models and objects. Though the dungeon is closed right now due to severe flooding, it has long remained a popular tourist attraction. York Dungeon was opened in 1986 at 12 Clifford Street, York, England. It was the second Dungeon attraction created, the first being the London Dungeon in 1974.

The dungeon operates on the basis of tours which start every 7 minutes and last between 1 and 1.5 hours. In these tours, visitors are led around a sequence of shows and exhibitions which are loosely based on historical events and practices. The Great Plague show is set in 1551 with a recreation of medieval York streets and culminates with a performance from an actor playing a plague doctor. There is also a recreation of a York pub, the Golden Fleece Inn where visitors are told ghost stories. Other shows include the *Judgement of Sinners* where visitors are accused of various crimes and the *Torture Chamber* where visitors are shown demonstrations of torture devices. During the tour actors playing plague doctors, innkeepers, soothsayers, torturers, judges, executioners, Dick Turpin's hangman and witch-burners tell visitors gruesome stories.

9) London Dungeon

The London Dungeon is a popular London tourist attraction, which recreates various gory and macabre historical events in a gallows humour style aimed at younger audiences. It uses a mixture of live actors, special effects and rides.

Opening in 1974, it was initially designed as a museum of macabre history, but the Dungeon has evolved to become an actor-led, interactive experience. The Dungeon is operated by Merlin Entertainments. In 2013, the London Dungeon moved from its premises on Tooley Street and reopened on 1 March.

The dungeon has been the subject of mixed reviews by visitors and travel writers. Many have described it as “just a highly advertised, overpriced haunted house” and an “amateurish attraction”. The “Rough Guide to Britain”⁴ describes it as best enjoyed by “young teenagers and the credulous”.

24.5 Tourism Promoted Social Solidarity in Disaster Management

Social Solidarity is social cohesion based upon the dependence individuals have on each other in more advanced societies. Although individuals perform different tasks and often have different values and interests, the order and very solidarity of society depend on their reliance on each other to perform their specified tasks.

⁴ Rough Guides Ltd is a travel guidebook and reference publisher, owned by Pearson PLC. Their travel titles cover more than 200 destinations, and are distributed worldwide through the Penguin Group.

What forms the basis of solidarity varies between societies. In simple societies, it may be mainly based around kinship and shared values. In more complex societies, there are various theories as to what contributes to a sense of social solidarity. Thus, social solidarity is maintained in more complex societies through the interdependence of its component parts (e.g., farmers produce the food to feed the factory workers who produce the tractors that allow the farmer to produce the food).

Social solidarity results from a sense of common humanity, reinforced by the experience of travel. Many people visit the areas devastated by disasters like tsunami, etc. and have lasting memories of people they meet there.

Disasters that have a global impact foster strong feelings of solidarity. However, this solidarity needs to go beyond that expressed by individual tourists and tourism industry employees and to inform the relationships between tour operators and hotel groups and the destination communities in which they do their business. There is a need for a kind of solidarity which goes beyond the dreams of a “holiday paradise” and the immediate business interests, and which is reflected in a long term interest in the fate of people living in a tourist destination. There is a need for a kind of solidarity that remains alive and continues even when the holidays are over and when disasters do not make headlines.

As long as they are not getting in the way of aid work, the presence of tourists and the money they spend is even more important than before to local people. For many, if there are any lessons to be learned from dreadful disasters, it is to demonstrate how dependent some local communities are on tourism. The hope is that as tourist facilities are gradually rebuilt, the awareness inspires the tourism industry to ensure that more of the benefits go to local people to help them in the reconstruction they so desperately need. Some operators and hotel groups have to develop partnership approaches; there is plenty of scope for more to do so.

Developing countries need large volumes of air seats to bring consumers to their resorts, for many developing countries tourism is of major national economic importance. If petroleum industry exports are discounted, and they are only significant in 3 of the 49 Least Developed Countries (LDCs), tourism is the primary source of foreign exchange earnings in 46 of the 49 LDCs. The consensus of opinion now is that flights contribute to global warming and make destinations, especially the coastal zones significantly more vulnerable. However, for the World's Least Developed Countries and for many developing countries, any reduction in visitor numbers will lead to an immediate and significant reduction in livelihoods for local communities. The overwhelming majority of the Least Developed Countries and many developing countries are heavily dependent on air transportation for the viability of their tourism industries, industries upon which significant numbers of the world's poor depend for their livelihood.

From a tourism perspective, most of the focus has been on encouraging people to continue to travel to areas that are not devastated by the tsunami in the affected countries in order, so far as possible, to ensure the maintenance of tourism earnings. The mainstream tourism is likely to recover quickly because the formal industry carries various levels of

insurance and will largely be able to raise funds for the reconstruction of hotels and resorts. Demand will rapidly be restored, but how quickly will the local colour and experiences provided by the informal sector be restored and the livelihoods regained. The individuals and micro businesses which provide local food and beverages, the cafes, restaurants and stalls, the local markets, craft centers and local guides are uninsured and they will find it much more difficult to raise, and repay, the funds essential to beginning to operate again and to earn their livelihood.

The immediacy and the drama of the events, especially if they involve a man-made disaster, and the news coverage of them contributes to large scale volunteerism and significant increase in the scale of the humanitarian response by individuals. The mobilisation of people to donate, and to encourage others to do so, results from the heightened engagement of people in the tourism generating countries because they had friends or family on holiday, or working in the devastated areas; or as a result of their first-hand knowledge of the places hit by disasters. Tragedies of the past have revealed the significance of tourism in creating feelings of affinity between tourists and their families and friends with individuals and communities in destinations. The experience of visiting other people's places increases the feeling of solidarity and the strength of the impulse to contribute.

**COURSE 4:
TOURISM AND ENVIRONMENTAL LAWS**

UNIT 25

EMERGING DIMENSIONS IN SUSTAINABLE TOURISM MANAGEMENT

Contents

25.1	Introduction	671
25.2	Essentials for a Sustainable Tourism Model	672
25.3	Indicators of Sustainable Tourism	677
25.4	Some Emerging Dimensions	685
25.5	Emerging Products for a Sustainable Business Model	687

25.1 Introduction

Tourism is coming up as a major industry with more and more states increasing the scales of their promotions and all partners of tourism business i.e. Central, State and private sectors have made synergised approach to bring a boom in tourism scene and thereby creating new avenues for employment. This trade encompasses industries like Aviation, Entertainment, Catering, Multiplexes, Shopping Malls, Call-Centres and of course Hotels, Restaurants, Transport (Coaches/Cars), Railways, Meetings and Conferences, Medical / Health, Higher education (I.T.) Journalistic activities, Publicity, Advertisements and thus there is a lot of opportunity at hand.

India is one of the few countries of the world endowed with an array of tourism resources - from bio-cultural diversity to a wealth of histories and antiquities. India has great ancient Historical, Cultural background and India also has abundant natural wealth which attracts worldwide tourists. As per the Travel and Tourism Competitiveness Report (TTCR) 2019 by the World Economic Forum, India had one of the greatest improvements over 2017 among the top 25% of all countries ranked in the report. It is pertinent to mention that India along with Mexico and Brazil have been able to rank among the top 25% of ranked economies on the Travel & Tourism Competitiveness Index (TTCI) by outperforming the global average in as little as seven of the 14 pillars. The report says that India despite being a not-high economy ranks in the top 35 because of the combination of rich natural and cultural resources and strong price competitiveness. Within Asia Pacific region, as per the report India was the most improved country under the pillar of

‘business environment’, ‘Environmental Sustainability’ and ‘Cultural Resources and Business Travel’. However, as per the report India still needs to enhance its enabling environment, tourist service infrastructure and environmental sustainability.

As labelling is becoming a very important marketing tool in selling of tourism products all over the world, a conscientious effort from all the concerned in developing management and marketing of tourism products is the need of the hour. The tourism products should be diverse as each country has its own needs and requirements, but it should have a pattern. The modern trends of tourism i.e. ecotourism, niche tourism, sustainable tourism, adventure tourism, health tourism etc. are new tourist products emerging in India.

Recognising the importance of the tourism industry, the Government of India has taken many policy measures such as Tourism Policy 1982, Tourism Plan of Action 1992, Tourism Policy 1997 and National Tourism Policy 2002. In fact, the Ministry of Tourism has extended support to the policy prepared by the Ministry of Environment, Forest and Climate Change, Government of India named ‘Policy for Eco-Tourism in Forest and Wild Life Areas’. Through these policies, the government called for effective coordination of public and private participation to achieve synergy in the development of tourism. Through these policies, the government called for effective coordination of public and private participation to achieve synergy in the development of tourism. These plans identified new forms of tourism products for taking advantage of the emerging markets. Business tourism, health tourism, rural tourism, pilgrim tourism, adventure tourism, and sustainable tourism are some of the new products devised for changing demand. Let us study these emerging dimensions in the tourism sector.

25.1 Essentials for A Sustainable Tourism Model

Let us first try to understand that why is tourism provided so much leverage. The World Tourism Day was established at the Third session (Torremolinos, Spain, Sept. 1979), that the General Assembly of the World Tourism Organisation (WTO) where it was decided to institute such a day, commencing in the year 1980. World Tourism Day, to be commemorated on 27 September each year by appropriate events on themes selected by the General Assembly, on recommendation of WTO’s Executive Council. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the WTO Statutes on 27 September 1970. The main purpose of World Tourism Day is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values.

The timing of World Tourism Day is indeed particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere, when tourism is of topical interest to hundreds of thousands of people worldwide from all walks of life and to tourists and the operational sector in particular.

The Organisation invites all interested parties to take part on 27 September each year in the special celebrations taking place in their respective country or holiday destination. The WTO Secretary-General issues a message each year to mark the occasion.

The themes selected for World Tourism Day are :

- ◆ 1980 Tourism's contribution to the preservation of cultural heritage and to peace and mutual understanding
- ◆ 1981 Tourism and the quality of life
- ◆ 1982 Pride in travel: good guests and good hosts
- ◆ 1983 Travel and holidays are a right but also a responsibility for all
- ◆ 1984 Tourism for international understanding, peace and cooperation
- ◆ 1985 Youth Tourism: cultural and historical heritage for peace and friendship
- ◆ 1986 Tourism: a vital force for world peace
- ◆ 1987 Tourism for development
- ◆ 1988 Tourism: education for all
- ◆ 1989 The free movement of tourists creates one world
- ◆ 1990 Tourism: an unrecognised industry, a service to be released ("The Hague Declaration on Tourism")
- ◆ 1991 Communication, information and education: powerlines of tourism development
- ◆ 1992 Tourism: a factor of growing social and economic solidarity and of encounter between people
- ◆ 1993 Tourism development and environmental protection: towards a lasting harmony
- ◆ 1994 Quality staff, quality tourism
- ◆ 1995 WTO: serving world tourism for twenty years
- ◆ 1996 Tourism: a factor of tolerance and peace
- ◆ 1997 Tourism: a leading activity of the twenty-first century for job creation and environmental protection
- ◆ 1998 Public-private sector partnership: the key to tourism development and promotion
- ◆ 1999 Tourism: preserving world heritage for the new millennium
- ◆ 2000 Technology and nature: two challenges for tourism at the dawn of the twenty-first century
- ◆ 2001 Tourism: a toll for peace and dialogue among civilizations
- ◆ 2002 Ecotourism, the key to sustainable development
- ◆ 2003 Tourism: a driving force for poverty alleviation, job creation and social harmony

- ◆ 2004 Sports and Tourism
- ◆ 2005 Travel and Transport
- ◆ 2006 Tourism Enriches
- ◆ 2007 Tourism opens doors for women
- ◆ 2008 Tourism Responding to the Challenge of Climate Change and global warming
- ◆ 2009 Tourism - Celebrating Diversity
- ◆ 2010 Tourism and Biodiversity
- ◆ 2011 Tourism Linking Cultures
- ◆ 2012 Tourism and Energetic Sustainability
- ◆ 2013 Tourism and Water
- ◆ 2014 Tourism and Community Development
- ◆ 2015 One billion tourist's one billion opportunities
- ◆ 2016 Tourism for all - promoting universal accessibility
- ◆ 2017 Sustainable Tourism
- ◆ 2018 Tourism and the Digital Transformation
- ◆ 2019 Tourism and Jobs: a better future for all

UNESCO's World Conference on Sustainable Tourism held in Lanzarote, Canary Islands, Spain in 1995 developed a specific framework for sustainable tourism to grow from. Here are the highlights of those criteria:

- 1) Tourism development should be based on the criteria of sustainability. It should be: ecologically bearable; economically viable; and ethically and socially equitable for local communities.
- 2) Tourism should contribute to sustainable development and be integrated with all aspects of the environment, respecting fragile areas and promoting the assimilation of impacts so that these lie within capacity limits.
- 3) Tourism must consider its effects on the cultural heritage and traditions of local communities.
- 4) Participation of all actors in the process is essential.

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems¹ .

Environment and heritage are valued differently by different people. Those working in tourism recognise them as assets of mainstream and niche tourism products and are in

¹ World Tourism Organisation.

a position to do much to educate visitors about the values of our natural and cultural heritage places. In a successful sustainable model, there is a need to recognise and protect the values of a host community and environment's special natural and cultural nature in order to enhance tourism product development and the management of places in the long term. Achieving sustainable tourism requires motivation, determination and a systematic approach. Some steps to improve such a systematic approach to tourism businesses are:

- ◆ develop audits, scoping projects and preliminary assessments of tourism development potential in regions
- ◆ identify tourism and heritage issues which need to be considered in management, regional or business planning
- ◆ develop regional heritage and tourism strategic plans and action plans
- ◆ assist in developing business plans for new or existing heritage tourism products
- ◆ foster more effective planning for infrastructure development at heritage places
- ◆ evaluate options and establish a stronger business case for an idea or proposal.

Communicating sustainability - It is essential to inform tourists in a positive way about sustainability efforts by making people aware that environmental quality means quality tourism experience. Environmental quality should be associated with positive feelings and experiences, such as: small-scale, quality service, personal relations, traditions, intact and protected nature, rest, modern lifestyle and healthy (organic) and local food.

Quality and environment are naturally two sides of the same coin: eco-labelled products provide good quality service and quality products should respect the environment. Eco-labelled products are "Quality +" products.

A Successful sustainable product must also be effectively marketed. Marketing of India's Destinations can be done by following these simple but effective points:

- ◆ Four P's namely, Place, Product, Price and Publicity are well-known in Marketing.
- ◆ Another important aspect of tourism marketing is Packaging - Tours should be packaged for the relevant customers as one complete experience - with U.S.P. (Unique Selling Points) like "Kerala Package" has done Ayurveda Health/ Rejuvenation Packages, Houseboat experience in ethnic style, Travel Marts, Heritage Hotels, Festivals etc.
- ◆ For 'Incredible India' Branding like Malaysia : 'Truly Asia' or Mauritius : 1% Water 99% fun; Thailand : Land of Smiles
- ◆ Focused identity of the destination is must. All experiences in India are incredibly incredible be it Himalayas, Architecture, Festivals, Wildlife, Shopping etc. Promote this branding through all channels - Print, Media, Electronic etc.
- ◆ For World Wide Web Promotions - Hyperlinks to the service providers' sites, Electronic campaigns with Quiz competitions with holiday offers, e-mail

promotions etc. To reach a longer number of viewers and force them to visit the site. Regular updating of the site is also a must.

- ◆ PIO's/NRI's - Must use their base. They can motivate foreigners with their direct contacts or business links locally. They have the inbuilt aptitude toward India.
- ◆ Indian Missions - Should be made a partner as they issue visas and thus can help tourism also. Regular supply of literature, displays at Embassy windows, presenting cultural events etc. generate lot of positive awareness. They have the right links diplomatically.
- ◆ Business Travellers who have visited India can give excellent word of mouth publicity. They are big opinion makers for a destination. Being head of the business houses, they can offer India as incentive holiday destination to the achievers in the company or can organise out of country Board Meetings or Conference in India.
- ◆ Media/Sports Celebrities - to be branded ambassadors like Mr. Edward Hillary for India. Talk all time about India's adventure tourism potentials in the Himalayas or Water Sports in Rivers.
- ◆ Mass Media and T.V. - Reach millions at home. Sites and sound of destinations are more clearly understood on T.V. than print media.
- ◆ Incentive Tour operators - Who can create positive image as they handle top achievers and they always look for exciting destinations for their clients. They handle upmarket clients and all expenses are mainly paid by the management for fulfilling the target of the company.
- ◆ Public Relations - More direct contacts with persons who all are important in tourism business viz. Tour operators, Travel Agents, Airlines, Immigration, Customs, Conference Operators, Hoteliers, Charter Operators etc. Successful tourism man is a real P.R. man and gets the job done even at the time of crises.
- ◆ Participation in exhibitions for reaching a larger number of consumers for direct interactions. In exhibitions, one can showcase the product and build confidence, in the mind of the visitors. Seminars can be part of the exhibitions.
- ◆ Educational Tours shall be offered to decision makers, Tour Agents, Media members to sample the product so that on return they can sell India with confidence and provide awareness through Radio talk, T.V. shows, Press articles and launching India holidays through their travel brochures.
- ◆ More direct promotions with Airlines / Tour Agents in overseas markets as they are the sales channels for potential clients.
- ◆ Keep a "Crises Management" plan ready to fight adverse developments. Anything negative in any country, tourism becomes the first casualty with multiple effects- loss of business, loss of jobs etc.

Contd...

- ◆ Keep an eye on the competitions to learn from their mistakes and never go complacent- Be very aggressive marketing man with all politeness and perseverance.
- ◆ Keep listening so that you can get the signals from your clients and do accordingly. Keep smiling, that will be a great help to win over the clients in spite of some short fall.

25.3 Indicators of Sustainable Tourism

Sustainability of Tourism Industry in any area depends on a host of factors. For instance, Tourism Industry has not seen such down turn earlier as seen since 2001 post 11th September event in USA and series of other negative events like Afghan war, the attack on Parliament, Mumbai terror attack, face off between India and Pakistan and the subsequent travel advisories and withdrawal of many international carriers – all these had affected the Indian Tourism which could be termed as the worst ever crisis. Luckily tourism has unique resilience character with a quick recovery. It bounces back with greater vigour with such fall out. In case of India, this challenge continued since last decade with breakout of plague, communal riot, Indo-Pak border tension, Natural calamities etc. but it also saw quick recovery since January 2003.

However, there are certain areas where tourism ratings that have dipped have not recovered. International air passengers declined during the Gulf war from 280 million in 1990 to 226 million in 1991 but tourist arrivals crept up by 1.2% and receipt increased by 2.1%. However, despite all the conflicts the world has seen, in the past 50 years, there has never been one year that experienced a global decline in tourism that could not recover quickly. Tourism can always bounce back if right steps can be initiated. In the case of India, to restore its image as a safe destination had become quite a challenge after 26/11 attacks. Tourists are immensely aware of India's varied attractions and its various tourism products but its image in the overseas markets has been very disturbing with continuous riots, elections, natural calamities, terrorists activities, border conflicts, poor policing for human safety, kidnapping, killings – even Sri Lanka where L.T.T.E. disturbances are a regular feature is thought as a peaceful destination than India. In such a case, we need to have crisis management policy to work on with onset of any negative event. Something concrete is needed. Media has become very aggressive to talk about negative events with a lot of glorified enthusiasm and Press Overseas take the notes from those reports as negative reports are saleable news for the global media.

The major challenges which are faced now are the packages which can match the offers from our neighbouring countries. We cannot compete with our competitive destinations on pricing. They have managed to keep their price-quality balance to its advantage. We have to do something to keep the cost from rising sharply. We have to understand the holidayer's psychology. They are most particular about what they want, not just service but also the price which they are prepared to pay. As competition in the market increases tourists look forward to ever increasing standards of service as options for them are

great. We have a very fine path to tread and proceed very cautiously with need based marketing strategy.

Challenges are there from new breed of travellers who talk of quality as also economic options, talk of environmental practices and leave a destination if not sensitive to environment issues, lack of safety and security and easy mobility within the country. It is essential that for this new breed of tourists eco-sensitive packages be drawn up in the destinations located in the lap of nature. They believe in activity oriented tourism more on the basis of experiencing new culture, direct contact with local people, ethnic festivals, cuisine and direct shopping from the producers in the villages. More based on rural tourism. Five star tourism culture is now being avoided. This new trend had also to be incorporated in working out the marketing strategy.

India can work out well designed affordable packages to meet the requirements of these tourists. There are new challenges now thrown open by the technological developments – thanks to internet and other technological tools, travel is more organised. The customer's satisfaction will be the main strategy for promoters of the tourism product. They will look for bargains. This will also bring in the concept of late bookings. Customers will be demanding and for the cost conscious, all services – viz hotel rooms, restaurants, in-flight, souvenir shops, tour operators and subagency offices have to offer highly personalised services. Hygiene will be at the top of agenda. Fulfillment to the objectives having selected a destination will judge the credibility of success of Tour operators. There will be a lot of new product choices for holidays in the market specially the destination never heard of. The products that will offer the maximum excitement in the minimum time will be the right choice.

To monitor the process of sustainable development and to improve the planning process there is a need to have indicators that help to evaluate and co-ordinate sustainable development. Indicators have been identified for all three aspects of sustainable tourism development – ecological, economic and social. WTO recently proposed the use of selected indicators for sustainable tourism, in order to be useful to tourism sector managers and administrators. The selected indicators are demand-driven; they respond to decision-makers' need to know and they are practical for most nations or regions. Indicators should show the real performance in destinations, for example: "The ratio of environmentally friendly arrivals" and not the "existence of pick-up systems from airports and train stations" which may not be used by tourists.

The indicators should allow us to derive comparable values for all destinations. Northern or mountain destinations, for instance, need more energy for the heating of accommodation and facilities than sun or beach destinations. It would not make sense to measure only the amount of energy used – as the values depend on the circumstances of the destination. If we look at that part of total energy use, which comes from renewable resources, we have a valid indicator for all destinations.

Here a set of recommended indicators for which data can be smoothly accessed or made available or is relatively easy to provide by the destination.

No	Indicator	Purpose - what the indicator shows	How can it be collected
1	Total visitor arrivals or bednights per month	Tourism volume and seasonality	Records from accommodation establishments
2	Total day visitor estimate per annum or per month	Tourism volume and seasonality	Counts and visitor survey at arrival points/ key sites
3	Number of bedspaces (by accommodation type)	Tourism capacity and basis for calculating volume	Existing records or regular audit
4	Annual average % bedspace and bedroom occupancy of accommodation	Enterprise performance, and basis for calculating volume	Business records or survey
5	% of enterprises reporting growth in business over previous year	Relatively robust measure of growth and competitiveness	Business survey
6	Average spending per head	Economic return from tourism	Visitor survey
7	Local spending (or GDP) generated by tourism	Tourism value and contribution to local economy	Visitor survey showing spend plus business survey on occupancy (or local TSA process)
8	% of bedspaces available all year	Seasonality	Existing records, regular audit or business survey
9	Ratio of average occupancy (or total bednights) between busiest and least busy 3 months	Seasonality	Business records or survey
10	Number of bedspaces per 1000 local population	Potential imbalance and pressure on community and resources	From indicator 3 and population records
11	Ratio of number of tourists to local population	Potential imbalance and pressure on community and resources	From indicators 1 and 2 and population records
12	Average length of stay	Value to the community as against impact of transport	Visitor and business surveys
13	%tourism enterprises accessible by public transport	Potential to accommodate non- car access and need for improvement	Facility audit and business survey
14	% of visitors arriving by means other than car or plane	Trend in transport modal change- effect on carbon emissions	Visitor survey

15	% visitor use of public transport when in the destination	Trend in transport modal change- effect on carbon emissions	Visitor survey
16	Total employment in sector as per cent of total employment	Relative importance of tourism jobs and balance in the economy	Industry sector records/codes
17	% of tourism jobs that are seasonal only	Job quality and seasonality	Business survey
18	Average hourly earnings in tourism as ratio of all industry hourly earnings	Job quality	Business survey and comparative sector figures
19	% employees with vocational qualifications in tourism	Job quality and career conditions	Business survey
20	% residents indicating that they are satisfied with local impact of tourism	Community acceptance and benefit from tourism	Residents survey
21	% residents identifying that they are directly benefiting from local tourism and % believing that it adds to overall quality of life	Community benefit from tourism	Residents survey
22	% of enterprises with recognised environmental certification	A robust indication that action is actually being taken	Records from certification schemes and/or business survey
23	% of enterprises reporting that they are taking environmental management measures	Wider (but less robust) indication of environmental management irrespective of reaction to certification	Business survey
24	Amount and proportion of waste sent to landfill (Total or sum from tourism)	Resource efficiency and land pollution	Municipal measurement or sum of data submitted by tourism enterprises
25	% of waste recycled by tourism enterprises	Commitment to resource efficiency	Business survey
26	Sewage discharge (Total or sum from tourism)	Pollution potential	Municipal measurement or sum of data submitted by tourism enterprises
27	% tourism enterprises not connected to efficient sewage treatment	Pollution potential	Municipal records and business survey
28	Water consumption (Total or sum from tourism) - total and at busiest period	Resource efficiency and community impact	Municipal measurement or sum of data submitted by tourism enterprises

29	% water recycled by tourism enterprises	Commitment to resource efficiency	Business survey
30	Water quality (sea and freshwater areas)	Nature conservation and attractiveness of environment for local people and tourists	Regular water sampling
31	Total energy consumption (or CO2 emissions) from tourist facilities	Resource efficiency and pollution	Sum of data submitted by tourism enterprises
32	Air quality	Attractiveness of environment for local people and tourists	Regular air purity sampling
33	Quantity of strewn litter at selected sites	Attractiveness of environment for local people and tourists	Observation. Visitor and residents surveys)
34	Number of people at selected sites on busiest days	Pressure on community and environment	Visitor counts and survey
35	Environmental state of selected sites	Damage to landscape and biodiversity	Observation, visitor and residents survey
36	Number and size of protected sites and land area	Natural and cultural heritage quality and ability to withstand pressure	Recorded designations
37	Percentage of selected types of precious landscape area (eg length of coastline) that is built upon	Reduction in attractiveness	Land use records and observation
38	Percentage of area subject to land use planning and development control	Ability to withstand pressure	Land use plans
39	Contribution of tourism enterprises and visitors to conservation	Support from tourism for conservation	Visitor survey, business survey. Monitoring of specific schemes
40	% tourism enterprises participating in quality certification scheme	Business engagement, quality and competitiveness	Records from schemes. Business survey
41	% visitors indicating that they are satisfied with overall experience	Destination quality and visitor satisfaction	Visitor survey
42	% visitors who are on a repeat visit and % who say they will return	Destination quality and visitor satisfaction	Visitor survey

43	% tourism enterprises meeting specified accessibility standards	Ability to provide a visitor experience without discrimination	Inspection scheme records. Business survey
44	% of visitors with a physical or sensory impairment	Relative social inclusion of the destination	Visitor survey
45	% of visitors from lower socio-economic groups	Relative social inclusion of the destination	Visitor survey
46	% of visitors who are benefit from a supported holiday scheme	Importance of social tourism to the destination	Visitor or business survey
47	Level of satisfaction of visitors with a physical or sensory impairment	Relative social inclusion of the destination	Visitor survey
48	Presence of a destination management organisation that involves different stakeholders	Inclusive approach to destination management	Presence/absence against definition
49	% of businesses that belong to local tourism association	Degree of engagement by the private sector in destination management	Membership records
50	Existence of an agreed and monitored sustainable tourism strategy and action plan	Commitment to sustainable destination management	Presence/absence against definition

Case Study - Sustainable Tourism Indicators for Lake Balaton, Hungary

Lake Balaton, or The Balaton, is a freshwater lake in the Transdanubian region of Hungary. It is the largest lake in Central Europe, and one of its foremost tourist destinations. The mountainous region of the northern shore is known both for its historic character and as a major wine region, while the flat southern shore is known for its resort towns.

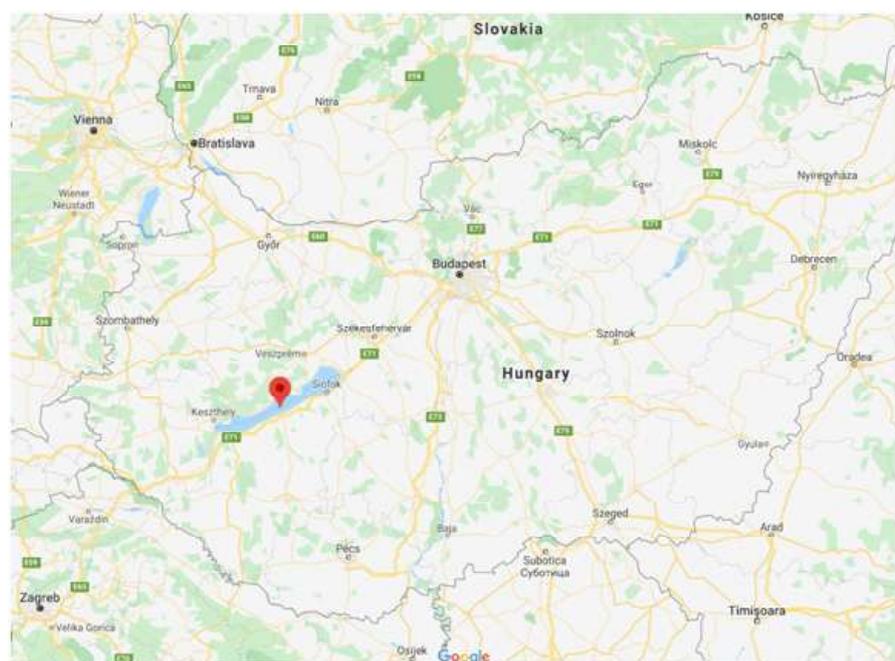


Figure 1

The major resorts around the lake are Siófok, Keszthely, and Balatonfüred. Zamárdi, another resort town on the southern shore, has been the site of Balaton Sound, a notable electronic music festival since 2007. Balatonkenese has hosted numerous traditional gastronomic events. Siófok is known for attracting young people to it because of its large clubs. Keszthely is the site of the Festetics Palace and Balatonfüred is a historical bathing town which hosts the annual Anna Ball.



Figure 2

The peak tourist season extends from June until the end of August. The average water temperature during the summer is 25°C, which makes bathing and swimming popular on the lake. Most of the beaches consist of either grass, rocks, or the silty sand that also makes up most of the bottom of the lake. Many resorts have artificial sandy beaches and all beaches have step access to the water. Other tourist attractions include sailing, fishing, and other water sports, as well as visiting the countryside and hills, wineries on the north coast, and nightlife on the south shore. The Tihany Peninsula is a historical district. Badacsony is a volcanic mountain and wine-growing region as well as a lakeside resort. The lake is almost completely surrounded by separated bike lanes to facilitate bicycle tourism. Although the peak season at the lake is the summer, Balaton is also frequented during the winter, when visitors go ice-fishing or even skate, sledge, or ice-sail on the lake if it freezes over.



Figure 3: Lake Balaton in summer

A tourism indicator study for Lake Balaton was sponsored by the World Tourism Organisation, beginning in 1999. It focused on the Keszthely sub-region at the eastern end of the lake. It adopted five criteria for indicators:

- ◆ Relevance
- ◆ Data availability
- ◆ Comprehensibility and credibility
- ◆ Comparability
- ◆ Predictive ability

Indicators selected were:

- ◆ **Water quality:** Faecal coliform count at beaches; chlorophyll - A algae count; tourist complaints about water at beaches
- ◆ **Environmental education:** Number of environmental modules offered by schools in the region in conjunction with a count of the number of students who receive the modules
- ◆ **Preservation of nature:** Number of rare/endangered species
- ◆ **Overcrowding and congestion in the beach area:** Persons per square meter in the peak period
- ◆ **Social impact:** Ratio of tourists to locals in peak period
- ◆ **Image of the region:** Level of satisfaction by locals
- ◆ **Seasonality:** Tourist numbers in peak month

- ◆ **Variety of attractions:** Percentage of service establishments open year round
- ◆ **Solid waste management:** Percentage of households using official garbage removal (voucher purchase)
- ◆ **Consumer satisfaction:** Based on exit questionnaire
- ◆ **Cleanliness of water and bushes:** Number of toilets per tourist on beach in peak times
- ◆ **Cleanliness of restaurants:** Number of tourists with reported salmonella poisoning from local restaurants and eating outlets
- ◆ **Crime:** Number of crimes reported by non-residents/residents
- ◆ **Pricing:** Monthly average price of rooms
- ◆ **Public access to beaches:** Percentage of usable beach open to public
- ◆ **Protection of biological resources:** Category of site protection using IUCN index; number of rare/endangered species; existence of an organised plan for region
- ◆ **Black market accommodation:** Based on survey of visitors
- ◆ **Funding for protection:** percentage of hot spot revenues that are dedicated to protection
- ◆ **Overall attitudes towards the destination:** Based on visitor questionnaire

To assist in interpretation, three composite indicators were identified:

- ◆ **Carrying capacity index** based on: accessible beach area (30%); number of official beds (20%); parking and road capacity (20%); change in index of local attitudes (30%);
- ◆ **Site stress index**, for tourism 'hot spots', based on: number of tourists (30%); number of tourists per square meter (30%); local response (20%); damage measures (20%);
- ◆ **Destination attractivity index**, based on: water quality (30%); water access (20%); variety of attractions (30%); visitor response (20%).

25.4 Some Emerging Dimensions

Global tourism has really passed through crisis after crisis which gave a serious blow to its growth. General feeling was that it may take some years to recover from the impact of the series of negative events that started with September 9-11 events in U.S.A. India was also regarded as a place nearer to the war scene and war perception between India and Pakistan was also brewing. When travel industry started looking up a bit better in 2003, SARS epidemic struck particularly in the Asian Region and the industry suffered a further blow from where it could not come up till mid-2003. Major thrust was to present common strategy and pull resources together. Industry supported with special packages with reduced costs and with many value added facilities. Confidence building exercises were undertaken by Ministry of Tourism with the overseas offices. Many road shows were undertaken in major traffic generating countries. India was visible in all major travel and tourism shows. Incredible India branding continued in all these promotional campaigns

showcasing major Indian tourism products. Variety and affordability made India acceptable for the decision makers. India bounced back and the increase in the flow of tourist traffic in 2004 showed an increase of 24%. This shows that all the steps taken by the Government and the trade was very rightly befitting to the situation.

In 2020, the Covid -19 Pandemic halted global travel for a considerable amount of time. Unprecedented loss of business and jobs were reported by the tourism partners in the trade. India, along with other countries in the world suffered due to the travel restrictions issued by many nations in order to stop the spread.

Role of Consumers

Consumers are playing a greater role nowadays in forcing a destination's acceptability. Customers like to compare the destinations, so that if the choices are of similar features, they would like to select a place based on quality, comfort, accessibility and convenience in the country. They make their choice after comparing the similar features in each destination of the country and principally on perception and price. For the undecided perception is paramount.

Media Coverage changes attitude towards the destination, like the Tsunami in Indonesia created havoc on the destination through the extensive media coverage. Conversation of motivation, attitude and behaviour is linked to the socio-cultural and environmental attributes of the destination visited.

Other aspects which are the guiding force for influencing customers in choosing the destination will be as under:

- ◆ Promotion - The destination packages need to be promoted to the marketplace. This could be done directly to the consumer or to the intermediaries (travel agents and tour operators). The various promotional methods include above-the-line consumer advertising, public relations, promotions, trade exhibitions, workshops, sales visits, visible representation in the marketplace, travel media programmes and familiarisation etc.
- ◆ Distribution and Sales - The fact that the tourism products on offer are not available for physical inspection in the source markets make it very important that travel opportunities are made as easily accessible as possible. Both generic and commercial information should be distributed through the most appropriate channels. These include consumer enquiry lines, mailing services to distribute destination information, brochure display facilities, retail travel agency networks to quote, sell and make reservations, arranging insurances as well as payment and ticketing systems.
- ◆ In and Outbound Logistics - Ease and speed of access to especially long-haul destinations is having an increasing influence on destination choice. The new generation of travellers are "global citizen" whose holiday choices are influenced by convenience factors such as visa and passport provision, availability of flights, airport facilities

and services, emigration services, check in and gate operation, baggage handling, in-flight services, seat pricing and scheduling etc.

- ◆ Destination Operations and Services - The largest part of the tourist experience happens at the destination and this has a determining effect on the enjoyment levels and value experienced by the visitor. These include all aspects of the tourists visit including transfer, taxis and public transportation, visitor services and centers; accommodation, food/catering, tours, attractions car and craft rentals, entertainment, health and beauty services, sport and recreation, etc.
- ◆ Aftercare - Client care and follow-up is essential to establish loyalty and positive attitudes among clients. Aftercare services include establishing and managing databases of client information, tracking consumer attitudes and profiles and conducting industry feedback and follow-up programmes.

25.5 Emerging Products for a Sustainable Business Model

The arrival of a large number of customers, better educated and more sophisticated, will compel the tourist industry to launch new products and brands and re-invents traditional markets. The established traditional destinations founded on sun-sea-sand products will have to re-engineer their products. They must diversify and improve the criteria for destinations and qualities of their traditional offers. Some tourism Products that have tremendous scope and can be developed into sustainable business models are:

- 1) Medical and Health Tourism
- 2) Spiritual Tourism
- 3) MICE Tourism
- 4) Adventure Tourism
- 5) Rural Tourism
- 6) Luxury Tourism
- 7) Ecotourism and Responsible Tourism

The study of new markets and emerging markets and necessity of diversified products are the basis of any strategy, which can enhance and sustain, existing and capture new markets. Let us discuss some of the new tourism products along with an examination of some successful product models in each category.

1) Medical and Health Tourism

The tradition of Indian system of medicine and its preventive and curative effects are well known the world over. Medical skills and training in the country are also renowned and India can tap into this vast pool of resource potential combining it with the potential of tourism. India is also one of the most cost effective countris in terms of medical facilities, with greater satisfaction of Medical services. Yoga, Ayurveda and other forms of natural resorts are unique and added attraction. Hence, medical tourism products

can supplement the tourism products in such a way that it supplements main stream cultural products as well.

According to various studies, Medical Tourism had accounted for 3-5% of the total healthcare delivery market in India and provided as much as Rs. 10,000 crore revenue in 2012. India is recognised as a country with world-class doctors, nurses, paramedics and related service providers. Medical Tourism is also the most important segment among Spiritual Tourism, Rural Tourism and MICE Tourism in India. Surgical Procedures, Diagnostic and therapeutic investigations, rest and recuperation along with sight seeing at a tourist spot are major components that are available in India. As per “FICCI-EY Knowledge Paper on India: Building Best Practices in Healthcare Services Globally” India holds the fifth position among 41 major medical tourism destinations. by the Department of Industrial Policy and Promotion (DIPP), between April 2000 and December 2017 the hospital and diagnostic centres attracted Foreign Direct Investment (FDI) worth US\$ 4.09 billion. Over the years, India has become a preferred choice since it offered world-class facilities and medical resources at nearly 1/10 the cost in USA and UK. It is estimated that in India around 6-8% of patients come from Europe every year. 19% of patients come from Bangladesh, Nepal and Afghanistan.²

Establishment of specialty Hospitals Chain has created a number of International Hotels and Hospitals Chain to invest in creation of infrastructure in India. There are a variety of Medical Systems available in India such as Ayurveda, Unani, Bio-Chem (Bara Kshar), Acupressure, Acupuncture, Homeopathy and contemporary medicine. Specialised hospitals for Dental Treatment, Cardiology, Infertility and Orthopaedics are also available.

Present source Markets for India are:

- ◆ Chief Market - Gulf Countries
- ◆ Maldives sends people to Kerala
- ◆ Bangladesh sends people to Kolkata
- ◆ USA and UK to an extent
- ◆ In near future, demand from East European and African Countries is expected to rise
- ◆ Indian Diaspora who regularly visit India.

The basic flaw in our medical system however is in Health Insurance policies. India needs an immediate revamp in medical and health insurance policies. Interaction with the source market to sort policy guidelines of their Govts and Insurance needs to be worked out. Overall hygiene and cleanliness at places of treatment is also an issue. Infection Control Systems in hospitals is another matter of concern. It is highly desirable to have an International Accreditation Agency in place to evaluate our Health Facilities and make such facilities world class. A separate Medical Visa category may be introduced.

² Medical Tourism in India Media Coverage by Federation of Indian Chambers of Commerce and Industry (FICCI) available at < <http://ficci.in/ficci-in-news-page.asp?nid=17703> > .

Advantages for medical treatment in India include reduced costs, the availability of latest medical technologies and a growing compliance on international quality standards, as well as the fact that foreigners are less likely to face a language barrier in India. The Indian government is taking steps to address infrastructure issues that hinder the country's growth in medical tourism. The government has removed visa restrictions on tourist visas that required a two-month gap between consecutive visits for people from Gulf countries which is likely to boost medical tourism. A visa-on-arrival scheme for tourists from select countries has been instituted which allows foreign nationals to stay in India for 30 days for medical reasons.

The Ministry of Tourism has undertaken initiatives to promote medical tourism such as Triple entry is permitted for e-Medical Visa and for e-Medical Attendant Visa and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e-visa holder. The Ministry of Tourism provides financial support under Market Development Assistance (MDA) for participation in approved Medical/ Tourism Fairs/ Medical Conferences/Wellness Conferences/ Wellness Fairs and its allied Road Shows.

In 2015, India was third most popular destination for medical tourism with the number of foreign tourists coming into the country on medical visas was around 234,000 that year. By 2017, this number of arrivals more than doubled to 495,056. This clearly shows that India is working towards enabling itself to be a major medical tourism hub. The Ministry of Tourism has undertaken initiatives to promote medical tourism such as Triple entry is permitted for e-Medical Visa and for e-Medical Attendant Visa and extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned. Medical Attendant Visa will be co-terminus with the validity of the principal e-visa holder. The Ministry of Tourism provides financial support under Market Development Assistance (MDA) for participation in approved Medical/ Tourism Fairs/ Medical Conferences/Wellness Conferences/ Wellness Fairs and its allied Road Shows.

Most estimates claim treatment costs in India start at around a tenth of the price of comparable treatment in America or Britain. The most popular treatments sought in India by medical tourists are alternative medicine, bone-marrow transplant, cardiac bypass, eye surgery and hip replacement. India is known in particular for heart surgery, hip resurfacing and other areas of advanced medicine.

The city of Chennai has been termed India's health capital. Multi- and super-specialty hospitals across the city bring in an estimated 150 international patients every day. Chennai attracts about 45% of health tourists from abroad arriving in the country and 30 to 40% of domestic health tourists. Factors behind the tourists' inflow in the city include low costs, little to no waiting period, and facilities offered at the specialty hospitals in the city. The city has an estimated 12,500 hospital beds, of which only half is used by the city's population with the rest being shared by patients from other States of the country and foreigners.

Medical Tourism and Hospitality³ - Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services. Services typically sought by travellers include elective procedures as well as complex surgeries, etc.

India holds advantage as a medical tourism destination due to following factors: Most of the doctors and surgeons at Indian hospitals are trained or have worked at some of the medical institutions in the US, Europe, or other developed nations.

Most doctors and nurses are fluent in English. Top-of-the-line medical and diagnostic equipment from global international conglomerates is available at many Indian hospitals.

Indian nurses are among the best in the world. Nearly 1000 recognised nurses-training centers in India, mostly attached to teaching hospitals, graduate nearly 10,000 nurses annually. Even the most budget-conscious traveller can afford first-rate service and luxury amenities.

Initiatives of Ministry of Tourism to promote Medical Tourism

- ◆ Dedicated exhibition space for Medical Tourism in ITB, Berlin - In order to promote the positioning of India as a Medical destination and increase the presence of the medical fraternity in the international travel exhibitions, a dedicated space of 4 sq.m. was provided to the medical fraternity within the Indian Pavilion at ITB Berlin.
- ◆ Road shows for promotion of Medical Tourism - Road shows focusing on Medical Tourism is a continuous process and is organised in consultation with the Stakeholders from time to time. The last road show was organised in West Asia (Dubai, Riyadh, Kuwait and Doha) in October 2009 which was led by the Minister of State for Tourism.
- ◆ Production of Publicity Material - Brochure, CDs and other publicity materials to promote Medical and health tourism have been produced by Ministry of Tourism and have been widely circulated for publicity in target markets.
- ◆ Fiscal Incentives - There are many fiscal incentives provided by Ministry of Tourism for Development of Medical Tourism.
- ◆ Formulation of revised guidelines for the promotion of wellness and medical as niche tourism products dt. 20.03.2015.

Salient Features of MDA for Medical Tourism

For participation in approved Medical and other Tourism Fairs/Medical Conferences/Wellness Fairs and its allied Road Shows Ministry of Tourism provides Market Development Assistance (MDA). This scheme was extended to the Medical Tourism Service Providers and Wellness Tourism Service Providers during the year 2009. Financial support under the MDA Scheme is provided to approved medical tourism service providers, i.e. representatives of Hospitals accredited by JCI and NABH and Medical Tourism facilitators

³ According to a recent study, the global medical tourism market is expected to be around US\$ 154.0 Billion by 2025 at a CAGR 14.5% in given forecast Period.

(Travel Agents/Tour Operators) approved by Ministry of Tourism, Government of India and engaged in Medical Tourism.

Some Case Studies

The following case studies illustrate the success stories of some of the enterprises in the medical tourism sector.

a) A Case Study of Apollo Hospitals

The Apollo Hospitals Group, the largest healthcare group in India, is today recognised as the Architect of Healthcare in India. With over 7000 beds in 38 hospitals, a string of nursing and hospital management colleges, and dual lifelines of pharmacies and diagnostic clinics providing a safety net across Asia, Apollo may be rechristened metaphorically as a healthcare powerhouse. Its history of accomplishments, with its unique ability of resource management and able deployment of technology and knowledge to the service of mankind, justifies its recognition in India and abroad. Apollo has got one of the largest and the most sophisticated sleep laboratories in the World. It has pioneered orthopaedic procedures like Total Hip and Knee Replacements, the Ilizarov procedure, and the Birmingham Hip Resurfacing technique. Its mission is to bring healthcare of international standards within the reach of every individual. According to Apollo, it is committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity.

Apollo's business began to grow in the 1990s, with the deregulation of the Indian economy, which drastically cut the bureaucratic barriers to expansion and made it easier to import the most modern medical equipment. The first patients were Indian expatriates who returned home for treatment; major investment houses followed with money and then patients from Europe, the Middle East and Canada began to arrive.

Services provided by the International Patient Service Centres of Apollo Group, located within India and Abroad, include: local travel arrangements, airport transfers, co-ordination of doctor's appointment, accommodation for relatives and attendants, locker facilities, provision of cuisine options, provision of interpreters, arrangements with leading resort chains for post-operative recuperation, among others. According to Apollo, its strengths in attracting international medical tourists are:

- ◆ Human resources: Almost 70% of the doctors have trained, studied or worked in institutions and hospitals in the West
- ◆ Success Rate: Exceptionally good clinical outcomes and post-treatment success rates
- ◆ Best and Latest Technology: Apollo's investment in the best and latest technology in the world

- ◆ Competitive Pricing: Unrivalled price-value advantage
- ◆ Holistic Approach to Treatment: Integration of ancient healing traditions with the latest in modern medicine, wherever admissible.

In view of the inability for kith and kin to visit an international patient admitted in India, Apollo has introduced a scheme termed as Virtual Patient Visit. This offers the friends and relatives opportunity to gather frequently updated information about treatment progress, the consultant's opinion about the patient, patient's remark, and a multi-media rich medium to convey the messages to and for from both the sides.

Apollo's capabilities have received international acclaim resulting in the replication of its Indian models at international locations. Apollo group is also in talks with private healthcare groups and government authorities in Nigeria, South Africa, Tanzania, Mauritius, Yemen, Muscat, Bahrain, Vietnam, Malaysia, Thailand and other neighbouring countries to establish its presence in world class clinical efficiencies.

Apollo has also reacted to criticism by Indian politicians by expanding its services to India's millions of poor. It has set aside free beds for those who can not afford care, has set up a trust fund and is pioneering remote, satellite-linked telemedicine across India.

b) A Case Study of the Kerala Health and Holiday Card

Amrita Enterprises Private Ltd. and Intersight Holidays Private Ltd., in association with the Kerala Tourism Development Council and Amrita Institute of Medical Sciences have developed a product called the Kerala Health and Holiday Card. For Non-Resident Indians (NRI), living abroad has both its benefits and worries. The differences in culture, lifestyle, and cuisine coupled with work stress and worries about home can have their toll on the mind and body. The NRIs often yearn for a total solution that is so thoughtfully designed that all the worries can be left behind in order to enjoy life.

This is precisely what Kerala Health and Holiday Card aims at. The card provides access to comprehensive healthcare services and exciting holiday experiences, through dedicated and reliable services. The Plan validity is for One year, which can be renewed like any health insurance scheme.

The card entitles the members for the following benefits:

- ◆ A comprehensive health screening at Amrita hospital
- ◆ Medical insurance cover up-to a maximum of rupees One Lakh
- ◆ Personal accident cover (Death) world wide for a maximum of Rupees Two Lakh
- ◆ 2 nights and 3 Days holiday at a choice of three different KTDC premium resorts
- ◆ Mobile SIM card on arrival in Kerala

- ◆ Pick-up and drop facility for availing health check-up at Amrita hospital
- ◆ 10 - 25% discount for holiday packages at destinations throughout India

The Kerala Health and Holiday Card entitles users many more exclusive services and facilities through Intersight Holidays Pvt. Ltd., including: privileged airport pick-up and drop off facility; air ticket, air travel services, rent-a-car, and tourist vehicles at special rates; visa and passport services; and, discounts at holiday destinations of customer's choice across India.

c) A Case Study of Global Health Tours

Globe Health Tours (GHT) is a UK based company established by UK medical professionals to help people with medical needs to plan and schedule medical treatments abroad. Globe Health Tours exists to help people decide and manage their treatments abroad.

GHT arranges surgery on behalf of the customers with internationally accredited hospitals of their choice; organises discussions between customers and the specialists who will be treating the customers; manages travel and accommodation arrangements for the customer and party; advises the customers and makes sure they have all the information that they need. The GHT travel teams research and identify the best travel options including flight booking and upgrades. They also meet the customers at airports, arrange special facilities wherever required, and accompany them during their stay.

2) Spiritual Tourism

Spiritual tourism also commonly referred to as religious or faith tourism is where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Jerusalem, Mecca and Varanasi. The most famous holy sites in the world are the Church of the Nativity, The Western Wall, Brahma Temple at Pushkar and the Kaaba.

Nowadays, spiritual tourism is combined with luxury experiences specifically customised for modern spiritual travellers. Air-conditioned tents with running hot and cold water, multi- cuisine dining, rejuvenation packages including spa and yoga classes, personal priests to organise aartis and pujas, and guided tours of the pilgrimage site to help travellers avoid the crush of the commons, are a few emerging trends in spiritual tourism in modern India. The high-end spiritual seekers looking for moksha have it all tailored to their comfort.

Religious tourism is the largest segment in domestic tourism. Close to 60% of those travelling within India combine it with a stop to a shrine or an important place of worship. This segment has been growing by at least 35%. With increased connectivity

and availability of quality accommodation at religious places in India, there has been an increase in this segment. For example, air connectivity between Mumbai and Nashik makes a trip to Shirdi a day affair, and with quality accommodation at Shirdi, the number of people opting for high-end religious tourism has also gone up. If the above figures are anything to go by, consider all India figures: The National Council for Applied Economic Research (NCAER) shows that of the 230 million tourist trips undertaken in India, the largest proportion is made up of religious pilgrimages. And of the estimated 400 million journeys undertaken by Indians every year, close to 100 million journeys are to pilgrimage centers like Tirupati, Shirdi, Golden Temple, Vaishno Devi or even the Char Dham Yatra.

Some Case Studies

a) Maha Kumbh Mela 2013

The hype around the Maha Kumbh, hailed as the largest religious gathering in the world, attracted huge numbers from both India and abroad. It drew a fair number of celebrities including Hollywood biggies like Sharon Stone, Demi Moore, Pierce Brosnan, Richard Gere and Madonna. Many tour operators and travel companies in India are into high-end spiritual tourism. In 2001, authorities had set up about 74 luxury tents for the Allahabad Kumbh mela in partnership with the Leisure Group. Many other travel companies are now jumping onto the bandwagon of providing luxury accommodation and facilities at various pilgrimage sites, a trend which was especially evident in the Maha Kumbh mela.

In Maha Kumbh, each tent could accommodate between two to three people and there was a choice of AC and non-AC accommodation. Indian style vegetarian meals were served and there were also daily discourses by religious leaders. The tent and complex had dining halls and large restrooms. Tariffs ranged from approximately Rs. 4,000 to 8,000 per person per night. There were even some hotels that hosted parties and conferences and some even served alcohol, especially the ones located in the outskirts of the city.

b) Spiritual Tourism in Gujarat

With an inflow of 1 crore and around 10-15 lakh pilgrims to Gujarat every year, 15 lakh devotees visit Ambaji everyday during the Bhadarva Purnima festival. Similarly, Dakor and Dwarka get around 5 lakh pilgrims everyday during Janmashtami, and Somnath has 1 lakh people visiting them every Monday during the month of Shravan in Gujarat. From April- June is the season for spiritual holiday. Palitana attracts around 4 lakh pilgrims during the kartikeya purnima every year. A visit to Somnath, Dwarka and Ahmedpur Mandvi includes a stay in some of the popular resorts.

Gujarat's religious tourism is divided into 5 cults, namely, Shiva cult, Shakti cult, Jain cult, Krishna cult and individual saints' cult. The religious places of Gujarat especially Dwarka – where Lord Krishna, Shankracharya and Meera have become a major attraction. What's more, the tour operators offer luxury camps, multi-cuisine

dining facilities, aarti services, guided visits to the shrines, religious discourses, yoga lessons and bonfires on demand.

3) MICE Tourism

MICE tourism, the new buzzword in international tourism markets, is an acronym for Meetings, Incentives, Conferences/Conventions, and Exhibitions. It is a specific form of business tourism that relates to the activities of groups of business persons travelling for business purposes rather than individual business travellers and represents a multi-million dollar segment of tourism worldwide.

Meetings are events planned fairly in advance to bring business travellers together on a specific date for the purpose of exchanging information, either between people from one company or organisation, or between people from different establishments. Some of the events that would comply with the World Trade Organisation's definition of 'meeting' include product launches, cocktail functions, breakfast, lunch and dinner meetings and special occasions such as weddings.

Incentives involve travel to foreign countries or domestic destinations as part of a motivational or incentive scheme to enhance or reward employee efforts. Mostly consumer goods, automobile and electronics companies use incentive travel, i.e. vacations with the family, to reward dealers and drive dealer sales.

Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business information. If 40% or more of the delegates come from outside the host country, the event would be termed as an international conference or convention. The difference between meetings and conferences lies in, both, the number of people attending and the duration of the event.

Exhibitions involve the drawing together of corporate leaders and business-minded people for the purposes of viewing products and services of different enterprises and business groups.

MICE is an advanced branch of tourism involving vigorous economic activities and hence, plays a significant role in the tourism economy of a destination. The main advantages of the growth of MICE tourism are listed below:

- ◆ The economic growth of the region as a whole gets a boost.
- ◆ It results in the development of better infrastructure, mainly in transportation, accommodation and air services.
- ◆ The different events attract investors from other parts of the country and the world.
- ◆ The elements of relaxation, shopping and sightseeing are usually included in MICE trips. Hence, most MICE travellers can be converted into leisure travellers who would spend money on sightseeing and shopping.

- ◆ It is quite common for delegates to bring along a companion. It has been found that around 19% of delegates travel with at least one accompanying person and that 39% of them visit other areas either before or after a meeting or conference. Thus, MICE tourism is a powerful revenue earner and the foreign exchange generated goes straight to the core of the region's economy, ultimately generating income for other parts of the country.
- ◆ MICE events increase awareness of the host country, create employment and income, support the development of local and national industries, and help the expansion of export markets.
- ◆ MICE tourism strengthens the brand value and profile of the country as an international tourist destination.

India offers an educated manpower base where fluency in English and other official international languages can be expected. A large number of Convention Centers are available in India with a seating capacity of up to 1700 persons. The important conference centers in the country are at New Delhi, Mumbai, Agra, Bangalore, Chennai, Cochin, Goa, Hyderabad, Jaipur and Kolkata. Some important hotel chains like the Taj Group, ITC-Welcomgroup, the Oberoi's, Meridien Hotels, Marriott Hotels etc. also have excellent conference facilities.

The exhibition industry has also gained fresh impetus with exhibition centers like Pragati Maidan in New Delhi, the Nehru Center in Mumbai and the Chennai Trade Center in Chennai amongst several other options.

Facilities available at all the Recommended Venues :

- ◆ Convention Centers, Conference and Banquet Halls
- ◆ Exhibition Centers
- ◆ Auditoriums and Stadiums for hosting opening/closing ceremonies and other events
- ◆ Accommodation in good 5-star and 4-star hotels
- ◆ Restaurants and Bars
- ◆ Recreation activities like Golf Course, Yoga and Ayurveda Center, Discotheque, Sports like Tennis, Squash, Badminton, Health Club with Spa facilities
- ◆ Easy accessibility in terms of domestic and international flights

Some Case Studies

a) ICPB, the MICE Ambassador of India

India Convention Promotion Bureau (ICPB) is a management oriented organisation that has been promoting and establishing India as a preferred MICE (Meetings, Incentives, Conventions and Exhibitions) destination. It draws its membership from the length and breadth of the hospitality industry as well as other private and government organisations involved directly and indirectly in MICE tourism.

For the past 25 years, under the direction of the Ministry of Tourism, Government of India, ICPB has been providing free information and infrastructural assistance to its members in organising and hosting many successful international conferences and conventions, and bringing MICE business from around the world to the country.

Aims and Objectives of ICPB -

- ◆ To promote India as a competent and credible MICE destination.
- ◆ To undertake a continuing programme of creating better awareness of the role and benefits of MICE in the context of national objectives.
- ◆ To collect, both from primary and secondary sources, relevant information that could be used to develop a data bank and to disseminate such information to the membership.
- ◆ To undertake research for development for India's MICE industry and disseminate that information.
- ◆ To undertake a continuing programme of marketing, through media, for motivating national associations to bid for conventions, etc.
- ◆ To encourage growth of professionalism in the MICE segments and evolve an industry code of ethics.
- ◆ To provide necessary guidance and feedback to the central government and advise state governments in the development of infrastructure and facilities for MICE segments.
- ◆ To conduct seminars, group discussions, courses of study and organize exchange of visits between Indian organizations and relevant world associations/ organizations.
- ◆ To seek affiliations with world bodies with similar aims and objectives.

b) 46th Annual Meeting of Board of Governors of ADB - The Forty Sixth Annual Meeting of the Board of Governors of Asian Development Bank (ADB) was organised at New Delhi from 2-5 May, 2013. The Conference was organised in Partnership with:

- ◆ Ministry of Finance
- ◆ Ministry of Commerce
- ◆ Department of Industrial Policy and Promotion
- ◆ Government of India
- ◆ Ministry of Tourism, Incredible India
- ◆ The Confederation of Indian Industry (CII)
- ◆ Federation of Indian Chambers of Commerce and Industry (FICCI)
- ◆ The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- ◆ India Brand Equity Foundation (IBEF)

Development through Empowerment was the theme for the 46th Annual Meeting. The theme encompasses issues that are critical for sustaining high and inclusive growth in Developing Asia.

4) Adventure Tourism

Adventure travel involves exploration or travel to remote exotic areas. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations. Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure.



Figure 4

Adventure tourism generally is referred to in the context of activities like trekking, climbing, white water sports, wilderness camping and safaris on camel back, in jeeps or in cycles. A country's topography and geological conditions, govern the choice and popularity of the activity. A good example to quote would be Nepal. A tiny country but because of its beautiful location in the midst of the Himalayas has made it a paradise for adventure sports like climbing and trekking.

India, in that context, is a “One Stop Adventure Shop”. Only in India can a person indulge in a camel safari in hot deserts of Rajasthan, Heli-Ski in the Himalayas, Raft down the mighty Ganges and trek in the Garhwal Himalayas, all in the same month. Few people are aware that more than 60% of the Great Himalayan range lies in India, with the remainder shared between Pakistan, Nepal and Bhutan. India boasts of some of the highest peaks in the world, Kanchenjunga, Nanda Devi and Nun Kun, not to speak of perhaps the highest unclimbed and as yet uncharted peaks in Arunachal Pradesh and the Eastern Karakoram ranges. The Indian Mountaineering Foundation (IMF) lays down guidelines and grants permissions for mountaineering and climbing expeditions in the Indian Himalayas. There are many professional tour operators who will take up all arrangements for the expeditions from getting permits, booking peaks and providing camp logistics.

Himalayan rivers like Brahmaputra, Ganges and Indus provide un-limited white water stretches to be ‘run’ both for the beginners as well as for the extreme professional. Rafting was introduced in India in 1975 with the Indo-German expedition down the Indus in Ladakh. They set a world record in High Altitude rafting. In 1990, two leading rafters of India, Akshay Kumar and Ajay Maira, led the first rafting descent down the mighty Brahmaputra, which is considered to by some to be the “Last Great Adventure in Asia”. This expedition created a record in long distance rafting, covering more than 600 kms of treacherous grade 4 and 5 high volume white water. They then carried on for another 1100 kms down till the Bangladesh border thus completing the entire stretch of the river in India from the Tibet border to the Bangladesh Border. Rafting in India is an organised and professional sport. Many companies in India are rated at par if not better than their Western counterparts. Today river rafting is spread all over the Himalayan Regions of India with trips available throughout the year in more than 20 rivers. Most of the white water industry forms a part of the Indian Association of Professional Rafting Outfitters (IAPRO), which ensures compliance of a safe, professional and eco friendly code of conduct.

Trekking in India is comparable to and often surpasses the best in the world. Trekking in the Indian Himalayas offer incredible variety with shorts walks in low altitude alpine meadows to 20 day hikes over some of the highest passes in the world. The varied topography adds to this beauty. The high altitude plateau of Ladakh, the alpine meadows of Himachal, Kashmir and Sikkim, the rugged and rocky terrain of Garhwal all add up to provide an un-imaginable variety for the trekker to choose from. Adventure companies small and big alike have mushroomed all over the Himalayan belt offering a variety of treks and services to choose from. Today one can confidently choose a trip from the internet and find professional operators to look after all travel arrangements from hotel, transport, flights and camping arrangements. Most of the good trekking outfits are members of the Adventure Tour Operators Association of India (ATOAI).

Jeep safaris across the Himalayas often follow the traditional trade routes between India and Tibet. Driving over this spectacular terrain and crossing over the highest motorable passes in the world, never ceases to amaze. Self drive and chauffeur driven

tours across the high altitude deserts of Ladakh and Himachal Pradesh provide for an enchanting and spiritual experience far superior than even the legendary Karakoram Highway in Pakistan and Tibet. These routes have been recognised and appreciated by international rally drivers and off road enthusiasts alike. In 2000 Isuzu Motors organised the world famous Isuzu Challenge Off Road expedition in India. The organisers imported 18 Isuzu 4 WD jeeps and pick ups specially for the rally and were given special permits to visit the Pangong Tso Lake and the Hanle Monastery along the Indo Tibetan border.

Skiing for both beginners and the professionals is plentiful on the slopes of Manali, Gulmarg and Auli. The natural and virgin ski slopes offer the best of Alpine, Mountain and Helicopter Skiing. Skiing as such requires extensive infrastructure in terms of lifts, cable cars and lodges. Lack of funds has made the process of development very slow. However mountain skiing trips are conducted on an expedition basis on mountains like Trisul and Kedar Dome. Even Helicopter Skiing is fast gaining in popularity near Manali.

India therefore offers the keen adventurer with a fascinating range of areas and activities to choose from. In this increasingly environment conscious world, adventure sports and eco tours will be the boom of the 21st century

Statistics: There are mainly two segments for adventure tourism. Inbound and Domestic. Flow of foreign tourists coming to India for Adventure Activities (Inbound) was till recently the bread and butter of the industry. Eighty Five% of all adventure tourism in India came from this one source. Over the past decade this segment has seen drastic setbacks due to natural and political calamities. Events like the Babri Masjid issue, the Gujarat Plague, the Kargil War, the riots in Gujarat and now the Iraq war. The only means of survival for the industry was to Indianise the product and that is what many see today. Rafting camps on the Ganga, fishing and jungle camps in South India, trekking trips in the Himalayas, Outdoor PDP modules for corporate training, school camping trips and many other adventure holiday options have cashed in on the huge resources and market available in the Indian metros.

Even though the limited inbound market pays much more, the Indian domestic market is stable and does not get affected by local disturbances. Today most camps in the Indian Himalayas offer clean and comfortable accommodation in prices ranging from Rs. 500 to Rs. 1000 per person per night. Activity camps and resorts offering activities like river rafting, game viewing and fishing as part of a package could charge anywhere between Rs. 1,000 per person – Rs 1,500 per person per night. Most domestic tourists limit themselves to the weekends and to camps close to their respective cities⁴.

5) Rural Tourism

Rural tourism focuses on participating in a rural lifestyle. It can be a variant of ecotourism. Any village can be a tourist attraction, and many villagers are very hospitable. Agriculture is becoming highly mechanised and therefore requires less

⁴ Akshay Kumar, President of Indian Association of Professional Rafting Outfitters and head of Mercury Himalayan Explorations Ltd.

manual labour. This is causing economic pressure on some villages, leading to an exodus of young people to urban areas. There is however, a segment of urban population that is interested to visit the rural areas and understand their perspective. This segment has been rapidly growing in the past decade and has led to Rural tourism becoming a good business prospect.

Rural Tourism Scheme⁵

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialisation and development have had an urban centric approach. Alongside, the stresses of Urban lifestyles have led to a counter-urbanisation syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanisation has led to falling income levels, lesser job opportunities in the total areas leading to an urbanisation syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.

Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of Deptt. of Rural Development, State Govts. and other concerned Departments of the Government of India.

6) Luxury Tourism

The mindset that Indian travellers are budget conscious is changing as more Indians are choosing highend luxury cruises. Luxury villas and spas have come up in places like Kerala, Rajasthan and Goa to cater to this demand. Luxury tour packages often include exclusive offerings like wine tasting, cabaret shows, gondola and Mercedes rides. Innovative packages are centered around exclusive offerings like Ferrari tours. Many packages are inclusive of business class airfares and five-star hotel accomodation. Travel operators who were till recently targeting only foreign travellers for their luxury tour packages are now shifting focus to domestic travellers for their high-end packages.

⁵ Ministry of Tourism.

Places like Kerala, Rajasthan and Goa have come out with lots of hotels which offer luxury villas and spas to cater to the demand. Luxury travellers also have high willingness to buy as well. Luxury is increasingly becoming the way of life for many. Many tour operators, for instance, are offering overseas luxury tour packages like Europe Grande, which includes several exclusive offerings, such as wine tasting, indulging in chocolate fondue, watching cabaret shows, taking gondola rides in Venice, horse carriage ride and exploring Europe in a Mercedes.

7) Ecotourism and Responsible Tourism

We shall deal with Ecotourism modules in detail in our upcoming units.

UNIT 26

TOURISM CARRYING CAPACITY

Contents

26.1	Introduction	703
26.2	Impact of Population Explosion on Carrying Capacity	704
26.3	Carrying Capacity and Ecological Footprint	708
26.4	Carrying Capacity and Sustainable Tourism	715
26.5	Criticisms to the Concept of Carrying Capacity	718
26.6	A Few Case Studies	724

26.1 Introduction

The term “carrying capacity” was originally derived from the biological sciences, where it was used to denote the optimum number of a given species that a specific eco-system could sustain without interfering with its basic structure and stability. In the context of people and the planet, the concept provides a seemingly “objective” measure of how many people can survive or flourish on a particular area of land at particular levels of consumption and technology. But far from being a neutral and objective measure of ecological stress, “carrying capacity” is being used as a means of preventing radical social change and of removing the concept of “overpopulation” from the realm of moral criticism and debate.

For a given region, carrying capacity is the maximum number of individuals of a given species that an area’s resources can sustain indefinitely without significantly depleting or degrading those resources. Determining the carrying capacities for most organisms is fairly straightforward. For humans carrying capacity is much more complicated. The definition of carrying capacity in case of humans, is expanded to include not degrading our cultural and social environments and not harming the physical environment in ways that would adversely affect future generations.

For populations which grow exponentially, growth starts out slowly, enters a rapid growth phase and then levels off when the carrying capacity for that species has been reached. The size of the population then fluctuates slightly above or below the carrying capacity. Reproductive lag time may cause the population to overshoot the carrying capacity

temporarily. Reproductive lag time is the time required for the birth rate to decline and the death rate to increase in response to resource limits. In this scenario, the population will suffer a crash or dieback to a lower level near the carrying capacity unless a large number of individuals can emigrate to an area with more favourable conditions. An area's carrying capacity is not static. The carrying capacity may be lowered by resource destruction and degradation during an overshoot period or extended through technological and social changes.

For explaining the concept of carrying capacity as a whole, let us examine a case study of dieback that occurred in Ireland. A fungus infection destroyed the potato crop in 1845. During this potato famine approximately 1 million people died and 3 million people emigrated to other countries. Increased food production due to improved agricultural practices, control of many diseases by modern medicine and the use of energy to make historically uninhabitable areas of Earth inhabitable are examples of things which can extend carrying capacity. But the question is how long will we be able to keep increasing our population on a planet with finite size and resources?

26.2 Impact of Population Explosion in Carrying Capacity

The carrying capacity of the Earth is speculative. It denotes the number of individuals of a particular species that an environment can support. Population explosion results in overpopulation of a region. It occurs when the number of occupants of an area exceeds the ability of that area to provide for those occupants. The carrying capacity of a biological species in an environment is the maximum population size of the species that the environment can sustain indefinitely given the food, habitat, water and other necessities available in the environment. An estimate of carrying capacity includes using logistic curves to predict population size and determine maximum density based on land area, crop yields and caloric intake per individual.

For the human population, more complex variables such as sanitation and medical care are sometimes considered as part of the necessary establishment. As population density increases, the birth rate often decreases and the death rate typically increases. The difference between the birth rate and death rate is the "natural increase". The carrying capacity could support a positive natural increase, or could require a negative natural increase. Thus, the carrying capacity is the number of individuals an environment can support without significant negative impacts to the given organism and its environment. There is wide variability both in the definition and in the proposed size of the Earth's carrying capacity, with estimates ranging from less than 1 to 1,000 billion humans (1 trillion). Around two-thirds of the estimates fall in the range of 4 billion to 16 billion (with unspecified standard errors), with a median of about 10 billion. It varies with a wide range of factors, most of them having to do with our ability to grow our own food and live in crowded conditions. If humans were still in the hunter-gatherer mode, the Earth would have reached its capacity at about 100 million people.

Because different populations on the planet are consuming different amounts of resources, it is difficult to estimate the Earth's total carrying capacity. However, depletion of

resources such as food, water and non-renewable fossil fuels could lower the carrying capacity of the planet for future generations.

As of March, 2020 the world's human population is estimated to be 7.778 billion. This increase in human population has created concern as the population is expected to reach between 8 and 10.5 billion between the years 2040 and 2050. In 2017, as per the United Nations medium variant projections for 2050 is 9.8 billion and for 2100 is 11.2 billion.

Hans Rosling has observed that the population is not “just growing”, but that the growth ratio reached its peak and the total population is now growing much slower.

The world's two most-populated countries alone, China and India, together constitute about 37% of the world's population. Africa is the second-most-populated continent, with around 1 billion people, or 15% of the world's population. Europe's 733 million people make up 11% of the world's population, while the Latin American and Caribbean regions are home to around 600 million (9%). Northern America, primarily consisting of the United States and Canada, has a population of around 352 million (5%), and Oceania, the least-populated region, has about 35 million inhabitants (0.5%)¹. Though it is not permanently inhabited by any fixed population, Antarctica has a small, fluctuating international population, based mainly in polar science stations. This population tends to rise in the summer months and decrease significantly in winter, as visiting researchers return to their home countries.

The world population has experienced continuous growth since the end of the Great Famine and the Black Death in 1350, when it stood at around 370 million². The highest rates of growth - global population increases above 1.8% per year - were seen briefly during the 1950s, and for a longer period during the 1960s and 1970s. The growth rate peaked at 2.2% in 1963, and had declined to 1.1% by 2011. Total annual births were highest in the late 1980s at about 138 million³, and are now expected to remain essentially constant at their 2011 level of 134 million, while deaths number 56 million per year, and are expected to increase to 80 million per year by 2040.⁴

Homo sapiens is a species possessing a diversity of individual needs. Thus, sub-populations will have different requirements and different impacts on the environment. Populations vary in their capacity to grow. The maximum rate at which a population can increase when resources are unlimited and environmental conditions are ideal is termed the population's biotic potential. Each species will have a different biotic potential due to variations in:

¹ U.S. Census Bureau - World POPClock Projection.

² Jean-Noël Biraben, 1980, “An Essay Concerning Mankind's Evolution”, *Population, Selected Papers*, Vol. 4, pp. 1-13. Original paper in French: (b) Jean-Noël Biraben, 1979, “Essai sur l'évolution du nombre des hommes”, *Population*, Vol. 34 (no. 1), pp. 13-25.

³ World Population Prospects, 2010 revision (686 million births from 1985-1990). United Nations. Retrieved February 14, 2013.

⁴ “World Population estimates by the US Census Bureau”. USCB.

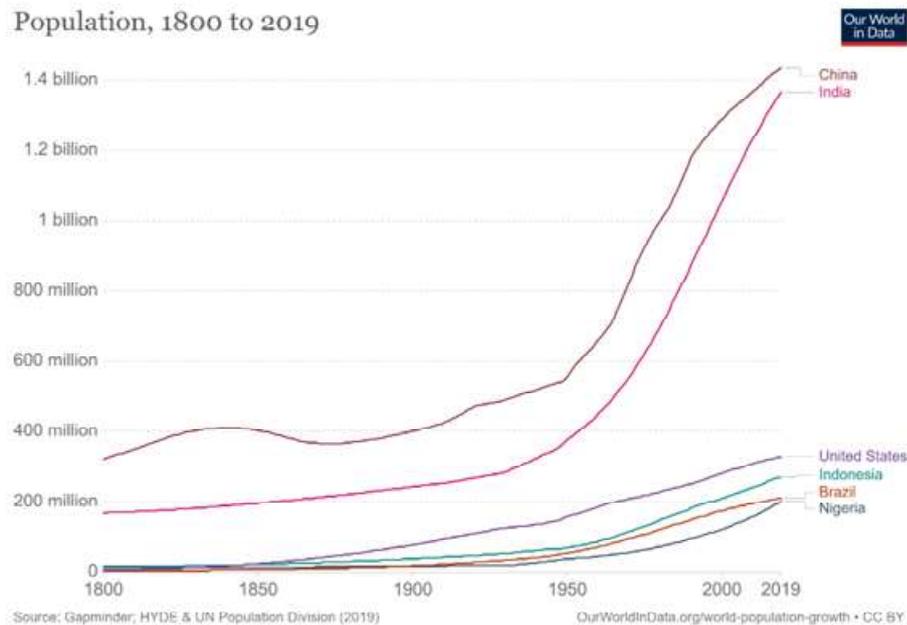


Figure 1

Source: Gapminder; HYDE & UN Population Division (2019)

- the species' reproductive span (how long an individual is capable of reproducing)
- the frequency of reproduction (how often an individual can reproduce)
- "litter size" (how many offspring are born each time)
- survival rate (how many offspring survive to reproductive age)

There are always limits to population growth in nature. Populations cannot grow exponentially indefinitely. Exploding populations always reach a size limit imposed by the shortage of one or more factors such as water, space and nutrients or by adverse conditions such as disease, drought and temperature extremes. The factors which act jointly to limit a population's growth are termed the environmental resistance. The interplay of biotic potential and density-dependent environmental resistance keeps a population in balance. There are four variables which govern changes in population size.

- ◆ births
- ◆ deaths
- ◆ immigration
- ◆ emigration

A population gains individual by birth and immigration and loses individuals by death and emigration.

Although it is difficult to determine the exact human carrying capacity for any place, as mentioned above, different sub-populations will have different requirements and different

impacts on the environment. For example, 100 million vegetarians will have a significantly different environmental impact than 100 million meat-eaters. This can be demonstrated by comparing the effect on water supplies by both sub-populations. About 1000 tons of water are needed to produce 1 ton of grain. Almost 40% of all grain is used in meat and poultry production. Add to this the amount of water that goes into the production of meat, and you can see that meat consumption places more stress on global water supplies than grain consumption.

Several estimates of the carrying capacity have been made with a wide range of population numbers. The application of the concept of carrying capacity for the human population has been criticized for not successfully capturing the multi-layered processes between humans and the environment, which have a nature of fluidity and non-equilibrium, and that it often has a blame-the-victim framework. Supporters of the concept argue that the idea of a finite carrying capacity is just as valid when applied to humans as when applied to any other species. Animal population size, living standards, and resource depletion vary, but the concept of carrying capacity still applies. The carrying capacity of Earth has been studied by computer simulation models like World.

Overpopulation, on the other hand, is a condition where an organism's numbers exceed the carrying capacity of its habitat. The term often refers to the relationship between the human population and its environment, the Earth. Overpopulation occurs in a group of humans if the number of humans in the group exceeds the carrying capacity of the region occupied by the group. The term often refers to the relationship between the entire human population and its environment, the Earth, or smaller geographical areas such as countries. Overpopulation can result from an increase in births, a decline in mortality rates, an increase in immigration, or an unsustainable biome and depletion of resources. It is possible for very sparsely populated areas to be overpopulated if the area has a meager or non-existent capability to sustain life (e.g. a desert). The world's population has significantly increased in the last 50 years, mainly due to medical advancements and substantial increases in agricultural productivity. The recent rapid increase in human population over the past two centuries has raised concerns that humans are beginning to overpopulate the Earth, and that the planet may not be able to sustain present or larger numbers of inhabitants. However, this is not a general consensus in the scientific community. Some current projections show a steady decline in the population growth rate, with the population expected to reach between 8 and 10.5 billion between the year 2040 and 2050.

Many groups including the World Wide Fund for Nature and Global Footprint Network have stated that the carrying capacity for the human population has been exceeded as measured using the Ecological Footprint. In 2018, WWF's "Living Planet Report" stated that "In order for all humans to live with the current consumption patterns of Europeans, we would be spending three times more than what the planet can renew." As per the report, humanity as a whole was using, by 2006, 40% more than what Earth can regenerate.

As per Carter Roberts, president and CEO of WWF-US 2018 WWF Living Planet Report sounds a warning shot across our bow. Further, the report highlights that natural systems

essential to our survival are in decline and that the wildlife around the world continue to dwindle. It reminds us we need to change course.

26.3 Carrying Capacity and Ecological Footprint

The Ecological Footprint is a complex sustainability indicator that answers a simple question: How much of the Earth's resources does your lifestyle require? It is a measure of how much biologically productive land and water area an individual, population, or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices. An ecological footprint is based on the estimate of land and water that can support the resources that each person, or group of persons, needs to consume and the ability of the environment to assimilate generated waste. It is measured using existing, official statistics that quantify the resources people consume and the waste they generate, Redefining Progress translates this consumption and waste flow data into a measurement of the biologically productive area required to sustain that flow.

The ecological footprint is a measure of human demand on the Earth's eco-systems. An ecological footprint is a standard measurement of a unit's influence on its habitat based on consumption and pollution. It compares human demand with the Earth's ecological capacity to regenerate. It represents the amount of biologically productive land and sea area needed to regenerate the resources a human population consumes and to absorb and render harmless the corresponding waste. Using this assessment, it is possible to estimate how much of the Earth (or how many planet Earths) it would take to support humanity if everybody lived a given lifestyle. For 2006, humanity's total ecological footprint was estimated at 1.4 planet Earths - in other words, humanity uses ecological services 1.4 times as fast as Earth can renew them. Every year, this number is recalculated – with a three year lag due to the time it takes for the UN to collect and publish all the underlying statistics.

According to Redefining Progress' latest Footprint Analysis, humanity is exceeding its ecological limits by 39%. Or, put another way, we would need to have over one third more than the present biocapacity of Earth to maintain the same level of prosperity for future generations. The ecological footprint accounting method at the national level is described in the Footprint Atlas 2010 or in greater detail in the Calculation Methodology for the National Footprint Accounts. There have been differences in the methodology used by various ecological footprint studies. Examples include how sea area should be counted, how to account for fossil fuels, how to account for nuclear power (many studies simply consider it to have the same ecological footprint as fossil fuels), which data sources used, when average global numbers or local numbers should be used when looking at a specific area, how space for biodiversity should be included, and how imports/ exports should be accounted for. However, as new footprint standards emerge, the calculation methodologies are converging.

The first academic publication about the ecological footprint was developed by William Rees in 1992⁵. The ecological footprint concept and calculation method was developed as the PhD dissertation at the University of British Columbia in Vancouver, Canada, from 1990-1994. Originally, the concept was called “appropriated carrying capacity”. To make the idea more accessible, it was renamed Ecological Footprint. Ecological footprint analysis compares human demands on nature with the biosphere’s ability to regenerate resources and provide services. It does this by assessing the biologically productive land and marine area required to produce the resources a population consumes and absorb the corresponding waste, using prevailing technology. Footprint values at the end of a survey are categorised for Carbon, Food, Housing, and Goods and Services as well as the total footprint number of Earths needed to sustain the world’s population at that level of consumption. This approach can also be applied to an activity such as the manufacturing of a product or driving of a car. This resource accounting is similar to life cycle analysis wherein the consumption of energy, biomass (food, fiber), building material, water and other resources are converted into a normalised measure of land area called global hectares.

Per capita ecological footprint (EF), or ecological footprint analysis (EFA), is a means of comparing consumption and lifestyles, and checking this against nature’s ability to provide for this consumption. The tool can inform policy by examining to what extent a nation uses more (or less) than is available within its territory, or to what extent the nation’s lifestyle would be replicable worldwide. The footprint can also be a useful tool to educate people about carrying capacity and over-consumption, with the aim of altering personal behaviour. Ecological footprints may be used to argue that many current lifestyles are not sustainable. Such a global comparison also clearly shows the inequalities of resource use on this planet at the beginning of the twenty-first century.

As per WWF, the human footprint has exceeded the biocapacity of the planet by 20%. This means that we have already consumed more than the available supply of natural resources by twenty% already. And we are not stopping yet. Apart from WWF, a number of NGOs offer ecological footprint calculators. Ecological footprint analysis is now widely used around the Earth as an indicator of environmental sustainability. It can be used to measure and manage the use of resources throughout the economy. It can be used to explore the sustainability of individual lifestyles, goods and services, organisations, industry sectors, neighbourhoods, cities, regions and nations.

What does Ecological Footprint Calculator measure?

Answer is simple. The Ecological Footprint Calculator estimates the size of your ecological footprint. It estimates the area of land and ocean required to support your consumption of food, goods, services, housing, and energy and assimilate your wastes. Your ecological footprint is expressed in “global hectares” (gha) or “global acres” (ga), which are standardized units that take into account the differences in biological productivity of various eco-systems impacted by your consumption

Contd...

⁵ Global Footprint Network <<https://www.footprintnetwork.org/about-us/timeline/>>

activities. Your footprint is broken down into four consumption categories: carbon (home energy use and transportation), food, housing, and goods and services. Your footprint is also broken down into four eco-system types or biomes: cropland, pastureland, forestland and marine fisheries. During the 1970s, humanity as a whole passed the point at which the annual Ecological Footprint matched the Earth's annual biocapacity. This situation is called "ecological overshoot", and has continued since then.

Let us have a look at the global averages produced from National Footprint Accounts (NFA). Data is freely available [here](#).

*All graphs have been produced in the paper titled Ecological Footprint Accounting for Countries: Updates and Results of the National Footprint Accounts, 2012-2018, by David Lin , Laurel Hanscom, Adeline Murthh, Alessandro Galli, Mikel Evans, Evan Neill, Maria Serena Mancini, Jon Martindill, Fatime-Zahra Medouar , Shiyu Huang and Mathis Wackernagel.

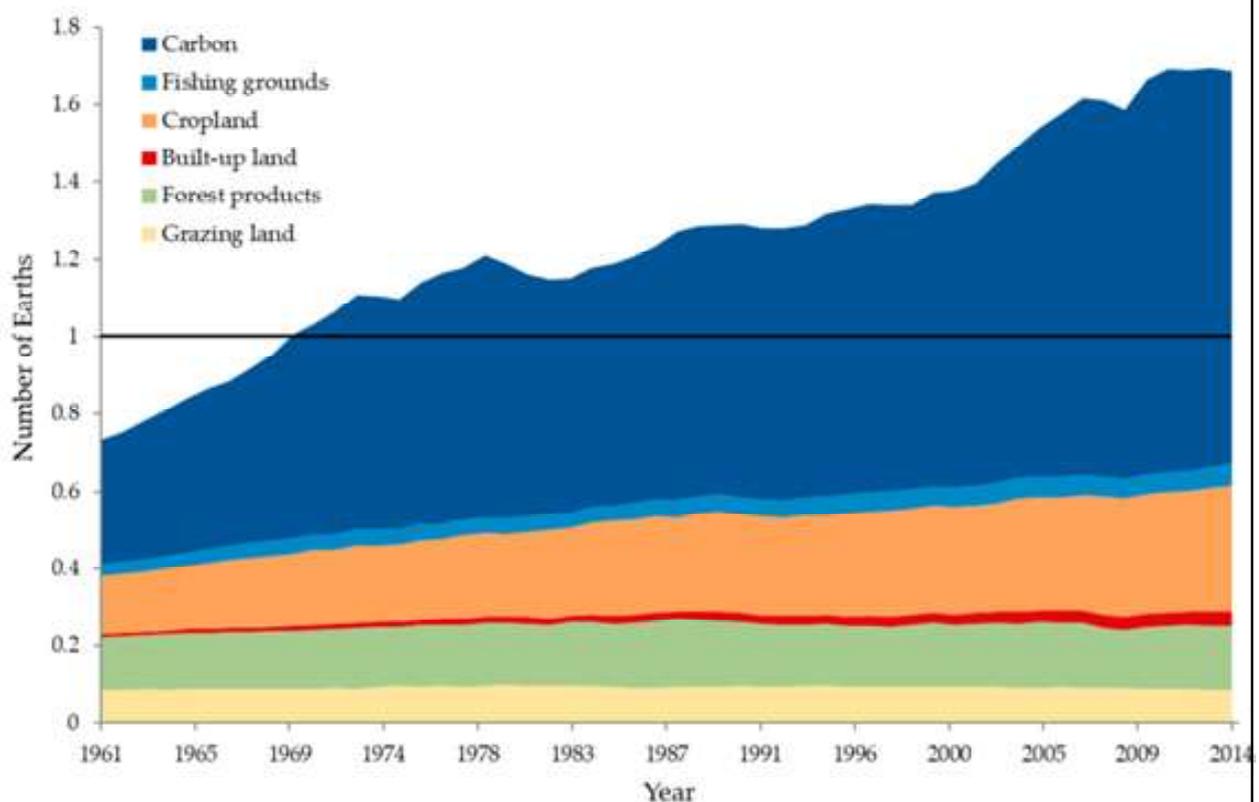


Figure 2: Ecological Footprint of the world by Footprint type from 1961 to 2014, from the 2018 NFA edition. Ecological Footprint values are represented by 'Number of Earths', a metric that divides the Ecological Footprint by the global biocapacity available to each person in the world in 2014. A horizontal line is drawn at 1 Earth to illustrate global trends in ecological overshoot

Contd...

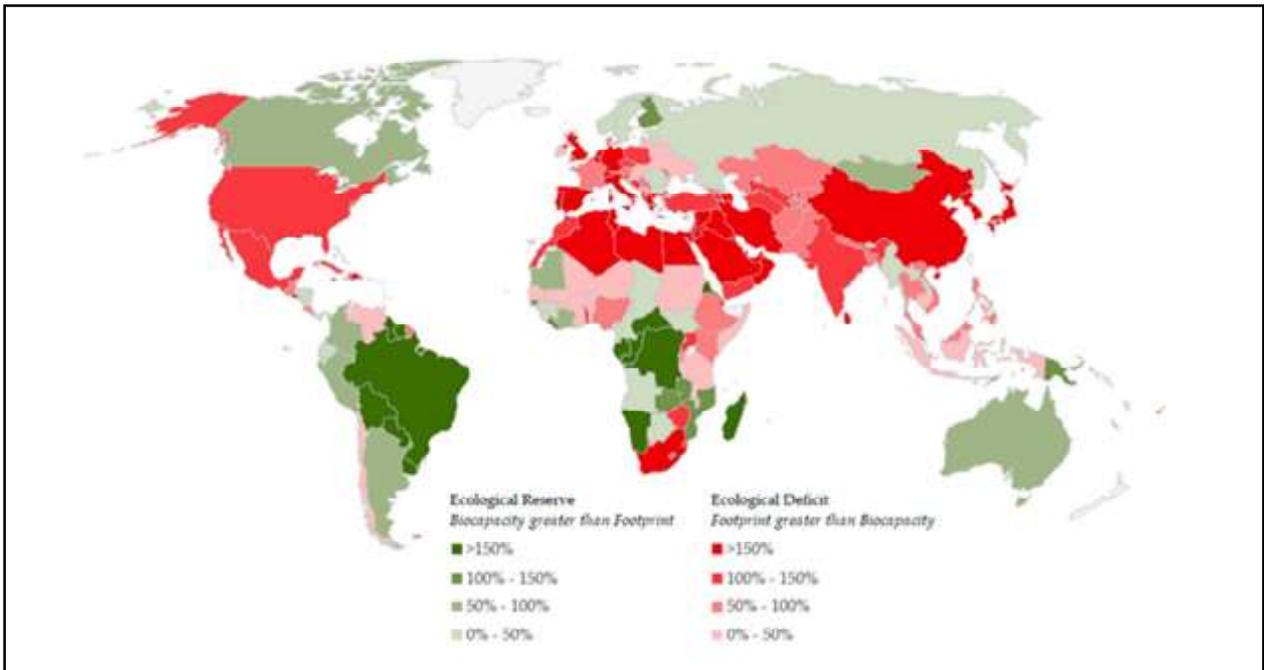


Figure 3: Map of countries with biocapacity deficits (red) and reserves (green) in 2014

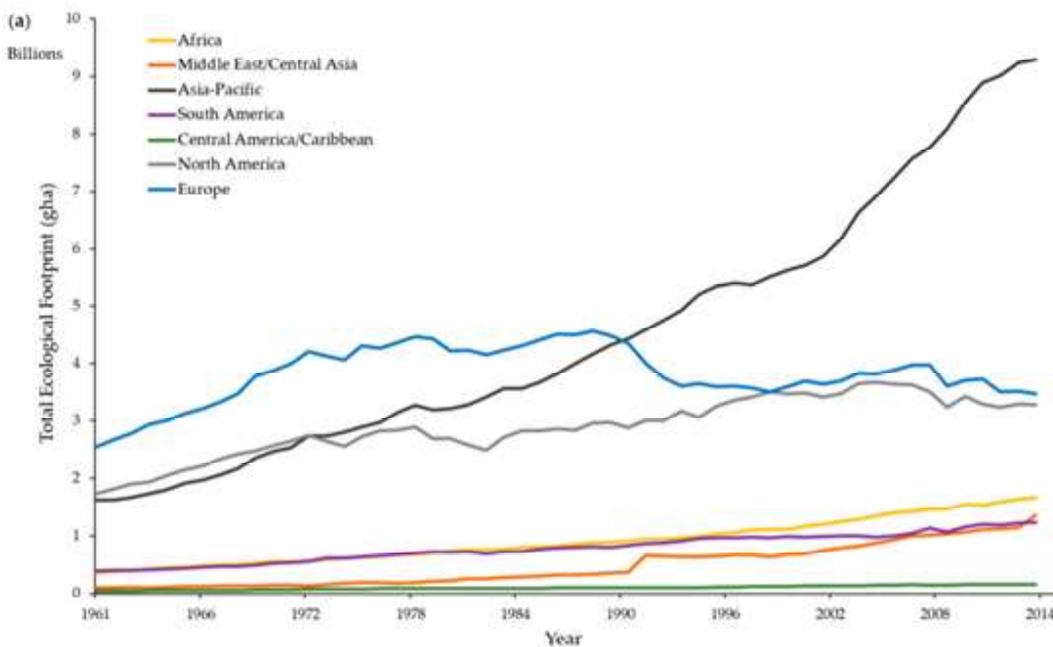


Figure 4: Total Ecological Footprint trends in billions of global hectares (gha)

There are only 15.71 global hectares available per person on a renewable basis. This means we are overshooting the Earth’s biological capacity by nearly 50%. To sustain present levels of consumption, we would need:

Humanity’s annual demand on the natural world has exceeded what the Earth can renew in a year since the 1970s. This “ecological overshoot” has continued to grow

over the years, reaching a 50% deficit in 2008. This means that it takes 1.5 years for the Earth to regenerate the renewable resources that people use, and absorb the CO₂ waste they produce, in that same year.

**OUR DEMAND FOR RENEWABLE ECOLOGICAL RESOURCES
AND THE GOODS AND SERVICES THEY PROVIDE IS NOW
EQUIVALENT TO MORE THAN 1.5 EARTHS**



**SINCE THE 1990s WE HAVE REACHED OVERSHOOT BY THE
NINTH MONTH EVERY YEAR. WE DEMAND MORE RENEWABLE
RESOURCES AND CO₂ SEQUESTRATION THAN THE PLANET CAN
PROVIDE IN AN ENTIRE YEAR**

How can this be possible when there is only one Earth? Just as it is possible to withdraw money from a bank account faster than to wait for the interest this money generates, renewable resources can be harvested faster than they can be re-grown. But just like overdrawing from a bank account, eventually the resource will be depleted.

At present, people are often able to shift their sourcing when this happens; however, at current consumption rates, these sources will eventually run out of resources too - and some ecosystems will collapse even before the resource is completely gone.

The consequences of excess greenhouse gases in the atmosphere are also already being seen, like climate change and ocean acidification. These place additional stresses on biodiversity and ecosystems.

WWF Living Planet Report, 12th Edition, 2018

The Living Planet Report (LPR) is a comprehensive study of trends in global biodiversity and the health of the planet produced every two years by WWF. It provides an overview of the state of the natural world, human impacts and potential solution

The twelfth edition of the LPR 2018 report highlights that unsustainable human activity is pushing the planet's natural systems that support life on Earth to the edge.

WWF is one of the world's largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

WWF's Living Planet Report (LPR) is the world's leading, science-based analysis on the health of our only planet and the impact of human activity.

LPR was initiated by WWF along with the following organisations:

1) Global Footprint Network

In 2003, Global Footprint Network, a 501c (3) nonprofit organisation, was established to enable a sustainable future where all people have the opportunity to live satisfying lives within the means of one planet. The Global Footprint Network promotes the science of sustainability by advancing the Ecological Footprint, a resource accounting tool that makes sustainability measurable. Together with its partners, the Network works to further improve and implement this science by coordinating research, developing methodological standards, and providing decision-makers with robust resource accounts to help the human economy operate within the Earth's ecological limits. An essential step in creating a one-planet future is measuring human impact on the Earth so we can make more informed choices.

Global Footprint Network has accelerated the use of the Ecological Footprint – a resource accounting tool that measures how much nature we have, how much we use, and who uses what. The Ecological Footprint is a data-driven metric that tells us how close we are to the goal of sustainable living. Footprint accounts work like bank statements, documenting whether we are living within our ecological budget or consuming nature's resources faster than the planet can renew them.

2) Zoological Society of London

Founded in 1826, the Zoological Society of London (ZSL) is an international scientific, conservation and educational organisation. Its mission is to achieve and promote the worldwide conservation of animals and their habitats. ZSL runs ZSL London Zoo and ZSL Whipsnade Zoo, carries out scientific research in the Institute of Zoology and is actively involved in field conservation worldwide.

3) European Space Agency

The European Space Agency (ESA) is Europe's gateway to space. Its mission is to shape the development of Europe's space capability and ensure that investment in space continues to deliver benefits to the citizens of Europe and the world.

ESA is an international organisation with 19 member States. By coordinating the financial and intellectual resources of its members, it can undertake programmes and activities far beyond the scope of any single European country.

The Agency's various programmes are designed to find out more about Earth, its immediate space environment, our solar system and the universe.

LPR 2018 looks at the following indicators for measuring the health of our planet and biodiversity

- ◆ Living Planet Index (LPI) - The LPI tells us how species are faring, by measuring trends in 16,704 populations representing 4,005 vertebrate species. It is not a census of all wildlife, but reports how wildlife populations have changed in size - as opposed to the specific number of animals that have been lost or gained.
- ◆ Species Habitat Index (SHI) - The SHI is an aggregate measure of the extent of suitable habitat available for each species. It captures changes in species range and includes information about species habitat preferences, observed or modelled data on habitat loss and restoration, habitat fragmentation and climate change.
- ◆ IUCN Red List Index (RLI) - Using information on life-history traits, population and distribution size and structure, and their change over time, the RLI assesses the extinction risk of nearly 100,000 species classifying them into one of eight categories (Extinct, Extinct in the Wild, Critically Endangered, Endangered, Vulnerable, Near Threatened, Least Concern or Data Deficient).
- ◆ Biodiversity Intactness Index (BII) - The BII estimates how much of a region's originally present biodiversity remains, relative to if the region were still covered with primary vegetation and facing minimal human pressures. The Index ranges from 100-0% with 100 representing an undisturbed or pristine natural environment with little to no human footprint.
- ◆ Planetary boundaries - The Planetary Boundaries concept delineates safe boundaries for nine critical Earth system processes (biosphere integrity, climate change, ocean acidification, land-system change, freshwater use, biogeochemical flows, atmospheric aerosols, pollution and stratospheric ozone depletion) within which humanity can develop and thrive.
- ◆ Ecological Footprint - The Ecological Footprint measures how much demand human consumption places on the biosphere. It is measured in standard units called global hectares.

The LPR 2018 informed us of the following:

- ◆ From 1970 to 2014, there was a 60% overall decline in vertebrate population sizes i.e. the population abundance of mammals, birds, reptiles, amphibians and fish have, on average, dropped by more than half in little more than 40 years.
- ◆ Freshwater populations in particular, have seen an 83% decline since 1970.
- ◆ Species' population declines are especially pronounced in the tropics, with South and Central America suffering the most dramatic decline at 89% compared to 1970.

- ◆ The SHI for mammals, that is the extent of suitable habitat, declined by 22% from 1970 to 2010, with the greatest declines observed in the Caribbean where it surpassed 60%.
- ◆ The RLI, a measure of extinction risk, available for five taxonomic groups - birds, mammals, amphibians, corals and cycads (an ancient group of plants) - shows declines for all groups, indicating that species are moving towards extinction more rapidly.
- ◆ BII has fallen from 81.6% in 1970 to 78.6% in 2014. The actual impact on the ground could however be higher as the estimates do not incorporate the effects of climate change or the impacts of land-use change since global land-use data does not distinguish plantations from natural forest.
- ◆ Current analysis suggests that humans have already pushed four planetary boundaries beyond the limit of a safe operating space; these are climate change, biosphere integrity, biogeochemical flows (nitrogen and phosphorus) and land-system change.

26.4 Carrying Capacity and Sustainable Tourism

The generic concept of Sustainable Development was highlighted in “Our Common Future” (widely known as The Brundtland Report) published in 1987. Sustainability was defined as. “Meeting the needs of the present without compromising the ability of the future generations to meet their own needs”. This implies that Sustainable Development leaves future generations with sufficient resources for quality of life. Planning over long time and the involvement of all people in development are essential. Sustainable Tourism involves social responsibility, a strong commitment to nature and the integration of local people in any tourist operation or development. Sustainable tourism is defined by the World Tourism Organisation (WTO), the Tourism Council (WTTC) and the Earth Council as, “Sustainable Tourism Development meets the needs of present tourists, host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainable tourism products are products which operate in harmony with the local environment, community and cultures, so that these become the beneficiaries not the victims of tourism development”.

Some factors can be seen as “drivers”, pushing the tourism industry towards a sustainable development approach. These are:

- ◆ Increasing regulatory pressure;
- ◆ Growing awareness of cost savings from sensible resource consumption;
- ◆ Tourism professionals and operators recognise that environmental quality is essential for a competitive product;
- ◆ The awareness by governments and operators that the growth of tourism can have a negative impact on the environment;

- ◆ A growing awareness of communities about their potential to influence tourism policy.

Tourism Carrying Capacity has, off late emerged as an essential component of sustainable tourism development. It has been defined many times by various agencies. The most recognised definitions are as follows:

- ◆ Middleton and Hawkins Chamberlain (1997) defined Tourism Carrying Capacity (TCC) as, “..the level of human activity an area can accommodate without the area deteriorating, the resident community being adversely affected or the quality of visitors experience declining”.
- ◆ The World Tourism Organisation (WTO) proposes the following definition of the carrying capacity, “The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors’ satisfaction”⁶.

There are various categories of Tourism Carrying Capacities. They are:

- 1) **Physical carrying capacity** - This is the maximum number of tourists that an area is actually able to support. In the case of an individual tourist attraction it is the maximum number that can fit on the site at any given time and still allow people to be able to move. This is normally assumed to be around 1m per person. “PCC per a day = area (in metres squared) × visitors per metre × daily duration”⁷. This is a formula which has been used to calculate the physical carrying capacity.

Physical Carrying Capacity is a measure of the spatial limitations of an area and is often expressed as the number of units that an area can physically accommodate, for example, the number of berths in a marina. Determining the physical capacity for certain activities can, however, become problematic when subjective elements are introduced. For example, the maximum number of people that can safely swim in a bay depends on human perceptions and tolerance of risk.

- 2) **Economic carrying capacity** - This relates to a level of acceptable change within the local economy of a tourist destination, it is the extent to which a tourist destination is able to accommodate tourist functions without the loss of local activities, take for example a souvenir store taking the place of a shop selling essential items to the local community. Economic carrying capacity can also be used to describe the point at which the increased revenue brought by tourism development is overtaken by the inflation caused by tourism. It seeks to define the extent to which an area can be altered before the economic activities that occur in the area are affected adversely. It therefore attempts to measure changes in economic terms. Examples from the coastal zone might include examining the effect of increased numbers of trailer parks on agricultural activity in dune systems.

⁶ UNEP/MAP/PAP, 1997.

⁷ Mowforth and Munt, *Tourism and Sustainability, Development and new tourism in the Third World*, second edition, 2003.

- 3) **Social carrying capacity** - This is essentially a measure of crowding tolerance. It has been defined as "... the maximum visitor density at which recreationists still feel comfortable and uncrowded".⁸ In the absence of additional changes, beyond this density visitor numbers start to decline. The social carrying capacity can, however, be influenced by factors such as the recreational infrastructure, visitor attitudes, and sociocultural norms. Social Carrying Capacity relates to the negative socio-cultural related to tourism development. The indicators of when the social carrying capacity has been exceeded are a reduced local tolerance for tourism as described by Doxey's Index of irritation. Reduced visitor enjoyment and increased crime are also indicators of when the social carrying capacity has been exceeded.
- 4) **Biophysical carrying capacity** - This deals with the extent to which the natural environment is able to tolerate interference from tourists. This is made more complicated by the fact that because it deals with ecology which is able to regenerate to some extent so in this case the carrying capacity is when the damage exceeds the habitat's ability to regenerate.
- 5) **Environmental or ecological carrying capacity** - It is also used with reference to ecological and physical parameters, capacity of resources, eco-systems and infrastructure. At its simplest, this is a measure of the population that an eco-system can sustain, defined by the population density beyond which the mortality rate for the species becomes greater than the birth rate. The approach is widely adopted in fisheries science to measure coastal region's carrying capacity. In practice, species interactions are complex and the birth and mortality rates can balance over a range of population densities. In a recreational context, ecological carrying capacity can also be defined as the stress that an eco-system can withstand, in terms of changing visitor numbers or activities, before its ecological value is unacceptably affected. This approach raises the difficult question of defining ecological value and what constitutes an unacceptable change in it.

In addition to these single discipline assessments, there are a number of composite measures such as recreational and tourist carrying capacity. These attempt to define the threshold of an area for tourism or recreation by combining a range of indicators. The actual carrying capacity of a coastal area assessed according to any of the above approaches depends largely on the nature of the area. Different environments vary considerably in their ability to absorb anthropogenic pressure. The carrying capacity of dune grassland, for instance, is many orders of magnitude below that of rock cliffs. While this may be true, at least in some views of carrying capacity, it should be borne in mind that capacities are not necessarily fixed in time. They can often be altered by management practices for example, the provision of recreational facilities can increase the social carrying capacity of an area. They can also alter in response to wider environmental changes, whereby a change in mean sea temperature could affect the ecological carrying capacity of an area for a range of

⁸ De Ruyck, 1997, p. 822.

species, or a shift in social attitudes could alter what was considered acceptable degradation. Carrying capacities in nature are not fixed, static or simple relations. They are contingent on technology, preferences, and the structure of production and consumption. They are also contingent on the ever-changing state of interactions between the physical and biotic environment.

26.5 Criticisms to the Concept of Carrying Capacity

The main criticism of carrying capacity is that it is fundamentally flawed, conceptually and practically. Conceptually, the notion of an inherent carrying capacity assumes a stable and predictable world, a “J-shaped” curve in the relationship between use level and impact, and techno-scientific view of what are essential value judgments. On the practical level, it is difficult to calculate a maximum number of visitors because this is also dependent on other factors like the way in which the tourists behave. For instance, a large group of bird Watchers moving through a landscape will have a different impact compared to a similar sized group of school children.

For global managers, a carrying capacity is a concept that has a particular appeal since it provides a seemingly “objective” measure of how many people can survive or flourish on a particular area of land at particular levels of consumption and technology. If “carrying capacity” is exceeded, the reasoning goes, then population can be said to be “objectively” excessive relative to land, consumption and technology. It is not as easy as all that, however, to remove the concept of “overpopulation” from the realm of moral criticism and debate. Outsiders’ claims that a given area of land has a certain “carrying capacity” are open to criticism in three different ways. First, the number of people who can live on a piece of land depends largely on their culture, which determines both their needs and their ways of life. The nature and success of their farming systems, for example, cannot easily be predicted in advance on the model of outsiders’ cultures. Second, the fact that the question of consumption and technology levels must be raised in any discussion of “carrying capacity” means that the normative issues of what sort of society or economy people desire cannot be evaded when talking of “overpopulation”. Third, a given land area’s “carrying capacity” will depend largely on what happens outside its borders: upstream deforestation, global commodity price fluctuations, greenhouse gas emissions, acid rain and so forth. Local inhabitants will always be justified in pointing out that their land could support a great many more people if damaging external influences were curbed, and on this ground to call into question the presumption of those partly responsible for such influences in suggesting “proper” local population levels.

This latter problem might be evaded, of course, by an attempt to determine global carrying capacity. However, this is usually acknowledged to be technically far-fetched even if the world’s people could be induced to accept uniform global consumption levels and technology. And it would of course leave wide open the question of which local “populations” would have to be “adjusted” to meet the purported “global” requirements.

There have been arguments that, while overpopulation cannot be precisely or objectively defined, there are at least unambiguous statistical correlations between population and

environmental degradation on a national scale. On closer examination, however, even this assertion turns out to be problematic. Malaysia, for example, although it has only a tenth as many people as neighbouring Indonesia, has cleared fully 40% as much forest as Indonesia has done. Central America, with a population density of only 57 persons per square kilometer, has cleared 410,000 square kilometers of forests, or 82% of its original forest cover, while France, covering the same land area with double the number of people, has cleared less. And those who would explain the destruction of half a million square kilometres of Brazilian Amazonian forests between 1975 and 1988 in Malthusian terms “overlook the inconvenient fact that although the Amazon forms over 60% of Brazilian national territory, less than 10% of Brazil’s population lives there...”

If “population” and “population” density are poorly correlated with specific examples of environmental degradation, “population” increase is equally poorly correlated with rates of environmental degradation. Costa Rica and Cameroon, for example, are clearing their forests faster than Guatemala and Zaire, respectively, in spite of having lower “population” growth rates. Thailand’s rate of forest encroachment, similarly, has varied less closely with the rate of population increase than with changes in political climate, villagers’ security, road and dam-building, and logging concessions.

To confuse the issue still further, there are many instances of environmental degradation resulting from the outflow of people from a given area of land. In Africa, for example, there are many areas where fallow periods have been reduced, not because there is a shortage of land, due to “population pressure”, but because there is a shortage of farm labour due to urban migration. The longer a plot of cleared bush is left fallow, the more labour is required to clear it again for agriculture: hence, it makes economic (if not ecological) sense to reduce the fallow period. In such cases, the problems associated with reduced fallow periods result not from overpopulation but from local depopulation.

Another criticism to the concept of carrying capacity is that many a times, situations are more exploitative and hence cause more damage than the actual carrying capacity saturation. Indeed, the closer one looks at the relationship between human numbers and environmental degradation, the clearer it becomes that, at root, the key issue is not simply ‘how many’, but ‘how is society organised’. In the case of deforestation, for example, the periods of most rapid destruction have not necessarily been at the times when population was most rapidly expanding. They have occurred when the exploitation of subordinate groups (as well as of resources) has intensified. The halving of Central America’s forest area between 1950 and 1990, for example, is due not to a “population explosion” but to the concentration of land in the hands of a limited number of rich ranchers and landowners raising bananas, cotton, coffee and cattle. Peasants have been used as land-clearers only to be pushed into the hills, where they displace others and are forced to cut yet more forest. Elsewhere, transnational corporations such as Finland’s Jaakko Pöyry Oy, the US’s Scott Paper, and Japan’s Marubeni often supervise forest plunder, with additional destruction resulting from expropriative cattle- raising, road, hydro-electric and industrial projects.

In the Amazon, most land cleared of forest produces little in the way of food and often was not cleared for that purpose. Migration into the forests has much more to do with structural changes in the regions of emigration than with “population” growth. Thus, decline in access to land, as it occurred in North-Eastern Brazil, stimulated emigration. In the case of migrants from the South of Brazil, the expansion of mechanised agriculture and the flooding of enormous areas of agricultural land forced small farmers out of their holdings. Finally, the threat of violence and lack of employment have also expelled farmers from their holdings.

Since more than half of all agriculturalists in Brazil rely on wage labour as well as cropping for their income, activities like mechanisation which reduce rural employment are often as disastrous to peasants as brute expulsion from their lands.

It is argued that for those who would avoid such issues, the concept of “carrying capacity” offers a welcome life-belt. Seemingly objective, it depoliticized what is a highly political issue by reducing the debate to one of mathematics. In its recommendations to the 1992 UN Conference on Environment and Development (UNCED) on sustainable agriculture, for example, the UN Food and Agriculture Organisation (FAO) argues that governments should “evaluate the carrying and population supporting capacity of major agricultural areas”, and, where such areas are to deemed to be “overpopulated”, take steps to change “the man/land ratio” by “facilitating the accommodation of migrating populations into better-endowed areas”. Elsewhere, FAO is more candid, specifically recommending “transmigration” programmes. Peasants who have been forced onto marginal lands as a result of the best quality land being taken over for intensive export-oriented agriculture may thus be liable to resettlement because officials calculate that they are a threat to local “carrying capacity”: yet, nowhere in its Sustainable Agriculture and Rural Development policy paper does FAO consider the alternative option that ecological stress in marginal areas might be better relieved by reclaiming the best farm land for peasant agriculture. In effect, far from being a neutral and objective measure of ecological stress, carrying capacity is already being used as a means of preventing radical social change.

Like in the case of Carrying Capacity, there are various criticisms to the concept of Tourism Carrying Capacity as well. UNESCO (the organisation responsible for administering the World Heritage list) has expressed a concern that the use of Carrying capacity can give the impression that a site is better protected than it actually is, it points out that although the whole site may be below carrying capacity part of the site may still be crowded.

In the case of natural heritage like national parks, visitor impacts change with seasons. What is important is the acceptability or appropriateness of these impacts, an issue that is largely dependent on social and cultural value systems with science having an input. In the context of tourism in wildlife sanctuaries experts say that, ‘carrying capacity’ is a concept to be thought about when we intend for ‘sustainable versus full harvest/ utilisation of resource for a purpose’. In wildlife sanctuaries ‘full utilisation of infrastructure or resource for tourism’ is a remote mandate, unthinkable. Hence, instead

of 'carrying capacity' it is recommended to have a set of guidelines for regulating tourism without much disturbing the wildlife. That will perhaps be sustainable for both wildlife conservation and tourism industry.

The carrying capacity can be the motivation to attract tourists to visit the destination. The tourism industry, especially in national parks and protected areas, is subject to the concept of carrying capacity so as to determine the scale of tourist activities which can be sustained at specific times in different places. Various scholars over the years have developed several arguments about the definition of carrying capacity. Carrying Capacity is defined as a measure of the tolerance of a site or building which is open to tourist activities, and the limit beyond which an area may suffer from the adverse impacts of tourism⁹. Another author has defined it as the level of human activity which an area can accommodate without either it deteriorating, the resident community being adversely affected or the quality of visitors' experience declining¹⁰. Carrying Capacity is also defined as a certain threshold (level) of tourism activity, beyond which there will be damage to the environment and its natural inhabitants¹¹.

The World Tourism Organisation argues that carrying capacity is the maximum number of people who may visit a tourist destination at the same time, without causing destruction of the physical, economic and socio-cultural environment and/or an unacceptable decrease in the quality of visitors' satisfaction. The criticisms of the concept of carrying capacity are based on the following arguments:

Limits of Acceptable Change - Limits of acceptable change was the first of the post carrying capacity visitor management frameworks developed to respond to the practical and conceptual failures of carrying capacity. The framework was developed by The U.S. forest service in the 1980s. It is based on the idea that rather than there being a threshold of visitor numbers, in fact any tourist activity is having an impact and therefore management should be based on constant monitoring of the site as well as the objectives established for it. It is possible that within the Limit of acceptable change framework a visitor limit can be established but such limits are only one tool available. The framework is frequently summarised in to a nine step process:

- 1) Identify area concerns and issues.
- 2) Define and describe opportunity classes (based on the concept of ROS).
- 3) Select indicators of resource and social conditions.
- 4) Inventory existing resources and social conditions.
- 5) Specify standards for resource and social indicators for each opportunity class.
- 6) Identify alternative opportunity class allocations.
- 7) Identify management actions for each alternative.

⁹ Middleton & Hawkins, 1998.

¹⁰ Chamberlain, 1997.

¹¹ Clark, 1997.

- 8) Evaluate and select preferred alternatives.
- 9) Implement actions and monitor conditions.

Visitor Experience and Resource Protection - This framework is based on the idea that not enough attention has been given to the experience of tourists and their views on environmental quality. This framework is similar in origin to LAC, but was originally designed to meet the legislative, policy and administrative needs of the US National Park Service.

The process of estimating Tourism Carrying Capacity (TCC) has been described as having a descriptive and evaluative part. It follows (in principle) the conceptual framework for TCC as described by Shelby and Heberlein (1986), and these parts are described as follows:

- ◆ **Descriptive part (A):** Describes how the system (tourist destination) under study works, including physical, ecological, social, political and economic aspects of tourist development. Within this context of particular importance is the identification of:
 - Constraints:** limiting factors that cannot be easily managed. They are inflexible, in the sense that the application of organisational, planning and management approaches, or the development of appropriate infrastructure does not alter the thresholds associated with such constraints.
 - Bottlenecks:** limiting factors of the system which managers can manipulate (number of visitors at a particular place).
 - Impacts:** elements of the system affected by the intensity and type of use. The type of impact determines the type of capacity (ecological-physical, social, etc.). Emphasis should be placed on significant impacts.
- ◆ **Evaluative part (B):** Describes how an area should be managed and the level of acceptable environmental impacts. This part of the process starts with the identification (if it does not already exist) of the desirable condition or preferable type of development. Within this context, goals and management objectives need to be defined, alternative fields of actions evaluated and a strategy for tourist development formulated. On the basis of this, Tourism Carrying Capacity can be defined. Within this context, of particular importance is the identification of:
 - Limitations in Planning Process:** The definitions of carrying capacity need to be considered as processes within a planning process for tourism development which involves, setting capacity limits for sustaining tourism activities in an area. This involves a vision about local development and decisions about managing tourism.

In addition, carrying capacity may contain various limits in respect to the three components (physical-ecological, socio-demographic and political-economic).

“Carrying capacity is not just a scientific concept or formula of obtaining a number beyond which development should cease, but a process where the eventual limits must

be considered as guidance. They should be carefully assessed and monitored, complemented with other standards, etc. Carrying capacity is not fixed. It develops with time and the growth of tourism and can be affected by management techniques and controls”.¹²

The reason for considering carrying capacity as a process, rather than a means of protection of various areas is in spite of the fact that carrying capacity was once a guiding concept in recreation and tourism management literature. Because of its conceptual elusiveness, lack of management utility and inconsistent effectiveness in minimising visitors’ impacts, carrying capacity has been largely reconceptualised into management by objectives approaches, namely: the limits of acceptable change (LAC), and the visitor experience and resource protection (VERP) as the two planning and management decision-making processes based on the new understanding of carrying capacity. These two have been deemed more appropriate in the tourism planning processes of protected areas, especially in the United States, and have over the years been adapted and modified for use in sustainable tourism and ecotourism contexts.

Tourism carrying capacity is now an antiquated approach to managing visitors in protected areas and national parks which evolved out of the fields of range, habitat and wildlife management. In these fields, managers attempted to determine the largest population of a particular species that could be supported by a habitat over a long period of time. Many authors have critiqued the concept as being fatally flawed in both the conceptual assumptions made and its limited practical application. For example, the notion of a carrying capacity assumes the world, such as the social-ecological systems in which protected areas and tourism destinations are situated, are stable. But we know they are dynamically complex and impossible to predict. We know that to implement a carrying capacity on a practical level, assumes a level of control of entries into a destination or protected area not usually found in the real world. We know that a carrying capacity, if one could be determined, requires considerable financial and technical resources to administer; and we know that when demand exceeds a limit, the ways in which scarce opportunities are allocated are contentious.

There are a number of different forms of carrying capacity referred to in tourism, however this article will focus on the four most commonly used. However, these conceptions are useful only to the extent they focus discussion and discourse, not practical application. Definitions of Carrying Capacity provided by WTO¹³ as well as Middleton and Hawkins Chamberlain¹⁴ are the most widely accepted definitions. What both these

¹² Saveriades, A. (2000). Establishing the social tourism carrying capacity for the tourist resorts of the east coast of the Republic of Cyprus. *Tourism Management*, Saveriades, 2000.

¹³ The World Tourism Organisation (WTO) proposes the following definition of the carrying capacity, “The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors’ satisfaction

¹⁴ Middleton and Hawkins Chamberlain defined Tourism Carrying Capacity as the level of human activity an area can accommodate without the area deteriorating, the resident community being adversely affected or the quality of visitors experience declining.

definitions pick up on is that carrying capacity is the point at which a destination or attraction starts experiencing adverse impact as a result of the number of visitors. Unfortunately, there are no studies which support this notion of visitor management. For example, in areas which have an objective of maintaining pristine conditions, any level of visitor use creates adverse or negative impacts, suggesting that the carrying capacity is zero. Fundamentally, acceptable conditions are a matter of human judgment, not an inherent quality of a particular site.

26.6 A Few Case Studies

Tourism can be a real boon to a local economy, propping up otherwise sleepy towns with an influx of cash. But as with many things, there's a point where "just enough" becomes "too much." Popular tourist towns with a few thousand residents can practically burst under the pressure of peak season. They are like an experiment in population growth and decline repeated on an annual basis, and the strain can quickly become evident. Carrying capacity for tourism is similar in some ways to ecological carrying capacity and different in others. Ultimately, physical resources limit both population and tourist levels. A dearth of land, shortage of food, or decline in water quality and availability will quickly put the brakes on both types of growth. But for tourism, cultural resources are also a concern. Unique cultures that once attracted visitors can become spoiled or diluted, losing the draw they once had. Let us examine a few case studies of Tourism Carrying Capacity in the following areas:

- ◆ Coastal areas
- ◆ Islands
- ◆ Historical settlements and Towns
- ◆ Protected areas
- ◆ Rural areas
- ◆ Mountain areas

Let us examine them in detail.

Coastal areas - Coastal areas are normally associated with mass tourism, large scale construction and infrastructure, intensive land development and extensive urbanisation, a prevalent model in most Mediterranean destinations. Carrying capacity issues revolve around considerations about tourist density, the use of beaches and tourist infrastructure, congestion of facilities, sea pollution, etc.

1) Caribbean Island States

According to UNWTO, the Caribbean welcomed approximately 25.68 million tourists in 2018. It is a staggering increase, and one that brings to mind the growth trends that populations exhibit as they near carrying capacity, the limits of their habitat.

Tourism for a particular region generally follows a S-shaped - or logistic - curve. The initial number of visitors is a slow trickle, but once the place is "discovered," the

number of arrivals soars. Eventually, prices rise, the environment suffers, and crowding becomes an issue, all of which discourage further growth. Unless a new attraction is built or another natural wonder discovered, the annual number of tourists will either level off if appropriately managed or decline if not.

Some islands in the Caribbean may be in danger of soon reaching or exceeding their carrying capacities. For example, Bermuda, St. Kitts, and Barbados, to name a few, had relatively high tourist densities and low increases in arrivals – the classic tapering off of the S-curve as the limit of carrying capacity approaches. The authors did discover a few anomalous islands that may show the way for the others. The Caymans, for example, have both high tourist densities and growing arrival rates, which the authors attribute to modern resorts and tourism development that limits environmental degradation.

While cruise ship passengers may substitute for other vacationers in some ways, they are not equal replacements. Their stays are shorter - typically only a few hours - meaning they spend less. And while cruise ships may require fewer local resources, they leave other environmental burdens, including sewage pollution from older ships and problems resulting from harbor dredging.

There is also a plausible link between limits on tourist capacity and ecological carrying capacity, but the comparison seems appropriate. Tourists' demands are similar to those of their every day life, only ratcheted up a few notches. On vacation, service is expected where it otherwise would not be, and consumption is often higher, for instance, how many people wash their towels on a daily basis when at home? However, they demand such services while on vacation. Vacationers are experimental treatments of sorts, testing the limits of their destination's infrastructure and environment.



Figure 6: © Karl Musser

2) Mediterranean Coastal Areas

In the Mediterranean, tourism is viewed as one of the most important industries representing nearly 30% of world's international tourist arrivals and receipts from tourism. In the light of such big tourist demand, it should be pointed out that the Mediterranean region is facing the problems of saturation and endangered environment in many marine and coastal areas.

Although tourism is generally less dangerous for the environment than the majority of other activities (industry, in particular) it does contribute, directly or indirectly, to the increased pollution of air, water and land, and burdens the infrastructure systems due to its seasonal character. Tourism also has considerable negative impacts on the cultural heritage and social relationships, resulting in the reluctance in many areas to accept tourism and, as a feed-back, less tourist's satisfaction and lower productivity of tourism industry. Considering all impacts of tourism, the Mediterranean coastal states, in their role of Contracting Parties to the Barcelona Convention and participants in the Mediterranean Action Plan (MAP), entrusted the Priority Actions Programme (PAP) of MAP with the implementation of a priority action entitled "Development of Mediterranean Tourism Harmonised with the Environment".

The Action is being implemented since 1985 with a total 14 Mediterranean countries participating actively. It is based on four major goals:

- 1) Integrated planning of development and management of the Mediterranean basin;
- 2) Pollution monitoring and research programme for the Mediterranean basin;
- 3) Development of relevant legislation; and
- 4) Institutional and financial framework.

The action included a series of seminars and expert meetings organised on the basis of national reports and case studies of participating countries (1986-1989) with a result in the synthesis of national reports and case studies, as well as in the preparation of the 'Guidelines for an Environmental Approach to the Planning and Management of Tourism



Figure 7: Sicily © National Geographic

in Mediterranean Coastal zones' and a proposal of the methodology of carrying capacity assessment (CCA) in tourism. After that proposal had been presented and discussed at a workshop organised in 1990 by UNEP Industry and Environment Office and World Tourism Organisation, the CCA studies for the Brijuni archipelago and the island of Vis in Croatia were prepared, and shortly after, a similar study for the central-eastern part of the island of Rhodes in Greece.

Islands - Island tourism, if not falling within the previous category, is more of the selective type with small and medium scale accommodation, often in (or around) existing settlements, rural local societies, small communities, etc. Carrying capacity considerations focus on the relationship of tourism with the local society/culture, the effects on local production systems and the economy of the island, quality of life but also the demands and impacts on resources such as water and energy, the management of waste, etc.

1) Fraser Island

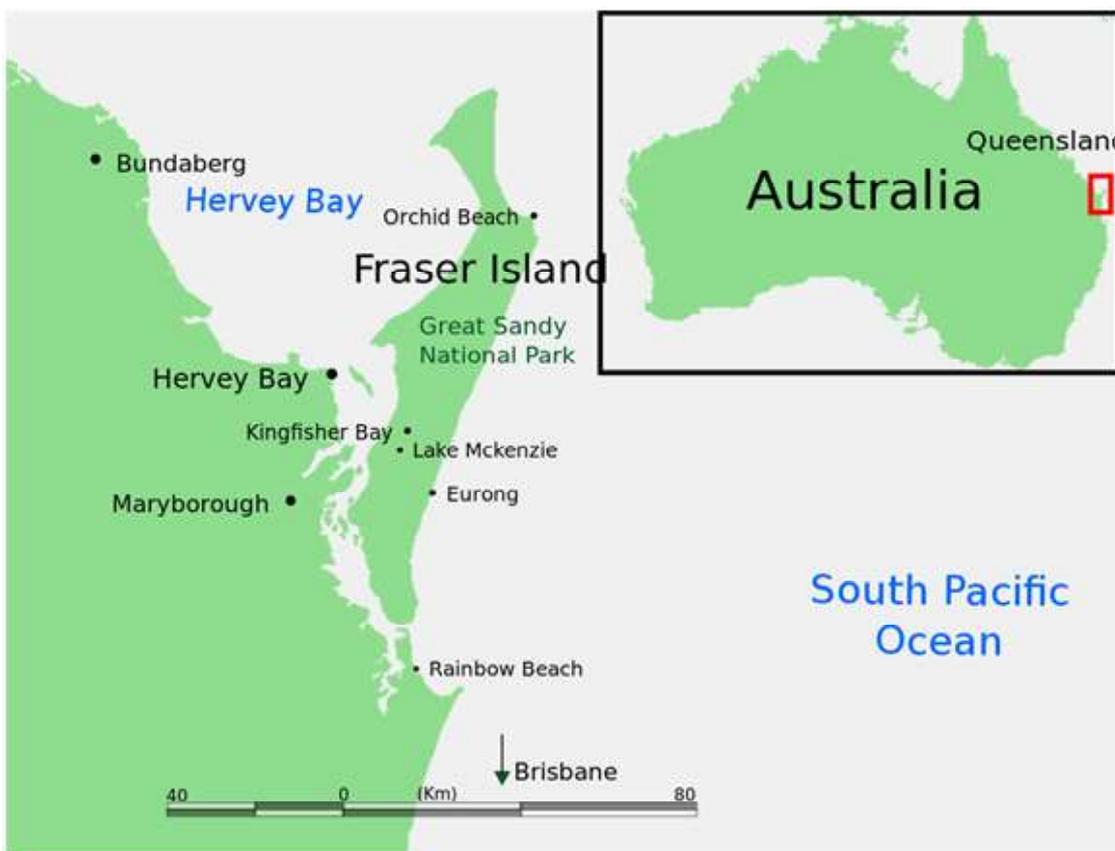


Figure 8

For the past decade the number of visitors to Fraser Island has been growing at a relatively consistent rate. By 2002 itself, the number of visitors had reached about 350,000. This growth in visitor volume has been accompanied by an accelerating rate of degradation. The question now being increasingly asked is: what is the sustainable carrying capacity of Fraser Island?

Fraser Island is about 300 km north of Brisbane and 15 km off the coast of Hervey Bay and Maryborough. Fraser Island is the world's largest sand island and an area of remarkable natural beauty. It was listed as a World Heritage Area in 1992 to recognise the island's internationally significant natural features:

- ◆ evolving dune, lake, soil and forest systems, the extent and age of which are outstanding examples of ongoing geological and biological processes
- ◆ unique landscapes, which are examples of superlative natural occurrences.

Growing on seemingly infertile sands are a great variety of plant communities ranging from coastal heath, mangrove forests and swamps to subtropical rainforest. The many archaeological remains found on Fraser Island record thousands of years of culture and tradition, and provide important links to their past for the Butchulla people. The island is 123 km long and covers an area of 166,038 ha, so you need to allow plenty of time to explore and appreciate it.

Estimates of the number of visitors to the island each

year range from 350,000 to 500,000. The chance of seeing a dingo in its natural setting is one of the main reasons people visit the island. The use of boardwalks and marked tracks by visitors is encouraged to reduce erosion. Urinating tourists have created environmental problems in Fraser Island lakes and on coastal dunes. The foredunes are used as a toilet by bush campers, who are estimated to number 90,000 each year. Many of the perched lakes have no outflow or inflow which exacerbates the problem. Water quality in some lakes is being affected by storm water run-off from dune roads, and by swimmers' use of sunscreen.

In 1860 Fraser Island was gazetted as an Aboriginal reserve. The reserve was largely revoked two years later following the discovery of valuable stands of timber. The remnant Aboriginal reserve was revoked in 1906, after the Aborigines were removed from Fraser Island. In 1908 the central part of Fraser Island was declared a forestry reserve, and by 1925 most of the island had been set aside as State forest. Fraser Island (Great Sandy National Park) (74,900ha), was gazetted in 1971.

The remainder of Fraser Island consists predominantly of vacant Crown land of 78,404ha in public ownership, which has been proposed as a National Park extension subject to resolution of Aboriginal Land interests. Parts of this have been effectively managed for conservation purposes, and prior to the Commission of Inquiry had been proposed for "preservation zoning" (DASET, 1991; A.Turner, pers.comm., 1992).

The Fraser Island (Great Sandy Region) was accepted as a natural World Heritage Site in 1992, on the basis of criteria (ii) and (iii). Legislation is proposed to cover the whole area nominated, as a regional park (DASET, 1991).

2) Malta

Malta is a small Mediterranean island with a population of around 363 thousand and a land area of 316 square kilometers. The Maltese GDP at factor cost amounted to

approximately US\$3600 million in 1999, and grew at an approximate average rate of 5% per annum in real terms, during the previous five years. In recent years, about 24% of the Maltese GDP was contributed by the manufacturing sector, about 50% by the market services (including property income) and 20% by the public sector. The agriculture, fishing, construction and quarrying sectors together contributed around 6% of GDP.



Figure 9

The labour force in Malta amounted to more than thousand in 1999, of which 138 thousand were gainfully occupied and 7.6 thousand (5.2% of the labour force) were unemployed. About 23% of the gainfully occupied were employed in government departments, 1% in the armed forces, 5% in public corporations, another 5% in companies with government majority shareholding.

Thus 34% of the employment in Malta was in the public sector. The remaining 66% were divided 24% in private direct production and 36% in private market services. The unemployment rate in Malta in recent years averaged fluctuated between 3.7% and 5.3% in recent years.

In 1999, the number of visitors to Malta amounted to 1,214,230 of which about 85% were stayover tourists and the remaining percentage were cruise passengers. The number of incoming tourists has increased rapidly between 1960 and 1980. There was a relatively large decrease in tourist inflows between 1980 and 1985, but the numbers picked up rapidly again during the last half of the eighties and the nineties.

Tourist densities in Malta of late are very high. In recent years, the total number of tourists amounted to almost three times as much as the resident population, which can be roughly translated into 30 thousand tourist staying for a whole year, given that on average, each tourist stayed in Malta for about 9.1 nights. This is equivalent to about 8% of the population, and, as expected such high densities exert heavy pressure on the environment and infrastructure of the Maltese Islands, where population density is already extremely high, with about 1200 persons per square kilometer.

Nationality: In 1999, about 34% of tourists originated from the United Kingdom, which is the most important tourist market for Malta. The second largest market is Germany, which contributed some 17% of tourists to Malta in recent years. Italy, France, North Africa and the Netherlands were also major markets for tourism to Malta. In recent years there was a tendency for the percentage of British tourists to decrease. At present there is an attempt to attract more tourists from North America.

In Malta, the degree of dependence on tourism as an economic activity is growing, even though it is known that such activity has major negative environmental impacts. The economic benefits which Malta derives from tourism are formidable and the question at issue here does not therefore relate as to whether or not Malta should continue to derive income and generate employment from tourism, but rather, how best to reduce the damage caused by this type of economic activity. The remedies often suggested in this regard relate to the development of alternative forms of tourism or through certain preemptive and corrective measures.

Historical settlements and Towns: Tourism is attracted to historic towns as a result of the built cultural heritage, urban amenities, lifestyle and cultural traditions, cultural events, etc. There can be several types of tourism in this category. The dominant mass tourism associated with large numbers of visitors centering around monuments, museums, etc. often of a short stay (even daily visits) in which case carrying capacity issues center around congestion of facilities, traffic, urban land-use change, waste management etc. At the other end of the spectrum in some other cases tourism in historic settlements could be more of the selective type associated with small groups of visitors, low pressures for development, etc. in which case carrying capacity considerations could be limited to urban fabric change, etc.

1) Azerbaijan

The history of the first settlements in modern-day Azerbaijan has ancient roots dating back millennia BC. Numerous settlements were unearthed by Azerbaijani archaeologists. These investigations show that the local population of these settlements had a settled life and were engaged in agriculture by the 6-5th millennium BC. All these settlements, as well as the majority of medieval cities, have come down to us as archaeological sites and ruins.

These historical cities, towns and settlements are under State protection as cultural properties, regardless of whether they are ruins or urban structures currently populated. Some of them are declared as cultural reserves. Special attention was given to the preservation of their historical urban structure, landscape and buildings.

Ten historical towns (Barda, Gazakh, Göygöl, Guba, Lenkoran, Ordubad, Shemkir, Sheki, Zagatala, Ilisu) were included in Pilot Project 2: “Rehabilitation of Cultural Heritage in Historic Towns” (PP2), Kyiv Initiative Regional Programme, Council of Europe. The historical parts of Ordubad, Sheki and Ilisu are listed as cultural reserves, and the boundaries of reserve territories. According to the Heritage Assessment Report provided by the aforementioned programme, historical and buffer zones must be identified in order to protect historical settlements and towns.

Preservation issues within these areas are dealt with through close cooperation of State, public, voluntary and private organisations. After some Germans moved to the territory of Azerbaijan in the 19th century and created their settlements here, by the middle of 1920s two of these settlements Shamkir (Annanfeld) and Göygöl (Helenendorf) had become towns. These two towns have managed to maintain their 19th century historical buildings. Public organisations, together with the local authorities and local community, actively participate in the preservation of historic districts in Shamkir and Göygöl. The German non-governmental organisation GTZ was involved in the preservation of these towns. GTZ has proposed to undertake the rehabilitation of some buildings and organised some workshops for local communities on the preservation of residential houses and the historical area of the towns.

In the case of the town of Sheki, as a result of close cooperation between relevant State organisations, the local community, and World Bank, a system of bed and breakfast accommodation facilities and a public association of artisans were established.

Some issues of preservation of small towns are pending. The main issue is that the local community did not have enough information about the value of cultural heritage, and there was also a lack of special programmes for preservation of immovable cultural heritage and historic towns and settlements. Some new initiatives are being prepared to resolve this situation.

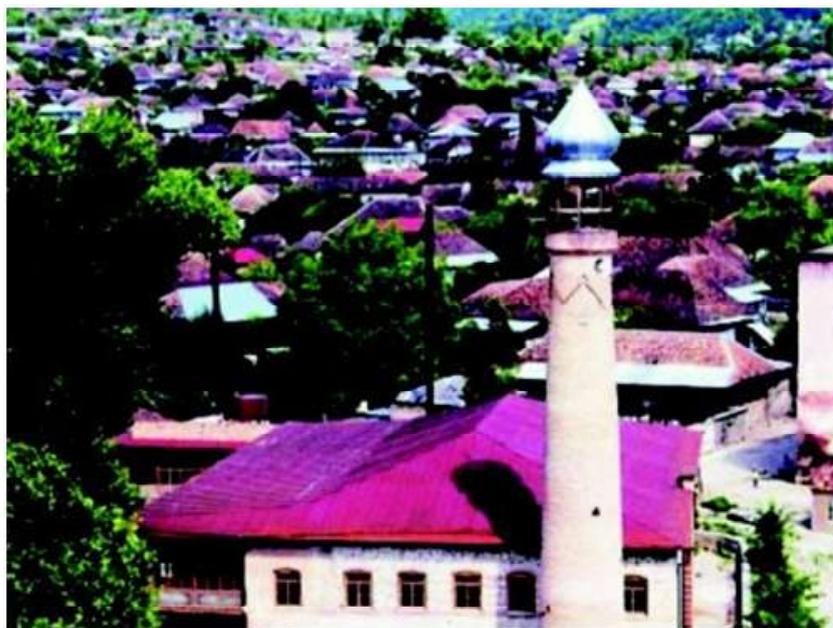


Figure 10: Sheki, Azerbaijan

Along with historical cities and towns there are few historical villages and settlements in Azerbaijan. Most historical villages are located in the mountain area. The historical parts of the villages have preserved their street and quarter structures. There are many architectural and archaeological monuments within their areas. In the territory of historical villages, along with street structures, numerous residential houses, mosques, springs were registered and were taken under the State protection as monuments of historical and cultural value.

Khinalig and Gala villages managed to preserve their distinguished structures without intervention, but some historical buildings are in ruinous condition. In both villages, due to different reasons - mainly, poor economic and living conditions - the population moved out and residential houses were left derelict.

Taking into consideration the historical value of the villages and the development of tourism, Gala village is under conservation efforts. Some architectural monuments were restored and conserved. An open-air museum for archaeology and ethnography was also established in this village. A special programme for conservation and rehabilitation of Baskal village is under preparation at present.

Historically formed villages and settlements should be improved, rehabilitated and returned to modern life while preserving their authenticity and identity. Not all villages could preserve their historic and ancient features. This is a very common and natural process. Time and civilization have contributed to this process. It is possible to say that urban and social development go on more rapidly than preservation of historical settlements.

The population is also primarily interested in improving their living conditions. They would like to have modern life with modern technologies. It is natural and normal. Of course, these changes are reflected on the historical monuments and sites. As a result of modernisation, the historical appearance of buildings was changed by modern building materials. New buildings with modern materials are being constructed in the historical part of villages. In the villages, landscape and nature are not used in traditional way and are also changing.

Tourists make one-day tours on their own to Khinalig, Gala, Lagich and Basgal villages. Rest stops were built around the Ilisu village and the village residents offer their houses to guests for rent. In general, however, it should be noted that modern tourist services in these villages do not exist. Historical zones in the previously named villages have never been preserved. Important work is being done by The Ministry of Culture and Tourism in cooperation with the State Committee of Land and Cartography of Azerbaijan Republic in order to identify those zones.

Tourism offers a lot of potential in Azerbaijan. The Azerbaijani government has made developing tourism a priority. New tourist facilities are being built in the regions, and cultural and historical reserves are being set up or restored. The State has undertaken to create infrastructure in the regions. Tourism can help to tackle the serious problem

of unemployment in the country, and has a positive impact on the development of all sectors. The Tourism Carrying Capacity is under surveillance. The main challenge in developing tourism is to increase the number of recreation centers and hotels. A lack of awareness in the regions impedes the development of tourism. Every zone needs a plan of infrastructure and tourism should be developed in line with the plan. An increase in the number of recreation centers and hotels will not only improve the quality of service but also lead to a drop in prices. However, due to political instability and inconsistent governmental management if the tourism policies are developed in a haphazard manner, Azerbaijan may end up over-exploiting its tourism market and soon may be at the verge of extending its Tourism Carrying Capacity.

2) Cambridge

Cambridge is a medium-size historic city and sub-regional center with a population of 118,000. It is also a premier tourist destination with up to four million visitors a year. Its main attractions are the historic buildings and spaces associated with the University and the Colleges. The river is also very popular with visitors as are the shops. On the back of its academic reputation Cambridge attracts a large number of small to medium-size conferences and it is an important center for teaching English as a foreign language.

In 2004 the industry was estimated to be worth £355m a year and supporting 6,780 jobs. Partly due to the nature of the attractions and partly because of its proximity to London (54 miles), day trips predominate, though there is a significant overnight business for short stays and room occupancy is good. Numbers peak through from late spring to early autumn, though with some good business during the other vacations. Car is the dominant mode of travel; the fast rail services to London have made this an increasingly attractive alternative in recent years. Many day visitors arrive by coach.

The principal destination management issues that have arisen from the growth of tourism in this historic town include the following:

- ◆ Congestion has an adverse impact on the Colleges, which are private places of study. This is particularly acute at peak times.
- ◆ Overcrowding and disruption to the traditional tranquility of the river.
- ◆ The displacement of local trades by souvenir and other tourist-orientated retail outlets.
- ◆ A growth in the number of cafe terraces on narrow streets.
- ◆ Traffic congestion from cars and an overspill of coach parking.
- ◆ Ensuring an adequate stock of accommodation to attract staying visitors.
- ◆ Competition from language students for accommodation.
- ◆ A high and unsustainable budget for running the tourism service.

The City Council has taken the lead in trying to address these issues and overall to make tourism more sustainable through a series of tourism strategies, with proposed co-

ordinated action between a range of partners. The Greater Cambridge Partnership commissioned a new Tourism Strategy and Action Plan in 2007. The City Council has also sought to ensure that tourism needs and demand management requirements are addressed through planning policies, e.g. allocation of sites for hotels and restriction of the development of language schools. Other measures introduced over time have been:

- ◆ charging by the colleges to manage application numbers
- ◆ the promotion of other attractions in the city and Blue Badge Guided tours to reduce pressure on some of the hot spots
- ◆ licensing street cafes
- ◆ the development of a comprehensive Park and Ride system
- ◆ promoting attractions around Cambridge to encourage longer stays.

The City Council is currently reviewing its tourism services and the relationship with the Town Center partnership with a view to reducing the budget exposure through an arm's length partnership arrangement. Three issues remain as challenges.

- ◆ Managing congestion on the river where there is no effective control over the number of punts available for hire.
- ◆ Providing effective coach parking, largely because of costs and the lack of a suitable site in a city where land availability is low and prices are very high.
- ◆ The growth of tourism-focused shops, which are outside planning control.



Figure 11: Cambridge Town

Protected areas - Tourism in protected areas is associated with appreciating and observing nature, scientific endeavour and education. This type of tourism is associated with minimal development of infrastructure and small-scale interventions in areas of normally-strong control and restrictive management. Carrying capacity issues concern the number of tourists, visitor flows and spatial patterns of concentration/dispersion vis-à-vis the protection of nature and the functioning of eco-systems but also the quality of experience of visitors.

1) Great Barrier Reef

The Great Barrier Reef (GBR) is one of Australia's most spectacular natural assets and is an area of global significance for marine biodiversity. Tourism to the GBR contributes nearly \$5 Billion to the Australian economy per annum. Tourists from all over the world, who travel to the GBR to experience and enjoy its magnificent coral reefs are the key drivers of this nature-based tourism system.

The GBR is however under threat from climate change and the sediments, nutrients, and pesticides from agriculture and coastal development. In addition, climate change may result in an increase in flooding, more intense tropical cyclones, and more damaging storm surges, all of which affect the coastal infrastructure tourism relies on. However, reef tourism on the GBR is not only affected by the health of coral reefs and damage to coastal infrastructure, it is also impacted by a range of national and international socio-economic and political drivers. Therefore, there is concern over the future of reef tourism on the GBR.

As the reefs of the GBR lie 20 km or more from the coast, the reef tourism enterprises that take visitors on boats to visit and enjoy reefs are key players in tourism on the GBR. Enhancing the resilience of the GBR's nature-based tourism system therefore requires the consideration of a wide range of factors and the involvement of a broad group of stakeholders. A process in which stakeholders collectively envision and agree to work towards a resilient future for reef tourism in the face of alternative plausible scenarios is a sound way to strengthen the resilience of the GBR's iconic reef tourism system.

GBR, like many marine eco-systems around the world, is under serious threat from a range of human activities. Climate change, and the resultant coral bleaching and ocean acidification is the foremost of these threats. Coral bleaching occurs when corals lose their symbiotic zooxanthellae due to thermal or other stress. The impacts from climate change are exacerbated by the interacting effects of fishing pressure and added nutrients from land-based activities such as farming. Therefore, there is concern over the continued impact of reef degradation and how this may impact on reef tourism. Many studies also prove that reef trips by divers and snorkelers could decline by up to 80% in response to a hypothetical decrease in coral and fish biodiversity. This corresponds to a reduction in tourism expenditure by divers and snorkelers on full-day reef trips in the Cairns area of about \$103 million per year.

Reef tourism has a small and concentrated impact on the health of the coral reefs on the GBR. Visiting and exploring coral reefs can result in damage to the coral substrate

through anchoring, snorkeling and diving. However, the severity of these impacts is much reduced through reef protection infrastructure (such as moorings and markers) and the adoption of best tourism practices. Moreover, reef tourism enterprises also play an active role in the conservation of the GBR and in raising awareness among the broader public.

Rural areas - Tourism in rural areas covers a wide range of purposes (motivations) and is usually associated with visiting areas of special beauty, being in nature, low intensity activities but widely dispersed around low density - often remote - rural communities. In some areas agro-tourism falls within this category. Carrying capacity issues involve questions about visitor flows, impacts on local society and culture, effects on rural economies, the spatial patterns of visitor flows, etc.

1) Spiti Valley

The Spiti Valley is a lesser known alternative to Leh and Ladakh. The spellbinding Spiti Valley, located in Himachal Pradesh in India, is often proclaimed by those who see it to be world within a world. With an average height of around 12,500 feet above sea level, it consists of stark high-altitude alpine land. This is scattered with small villages and monasteries, and enclosed by soaring peaks crowned with snow.

Spiti is bordered by Ladakh in the north, Tibet to the east, Kinnaur to the south east, and the Kullu Valley to the south. It shares the same religion as Tibet – Tibetan Buddhism. The majority of people who inhabit the area are farmers who produce crops of barely, wheat, and peas. They rise early every morning to attend to their crops. Only one crop



Figure 12

per year is possible, due to the extreme weather. Visits to Buddhist monasteries, yak safaris, treks to villages, village homestays, and cultural performances are some of the possible activities. Ecosphere Spiti, an award winning non-profit organisation focused on conservation and responsible tourism, is highly involved in the community there and can make all travel arrangements. They also offer two-week Volunteer Travel packages, involving a range of community initiatives.

A trip to Spiti would not be complete without exploring the villages, and discovering exactly what it's like to inhabit such a remote, high altitude environment. The harsh winters force residents to stockpile food and remain housebound for months at a time. During this period, they occupy themselves by making handicrafts.

There are a number of Spiti villages that are of interest:

- ◆ Kibber - the world's highest village with a drivable road and electricity, is located not far from Kaza at 13,800 feet (4,200 meters) above sea level.
- ◆ Komic - is Asia's highest village, with an altitude of almost 14,800 feet (4,500 meters) above sea level.
- ◆ Langza - known for its fossils, is a small village with a huge and colourful statue of Lord Buddha presiding over it. It has an altitude of 14,500 feet (4,400 meters) above sea level.
- ◆ Demul - is a lively and alluring village, with a captivating vista at 14,300 feet (4,360 meters) about sea level. It is an excellent place to spend a day or two.
- ◆ Lhalung - located at a height of 12,000 feet (3,660 meters) above sea level, is rich in diverse flora including Seabuckthorn trees.
- ◆ Dhankhar - is a large and remarkable village, that was once the capital of Spiti. Located 12,760 feet (3,890 meters) above sea level, the village is an unforgettable sight as it balances precariously on the edge of the cliff face. Attractions include the Dhankhar monastery, ruined fort, lake and awe inspiring views.

The treacherous weather in Lahaul and Spiti permits visitors to tour only between the months of June to October, when the roads and villages are free of snow and the high passes (Rothang La and Kunzum La) are open. It is possible to access Spiti from Kinnaur (along the Sutlej) all through the year, although the road is sometimes temporarily closed by landslides or avalanches.

Mountain areas - These are likely to resemble the intensive development, mass tourism category, often centered around winter sports. Carrying capacity issues include environmental impacts from large scale infrastructure or access roads on natural eco-systems, microclimate change from artificial snow, vegetation cover losses and soil erosion, landscape deterioration, but also congestion of facilities and waste management.

1) Shimla

Shimla is the capital city of the Indian State of Himachal Pradesh, located in northern India. It is bounded by Mandi and Kullu in the north, Kinnaur in the east, the State of Uttarakhand in the south-east, and Solan and Sirmour to the south. The elevation of the city ranges from 300 to 2200 meters. [clarification needed] Shimla is well known as a hub for India's tourism sector. It is among the top 10 preferred entrepreneurial locations in India.

In 1864, Shimla was declared as the summer capital of British India, succeeding Murree, northeast of Rawalpindi. After independence, the city became the capital of Punjab and was later named the capital of Himachal Pradesh. Shimla came into existence from 1st Sept, 1972 on the reorganisation of the districts of the State. After the reorganisation, the erstwhile Mahasu district and its major portion was merged with Shimla. Its name has been derived from the goddess Shyamala Devi, an incarnation of the Hindu goddess Kali. As of 2011 Shimla comprises 19 erstwhile hill States mainly Balson, Bushahr, Bhaji and Koti, Darkoti, Tharoch & Dhadi, Kumharsain, Khaneti & Delath, Dhami, Jubbal, Keothal, Madhan, Rawingarh, Ratesh and Sangri.

As a large and growing city, Shimla is home to many well-recognised colleges and research institutions in India. The city has a large number of temples and palaces. Shimla is also well noted for its buildings styled in Tudorbethan and neo-Gothic architecture dating from the colonial era. Owing to its scenic terrain, Shimla is home to the legendary mountain biking race MTB Himalaya. The event was started in 2005 and is now regarded as the biggest event in South East Asia.

The Kalka-Shimla railway line, constructed in 1906, added to Shimla's accessibility and popularity. The railway route from Kalka to Shimla, with more than 806 bridges and 103 tunnels, was touted as an engineering feat and came to be known as the "British Jewel of the Orient". In 2008, it became part of the UNESCO World Heritage Site, Mountain railways of India.

The historic town and international tourist destination, Shimla is glaringly ill-equipped with vision to handle even a few inches of snowfall. Repeatedly, year after year, Shimla faces similar problems when temperature dips below zero degrees or there is a snowfall. The water supply pipes freeze, it becomes dicey to walk on roads, and traffic goes off in Shimla and on National Highway-22 ahead of it, power supply trips, making it a tough living for the locals and a disappointing stay for tourists, at least for a couple of days. Shimla has a populace of 1.6 lakhs and it receives 23-24 lakh tourists every year, with a good number in winters also.

Shimla is also grappling with mounting traffic congestion, the city municipal corporation though has roped in consultants to draw up a long-term master plan but even an expanded fleet of buses with a limited road network has failed to improve public transport services and ease commuters' woes.

2) Manali

Unavailability of adequate parking space in Manali and its various tourist spots including Rohtang, Marhi, Vashisht and Manikaran, besides Hadimba temple, spoils things for

tourists, who are left dealing with this problem, besides traffic congestion for hours rather than having fun.

Random parking on roads also causes long traffic jams. Tourists end up spending quite a bit of their time in either finding parking space or waiting for traffic jams to ease. Things get worse during public holidays, long weekends and the holiday season, when hordes of tourists descend on Manali. A 20 km narrow road stretch between Kothi and Marhi where heaps of snow is lying along the roadside is attracting tourists. But there are traffic jams when they leave their cars parked on the highway to have some fun in the snow.

Marhi and Beas Nullah have parking capacity of around 200 vehicles but more than 2,000 vehicles coming here everyday makes things difficult. Hadimba temple and Vashisht, each have a parking capacity of 50 vehicles, Manikaran can accommodate maximum of 300 vehicles and Solang valley has a parking capacity of 400 vehicles. However, the number of vehicles that reach these places is much more than their parking capacity. All seven parking places in Manali can accommodate a maximum of 1,000 vehicles which is insufficient for an average of 5,000 local and tourist vehicles here.

Explaining the major causes of traffic jams, police officials say that tourists and local taxi drivers do not cooperate with them and break traffic rules. City traffic in-charge officials say that the police tries to be welcoming to tourists, but they create severe traffic bottlenecks. Border Roads Organisation has officially closed the Manali-Rohtang highway for all vehicles and heaps of snow along the roadside have engulfed half of the highway. However, people still go there and the portions of the highway, which do not have snow, become a parking lot for them. People park their vehicles wherever they see an empty space and disappear from there. These are all hazards that have cropped up due to exceeding the Tourism Carrying Capacity in Manali. Authorities are trying their best to widen the roads. However, being a mountainous area, there are limits.



Figure 13: Traffic congestion at Rohtang Pass

EMERGENCE OF THE CONCEPT OF ECOTOURISM IN INDIA

Contents

27.1	Introduction	740
27.2	Actors in Ecotourism	741
27.3	History of Ecotourism in India	743
27.4	The Indian Tourism Product	749
27.5	Constraints of Growth in Ecotourism Sector in India	757

27.1 Introduction

Since ages, nature worship and the conservation ethics have been an inseparable part of Indian thought and traditions. Traces go back to ancient civilizations of India, when people used to nurture the philosophy of the oneness of life. The Indian tradition has always taught that humankind is a part of nature and one should look upon all creation with the eyes of love and respect.

It is tragic that since the last few decades, the mad quest for the material end and economic progress in India and abroad has become identical with the exploitation of nature in all its appearances. Today, the entire world is facing a deep crisis and is in the danger of being doomed. The rich forest areas and biological diversities have been relentlessly divested to erect concrete walls. The continuous denuding of forest reserves has led to Global Warming and Greenhouse Effects. Fortunately, this has led to some realisation, and now the world has awakened for new beginnings about human responsibility towards nature.

Visitors have long been travelling to natural areas under the guise of recreation and tourism. This has led some observers to question whether ecotourism is simply a new name for an old activity. However, several changes apparently have occurred in the last decade. First, there has been growth in visits to many natural areas, particularly in developing countries. Second, many economic development professionals increasingly have viewed natural-area visitation as a tool for providing employment in regions that have experienced decline, or lack of development, in other industries.

Third, many conservation and resource management professionals increasingly have viewed natural area visitation as an avenue for enhancing natural area finance and providing conservation-related benefits, particularly to residents living near natural areas. Fourth, there has been increasing attention paid to improving the sustainability of all tourism activities, including those occurring in natural areas. Thus, although ecotourism may not represent an abrupt departure from historic recreation and tourism, it does represent a change in the level of visitation for many areas and a change in the goals that various stakeholders attach to this visitation.

Ecotourism is entirely a new approach in tourism. Ecotourism is travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people. In short, ecotourism can be categorised as a tourism programme that is - “Nature based, ecologically sustainable, where education and interpretation is a major constituent and where local people are benefited.” All this together can be called ecotourism. If a travel does not satisfy any one of these constituents, then it is not called a real ecotourism venture.

27.2 Actors in Ecotourism

Ecotourism is defined as¹ “responsible travel to natural areas that conserves the environment and improves the well-being of local people.” In the late 1980s, ecotourism was an unknown entity that was just beginning to emerge in the popular lexicon. Its growth was spurred by the ongoing debate over tourism and the environment and as a direct result of the enthusiasm for ecologically sustainable development. At first, its potential market base was seen to be small although, as a new product, its growth potential was seen to be large.

However, this niche concept changed in the early 1990s. The term ecotourism struck a chord with the tourism industry, the travelling public, and with private and public sector agencies charged with the promotion of tourism products. Ecotourism became a buzzword. The explosion of interest in ecotourism led to the emergence of a lively debate among academics and industry leaders about the merits of the activity. This same period saw rapid expansion in the number of ecotourism operators and the emergence of specialist tour wholesalers and retail travel agents to market ecotourism products.

By the mid 1990s, ecotourism, as a concept, began to enter a period of maturity. Many of the claims made in earlier years began to be disputed, and the legitimacy of many players to call themselves ecotourism products was challenged. The travelling public either has become more aware of what ecotourism encompasses or more critical about the idea to accept blindly the claims that mass tourism destinations are ecotourism destinations. Assumptions regarding the benefits of ecotourism have been challenged through empirical research. As a result, a more realistic understanding of what the

¹ What is eco-tourism? The International Ecotourism Society, 1990

product entails and the benefits it can provide is emerging. Such products are basically formulated, first and foremost, by involvement of actors.

Ecotourism often involves numerous actors, including:

- ◆ Visitors;
- ◆ Natural areas and their managers, including both public and private areas;
- ◆ Communities;
- ◆ Businesses, including various combinations of local businesses, in-bound operators, outbound operators, hotel and other accommodation providers, restaurants and other food providers, and so on;
- ◆ Government, in addition to its role as a natural area manager; and
- ◆ Non-governmental organisations, such as environmental and rural development NGOs.

The relevant actors will vary across sites. For example, local communities may be present at some sites, but not others. Likewise, businesses may play a large role at some sites, but little or no role at others.

A common phenomenon is that ecotourism can generate both symbiosis and conflict between the actors. The potential for ecotourism to result in symbiosis between conservation (e.g., natural areas) and development (e.g., businesses) has been widely touted, but the potential for conflict should not be ignored. For example, natural area managers and ecotourism businesses have a shared interest in conserving the natural environment. However, there often is conflict regarding the point at which tourism activity jeopardizes this conservation.

All said and done, there is no doubt that the Travel and Tourism Industry provides vast opportunities for Socio-Economic growth and Employment. Tourism now is the largest sector in the world wide exports of goods and services. At nearly \$2.4 trillion in 2014, travel and tourism's direct industry gross domestic product (GDP) represented almost 3.1% of global GDP and was larger than the chemicals manufacturing and automotive manufacturing sectors. Developing economies are benefiting more than developed economics because inbound travel dollars exceed outbound travel dollars for them.

Tourism has been performing an important role in the development of our country. According to The World Travel and Tourism Council, tourism generated 9.2% of India's GDP in 2018 and 8.1% of its total employment. The tourism sector is also predicted to grow at an annual rate of 6.9% by 2028. That shows the rapid expansion and tremendous impact on national economic, social life and international understanding. It is a powerful medium of redistribution of resources from the rich to the poor, from the developed to the developing economics, from advanced countries of the west to the economically backward countries of the third world. Tourism is an industry with great employment potential. It provides a vast spectrum of employment from highly trained Managers of 5-star Hotels to Room Boys, Sales Guides, Cooks, Waiters, Tourist Guides.

There is also vast potential for self-employment in a variety of ancillaries such as horticulture, handicrafts entertainment and in fact there are a few activities in which the potential for providing gainful employment is wide ranging. Tourism, if given proper thrust can possibly create 25 million jobs directly by the end of the 10th five year Plan and Hotels and tourist transportation services between these two can provide the maximum employment. If taxes are reduced and incentives given, we can create competition with neighbouring countries with growing demand for hotels. Accommodation in India needs to be stepped up to meet the growing tourist demands.

Though India's earnings from inbound travel have shown a growth in rupee terms, they have stagnated in absolute dollar terms. The reasons could be the lack in the growth of business travel and events like earthquakes, riots, insurgency in parts of India which kept high end tourists away from India. There is a need for more liberalisation in the aviation sector to have more airlines operating to India with greater frequency. Even our Airports need to be modernised to take modern wide-bodied jets with a lot of facilities for business travellers. City Airport concept to be promoted as now most of the business deals are done at airports only. The growth in disposable income and ease in internal travels have resulted in the domestic tourist movement in India and in fact, the figure has doubled over a period of 3/4 years to about 5 million domestic tourists. One positive thing has been seen with the growth of tourism and that relates to the secondary and tertiary effects of tourism in the form of increased purchases of Indian goods, benefits to the transport industry, catering, entertainment and other travel related services. This in turn drives the demand in the manufacturing sector and creates employment, and further drives demand due to higher disposable incomes.

We are moving towards the right track but very slowly. It needs proper speed for growth with a lot of investment and incentives. Hope in the new budget tourism industry will be treated as "Infrastructure" and accordingly benefits accruing to the infrastructure industry development will be available for the tourism sector. Tourism is an industry with heavy initial investment, longer gestation period for profitability, high maintenance and this has 'infrastructure grouping', a basic need for growth of tourism.

27.3 History of Ecotourism in India

India, a country situated in south Asia, is of subcontinental dimension with a population of over one billion people. India is primarily an agricultural economy with a vast range of crops. The livelihood of over 60% of the population continues to be based on agriculture. Of late, there has been a growing trend of urbanisation and diversification away from agriculture.

The industrial sector is now playing a larger role in the economy. After the economic liberalisation in 1991, the industrial and services components of the economy have shown a high rate of growth, and today services contribute 46% of the GDP. India is rated as the fourth largest economy in the world based on the "purchasing power parity" method of calculating per capita GDP.

India, the land of varied geography offers several tourist destinations that not just de-stress but also rejuvenate you. There are several ways to enjoy Mother Nature in most pristine ways. The few places like the Himalayan Region, Kerala, the northeast India, Andaman and Nicobar Islands and the Lakshadweep Islands are some of the places where you can enjoy the treasured wealth of Mother Nature. Thenmala in Kerala is the first planned ecotourism destination in India created to cater to the Ecotourists and nature lovers.

India's topography boasts of an abundant source of flora and fauna. India has numerous rare and endangered species in its surroundings. The declaration of several wildlife areas and national parks has encouraged the growth of the wildlife resource, which reduced due to the wildlife hunt by several kings in the past. Today, India has many wildlife sanctuaries and protection laws. Currently, there are 104 national parks and 551 wildlife sanctuaries in India, which works for the protection and conservation of wildlife resources in India.

There are numerous Botanical and Zoological Gardens in India, which are working towards the enhancement of the Eco-system. Poaching has stopped to a large extent. There are severe punishments for poachers, hunters and illegal traders of animals and trees. Tree plantations are taking place in several places. There are several animal and plant rights organisations, who fight for the rights of the animals and plants. Numerous organisations and NGOs are coming forward to provide environmental education to the common people at the grass root level.

Ecotourism in India

Tourism is not new to India. There are various sources that document that kings and governing authorities in ancient India had made special arrangements for Buddhist pilgrims in the form of Panthasalas or planting shady trees enroute, watershed and these are basically the seed planted which grew at a later stage as wayside amenities – Hotels, Motels, Rest Rooms etc. Even tourists are not new to India. During olden days, we hear about the tourists like Megasthins, Huen Tsang or later date Iban Bratula or Fahien undertaking long tours to Buddhist pilgrimage centers or visiting educational centers like Nalanda University Taxashila. In fact, their Travelogues are the great source for getting information about India, which they reflected as “India” Experience in their books. “Indika” of Megasthins remained as the major source to know authentic information about the heydays of the Maurya period of the Indian history. Even they talk of good roads, sarais and the safety of travel. In fact, the objective of travel to India was initially more of religious purpose or higher education. The purpose now for present day tourists is more of leisure or for experiencing a new culture or looking for something, which is unique. To that extent, a country like India is known for its unique culture, its festivals and fairs, its wildlife, Himalayas etc.

The systematic development of tourism in India is also linked with the Industrial revolution and the change in the mode of travel with introduction of Rail travels, Aviation and automobile revolution. The air travel supplemented by Railways brought a sea-change

in the global movement and India also became a tourism partner. However, in the 19th century, India did not become a prime destination for the overseas travellers. It had mainly a domestic tourism with focus on Pilgrimage tourism. It was on the principle of Chardham initiated by Sankaracharya at four corners of India and that was our main tourism base.

Even after independence, it did not get the momentum and it always remained as a low priority sector. In fact, in the first Five Year Plan 1951-56, there was not even a simple reference of tourism in the Plan document, though there was a greater understanding that tourism could be a great source for earning foreign exchange for the country which got independence and could be a great source for employment and global understanding of India as a holiday destination.

However systematic development of tourism in India started from the 2nd Five Year Plan (1956-61), when there was some allocation for tourism development and thus tourism was recognised in the Plan document and emphasis was put for its systematic development. A Parliamentary committee was formed to give expert suggestions (Sergent Committee Report was the base for future development. Later on there was Jha Committee which gave varied suggestions).

The concept of development was very basic – provision of facilities for tourists at selected tourist centers, approach to development was sharing the cost on 50:50 basis with the State governments. As the cultural tourism was the main thrust most of the developmental activities were around archaeological sites viz Taj Mahal in Agra, Buddhist sites, (Ajanta-Ellora) or the main tourist itinerary the golden triangle - Delhi - Agra - Jaipur or at the four entry points Viz Mumbai, Delhi, Kolkata and Chennai.

Concept of Ecotourism in India is something that came into consciousness during the latter part of the eighties, and so the history of ecotourism can safely be said to have begun during this period. The history of ecotourism can also be said to have begun and been known to mankind for many centuries. Now, after the history of Indian ecotourism has seen many changes, we are becoming aware of the need to conserve our natural resources and find means to prevent the ravages to nature that mass tourism is inflicting. As such, the present day ecotourism shows it as being the fastest growing tourism space in all of tourism as a whole across the globe.

India's tourist strength lies not only in its historical monuments, natural beauty, mysticism, myriad culture as represented through its various dance forms, festivals but also in the warm hospitality extended to its guests. This warm hospitality is not outwardly shown, it comes from the heart which is inbuilt in our culture. The motto, "Atithi Devo Bhava" is designed to reinforce the feeling of pride in servicing the guests. It is an exercise to build a sense of responsibility about their profession in those who are stakeholders in the domain of tourism such as taxi drivers, baggage handlers, auto-rickshaw drivers, hotel staff, airlines staff, airport officials, Immigration officers, Custom Officers etc. In fact, since these segments have a diverse base ground, education and levels of sophistication, the training is also divided in two-three categories. However, the sole aim is to build a

sense of responsibility about their profession, to make their importance in the tourism chain, to create awareness about the benefits tourism brings to the country in general and how important a role they play, how their positive behaviour can act as a catalyst to boost tourism.

While talking of quality service, under this programme there are two important areas. First, there will be a set of conduct and regulatory standard, and second, through training which will be followed by certification and regular controls which in turn will bring continuous upgrading. There will be recognition for the Best Taxi Driver, the Best Tour Operator of the month, of the quarter...etc. The whole aim is to bring professionalism in the service business. Atithi Devo Bhava will emphasize on Hygiene (personal and product) Honesty and Integrity, Courtesy and Etiquettes, Safety and Security (of guests and his belonging) and a very tourist friendly attitude. Key stakeholders which are included in this programme are based on 3 segments, unskilled, semiskilled and skilled professionals.

In the first two categories, loaders, coolies, porters, taxi drivers, tourist coach drivers, baggage handlers, roadside shopkeepers, cycle rickshaws pullers, and in the other group the tourist operators, tourist boutique owner, Restaurant and Hotel Staff (Middle and down level) Customs, Immigration, Airport CISF etc. Training will focus on Hygiene, Behaviour (Politeness) Integrity (tourists are not cheated or over charged pricewise) safety and security of tourist place in the area, helpful attitude and maintain dignity etc.

Initially the programme will be for 7 cities like Delhi, Jaipur, Mumbai, Goa, Aurangabad, Agra, Kolkata and in next financial year this programme will be rolled in other important cities of India.

Atithi Devo Bhava will be marketed as a symbol of quality and foreign tourists will be told to look out for the ADB logo/sticker which will mean that the service on offer is of certain minimum quality. Atithi Devo Bhava besides training is also to undertake "Contact Programme" with the tourism trade in order to get their active participation and ownership of Atithi Devo Bhava Programme. There will be Mass Media Communication in Newspaper, TV, Cinema and outdoors to create general awareness about Atithi Devo Bhava Programme and communicate to key stakeholders as to how it is in their own interest that foreign tourists be treated well and that they should go back with happy memories of their visit to India. Thus, in future with word of mouth publicity will bring more tourists to India and we can double our international tourists arrivals and get benefits through their longer stay in India.

Why India ?

- ◆ Sanskrit is the mother of all the European languages. Sanskrit is the most suitable language for computer software reported in Forbes Magazine, July 1987.
- ◆ Ayurveda is the earliest school of medicine known to humans. Charaka, the father of medicine, consolidated Ayurveda 2500 years ago. Today Ayurveda is fast regaining its rightful place in our civilization.

- ◆ Although modern images of India often show poverty and lack of development, India was the richest country on earth until the time of British invasion in the early 17th century.
- ◆ The art of Navigation was born in the river Sindh 6000 years ago. The very word Navigation is derived from the Sanskrit word NAVGATI. The word navy is also derived from Sanskrit 'Nau'.
- ◆ Bhaskaracharya calculated the time taken by the earth to orbit the sun hundreds of years before the astronomer Smart; Time taken by earth to orbit the sun: (5th century) 365.258756484 days.
- ◆ The value of pi was first calculated by Budhayana, and he explained the concept of what is known as the Pythagorean Theorem. He discovered this in the 6th century long before the European mathematicians.
- ◆ Algebra, trigonometry and Calculus came from India; Quadratic Equations were by Sridharacharya in the 11th century;
- ◆ The largest number the Greek and the Romans used were 10^6 (10 to the power of 6) whereas Hindus used numbers as big as 10^{53} (10 to the power of 53) with specific names as early as 5000 BCE during the Vedic Period. Even today, the largest used number is Tera 10^{12} (10 to the power of 12)
- ◆ According to the Gemological Institute of America, up until 1896, India was the only source for diamonds to the world.
- ◆ USA based IEEE has proved what has been a century-old suspicion in the world scientific community that the pioneer of Wireless communication was Prof. Jagdeep Bose and not Marconi.
- ◆ The earliest reservoir and dam for irrigation was built in Saurashtra.
- ◆ According to Saka King Rudradaman I of 150 CE a beautiful lake called 'Sudarshana' was constructed on the hills of Raivataka during Chandragupta Maurya's time.
- ◆ Chess (Shataranja or AsthaPada) was invented in India.
- ◆ Sushruta is the father of surgery 2600 years ago he and health scientists of his time conducted complicated surgeries like cesareans, cataract, artificial limbs, fractures, urinary stones and even plastic surgery and brain surgery. Usage of anesthesia was well known in ancient India. Over 125 surgical equipment were used. Deep knowledge of anatomy, physiology, etiology, embryology, digestion, metabolism, genetics and immunity is also found in many texts.
- ◆ Over 5000 years ago, even when most of the cultures were only nomadic forest dwellers, Indians established Harappan culture in Sindhu Valley (Indus Valley Civilization).
- ◆ The place value system, the decimal system was developed in India in 100 BC.
- ◆ 'Explore India: You Will Always Come Back Richer'.

Somewhere there is a need to make a beginning and the beginning has been made very successfully. Tourism is everybody's business and we will do it to make India-most tourism friendly country in the world.

Some milestones in Tourism and Ecotourism Planning in India:

- Higher outlay for Tourism in the 10th Five Year Plan (Rs. 3000 crores)
- Higher outlay in Tourism Budget 2005-06 - Domestic Tourism given high priority in the budget outlay for domestic tourism campaign is hiked five times from Rs.14 crore to Rs. 70 crore.
- Significant increase in allocation for tourism infrastructure creation of yatri niwas, wayside amenities, Govt. lodges, tourist transport etc.
- A sum of Rs. 41,575 crores has been proposed as against Rs. 279 crores - Tourism schemes for the North East Region and Sikkim have higher allocation - Rs. 79 crore as against Rs. 50 crores in last year.
- The total budget allocation for the tourism has been increased - Rs. 786 crores as against Rs. 500 crores in 2004-05.
- Overseas promotion budget increased to Rs. 210 crores as against Rs. 104 crores in 2004-05.
- A special package of Rs. 450 crores for Highway development in North Eastern Region.
- Many steps were announced for strengthening the infrastructure. The National Highway Development Project to be launched for which Rs. 1400 crores provided for four laning of 4000 km.
- In overall terms, outlay for National Highways development increased from Rs. 6514 crores in 2004-05 to Rs. 9320 crores in 2005-06.
- Even Government is considering visas on arrival for selected countries on an Experimental basis in Delhi and Mumbai.
- Government is already seized with the rationalisation of taxes - luxury tax on hotels, tourist transport tax, Aviation Fuel tax to ensure India's importance among competitive neighbouring destinations.
- Impressing upon State Govts to be more realistic on the issues ATF. Tax reduction can increase more competitive air travel.
- More incentives to private sector to invest adequately for development of infrastructure.
- Continuous upgrading of facilities at Tourist centers, ASI monuments, airports.
- New tourism packages not only within India but combined packages of Buddhist sites across the BIMSTEC countries, Adventure Tourism packages and cruise packages.
- Allowing FDI up to 100% under the automatic route in construction development project which would include hotels, resorts, hospitals, educational institutions,

recreational facilities, would have multiplier effect on economy by boosting construction activities.

- Country would need 1,50,000 more rooms for tourists and investment about Rs. 45,000 crore for this purpose is needed. Above policy is very good for that purpose with 100% FDI in hotels, resorts, etc.
- States have been directed to review land use provisions for this purpose so that land can be made available to the investors at a reasonable price or long term lease basis.
- Single window clearance rather than multi places for clearances to boost investments.
- States have been directed to initiate policies encouraging private sector to have rationalisation of taxes on tourism related activities and better connectivity to tourism spots.
- In Railways, an integrated Railways modernisation plan has been envisaged. The facility for booking tickets through internet is already in place and improvements in Rail coaches/ facilities have already taken place.
- More direct and speedy trains between Delhi-Howrah, Delhi-Chennai and other places have been launched.
- IRCTC is taking care of tourism and catering facilities in Railways.
- National Tourism Policy 2002 launched.
- Hunar Se Rozgar Programme launched.
- The Ministry launched its International TV Campaign 2010-11- Europe.
- “Clean India” campaign launched.
- Swadesh Darshan Scheme has been launched with a vision to develop theme-based tourist circuits in an integrated manner.
- e-Visa is available to the nationals of 163 countries.
- Incredible India 2.0 campaign has been launched to cover both major and emerging markets.
- Paryatan Parv was organised in October 2017 for drawing focus on the benefits of tourism by showcasing the cultural diversity of the country and the reinforcing the principle of “Tourism is for All”

27.4 The Indian Tourism Product

India has spectacularly attractive natural and cultural tourist attractions. It has a rich, over 5000-year-old, cultural heritage and thousands of monuments and archaeological sites for tourists to visit and enjoy. The remains of one of the most ancient river valley civilizations of the world (the Indus Valley civilisation) are found in India and Pakistan. The Taj Mahal and 16 other World Heritage Properties and several national heritage sites are in India. The country abounds in attractive and well-preserved historical sites and

ancient monuments of architectural grandeur. There is a vast variety of building styles, which chronicle the cultural and historical diversity of their creators.

India offers enormous diversity in topography, natural resources and climate. There are land-locked mountainous regions, lush valleys and plains, arid desert regions, white sandy beaches and islands. Central India has numerous wildlife sanctuaries with countless varieties of flora and fauna. The country has unparalleled cultural diversity, a kaleidoscope of races, languages, religions, customs and traditions. Indians have embraced almost all the major religions of the world and the country has given rise to five religions: Hinduism, Buddhism, Jainism, Sikhism and “Tauhid-i-illahi” of Akbar.

The geographical diversity of India provides opportunities for a wealth of outdoor and adventure sports activities. There is something for all tastes and interests, from the “soft” adventures to fast-paced thrills, and there is something for every level of experience. The prices are highly competitive. The major adventure tourism activities are trekking and skiing in the Himalayas, river rafting in the Ganges, water sports in Goa, trout fishing in Himachal Pradesh, heli-skiing in Himachal Pradesh, wind surfing, scuba diving and yachting in Andamans and Lakshadweep Islands. India has some of the best beaches in the world, many of which are still unexplored, as in the Andamans and Lakshadweep Islands.

Hospitality to visitors is an ancient Indian tradition. The peoples’ lifestyles are varied. Life is full of culture, fairs and festivals, colour and spectacle. India is a land of folk fairs and festivals, some say that there is a fair each day of the year. Some of the important fairs and festivals are the Pushkar fair in Rajasthan, the Crafts Mela at Surajkund, Holi and Diwali in North India, Pongal in Tamil Nadu, Onam in Kerala, Baisakhi in Punjab, Bihu in Assam, dance festivals at Khajuraho and Mamallapuram. Tourism in India can be a gastronomic delight. Each region has its culinary specialty and beautifully printed and expertly written cookbooks are on sale. But the best part is to sample the exotic fare in the thousands of restaurants.

India has several forms of art and handcrafts. Bharatnatyam, Odissi, Kathakali, Kuchipudi, Mohiniattam are some of the most popular forms of classical dances which have their origins in various parts of the country. Every dance form has a precise vocabulary of emotions (love, yearning, sorrow etc.) and these are displayed by dance gestures that involve the body, arms, fingers, face and eyes.

India is a treasure-trove of handcrafts. The options available include the gamut of multi-storied shopping plazas, air-conditioned stores selling a hand-picked assortment of crafts from every corner of the country, through whole streets of shops selling specialty goods, to local fairs, where street stalls, set up overnight, stock a variety of exotica.

Ecotourism Resources of India -

Ecotourism is about uniting conservation, communities and sustainable travel. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- ◆ Minimise impact.
- ◆ Build environmental and cultural awareness and respect.
- ◆ Provide positive experiences for both visitors and hosts.
- ◆ Provide direct financial benefits for conservation.
- ◆ Provide financial benefits and empowerment for local people.
- ◆ Raise sensitivity to host countries' political, environmental and social climate.

The geographical diversity of India makes it home to a wealth of eco-systems which are well protected and preserved. These eco-systems have become the major resources for ecotourism.

Ministry of Tourism has also formulated Ecotourism guidelines for regulated and sustainable Tourism which have focused respect for the frailty of the earth to leave behind the rich natural heritage for future generations to enjoy. Leave only foot prints, take only photographs but do not take away from natural areas and heritage monuments, encourage local culture, respect local traditions and help in their conservation efforts: do not buy products made from endangered plants or animals such as wildlife skins, ivory, tortoise shell: Always follow designated trails so that animals, plants are not disturbed and try to respect the natural habitats, and support them and those products which promote the cause of environment protection etc., all these have been focused in the Ecotourism guidelines.

Most of our tour operators, who operate tours in the fragile nature zones, have adopted these ASTA eco-practices (American Society of Travel Agents) for the Ecotourism business, and organise a briefing session before the start of tours in the forests and mountains to educate their clients. Like the airlines do inside the aircraft before takeoffs. Being latecomers in tourism, we have learnt enough from the mistakes of man and tourism developed countries, and have imitated the right steps.

The key elements of ecotourism include a natural environment as the prime attraction, an optimum number of environment-friendly visitors, activities that do not have any serious impact on the eco-system and the positive involvement of the local community in maintaining the ecological balance. Ecotourism can take many forms and magnitudes e.g. engrossing oneself in a beautiful natural forest or landscape - watching animals, birds and trees in a forest, corals and marine life in sea, engaging in trekking, boating or rafting, wandering amongst sand dunes - these are some of the common forms of ecotourism.

India boasts of thousands of years of cultural and natural heritage with 104 national parks, 551 wildlife sanctuaries, more than 2.4 million temples, mosques and churches, magnificent forts and palaces, the towering Himalayas, a large coastline and infinite other attractions. India is among the top five destinations for individual travellers among 134 countries, and finds mention in a list of 101 best hotels in the world. Moreover, the geographical diversity of India is its wealth of eco-systems, which are well protected

and preserved. These eco-systems have become the major resource for ecotourism in India.

Some eco-systems and resources are discussed in detail below. In order to have a synoptic view of these ecotourism resources of India, an attempt has been made in the following pages to explain them separately:

- ◆ Biosphere Reserves
- ◆ Mangroves
- ◆ Coral Reefs
- ◆ Deserts
- ◆ Mountains and Forests
- ◆ Flora and Fauna
- ◆ Seas, Lakes, Rivers and Wetlands
- ◆ Caves and Natural Heritages

Biosphere Reserves

Biosphere reserves are multi-purpose protected areas, for preservation of the genetic diversity and the integrity of plants, animals and microorganism in representative eco-systems. There are eighteen such reserves in India at present. These are Nilgiri, Nanda Devi, Nokrek, Great Nicobar, Gulf of Mannar, Manas, Sunder bans, Simlipal, Dibru - Saikhowa, Dehang - Dibang, Pachmari, Khangchendzonga, Agasthyamalai, Achanakamar - Amarkantak, Kachchh, Cold Desert, Seshachalam Hills and Panna.

Mangroves

Mangroves are very specialised forest eco-systems of tropical and sub-tropical regions bordering sheltered seacoasts and estuaries. Major mangrove areas are Northern Andaman and Nikobar Islands, Sunder bans (West Bengal), Bhitarkanika and Mahanadi Delta (Odisha), Coringa, Godavari Delta and Krishna and estuary (Andhra Pradesh), Pichavaram and Point Calimere (Tamil Nadu), Goa, Gulf of Kutch (Gujarat), Coondapur (Karnataka), Achra/ Ratnagiri (Maharashtra), and Vembanad (Kerala).

Coral Reefs

There are four major coral reefs identified in the country so far namely; Gulf of Mannar, Andaman and Nicobar Islands, Lakshadweep Islands and Gulf of Kutch.

Deserts

The Great Thar Desert and the little deserts in the North Western Regions of the country are endowed with distinct eco-systems, which have fascinated tourists from all over the world.

Mountains and Forests

The great Himalayas and other mountain ranges in the country, with the snow-clad slopes, forests and rivers, have also become great attractions for ecotourists. The total forest cover of India is 7,12,249 sq. km. which is 21.67% of the geographical area of the country.

Flora and Fauna

India is floristically very rich. There are about 49,003 plant species in India. The country also has a great variety of fauna, numbering, a little over 65,000 known species, including 1,228 of birds, 428 of reptiles, 372 of mammals, 204 of amphibians and 2,546 of fish. In order to protect and preserve these genetic constituents; India has created a number of National Parks and Wildlife Sanctuaries in different parts of the country. Some of these, which have already become popular with tourists, are Kaziranga and Manas in Assam, Jim Corbett in Uttarakhand, Keoladeo Ghana, Ranthambore and Sariska in Rajasthan, Kanha and Bandhavgarh in Madhya Pradesh, Simlipal in Odisha and Bandipur in Karnataka.

Water Resources - Seas, Lakes, Rivers and Wetlands

The Arabian Sea, the Indian Ocean and the Bay of Bengal brace the sides of the Indian subcontinent except for the northern boundary. The land mass of India is crossed by several rivers and dotted by lakes at many places. These water bodies provide attractive opportunities for water sports.

Some Ecotourism resources are listed below:

A. ECO PARKS

- ◆ Karnala Bird Sanctuary
- ◆ Parambikulam Wildlife Sanctuary
- ◆ Bheemeshwari Wildlife Sanctuary
- ◆ Similipal Tiger Reserve
- ◆ Chilika Lake
- ◆ Neora Valley National Park
- ◆ Bharatpur Bird Sanctuary
- ◆ Periyar Sanctuary
- ◆ Bandipur National Park
- ◆ Sariska Tiger Reserve
- ◆ Ranthambhore National Park
- ◆ Corbett National Park
- ◆ Kanha Tiger Reserve
- ◆ Dachigam National Park

- ◆ Dudhwa National Park
- ◆ Nagarhole National Park
- ◆ Silent Valley National Park

B. ECO PLACES

- ◆ Rabangla
- ◆ Namdapha National Park
- ◆ Sangla Valley
- ◆ Naggar
- ◆ Dalhousie
- ◆ Rishikesh
- ◆ The Floating Islands
- ◆ Nokrek Biosphere
- ◆ Siju Cave
- ◆ Tawang Pass
- ◆ Simonga
- ◆ Coorg
- ◆ Coonoor
- ◆ Mahabalipuram
- ◆ Sela Pass
- ◆ Sonamarg
- ◆ Kumbhalgarh
- ◆ Mount Abu
- ◆ Pachmarhi
- ◆ Chandertal
- ◆ Lava and Lodaygaon
- ◆ Saputara
- ◆ Mandvi
- ◆ Diu
- ◆ Thirparappu Falls
- ◆ Pondicherry
- ◆ Yercaud
- ◆ Valparai

- ◆ Pollibetta
- ◆ Vythiri
- ◆ Kudremukh

C) ECO FAUNA

- ◆ Rufous - Necked Hornbill
- ◆ Himalayan Tree Pie
- ◆ Red - Billed Blue Magpie
- ◆ Red Fox
- ◆ Himalayan Black Bear
- ◆ Scarlet Minivet
- ◆ Blue Mormon
- ◆ Blue Whistling Thrush
- ◆ Himalayan goral
- ◆ Himalayan griffon
- ◆ Himalayan musk deer
- ◆ Himalayan snow cock
- ◆ Hoolock gibbon
- ◆ Lammergeier
- ◆ Malayan Giant Squirrel
- ◆ Raven
- ◆ Serow
- ◆ Yellow Throated Marten

D. ECO DESTINATIONS

- ◆ Ladakh
- ◆ Nisargadhama
- ◆ Amboli
- ◆ Khekranala
- ◆ Karwar
- ◆ Velaghar
- ◆ Jawahar
- ◆ Andaman and Nicobar Islands
- ◆ ECO TRIVIA

- ◆ Edakkal Caves
- ◆ Karla Caves
- ◆ Western Ghats
- ◆ Lokpal or Hemkund
- ◆ Namdapha's Treasures
- ◆ Tami Tea Estate
- ◆ Stinging Nettles

E) ECO FLORA

- ◆ Chigoza
- ◆ Cobra Plant
- ◆ Cortigao Wildlife Sanctuary
- ◆ Deodar
- ◆ Himalayan Yew
- ◆ Karvi Bushes
- ◆ Magical World of Ferns
- ◆ Mussoorie Trees
- ◆ Shola Forests
- ◆ Warmwood
- ◆ World Tallest Rhododendron

F. ECO TREKS

- ◆ Wayanad Treks
- ◆ Brahmagiri Trek
- ◆ The Talathmane Circuit
- ◆ Baba Budanagiri Hills
- ◆ Kodachadri
- ◆ Mahabaleshwar to Pratapgarh
- ◆ Rupi-Bhaba Wildlife Sanctuary
- ◆ Bhriugu Lake

G. ECO ADVENTURES

- ◆ Bungee
- ◆ Jumping
- ◆ Hiking
- ◆ Paragliding
- ◆ River Rafting

27.5 Constraints of Growth in Ecotourism Sector in India

India enjoys a unique position as a possible tourist destination in the minds of holidayers in the Western World with an image of exotic culture, depth of religious feeling, diversity of experiences, magnificent scenery and rich architectural monuments. This makes India a truly stand-alone destination from competitors. But it also has some negative perceptions like poverty and disease, poor hygiene, strenuous journeys, poor internal travel facilities, crowded streets etc. Thus, the type of tourists who are likely visitors to India should be those who are widely travelled, well-educated and have the spirit of adventure. The cultural and nature types who are interested in active holidays, combining both outdoors and ethnic interest, like to experience a new culture, meet challenges and not all the time look for 5 star luxuries. Hence our campaigns overseas should focus on enjoying the spirit of India with culture, adventure and variety of experiences – festivals, cuisine, shopping, rail journeys etc.

The objectives behind the marketing plan overseas should have thrust on:

- a) Extending the season which otherwise remains restricted to winter months. It should place itself as a destination for all reasons and for all seasons.
- b) To focus on new areas by organising packages that facilitate tourists access to areas with infrastructure facilities, such as India beyond the Golden Triangle.
- c) Pricing to be looked into to make India more competitive, so that India can be promoted as value for money destination. The tax part needs to be looked into otherwise, we will overprice ourselves.
- d) Facilitation at airports with liberal entry formalities and continuous product development to match the needs of all types of tourists including budget tourists.

The strategy to look into consumer needs and dovetail P.R. and advertising campaign. Accordingly, P.R. should be used as a credible medium to address product interest, both TV and print media. All opportunities to reach the right contacts should be used to penetrate into the market. Strong window displays are a medium to generate attention at the point of purchase, and to spark off an enquiry with the counter staff (especially at Tour Agency offices). These agencies should have trained work force to boost Indian business.

Thus promoting travel agents is very essential. This will entail educational tours for sales personnels at the counter in a continuous manner. Even focused seminars on India to regenerate commitment and enthusiasm will be needed. These should be well supported by CD Roms, Printed booklets, Audio visuals, Posters – These will help in preparing “Mental Maps” for the tourists who have no knowledge about India.

Regular advertisements rather joint advertisements with tour operators with coupon response can help in gauging the impact of the efforts being made for agents, media. Each office should have a photo bank, stock pictures showing the best shots of hotels in India. For Press Relations, even backgrounder on monuments, events etc. should be

provided. Direct mailing for targeted markets possibly in co-operation with a key agent should be worked out and be monitored for its business effectiveness.

Tourism is the force that makes the global village truly one world with better understanding with each other. Tourism has also become a vehicle for global peace. Tourism has been providing approximately 300 million jobs worldwide. It is a unique phenomenon in the history of human race with millions upon millions of people travelling for peaceful purposes. It is labour intensive and includes multi service products thus involving both technical and non-technical work force. But tourism's contribution helps transfer of resources from the rich to the poor countries and thereby helps equitable distribution of income without conflict.

It has also helped in creating sensitivity to substantial development in eco-profile Zone, Human Resources development, conservation of Heritage Monuments; Wildlife; Human Resource development by creating certain global standards of operations. Tourism impacts balance of payment, contribution to G.D.P., global tourism investments, aviation revolutions, and are in fact a point towards the rise of tourism. Tourism's ripple effect is the key role played in global prosperity. Every Country is now putting sincere efforts to boost its tourism attractions in traffic generating markets.

Tourism business's future is dependent on a wide mix-of unpredictable factors. For efficient management of tourism the following points have to be kept in mind:

- 1) A strict management of tourism is needed to create awareness about the benefits of tourism and take away the general feeling that it is an elitist activity. Awareness must involve local people. People will guard tourism if they see the benefits of tourism coming to them.
- 2) Developed countries today dominate the outbound tourism market. Ill effects of globalisation can be partially encountered if the originating countries initiate steps to sensitise the tourists in issues like sextourism and child prostitution. Proper management should come from Travel and Tourism industry to stop these practices.
- 3) Culture and tourism heritage can bring the strongest common binding factor through mutual understanding and global peace.
- 4) Sustainable tourism practices need effective management of eco-sensitive areas.
- 5) Rights of the workers and entrepreneurs in the tourism industry.
- 6) Proper management to ensure that tourism activity is planned in such a way as to allow traditional cultural

Products, crafts and folklore survive and flourish

Special attention to be given for management of coastal area, islands territories, vulnerable rural or mountain regions. Continuing growth of tourism at the most fragile culture and environments, involves addressing destination management problem. Management in tourism is more sensitive than many other industries, as many of the things interlinked with tourism are beyond our control – terrorism, financial crisis, epidemic, global political scene, local scene all these are direct impact and again management policy can help to tide over each crisis.

DEFINITION AND COMPONENTS OF ECOTOURISM

Contents

28.1	Introduction	759
28.2	Traveller's Access v. Ecological Integrity	760
28.3	Legal and Policy Framework for Ecotourism	773
28.4	Some Emerging Concepts not to be Confused with Ecotourism	778

28.1 Introduction

Ecotourism is tourism that is environmentally responsible. It can be defined as. “an environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature (and any accompanying cultural features – both past and present), that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”.¹ Ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and learning new ways to live on the planet. It typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. It is a conceptual experience, enriching those who delve into researching and understanding the environment around them. It gives us insight into our impacts as human beings and also a greater appreciation of our own natural habitats.

Ecotourism is often misinterpreted for such things such as Adventure Travel, Sustainable Tourism, Responsible Tourism, Nature Based Travel, Green Travel, Multi-Sport Adventures, Cultural Tourism, etc. But it has to be understood that a mere walk through a rainforest or a wildlife safari trip is not ecotourism unless that particular walk or safari somehow benefits that environment and the people who live there while educating the traveller by sensitising them to the local environment. For instance, a rafting trip is only ecotourism if it raises awareness and funds to help protect the watershed and sensitise tourists to conservational issues pertaining to the local habitats.

So how can this sensitisation happen? How can one strike a balance between allowing traveller's access to wildlife with the preservation of their ecological integrity? Won't

¹ Ceballos-Lascurain, 1993.

the popularity of a destination result in a conflict of interests between the tourists and the environmental sustainability? These are a few questions that we shall attempt to explore in this unit.

28.2 Traveller's Access v. Ecological Integrity

Achieving balance between development and conservation is like walking a tightrope. While Traveller's Access is a basic component that we can associate with tourism development, Ecological Integrity is a component of Conservation.

The Conflict in Ecotourism is between economic viability and environmental sustainability. Ecotourism is the notion that well-planned tourism could provide both economic and political incentives for conservation, as well as bring additional benefits to local communities. Today many conservation organisations such as The Nature Conservancy, Conservation International, and the World Wide Fund for Nature use ecotourism as a method for preserving wildlife and their environment.

The connection between the chosen environmental area, adjacent ecosystems and local people must be established. It is difficult to protect the flora and fauna unless there are economic benefits to the country as well as to the local people. The many potential benefits that can be derived from ecotourism need to be integrated with conservation management and community development in order to be effective.

Ecotourism can “empower the local communities by giving them a sense of pride and awareness of the importance of their natural resources and control over their own development”. This established confidence of the local population can and has produced positive results that further the ecotourism industry and better the conservation attainments. Community-based approach to ecotourism is distinctive because it accounts for the standpoint of all members of the community, even those not directly involved. Community-based ecotourism can be defined as “when the local people are involved in all aspects of the conservation and development process, both as principle actors and prime beneficiaries”.

Community-based Ecotourism - Community-based approach to ecotourism can be described as:

- 1) to establish a business which aids the local economic development but also minimises negative impacts on flora and fauna
- 2) to contribute to the conservation of the environment and local communities
- 3) to ensure the participation of the local communities in the development and management of ecotourism activities

Community-based ecotourism also educates the locals. A successful ecotourism project benefits all that are involved, the tourists as well as the locals. A community-based approach to ecotourism recognises the need to promote the quality of life of people and the environment.

Concerns regarding ecotourism are that many operations claim to benefit local communities have failed to do so. Ecotourism advocates the empowerment of the local communities and gives the opportunity to decide which forms of tourism and conservation programmes they want to develop. In order for ecotourism to be successful, organisations must have successful links to communities with trained staff who continually dialogue with communities by understanding expectations from the start and assisting where change is necessary. It certainly can be a potential tool for communities to both promote their own empowerment and conservation of their local environment. But ecotourism will always have limitations and will never be as effective as pure protection. However, community-based ecotourism specifically can promote involvement and improvement of the entire community while preserving the environment.

More people are now trying to find a solution to sustainability, save the planet and ways to protect flora-fauna and environments. Ecotourism is the travel of people to natural places around the world, in ways that protect it and improve the lives of the people around it. Ecotourism enterprises that are owned and managed by the community and involves conservation, business enterprise and community development. There can be various models within this framework like:

- 1) Self- Initiated and community managed, e.g. Kokkrellur, Karnataka
- 2) NGO Initiated and community owned, e.g. Rampuria, Darjeeling; Pastanga, Sikkim
- 3) Co-managed i.e. Community Managed and Government Supported, e.g. Bamboo Groves, Kerala

According to The World Travel and Tourism Council, tourism generated 9.2% of India's GDP in 2018 and 8.1% of its total employment. The tourism sector is also predicted to grow at an annual rate of 6.9% by 2028.. Tourism can also be a powerful tool for tackling major challenges such as conservation and poverty alleviation.

But how do environmentally and socially conscious travellers navigate the complex differences between ecotourism, sustainable tourism, socially responsible tourism and the other myriad forms of travelling responsibly?

Ecotourism v. Sustainable Tourism

Industry consensus agrees ecotourism is more focused on ecological conservation and educating travellers on local environments and natural surroundings, whereas sustainable tourism focuses on travel that has minimal impact on the environment and local communities. Ecotourism is a form of tourism, or a category of vacation similar to beach, adventure, health, or cultural, while the concept of sustainability can be applied to all types of tourism.

As established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." Another widely cited definition of ecotourism is "purposeful travel to natural areas to understand the culture and natural history of the environment;

taking care not to alter the integrity of the ecosystem; producing economic opportunities that make the conservation of natural resources beneficial to local people.”

The Global Sustainable Tourism Council (GSTC) is a global initiative dedicated to promoting sustainable tourism practices around the world. GSTC and its global members of UN agencies, global travel companies, hotels, tourism boards and tour operators follow the Global Sustainable Tourism Criteria. The 23 criteria focus on best practices to sustain natural and cultural resources, maximise social and economic benefits for the local community, and minimise negative impacts to the environment.

Currently there is no internationally accredited body charged with overseeing the standards, monitoring and assessment, or certification for the ecotourism or sustainable tourism industries. Without an established standard it is easy to be confused by organisations that greenwash services and offerings as “environmentally friendly”. Others argue that ecotourism is an oxymoron, as travel implicitly entails activities that are detrimental to the environment. Planes, trains and automobiles use harmful fossil fuels that emit CO₂, and forestland is often cleared for roads and railways.

Ecotourism and Sustainable Tourism in Action

Costa Rica was a pioneer in ecotourism and exemplifies how tourism can be a key pillar of economic development policy. Costa Rica is now the premiere destination for ecotourism, In 2016, Foreign exchange due to tourism as a proportion of the country’s GDP, stood at 6.4%, while tourism accounted for 46% of the services exports and around 37% of total exports. It is estimated that 50% of Costa Rica’s GDP is contributed by ecotourism and adventure activities, therefore, Costa Rica one of the most successful examples of the emerging model of sustainable tourism in the entire world.

A Myriad of sites offer options for tours and hotels, that cater to a more environmentally friendly and sustainable type of travelling experience. The New York Times travel section allows viewers to search potential destinations using ecotourism as a criteria, and Condé Nast Traveler highlights Ecotourism and Sustainable Travel under Expert Travel Tips.

The Earthwatch Institute, organises trips where travellers work alongside scientists and explorers on field expeditions and Sierra Club’s travel arm Sierra Club Outing allows environmentalists to learn something on vacation and inflict minimal harm on the surrounding environment.

At the industry level, hotels and resorts are taking on sustainability commitments that focus on recycling, decreasing water and energy usage, reducing greenhouse gas emissions, and environmentally friendly design. Many in the industry show a commitment to a holistic approach to sustainability which includes the construction of Leadership in Energy & Environmental Design (LEED) certified buildings, providing eco-friendly and organic food and wine selections, and rewarding guests who make “green choices”. Many hotel chains worldwide now offer guests hotel points or vouchers for the hotel restaurant should they choose to not having linens and towels washed daily.

Understanding the difference between sustainable tourism and ecotourism educates travellers on the significant impact their travel decisions have on the environment, economy and local communities they visit. Participating in sustainable tourism, or more specifically ecotourism vacations, means travellers can contribute to development and conservation efforts, while enjoying themselves on vacation.

Ecotourism products and services have to be focused upon for providing a unique experience to the visitors. These can be operationalised through various models. Some of the models already been practiced throughout India are as follows:

Departmental (Boards or Corporations): In this model the investment, operation and management of the destination will be done by the department. The entire operations will be managed departmentally. The Forest Committees can be involved on the issues regarding land conversion and land rights.

Joint Venture with other departments: Different departments are involved in establishment, operation and management of the ecotourism destinations. Tourism Department having the expertise in hospitality industry can help initiate the destinations and work in synergy with the State level bodies implementing ecotourism.

There can be various business models within this framework with investment partnerships, functional partnerships or land / property lease to the departments.

Public Private Partnership (PPP)/ Corporate Social Responsibility (CSR):

PPP is a project based Concession Agreement (a structured contract) between a government entity and a private entity, to create and / or manage infrastructure for public purpose, for a fixed time-frame, on commercial terms, and assets revert to government at the end of the contract.

There are two models under this framework which include :

- 1) **Build Own Operate Transfer:** Long term partnership for ecotourism infrastructure on non-forest lands
- 2) **Operational Management Contract:** Contracting the operations of the destination.

The areas for ecotourism development can be taken up by corporates for investment and establishment under CSR .

Ecotourism and Livelihood:

For Ecotourism Entrepreneurship in Protected Areas

The locals can be involved in guiding, homesteads, local service outlets (vegetable hawkers, cobblers, mechanics, cleaners, etc.), souvenir shops, arts and handicrafts, vehicle owners and drivers, conducting ecotourism activities (boating, cycling, nature trail, etc) and other Park management activities.

For Ecotourism Entrepreneurship in Forests outside Protected Areas

The locals can be involved right from the planning stage, helping in developing the site ecotourism plan acting as field resources. They can act as entrepreneurs running activities like cafeterias, arts and handicrafts outlets, performance arts groups and other ancillary activities. For employment, they can be employed as guides (for nature and cycling trails), boatmen, managers at interpretation centers, helping staff for cafeteria, adventure activities, etc.

For Ecotourism Entrepreneurship in Village Areas

In village areas the villagers can collaboratively work for development of entire site and run homesteads. Small homesteads (with 3-4 rooms) where local people provide accommodation to tourists in their own houses may be promoted. They can act as local tour operators who can organise tours and packages for tourists including exposure visits to their farms, sacred groves, NTFP centers, etc. They can operate traditional centers for publicising their culture, traditions, arts, crafts, foods, etc. For Ecotourism Entrepreneurship in Ex situ Conservation areas (Ecological Gardens, Zoological Parks, Botanical Gardens, Eco- Parks and Biodiversity Parks).

In such areas locals can be involved in maintenance jobs like gardeners, cleaners, field staff, guards, caretakers, etc. They can operate ecotourism activities and guided tours to the areas and can be included in various ground-truthing and data collection activities.

Thrust Areas

The Thrust areas identified for sustainable development of Ecotourism Scheme.

- 1) Innovative ecotourism projects (home stays, eco-friendly resorts (eco-lodges), tented camps) outside high density tourism zones, with preference to those owned and managed by local communities.
- 2) Continuous Capacity building and entrepreneurship of local stakeholders in all spheres of ecotourism management.
- 3) Develop modules for mainstream hospitality, travel and tourism, ecotourism management courses so that all ecotourism activities can promote ecologically friendly behaviour.
- 4) Develop systems of research, monitoring, regulation and accreditation.
- 5) Develop ecotourism standards that discuss repatriation of income to local communities, levels of energy consumption, source of energy consumption, waste disposal methods and education of visitors.
- 6) Ensure compliance of ecotourism standards for all tourism within 5 kms of protected areas, biosphere reserves, critical tribal habitats, and forest areas. This would give a fair playing ground for firms willing to comply, as all competitors eliminate undesirable services.

- 7) Build a system of incentives and concessions for expensive best practices, such as local procurement, waste disposal and alternate energy.
- 8) Build a system of penalty for practices that eliminates local communities or promotes leakages of income from local areas.
- 9) Strengthen IT infrastructure, networking and Data management through ICT tools and mechanisms for systematic and effective implementation and monitoring.

Structure and guidelines for development of Ecotourism:

Key players:

- Governments at both levels,
- Local authorities,
- Developers and the operators,
- Visitors,
- The local community,
- NGO's and
- Scientific and research institutions.

Government responsibilities for Ecotourism :

- 1) A management plan for each ecotourism area should be prepared by professional landscape architects and urban planners, in consultation with the local community as well as others directly concerned.
- 2) Preparation 20-year Master Plans for each State to avoid inter-sectoral and cross-sectoral conflict.
- 3) Regulate structures that create visual pollution, unaesthetic views and are non-compatible architecture; and encourage use of local building material and structures befitting the local environment.
- 4) Exclude developments in geologically unstable zones and define development and buffer zones after proper environmental impact assessments.
- 5) Establish and enforce standards, building codes and other regulations.
- 6) Specify environmental, physical and social carrying capacities to limit development.
- 7) Recognise and award quality by accreditation of ecotourism operators.
- 8) Provide visitor information and interpretation services covering particularly (i) what to see; (ii) how to see it; and (iii) how to behave. This can be by way of brochures, leaflets, specialised guides, visitor information centers and such.
- 9) Prepare and distribute codes of conduct to all visitors.
- 10) Launch training programmes on ecotourism for tourism administrators, planners, operators and the general public.

Roles and Responsibilities of Ecotourism Developers and Operators :

- 1) Respect and follow the planning restrictions, standards and codes provided by the government and local authorities.
- 2) Implement sound environment principles through self-regulation.
- 3) Undertake environmental impact assessment for all new projects and conduct regular environment audits for all ongoing activities, leading to development of environmental improvement programmes.
- 4) Be aware of, and sensitive to, protected or threatened areas, species and scenic amenity; undertake landscape enhancement wherever possible.
- 5) Ensure that all structures are unobtrusive and do not interfere with the natural ecosystem to the extent possible.
- 6) Just as the government authorities and the tourism operators play fundamental roles in the success of ecotourism, so does the tourist.
- 7) Recognise the optimal environmental capacity and sociological use limits of the site in creating tourist facilities; also take into account the safety and convenience of tourists.
- 8) Design buildings strictly on functional and environmental considerations and avoid over-construction.
- 9) Use local material and designs to the extent possible in construction.
- 10) Employ eco-friendly physical planning, architectural design and construction of tourist facilities, for example use solar energy, capture and utilise rainwater, recycle garbage, use natural cross-ventilation instead of air conditioning, ensure a high level of self-sufficiency in food through orchards, ecological farms, aquaculture and such.
- 11) Employ energy and water-saving practices to the extent possible; freshwater management and controlled sewage disposal should also be practised.
- 11) Control air emissions, chemical pollutants and noise.
- 12) Control and reduce environmentally unfriendly products such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable material.
- 13) Respect and support historic or religious objects and sites.
- 14) Provide information and interpretive services to visitors especially on attractions and facilities, safety and security, local customs and traditions, prohibitions and regulations and expected behaviour.
- 15) Ensure adequate opportunities for visitors to commune with nature and native cultures.
- 16) Provide correct information in marketing ecotourism products, as visitors who appreciate ecotourism products usually belong to environmentally-aware groups.

- 17) Include training and research programmes on environmental issues for company staff.
- 18) Prepare tourists before their visit to minimise possible negative impacts while visiting sensitive environments and cultures.
- 19) Ensure safety and security of visitors and inform them of precautions to be taken.
- 20) Exercise due regard for the interest of the local population, including its history, tradition and culture and future economic development.
- 21) Involve the local community to the extent possible in various activities and vocations.

The responsibilities of Eco-tourists :

- 1) Help conserve habitats of flora and fauna as well as any site, natural feature or culture, which may be affected by tourism.
- 2) Make no open fires and discourage others from doing so. If water has to be heated with scarce firewood, use as little as possible. Where feasible, use kerosene or fuel-efficient wood stoves.
- 3) Remove litter, burn or bury paper and carry back all non-degradable litter.
- 4) Keep local water clean and avoid using pollutants such as detergents in streams or springs. If no toilet facilities are available, relieve yourself at least 30 meters away from water sources and bury or cover the waste.
- 5) Leave plants to flourish in their natural environment and avoid taking away cuttings, seeds and roots.
- 6) Leave campsites clean after use.
- 7) Help guides and porters to follow conservation measures. Do not allow cooks/porters to throw garbage in streams or rivers.
- 8) Respect the natural and cultural heritage of the area and follow local customs.
- 9) Respect local etiquette and do not wear tight-fitting clothes.
- 10) Respect privacy of individuals and ask permission to take photographs of local inhabitants.
- 11) Respect holy places; do not touch or remove religious objects.
- 12) Strictly follow the guidelines for personal safety and security and always take your own precautions and safety measures.

Role of the Host community :

- 1) Realise and respect the value of the environment, the flora and fauna, the monuments and your cultural heritage.
- 2) Practice conservation of nature and culture as a way of life.

- 3) Establish guidelines to protect valuable local resources and foster tourism management.
- 4) React to the potential threat of investors who see opportunities in development but lack sensitivity to local values.
- 5) Become effective nature guides and conservationists of natural areas by utilising practical and ancestral knowledge of the natural features of the area.
- 6) Be friendly to the visitors and help them to practice ecotourism principles.

National Tiger Reserve Authority Guidelines on Ecotourism in and around protected areas: The mushrooming of tourist facilities around protected areas has led to the exploitation, degradation, disturbance and misuse of fragile eco-systems. These directives and guidelines for ecotourism are applicable to any Protected Areas Tiger Reserve, including National Parks, Wildlife Sanctuaries, Community reserves, Conservation Reserves, Sacred Groves, or Pilgrimage Spots located within protected areas and forested areas.

These guidelines are based on the key recommendations of the Tiger Task Force (2005), provisions contained in the Wildlife (Protection) Act, 1972 as amended in 2006, the revised guidelines of the Centrally Sponsored Scheme of Project Tiger and the provisions of the Scheduled Tribes and Other Forest Dwellers (Recognition of Forest Rights) Act, 2006.

- ◆ Synergy between various stakeholders are required.
- ◆ State Government must develop a State-level Ecotourism Strategy.

State-level Ecotourism Strategy

- a) Forest and wildlife conservation in ecologically sensitive landscapes including protected areas.
- b) Local community participation and benefit-sharing.
- c) Sound environmental design and use of locally produced and sustainable materials.
- d) Conservation education and training.
- e) Adequate machinery for monitoring and evaluation of the impact of ecotourism activities.
- f) Capacity building of local communities in planning, providing and managing ecotourism facilities.
- g) Develop appropriate land use and water management planning and regulation for maintaining the ecological integrity of landscape in and around protected areas.

- ◆ No new tourist facilities are to be set up on forest lands neither forest rest houses outside protected areas should be converted into tourist facilities.

- ◆ State government should levy a “local conservation fee” as a minimum 10% of turnover, on all tourist facilities within a minimum 5 km of the boundary of a Protected Area, and identified wildlife corridors / sensitive habitats and Ensure that resources generated from tourism can be earmarked for protection, conservation and local livelihood development, tackling human-wild animal conflict and welfare measures of field staff.
- ◆ The State Forest Department should be the arbiter in case of any dispute between stakeholders.
- ◆ A State Level Steering Committee must do a quarterly review of the recommendations contained in the State-level Ecotourism Strategy.
 - Chairman : Chief Minister or any person appointed by him
 - Convener : Chief Wildlife Warden of the State
 - Members : representation from local communities, forest dwellers that live in and around Protected Areas, Tribal Welfare Department, Panchayati Raj Institution and Civil Society Institutions.
- ◆ A Local Advisory Committee (LAC) must be constituted for each Protected Area by the State government.

Local Advisory Committee Functions

- 1) Reviewing and recommending the Ecotourism strategy to the State government.
- 2) Site specific restrictions on buildings and infrastructures in private areas in close proximity to core/critical tiger habitat/National Park/Sanctuary or buffer zone.
- 3) Half yearly monitoring of all tourist facilities falling within 5 km of a Protected Area
- 4) Monitoring activities of tour operators.

- ◆ The Chief Wildlife Warden of the State must ensure Ecotourism Plan for each Protected Area must be approved by the State government and LAC and should be consistent with the State Ecotourism strategy. The plan should be put in the public domain; including in the local language.
- ◆ The Ecotourism plan should include: a monitoring mechanism, estimated carrying capacity tourism zones, and demarcation of the area open to tourism on the basis of objective, scientific criteria.
- ◆ Protected Area Management must ensure no tourism activities take place in core Tiger Reserve and Forest dwellers who have been relocated will be given priority in terms of livelihood generation activities related to community-based ecotourism in the Protected Area.

NTCA's ecotourism guidelines challenged by the Pench Jungle Lodges Federation:

Contentions :

NTCA has no powers to ask States to appoint LAC.

Questions the need for a LAC when there is already a steering committee under respective Chief Ministers and State Forest Ministers and also a panel for Tiger Conservation Foundations.

The representatives like block development officers (BDOs), subdivisional officers (SDOs) among others to be appointed to the committee are persons who have no knowledge about tourism and conservation.

Challenges the park management's decision to cut carrying capacity of vehicles to Pench Tiger Reserve by 50%. This is due to reasons such as an impact of vehicles on breeding of animals, which seems unscientific.

Case Studies :

1) Pune

- ◆ Unison Private Limited has been appointed to prepare a 36-crore ecotourism project in Vidarbha, by Van Bhavan.
- ◆ It did a survey to prepare ecotourism plan for protected areas (PAs) like Bor, Nagzira, Navegaon, Tadoba, Melghat, Pench, Tipeshwar and some sites of Forest Development Corporation of Maharashtra (FDCM) like Chulbandh in Gondia and Junona in Chandrapur.
- ◆ Limitations of the plan prepared : Not realistic and idealistic, seemed to have ignored the framework of laws under which ecotourism has to be done, some ideas if implemented were violative of Forest Conservation Act (FCA) and National Tiger Conservation Authority (NTCA) guidelines (example, instead of creating new buildings in the forest, a suggestion was made to restore existing structures.)
- ◆ The technical committee will give a green signal to the consultant's plan only if it corresponded to the ecotourism guidelines.

The Features of the Ecotourism Plan :

- ◆ **Installation of Bio-digester Technology:** Convert organic waste into nutrient-rich liquid fertilizer and biogas, which can be used as a renewable source of electrical and heat energy. The estimated cost for the implementation of the entire ecotourism plan is roughly Rs. 40 crore.
- ◆ **Eco-development Committees:** Formation of EDCs is the first important stage recommended for creating awareness of ecotourism plan and to ensure its successful implementation.
- ◆ **Tourist Circuits:** It will include developing destinations having tourist potential in a planned and prioritised manner. Promoting cultural and heritage value of the sites.

Providing complete tourism experience with varied themes and integrated approach towards enhancing tourist inflow are envisaged.

- ◆ **Human Resource Development:** Implementation of the proposed ecotourism plan would generate direct employment for locals. These include resort managers, naturalists, guides, front office receptionists, housekeeping personnel, waiters and stewards, chefs with speciality in local ethnic foods, electricians, plumbers, mechanics and vehicle drivers. The number of personnel under each category shall depend upon the expected tourist turnover.
- ◆ **Promoting Home Stays:** Home stay facilities would benefit the locals and would be a refreshing experience to tourists eager in getting the cultural feel of the area. Creating an additional accommodation with basic minimum facilities close to the residence of the host is also an option. At this stage the concept of 'Eco-village' is recommended. Eco-village is a well planned set ups at par with resorts to be run on PPPP (people- public-private-partnership) model.
- ◆ **Promoting Adventure Tourism:** Rock climbing and adventure trail are the options generally available at all sites.
- ◆ **Buffer Zone Development:** Developments proposed in buffer zones include establishment of walking nature trails, sites of scenic, historical or cultural significance and development of adventure tourism that will not harm nature conservation.
- ◆ **Targeting High End Tourists:** With several exclusive rest houses under the possession of the forest department, there is potential for high end tourism. These facilities could be publicised among the business houses. Schemes like Gold Card and Silver Card membership, allowing an individual and families yearly visit of 3 to 4 days at the location of their choice, can be floated.

2) Uttar Pradesh

- ◆ Slow progress on implementation of the new NTCA guidelines on tourism.
- ◆ The ecotourism in UP is limited to Dudhwa National Park and some random locations around it.
- ◆ At the stage of formulation of norms.

3) Kerala-Tamil Nadu

- a) Nation's first ecotourism project in the Shendurney Wildlife Sanctuary in the Thenmala forest division along the border of Kerala-Tamil Nadu.
- b) The project, comprising ecofriendly general tourism, ecotourism and pilgrimage tourism, launched at a cost of Rs. 9 crore.
- c) The project utilised the available forest and periphery land without creating imbalance for the ecosystem.

- d) At any point of time, only a group of 10-15 people, including guides, will be allowed.
- e) The project had been divided into four sectors - 'culture zone', 'adventure zone', 'leisure zone' and 'deep woods'.
- f) Tourist inflow had been fixed on the basis of 'carrying-capacity' of the place as suggested by Kerala forest research institute.
- g) Periodic EIA will be taken up by Kerala Forest Research Institute.

4) Assam

- ◆ National seminar on 'Tourism: Economic and Environment in Northeast India' was organised in 2012 .
- ◆ The papers suggested :
 - The region has tremendous rural resources that can contribute much towards sustainable development if utilised properly by the tourism industry.
 - Has potential to develop any kind of tourism.
 - Rural tourism can be used as a development tool for isolated areas and can also increase non-farming activities in the region, which is a treasure of natural resources and ethnic culture.
 - Ecotourism involving local people not only enhances the level of income of the stakeholders, but also encourages them to conserve natural resources.

5) Kochi

- ◆ Working over the concept of "responsible guides".
- ◆ The ecotourism department has sanctioned Three Lakh Rupees to Kerala Institute of Tourism and Travel Studies (Kitts) to start a naturalist/interpreter course.
- ◆ Aim is to generate at least 115 naturalists (in the level of a biologist knowledgeable about natural history).

6) Hyderabad

- ◆ Andhra Pradesh Tourism Development Corporation (APTDC) has decided to develop Kawal wildlife sanctuary as an ecotourism project.
- ◆ It will have 20 'green' cottages along with a restaurant, an interpretation center (to educate people about ecotourism) and other outdoor activities for the benefit of visitors.
- ◆ Bamboo and wood will be used in place of concrete. Solar lights are also planned to be installed.
- ◆ Limitations: Lack of protection around the sanctuary and undefined zones that make the area vulnerable to poachers and other miscreants.

7) Other States

One of the fastest growing industries in India is the Tourism Industry. Hence, there is a need for separate personnel to look after the needs of the tourists, manage the tourist enquiries and complaints and ensure that the language barrier does not hamper enjoyment or security. Chandigarh is one of the first places to see the launch of this initiative. “The tourism police will help the tourists in case of any emergency and will provide safety and security against unscrupulous people,” stated Vivek Atray, Director of Tourism, Chandigarh.

According to him the special squad would also guide the tourists on maintaining local law and order and help them on matters concerning medical help, passport, visas, currency exchange, immigration issues and residential permits.

In Chandigarh, the Department of Tourism sponsors the special squad to train at Chandigarh Institute of Hotel Management. They are provided the basics of English, Italian and French language to help them effectively interact with foreigners coming from different parts of the world. The training module covers subjects like hygiene, self grooming, stress management, leadership, motivation, social mannerism, basics of the tourism and tourism action plan of the city.

Karnataka has employed volunteers as “Green Police” to look after security and provide guidance to tourists. This force keeps round-the-clock vigil for tourists at 30 destinations across the state. However, the green police itself does not have the power or authority to take action against offenders. For this, they have to seek help from the state police. A welcome and necessary move in a state which according to its tourism minister “has surprises waiting for a traveller at virtually every turn and is home to two World Heritage sites, five national parks and 21 wildlife sanctuaries”.

28.3 Legal and Policy Framework for Ecotourism

Legal Framework - There are no specific laws on tourism at the national or State levels so the environment and forest laws governs ecotourism as of now.

- ◆ **Wild Life (Protection) Act, 1972:** The Act permits tourism in protected areas along with scientific research and wildlife photography.

Section 380(1) of the Act provides comprehensive guidelines for tiger conservation and tourism.

- ◆ **Forest (Conservation) Act, 1980:** The law prohibits conversion of forest land for ‘non-forest’ activities (any activity that does not support protection and conservation of forests). However, ecotourism is being propagated on the notion that it supports conservation and hence is being allowed in forest areas. Although this Act has the potential to regulate ecotourism, there is an urgent need to verify the claim that ecotourism supports conservation in the context of implementation of this Act.

- ◆ **Environment (Protection) Act, 1986:** Under this Act, there are two very important Notifications that are closely linked to the development of ecotourism – the Coastal Regulation Zone Notification, 1991 and Environmental Impact Notification, 2006.
- 1) **Coastal Regulation Zone Notification, 2018:** This is an important piece of legislation guiding anthropogenic activities along the coast.
- 2) **Environmental Impact Assessment Notification, 2006:** The Notification has totally omitted Environmental Impact Assessments for tourism projects as against its predecessor, the Notification of 1994, that required Environmental Impact Assessments of tourism projects. All tourism projects between 200 m- 500 meters of High Tide Line or at locations with an elevation of more than 1000 meters with investment of more than Rs. 5 crores required environment clearance from the Central Government.

When it's well proved that tourism industry has a big share in the GDP of India then why this industry is kept out of the EIA procedures is a big question.

- ◆ **Panchayat (Extension to Scheduled Areas) Act, 1996 (PESA):** is a comprehensive and powerful law that empowers the gram sabha of the Scheduled Areas to address issues that emerge in their day to day lives.

The 73rd and 74th Amendments to the Indian Constitution recognise the principle of participatory democracy by creating and empowering local self-government institutions in rural India through panchayats.

The rights of local self government institutions in relation to ecotourism development inter alia are:

- 1) Licensing of tourism projects, buildings and activity areas including the right to reject a licence to the tourism industry if it refuses to cooperate
- 2) Levy and collect appropriate taxes, duties, tolls and fees
- 3) Participate in the preparation of plans for economic development and social justice
- 4) Monitor tourism industry's exploitation of labour and natural resources and initiate criminal procedures on exploitation of women and children, including child labour by the tourism industry.

These powers are required because in practicality the power play of the ecotourism industry lobby and higher authorities like the tourism, forest departments who have usurped the functions, bypassed the due processes and overruled the decisions of local self government institutions.

Policy Framework :

- 1) Ministry of Tourism, Government of India, 2019-2020 Annual Report

The Ministry recognises following cardinal principles for development of ecotourism:

- ◆ It should involve the local community and lead to the overall economic development of the area.
 - ◆ It should identify the likely conflicts between use of resources for ecotourism and the livelihood of local inhabitants and attempt to minimize such conflicts.
 - ◆ The type and scale of eco-tourism development should be compatible with the environment and sociocultural characteristics of the local community; and
 - ◆ It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan while avoiding inter-sectoral conflicts and ensuring sectoral integration associated with commensurate expansion of public services
- 2) **National Biodiversity Strategy and Action Plan:** The plan deals with gross impacts of tourism activities in major eco-systems and also focuses on principles in relation to tourism and biodiversity that need to be adopted for the sake of conserving biodiversity. The Ministry of Environment and Forests - Government of India has rejected the NBSAP on grounds of it being unscientific. The preparation of the NBSAP was one the most participatory processes in Indian history.
- 3) **National Environment Policy 2006:** The Policy promotes ecotourism in many fragile eco-systems and overlooks tourism as an impacting agent.

Providing Ecotourism services in the PAs in the form of Empowerment, build capacities, and facilitate access to finance and technology, for local people and tribals who have been relocated from PAs.

Priority Investment to be analysed to identify social and environmental issues in the project areas.

The key ecotourism issues identified in the EA/SA Study Consultations covering:

- 1) **Gujarat :** the Ecotourism Development activities, if not properly planned and managed will create issues like air, water and noise pollution and biodiversity loss. Various ecotourism activities and socio-economic development activities may create conflict among the stakeholders.
- 2) **Odisha:** Gram Panchayat/Gram Sabha should be consulted in the identification of services, activities and personnel involved in ecotourism.
- 3) **Ecotourism Policy and Guidelines, 1998:** Drawing from international guidelines prepared by tourism industry associations and organisations, the Ecotourism Policy and Guidelines, 1998 issued by the Ministry of Tourism - Government of India represent interests of global industry players. The policy approach is environmental protection for the sake of profits. The policy outlines all eco-systems of India as ecotourism resources and states that these have been well protected and preserved.
- 4) **The States Legislations:** States have their own tourism policies and some have even separate ecotourism policies for that purpose.

Uttarakhand does not have a separate ecotourism policy but the development of ecotourism has been included in the tourism policy of the State, which was formulated in April 2001. It wishes to develop this sector in an “eco-friendly manner, with the active participation of the private sector and the local host communities”. And finally, it wishes to develop tourism as a major income earner for the State and as a source of employment to the extent of being “a pivot of the economic and social development in the State”.

Some of the selected steps undertaken by the Ministry of Tourism to boost Eco-tourism in India are as follows:

- 1) Evolved & adopted Comprehensive Sustainable Tourism Criteria for India (STCI) for three major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes & Rivers sectors, applicable for the entire country.
- 2) Guidelines for approval of Hotel Projects at the implementation stage and also for Classification/Re-classification of operational hotels under various categories mandate incorporation of various eco-friendly measures like installation of Sewage Treatment Plant, Rain water Harvesting, Waste Management System, Pollution Control and Introduction of Non-Chlorofluorocarbon equipment for refrigeration and air conditioners, energy and water conservation measures.
- 3) Promoting Eco-Tourism, inter-alia through domestic and international campaigns and also by supporting seminars, conferences and events focusing on development of Eco-Tourism in the country, from time to time.

Report of Working Group on Tourism, 11th 5 Year Plan (2007-2012) :

- ◆ Creating global awareness about the immense ecotourism/adventure tourism potential in India. This can be done through road shows, digital media, brochures and advertisements.
- ◆ Revival of an already existing national ecotourism policy. Uniform rules throughout India, especially with regard to safety and ecological guidelines.
- ◆ Ensuring that the country has a pool of trained adventure/ Ecotourism personnel by starting institutes which offer Adventure and Ecotourism as subjects in their syllabus.
- ◆ Ensuring international safety standards by using satellite phones and global positioning system (GPS).
- ◆ Detailed environmental pledge has been formulated and is contained in the Environment and Ecotourism handbook published by the Ministry of Tourism for the sectors of the Industry such as tour operators, hoteliers, airlines, transporters, lodge owners etc.
- ◆ Carrying capacity studies are undertaken for popular trekking trails, national parks, rivers, etc. so that a low environmental impact is maintained and sustainable practices are in place by the Industry.
- ◆ A Tourism and Environmental law weekend course for all stake holders as well as Government to know their Rights and Duties as a citizen.

- ◆ Industry to partner State Governments and NGOs to keep cities and towns clean in conjunction with local authorities.
- ◆ Environment education should be included in the curriculum of schools and colleges with a special component of Ecotourism to make an eco-sensitive population of tomorrow.

The 12th Five Year Plan, 2012-2017 :

1) Priorities for the 12th Plan

- ◆ To build inter-sectoral linkages, especially to support resource flow as well as build support for the sector.
- ◆ Strengthen linkages with local communities to garner their active support for conservation.
- ◆ Set out a national framework for ecotourism development to facilitate inclusive growth of local communities including tribals and other marginalised sections of society.

2) Potential Areas

The following are identified as major potential areas for ecotourism:

- a) **Protected Area based Ecotourism:** This category comprises of all ecotourism relating to PAs (National Parks, Sanctuaries and Tiger Reserves).
- b) **Ecotourism in Forests outside Protected Areas:** This category comprises all ecotourism in Reserved Forests, Protected Forests and other Government owned 'forest lands' (as defined under the Forest Conservation Act, 1980) outside of Protected Areas.
- c) **Village based Ecotourism:** This category comprises all ecotourism that centers on village landscapes, some natural formations, such as private forests or private land near Protected Areas, lakes, coral reefs, waterfalls, etc. and managed by local individuals or communities.
- d) **Ex situ Conservation Areas (Ecological Gardens, Zoological Parks, Botanical Gardens and Biodiversity Parks):** This category covers conservation areas that are largely managed by the Central Zoo Authority (CZA), Botanical Survey of India, and Forest Department.

Swadesh Darshan Scheme: Eco Circuit has been identified as one of the fifteen thematic circuits for development under the Swadesh Darshan Scheme. The details of projects sanctioned by the Ministry in this thematic circuit are as follows¹:

¹ Answer by Minister of State for Tourism (Independent Charge) to the unstarred question No. 315 in Rajya Sabha. For details please access <<http://tourism.gov.in/sites/default/files/usq%20315%20for%2004022020.pdf>>

S.No.	Name of the State/Year	Project Name
1.	Uttarakhand (2015-16)	Development of Circuit at Tehri Chamba-Sarain around Tehri Lake
2.	Telangana (2015-16)	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaivanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)
3.	Kerala (2015-16)	Development of Pathanamthitta-GaviVagamon- Thekkady
4.	Mizoram (2016-17)	Development of Eco-Adventure Circuit at Aizawl -Rawpuichhip -Khawhphawp - Lengpui - Durtlang Chatlang Sakawrhmutuaitlang - Muthee - Beratlawng -Tuirial Airfield - Hmuifang
5.	Madhya Pradesh (2017-18)	Development of Gandhisagar Dam Mandleshwar Dam- Omkareshwar Dam Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River
6.	Jharkhand (2018-19)	Development of Dalma- Chandil Getalsud- Betla National park Mirchaiya - Netarhat

28.4 Some Emerging Concepts Not to be Confused Witheco-Tourism

- 1) Green travel - Green Travel is an overarching term used to describe responsible travel practices that focus on economic, socio-cultural and environmental sustainability. Green travel is about making sure that travellers choose businesses, tour operators, and transportation methods that maintain and preserve the ecological integrity of the environment and contribute to local community development; meeting the needs of the present without compromising the needs of current or future generations. Green travel encompasses on six main traveller tips:
 - a) Modes of transportation - Consider walking or cycling during your trip, using public transportation, renting hybrid vehicles, and travelling by train rather than plane whenever possible.
 - b) Offsets and environmental policy - Calculate and offset the carbon dioxide emitted by your travel and buy your trip from companies with policies that consider environmental, economic and socio-cultural impacts.

- c) Money spent locally - Ensure that local people benefit from your trip by spending money in community or locally owned businesses and working with tour operators and lodges that employ local people.
- d) Environmental conservation - Choose a trip that strengthens the conservation efforts for and enhances the natural integrity of the places you visit, including protected areas and wildlife habitats.
- e) Respect for local culture - Immerse yourself in and accept the differences of other cultures, learning about their customs and social norms before you visit, and speaking their language when possible.
- f) Natural resource use - Reduce, reuse and recycle; and consider the efficient use of water, energy, and building materials as well as the method of waste disposal used by your tour operator or lodging establishment.

Some Green Travel Myths

- ◆ **Myth:** I cannot afford to take a sustainable trip.

Truth: There are sustainable options to fit every budget. There are green hostels for backpackers, luxury eco-hotels for the high-end traveller, and a wide variety of eco-lodges for price ranges in between. There are also ecotours and volunteer opportunities like green accommodations. These are available in any price range depending on where you are going, what you are doing, and how long you will be there.

- ◆ **Myth:** Being a green traveller is difficult.

Truth: Both green and conventional options require research - it is just as easy to choose green options. There is a wealth of information available online and in guidebooks to help you find what you need to green your travels. Many websites feature a list of travel providers who are taking steps toward greener and more sustainable travel.

- ◆ **Myth:** Green travel is just for backpackers and hippies.

Truth: While a lot of backpackers and hippies love green travel, business travellers, families, and anyone else can enjoy it too! Sustainable trips and responsible travels can involve anything from outdoor adventures to luxury hotels and fine dining.

- ◆ **Myth:** Eco-lodges and green travel services are only found in remote locations.

Truth: Sustainable and responsible travel services are available all over the world. You can stay in an eco-lodge in the rainforest or in a green hotel/hostel in the center of the world's busiest cities. All that is needed is a bit of research before your travel.

- ◆ **Myth:** I cannot fly and be green.

Truth: You do not need to sacrifice flying to be green. It is true that flights pollute, but there are ways to reduce your impact even if you do choose to fly. A variety of airlines are implementing new fuel efficiency measures and other green initiatives to reduce their impact. Through carbon offsetting, you can mitigate the harmful impacts of your emissions by funding a renewable energy project or tree-planting programme.

- ◆ **Myth:** I have to stay in an eco-lodge or take a green tour to be a sustainable traveller.

Truth: Even if you have already booked your stay at a conventional hotel or bought a package tour you can find ways to be green on your trip.

- ◆ **Myth:** I have to sacrifice luxury to be a green traveller.

Truth: There are many luxurious eco-hotels to choose from. You do not need to take cold showers or sleep on the ground (unless you want to!) just to be green. You can enjoy soft organic cotton sheets, healthy local produce, and other green amenities at the level of comfort you choose. From sleeping under the stars to lounging in a four-star hotel room, there is a green option for everyone.

- ◆ **Myth:** If it says “eco-friendly” or “green” it is sustainable.

Truth: Some companies use green labels as a marketing tool (this is known as greenwashing). Do your research to be certain the tours, accommodations, and other services you choose are truly sustainable.

How to be a Green Traveller?

Tourism has enormous potential to do positive things for people and for the planet. According to a report published in 2009 by the World Tourism Organisation (UNWTO): “Tourism is an effective way of redistributing wealth and a catalyst for gender equality, cultural preservation and nature conservation”. As per a report by Uniting Travel, the aviation industry is aiming to increase the use of sustainable aviation fuel, which is derived from sustainable oil crops and waste biomass, and has the potential to deliver an 80% reduced carbon footprint.

It is true that tourism can be a powerful force for good. And we, as green travellers, can support this force for good by moving away from traditional tourism, and deliberately moving toward responsible, sustainable tourism. To help you travel green, we have compiled articles with tips and tricks that will make your next vacation more sustainable.

More and more travellers from around the world are discovering that it can be cost effective to take their vacations with tour companies. These vacations may, indeed, be cost effective, but as responsible travelers, we need to ask ourselves what kind of impact they have on the following:

i) Before Travel

- ◆ The environment
- ◆ Natural resources
- ◆ Local cultures
- ◆ The global economy

The first question that comes to mind is ‘Should I Travel with a Tour Company, or Should not’ it depends on the tour company. Responsible travellers have long been critical of the tour industry. And, historically, much of that criticism has been justified. In the past, many all-inclusive tour packages have brought busloads of tourists to developing countries, but very little revenue actually remained in those countries. In fact, according to the United Nations Environment Programme (UNEP): “In most all-inclusive package tours, about 80% of travellers’ expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travellers’ home countries), and not to local businesses or workers.”

Fortunately, that’s beginning to change. It is encouraging to see that some tour companies do not conduct business “as usual”, but conduct business in positive, respectful, sustainable ways, bringing tangible gains to the people and places they visit. For example, Global Exchange (based in San Francisco, USA) consistently keeps as much as 80% of the revenue generated through its educational, humanitarian trips in the local or national economy of places visited.

ii) During

Are you prepared to accept and immerse yourself in cultures that are different from your own? Has your travel provider informed you of the local environments or social customs of the places you are planning to visit so you may avoid accidentally offending them or harming their environment? Does your travel provider advocate respect for local cultures, traditions and holy places? For example, are tour guides well versed and respectful of local cultures and environments? Do they encourage their guests: to ask permission before photographing local people, to dress appropriately for cultural activities, to be respectful of local norms and or to adopt local cultural practices without seeming patronising?

Here are some ideas to help you successfully absorb local culture:

- ◆ **Observe local standards of dress.** Be respectful and aware of how you present yourself. In many cultures, women are required to cover up most or all of their bodies. Be sure to know the cultural norms so as not to offend anyone. The locals will appreciate your efforts. As a general guideline, dress modestly, especially at any religious sites. Loose, long clothing is appropriate anywhere and cool in hot weather.
- ◆ **Speak the language.** Remember all those words and phrases you practiced before departure. Now it is time to use them! Trying out just a few words of the

local language will win you favour with most people you encounter. Even knowing how to say, “Excuse me, do you speak English” can turn a frustrated train ticket agent into a new friend.

- ◆ **Be aware of body language.** Many gestures have different meanings in other cultures— sometimes offensive, sometimes not. Try to learn about these gestures before you depart. If you slip up, you can generally explain yourself and have a good laugh. Likewise, do not assume someone is making an offensive gesture at you, it might be an innocent move in their culture – think before responding.
- ◆ **Learn and abide by local laws.** Local laws apply, wherever you are. Do not expect your embassy to be able to bail you out if you get into trouble.
- ◆ **Understand the local concept of time.** The locals may value time differently: some cultures are more hurried, while others are more relaxed. Be patient and courteous.
- ◆ **Use your guidebook, but also know when to put it away.** Remember that your guidebook is just that – a guide. Read it before you leave home and at the hotel while you plan your schedule. But do not be afraid to leave it in your room. If you want to truly experience a place, head off the beaten path: talk with the locals, eat at a restaurant that is not listed in your guidebook, wander into a museum you have never heard of, sip coffee at any café, hike with a new friend that knows a trail you do not, put your map in your backpack and explore.
- ◆ **Celebrate like a local.** Every region of the world has its own festivals and holidays that locals enjoy. With a little research, you might find your way to a sunflower festival in Austria, feria in Spain, or carnival in Brazil.
- ◆ **Stay local.** Instead of staying in a chain hotel or hostel, try a locally owned bed and breakfast, hostel, hotel, or inn. Your hosts will most likely be friendly, knowledgeable locals willing to give you insider’s tips on their favourite places to go and things to do. Some meals (likely breakfast) are often included in your stay and they are usually better quality than included meals at a chain hotel. Another option is a homestay with a local family. You will be living with a local family, usually with some or all meals included. Your hosts should be excited for you to arrive and to show you around their hometown. This is a wonderful opportunity for eco travellers that want to make local friends.
- ◆ **Shop at local markets and make friends with the sellers.** Maybe Carlos at the Mercato Centrale in Florence will offer a sample of cheese or prosciutto...if you are willing to practice your Italian. Buying locally leads to meaningful cultural experiences. If you buy your Turkish house shoes at the airport in Istanbul, will you be able to tell the story of how you met the man who made them? No, you will not, and you will not be supporting a local artisan either. So, go local, support the economy, and have more fun.

- ◆ **Support Local Guides.** When booking a tour, choose a local guide rather than a foreign one. You will be supporting a member of the local community and making a new local friend.
- ◆ **Make friends.** Be bold. Engage in conversation with the person next to you on the bus or at the bar. Try to introduce yourself in the local language and then ask if they speak yours. Even if they do not, you can try to communicate with common phrases you may each know and lots of gestures.
- ◆ **Be a respectful photographer.** Ask before taking pictures of people. Some people do not want to be photographed. Good travel photographers are sensitive to the desires of their subjects and accommodate refusals gracefully. Sometimes choosing not to take photographs can bring you a more genuine experience because you do not have a camera separating you from the local culture.

iii) After

This comprehensive list should get you well on your way to more sustainable living. It may look daunting, but remember, you do not have to do everything at once. The most basic things that you can do is getting rid of, or at least reducing usage of chemicals.

Chemicals - Many conventional cleaning products are full of chemicals that are harmful to the environment and your health. Do you want to eliminate these chemicals from your home? If so:

- ◆ **Make your own cleaning products.** It is easy and sustainable. There are many ideas online for just about everything from vinegar and water floor cleaners to replacing harsh powdered cleaning agents with baking soda.
- ◆ **Purchase eco-friendly cleaning products.** More and more companies are developing earth-conscious cleaning products. Seek out these options, but be sure to do your homework - just because the label says that it is “green” does not mean that it is non- toxic!

Clothing- Does organic cotton sound like a dream come true? Love vintage clothing? Hate your dryer? If you answered yes to any of these, one or more of these tips are perfect for

- ◆ **Dress the part.** When you buy new clothes, choose items made of organic cotton or hemp. Even better, save money and the environment by buying clothes from second hand shops or mending or altering old clothes. The more ambitious can also try out “junk fashion”. Make buttons out of bottle caps, purses out of cardboard boxes, or a necklace from old wire.
- ◆ **Line dry.** If it is not raining, you can hang your clothes outside to dry. It may take a little longer, but they will smell great using the natural power of the sun and wind to dry.

Energy- Want to reduce your electricity bill and greenhouse gas emissions.

- ◆ **Change your light bulbs.** Compact fluorescent light (CFL) uses 25-35% less energy than traditional light bulbs, or incandescent bulbs, use. Light Emitting Diode (LED), on the other hand, uses 75% less of the energy than incandescent bulbs use.
- ◆ **Unplug.** Did you know that your computer, television, microwave, toaster, cell phone charger and other small appliances draw power even when switched off? Unplug these items when not in use and you could reduce your electricity bill by as much as ten%.
- ◆ **Seal leaks.** Add extra insulation to maximise your heating and cooling energy.
- ◆ **Switch to Energy Star appliances.** Energy Star is a labelling system run by the Government agencies to promote energy-efficient products including major appliances, lighting, and home electronics. Indian government's Bureau of Energy Efficiency (BEE), set up in 2002, has developed policies to mitigate the increased energy consumption caused by the growing Indian economy. The star labelling programme began in 2006 to help this effort. Presently there are 24 appliances covered by the labelling programme. Ten of these require mandatory labelling, the others are voluntary.
- ◆ **Invest in a programmable thermostat.** Set your thermostat so that your heater or air conditioner will shut off during the day while you are gone, but will turn on again when you get home, or just a little while before, rather than letting it run all day.
- ◆ **Learn about energy-efficient cooking.** Guidelines are available from the American Council for an Energy-Efficient Economy.
- ◆ **Setup your own solar panels or windmill.** Do-it-yourself instructions are available everywhere, especially over the internet.

Food- Most of us eat several times every day, thus our food choices have a significant impact on the earth. We can improve that impact by changing our food choices just a little bit:

- ◆ **Buy organic food.** Organic fruits and vegetables are cultivated without pesticides, which can contaminate water and pose health risks for humans. These products are grown on farms that share agricultural land with native plants to preserve local flora, which provides habitat for native animals. Organic farming also promotes water conservation and builds up healthy soil as part of the growth process. Organic dairy and meat products are free of hormones and antibiotics that may pose health risks.
- ◆ **Eat fewer animal products.** Switch to a vegetarian or vegan diet or just eat less meat and dairy and more fruits and vegetables. Even one extra meat-free meal a week makes a difference. According to BBC Green,

consuming 2.2 pounds of beef is equivalent to driving a car for 3 hours with your lights on.

- ◆ **Start a food co-op.** Read the online guides available on the issue.
- ◆ **Grow your own food.** It does not get any more local than your backyard. Plant a small garden or try to grow all your fruits and vegetables – either will be good for the environment and can provide a fun way to relax outdoors.

Transportation- Fuel costs are continually on the rise, a great way to save some money is to choose sustainable transportation options and reduce greenhouse gas emissions. Try a combination of these ideas to find the method that works best for you.

- ◆ **Combine errands.** Post office and the grocery store in the same area. Wait until the afternoon to go grocery shopping and stop by the post office on your way home instead of making two trips. You will save fuel, money, and time, while reducing your carbon emissions.
- ◆ **Carpool.** Commute with co-workers or neighbours. Take turns driving and you will save money on gas and reduce carbon emissions (find 5 friends and you will only have to pay for one trip per week). You will also be taking one or more cars off the road, reducing traffic for you and your fellow drivers. Plus, you get to drive in the carpool lane.
- ◆ **Change your method of transportation.** If you need a car, buy a biodiesel, electric, hybrid, FlexFuel or more fuel-efficient car. If you are ready to give up cars altogether, take public transportation, get a scooter, walk, bike, skateboard, rollerblade, or find another fun alternative.
- ◆ **Work from home/telecommute.** Skip the commute and save on fuel. You will reduce your carbon footprint and get back that valuable time you spend travelling back and forth from work everyday.
- ◆ **Make your own biodiesel.** Get started with the Collaborative Biodiesel Tutorial.

Waste- Most Western countries have organised, convenient waste management systems that make it all too easy for citizens to get rid of their trash without a second thought. How many trash bags do you fill at home each week? Can you fill fewer bags next week? Here are some ideas to help you buy fewer trash bags:

- ◆ **Buy in bulk to reduce packaging.** Buying in bulk helps reduce trash created from packing food into several smaller containers instead of one large container.
- ◆ **Choose reusable.** By using reusable plates, cups, napkins, and flatware you can cut costs at the grocery store, save space in your trash can/landfill, and help the environment. Can't give up these types of items completely? Try to use them less and look for compostable brands when you really need them.

- ◆ **Donate.** Instead of throwing out that sweater in the back of your closet or the CD player collecting dust in the garage, donate them to a local charitable organisation.
- ◆ **Reduce paper waste.** The three easiest ways to reduce paper waste are to print less, use both sides of every sheet of paper and to use scrap paper instead of buying notepads. Keep a stack of pages you do not need anymore and use them for things like grocery lists or drawing paper for your kids. Recycle what is left instead of throwing it out.
- ◆ **Bring your own bags.** Grab some old totes or invest in canvas, hemp, or string grocery bags. To take it a step further, buy reusable produce bags, too.
- ◆ **Keep toxins out of your trash can.** Do not just throw away paint, oil, batteries, and CFLs. Call your landfill and find out how to dispose of these types of items properly.
- ◆ **Compost.** Learn to compost your food scraps. It will cut down on trash in landfills and you can use it to fertilize your home garden.
- ◆ **Refurbish and reuse.** Instead of throwing something out and buying a replacement, try fixing up that old toaster or mending the hole in your favourite shirt.
- ◆ **Start a recycling programme.** Upset that your neighbourhood does not have a recycling programme? Start your own.

Water- Water flows out of our Western pipes like an infinite resource – making it all too easy for us to abuse it. A couple of quick fixes and water-saving tricks will help you conserve water with minimal effort:

- ◆ **Repair leaks.** Check your pipes and faucets for leaks and patch any you might find. A faucet leaking one drop per second can release 2,700 gallons of water in one year².
- ◆ **Save water at the sink.** Do not let the water run when brushing your teeth, washing your face, or shaving. Instead of letting clean water run down the drain while you are waiting for it to cool down to drinking temperature or heat up for washing, collect that water in a jug and use it later.
- ◆ **Conserve water.** Install low-flow faucets, showerheads and toilets.
- ◆ **Wash dishes and clothes less often.** Only run the dishwasher and washing machine when they are full.

- 2) **Slow Travel** - Slow Travel is a movement based on the idea that follows in the footsteps of the “Slow Food” movement that began in Italy to keep fast-food establishments out of historically and culturally significant districts in cities;

² American Water and Energy Savers.

beginning in Rome's Piazza di Spagna, then spreading outward. The Slow Food concept emphasizes locally produced foods, prepared and presented with care and authenticity. The ambience of the establishment fits in with the surroundings, which often celebrate culture and heritage.

Applying that concept to travel, Slow Travel as a concept includes the following attributes:

- a) Visit smaller cities and towns, not just major capitals
 - b) Spend more time in each location. Avoid rushing and get to know the place, its culture, and its people
 - c) Gain a greater appreciation of a few places rather than "collecting" a list of places visited
 - d) Reduce carbon emissions and conserve on limited resources such as fresh water by selecting green hotels and vehicles
- 3) Voluntourism - The modern version of Voluntourism started in the 1960s with the Peace Corps. From its inception, the Peace Corps' philosophy was that volunteers could and should serve their country by living and working in developing countries, providing aid, and assisting in the peace process by interacting with local cultures.

Since then, Voluntourism has evolved into volunteer travel and volunteer vacations for the leisure travel market. For the meetings, incentive, convention, and event (MICE) industry, it has become a mechanism for expanding social responsibility, delivering purpose-filled team building activities for attendees, and providing spouses with a much needed alternative to destination shopping sprees. Now more than ever, people are craving a sense of purpose in their leisure activities. Sunbathing on a beach still appeals to some, but many people desire a more meaningful vacation. This growing trend is addressed by Voluntourism.

Technically, Voluntourism is defined as "a seamlessly integrated combination of voluntary service to a destination along with the best, traditional elements of travel - arts, culture, geography, history and recreation - in that destination." More simply put, Voluntourism involves travelling to a place to improve economic well-being, socio- cultural development, or environmental conservation by providing volunteer assistance and/or goods.

The Voluntourism movement is gaining momentum for a variety of reasons. Volunteers benefit from a greater sense of social responsibility when they can improve the well- being of local people.

In addition, voluntourism has the following features:

- a) Gives participants an opportunity to interact with a different culture and to gain a new perspective of the world that deepens their understanding of humanity.

- b) Meets travellers' growing desire to feel a sense of purpose in connection with their leisure activities.
 - c) Introduces a new kind of philanthropy and a method for donating time and materials in a personal, meaningful way.
 - d) One of the most valuable aspects of this type of experiential travel is that, when the journey is complete, Voluntourists generally feel that they have received far more than they have given to the destination and its residents.
- 4) Fair trade - Fair Trade is, in essence, an equitable partnership between producers, traders, and consumers. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers³. In India, Fair Trade concept is quite ancient. We have several examples of fair trades that have been here since times immemorial, the most prominent one being the Annual Animal Fair at Pushkar. Fair Trade emerged in Europe more than 40 years ago and since then the fair trade movement spread widely, with organisations in more than 60 countries around the world. This growing international movement helps ensure that low-income artisans, farmers, and other producers - the majority of whom live in Latin America, Africa, Asia, and the Caribbean - are adequately compensated for their work. It connects these small producers directly with marketers in developed countries, bypassing the middlemen and multi-national corporations. As a result, the producers of fair trade products are ensured adequate prices for their goods.

The greatest single virtue of fair trade is that it encourages us to take a closer look, to engage more critically, with the intriguing, sometimes shameful details of everyday human life⁴. Fair Trade and Tourism have been, obviously, intricately interconnected.

Tourists can promote local economic stability by supporting locally owned businesses and by shopping in local markets. Tourism has the potential to support global sustainable development at a community level in the following ways:

- a) Job creation
- b) Educational and professional training opportunities
- c) Health care benefits
- d) Infrastructure development and improvement
- e) Enhanced environmental and cultural heritage protection

More and more tours are becoming available that encourage a constructive interaction between travellers and the communities they visit. Successful fair trade programmes that have a responsible travel component recognise the value in having local workers, themselves, educate visitors about how they directly benefit from fair trade. And by personally interacting with these workers, visitors gain a deep

³ International Federation for Alternative Trade.

⁴ David Ransom, *The No-Nonsense Guide to Fair Trade*, pg 22.

appreciation for the necessity of fair trade. When they return home, they are motivated to discuss this important issue with family and friends.

Consumers can play an important role in promoting sustainable practices through their purchasing decisions. Although supporting fair trade can sometimes be a little more expensive, the increased price promotes the well-being of our global community. Certified “Fair Trade” items should, at a minimum, pay the producers a fair wage that covers the price of production and the cost of living. Beyond that, they might also offer employees opportunities for advancement, provide equal opportunities for all producers, promote environmentally sustainable practices, and provide healthy, safe working conditions. Some things to consider when making a fair trade purchase include:

- a) Is the product or service produced or offered locally, or is it labelled “Fair Trade”?
- b) Is the product produced using environmentally friendly production technique? Does the product or service conserve energy, water and other natural resources?
- c) Is the product made from sustainably harvested or recycled materials, or does it contain recycled content? If so, what percentage comes from post-consumer waste?
- d) Does the manufacturer use renewable energy in processing the product and/or support philanthropic conservation or community development initiatives?
- e) How does the product or service maintain and celebrate the producers’ cultural traditions?
- f) Does the product or service prevent waste? Is the product durable, reprocessed, re-useable, or recyclable? Is the product or service less hazardous and more biodegradable than the alternative?

UNIT 29

SOCIAL BENEFITS OF ECOTOURISM

Contents

29.1	Introduction	790
29.2	Social Benefits	791
29.3	Considerations in Tourism Planning	795
29.4	Controversies in Concept of Ecotourism	799

29.1 Introduction

There are many different benefits that can be derived from Ecotourism if it is used as a tool by local communities rather than large outside interests. However, the results are a direct reflection of the motivation behind the project. Since these motivations are often mixed it follows that the results are often mixed too. Making ecotourism a positive economic and environmental tool requires policies that foster responsible nature tourism development, broad-based and active local participation in its benefits, and conservation of developing countries' biological heritage.

Forest and marine habitats are being destroyed and some of the wildlife they contain is being driven to extinction under the pressures of hunting, logging, agriculture and fishing. Where areas have been officially reserved for nature conservation, many developing country governments lack sufficient funds to manage and protect them. These areas are being destroyed because they are not fully valued for their role as nature's genetic reservoirs of the world's biological resources.

Wildlife and its habitats in developing countries are becoming increasingly popular attractions for international tourism. Many of the richest areas, biologically, are in the developing world. Growing numbers of ecotourists are flocking to the mountains of Nepal and Madagascar, the tropical forests of Costa Rica and Thailand, and the beaches of Belize and Sri Lanka. Nature tourists bring with them money to spend, money that creates jobs and incomes for households and communities in and around national parks and other protected areas. Ecotourism enterprises tour agencies and guide services, lodges and private reserves as well as such satellite activities as crafts industries and transportation and food services, also generate revenues and foreign exchange. Governments can use this income in operating and protecting natural habitats.

By recognising the importance of protecting biological diversity, ecotourism is raising appreciation for biological resources and leading to better conservation practices by developing country populations. It must of course be properly regulated and managed to protect against adverse environmental and cultural effects that can come with overbuilding of tourist facilities and influx of populations around fragile ecosystems. Assuming such oversight, nature tourism can benefit both the environment and economic development.

29.2 Social Benefits

Ecotourism is a culturally responsible and high quality environment friendly tourism type that is capable of satisfying the visitors in all aspects. Ecotourism ensures the survival of the attractions of the nature and culture, without harming the resources. It is a sound environmental tourism, which is promoting nature travel as the hottest eco correct activity available. It focuses tourism to the destinations where flora-fauna, cultural and historical heritage are the prime attractions.

If a question is asked whether Ecotourism is beneficial to the society? The answer is obvious - Yes! As the ecotourism is a nature based tourism which preserves the nature and the cultural values of the locals.

- ◆ Ecotourism minimises the negative impacts on the local people and the natural environment.
- ◆ Ecotourism directs economic and other benefits to the local people by providing them employment.
- ◆ It promotes conservation of natural assets and enhances the cultural integrity of the local people.
- ◆ Ecotourism has become the major source of income and is attracting a lot of travel agencies than ever before.
- ◆ It promotes the preservation of wildlife and the natural habitats.
- ◆ Providing positive attitude and experience among the travellers.
- ◆ Ecotourism supports the international labour agreements.
- ◆ Ensures that the natural resources are conserved and managed properly so that they could be saved for the future generations.

Ecotourism is dramatically better for local economies and eco-systems than other forms of travel, according to a United Nations - supported study by the Collaborative Partnership on Forests. Ecotourism is a concept that emphasizes authentic experiences in preserved natural environments, typically guided by local people. The environment is more likely to be protected because local people have an economic incentive to preserve the landscape to make it attractive to tourists. Otherwise, the incentives to exploit natural resources might outweigh the advantages of preservation.

Compared to “standard all-inclusive package tours” that deliver 20% of revenues to local companies (the rest goes to airlines, hotels and large tour companies), ecotours can return as much as 95% to the local economy, according to the study.

The report also warned, however, that the benefits of ecotourism are limited. Mismanagement, or rapid growth and expansion of ecotours could do more harm than good to fragile eco- systems. Let us now examine some of the benefits of ecotourism:

- 1) Conservation - Ecotourism’s primary aim is to counteract the negative effects of human development. People who live in cities often choose to visit pristine jungles, mountains and beaches to enjoy their beauty. As local communities begin to see their natural resources as sources of tourist income, the communities may work harder to protect those resources. In many cases, locals find work as tour guides and discover that their jobs depend on local conservation efforts.
- 2) Government Funding - As ecotourism in an area grows, the local government often recognises the economic boom and seeks to maintain it. In Costa Rica, ecotourism’s popularity led to the creation of several national parks and reserves, which established a protected wildlife corridor. In turn, governments must have the funds to maintain their parks and keep hunters, poachers and loggers out of them. In Madagascar, poor infrastructure, government instability and the local communities’ need for the food and lumber inside the Masoala National Park’s borders have limited the park’s success.
- 3) Local Business - Aside from tour guides, a range of local businesses benefit from ecotourism. Craftspeople, innkeepers and restaurateurs all provide services that help tourists discover local features. A 2003 study of Costa Rican communities found that once ecotourism has boosted an economy, people stop cutting trees because they are simply too busy. The same study, however, found that such a behavioural change did not necessarily indicate greater environmental awareness. Once the local economy experiences some success, development starts to threaten natural resources.
- 4) Cultural Exchange - The same Costa Rican study found that people with more education were less likely to be environmentally destructive. In fact, education and awareness may be the true benefits of ecotourism and provide the most lasting effect. Ecotourists meeting people who live more closely with nature may learn to live more simply themselves. Meanwhile, locals gain the funds and the ability to pursue more education of their own, giving them a better understanding of world issues like environmentalism. Through cultural exchange, both parties stand to benefit.

Socio-economic Empowerment as a Benefit of Ecotourism.

Economic empowerment

When considering whether a community has been economically empowered by an ecotourism venture, it is necessary to consider opportunities that have arisen in terms

of both formal and informal sector employment and business opportunities. While some economic gains are usually experienced by a community, problems may develop if these are periodic and cannot provide a regular, reliable income. In addition, concerns may arise over inequity in the spread of economic benefits. It is problematic to assume that a community consists of a homogeneous, egalitarian group with shared goals. The power brokers in any society will have considerable influence over who shares in the benefits of tourism projects. Recent studies suggest that local elites, particularly men, often co-opt and come to dominate community-based development resorts, thereby monopolising the economic benefits of tourism. In determining the success and sustainability of an ecotourism venture, the distribution of economic benefits from ecotourism is just as important as the actual amount of benefits a community may receive.

Economic empowerment or disempowerment can also refer to the local communities' access to productive resources in an area now targeted by ecotourism. For example, the establishment of protected areas typically reduces access to hunting and agricultural lands. In addition, protection of wildlife species such as elephants may result in destruction of crops and injuries to livestock and people. Some researchers, when studying several ecotourism initiatives in Belize, found that of those households which reported direct damage to fish, livestock or crops by protected area wildlife, less than one-third received direct economic benefits from ecotourism¹.

In terms of the equitable distribution of benefits, this is of concern. It should also be of concern to conservationists given that local people will only continue to support conservation of protected areas if this assists with their own development.

Psychological empowerment

A local community which is optimistic about the future, has faith in the abilities of its residents, is relatively self-reliant and demonstrates pride in traditions and culture can be said to be psychologically powerful. In many small-scale, non-industrialised societies, preservation of tradition is extremely important in terms of maintaining a group sense of self-esteem and well-being.

Ecotourism which is sensitive to cultural norms and builds respect for local traditions can, therefore, be empowering for local people. On the other hand, ecotourism which interferes with customs by, for example, interfering with the integral relationship between a group of people and their land, may have devastating effects. A sociologist² describes how groups of Yagua Indians of the Peruvian and Colombian Amazon have been relocated by tour operators into regions more accessible to tourists. The Yagua have consequently become dependent on money raised from cultural performances and their obligations to the tour operators mean they have insufficient time to raise crops, hunt and fish, and no land on which to engage in slash-and-burn agriculture.

¹ Lindberg, K., Enriquez, J., & Sproule, K. (1996). Ecotourism questioned : Case studies from Belize. *Annals of Tourism Research*, 23(3), 543-562.

² Mansperger, M. C. (1995). Tourism and cultural change in small-scale societies. *Human Organization*, 54(1), 87-94.

The Yagua are now plagued by various forms of ill-health, and apathy and depression are common place. These feelings, along with disillusionment and confusion, often indicate psychological disempowerment of a community. It is in order to avoid such negative effects that some Aboriginal communities in Australia have chosen to shun direct involvement with tourists, instead preferring to earn an income from tourists indirectly by making craft goods or sharing the entry fees to environmentally distinctive areas³.

Social empowerment

Social empowerment refers to a situation in which a community's sense of cohesion and integrity has been confirmed or strengthened by an activity such as ecotourism. Strong community groups, including youth groups, church groups and women's groups, may be signs of an empowered community. Social empowerment is perhaps most clearly a result of ecotourism when profits from the tourism activity are used to fund social development projects, such as water supply systems or health clinics, in the local area.

On the other hand, social disempowerment may occur if tourist activity results in crime, begging, perceptions of crowding, displacement from traditional lands, loss of authenticity or prostitution. Ecotourism is not, by nature, immune from these problems.

Inequities in distribution of the benefits of ecotourism, described under 'economic empowerment' above, can also lead to social disempowerment through feelings of ill-will and jealousy which they may foster. For example, one village chief in Yap, Federated States of Micronesia, kept all of the entrance fees to his village for himself. This led some community members to feel that 'Money is making people stingy and therefore harming community spirit'.⁴

In a proposed ecotourism development in Lauvi Lagoon, Solomon Islands, a local 'big man' tried to initiate the ecotourism development with minimal consultation with others in the community, thus resulting in considerable dissension. To assume that communities will share unproblematically in the production and benefits of the ecotourism product may be excessively romantic. Clearly in all communities there are inequalities which may be exacerbated by the introduction of a somewhat lucrative industry to which all will not have access.

Political empowerment

If a community is to be politically empowered by ecotourism, their voices and their concerns should guide the development of any ecotourism project from the feasibility stage through to its implementation. Diverse interest groups within a community, including women and youths, should also have representation on community and broader decision-making bodies. For local communities to be able to exert some control over ecotourism

³ Altman, J., & Finlayson, J. (1993). Aborigines, tourism and sustainable development. *Journal of Tourism Studies*, 4(1), 38-50.

⁴ Sofield, H. B., & Birtles, R. A. (1996). Indigenous peoples' cultural opportunity spectrum for tourism. In R. Butler, & T. Hinch (Eds.), *Tourism and indigenous peoples*, London: International Thomson Business Press.

activities, however, power will need to be decentralised from the national level to the community level. This could involve grassroots organisations, local church groups, and indigenous institutions in decision-making processes and on representative bodies such as national parks boards or regional tourism associations.

An empowerment framework has to be devised to provide a mechanism with which the effectiveness of ecotourism initiatives, in terms of their impacts on local communities, can be determined. Such empowerment framework, should be designed for analysis of the impacts of ecotourism ventures on local communities, must attempt to emphasize the importance of local communities having some control over, and sharing in the benefits of, ecotourism initiatives in their area. The rationale behind the framework should be that ecotourism should promote both conservation and development at the local level.

29.3 Considerations in Tourism Planning

For both socio-cultural and environmental reasons, it is important to develop tourism in a gradual manner so that the local residents have sufficient time to adapt, understand and participate in it, and that the government can properly plan, organise and monitor tourism development as it proceeds.

A form and scale of tourism development that is appropriate for the local society and the environment should be planned and maintained. The concept of social and environmental carrying capacity should definitely be included in the overall carrying capacity study. If the social carrying capacity or tolerance level is exceeded, not only will residents be irritated and resentful, but they will also not present a hospitable and friendly face to tourists, which will result in tourist dissatisfaction. On the other hand, if environmental carrying capacity is not adhered to, it will result in tourists keeping away from that destination, as they have no lure to it.

The best way to avoid negative environmental impacts and reinforce positive impacts is to plan tourism properly, i.e., using the environmental planning approach before development. This planning must take place at all levels – national, regional, local and site specific areas for hotels, resorts and tourist attraction features.

Environmental planning follows the same process which is used for development planning, but more emphasis is placed on considerations of the physical environment and socio-cultural requirements.

The process involves the steps outlined below:

i) Establishing Development Objectives

The general objectives of developing tourism must be decided as a basis for planning. These must necessarily be preliminary until they are determined as realistically compatible with one other. Environmentally oriented objectives in a regional plan, for example, often include developing tourism in such a manner that no serious negative impact results, and using tourism as a means of achieving conservation

objectives such as preservation of cultural monuments or development of national parks, etc.

ii) Survey of the Existing Situation

This survey includes all aspects of the existing situation, particularly the detailed characteristics of the environment. For example, in a beach resort area, the survey would include the climatic and weather patterns of rainfall, temperatures, humidity, sunshine and winds; land and underwater topography; extent and quality of the beach, beach erosion; near shore water current flows, etc.

There is now an increasing awareness of environmental auditing but it is by no means a general practice. The audit has its origins in manufacturing industry where the technique was developed to measure a company's compliance with environmental regulations and controls. The **European Union** uses the following definition in this regard:

A management tool comprising a systematic, documented and periodic evaluation of how well organisations, management and equipment are performing with the aim of safeguarding the environment by facilitating management control of environmental practices.

Few tourism companies in the developing countries have adopted this practice although some hotels in India have done so. Few tour operators have also taken note of this.

It may be that as governments become more concerned about the environmental issues, legislation will be used to enforce standards. There is no single approach to environmental auditing. The methodology selected will depend very much on the nature of tourism business and the location of the activity. Some countries such as Singapore, have very high standards of environmental legislation and control, whereas others have none.

iii) Analysis

The planning process includes several types of inter-related analysis such as socio-economic impact of tourism development; types of tourist attractions to be developed; type and extent of transportation facilities and services required. The physical environmental characteristics are analysed to determine the carrying capacity of the area, the levels of tourism development and how best the development can fit into the environment. From the environmental standpoint, one of the most important analytical techniques is determination of the carrying capacity of the planning area.

Carrying capacity analysis is a basic technique now commencing to be widely used in tourism and recreational planning. It is done to systematically determine the upper limits of development and visitor use and optimum utilisation of tourism resources.

As defined by Mathieson and Wall (1982), carrying capacity is the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of experience gained by visitors. To this definition should be added, without an unacceptable adverse impact on the society, economy and culture of the tourism area. Establishing carrying capacities is based on the concept of maintaining a level of development and use that will not result in environmental or socio-cultural deterioration or be perceived by tourists as depreciating their enjoyment and appreciation of the area. Carrying capacity analysis provides an essential guideline to be used in formulating a tourism plan at any level.

Let us now see what are the socio-cultural considerations involved in tourism planning.

There can be both positive and negative socio-cultural impacts resulting from tourism. This depends on the type and intensity of the tourism developed as well as the characteristics of the host society. Whether impacts are considered positive or negative depends, in part, on the objective criteria (such as income earned) and also on the perceptions of the host community. It is also possible that different community groups have varying reactions to their tourism development, with no consensus reached by the whole community.

There are some generally accepted socio-economic policies and impact control measures that are being applied with some successful results in various places in the world. These are applied to prevent the negative socio-cultural impacts in future or mitigating the existing ones. Reinforcing positive impacts is the other side of these measures.

Tourism can be used as a technique of cultural conservation and revitalisation. However, for achieving this, it should be based to the extent possible on the cultural resources of an area. By proper planning and policy, tourism can be deliberately used to help justify and financially support:

- ◆ the preservation of archaeological and historic sites,
- ◆ conservation and even expansion of traditional dances, music, drama, arts and handicrafts unique to the area,
- ◆ development of museums and cultural centers, and organisation of cultural events.

As per the **World Tourism Organisation's** publication on **National and Regional Tourism Planning** (1994), tourism, if well planned, developed and managed in a socially responsible manner, can bring several types of socio-cultural benefits. These include the following:

- i) Improves the living standards of people and helps pay for improvements to community facilities and services, if the economic benefits of tourism are well distributed.
- ii) Conserves the cultural heritage of an area which otherwise might be lost as a result of general development taking place.

- iii) Helps develop and maintain museums, theatres and other cultural facilities. These are in part supported by tourism but are also enjoyed by residents. Many major museums and theatres in the world receive much financial support from the admission fee paid by tourists.
- iv) Reinforces or even renews a sense of pride by residents in their culture when they observe tourists appreciating it. This is especially true of some traditional societies which are undergoing rapid change and losing their sense of cultural and self confidence.
- v) Provides opportunity for cross-cultural exchange between tourists and residents who learn about and come to respect one another's cultures. This exchange can best be achieved through certain forms of tourism-educational and other types of special interest tours; village tourism; home visit programmes etc., whereby tourists can arrange to visit local families.

At the same time absence of proper planning leads to socio-cultural disasters also. Many of these may not be immediately visible but they appear in due course of time. For example:

- 1) Overuse and over-crowding at monuments, archaeological sites etc. not only deteriorates their condition but adversely affects their conservation leading to loss of precious heritage.

Example: Too many visitors in the Ajanta Caves at a time were adversely affecting the paintings, leave aside checking graffiti.

Solution : At a time entry of visitors restricted to 30 in a cave.

Problem: More expenses on guards; visitors would attempt to bribe their way in.

Solution : Sensitise the visitors before allowing entry; tour operators and escorts to be educated on the issue. Heavy fines on defaulters; close monitoring and all these you need to incorporate in the plan.

- 2) Commercialisation of performing arts can bring about loss of authenticity.

Example: A tour operator packaging a Rajasthani dance for evening entertainment. Performers wear the traditional dance dress but dance on film songs - the gestures, steps, etc. no where near the authentic dance form.

Solution : Well, educate the tour operator. Tell him if the tourists realise this false staging he will lose business.

- 3) Increase in drug abuse, prostitution, crime, etc. at a destination as a result of tourism.
- 4) Overcrowding can lead to tensions between residents and tourists/tourism services providers.

Example: Consumption of water, electricity increases and residents face cuts; parking problems for locals, price rise; short supplies.

Result: Hostility, tensions.

Solution : Better advance planning.

- 5) Demonstration effect, i.e., imitation of tourists by residents without knowledge of economic or cultural gaps.
- 6) No respect for local customs, values, social norms, etc. by tourists or vice-versa.

Hence, there emerges the need for specific socio-cultural impact control measures that can be applied in tourism areas. These can include aspects like maintaining the authenticity of local culture-dance, drama, arts, crafts and dress. In particular, religion and religious rituals should never be modified for adapting to the needs of the tourists. Infrastructure that is developed for tourists should be such that residents not only utilise it but also have convenient access to it. If residents can't afford to use existing commercial tourist facility they should be provided with inexpensive or subsidised facilities.

For example, it is common practice for allowing residents to pay lower admission fee for attractions than those paid by foreign tourists. Another very important aspect of tourism is to educate residents about tourism - its concepts, benefits and problems.

Public awareness programmes about tourism can be organised utilising radio, television, newspapers, magazines and public meetings. This should exist at both ends. Tourists should also be informed about the local society – its customs, dress codes, acceptable behaviour in public places, courtesies etc. Lastly, there should be strict controls on drugs, crime and prostitution if tourism has to succeed.

29.4 Controversies in Concept of Ecotourism

The trend towards ecotourism holidays, presented as sustainable, nature-based and environmentally friendly, is now subject to considerable controversy. It is the tourism industry's fastest growing subsector, with an estimated world-wide annual growth of 10-15%. Governments as well as the tourism industry promote ecotourism, with its claims of economic and social sensitivity. But there are well-founded concerns that it lacks adequate scientific foundations, and is not viable as a solution to the world's social and environmental problems. The persons who argue that Ecotourism is only an eyewash and are skeptical about the whole concept base their arguments on some of the following points.

- 1) Ecotourism is an eco-facade - Many eco-tourism claims concerning its benefits are exaggerated, or owe more to labelling and marketing than genuine sustainability. Not only are such projects repeatedly planned and carried out without local consent and support, but they often threaten local cultures, economies and natural resource bases. Critics regard ecotourism as an 'eco-facade': a tactic concealing the mainstream tourism industry's consumptive and exploitative practices by 'greening' it. Of particular concern is the side stepping of crucial questions in the promotion of

ecotourism, regarding the global economy and widening gap between North and South, particularly in Third World countries. Significant social and political issues such as the maldistribution of resources, inequalities in political representation and power, and the growth of unsustainable consumption patterns are marginalised or ignored.

- 2) Environmentally risky - Ecotourism may sound benign, but one of its most serious impacts is the expropriation of 'virgin' territories - national parks, wildlife parks and other wilderness areas - which are packaged for eco-tourists as the green option. Eco-tourism is highly consumer-centered, catering mostly to urbanised societies and the new middle-class 'alternative lifestyles'. Searching for 'untouched' places 'off the beaten track' of mass tourism, travellers have already opened up many new destinations.

Mega-resorts, including luxury hotels, condominiums, shopping centers and golf course, are increasingly established in nature reserves in the name of ecotourism – in many cases protested as 'eco-terrorism'. Such projects build completely artificial landscapes, tending to irretrievably wipe out plant and wildlife species – even entire eco-systems.

- 3) No real local benefits - Diverse local social and economic activities are replaced by an ecotourism monoculture. Contrary to claims, local people do not necessarily benefit from ecotourism. Tourism-related employment is greatly overrated: locals are usually left with low-paying service jobs such as tour guides, porters and food and souvenir vendors. In addition, they are not assured of year-round employment: workers may be laid off during the off-season. Most money, as with conventional tourism, is made by foreign airlines, tourism operators, and developers who repatriate profit to their own economically more advanced countries.
- 4) Romantic devastation - Ecotourism's claim that it preserves and enhances local cultures is highly insincere. Ethnic groups are viewed as a major asset in attracting visitors; an 'exotic' backdrop to natural scenery and wildlife. The simultaneous romanticism and devastation of indigenous cultures is one of ecotourism's ironies. Given a lack of success stories, and sufficient evidence of serious adverse effects, the current huge investments in ecotourism are misplaced and irresponsible. Research, education, and information for tourists is needed, and the countering of ecotourism's demeaning of local cultures.

- Third World Network Features/African Agenda Many large industries are using greenwashing techniques to sell themselves these days and the tourism industry is no exception. Knowing the difference between "real" ecotourism and marketing hype can often be confusing.

Ecotourism is clearly a niche or specialist area of the wider tourism market. Ecotourism can best be pictured as a subset of nature-based tourism (occurring in a natural setting but without the specific educative and ecological, cultural and social sustainability awareness of ecotourism) which in turn is a subset of the wider tourism industry.

A common misconception about ecotourism is that it is necessarily about being small scale. There are many large ecotourism resorts, using best practice energy and waste minimisation technologies, providing innovative interpretive programmes and involving local communities in a meaningful manner, that are leading the way in embodying the key elements of ecotourism. The emphasis of ecotourism is therefore not about scale but about different 'styles' of ecotourism (eg. self reliant/small group/popular) encompassing the concept of holistic environmental sustainability, which is ecologically, culturally, socially and economically sustainable.

In a relatively short span of time ecotourism has become a worldwide phenomenon. Why is this the case and why is ecotourism increasingly playing a key role in the development of the tourism futures of both developed and developing nations? A key reason for the growing focus on ecotourism is that it represents the 'greening' of tourism, the cutting edge of ideas, actions and technologies which will hopefully lead the way for a more sustainable future for the wider tourism industry. Equally, ecotourism is a response to the demands of an increasingly environmentally aware global community. A community that not only wants to be environmentally responsible at home but also when they are on holidays.

Of course, this growing interest in ecotourism is not only about ecological, cultural and social sustainability, there is also an economic imperative. Although there is a general lack of definitive research and data about the importance and economic contribution of ecotourism, it has been estimated that ecotourism could account for between 40% to 60% of the world wide international tourism market and as much as a 25% of a nation's domestic tourism.

Ecotourism is undoubtedly a burgeoning niche market within the world tourism industry. Unfortunately, ecotourism is also a much abused concept, with many tourism organisations and operators cashing in on the marketing advantages of ecotourism, with little recognition of its key ideals and principles. Therefore, the question is what has to be done to ensure that ecotourism is not just another marketing angle and realises its true potential.

Table 1: Ecotourism Definitions

'Ecotourism is tourism which combines the elements of education, recreation and adventure with the aim of observing and experiencing nature' (Laarman & Durst 1987).

'Tourism to natural areas that fosters environmental understanding, appreciation and conservation and sustains the culture and well being of communities' (Young 1992).

'Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people' (Blangy & Wood 1992; Ecotourism Society definition).

Contd...

‘Ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation’ (Ecotourism Association of Australia 1992).

‘Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low impact, and provides for beneficially active socio-economic involvement of local populations’ (Ceballos-Lascurain 1993; IUCN definition).

‘Ecotourism is nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable’ (National Ecotourism Strategy 1994 and Queensland Ecotourism Plan 1997).

According to an ideal view, the problem lies not in the concept of Ecotourism, but in mismanagement of ecotourism and misuse of the term. If ecotourism is not monitored properly it can be as damaging as mass tourism:

- ◆ Ecotourism tends to conserve the environment at the expense of the development prospects for the third world communities.
- ◆ Located in the eco-systems, ecotourism projects themselves are the biggest obstacle in the way of conventional economic development.
- ◆ Competition for ecotourism income between the various groups leads to social disharmony.
- ◆ Increased use of resources by the human population, even in the smallest sense, cause problem to the environment.
- ◆ Another major threat to the environment are the production waste and effluent pollution as well as increasing human activities like logging, and agricultural clearance.

Outstanding Issues in Ecotourism Management -

- 1) Risk: Unregulated nature tourism can damage the environment and corrode local cultures. Pollution from runaway resort and hotel development around fragile park areas in Costa Rica, Nepal and Thailand exemplifies poorly managed tourism activity.
- 2) Distribution of benefits: Where international travel and resort chains or urban investors control the tourism industry, the local economic effect of ecotourism may be reduced. Early studies of ecotourism expenditures suggest that in such cases not more than 20 to 30 cents of the tourist dollar stays in the national economy; and even less reaches the local communities.
- 3) Perceptions: Developing countries fear that their parks and protected areas will become playgrounds for international tourists, with the land reserved for conservation and no longer available for farming to feed and employ their growing populations.

- 4) **Lack of information:** More and better information is needed about the actual and potential economic contributions of nature tourism ventures and practices. Inclusion of visits to natural attractions as part of regular recreational tourism needs to be explored along with “purer” forms of nature tourism and travel.

For ecotourism to be more than just a fad and to play a pivotal role in the sustainable development of tourism world-wide, it is suggested that there are six key challenges that the ecotourism industry needs to address.

The first challenge is to deliver practical ecologically sustainable tourism. There is considerable rhetoric in tourism and academic circles about ecological sustainability within the tourism industry but not enough definitive advice and guidance of how to convert the theory into practice. Ecotourism establishments and tour operators need practical and economically viable recommendations about up-to-date technologies, techniques and procedures, which will enable them to satisfy the principles of ecotourism and be at the forefront of best practiced ecotourism.

The second challenge is to effectively recognise, through appropriate research, the previously discussed different styles of ecotourism. It is important that the particular needs of each ecotourism style, in terms of facilities required, extent of involvement, group sizes, level of interpretation, desired environmental settings etc., are understood and delivered. As with any form of tourism it is important to tailor the tourism product to the customer. This is particularly the case for a specialist market like ecotourism where the customers are generally well educated and discerning. Any mis-matching of the eco-product and the ecotourist could severely limit the capability to deliver on the key principles of ecotourism.

Ensuring that there are real and long lasting economic contributions to conservation is **the third challenge** for the ecotourism industry. As a high proportion of ecotourism activity occurs in or around government controlled protected areas (e.g. national parks, State forests, marine parks, water supply reservoirs and catchments etc.), there are moral, equity and sound business reasons why the industry should contribute to the ongoing protection and management of these areas. The moral imperative relates to the ecotourism industry ‘putting their money where their stated principles are’ by contributing to the sustainability of natural areas and assets. The equity argument revolves around the premise that if private sector tourism operations are making commercial gain from a public reserve, either directly through use or indirectly through marketing or association, then there should be a financial return to the public body managing that reserve. Finally, from a sound business perspective it makes good sense for ecotourism operations to contribute to the protection of the reserves they are operating in and which are a key basis of their business.

Challenge number four is concerned with ensuring that ecotourism delivers effective interpretation of environmental, cultural and resource management values. Interpretation must be more than just a one-way transfer of information, it should be about explanation, stimulation, provocation, revelation and understanding in a manner

that personally involves the ecotourism in an interesting and enjoyable fashion. This is a difficult assignment, even in face to face situations, but particularly so when interpreters have to rely on nonpersonal techniques like signage and brochures. However, this is the challenge of interpretation, and a key goal for ecotourism, to enhance people's attitudes and actions towards their environment. In many instances this could be the major contribution of ecotourism, by exposing a wider cross-section of the community to the need to value and protect their natural and cultural areas, resources and heritage.

The fifth challenge is to ensure genuine cultural and social sustainability. There needs to be a real commitment by the ecotourism industry to cultural understanding in terms of valuing and learning from the past and involving and working in partnership with indigenous communities, respecting their cultures and beliefs. In communities where western and traditional cultures coexist, the ecotourism industry has the potential to provide real leadership on issues of cultural integrity and greater harmony and integration between cultures. From a social perspective, ecotourism must be inclusive of local communities by ensuring that their operations are reflective of community needs and aspirations, and benefit those communities wherever possible in terms of economic development and job creation. The final challenge concerns the role of governments in the ecotourism industry and the need to develop good working relationships and partnerships between the public and private sectors.

As much of the resource base of the ecotourism industry is under some form of government control, (e.g. national parks etc.) so too is the future of much of the industry in government hands. The bureaucratic nature of most government agencies and their general lack of appreciation of contemporary business practices have traditionally led to high levels of distrust and poor communications between the public and private sectors. On the other hand, there is often a lack of understanding from the private sector of the constraints imposed on the public sector by ever-increasing levels of open and accountable government. For the ecotourism industry in particular, it is imperative that the government and private industry sectors work together to ensure there is the right policy framework and the most effective and efficient operational environment, if ecotourism is to reach its full potential for all sectors of the community.

UNIT 30

ECOTOURISM AND RELATED SUB-SECTORS OF THE TOURISM INDUSTRY

Contents

30.1	Introduction	805
30.2	Summarizing the Ecotourism Concept	808
30.3	Experiential Dimension	810
30.4	Sociocultural Dimension	811
30.5	Economic Dimension	812
30.6	Sub-sects of Ecotourism	819
30.7	Case Studies: Waste Management and Recycling in Hotels	820

30.1 Introduction

Ecotourism (along with adventure travel) is among the fastest growing segments of the global tourism trade, which is sometimes described as the world's biggest industry. While it is undeniable that travel uses resources and can harm the environment, it is also true that it can provide many benefits, such as supporting local economies, providing economic alternatives to exploitative practices, and spreading cross-cultural awareness. It is true that people are much more likely to protect the planet if they see it firsthand. The key is to go gently, and authentic ecotourism offers just that.

Some questions to ask tour providers: Do local people benefit directly from tourism dollars? Are transportation effects minimised? Are local materials used and local foods served? Is sensitive habitat protected? Are facilities energy and water efficient?

There are considerable ambiguities in the understanding of the term 'ecotourism'. The word is reported to have been introduced to the world by Hector Ceballos-Lascurain in 1987¹. He defined it as 'Ecotourism is travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas'.

¹ Ceballos-Lascurain, H. (1987). The Future of Ecotourism. Mexico Journal. January, pp13-14.

The definition provided by the International Ecotourism Society includes the welfare of local people: ecotourism is responsible travel to natural areas, which conserves the environment and improves well-being of local people².

Other definitions include:

‘Ecotourism is a form of tourism which is based on the natural ecological attractions of the destination area. It differs from mass tourism by having a lower impact on the environment and by requiring limited infrastructure development. Ecotourism stresses the need to conserve the natural environment, thus offering an opportunity to capitalise on underdeveloped natural attractions without incurring the adverse effects of conventional mass tourism³’.

‘Ecotourism means responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is not simply disposition but is destination management⁴’.

‘Ecotourism is a nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable.’

‘Ecotourism is an enlightening, participatory travel experience to natural and cultural environments... ensures the sustainable use of environmental resources, while producing viable economic opportunities for the host communities (University of Pretoria, Centre for Ecotourism quoted in Nichol (1998a)’.

There are considerable variations in the definition of this term. In addition, these definitions are quite distinct from the popular conception of the word ‘ecotourism’. Ecotourism has become a popular word, readily used in circumstances where it does not apply. Almost any non-city based tourism can prefix an ‘eco’ in its advertising campaign. This leads to the confusion in the understanding of the word which further leads to confusion in the planning and implementation of ecotourism activities.

In the public domain the terms ecotourism, pro-poor tourism, nature tourism, outdoor tourism are used almost interchangeably. For example, the increasing numbers of tourists to the Himachal Pradesh city of Manali are called eco-tourists despite the fact that their visit does not follow many of the pre-requisites of ecotourism.

‘Shades of Green- Ecotourism for Sustainability’⁵ tries to differentiate between nature based mass tourism and ecotourism. There is a dichotomy in how the public perceives ecotourism and how the academics do. The following categories of tourism are often thought to be ecotourism:

² The International Ecotourism Society, USA, email: ecomail@ecotourism.org

³ Green Tourism in Mountain Regions - Reducing Vulnerability and Promoting People and Place Centric Development in the Himalayas. R. B. Singh and D. K. Mishra. *Journal of Mountain Science*. Vol. 1 No. 1 (2004): 57-64.

⁴ Why Ecotourism has to be included in the syllabus of BSc Forestry Programme of Kerala Agricultural University, India. Animon. M. M. Ecoclub.com. E-paper Series, Nr 6, March 2003.

⁵ ‘Shades of Green-Ecotourism for Sustainability’ Sagar Singh.

Ecotourism and Related Sub-sectors of the Tourism Industry

- 1) Nature based mass tourism. This would include tourism to areas such as Mussoorie, Baga beach and Manali. It could be categorised by a large number of visitors, many hotel establishments and general commercialisation of the tourist destination. The number of visitors would have exceeded the carrying capacity of the area and would thus be facing environmental problems. The only factor differentiating it from conventional tourism would be that the attractions of the destination would be natural.
- 2) Conservation supporting tourism. This would include tourism that would aim to support conservation. However, it need not be ecotourism, as it need not support local communities. Examples of this tourism could include tourism in Africa, where the tourism dollars supports conservation, which may yet be so commercialised, get tourists in excess of its carrying capacity, as to disqualify it as ecotourism.
- 3) Environmentally aware tourism. This would include all tourist ventures that are aware of the environment and its needs and act appropriate to its needs. It may also impart environmental consciousness to the visitors, as in nature camps, etc. However, it again need not be ecotourism, as it may not support local community or conservation.
- 4) Sustainably run tourism. This would include tourism ventures that are economically viable, socially acceptable and environmentally sound and that meet the demands of the present generation without compromising on the demands of the future generations. While this includes most ecotourism objectives, it may not impart environmental consciousness or education, which is an important component of ecotourism.

Therefore, ecotourism differs from the above types of tourism and is distinguished by its own set of criteria. Ecotourism must entail:

- ◆ Conservation: The prime motive of the enterprise must be conservation. In case of situations where the ecotourism activity is not taking place in an ecologically fragile area, ecotourism would mean that there must be no environmental degradation, pollution or extensive and non-sustainable resource use.
- ◆ Economics: Tourism is an industry and like any other commercial venture, investment in the industry has to be commensurate with profitability. (Dr. Digvijay Sinh)⁶. However, the local population who are major stakeholders in the enterprise must also profit substantially from the exercise.
- ◆ Social equity: It has to include a component of social upliftment or equity. The local communities should not feel marginalised. They should be treated as equal partners in the exercise and have a say in the decisions taken. Within this, the employment benefits to the local community must include all demographics and must not discriminate in participation or disbursement of advantages.

⁶ Dr. Digvijay Sinh, Former Union Minister on Environment, in his keynote address to the National Forum on Tourism and Environment, 1992.

- ◆ Education: The tourist must be made conscious of the environment and the various factors that influence its existence. The tourist must be educated about the nature of the area and the need for its survival. The tourist must be converted to the cause of conservation. It is thought that the larger population may become advocates for conservation after an enriching visit as an ecotourist.
- ◆ Scale: Ecotourism should be careful not to exceed the carrying capacity of the area. This could mean that ecotourism would generally be a small-scale enterprise. It could also be conducted on a larger scale in a less ecologically sensitive area, but care must be taken that the environmental limits of the area are not exceeded. In brief, ecotourism should be small scale, locally controlled and ecologically sensitive.

30.2 Summarizing the Ecotourism Concept

Let us examine the dimensions of ecotourism in brief:

1) Environmental Dimension

By definition, the descriptive component of ecotourism involves the natural environment as an attraction. Conversely, the prescriptive component involves the impacts of visitation on the natural environment. Although most discussions of this dimension focus on negative impacts, ecotourism also can generate positive environmental impacts. For example, some tours involve cleaning trails or undertaking rehabilitation work. Also, ecotourism indirectly can generate positive impacts by increasing political and economic support for natural area conservation and management (Lindberg, Enriquez and Sproule 1996).

Some argue that ecotourists are motivated to preserve the environment, so one would expect them to generate little or no negative environmental impact. However, as Wall (1994) pointed out:

- ◆ ecotourists often go to environmentally fragile areas, such as alpine and arid areas;
- ◆ visitation may occur during sensitive periods, such as during breeding or hatching periods;
- ◆ visitation by ecotourists eventually may lead to mass tourism at the site, such that the ultimate impact is much greater than the initial impact; and
- ◆ visitation may cause off-site impacts, such as the consumption of airplane fuel.

Despite the centrality of the environment to ecotourism, there is relatively little accumulated knowledge regarding ecotourism's impacts on the environment and the effect of these impacts on the ecotourist experience. In part, this is due to the complexity of these impacts, the difficulty of evaluating them rigorously, and the comparative lack of research in this area. Most of the analysis that has been undertaken has focused on North America or Europe and has appeared within the recreation of natural science literatures. Although several recent publications deal with tourism's environmental impacts (Buckley and Pannell 1990; Hunter and Green 1995; Mieczkowski 1995), there also is relevant literature from the recreation field (Hammit and Cole 1987; Knight and Gutzwiller 1995).

Ecotourism's impacts often are categorised using groups like "direct" (effect of the visitors themselves) and "indirect" (effect of the infrastructure or activities necessary to provide the visitor experience) or "on-site" and "off-site". Using the latter groups, some on-site impacts include:

- ◆ soil erosion and compaction;
- ◆ disturbance of wildlife;
- ◆ trampling of vegetation;
- ◆ removal of vegetation (e.g., collection of plants or firewood);
- ◆ accidental introduction of exotic species;
- ◆ increased frequency of fire; and
- ◆ litter and vandalism. Some off-site impacts include:
 - ◆ reclamation of land for infrastructure (e.g., clearing of forests for hotels);
 - ◆ generation of solid waste (e.g., rubbish/garbage);
 - ◆ water and air pollution (e.g., effluent in rivers and oceans); and
 - ◆ purchase of souvenirs utilising threatened or endangered species (e.g., black coral).

Given that ecotourism can generate some negative environmental impacts, the critical questions become:

- ◆ What are the acceptable levels of these impacts?
- ◆ What is the relationship between use and level of impact?
- ◆ How is this relationship affected by management activities?

The question of acceptable levels is particularly thorny and has frustrated resource managers and other stakeholders for years. The answer is political rather than technical, and different stakeholders provide different answers.

The relationship between use and level of environmental change (i.e., the impact of ecotourism) is difficult to evaluate, in part because few environmental parameters are amenable to the requirements of experimental design needed to establish causal relationships.

As a result, many studies are correlative rather than causal. The reliance on monitoring as a replacement for experimental analysis is an example of this problem. Monitoring can provide useful information, but one should be careful when inferring causality from monitoring studies due to the potential presence of confounding factors.

The research that has been conducted indicates that use-impact relationships generally are non-linear and vary across parameters. For example, the relationship between use and soil compaction may be different than the relationship between use and wildlife disturbance. Commonly, the relationship is asymptotic curvilinear, with marginal impacts at high use levels being small or non-existent (Hammitt and Cole, 1987). That is, a

medium number of visitors may cause significant change, but additional visitors may not cause significant additional change. Studies of recovery from impacts indicate that recovery occurs more slowly than the initial impact. Given such relationships, the common strategy of dispersion may be misguided, and concentration may cause less overall impact.

To further complicate matters, several factors may affect use-impact relationships, including:

- ◆ level of site hardening;
- ◆ types of visitors and their activities;
- ◆ characteristics of the organism impacted; and
- ◆ timing and location of interaction.

Managers can reduce ecotourism impacts by managing visitor numbers and these other factors.

30.3 Experiential Dimension

Most of the attention within ecotourism, and within sustainable tourism generally, has been on environmental sustainability. However, tourism should be sustainable in other dimensions, including the experiential dimension. If the visitor experience is sufficiently degraded there will be a reduction in visitation that jeopardizes sustainability. Despite the relative inattention paid to experiential impacts within the ecotourism literature, they have been a focus within the recreation literature (Kearsley 1995; Manning 1986; Shelby and Heberlein 1986). For some sites, experiential impacts may be a greater limiting factor than environmental impacts (Worboys et al. 1995).

At the most basic level, managers should monitor the quality of the visitor experience to determine what can be done to address concerns and to improve experience quality. Often, experiential improvements focus on the addition (or removal) of specific infrastructure or programmes. However, the experience often depends on how visitors affect each other. Such experiential impacts can be grouped into three categories (Roggenbuck 1992:155):

- ◆ *Crowding*, in which the quality of the experience is reduced by visitor perceptions that they saw too many other people during their visit.
- ◆ *Conflict*, in which the quality of the experience is reduced by visitor perceptions of incompatibility or animosity with other visitors.
- ◆ *Environmental degradation*, in which the quality of the experience is reduced by visitor perceptions of environmental deterioration caused by other visitors.

These impacts, and the associated concept of satisfaction, often are complex, affected by a variety of factors, and can be difficult to measure accurately (Manning 1986; Ryan 1995). Satisfaction is particularly problematic because simplistic measurement of this

concept is popular amongst natural area managers yet can provide misleading information. For example, high levels of reported satisfaction may lead managers to become complacent. However, current visitors may report satisfaction while nonetheless desiring improvement in facilities, activities, or conditions. In addition, previous visitors who were unsatisfied during their visit likely would not be represented in the sample of current visitors, as they would have stopped coming to the site, a process known as displacement in the recreation literature. Similarly, potential visitors may never have come to the site due to word-of-mouth or otherwise-obtained knowledge regarding the experience offered.

The concern over environmental degradation, resulting from tourism or other causes, and its effect on the visitor experience is widespread. It has been argued that environmental integrity must be preserved if the visitor experience is to be maintained, thereby providing an additional rationale for conservation. However, the extent to which visitor experiences are affected by environmental degradation has not been well researched, and the research that has been conducted suggests that visitors often do not notice tourism-related environmental degradation (Roggenbuck 1992; Shelby and Shindler 1992). This is an area that would particularly benefit from additional research.

30.4 Sociocultural Dimension

As with the natural environment, the sociocultural environment serves as both an ecotourism attraction and a recipient of ecotourism's impacts. If these impacts become, on the whole, too negative, the local sustainability of ecotourism can be jeopardized. In some areas local residents have been sufficiently unhappy with ecotourism development that they sabotaged the natural resource on which this development was based. Many ecotourism activities involve relatively intense interaction between greatly differing cultures, and these differences may exacerbate the negative sociocultural impacts of ecotourism.

The impacts of tourism on host communities, and resulting resident attitudes toward tourism, have been popular research topics in the past several years (e.g., Lankford and Howard 1994; Lindberg and Johnson 1997; Mercer 1994; Smith 1989). In addition, many policy makers are now becoming aware of the need 1) to incorporate local communities into the tourism development and natural area management process and 2) to understand and address the negative impacts on communities.

Though the difference between cultural and social impacts is blurry, one grouping might include the following as cultural impacts (Brandon 1996:17):

- ◆ commodification of culture, in which cultural symbols are treated as commodities to be bought and sold;
- ◆ changes in group social structure, the way in which lives are ordered and patterned;
- ◆ changes in cultural knowledge, the body of information possessed; and
- ◆ changes in the way in which cultural property is used and viewed.

The following grouping is of common social and sociophysical impacts. Depending on how tourism is developed, these impacts might on balance be positive or negative, and this balance may affect resident attitudes toward tourism (Lindberg and Johnson 1997):

- ◆ economic - tourism can generate a wide variety of economic benefits (such as jobs) and economic costs (such as inflation).
- ◆ disruption - tourism can generate an increase in traffic congestion, crowding in stores and other areas and crime.
- ◆ recreation facilities - tourism can increase both the number of recreation facilities and the demand for such facilities (recreation is used broadly here to include outdoor recreation, urban entertainment and related activities).
- ◆ aesthetic - tourism can contribute to an aesthetically pleasing environment, for example, by catalysing waterfront revitalisation; however, it can also detract from an aesthetically pleasing environment by, for example, leading to construction that is deemed inappropriate or by increasing the amount of litter or vandalism.
- ◆ interaction with non-residents - tourism can lead to satisfying relationships with non-residents, even if those relationships are brief.
- ◆ interaction with residents - tourism can affect local social relationships among residents, such as by reducing the friendliness of local residents.
- ◆ community/culture - because tourists often are motivated by the desire to experience the host community and its culture, tourism can affirm that culture and lead to community pride; it also can disrupt local cultures, particularly when international tourists visit remote areas with little historic foreign contact.
- ◆ influence over community decisions - studies have shown that residents are more supportive of tourism when they have been able to influence the tourism development process.

These impacts, and resulting attitudes, can strongly affect the viability of ecotourism. For example, commercial tourism activity in natural areas in Australia is undergoing a period of rapid expansion. In Victoria's Alpine National Park, the number of licenses granted to tourist operators has increased four-fold in the past five years to more than 110. This level of growth, and the perception that park policy now favours tourism interests over use by local residents, has resulted in antipathy toward tourism (McKercher 1996). This may lead to ecotourism becoming the next target for the national park movement, thereby jeopardizing access privileges to natural areas.

30.5 Economic Dimension

The final dimension is economic. There are various stakeholders in ecotourism, from operators to natural area managers to local communities. One thing they have in common is that they often seek economic benefits from ecotourism, whether it be sales and profits for operators, user fee revenues for natural area management, or jobs and income for local communities.

With respect to natural area finance, many public natural area systems around the world have encountered severe financial difficulties as the number of national parks and other areas have grown while funding has remained stable or declined (Eagles 1995; Reynolds 1995). As a result, many area managers and environmentalists have turned to ecotourism as a source of revenue, as a means to at least cover the ecotourism-related park costs that historically have been financed by governments.

There have been numerous studies of user fees in the ecotourism context (e.g., Laarman and Gregersen 1996; Lindberg and Enriquez 1994; Lindberg, Enriquez and Sproule 1996; Mak and Moncur 1995; Tisdell 1996). Though a full discussion of this issue is beyond the scope of this paper, several points are worth noting (additional discussion is provided in Section 4). First, the appropriate fee system will depend on the objectives for the area. If the objective is to generate revenue, fees should be relatively high. If the objective is to maximise the number of visitors to provide job opportunities for local businesses, then the fees should be low or non-existent.

Second, there are strong economic reasons for charging user fees, including that ecotourism generates costs that would otherwise need to be financed by non-users (Lindberg, Enriquez and Sproule 1996; Yong 1996). In the case of developed country visitors to developing country public natural areas, it is particularly inappropriate for relatively poor local non-users to subsidise the visits of relatively wealthy users (Lindberg 1991).

Third, most analyses conclude that current fee levels at most sites could be increased with little or no impact on the number of visitors. In cases where fee increases would reduce the number of visitors, such increases may remain appropriate as a means to maximise total revenue and/or reduce negative environmental, experiential, or social impacts. Fourth, often, there are opportunities for increasing non-fee revenues, such as through donation programmes or through souvenir sales.

With respect to job creation, natural areas provide many benefits to society, but few are tangible. Ecotourism-related jobs are one of the most tangible benefits provided by these areas. In some cases, these jobs can provide direct alternatives to practices, such as poaching of forest products, that threaten natural area conservation. In other cases, the jobs will simply, but importantly, diversify local economies (Lindberg and Enriquez 1994). As ecotourism jobs increase, it is likely that support for the natural areas providing the jobs will increase (Han and Guo 1995; Lindberg, Enriquez and Sproule 1996). Conversely, if ecotourism is perceived to generate more costs (e.g., reduced access to the area and its resources) than benefits, it may reduce local support for natural areas.

The economic impacts of tourism, or any economic activity, can be grouped into three categories: direct, indirect and induced. *Direct impacts* are those arising from the initial tourism spending, such as money spent at a restaurant. The restaurant buys goods and services (inputs) from other businesses, thereby generating *indirect impacts*. In addition, the restaurant employees spend part of their wages to buy various goods and services, thereby generating *induced impacts*. Of course, if the restaurant purchases the goods

and services from outside the region, then the money provides no indirect impact to the region, it *leaks* away. Figure 1 illustrates some of these impacts and leakages.

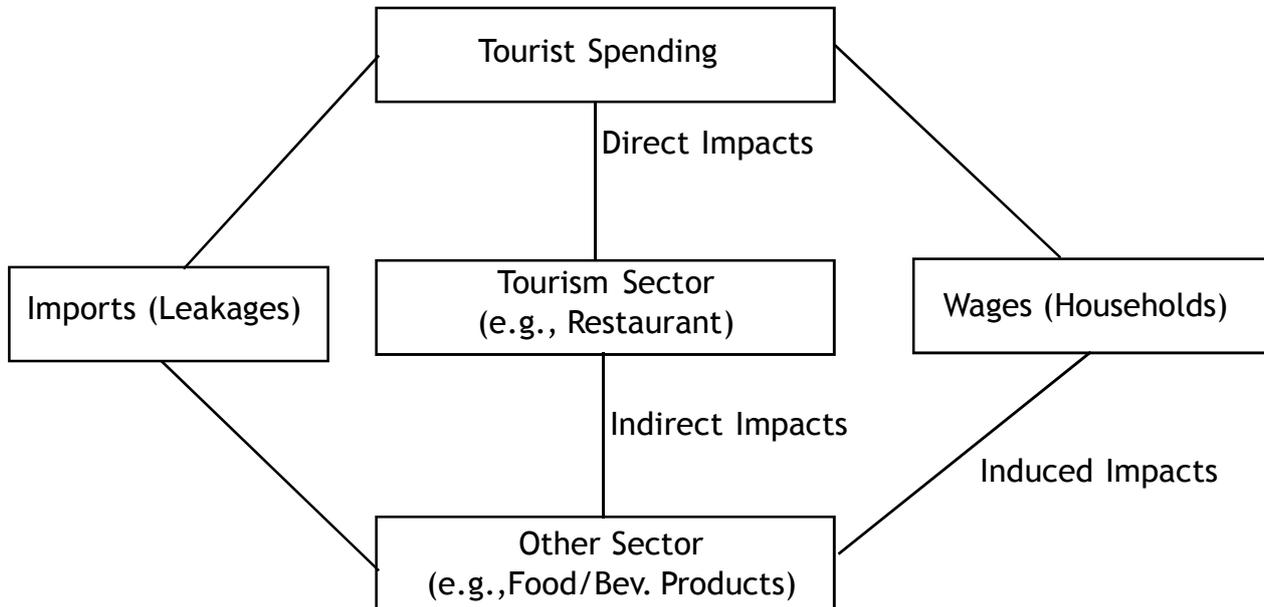


Figure 1: Tourism's economic impact

Several studies have assessed the local employment benefits of ecotourism (Lindberg, Enriquez and Sproule 1996; Powell and Chalmers 1995; Shackley 1996). Not surprisingly, the level of benefits varies widely. In part, this is due to variations in the level of direct impact (tourist expenditure), which may depend on the quality of the attraction, access and so on. In part, this is due to variations in the level of linkage (or, conversely, the level of leakage), which may depend on the size of the economy and other factors. The following estimates provide indications of the percentage of tourism spending leaking away from host country economies:

- ◆ 70% in Nepal
- ◆ 60% in Thailand
- ◆ 55% for the typical developing country

There is often wide variation in leakage estimates across sites. This is partly a result of the type of tourism development and the size of the economy being evaluated. Small-scale nature tourism tends to use more local goods than does large-scale traditional tourism. However, smaller economies may have more leakages because a lower diversity of goods is produced in small economies than in large economies. Variation in leakage estimates may also be due to definitions and methods used.

More than 90% of tourism spending is thought to leak away from communities near most nature tourism sites (Lindberg, 1991; Brandon, 1996; see also Soemodinoto, Lubis and Oktaviany 1996).

Though the high level of leakage should be considered and should be reduced where

possible, one should remember that this leakage not only results from the nature of the tourism industry, which requires substantial expenditure before arrival on-site, but also from the nature of the remote communities where ecotourism occurs. Other economic activities in these communities probably also will exhibit high levels of leakage simply because the local economies are small and not very diverse. Moreover, though the number of jobs created will be low, in rural economies even a few jobs can make a big difference. Still, ecotourism benefits should not be oversold, or there may be a backlash as reality fails to live up to expectations.

Once, a former Indian minister of tourism made a case for ecotourism in his keynote address at the National Forum for Tourism and Environment in 1992⁷. He said that tourism was forbidden in Valley of Flowers, which was notified as a National Park in 1982, as it was felt that their presence of tourists was detrimental to the survival of the flora in the area. The few visitors that were allowed in the area after five years were astonished to see that the valley had been overrun with weeds. No flowers could be seen. The people of the area said that tourism in the area was imperative for the preservation of the valley. In the absence of tourists, the valley was neglected; grazing occurred and the weeds took over. If tourism is allowed, the watchdogs present there will prevent this. Additionally, tourism in the area gives the locals an incentive to preserve the valley.

This is a good example to convince of the need for ecotourism, even though some of the facts may be slightly inaccurate. The scientific reasoning for the dominance of the weeds in the park was probably the absence of grazing which would make this example a case for community forestry and not ecotourism. The point is that the need for ecotourism is felt in the highest echelons. The positives of ecotourism are numerous.

The most often cited advantage of ecotourism is that tourist dollars could solve problems like under-budgeting and understaffing of protected areas in developing countries. The main motivation behind ecotourism development is the generation of tourism receipts, which can then be used for the protection of resources. This further attracts tourists enabling a positive feedback process. Ecotourism also offers a wonderful opportunity for a country like India to acquire some foreign exchange. India has the resource base intact for marketing itself as an ecotourism destination. In some regions, commercialisation and heavy industrialisation is not advisable. Here ecotourism provides India with a sustainable development option that is not capital intensive.

Ecotourism is also believed to reduce the animosity the local inhabitants feel towards protected areas. The Fourth World Congress on National Parks and Protected Areas in 1992 concluded that Protected Areas cannot exist unless the interests of local communities were protected⁸. In India, more than 95% of forest is owned by the government⁹, where

⁷ Madhavrao Scindia, Minister of Tourism and Civil Aviation, in his keynote address to the National Forum on Tourism and Environment, 1992.

⁸ McNeely, J. A. 1993. Parks for Life. Report of the fourth World Congress on National Parks and Protected Areas, IUCN, Gland, Switzerland.

⁹ Why Ecotourism has to be included in the syllabus of BSc Forestry Programme of Kerala Agricultural University, India. Animon. M. M. Ecoclub.com. E-paper Series, Nr 6, March 2003.

the people are deprived of many of their traditional rights. Policing is often a failure. The people feel alienated by the rules and regulations pertaining to forests and wildlife. Ecotourism helps mitigate such hostilities by increasing the stake of the local people in the enterprise. They benefit from the presence of the protected area in the neighbourhood. The local community then may desist from activities that are harmful to the protected area and its wildlife.

Responsible ecotourism also increases the support base for conservation by turning an ecotourist into an advocate for conservation. There is no better environment for convincing the public citizens of the need for the protection of nature than a setting in the midst of the natural world, which ecotourism provides. These eco-tourists often keep track of the area they had visited and are known to return with additional funds for the conservation in the area.

The potential of ecotourism

Tourism is widely considered the most rapidly growing global industry, likely to grow at 4% per annum. According to the latest World Tourism Barometer from the World Tourism Organization (UNWTO), destinations worldwide received 1.1 billion international tourist arrivals in the first nine months of 2019 (up 43 million compared to the same period of 2018). Tourism generated USD 1.7 trillion in revenues as of 2018, and international tourism remains the third largest export category. In fact, international tourism accounts for 29% of the world's services exports and 7% of overall exports. Middle East (+9%) led the growth in arrivals during the first nine months of 2019, followed by Asia and the Pacific and Africa (both +5%), Europe (+3%) and the Americas (+2%).

Eco-tourists spend billions of dollars each year. They also use local resources and local expertise. Countries rich in wild lands and disadvantaged by rural poverty and lack of export earning tap this resource. Ecotourism helps contribute directly to conservation as well as reduce poverty in traditional communities in remote regions. Tourism in East Africa is the single biggest influence behind the extensive network of protected areas.

In December 2015, the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. This important celebration comes 50 years after the International Tourist Year on Tourism - Passport to Peace (1967) and fifteen years after the International Year of Ecotourism (2002). Under implementation in Peru by Grupo GEA is Inca Alliance for Sustainable Tourism, a public-private partnership model for innovative and sustainable ecotourism in historical-cultural and nature destinations. In fact, locally developed tourism products, public-private cooperation and sustainable tourism measurement are increasingly recognized as means to achieve economic growth, reduce inequalities, improve livelihoods in developing countries and lessen negative environmental and sociocultural impacts.

Tourism has become one of the largest economic activities; a way for paying for nature conservation and increasing the value of land left natural.

Limitations of Ecotourism

The tendency of ecotourism enterprises to grow bigger over time negates their ability to stay true to ecotourism principles and objectives¹⁰.

The first ecotourists may have been the early visitors to parks like Yosemite and Yellowstone. However, the days when the superintendent of Yosemite could gloat over annual visitor entries are gone. The danger to natural areas, of too many visitors, has become a serious concern.

There are several limitations to ecotourism activities.

Inability to conserve the natural resources

The first of these may be the inability to contain tourism within the carrying capacity of the area. With the success of tourism in an area, there is a tendency to commercialise or overexploit the resources of the area. With this, the tourist activity crosses from ecotourism into mass-based nature tourism. All the resultant problems of tourism then follow.

Due to the commercial success of the tourist activity, we are often diverted from the primary aim of the activity, which is to conserve the natural area and its inhabitants.

While it is often due to our temptation for profits that we exceed the carrying capacity, it is equally likely that our transgression is due to poor planning and management. As a result, despite our best efforts, the environment of the area is degraded.

An example of ecotourism limitation is the Dal Lake. Tourism is no longer a marginal issue; it has become a major and integral part of world economic, social and physical development. Its impact on the physical and socio cultural environment is substantial and widespread and can be expected to increase where environmental damage has been caused by tourism development. It is most often due to poor planning of individual tourism schemes and the overall growth of the industry¹¹.

As a result of this, the Dal Lake that had an area of twenty-five square kilometers five decades ago has now reduced to ten square kilometers.

Inability to make local communities stakeholders for conservation

There are many shortcomings in ensuring the implementation of our second objective of ecotourism as well.

Ecotourism principles recommend that the local community be consulted and involved from the outset of the ecotourism activity. This is not often the case. In cases when they are consulted, they do not have a say in the decision making process. They cannot determine what kind of ecotourism development they would like to see in the area. As

¹⁰ 'Shades of Green- Ecotourism for Sustainability' Sagar Singh, 2004

¹¹ B. Kalita, Vice President of the National Forum on Tourism and Environment, said at a conference on 'Ecotourism and the Role of Industry in Protection of Environment'.

a result, they do not feel responsible for the activity in their area. They also feel alienated and are rarely convinced of the agenda for conservation in the area. Whatever benefits they may receive from the activity, is considered a windfall.

Another mistake that ecotourism managers make is that the benefits of the ecotourism are inequitably distributed. The profits do not come to the local community. Private operators from the urban centers or government and park authorities are likely to receive most of the tourism dollars. The oft-touted employment opportunities for the local communities are often very few and are lower-grade like guides or drivers. A very small proportion of the local community is involved.

In the rare cases where the local community plans and executes the ecotourism development and receives the major proportion of the profits, the distribution of profits may make the amount received too low for the expenditure of energy in the activity to be worthwhile.

As a result, the local community generally do not consider themselves as stakeholders in the ecotourism and the hostilities towards the protected area are not mitigated.

Inability to involve the local community

In cases where the tourist activity is not carried out in a protected area, there are other socio- economic factors at work.

There is iniquitous distribution of employment opportunities and profits within the community with the more affluent in the community being able to commandeer more of the resources resulting in more tourists. There is also considerable inequity between the local communities and the entrepreneurs from outside as can be seen from the box which details outsider involvement in different tourist activities in Uttarakhand.

Outsiders Involvement in Tourist Business in the Garhwal Region

Genre of Activity	Activity	Level of Involvement
Accommodation	Hotels/Resorts Motel Camping	High High Moderate
Transportation	Bus Coaches Taxi Services	Low Moderate
Attractions	Man made Natural	Low Moderate
Food and Beverage	Restaurants Fast Food Wine Merchants	High Moderate Low
Others	Travel Agencies Tour Companies Souvenirs	Moderate Moderate High

Contd...

	Hotel/Restaurant Suppliers	High
	Cameras and Films	High
	Maps, Travel Books	High
	Reservation systems	High
	Service Stations	Low
	Shopping Malls	Low
	Recreation/ Sporting equipment	High
	Construction / Real Estate	High
	Distillers / Brewers / Bottlers	High
	Advertising Media	High
	Clothing manufacturers	High
	Food producers	High
	Educational / Training Institutes	Low

In the case of tourism activities in less ecologically fragile areas, where more commercialisation is possible, too, the carrying capacity of the area is exceeded with sewage and pollution problems. Tourism growth rate is highest in the developing countries and as environmental problems in these countries are the most insurmountable due to resource shortfalls, “Sustainable Tourism” will be the most difficult to attain in these countries. This is the case in India. A concerted effort is needed to plan and forestall all the shortfalls in ecotourism outlined in this section.

30.6 Sub-sects of Ecotourism

Ecotourism can occur in a variety of settings.

- 1) Ecotourism in a protected area. Usually ecotourism refers to ecotourism in protected areas. However, it should not be restricted to Protected Areas as this may put too much pressure on the park. Here, protected areas include, sanctuaries, national parks, heritage sites, places of anthropological and archaeological interest, monuments, etc.
- 2) Ecotourism which is nature based. This refers to ecotourism in remote or nature based settings, where human populations may be present but protected area legislation is absent.
- 3) Ecotourism in a rural area. This is village based ecotourism. The basic concept of rural tourism is to benefit the local community through entrepreneurial opportunities, income generation, employment, conservation, the development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage¹².

The Key issues in all these Ecotourism sub-sects areas :

- 1) The ecology: How many visitors can a wild area absorb This is dependant on many things:

¹² Development Perspective on Rural Tourism in India, Ferguson & Co. report, 2011

- I) The vulnerability of a species. How much disturbance can a wild animal tolerate?
- II) The habitat of the area. How much disturbance can an area tolerate? How many climbers picking Himalayan shrubs for fuels wood can an area tolerate?
- III) Pollution and waste disposal.

It takes into account the disruption of critical ecological processes.

- 2) The aesthetics. Crowding ruins the aesthetic appeal and lowers the willingness of the visitors to pay
- 3) Economics. The economic dependence and vulnerability of the area caused. This compromises that the local populace might have to make to attract and sustain the tourists
- 4) Social
 - ◆ The alienation of the people as rights and concerns may be denied or ignored
 - ◆ Can destroy ancient cultures and ruin indigenous economies
 - ◆ A few bad eggs from these people can upset the whole applecart

30.7 Case Studies: Waste Management and Recycling in Hotels

In most hotels, waste is created at upwards of 1 kg per guest per night - a large amount when multiplied by the number of hotels and guests around the world. But many hoteliers are responding to the waste challenge. Whether a hotel is situated in a busy city center or in a remote and pristine beach resort, there are a number of environmental and social issues to contend with, not least of them being how to deal with the waste created by daily operations. Since, generally speaking, waste has to be paid for twice - once in the form of packaging and again for disposal - it makes good business sense to create as little as possible in the first place. Aside from the costs of waste disposal, there are other headaches for hotels. In most hotel buildings, as much space as possible is usually allocated to front-of-house areas such as the reception, lobby, restaurant and banqueting facilities. This leaves minimal space back-of-house for waste to be stored and sorted. There are also other factors to take into account, such as health and safety and the noise created by waste compaction and collection.

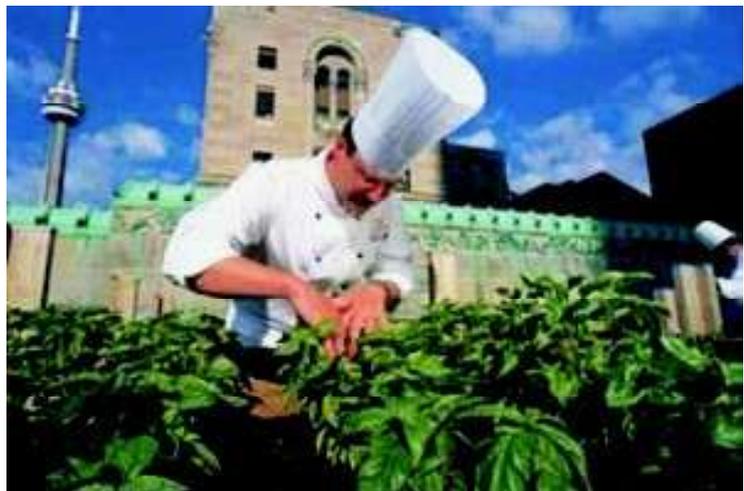
Much of the waste created in hotels stems from either food- and beverage-handling (generating materials such as packaging and food waste, aluminium cans, glass bottles, corks and cooking oils), or from the housekeeping department (creating waste such as cleaning materials and plastic packaging). Waste is not only created in guest rooms but also in public areas, hotel gardens (anything from engine oils, pesticides, paints and preservatives to grass and hedge trimmings) and offices (toner cartridges, paper and cardboard waste). Regular refurbishment adds TVs, minibars, carpets, towels and linens, and much else into the equation.

Reduce, reuse and recycle

Wherever possible, waste elimination at source must be a hotel's number-one priority. This involves decisions such as whether to provide soap and other guest amenities in dispensers rather than as individually wrapped items, whether to purchase food items and cleaning chemicals in bulk containers, and how to serve butter and jam at the breakfast table. A major way in which many hotels reduce waste at source is by running towel and linen reuse programmes. Inviting guests to hang their towels back on the rack for reuse, or not to have their bed linen changed every day, can save enormous quantities of water, energy, detergent and, of course, the detergent packaging that ends up as waste.

Executive Chef John Cordeaux at the Fairmont Royal York in Toronto harvests organic basil from the rooftop herb garden. The herbs are fertilized with compost made from the hotel's kitchen food waste

Providing soap and shampoo in dispensers is common practice within international hotels and also smaller establishments. In Swaffham, Norfolk, UK, Strattons Hotel found that when it used 25 ml luxury miniature guest bathroom amenities, only 30% of the product was used and the rest was consigned to waste. As a result, the hotel now supplies soap and shampoo in dispensers. On the catering front, the Grecotel chain in Greece has successfully eliminated much of its packaging waste. As far back as 1997, their use of individually packaged



Executive Chef John Cordeaux at the Fairmont Royal York in Toronto harvests organic basil from the rooftop herb garden. The herbs are fertilized with compost made from the hotel's kitchen food waste



Compactors in use at the hotels of Hilton UK and Ireland. photo: environmental waste controls

portions of jam and butter at breakfast buffets was reduced by 90% over 1993 levels. They also eliminated the need to dispose of plastic water bottles by switching to returnable and reusable glass bottles. Increasingly, hotels are also working with their suppliers and persuading them to take packaging away with them on delivery.

Having addressed waste at source, the next step is to put appropriate systems in place to identify how the remaining waste can be redeployed. Many properties within Carlson Hotels Worldwide and Radisson Hotels and Resorts, Marriott

International and Fairmont Hotels and Resorts, for example, donate untouched food from catering displays and trolleys, unwanted bed linens, mending kits and bathroom amenities to community projects including homeless or women's shelters, orphanages, homes for the elderly and drug rehabilitation centers, working directly or through charitable organisations. Other beneficiaries include armed forces overseas and victims of hurricanes and other natural disasters. At Taj Hotels and Resorts, unwanted linen, toiletries, uniforms, crockery, carpets and blankets - even kitchen and computer equipment and unclaimed articles from 'lost and found' - are all donated to charitable organisations.



*Divided waste baskets in use at Hilton International properties.
Waste from guest rooms can be sorted at source into divided
housekeeping trolleys*

Any waste that cannot be reused needs to be sorted into its component fractions so that as much as possible can be recovered for recycling. Some hotel groups, such as Hilton International and Fairmont Hotels and Resorts, include divided waste baskets at source so that the separation process can start in the room. Housekeeping trolleys are similarly divided to speed up the process. Overall, Fairmont has a target to reduce its landfill waste by 50% and paper use by 20%. Many of the company's North American properties, such as the Fairmont Vancouver Airport and Toronto's Fairmont Royal York Hotel, are already exceeding that landfill diversion goal by 72% and 67%, respectively. All the company's hotels that have access to commercial recycling divert glass, aluminium, plastic, newspaper and cardboard, while used soaps and amenities are sent to shelter programmes or to companies making niche laundry and car-wash products. Disposable products are also being phased out of all the company's food and beverage outlets.

Organic waste

Many resort-based hotels, and those with sufficient space outside, compost their organic waste. For food safety and hygiene issues, it is essential that collections of putrescible waste, which cannot be composted, are carried out at least on a daily basis. Composting of organic kitchen waste is widespread throughout the Taj Group in India and within Fairmont Hotels in Canada, where several establishments now compost up to 12% of their organic waste. The Fairmont Royal York, for example, home of Canada's largest hotel kitchen, composts coffee grounds and vegetable waste for use in the hotel's rooftop herb garden – one of eight organic kitchen gardens across the company. Over 1000 kg of food waste is collected daily from the hotel by Turtle Island Recycling, which sterilises it to make fertilizer.

Another way of dealing with kitchen and garden waste is using it as feed for biogas plants. Interested guests at Taj Hotels' Jai Mahal Palace in Jaipur, Rajasthan in India, are actually taken on a tour of the biogas plant which is fed by their kitchen and garden waste. In Sweden, the Hilton Stockholm Slussen sends its organic waste to a biogas plant, and an increasing number of Hilton and Scandic company cars are run on biogas. 'To change from fossil to renewable fuel is crucial for mankind and for us. It is important to act as we speak,' says Jan Peter Bergkvist, Director of Environmental Sustainability at Hilton and Scandic, who himself drives a Volvo V 70 Bi-fuel.

Good practice by large and small establishments

Waste management is not new to the operating agenda of hotels, and for many it is part of their overall environmental management system (EMS). In 1992, some of the world's leading international hotel groups joined forces to form the International Hotels Environment Initiative (IHEI), with the aim of sharing expertise and resources to address environmental issues such as energy and water consumption and waste disposal. Their efforts continue today through the Tourism Partnership, a programme of The Prince of Wales International Business Leaders Forum (IBLF). Groups such as Hilton International, Rezidor SAS Hospitality, Taj Hotels and Marriott International all have sophisticated waste management programmes in place as part of their EMS programmes. For example, in April 2005, Hilton UK and Ireland announced a £7 million long-term agreement with specialist provider Environmental Waste Controls (EWC) to enhance its waste management and recycling programme across all of its UK and Irish hotels. The programme creates a single point of management for all waste and recycling activities across the Group.

It is not only the large international groups that are focused on good practice when it comes to waste management. In the Stellenbosch-Winlands of South Africa, Spier Leisure and Winecorp SA (a 155-room hotel and property development with six restaurants, conference facilities, golf course and retail outfits, along with a winery with vineyards and a bottling plant) operate an on-site waste-recycling programme. Solid waste - including vegetable matter, paper, plastic, tins, bottles and other rubbish - is sorted into separate bins for recycling. Food-based waste is given to a local pig-farming co-operative for feed

and all other recyclable material is resold to commercial recycling companies. In addition, all Spier Leisure's used cooking oil is collected and recycled. Over the last fiscal year, Spier Leisure and Winecorp SA generated 381,164 kg of solid waste. Of this, 229,143 kg - or 60% - was recycled.

At Lovat and Queens Hotels in Perth, Scotland, staff pride themselves on never sending anything to landfill. Menus are reused as scrap paper, and cloths and curtains are all recycled. Partially used guest soaps and shampoos, together with used plastic cups, are donated to the Salvation Army in Perth. The Tayside Furniture Project collects unwanted quality furniture and passes the items to needy families in the area. Also in Scotland, at the Poole House Hotel in Poolewe, Scotland, old newspapers are pulped and made into 'logs' to burn in winter.

Global good practice

Although waste is clearly a big issue for hoteliers, examples of good waste management practice can be found across the hospitality industry. They range from environmentally enlightened individuals at small establishments 'doing their bit', to well orchestrated systems within international groups. What many of them share is the knowledge that landfill capacity around the world is diminishing as rapidly as the costs are escalating, that incineration is not always an option, and that waste legislation is becoming increasingly tough. In addition, many items that are thrown away can have an afterlife when reused or recycled into something else. Let's hope that the industry can continue to be adept at finding solutions to its waste problems, and that these areas of good practice can be consolidated throughout the world.

Claire Baker is Editor of the international *Green Hotelier* magazine, a quarterly publication on environmentally and socially responsible practice within the hotel and wider tourism industry. e-mail: cjb@atlas.co.uk web: www.greenhotelier.org

To comment on this article or to see related features from our archive, go to www.waste-management-world.com and click the 'Forum' tab.

Hilton Tokyo Bay, Japan

Since the Hilton Tokyo Bay began its solid waste management recycling programme, it has saved more than Y50 million - despite an 8% rise in disposal costs over the period. In 1998, the recycling rate was 45%; the hotel has improved this each year to a current rate of 48.9% by constantly looking for new items to recycle. Associates even found a company to recycle the used wooden chopsticks from the hotel's Chinese and Japanese restaurants. Composting is practised, and waste is separated into 15 separate categories for recycling.

In order to improve the recycling rate from guest rooms, the engineering department designed a special 'Hilton' recycling container for housekeeping. It has been so successful that the company that manufactured the containers now offers them to other hotel companies. The department also worked with housekeeping to design and make a device

for winding together unused toilet tissue from rolls too small to use in guest rooms so that it would not be wasted.



A special device made by staff enables toilet tissue from rolls too small to be used in guest rooms to be wound together for reuse

Cardboard has been eliminated wherever possible and replaced with plastic reusable boxes. In many cases, the hotel has purchased its own boxes for its suppliers to use. More information: Chris Bannister e-mail: chris.bannister@hilton.com



Even used wooden chopsticks from the hotel's restaurants are collected for recycling

Dealing with waste glass bottles, UK

Handling thousands of empty glass bottles a day can be hazardous for hotel and restaurant staff. Some of London's premier hotels, pubs and clubs are separating their waste glass containers safely and quickly at source, and crushing them on site with the Silipaktor™

glass compactor from Glass Compaction Services Ltd (GCS), a company specialising in the compaction, collection and recycling of glass.



The Silipaktor's 240-litre bins each hold 290 kg of cullet, which equates to approximately 650 wine bottles of 750ml

Putting glass through a general waste compactor reduces its efficiency by as much as half. This also usually means that the material will not be recycled, because once waste is mixed at source, recycling is no longer an option. Ordinary compactors are not designed for compact glass, which can be a robust material when surrounded by, for example, paper and cardboard. The Silipaktor enables an existing compactor to operate more efficiently, reducing general waste costs.

Bottles of any colour can be poured into the machine straight from the container in which they were collected without the need to sort them. This saves staff time and cuts the risk of accidents, as there is no need to handle the bottles. It also saves money by reducing the number of bins emptied - and therefore the number of collections - and by ensuring that the glass collected is sent for recycling rather than to landfill. Other benefits include a reduction in noise levels as it is considerably quieter to remove compacted glass cullet than dealing with whole bottles.

GCS provides a waste collection service either through the local authority or through its waste management contractor, which empties the special GCS bins. Claridge's, The Dorchester, the Mandarin Oriental Hyde Park, The Ritz and Lloyds of London are all users.

Improving waste management in Side, Turkey

Tour operators and their local partners bring around 300,000 tourists to Side on the southern coast of Turkey each year. In 2002, Side, which had been having a waste problem

for the previous decade, was the first destination in which members of the Tour Operators Initiative (TOI) for Sustainable Development forged a partnership with local stakeholders.



The landfill site outside Side during construction

After interviewing local stakeholders and TOI members about what they perceived to be the threats to sustainability in Side, a multi-stakeholder workshop was organised with the support of VASCO Travel, and the local hotel association TUDER. Among the priority actions agreed was waste management - with a focus on waste separation and recycling - combined with education and training on sustainable tourism in hotels, bars and restaurants.

A detailed plan of action was developed at follow-up meetings and a locally based coordinator was appointed, financed by the Side administration and TUDER. Over the next three years, a waste separation scheme (including organic and recyclable waste) was implemented for the entire Side municipality involving around 100 hotels, shops in the old town, local schools, residents and tourists. Training sessions were held for hotel and apartment hotel staff, sanitation workers, the bar and members of the restaurant association. Hotels, restaurants and bars promote the scheme with signs, and the local recycling company carries them on its vehicles.

PRACTICES IN COMMUNITY-BASED TOURISM MANAGEMENT

Contents

31.1	Introduction	828
31.2	Role of Local Level Participation	829
31.3	Community-based Ecotourism Projects	831
31.4	Benefits of Community-based Tourism	833
31.5	Community-based Tourism for Conservation and Development	835

31.1 Introduction

Most of the impacts of tourism - whether negative or positive are community specific. That is, they occur at the local level and influence most clearly the hosts or local residents. More than the positive impacts, it is the negative impact of tourism that leaves a lasting impression. Therefore, it is absolutely necessary that tourism be well planned at the local level. Local level planning is a painstaking process requiring constant attention and management, all the more because here the contact between the tourist and the host is maximum.

Probably other economic development at the local level has as many far reaching tentacles as does tourism. At local levels tourism involves all the businesses, agencies, organisations and the public. Poorly managed reserves and parks can lead to the destruction of the area. Excluding local people can ruin their livelihood. This will provoke opposition to the reserve, park or destination.

There is a lot of potential in community based tourism:

- 1) The locals may be inexperienced with regard to management, which increases the probability of outside operators taking advantage of them and setting up hotels, etc.
- 2) Once funding is removed the villagers are left in the lurch.
- 3) Finance schemes, loans, etc. need to be better organized.

A community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. Community based tourism is

tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects, which provide benefits to the community as a whole.

Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

The community may choose to partner with a private sector to provide capital, clients, marketing, tourist accommodation or other expertise. Subject to agreement and the objective of supporting community development, conservation, and planning the tourism development in partnership with the community, a private sector partner may or may not own part of the tourism enterprise.

31.2 Role of Local Level Participation

The local community often feels powerless to influence the patterns of development once tourism invades. One of the most important constituents of ecotourism is the local community's sense of ownership of the enterprise. It is very important to develop this. It can be done by letting the community decide what kind of development they would like to see in the area.

Empowerment can be seen in many ways. It can be given by a beneficiary approach. Here the people receive benefits but are not empowered. In a participatory approach, the local community is the agent of change. They are the actors. They manage, control and make decisions regarding the ecotourism activity. The key to this consultation is the decision-making power. It has been seen that the local community may be consulted endlessly, it is only when they have a say in the decision-making that they feel truly involved and become stakeholders of the process and care for the future of the enterprise.

Involving the local community from the earliest will require more energy as different communities want different things. It will also delay the process, which might cause economic losses to the private sector which wants to stay competitive. However, it will strengthen the local support for ecotourism and thus help mitigate harmful social and economic impacts.

Thus, ecotourism planners need to view local people as their counterparts and use them both in the planning process and in ecotourism activities. This will additionally empower local people and give them greater control over their lives.

The local people can help the planners in five areas

- 1) Information gathering

- 2) Consultation. Here the local people can give their advice and suggestions for a planned activity. Here representatives from the different groups can come.
- 3) Decision-making. The previous two activities, if properly carried out will automatically lead to the design and decision-making.
- 4) Initiating action
- 5) Evaluation
- 6) Highlight key merits Community-based Ecotourism

Sense of Ownership or Stakeholder

Generally, two patterns of generating revenue from tourism are observed. Either there is individual entrepreneurship, where individuals act as guides or food sellers. These have no long-term aim as they do not feel a sense of ownership. Success will depend on the individuals cooking or communication skills.

Even when the whole community benefits, as when tourism commences, it is considered a windfall, manna from heaven. In a similar set up, local people are encouraged to plant trees and are given food in exchange for this. These trees are subsequently not considered the community's and on a repeat visit, it is often observed that the trees have been cut.

In contrast, when the community is involved in the planning and development of the activity, the people are stakeholders in the process. Here individual entrepreneurship can be witnessed, where locals are setting up lodges or eating establishments. However, community entrepreneurship is also seen where they contribute cash or labour to community projects like afforestation or trail maintenance. Due to individual investments in upgrading their private enterprises, they have a stake in the long-term quality of the area.

Strength of Linkages

Ecotourism may not lead to conservation action if the benefits are low or the linkages are weak.

The benefits are low when few people are involved, when the benefits are only seasonal and when the jobs or employment opportunities are of a low level. This is a classic case of whether to employ one or two guides full time or to employ numerous potential poachers all to act as part time guides.

The power structures, whether local or governmental, determine the itinerary of the tourist by determining the trail route, etc., which decides who gets the benefit, how it is distributed and for how long will they benefit. Generally, even when the local communities have been consulted and given a say in the process, it is still the more wealthy and influential among them who will benefit, as they will have the resources to build the lodges, tea shops or introduce adventure tourism in the area. The less advantaged in the community are still involved in acting as guides or cooking. Still, in a community decided enterprise there is a stronger probability that they will identify ways to expand

the number of people benefiting by skill up gradation, training or loans. This is a long process.

Some questions regarding this:

- ◆ Is it best for the hotels and the restaurants to be run by the community or is individual establishment better?
- ◆ Is there a local capacity to run it efficiently?
- ◆ Will some people be stuck in long-term subservient positions?
- ◆ Will competition among individual owners erode group decision-making skills?
- ◆ Is there tourist demand to justify multiple investments by many people?
- ◆ Are there crafts to be sold?
- ◆ If the benefits are widely distributed, will everyone get so little that it is not worth their involvement?
- ◆ Alternatively, if the benefits are narrowly distributed, will that act as an incentive for others or will it exclude too many people and lead to resentment and income inequality?

31.3 Community-based Ecotourism Projects¹

Community tourism is a form of tourism which aims to include and benefit local communities, particularly rural and indigenous people.

Typically, groups and individuals might -

- ◆ Host tourists in their community
- ◆ Manage a scheme communally
- ◆ Share the profits
- ◆ Rebuild or preserve a community asset
- ◆ Use part of the income to build or maintain the community asset

It is tourism when it benefits visitors, that is, the tourists; otherwise it's simply a community project.

Is it ecotourism?

According to the Quebec Declaration on Ecotourism, ecotourism embraces the principles of sustainable tourism and includes the following principles which distinguish it from the wider concept of sustainable tourism:

- ◆ Contributes actively to the conservation of natural and cultural heritage,
- ◆ Includes local and indigenous communities in its planning, development and operation, contributing to their well-being,

¹ http://www.ecotourismnz.com/content/library/Hugh_Canard_presentation_notes.doc

- ◆ Interprets the natural and cultural heritage of the destination to visitors,
- ◆ Lends itself better to independent travellers, as well as to organised tours for small size groups.

A successful community tourism project will give local people a fair share of the benefits/ profits, and a say in deciding how that tourism is managed.

Successful Community Tourism Projects will -

- ◆ Be run with the involvement and consent of local communities
- ◆ Give a fair share of profits back to the local community
- ◆ Involve communities rather than individuals
- ◆ Be environmentally sustainable
- ◆ Respect traditional cultures and social structures
- ◆ Have mechanisms to help communities cope with the impact of foreign tourists, who may have wide disparities in wealth and different cultures from local host communities
- ◆ Leave communities alone if they do not want tourism

Community Motivation

- ◆ Often these projects arise in depressed or struggling communities
- ◆ Other infrastructure may also be sub-standard
- ◆ Vulnerable to loss of key individuals
- ◆ Increasing visitor flows quickly absorb excess employment capacity (seasonality issues)
- ◆ Some projects simply are not marketable – without a marketable product you are bound for disappointment
- ◆ Design the project for mutual benefits - community and visitors

Critical Success Factors

- ◆ A committed, passionate group in the community
- ◆ Leadership
- ◆ Ability to draw support from the wider community
- ◆ An understanding that some commercialisation is essential to enable preservation to be funded
- ◆ Finding the balance between commercial access and conservation values
- ◆ Design for sustainability, including financial viability
- ◆ Design for marketability
- ◆ The attraction needs to be distinctive - why would people want to visit it? Seek lots

of advice from regional tourism staff and industry leaders.

Common Pitfalls

- ◆ Small communities often lack depth and breadth of expertise
- ◆ Tourism industry
- ◆ Asset management
- ◆ Financial management
- ◆ Dealing with government and funders
- ◆ Marketing
 - Product - from the visitors' point of view
 - Positioning - what makes your product unique and what does it offer the visitor?
 - Place - how do you make your product available? Seven days a week? How do you inform visitors? Where do you reach them?
 - Price - includes commissions.
 - Promotion - Unawareness ® Awareness ® Beliefs/Knowledge ® Attitude ® Purchase Intention ® Purchase
 - All on a limited budget.

Funding

- ◆ Projects need to have measurable outputs and good financial control - difficult for communities to manage
- ◆ Projects should be aligned with regional and district strategies
- ◆ Minimise risk to funders,
- ◆ Demonstrate competence,
- ◆ Draw in a wider group of stakeholders and funders.

31.4 Benefits of Community-based Tourism

Community-based tourism is travel to local indigenous communities that have invited outsiders to experience their customs, food, lifestyle and set of beliefs. These communities manage both the impacts and the benefits of this tourism, strengthening their self-governance, economic alternatives, and traditional ways of life in the process. Community-based Tourism is used to describe a variety of activities that encourage and support a wide range of objectives in economic and social development and conservation. With ever increasing interest and growth in tourism development, and the obvious marketing strategies associated with this industry and its components, it is useful from the start to provide a broad definition of Community-based Tourism. There are many definitions of specialised tourism activities - ecotourism, nature-based tourism, adventure tourism, cultural tourism and so on.

Quite often these vary with the markets for which they are being targeted. In particular there continues to be controversy and discussion over the definition of ecotourism. For our purposes Community-based Tourism is a visitor-host interaction that has meaningful participation by both, and generates economic and conservation benefits for local communities and environments.

A summary of changes related to natural and cultural environments in developing countries serves as a useful background to the emergence of interest in Community-based Tourism. For a number of developing countries their natural and cultural heritage continues to be a source of significant economic benefits, attracting international and domestic visitors often in search of an authentic natural and, to a lesser degree, cultural experience. However, detailed information on the numbers of visitors visiting natural areas and the amount of resultant economic activity in developing countries is both difficult to obtain and often unreliable. Tourism associated with natural and protected areas, has been and continues to be a growing sector in the global tourism industry.

Although difficult to generalise, for many developing countries their natural environment is a primary attraction for international visitors, as well as for increasing numbers of domestic tourists. In the Asia/Pacific region, there has been much discussion and debate regarding the size and growth of the ecotourism market. As with the global market discussion, the figures often depend on the definition of the activity being used. Nonetheless, the numbers visiting natural and cultural sites are increasing, and although accurate data are not always available it is clear that an under-investigated section of this market is domestic visitors and those from nearby countries.

Community-based tourism is defined by three characteristics: indigenous leadership, sustainability and cultural immersion.

Indigenous Leadership

Community-based tourism is managed by indigenous communities. This means the community assumes collective responsibility for all aspects of your stay, including accommodations, internal travel, local food and cultural activities.

Communities reap the benefits from tourism revenue, making community-based tourism a sustainable alternative to many travel organisations, which often do not work in solidarity with the communities and environments they use.

Through community-based travel, collective wellbeing is valued over corporate or individual profit.

Sustainability

Communities will only accommodate as many people as they are able, keeping in mind long-term sustainability, and avoiding unnecessary strain on their own resources. Meals generally draw on local agriculture, and communities will not take on more guests than their housing and energy resources can effectively support.

Aside from physical resources, revenue from community-based travel helps to sustain indigenous cultures and traditions in a rapidly changing world.

Cultural Immersion

Travellers are able to experience the diversity and customs of another culture, and to interact with the community. Unique lodging, cuisine, and activities form a foundation for increased knowledge and awareness of another culture, different set of beliefs and social norms.

Why Should I Choose Community-Based Tourism?

By choosing community-based tourism and travel, you will be respecting the place you are visiting and its ancestral stewards, while still enjoying an unforgettable journey.

- ◆ Hands-on experience with another culture: See, hear, touch, taste and do things you might never have done otherwise.
- ◆ Deeper connection with people and place: Interact directly with individuals and gain immediate knowledge of how you are impacting each other's lives.
- ◆ Empathy and awareness of other cultures: Gain a new perspective on culture, both communities and tourists can share their traditions and culture with each other.
- ◆ Greater control over where your money is going: Ensure your tourism dollars support local communities in beneficial and sustainable ways.

31.5 Community-based Tourism for Conservation and Development

Community-based Tourism is related to the increased sense of environmental and social responsibility in tourism and its sustainability. Community-based Tourism is also gaining popularity as part of strategies for conservation and development. Many organisations and agencies working in tourism have staff assigned to developing small-scale tourism programmes that benefit local communities and natural habitats. The current interest in community-based approaches to tourism emerges from the following areas of concern.

There is a search for more effective strategies for conservation and development. Policies based on strict enforcement and protection to conserve natural resources have not always been successful, and neither has top down centralised decision-making and management of the development process. From an environmental and economic perspective, if local people are not involved, it is likely that over time, the resource on which tourism depends will be destroyed and the investment lost. A moral perspective that argues that management by local people accompanied by devolved decision-making is more preferable since it can be more accountable and sustainable in the long-term. In the case of tourism, another related issue that supports the interest in Community-based Tourism is the commercialisation, monopolisation and accumulation of benefits from tourism among relatively small numbers of beneficiaries.

There has been and continues to be increasing concern that benefits be more widely distributed, especially since the costs are often borne by local communities in the form of restricted or loss of access to resources at the sites. It is important to note that the objectives of Community-based Tourism are not always focused around natural resource conservation and linkages with economic development. Cultural conservation, community and/or gender empowerment, poverty alleviation, income generation are also primary purposes in many cases. In any intervention and planning effort, the critical issue is to be clear about the objectives, and to focus activities including monitoring and evaluation around these.

There are a few assumptions that have been made regarding objectives of Community-based Tourism:

- 1) Community-based Tourism must contribute to increasing and/or improving conservation of natural and/or cultural resources, including biological diversity, water, forests, cultural landscapes, monuments, etc;
- 2) Community-based Tourism must contribute to local economic development through increasing tourism revenues and other benefits to community participants, and ideally to an increasing number of participants;
- 3) Community-based Tourism must have a level of participation ideally progressing towards self-mobilisation, but not always necessarily so; and
- 4) Community-based Tourism has a duty to the visitor to provide a socially and environmentally responsible product. The key rationale underlying the approach and objectives of Community-based conservation and development is that Community-based Tourism through increased intensities of participation can provide widespread economic benefits and decision-making power to communities.

These economic conservation benefits act as incentives for participants and the means to conserve the natural resources.

Relationship between Resources and Actions in Community-based Tourism

While the focus is primarily at the community and local level, for Community-based Tourism to be successful it is important to be aware of and incorporate critical linkages with other scales and sectors of operation. Furthermore, these linkages will need to be improved in order to sustain conservation and development benefits. There may be a tendency to idealise the value of Community-based Tourism and focus on retaining and redistributing benefits entirely to the community level. Community-based Tourism cannot be seen and should not be planned in isolation from other sectors and stakeholders. The concept of comparative advantage is critical. Frequently it will not make economic and logistical sense for local communities to handle every operation and transaction in order to recoup economic benefits. Furthermore, the ability of Community-based Tourism to generate benefits is often tied into key policies that originate from a variety of sectors, e.g. government agencies handling forests, protected areas, tourism, finance, visitor permits and movements, tourism, agriculture, commerce and so on, plus

international policies and treaties that influence global currency markets, commodities and borders.

Efforts to promote and support Community-based Tourism will often need to find ways to capitalise on linkages and/ or change the policy framework to become more supportive. Strategies for Community-based Tourism can and should encompass a range of activities that collectively contribute to improved conservation and development. At one end of the range there may be community-owned and managed lands used for tourism purposes with collective decision-making arrangements over the management and development of tourism. At the other end there might be a private tour operator who has made an agreement with a group of community-based entrepreneurs to use their services and products such as guides and lodges. In some cases Community-based Tourism may be a brand new activity introduced to an area and community where an intensive planning effort is needed to identify market opportunities and options. In other cases, Community-based Tourism may focus on value-addition, building upon natural and cultural assets, to existing activities resulting in increased revenues and incomes to local communities and incentives to conserve resources. An example might be training local guides in natural history to accompany trekkers – adding value to the trek by providing local guides whose incomes will partly depend on the continued presence and conservation of the features that they are promoting.

For any community or communities and practitioners, there can be a variety of options that promote the objectives of Community-based Tourism. Since an important purpose of Community-based Tourism is to generate economic benefits, and as an enterprise to maintain profitability, it is useful to consider the options in developing and marketing a tourism product as the basis for developing strategies.

MANAGEMENT AND MARKETING OF ECOTOURISM PRODUCT

Contents

32.1	Introduction	838
32.2	Promotion of Ecotourism Destination	839
32.3	Eco-branding and Eco-labelling	842
32.4	Goals for Development	852
32.5	International Successes Stories and Limitations	854

32.1 Introduction

National, regional, community and resort tourism planning commenced in the late 1950's when it became apparent that tourism was going to become a significant socio-economic activity. In the Asia-Pacific region, for example, the 1959 State Plan of Hawaii, now one of the most developed and successful island tourist destinations, included tourism as a major component and was quite progressive for its time in integrating tourism planning into the total regional development plan.

During the 1980's and 90's, tourism planning had been undertaken for many places of the developed world. This has included revision and updating of some of the plans prepared previously. Compared to the earlier plans, the recent tourism plans give much more emphasis to the environmental and socio-cultural factors of tourism development. At the same time current tourism planning does not ignore existing development, but often incorporates its features into the modern plan. In this Unit we discuss how these plans are formulated and what all is incorporated into them. Any major plan practised today should also include:

- ◆ Economic development planning;
- ◆ Human resource planning;
- ◆ Physical land use planning;
- ◆ Environmental planning;
- ◆ Infra-structural planning for transportation facilities and services, water supply, electric power, sewage and solid waste disposal, telecommunications and information technology;

- ◆ Social facility planning for educational, medical and recreational facilities and services;
- ◆ Conservation planning;
- ◆ Market planning;
- ◆ Corporate planning; and
- ◆ Regional and local planning, etc.

Only when all these aspects have been incorporated can a plan be said to be complete in all respects. This type of a plan is termed as the “master plan” or the ‘comprehensive master plan’. In general it defines overall tourism development, including human resources, environmental impacts, social and cultural impacts, etc. The master plan considers the long term implications of decisions and their risk and return to a community or destination. All master plans are designed to cover the span of a development period (e.g., a five year plan, a ten year plan or other time frame) or an investment period when land acquisition, constructions, operation and financing are laid out as critical points for guiding decisions at each step. Let us now understand how we can plan for tourism development.

32.2 Promotion of Ecotourism Destination

Let us now see how tourism planning projects should be organised for a better promotion of an ecotourism destination. The first step in organising a tourism project is to conduct a tourism assessment of the country or region. This assessment reviews the resources for tourism, potential tourist markets along with the major development opportunities and constraints. Based on the assessment, the Terms of Reference (TOR) of the study can be written specifically to suit the area’s planning needs.

The TOR should be carefully formulated so that the study considers all the relevant factors and achieves the intended results that had been stated in the objectives. In cases of limited or non-availability of specialists at the local level, outside specialists should be involved to conduct the assessment and write the TOR. For preparing a comprehensive national or regional tourism plan, one requires composition of a team and this depends on the specific TOR of the study. The core team should include specialists from the following areas:

- ◆ Tourism development
- ◆ Tourism marketing
- ◆ Tourism transportation (road, rail, air, water)
- ◆ Ecology and environment
- ◆ Sociologist/anthropologist
- ◆ Human resource development
- ◆ History

- ◆ Architecture
- ◆ Tourist legislation and regulations
- ◆ Tourist accommodation, and
- ◆ Information technology, etc.

There can be situations where some detailed planning, project feasibility analysis or special studies are to be included in the project. For this, additional specialists will be required in the team. Examples can be many like, specialists in adventure sports, wildlife, heritage, etc. depending on the type of tourism to be developed.

Ideally a detailed project work programme should be prepared for plan preparation. This programme specifies the time schedule when each work activity should take place along with the inter-relationships and sequence of the activities. It also indicates project report completion target dates. Adhering to the work programme helps in coordinating the activities to maintain the schedule. The WTO has suggested several types of reports that are necessary for preparing the plan. In a sequential order these are:

- ◆ **Inception Report:** The project team leader prepares the inception report after assessment of field conditions. It includes a detailed work programme, schedule, and various team member's responsibilities related to it.
- ◆ **Interim Report:** The preliminary objectives and results of the survey and analysis, steps of the planning process, opportunities and constraints that have been identified, etc. are presented in this report.
- ◆ **Draft Report:** This report presents the objectives, results of the survey and analysis, conclusions and preliminary tourism development policy, structure plan, etc.
- ◆ **Draft Final Report:** This report presents the final policy, structure plan and other recommendations. The implementation programme prepared by the planning team, along with all the background survey and analysis is also a part of it.
- ◆ **Final Report:** This report presents the recommendations and implementation programme agreed to between the planning team and all other committees.

At each of these sequential steps, discussions are held among the team members, problems identified and addressed to and if necessary, experts are consulted. The final report is presented and reviewed by the project steering committee. Other interested parties, like the tourism industry segments, give their feedback. Differences, if any, are reconciled. An agreement is reached on the conclusions and recommendations. It is the plan, which has to be approved by the authority, i.e. the Government/ Parliament/ Assembly or in the case of corporate sector the board of directors/shareholders.

Until now, we have emphasized the importance of the planning process along with its linkages with the goals for development. Enhanced visitor satisfaction, improvements in economy, protecting tourism resources and assets, etc. were discussed as part of planning goals. While going through the planning process one must have the knowledge

of the various components of tourism, their inter-relationship and importance in tourism development. Different experts are taken as members of the planning team which prepares various reports. The end product of planning is generally a formal document or plan that is intended to guide further activity.

The basic requirement for understanding the planning of tourism is the knowledge of the components of tourism development and their inter-relationships. There are various categories of these components, but some basic components are always included in any plan that is prepared. For the purpose of the planning approach used in this course, the components are classified as:

- ◆ **Tourist Attractions and Activities:** All those natural, cultural and special features and related activities of an area that attract tourists to visit it.
- ◆ **Accommodation:** Hotels and other types of facilities and their related services where tourists stay during their travel.
- ◆ **Other Tourist Facilities and Services:** Other facilities and services necessary for tourism development, including tour and travel operations, restaurants and other financial facilities and services, tourist information offices, medical facilities and services, public safety facilities and entry and exit travel facilitation.
- ◆ **Transportation Facilities and Services:** Transportation access into the country, transportation access within the country, internal transportation system linking various attractions within and across cities.
- ◆ **Other Infrastructure:** In addition to transportation the other necessary infrastructure, includes water supply, electric power, sewage and solid waste disposal, telecommunication systems, etc.
- ◆ **Institutional Elements:** The institutional elements necessary to develop and manage tourism includes, manpower planning, education and training programmes, marketing strategies and promotion programmes, public and private sector tourism organisational structures, tourism related legislation and regulations, public and private sector investment policies, economic environmental and socio-cultural programmes and impact controls.

All these core components are to be taken care of in the plan and their linkages too have to be established. Further, destination specific features are also to be incorporated in the plans. The terms community-based tourism and community-based ecotourism are commonly used to describe the type of tourism that recognises the significant social, environmental and economic impacts tourism can have, primarily focusing on tourism's benefits to the local communities.

According to WWF International¹, community-based ecotourism takes the social dimension of ecotourism a stage further, by developing “a form of ecotourism where the local community has substantial control over, and involvement in, its development and

¹ WWF International, Guidelines for Community-based Ecotourism Development, 2001.

management, and a major proportion of the benefits remain within the community.” Community-based ecotourism, therefore, fosters sustainable use of land and natural resources. Moreover, it embraces both collective responsibility and individual initiatives within the community. While the definition and usage of the terms community-based tourism and community-based ecotourism may vary from one country or region to another, what matters most are not the names, but the principles of social and environmental responsibility behind the action.

32.3 Eco-branding and Eco-labelling

For successful tourism planning, there has to be a successful technique. There has to be a set of processes and ideas that can be finally implemented. Even though, planning approaches and processes have varied in the past, all planning processes have begun with some study of the existing characteristics of land and development. Often, this is called inventory. Most of the studies often begin with lists of services and facilities, numbers and categories of lodging, food service and attractions, etc., i.e., the basic requirements for tourism. Others begin with statistics on economic impacts, i.e., numbers of people employed in tourism, income and tax revenues produced, etc. Still others identify a broad range of factors, both natural and cultural.

These techniques are intended to lay the foundation for the creation of plans that move forward from the existing situation. Let us discuss supply-side planning techniques. Further, we attempt to explain the importance and types of surveys in tourism planning. The significance of area characteristics in tourism planning is another aspect, which will be dealt with.

Supply - Side Planning Technique

A very simple yet a comprehensive supply-side plan formulation technique is a five step process. It is an implementable technique. Yet, it needs to be modified keeping in mind the specificities of tourism that is to be planned. Let us see what these five steps are:

Step 1. Setting Objectives: The key objectives of any plan should be to provide planning action on:

- 1) solutions to constraints and issues,
- 2) identification of destination zones with greatest potential, and
- 3) action objectives and strategies.

However, one can also add optional objectives and these might include concepts for projects or policy statements in new areas. Objectives are set keeping in view of the desired results and hence, they are crucial for any plan formulation.

Step 2. Research: This is an important step and can be accomplished through use of primary or secondary data, existing reports, maps, literature, and surveys, etc. Research is absolutely necessary for many reasons. For example, it is essential for determining

the potential destination areas and it also helps to place the region in proper geographical and competitive context.

Step 3. Synthesis and Conclusions: Many project teams use this step in the plan formulation. Instead of going directly onto recommendations, it is wise to evaluate what the research step has revealed. The main purpose of this step is to derive meaning from mixing together with the findings from the research stage. This finding can be based on both quantitative as well as qualitative analysis. Conclusions from both programme and physical data are then derived.

Step 4. Concepts: It is at this step that creativity and idea formulation have their impact on plan formulation. The local citizens, the public and private developers and professionals review the findings and conclusions. This requires many meetings and workshops to have a dialogue among the varied groups. The final recommendation depends on how well all parties can visualise change in order to produce the desired results.

Step 5. Recommendations: Once the earlier steps have been followed it is logical to make recommendations. Recommendations should be such that the plan should make the tourism system more smooth and productive. This five step technique till date, is one of the most time tested techniques as far as development of tourism plans is concerned.

This technique relies on the creation of a checklist specifying the elements that should be included in a comprehensive national or regional plan. We reproduce here the elements of checklist provided by the WTO in their publication **National and Regional Tourism Planning, Methodologies and Case Studies**, (Routledge, 1994, p 66-71).

Tourism development objectives

- ◆ Economic, environmental, socio-cultural and other objectives.

General background analysis

- ◆ Brief historical background of the country or region,
- ◆ Brief geographical description of geology, land forms and hydrography with identification of areas geographically suitable for tourism development,
- ◆ Climate patterns,
- ◆ Natural resource areas, and existing land use and land tenure patterns,
- ◆ Environmental quality generally and especially in existing and potential tourism areas,
- ◆ Existing national and regional development policies, plans and programmes, with evaluation of their influence on tourism development,
- ◆ Demographic patterns of the number and distribution of the population,

- ◆ Economic patterns of the existing economic sectors and growth trends, Gross National/ Domestic Product (GNP and GDP), per capita income, employment/ unemployment patterns, and other economic characteristics, with identification of any particular problems such as location of economically depressed areas,
- ◆ Cultural patterns of traditions, religious and social values and other relevant characteristics, and effects of development on cultural traditions and values.

Infrastructure Analysis and Recommendations

- ◆ Analysis of access to the country or region by air, land and related transportation,
- ◆ Analysis of the internal transportation system of facilities and services as related to tourism use,
- ◆ Analysis of other infrastructure of water supply, electric power, sewage and solid waste disposal and telecommunications,
- ◆ Review of any already approved plans and programmes for improvements to infrastructure,
- ◆ Identification of any particular infrastructure constraints on developing tourism.

Tourist Attractions and Activities, and their Improvements

- ◆ Survey and inventory of existing and potential attractions and activities,
- ◆ Evaluation of the tourist attractions, with identification of primary and secondary attractions,
- ◆ Recommended improvements (and conservation) required of the attractions,
- ◆ Identification of any particular positive or negative influences on attracting tourists such as strong or weak image in the market countries, recent political instability or natural disasters, extent of crime in the area and travel time, distance and cost from the major market countries.

Tourist Facilities and Services and their Improvements

- ◆ Survey of existing and already planned accommodation by number, type, location and quality level,
- ◆ Survey of existing and already planned other tourist facilities, including tour and travel operations, restaurants, banking and money exchange, handicraft, speciality and convenience shopping, medical and postal facilities and services, public safety and tourist information services,
- ◆ Evaluation of tourist facilities and services, with recommendations on improvements required.

Recommended Extent and Forms of Tourism

- ◆ Determination of tourism carrying capacities of various potential tourism areas and the entire country or region, based on environmental, socio-cultural, infrastructural and tourist satisfaction considerations,
- ◆ Determination of the most appropriate forms of tourism, by location, based on the inventory and evaluation of tourist attractions and activities, carrying capacity and market analysis and other considerations,
- ◆ Determination of the most suitable amount or extent of tourism (by type of tourism), based on the carrying capacity and market analysis, importance of tourist attractions and other considerations.

Market Analysis and Projections

- ◆ Review of global and inter-country regional tourism patterns and trends,
- ◆ Analysis of tourist arrival patterns and trends in the country or region being planned,
- ◆ Evaluation of the effect of existing or potential competing tourist destinations,
- ◆ Determination of the major influencing factors on the types and extent of future tourist arrivals, and determination of the primary and secondary markets,
- ◆ Establishment of market targets by number, type and extent of origin, socio-economic group, touristic interest groupings, length of stay and other relevant characteristics,
- ◆ Consideration of local residents' use of tourist attractions, facilities and services,
- ◆ Projection of the number, type and quality level of accommodation, other tourist facilities and services and infrastructure required based on the market targets.

Recommended Tourism Development Policy and Structure Plan

- ◆ Recommended policy statement including economic, environmental and socio-cultural factors,
- ◆ Recommended structure plan including type and location of tourist attractions, designed tourism development regions or areas (tourism zones) and the transportation linkages,
- ◆ Recommended staging of development by time periods,
- ◆ Recommended tour patterns and programmes indicating tourist excursion routes or circuits.

Economic Analysis and Recommendations

- ◆ Determination of the present and projected tourist expenditures by amount and type,
- ◆ Calculation of the present and projected economic impact of tourism by the standard measurements of contribution to GNP or GDP (or contribution to the regional

economy), gross and net foreign exchange earnings, extent and types of national or regional economic leakages, income generated, the multiplier effect, direct, indirect and induced employment generated and contribution to government revenues,

- ◆ Recommendations on ways to enhance the economic benefits of tourism at the community, regional and national levels.

Environmental Considerations and Recommendations

- ◆ Identification of any present environmental problems generated by tourism and recommendations on ways to lessen them,
- ◆ Recommendations on measures to prevent future negative environmental impacts and reinforce positive ones,
- ◆ Recommendations on ways to improve the overall environmental quality of tourism areas,
- ◆ Recommendations on environmental protection and conservation policies and programmes needed, and application of environmental impact assessment procedures to specific tourism projects.

Socio-Cultural Considerations and Recommendations

- ◆ Evaluation of any existing and potential positive and negative socio-cultural impacts resulting from tourism,
- ◆ Recommendations on ways to lessen negative impacts and reinforce positive ones,
- ◆ Recommended public awareness programme on tourism and a tourist information brochure to inform tourists about the local culture, traditions and expected tourist behaviour, a Recommendations on ways to achieve community involvement in all aspects of tourism at the local level.

Institutional Considerations and Recommendations

- ◆ Review and evaluation of present public and private organisational structures for tourism,
- ◆ Review and evaluation of present legislation and regulations related to tourism,
- ◆ Manpower planning analysis for tourism,
- ◆ Evaluation of present travel facilitation procedures.

Marketing and Promotion Recommendations

- ◆ Specification of the marketing objectives and strategy,
- ◆ Recommended specific promotion programmes with cost estimates and possible sources of funding,
- ◆ Recommendations on respective and joint roles of the public and private sectors in promotion,

- ◆ Recommendations on overseas promotion representation,
- ◆ Recommendations on provision of tourist information services.

Plan Implementation and Monitoring

- ◆ Recommended development or action programme, with cost estimates and identification of responsible parties,
- ◆ Specification of implementation procedures including the respective roles of government and other agencies and the private sector,
- ◆ Specification of tourist facility development and design standards, and how these should be applied,
- ◆ Recommended use of incentives or disincentives to encourage development according to the plan,
- ◆ Recommendations on establishing a tourism information system, or improving an existing system,
- ◆ Preparation of detailed area plans and project feasibility studies for the first stage of development, including demonstration projects,
- ◆ Identification of possible sources of funding for project development,
- ◆ Specification of the techniques and procedures to generally monitor plan implementation and the progress of tourism. For the development of every tourism plan it is very important to thoroughly undertake surveys without which not only the plan but also the resulting development can be faulty. Essentially, there are two kinds of surveys which are of a general type but contain sub-surveys which take care of the particularities of the destination surveyed. These two surveys are:
 - Survey of Area Characteristics
 - Survey of Institutional Elements

Survey of Area Characteristics

The general geographic characteristics of the country or region should be surveyed to provide the background for overall understanding of the area and to provide the basis for specific research and analysis in relation to plan formulation.

This general survey requires both documents and map research and also field visits. These can often be combined with the specific surveys carried out for various exponents of the plan such as for tourist attractions, facilities and infrastructure. Except for the type of information observed on field visits, much of the basic survey data required will already be available in map or report from the government and other special studies already completed and published. However, the availability of data varies among countries and regions - and in some cases, estimates will need to be made based on observations.

Location

The location of the country or region should be specified and mapped, relative to its regional and global situation. Location becomes an important consideration with respect to distances from major tourist market countries at the national planning level and from other regions in the country at the regional planning level. This provides a vital input to the market analysis.

For tour programming, locational analysis reveals the opportunity to include the planning area on multi-destination tours. This helps in exploring the possibilities for complementary tourism product development with nearby countries or regions as partners.

Natural Environment

Several characteristics of the natural environment must also be surveyed:

i) Climate

Climate patterns include rainfall, temperature, humidity, extent of sunshine (or cloudiness), fog, wind speed and direction, and the seasonal variations of these factors. Climatic seasonality can be particularly important consideration where climate is a major type of tourist attraction.

ii) Topography

Topography refers to the surface features of the land, particularly the land configurations and slope, such as flat, hilly, and mountainous areas, and the hydrography of lakes, rivers, and wetlands (swamps, and so forth). At the national and regional planning levels, detailed mapping is not required, but topographic characteristics can be generalised into, for example, lands of less than or more than 20% gradient, which is often used as the dividing line between developable and non-developable land, and the major water features. Areas prone to flooding, erosion, and landslides should also be identified.

iii) Wildlife and Vegetation

Wildlife is indicated by type, extent, and general location. For most wildlife, the habitat range must be considered beside their present location. Conservation problems of wildlife, such as existence of endangered species, etc. should be researched. Similarly, conservation problems of the vegetation should also be accounted for.

iv) Coastal and Marine Areas

Coastal and marine characteristics to be surveyed include types of coastline with the location and characteristics of beaches, reefs, and offshore islands. Any existing conservation problems such as reef damage and endangered species should be investigated. The marine areas should be examined for any hazards they present, such as strong currents and underflows that are dangerous for water recreation.

v) Geology

Aspects of geological characteristics that are important to consider include locations and extent of underground water and mineral resources and suitability of areas for development in terms of stable foundation material.

vi) Ecological Systems

Important ecological systems, usually comprising a combination of climate, topography, vegetation, and wildlife and ecological systems of both land and water areas should be identified and their scientific and conservation value evaluated. Mangrove swamps, for example, are important eco-systems providing sea life and plant habitats, slowing water runoff, and preventing coastal erosion.

Historical Influences

Knowledge of the history of an area is important in tourism planning. This is because many aspects of the history are visually expressed as tourist attractions such as archaeological and historic sites and places of historic events, and have influenced contemporary life-styles, customs, arts and handicrafts. The history of an area also has influenced social value systems and attitudes that are significant sociocultural considerations in tourism. The history of the planning area need not be presented in complete detail but should highlight the background needed for understanding relevant elements of the tourism planning analysis and plan formulation.

Socio-cultural and Economic Patterns

Socio-cultural and economic factors to be considered for tourism planning include:

i) Population Characteristics

The number and geographic distribution of population, which are important considerations in any type of development, can be shown in tabular or chart form for the past and present population figures with the population distribution shown on maps.

The distribution of age-sex groups may be a consideration in determining the availability of labour supply in certain areas. Education levels, also important to know for manpower planning, can be shown in major categories such as completion of primary school, secondary school and university and technical college. Indication of literacy levels may be relevant in some areas. Employment categories and level of unemployment and underemployment should be researched, including employment in tourism-related activities, as related to the manpower planning component of the tourism study.

ii) Cultural Patterns

Cultural Patterns including social structure, value systems, customs, life-styles, and attitudes as related to development of tourism and residents working in tourism should be identified. In some large countries and regions there are various different

cultural groups, each with their own cultural systems and different sets of cultural values and attitudes.

In strongly traditional or tribal areas, an in-depth study may be required to understand local cultural patterns and how best to develop tourism in those areas. Religious values such as constraints on consumption of alcoholic beverages and dress and behavioural codes must be understood. Local lifestyle, music, dance, drama, ceremonies, dress, arts, and handicrafts should be observed both as possible attraction features for tourists and for consideration in the socio-cultural impact on evaluation of tourism.

iii) Economic Patterns

The economic profile of the country or region should be researched, including the major components of the economy, gross national product, income, levels and distribution, type and value of exports and imports and the balance of payments, and other economic factors that relate to the economic analysis of tourism and establishing linkages between tourism and other economic sectors.

Land Use, Settlement and Tenure Patterns

At the national, regional or local planning levels, the general land use patterns such as agriculture by type, industry, designated park, recreation and conservation areas, and the settlement patterns of rural, village, town and city along with the transportation network should be mapped. Land use and settlement patterns are important to know the relative selection of tourism development areas. Land tenure (the type of land ownership or use rights) may be a very important consideration in determining the availability of land for tourism development. The overall level of environmental quality of the country or region and especially of the existing and potential tourism development areas is an important consideration in attracting tourists, as well as being important for residents, and should be surveyed and evaluated. Environmental quality factors to be considered during the survey include the following:

- ◆ Air quality
- ◆ Quality and quantity of water supply
- ◆ Cleanliness of public places
- ◆ Landscaping
- ◆ Congestion levels
- ◆ Open space, parks and conservation areas
- ◆ Scenic views
- ◆ Environmental diseases, etc.

There may also be other environmental quality factors in a particular planning area that should be surveyed and evaluated.

Survey of Institutional Elements

The institutional elements to be surveyed and evaluated in the planning process include present development policies and plans, government and tourism organisational structures, political ideology and its influences on the development process, investment policies and availability of capital, tourism-related legislation and regulations, and tourism employees training programmes and institutions. These are researched generally at this point for subsequent input into the planning analysis, policy and plan formulation, and the recommended implementation approaches. Survey of the institutional elements require both document research and discussions with government agencies and the private sector.

1) Present Development Policies and Plans

Most countries and many regions of countries, especially States or provinces, have some form of adopted development policies and plans. These may be long-term or medium-term, commonly for five-year periods, and sometimes include a tourism sector. Especially, one should consider the basic economical, physical and social development policies and strategies of the country or region. These should be carefully reviewed to determine any overall policies that may influence the formulation of tourism plan. It may well be the case that, based on its findings, the tourism planning study will recommend changes or refinements of these policies and development, but the present policies and plans must first be understood.

2) Government and Tourism Organisational Structures

The overall system of government and its organisational structure should be understood as one of the considerations for determining the most suitable organisational role of government in tourism development. For example, tourism would be somewhat differently organised in a country with a highly centralised government structure than in one with a more decentralised government. The organisation of government agencies whose functions relate to tourism such as transportation and communications, environmental protection and cultural development, and immigration and customs, as well as any central planning departments should particularly be examined, including their interagency coordination arrangements.

The structures, functions, and staffing of any existing tourism department, bureau, development corporation, advisory board, or committee should be surveyed and evaluated relative to their appropriateness and effectiveness for managing tourism and implementing the tourism policy and plan.

3) Investment Policies and Availability of Capital

The present investment policies for investment in development projects, including for tourism projects, should be researched. Investment policies refer particularly to provision for joint venture development between outside and local capital resources or between the government and private sectors and incentives allowed to encourage private sector investments.

4) Tourism Legislation and Regulations

If tourism already exists in the country or region, some tourism-related legislation and regulations may have been adopted and should be researched. There may be a basic tourism law and specific regulations, such as on hotel standards and classification systems, tour and travel agency operations, and tour guide services. Also, some general regulations such as on building construction and hygienic standards of restaurants are applicable to tourism development. All these need to be investigated and evaluated as inputs to determining the future legislation and regulations required for the successful implementation of the tourism plan and continuing management of tourism, including any modifications needed to present legislation and regulations.

5) Tourism Education, Training Programmes and Institutions

If there is already some tourism development, there may be existing tourism education and training programmes and perhaps training institutions that should be surveyed and evaluated, as an input into the manpower planning and development component of the planning study. These programmes may include hotel, catering, tour and travel operations, and tourism management subjects such as on planning, marketing, and research techniques, etc.

The survey stage of developing tourism plans involves collecting data, both quantitative and qualitative, on all relevant aspects of tourism. The most important part of survey is to include as many factors/aspects that influence tourism in that area. For many of these elements - such as tourist attractions and activities, accommodation, other tourist facilities and services and some types of infrastructure - field surveys are required. These surveys should include evaluation of the elements along with noting their characteristics which would then finally make the plan more implementable. One must note here that the planning techniques are applicable to international as well as domestic tourism. The requirements for domestic tourism may vary but it should not be forgotten that they form the basis for international tourism.

32.4 Goals for Development

Experience has demonstrated that for betterment of tourism there are at least four planning goals which form the components of development:

- i) Enhanced visitor satisfaction
- ii) Improved Economy and Business Sector
- iii) Protected Resource Assets
- iv) Community and Area Integration

Enhanced Visitor Satisfaction

Tourism begins with the desires of travellers to travel and ends with their satisfactions desired from such travel. But, as we all know, complicated characteristics of modern

tourism tend to reduce these satisfactions from the desired possible level. Planning should not only attempt to eliminate all problems that come in the way of visitor satisfaction but also provide the positive mechanism whereby land acquisition, design, development and management have the greatest chance of providing user satisfaction. In this sense, planning aims at both, user problem solving as well as user problem avoiding. Planning should provide a check on interrelationships of development to make sure that the participant's desires, habits, wishes and needs are satisfied to the extent that physical development and management can do so. The worth of the planned development is not to be judged by the satisfaction of the owner or the planner but of the visitor. This standard demands a user-oriented planning policy. Therefore, one major goal of collaborative tourism planning is the provision of user satisfactions. However, caution should be taken that this goal is not stretched to the level where the local residents and resources get adversely affected.

Improved Economy and Business Sectors

For planning purposes, one must take note of the factors that influence tourism's success. Such factors as geographical relationship to markets, attractions and attractiveness, resources for development, and involvement of all sectors need to be examined for their potential in developing tourism. Planning, thus, should address itself to the provision of positive rewards to those who identify, design, develop and manage areas for tourism. In other words, cooperation, collaboration and co-ordination must foster, not destroy, individual creativity and innovation in development to meet new needs. It must be socially responsible. Private enterprise should be guided into locations and programmes in which it can be more and more successful. Public agencies should be guided into locations and programmes that meet their special governmental mandates and yet are compatible with commercial enterprise and non-profit organisations.

Therefore, another goal of collaborative tourism planning is the provision of increased rewards to owners and developers of tourism products and services.

Protecting Resource Assets

Tourists have always sought destinations with attractive scenery, protected wildlife and historic and archaeological sites. All of these require environmental protection. This is more so if they are to serve as sustainable attractions as desired by visitors. Yet, tourism business for a long time was seldom planned for resource protection. Every player in this field was out to exploit the resources. It was only when many destinations started losing as attractions a realisation came that both, tourism economy and visitor satisfaction depend upon the absolute necessity of stopping resource degradation. This called for a change in attitudes and policies of tourism businesses, government agencies and non-profit organisations involved in developing tourism.

Hence, it is essential for all types and levels of tourism planning to incorporate the new commitment of resource protection as a goal. Resources have to be treated and managed as permanent assets.

Community and Area Integration

Many communities and regions view tourism as an elite activity and a separate social layer is simply added to a community. Engaging in tourism from this viewpoint can be disappointing. Such an approach fails to integrate tourism into the social and economic life of the community. The aim of the overall plan should include increased work opportunities, high quality of life and sufficient public and private services. The official plan should be reviewed and renewed periodically. All local authorities and organisations should be involved in discussions on issues that need changes before any revisions are made.

An important goal of tourism planning, thus, is integrating tourism with the cultural, social and economic life of communities and areas.

These four goals – enhanced visitor satisfaction, better business, resource protection and community integration should be the motivating force for all stakeholders in tourism planning.

32.5 International Successes Stories and Limitations

The following are some examples of initiatives, Successes stories and Limitations across the world that focus on local communities.

1) REST - Best of Community based tourism in Thailand

The Responsible Ecological Social Tours (REST) Project works to assist local Thai communities in developing their own small-scale sustainable tourism projects which aim to develop the skills and confidence of local community members, create an opportunity for host communities and their guests to share their knowledge and experiences, and develop their commitment to protect the natural environment.

According to REST, one of the most important aspects of Community-based tourism (CBT) is that “communities choose how they wish to present themselves to the world.” REST’s CBT projects support grassroots conservation activities and promote environmental awareness. Best examples include:

- ◆ In Koh Yao Noi, CBT income has directly supported a local conservation club’s coastal patrols to prevent illegal fishing.
- ◆ In Koh Yaow Noi, CBT has helped improve the local environment through mangrove rehabilitation plots and seagrass protection.
- ◆ In Mae Hong Son, local farmers have begun re-introducing wild orchid species into areas of the forest which had previously been deforested.

2) Award-winning Himalayan Homestay Programme in Ladakh, India

Himalayan Homestays, an innovative community-based ecotourism programme by the Snow Leopard Conservancy, was a winner of the Global Vision Awards, 2005 in

recognition for its “exceptionally farsighted programme” that links tourism with conservation through culturally and environmentally friendly homestays. The homestays serve as a means to support local mountain communities and protect the endangered snow leopard, a species endemic to the region. The programme has also transformed the common perception of the snow leopard, from that of a dangerous predator that attacks livestock to an animal whose presence draws travellers and provides important economic opportunities to villagers throughout the region.

With locals now increasingly involved in efforts to protect the snow leopard, Himalayan Homestays is a model of a self-sustaining and profitable conservation programme. The programme aims to ensure that hosts are able to develop unique mountain experience through Homestay, and obtain a fair return for their services and investment, and to contribute to conserving local cultural and natural heritage.

3) Experience Tourism Differently with Go Differently

Go Differently is a UK-based ethical tour operator specialising in small group and tailor-made trips, as well as volunteering/voluntourism itineraries primarily in Southeast Asia (Thailand, Cambodia, India, Laos, Bhutan and Indonesia). Go Differently offers unique community-based tourism experience that combine CBT and volunteer programmes, including homestays in tsunami affected villages on Thailand’s North Andaman coast, which aim to educate the participants about traditional ways of life and contribute to the conservation of the natural environment; and a tailor made voluntourism tour in Southern Thailand supported by the local Kiriwong Community-based Tourism Club.

“Community-based tourism does not simply seek to maximise profits for investors. Rather, it is more concerned with the impact of tourism on the community and the environment. CBT emerges from a community development strategy, using tourism as a tool to strengthen community organisation through community-wide participation.” (From Go Differently website: What is Community-Based Tourism?)

4) Sustainable Pro-Poor Tourism with SNV

Stichting Nederlandse Vrijwilligers (“Foundation of Netherlands Volunteers”) SNV, a Netherlands based international development organisation, provides advisory services to governments and local organisations in developing countries. SNV currently works in several countries such as Africa, Latin America, Asia, and Eastern Europe. SNV Asia operates in two sub regions: the Mekong (Vietnam and Laos) and the Hindu Kush Himalayas (Nepal and Bhutan). In 2001, SNV Vietnam launched the very first community based tourism initiative in Vietnam. This Sustainable Tourism pilot project in Sapa aimed to establish mechanisms for more equitable sharing of the benefits of tourism, to support the active participation of the community in decision-making and implementation, and to increase the capacity of local stakeholders in reducing the negative cultural and environmental impacts of tourism. The pilot project was successfully implemented, with enthusiastic support from the

local stakeholders, serving as an important lesson for the national and provincial authorities on the benefits of responsible tourism and its potential for poverty alleviation.

Since 2014 they have been working on consolidating an offer of Community and Avitourism in the community of Palmarito de la Frontera, in the Indian Territory of Monte Verde, in coordination between SNV Bolivia and the Municipal Government of Concepción, in primary objective of generating income in families, under the principle of comprehensive and responsible use of natural resources and forest services.

The High Impact Tourism Training (HITT) Programme launched by SNV aimed to contribute to sustainable, scalable, pro-poor economic growth in Cambodia and Vietnam and in five other countries (Benin, Ghana, Mali, Mozambique and Nepal) through the development and implementation of an integrated, market-driven tourism Technical Vocational Education and Training (TVET) system targeting the informal economy.

5) Asian Encounters - Helping IT Help Rural Communities

Specialising in empowering poor communities in Asia with information and communication technologies, Asian Encounters helps promote responsible community-based tourism that is sensitive to the needs of the local community, its culture and its environment.

Asian Encounters' recent projects include constructing a user-friendly content management system to help CBT operators build websites, holding a seminar on e-marketing of CBT in Nepal; and contribution of a paper "E-Community-Based Tourism for Asia's Indigenous People," to be published by Idea Group (www.idea-group.com) in the book *Indigenous People and Information Technology*.



© WWF India



	50 YEARS IN INDIA	Working to sustain the natural world for people and wildlife together possible. wwfIndia.org
---	-----------------------------	--

WWF India Secretariat
172 B, Lodhi Estate
New Delhi - 110003
Tel: 011 4150 4814
Fax: 011 4150 4779